



# Examining the feasibility of delivering a validated, web-based alcohol intervention to community college students based on social media alcohol references

Bradley R Kerr<sup>1</sup>, Melissa A Lewis<sup>2</sup>, Anne M Fairlie<sup>3</sup>, Reese H Hyzer<sup>1</sup>, Megan A Moreno<sup>1</sup>

<sup>1</sup>University of Wisconsin – Madison

<sup>2</sup>University of North Texas

<sup>3</sup>University of Washington

UW Health

American Family Children's Hospital



Department of Pediatrics  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

## INTRODUCTION

- Community college (CC) students are at risk of hazardous drinking
- Previous studies have demonstrated the effectiveness of Web-BASICS (Brief Alcohol Screening and Intervention for College Students), a validated, online alcohol intervention, among college students
- Gaps remain in identifying community college students with hazardous drinking and delivering interventions

This study examined the feasibility of delivering Web-BASICS to community college students based on displayed alcohol references on Facebook and Instagram.

## METHODS

### Design

- Longitudinal, feasibility study

### Setting

- 5 community college campuses, 3 in Wisconsin and 2 in Washington
- Social media platforms Facebook and Instagram

### Subjects

- Inclusion criteria: 18-29 years old, current alcohol user, Facebook user (within the last month)
- Recruited via campus webpage, listserv and flyer

### Data Collection

- Participants completed an online survey upon enrollment
- Facebook and Instagram profiles evaluated every 30 days for 9 months to observe alcohol references
- Displays reflecting initiated or frequent alcohol references were defined based on previous research and used as prompts to deliver Web-BASICS to participants by email
- Those who completed Web-BASICS received additional survey requests after 1 and 6 months

### Analyses

- Descriptive statistics were calculated to assess feasibility, including the proportion of students who displayed social media alcohol references and completed study follow-up activities

## RESULTS

### Participant information

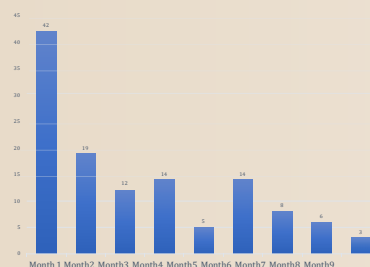
- 254 eligible students
- 187 enrolled (73.6% of eligible students)
- Average age: 22.8 (SD=3.3)

Demographic characteristic	Number (%)
Gender	
Female	148 (79.1)
Male	36 (19.3)
Transgender	3 (1.6)
State	
Washington	130 (69.5)
Wisconsin	57 (30.5)
Race	
Caucasian/White	147 (78.6)
Hispanic/Latino/Mexican	11 (5.9)
Did not disclose	9 (4.8)
More than one	6 (3.2)
Asian	6 (3.2)
Black/African American	4 (2.1)
Native American/Alaskan Native	2 (1.1)
Other	1 (0.5)

### Display of intervention-prompting social media alcohol references

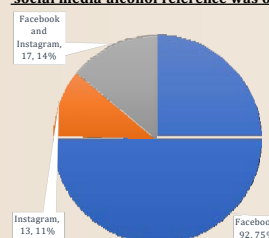
- Over two-thirds (n=122, 69.3%) displayed an alcohol reference on social media prompting intervention delivery

### Month when intervention-prompting social media alcohol reference was observed

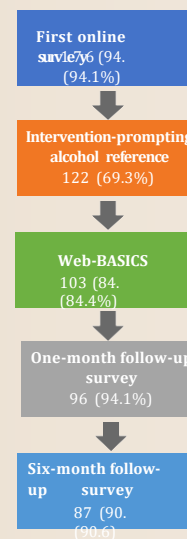


## RESULTS

### Social media platform where intervention-prompting social media alcohol reference was observed



### Completion of study follow-up activities



## CONCLUSIONS

### Main Findings

- Brief social media evaluations identified a majority of participants to receive intervention invitations
- Facebook may have utility for identifying community college student alcohol users
- Findings support the feasibility of delivering Web-BASICS to community college students based on brief evaluations of social media alcohol references



facebook

### Implications

- Future research should examine the efficacy of this intervention to promote safe alcohol use

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## CONTACT INFORMATION

Bradley Kerr  
bkerr@wisc.edu

Megan A. Moreno, MD, MSEd, MPH  
moreno@wisc.edu

<http://smahrtresearch.com/>

@SMAHRTeam

@SMAHRTeam

https://business.facebook.com/SMAHRTeam/

