



## NIH Health Branding Conference

September 15, 2011  
Atlanta, GA

### Brands 2.0: Using Social Media and New Technologies to Create Brand Loyalty

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\* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available by contacting CiPHR for further information.

## Projects:

**SMS (Stop my Smoking) USA:** Text messaging-based smoking cessation program for young adults

Supported by Award Number R21CA135669 from the National Cancer Institute.

**Teen Health and Technology (THT):** Online survey about technology-based experiences for LGBT vs. non-LGBT youth  
Supported by Award Number R01 HD057191 from the National Institute of Child Health and Human Development.

In both cases, this presentation content is solely the responsibility of the authors and does not necessarily represent the official views of the NICHD, NCI, or NIH.

## Part I: Using technology to reach people and solicit their feedback

Online strategies to recruit SMS USA participants:

Research activity	Facebook	Google Ads	Craigslist
YAAC (n=10)	4	0	3
Beta Test (n=12)*	Not used	Not used	9
Beta Test #2 (n=28)	2	0	26
RCT (n=164)	1	0	163

YAAC – we recruited 20 participants, but only 10 completed the online bulletin board (BB). It was during the online BB that we asked where participants saw the recruitment ad

First beta test: 3 participants recruited by traditional methods (e.g. posting flyers around community)

Second beta test & RCT: FB ads were schedule to run for 16 days at \$25 budget per day totaling \$400. During second beta test, other online classified sites were used (ebay classified, pennysaverusa, recycler.com); none of the reported participants reported seeing the ad on these classified sites, so we did not use these during RCT.

## Part I: Using census data to create a plan

State	City	American			Native		Other	2+ races	Hispanic
		White	Black	Indian	Asian	Hawaiian			
AL	Auburn	78.8	15.7	0.2	3.4	0	0.7	1.2	1.8
AL	Dothan	66.4	30.3	0.4	0.9	0	0.7	1.3	2.2
AK	Anchorage	69.8	5.9	5.4	6	1.1	2.4	9.3	7.9
AK	Fairbanks	68.9	7.2	9.6	2.1	1.8	2.2	8.3	8.8
AZ	Flagstaff	73.8	1.9	13.2	1.8	0	6.9	2.4	17.3
AZ	Phoenix	77.2	5.4	1.9	2.5	0.2	10.9	1.9	42.1
AZ	Prescott	91.7	0.7	1.5	2.1	0.3	1.9	1.9	6.4
AZ	Tucson	68.8	4.4	2.8	2.7	0.2	17.8	3.4	39.5
AR	Fayetteville	83.1	7.3	0.7	3.2	0.2	3.3	2.2	4.9
AR	Little Rock	52.1	41.6	0.4	2.5	0	1.6	1.7	5.4
CA	Bakersfield	57.4	8.4	0.8	5.3	0.1	23.6	4.4	42.2

## SMS USA YAAC: Online data collection "community"

The screenshot shows the 'Group Forums Directory' on the Stop My Smoking website. It features a search bar, navigation tabs (Home, Activity, Members, Groups), and a table of forum topics. The table columns are Topic Title, Latest Poster, Posted in Group, Posts, and Freshness. Three topics are listed, all in the 'YAAC Excess Group'.

Topic Title	Latest Poster	Posted in Group	Posts	Freshness
<a href="#">FRIDAY AM QUESTION 1 (your experiences with not being able to smoke cigarettes)</a>	[Profile]	YAAC Excess Group	8	1 year, 3 months
<a href="#">FRIDAY AM QUESTION 2 (your thoughts on the cigarette that came out of the machine)</a>	[Profile]	YAAC Excess Group	6	1 year, 3 months
<a href="#">THURSDAY PM QUESTION 2 (your thoughts on the cigarette that came out of the machine)</a>	[Profile]	YAAC Excess Group	7	1 year, 3 months

## SMS USA: Online data collection "community"

The screenshot shows a forum thread titled 'what do you do when your stressed?'. It contains several posts from users. The first post is a welcome message from 'Tonya'. Subsequent posts are replies from other users, including one from 'said 1 year, 4 months ago' and another from 'said 1 year, 4 months ago'.

Forum Topic Tags: [Newest](#) | [Author](#) | [Popular](#)

Groups: [YAAC Excess Group](#) (27 members)

## SMS USA: Creating social networks

The screenshot shows the 'Forum' section of the Stop My Smoking website. It features a search bar, navigation tabs (Home, Activity, Members, Groups), and a table of forum topics. The table columns are Topic Title, Latest Poster, and Freshness. Several topics are listed, including 'General Text Message Discussion', 'Quitting', 'Using Medicines', 'Coping Strategies', and 'Anything Else'.

Topic Title	Latest Poster	Freshness
<a href="#">General Text Message Discussion</a>	Tonya	Last post by T334ha on June 28, 2013, 02:10
<a href="#">Quitting</a>	Tonya	Last post by said 1 year, 4 months ago
<a href="#">Using Medicines</a>	Tonya	Last post by said 1 year, 4 months ago
<a href="#">Coping Strategies</a>	Tonya	Last post by said 1 year, 4 months ago
<a href="#">Anything Else</a>	Tonya	26 topics not shown

## Part I: Using technology to reach people and solicit their feedback

The screenshot shows a forum thread titled 'what do you do when your stressed?'. It contains several posts from users. The first post is a welcome message from 'Tonya'. Subsequent posts are replies from other users, including one from 'said 1 year, 4 months ago' and another from 'said 1 year, 4 months ago'.

Forum Topic Tags: [Newest](#) | [Author](#) | [Popular](#)

Groups: [YAAC Excess Group](#) (27 members)

Part II: Developing a space for participants to create community: SMS USA – Example A

Buddy 1: i just tried finding ways to make them [cigarettes] see not worth it like when i got my speeding ticket i was smoking thought if i wasnt smoking i wouldve saw him

Buddy 2: slowed down and not got my license suspended

Buddy 1: guess you havent really needed a text buddy haha

Buddy 2: haha guess not but its always nice talking to someone going through the same thing

Buddy 1: yeahh with all my friends still smoking and not trying to quit i do feel alone in this but i need to save up money for a damn wedding ughhh

Buddy 2: yeah my friends didnt want me to quit at all it sucks quitting will sure help the wedding though whats a pack cost where you live

Part II: Developing a space for participants to create community: SMS USA – Example A

Buddy 1: 8 bucks everythings more expensive here tho

Buddy 2: damn yeah thatll save some cash for your wedding

Buddy 1: i havent even picked a place yetor started invitationsplanning a wedding is also stressful esp when your better half is 2500 miles away

Buddy 2: my friends going through the exact same situation as you and shes freaking out and she doesnt have to worry about quitting so you must extremely stressed

Buddy 1: ive decided with all the money i save not buying cigarettes im buying a plane ticket to az

Buddy 2: thats an amazing idea im happy for you

Part II: Developing a space for participants to create community: SMS USA – Example B

Buddy 1: when iswas your quit date mine was aug 1st and ive been doing pretty well

Buddy 2: i took a couple of puffs but i feel like im back on track howre you doing with not smoking

Buddy 1: hows it going today my quite day was 83 and im doing ok so far just taking it onew day at a time

Buddy 2: thats great mine was on august 1st and every day gets easier ive even noticed that i can breathe easier than i did before

Part II: Developing a space for participants to create community: SMS USA – Example B

Buddy 1: congrats on 2wks smoke free

Buddy 2: congrats to you i think im on my 3 weeks actually not smoking feels so natural again

Buddy 1: thats great

Buddy 2: how does it feel to be a nonsmoker again i feel great im breathing better and more active

Buddy 1: its wonderful i sometimes think i want one still but its so easy to talk myself through it now

## Part II: Developing a space for participants to create community: THT

Again, I still think we should be able to communicate with each other afterwards :]

Haha most definitely! I'm sure we all have MySpace and whatnot. :P

yea that would be nice its fun talking to other LGBT kids, besides my friends at school

Considering I dont really have LGBT friends at school it would be awesome if we don't have to stop talking to one another.

That would be awesome if we could!!! I would love to see how other people in different parts go through challenges and what not. And plus new friends!!!

Well im sure afterwards or something we could find each other like on myspace and facebook make a group thats named like harris interactive room XXX or something

Do it! i'm definitely gonna search for that on facebook afterwards

## Part II: Developing a space for participants to create community: THT

HA!!! i did it!!! its harris interactive XXX

I joined! :D

I joined too! [name] accept the requests to join

I made a myspace one as well same name, harris interactive room XXX

okay, I sure will miss this! This is like so much fun! =D

my moms making me get off i'll see you tomorrow BYE!!!!!!!

peaces!!!

aight peoples!!! il see ya'll 2mrw

I am also being forced into bed. Goodnight, yo.