

# Effectiveness of Social Media Public Health Campaigns in Influencing Attitude Changes in High School Students

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# Introduction

- LC8 partnered with Hamilton County PH to launch a social media campaign addressing aspects of the COVID-19 pandemic
- Goals:
  - 1) to increase awareness of public health guidelines relating to mask wearing, social distancing, and vaccine safety
  - 2) to assess the effectiveness of our outreach methods in contributing to attitude change



# Methods

- Target population was high school students aged 15-18
- Social Media Methods:
  - Interviewed community members to assess attitudes surrounding COVID-19 and establish best practices for public health messaging
  - Created Instagram post and TikTok video using guidance from CDC and Ohio Department of Health to address questions about COVID-19
- Survey Methods:
  - Demographic questions
  - Pre- & post-survey to assess knowledge, attitudes, and behaviors regarding COVID-19 policies and vaccines
    - Responses rated on four point Likert scale from Strongly Agree to Strongly Disagree
  - Question regarding preferred social media format
  - Free response questions for students to offer feedback/suggestions
  - Optional chance for students to include themselves in a raffle to win a \$15 Amazon gift card
  - Data analyzed using a Wilcoxon signed-rank test to assess changes in agreeance with pre- & post-survey responses
- Instagram slides posted to the public Instagram account of HCPH

# Instagram Tiles

## COVID-19 Vaccine FAQs



The vaccine  
is here  
What's next?



**Q: Why should I get  
a COVID-19 vaccine?**

**A: Vaccines help keep  
your family, friends, and  
community safe!**



**Q: Will the vaccine make  
me sick?**

**A: No, the vaccine is safe.  
Afterwards you may feel  
under the weather which  
only means it's working!**



**Q: Can I stop wearing a  
mask and social  
distancing after I get  
vaccinated?**

**A: No, wear a mask and  
social distance until enough  
people are vaccinated.**



**Q: If I have had  
COVID, should I still  
get the vaccine?**

**A: Yes! Re-infection is  
possible, so you need  
the vaccine to protect  
yourself.**



**Q: When can I get  
the vaccine?**

**A: Check with your local  
health department to see  
when it will be available  
to you.**



## Resources:

[HCPH.org/COVID](https://hcp.org/covid)  
[coronavirus.ohio.gov](https://coronavirus.ohio.gov)  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



# Tik Tok



# Results - demographics

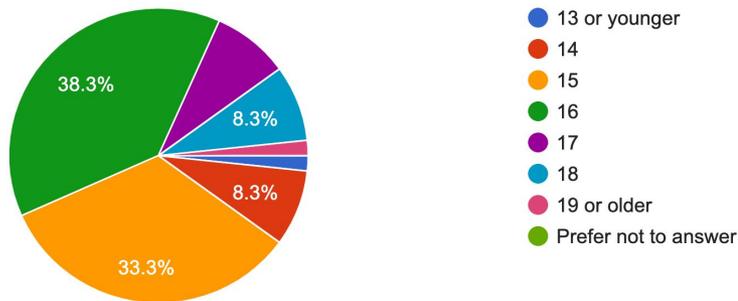


Figure 1. Reported age of survey participants. n=60

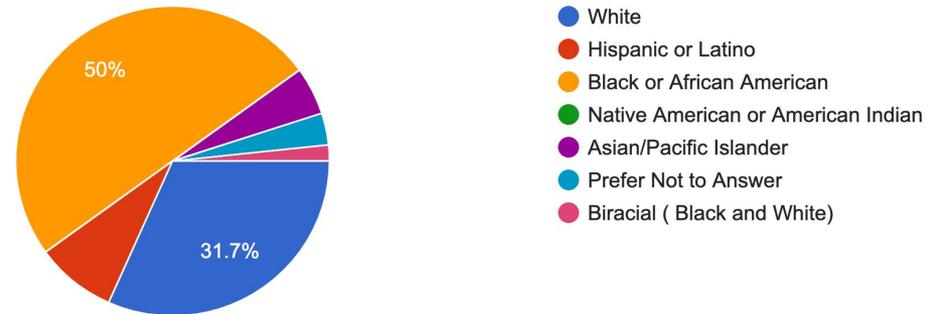


Figure 2. Reported race of survey participants. n=60

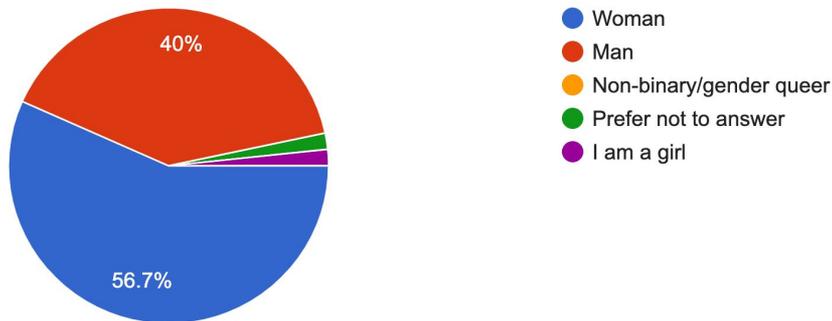


Figure 3. Reported gender of survey participants. n=60

# Results - pre- and post-survey

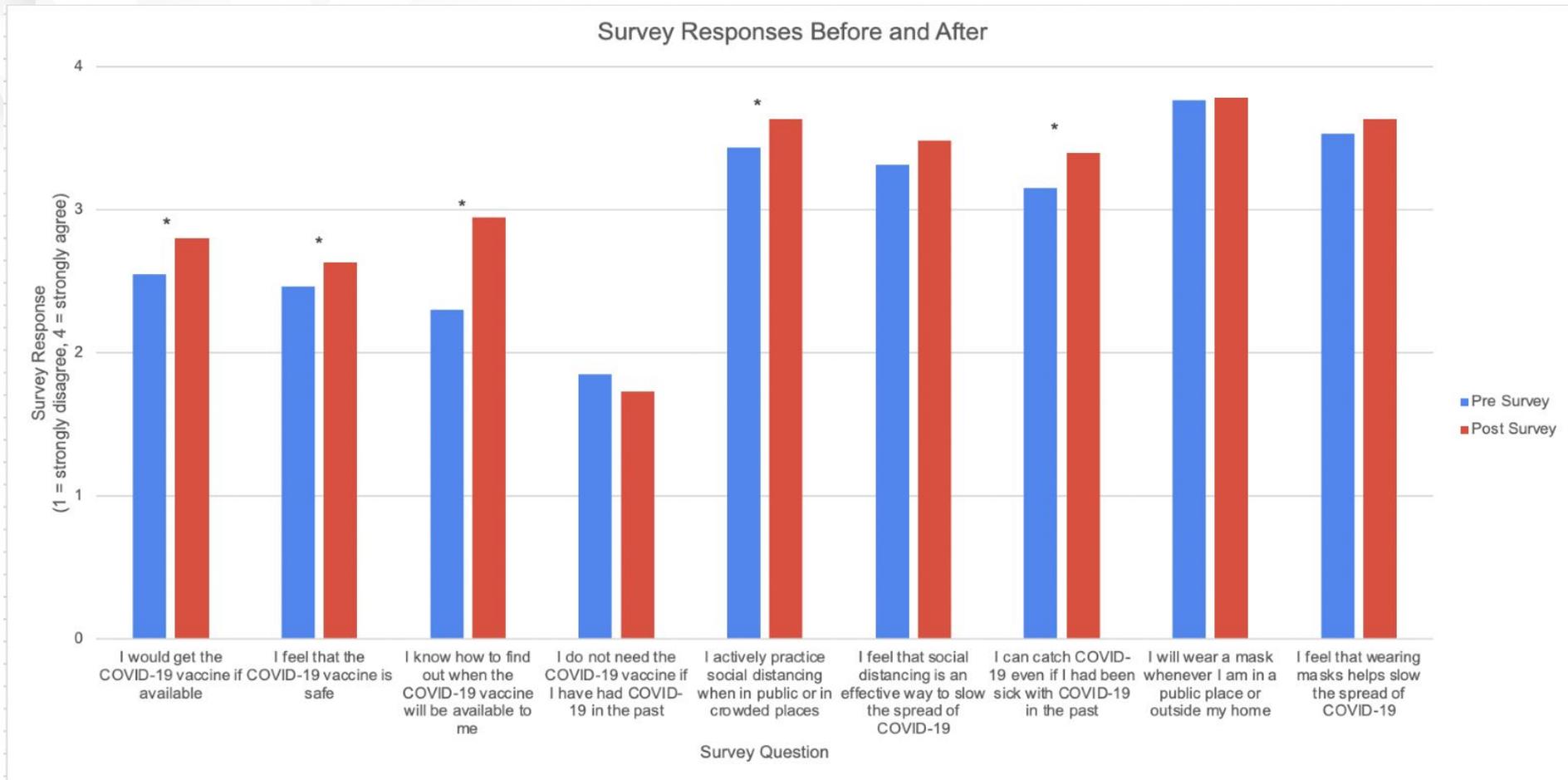


Figure 4. Average survey response before and after social media presentation. n=60

# Results - social media preference

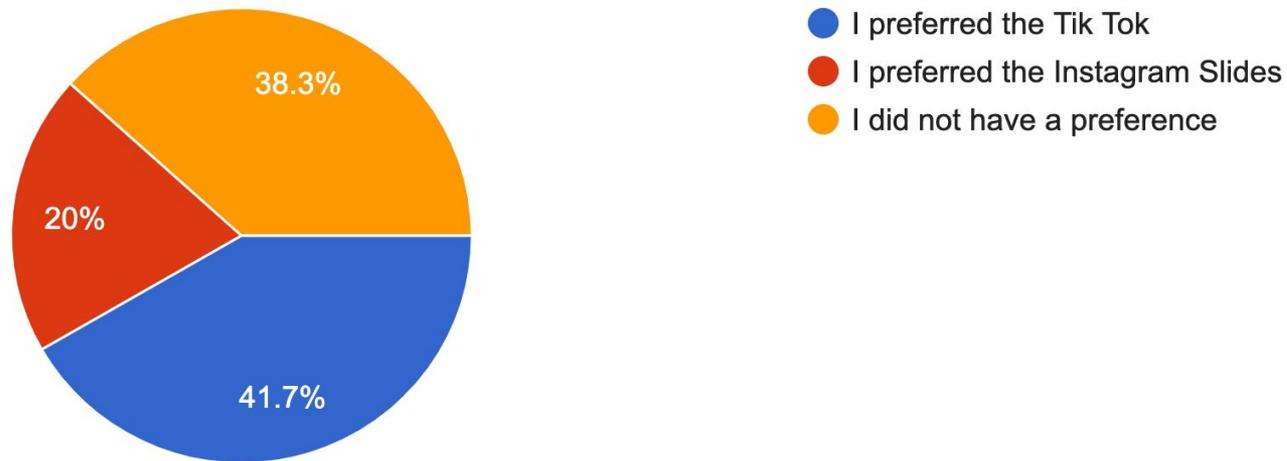


Figure 5. Survey respondent preference for TikTok vs Instagram. n=60

# Discussion

- The study revealed significant changes pre and post survey:
  - Attitude: vaccine safety & intention to receive a vaccine if eligible
  - Knowledge: finding a vaccine & possibility of reinfection
  - Behavior: social distancing
- The data indicates video-based social media platforms could be a valuable tool for spreading public health information to this age group.
- A challenge of this study was adapting to the constantly evolving COVID-19 pandemic. Initially, the focus was on social distancing and mask compliance. Then, it shifted to vaccine education.
- Other limitations: small sample size, poor geographical diversity, no data on social media engagement with the community.

# Next Steps

- HCPH can use these findings to create future public health campaigns targeted towards a high school aged audience.
- Future studies to explore the following:
  - Long term attitude and behavioral changes in this population to determine if social media campaigns have an impact outside of a study environment.
  - Impacts of “COVID fatigue” on adolescent mental health

# References

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