



Redefining Narratives: Empowering Youth Substance-Free Efforts through #NoMoreBoxes

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Background

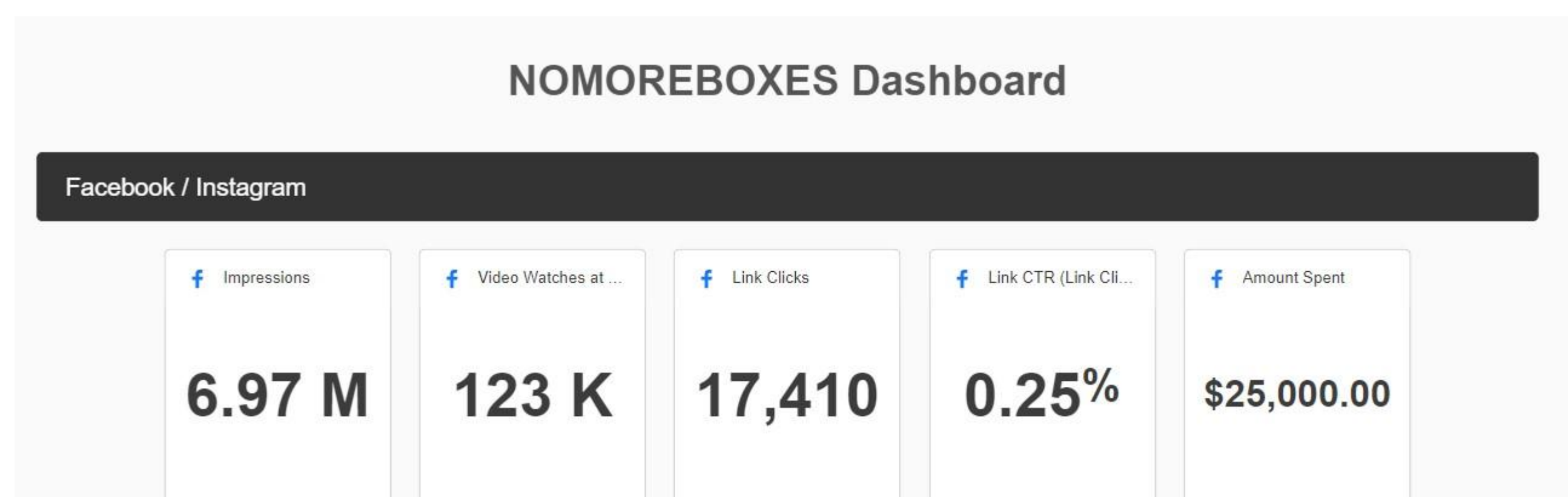
- ❑ The #NoMoreBoxes campaign is a youth-focused substance prevention initiative using infographics, radio messages, an interactive website, and social media to promote a Public Service Announcement (PSA).
- ❑ The campaign is unique in its approach due to the youth-informed creation of tailored prevention messages and social media promotion of a video PSA.
- ❑ This study aims to assess the reach of the #NoMoreBoxes PSA through analysis of impression and click metrics.



This image from the #NoMoreBoxes Campaign features youth voices and statewide statistics.

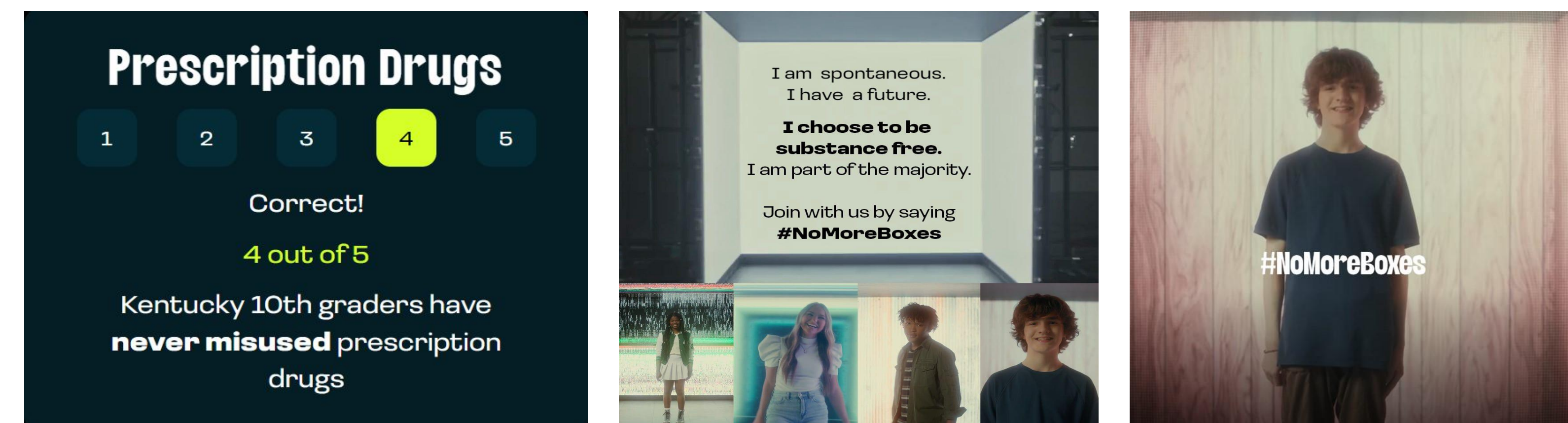
Methods

- Campaign dissemination:
- ❑ The #NoMoreBoxes video was promoted on social media channels most trafficked by youth.
 - ❑ Tanner+West Advertising and Design Agency managed the promotional efforts and created campaign goals.
 - ❑ A campaign dashboard was created to track metrics and progress toward goals.



Campaign Engagement

One unique feature of the campaign is a landing page (nomoreboxes.org) that gives youth the ability to interact with statistics. Engaging with the data should lead to greater retention. The page also allows youth to generate their own social media posts.

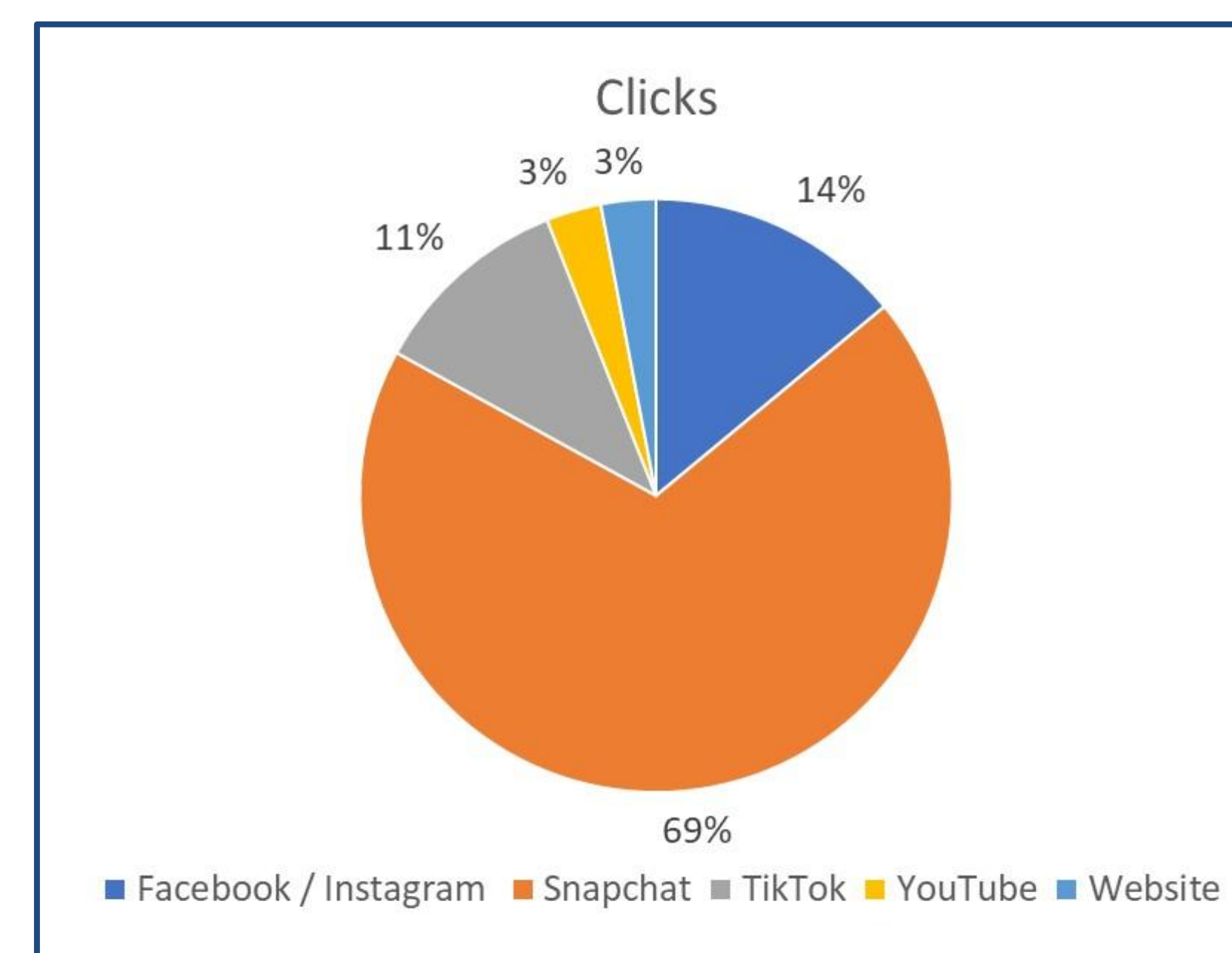
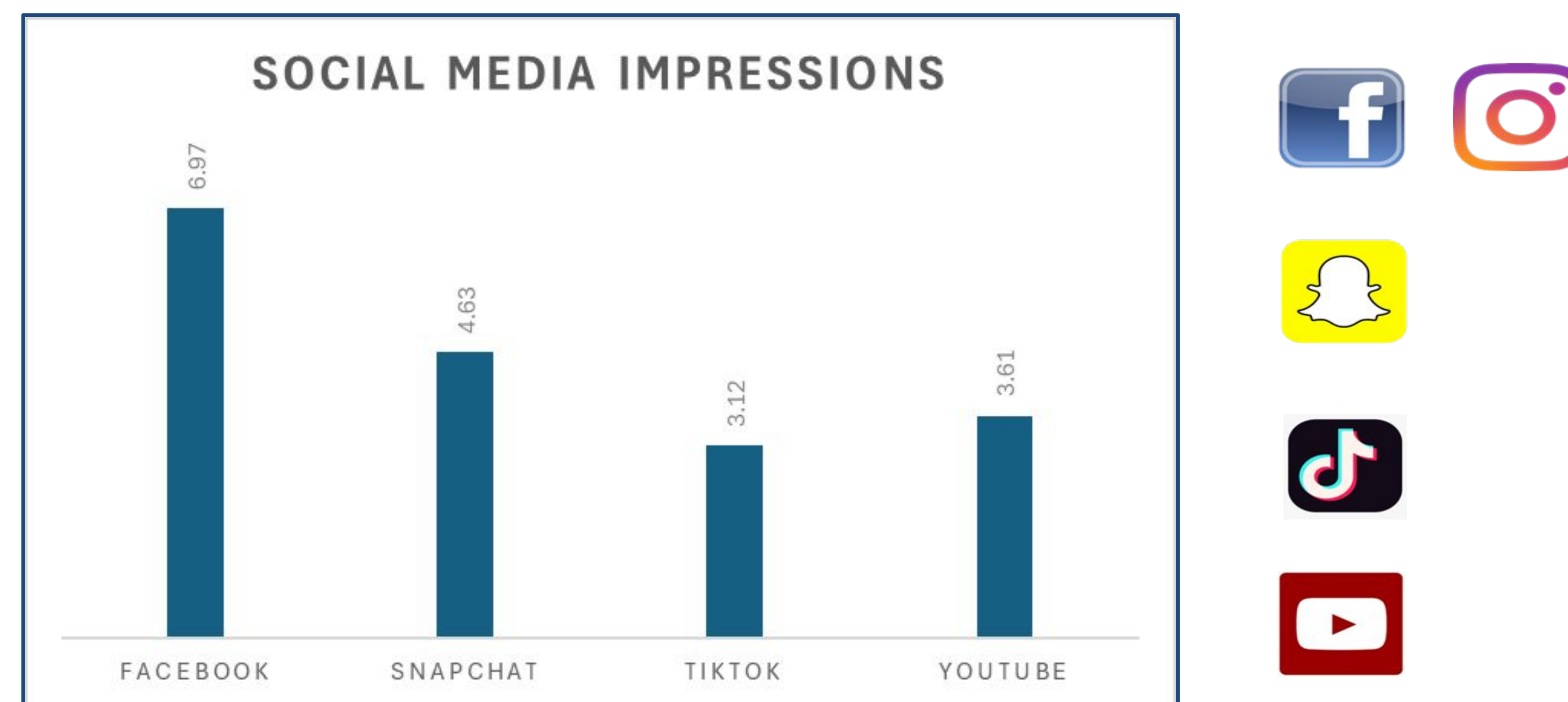


Discussion

- ❑ The significant reach emphasizes the potential impact of using social media to support message dissemination.
- ❑ This highlights the importance of adapting communication strategies to meet the audience where they are most active.
- ❑ Campaign click through rates and impressions performed well, remaining below the target costs in almost all cases.
- ❑ Analyzing the performance metrics unique to each platform could help us refine future strategies to increase engagement and maximize campaign impact.
- ❑ Phase 2 of the study will focus on a mixed methods approach which includes focus groups and online surveys.
- ❑ The survey will contain the measures of perceived norms, social influence, health behaviors, susceptibility and injunctive norms.

Results

From August 2023 to February 2024, the #NoMoreBoxes campaign garnered 18.33 million impressions and 127,252 clicks across Facebook, TikTok, Snapchat, YouTube, and the #NoMoreBoxes website.



CTR (Click-through rate)

1.91% .9% average

CPM (Cost per 1,000 impressions)

\$3.89 \$3 - \$8 is average



Implications/Limitations

This social norming campaign underscores the power of using nontraditional media when promoting positive health behaviors among youths. By leveraging social media to disseminate health-related messages, we were able to reach a significant number of Kentucky youths.

Limitations:

Social media reach may not have engaged all youths in Kentucky especially those youths who might have limited access to technology. Phase 2 of the study will address gaps in our ability to make conclusions about how students perceive the campaign.

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