Introduction

The population in Northern Kentucky consists of approximately 400,000 people distributed amongst Boone, Campbell, Grant, and Kenton counties. Boone, Campbell, and Kenton are ranked in the top 5 counties in Kentucky for heroin and fentanyl overdose deaths. Kenton and Boone county show a net increase in total overdose deaths since 2012 (Figure 1). Regional data for Northern Kentucky, shows that 2.7% of 10th graders in Kenton and Boone county show a net increase in total overdose deaths.

Due to the high rates of opioid abuse in the Northern Kentucky community, our focus group wanted to explore illicit drugs, including prescription opioids.

Methods

Our target population of adults aged 18-25 in the Northern Kentucky area was selected using the preliminary data collected by last year’s NLT Learning Community.

Focus Group Methods

We conducted a focus group in which we showed the CDC’s Rx Awareness videos to eight women ages 18-25 (Figure 2). The interviews were conducted remotely via conference call, key points from the interview were extracted by our LC, and the videos were then edited by a videographer to condense the interview to a shorter preliminary video compatible for social media.

Results

The video was shared to 57 participants and followed with questions gauging the likelihood of respondents to view, like, share, and utilize the resources of our video, as well as suggestions to improve the quality and efficacy of our video. We gathered demographics on age, race, ethnicity, gender, and education. This data was used to revise our video and publish the final product on Facebook.

Discussion

Based on the reactions to our video, viewers are slightly less likely to share, comment, and/or “like” our video on social media. Viewers were much more likely to watch the entire video in addition to referring friends to treatment using the resources shared at the end of the video. Since sharing, commenting, and “liking” content on social media is completely public, perhaps stigma is dissuading viewers from taking such overt actions.

In order to determine how effective our video campaign is, we need to gather more data now that the video is posted to Facebook. Likes, views, and shares will be monitored to gauge audience outreach and interest. With a larger sample size and greater duration of testing, we will be better able to gauge the potential for lasting impact that our campaign can have.

Conclusion

We would like to thank the Northern Kentucky Health Department, especially Laura Brinson, for their support during this project. We could not have produced the video without the generous help of John Stimpfl and James Sweasy. Finally, we are deeply grateful towards our interviewee, Travis Broughton, for sharing his experiences with us and making our project truly meaningful. The project described was supported by the National Center for Research Resources and the National Center for Advancing Translational Sciences, National Institutes of Health, through Grant 8 UL1 TR000077-05. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.

Acknowledgements

We would like to thank the Northern Kentucky Health Department, especially Laura Brinson, for their support during this project. We could not have produced the video without the generous help of John Stimpfl and James Sweasy. Finally, we are deeply grateful towards our interviewee, Travis Broughton, for sharing his experiences with us and making our project truly meaningful. The project described was supported by the National Center for Research Resources and the National Center for Advancing Translational Sciences, National Institutes of Health, through Grant 8 UL1 TR000077-05. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.

References


Figure 1. Overdose deaths in 108,000 people in a one-year period by the Northern Kentucky Health Department and distributed amongst four counties—Boone, Campbell, Grant, and Kenton. Last year’s project surveyed young adults between the ages of 18-25 about their knowledge of opioid pain medications. Also, respondents who were not at all, or a little concerned with the side effects of opioids were 1.70 (95% CI: 1.05, 2.77; P=0.039) times more likely to use prescription drugs without a doctor’s prescription.