

# Strategies in Media & Social Media for Substance Use Prevention

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LEBANON chapter



# OUTLINE

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Introduction to Media and Its Role in Prevention

1



Understanding Theories of Media Influence

2



Crafting Effective Prevention Messages

3



Leveraging Social Media for Prevention

4



Case Studies and Examples

5



Q&A Session

6



## MEDIA-BASED PREVENTION

It employs mass media, frequently via synchronized initiatives and campaigns, that aims at hindering the onset of substance use or encouraging individuals to quit using particular substance.

Media bridges the gap between multi-levels to form joint efforts towards effective substance-use prevention

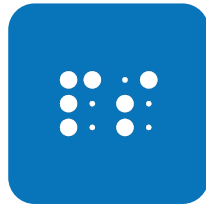




# WHY USE MASS-MEDIA IN PREVENTION?



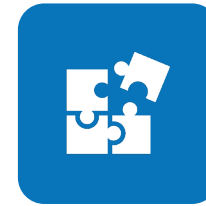
**High reach with  
low cost**



**Accessibility of  
Social Media for  
the target  
audience**



**Rapid spread of  
information**



**Learn through  
Entertainment**



**Highly Influential  
& reaches leaders  
& policy-makers**



# THE THEORY OF REASONED ACTION OR PLANNED BEHAVIOR

As per this model, drug use is perceived as an intentional choice shaped by an individual's attitude, social norms, and perceived autonomy over their behavior.



# SOCIAL NORMS THEORY

Efforts following this theory, also known as "normative education," seek to counter misunderstandings about the prevalence of drug use among adults and teenagers.



# SOCIAL LEARNING THEORY

It proposes that an individual's personality and actions are developed through interactions.

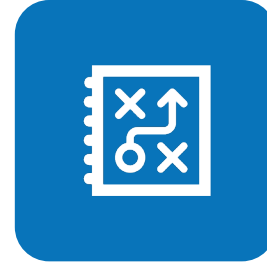
It emphasizes observational learning, highlighting the significance of mirroring the behaviors, attitudes, and emotional reactions of others.



# INCORPORATING DISTRACTIONS



**Effective strategy in  
persuasive  
communication**



**Distractions in the message  
or delivery conditions can  
hinder counter-  
argumentation**





# MISDIRECTION



**Indirectly targeting  
individuals**



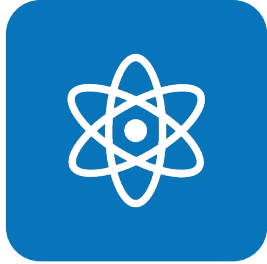
**Messages aimed at parents but  
indirectly reaching youth can be  
more effective in reducing pro-  
substance use beliefs**



**Decreases the probability  
that youth will defend pro-  
substance use beliefs**



# CREDIBLE MESSAGE SOURCE



**Utilize scientific facts  
and evidence**



**Align the emotional tone of  
the message with the  
audience's perception of the  
substance being addressed**



# USE OF GAIN-FRAMED MESSAGES

## GAIN-FRAMED

Highlights benefits of quitting

Effective in motivating prevention behaviors

**Example:**  
You will live longer if you quit smoking

## LOSS-FRAMED

Highlights the costs of continuing to smoke

More effective in encouraging behaviors related to detection

**Example:**  
You will die sooner if you do not quit smoking



## Leveraging Social Media for Prevention



**Target audience**



**Theoretical  
framework**



**Formative  
research**



**Connect**



**Sufficient  
exposure**



# FLORIDA'S TRUTH CAMPAIGN



## **We ♥ Smokers**

Heck, we love everybody. Our philosophy isn't anti-smoker or pro-smoker. It's not even about smoking. It's about the tobacco industry manipulating their products, research and advertising to secure replacements for the 1,200 customers they "lose" every day in America. You know, because they die.



# FLORIDA'S TRUTH CAMPAIGN



**Exposed tobacco companies' hypocrisy**



**Used humor to engage adolescents against smoking**



**Shifted youth perception from smoking as rebellion to recognizing manipulation by tobacco companies**



**Learn through Entertainment**



# ABOVE THE INFLUENCE CAMPAIGN



<https://www.ebay.com/itm/295659849138>



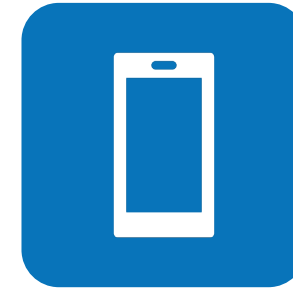
# ABOVE THE INFLUENCE CAMPAIGN



**Appeals to logic, not fear; highly successful with teens.**



**Integrated into community prevention programs for enhanced impact**



**Utilized social media for peer interaction; included community-based initiatives**





# Q&A Session

# Thank You!



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