

Rethink Campaign Spring 2020

Presented by Eliana O'Neill



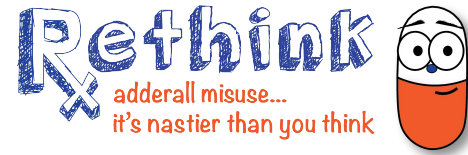
What is the Rethink Campaign?

The Rethink Campaign is organized by Strategic and Corporate Communication students at Chapman University, with the mission of inspiring peer-driven conversations about the risks of misusing prescription stimulants to study. By encouraging these conversations, we can reduce the normalization of this behavior on our campus.

Our goals are to:

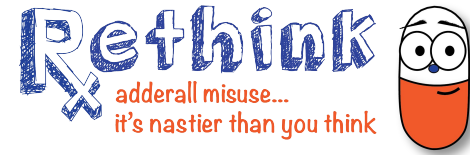
1. Change students' positive attitudes toward prescription stimulant misuse
2. Alter students' subjective norms surrounding prescription stimulant misuse
3. Increase knowledge of the health and legal risks of stimulant misuse in the college student population

What's Misuse?



- Use of your own prescription in ways or amounts that are not prescribed, or using anyone else's prescription - even infrequently - is misuse (BeMedWise, 2020)
- Prescription stimulants are often misused as study aids on college campuses.

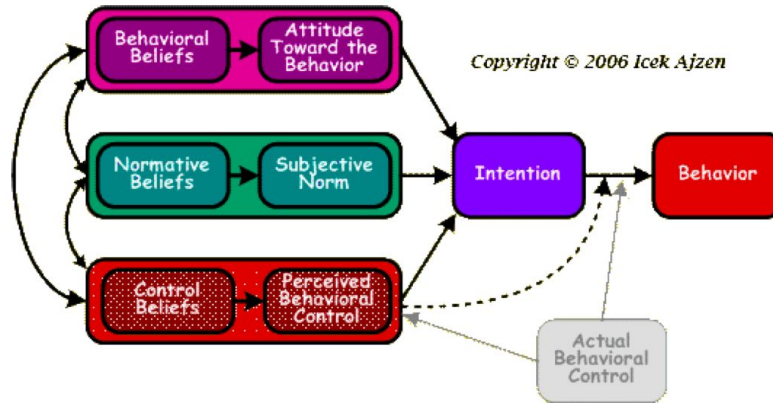
What's the Big Deal?



- Misuse is associated with lower GPAs (Benson et al., 2015)
- Adderall is a Schedule II Controlled Substance, and illegal possession could lead to a 5 year prison sentence (DEA, 2020)
- Common side effects include depression, anxiety, psychosis, fatigue, and sleep problems, along with heart, nerve, and stomach issues (National Institute on Drug Abuse, 2018)

Theory of Planned Behavior

- Ajzen (2006) states that human behavior is guided by behavioral beliefs, normative beliefs, and control beliefs
- Those 3 components form a person's intention to perform the behavior
- If the person has actual behavioral control, they will behave based on their intention
- We used TPB to understand and explain students' behavior in our data

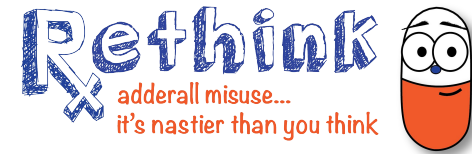


What Has Rethink Done Before?

- Flyers on campus
- Tabling on campus
- Tshirts, stickers, and other promo items
- Yoga event
- Ice cream social
- Promotion on campus TVs
- Social media



Rethink: COVID19 Edition



- Completely online
- Increased social media presence (Facebook, Instagram)
- Created a website (www.rethinkcampaign.org)
- Virtual concert with Chapman Band *NOMO*
- Virtual pledge for students to sign

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WHAT IS ADDERALL MISUSE ?

Do you have a prescription for Adderall?

YES

If you use more than your prescription, that's **misuse**

NO

If you're taking Adderall without a prescription, that's **misuse**

One of the misconceptions is that we're against Adderall! We're not! We're against the *misuse* of Adderall. Our friend Addy the pill can attest.

Rethink

6 TIPS TO STAY PRODUCTIVE WHILE STUDYING FROM HOME

For the procrastinators and very distracted people out there, this one's for you 🍌

Rethink

THE GRIND NEVER STOPS... BUT YOUR POOP WILL

Constipation is a side effect of adderall misuse. Think twice or you'll pay the price 💩

Rethink

LAUREN NEEDS SLEEP

LAUREN HAS BEEN TAKING HER FRIEND'S PRESCRIBED ADDERALL FOR THE PAST 3 DAYS AND HAS BEEN UNABLE TO SLEEP. SHE JUST SNAPPED AT THE STARBUCKS WORKER FOR GETTING HER FRAPPUCINO WRONG.

Is Lauren misusing Adderall?

YES

NO

Rethink

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LAUREN HAS BEEN TAKING HER FRIEND'S PRESCRIBED ADDERALL FOR THE PAST 3 DAYS AND HAS BEEN UNABLE TO SLEEP. SHE JUST SNAPPED AT THE STARBUCKS WORKER FOR GETTING HER FRAPPUCINO WRONG.

Is Lauren misusing Adderall?

YES!

Lauren is misusing Adderall! It is illegal for Lauren to use a prescription that is not hers. Misusing Adderall can lead to paranoia and hostile behavior.

Got it!

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JUST THE FACTS

The effects of prescription stimulant misuse on education.

WILL IT AFFECT MY TEST SCORES?

Clinical trials show that Adderall does not improve scores on cognitive tests. In fact, in one study, an effect was observed on only 2 out of 31 cognitive tests.¹

WILL IT AFFECT MY GPA?

Misuse is associated with lower GPAs. Students who misuse Adderall consistently report lower GPAs than students who do not misuse.²

IS EVERYONE DOING IT?

Most college students do not misuse. In fact, 4/5 college students do not report misusing Adderall for academic benefit.³

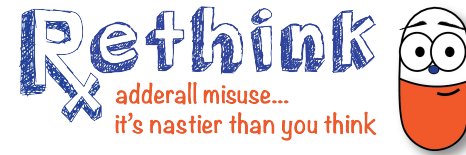
IS MISUSE ILLEGAL?

Adderall is a Schedule II Controlled Substance. Illegal possession can lead to a 5 year prison sentence. Other Schedule II substances include morphine and opium.⁴

SOURCES: ¹CROPSEY, K. L. ET AL. 2017, P. 302-309
²BENSON META ANALYSIS
³BENSON META ANALYSIS
⁴U.S. DEPARTMENT OF JUSTICE

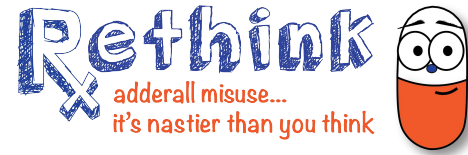
Rethink

Our Hypotheses



1. College students' behavioral beliefs regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
2. College students' normative beliefs regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
3. College students' perceived behavioral control regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
4. College students' behavioral intention regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
5. College students will engage in less prescription stimulant misuse at the posttest than at the pretest
6. College students will engage in more information seeking about prescription stimulant misuse at the posttest than at the pretest

Data collection



- Online survey
 - IRB-approved
 - Sent to students via their professors
 - Administered before and after the campaign to assess effectiveness
- Focus groups
 - 38 total students (split into 4 groups) participated in focus groups
 - Pretested our messages and social media posts
- Website and social media analytics

Participant Demographics

43 Chapman students took our survey before and after the Spring 2020 campaign

- Age
 - Average (M) = 24.33
 - Standard Deviation (SD) = 4.43
- Gender
 - Female: $n = 33$, 76.7%
 - Male: $n = 9$, 20.9%
 - Nonbinary: $n = 1$, 2.3%
- Class Rank
 - First Year: $n = 4$, 9.3%
 - Sophomore: $n = 7$, 16.3%
 - Junior: $n = 3$, 7.0%
 - Senior: $n = 2$, 4.7%
 - Graduate: $n = 27$, 62.8%
- GPA
 - Average (M) = 3.68
 - Range (R) = 1.00
- Ethnicity
 - White/Caucasian: $n = 22$, 51.2%
 - Asian/ Asian American: $n = 14$, 32.6%
 - Middle Eastern: $n = 3$, 7%
 - Multi/Biracial: $n = 3$, 7%
 - Pacific Islander, Native American, or Alaskan Native: $n = 1$, 2.3%
- Greek Life Status
 - Involved: $n = 7$, 16.3%
 - Not Involved: $n = 36$, 83.7%

Results

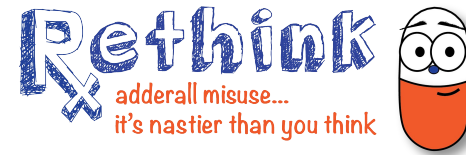
Changes in TPB Variable Before and After Spring 2020 Rethink Campaign

Variable	Pretest	Posttest
Behavioral Belief	2.78	2.74
Normative Belief	2.87	2.75
Perceived Behavioral Control	4.08	4.14
Behavioral Intention	2.49	2.48
Behavior	2.56	1.19
Information Seeking	4.16	4.26

*Bold = significant change ($p < .05$)

These results were found through a Paired Samples T-Test

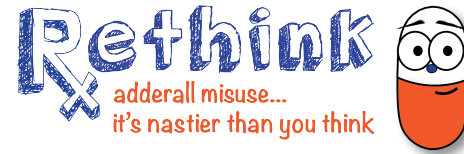
Hypotheses Revisited



1. College students' behavioral beliefs regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
2. College students' normative beliefs regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
3. College students' perceived behavioral control regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
4. College students' behavioral intention regarding prescription stimulant misuse will be more negative at the posttest than at the pretest
- 5. College students will engage in less prescription stimulant misuse at the posttest than at the pretest**
6. College students will engage in more information seeking about prescription stimulant misuse at the posttest than at the pretest

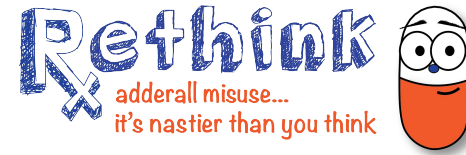
We were only able to support Hypothesis 5 through our research. The other hypotheses did not have significant data evidence to support.

Future Possibilities



- Keep survey online, but try to get more participants
- Focus groups were very helpful for pretesting messages
 - Would be better in person, but still worth doing remotely
- Combine the increased online/social media presence with on-campus events and tabling to maximize audience awareness

For more information



Ajzen, I. (2006). *Behavioral interventions based on the theory of planned behavior*.

<https://people.umass.edu/aizen/pdf/tpb.intervention.pdf>

BeMedWise. (2020). *The dangers of medicine abuse*. <https://www.bemedwise.org/what-is-medicine-abuse-drug-abuse/>

Benson, K., Flory, K., Humphreys, K. L., & Lee, S.S. (2015). Misuse of stimulant medication among college students: A comprehensive review and meta-analysis. *Clin Child Fam Psychol Rev*, 18(1), 50-76.

<https://doi.org/10.1007/s10567-014-0177-z>

Drug Enforcement Administration. (2020). *Drug scheduling*. DEA. <https://www.dea.gov/drug-scheduling>