

WEBVTT

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Welcome to How to research design and disseminate a social media health campaign. But drink less for your breath initiative. My name is Marlene Tucker and I'm here with my colleague Jeff Bornstein together will be running this dialogue for health web forum

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forum. Thank you to our partners for today's event, the California Breast Cancer Research Program, the alcohol research group, and the Public Health Institute

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Now it's my pleasure to introduce today's moderator, Dr. Peggy rentals rentals is an epidemiologist and adjunct professor it you see FF Helen Diller family Comprehensive Cancer Center.

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Welcome to dialogue for health Peggy.

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Thank you.

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And I think we're going to lead off this with a couple of questions for the participants.

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First, first poll is Who are you, and here's the poll that should be popping up on your screen, I'd like to invite you all to let us know.

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Choose all that apply. If you have multiple roles, give you about a minute to do that. And then we're happy to share the results.

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Okay, we have about 30 seconds to go on the pole.

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Don't forget to submit your answers.

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Hit the button.

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Looks like we have a lot of participants. Hundred and 87 participants so it'll be interesting to see what kind of a mix we have participants.

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Okay, the poll is about to end so make sure you hit the submit button so that your answer counts.

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And thank you for participating.

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Quite the mix.

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Do we need to scroll a little for that poll.

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Quite a mix.

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And it looks like we have quite a number of participants that are really active in terms of communicating, so be very interesting to hear what you have to say to us when we get to the q amp a session.

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With that, we actually have a second poll before we start, and really, if you could put up a poll number two. Why are you here. What is it you really would like to get out of this session.

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Again will give you about a minute to log your answers.

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And again choose all that apply. You may have many reasons for being here.

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Okay, thank you for your participation. We have about 15 seconds left on the pole so again make sure so that your answer gets counted to hit that Submit button.

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And we're going to go ahead and wrap that up.

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Okay. Well, I hope that we'll be able to provide with you some very interesting results from this project on learning how to develop social media campaigns is that seems to be the majority of responses.

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Thank you so much for participating in this poll we will have another poll or so before we finish. And so stay tuned for that. But that

really. Let's take down polls.

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I'd like to just do just a moment to give you a little background about this project, in general, I am quite delighted to have been able to have been a co investigator on this overall project this was funded by the California Breast Cancer Research Program.

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As you can see the mission of CBC RP is to prevent the eliminate breast cancer by leading Innovation Research communication and collaboration with both California scientific and lay communities, this particular project is part of a special initiative

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on policy.

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By CBC Rp. It was a collaboration between UCSF. And the alcohol research group. Public Health Institute, and also included work with clean Eclat Raza and learn well designed.

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In general, the aim of this project was to raise awareness among young women in California that alcohol use is a risk factor for breast cancer.

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So I for our first speaker, Dr. Sharima Rasanayagam is the director of science, for breast cancer prevention partners as such, she works to ensure that the organization continues to be a national leader, as it is in science based environmental health

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advocacy. She oversees all of the organization's science related activities including monitoring and interpreting emerging scientific research, representing the organization and key scientific bodies, developing and managing science related program and

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policy initiatives and providing scientific guidance on the development of new programmatic initiatives. We were delighted to have her as a member of our external advisory panel for this particular project.

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And with that, and I'm sure Rima.

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have you go ahead and start screen sharing for your presentation.

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Yeah. Yep. All right. Okay, here we go.

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All right. Can you see my, my slides Peggy.

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Okay, looks good.

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Yeah.

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Hi, so thank you Peggy and thank you everybody for joining us today.

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As Peggy said I was on the advisory group of this project and I think they brought me on because Peggy was on an advisory group for a project that I did, which was passed to prevention which was our report which again was, which I'm going to tell you

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a little bit about in a moment where we looked at a number of risk factors for breast cancer including alcohol and the team asked me to come on today to talk about the science that links alcohol and breast cancer.

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And what we found in the about alcohol and breast cancer from doing that report.

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So, next slide.

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So just to tell you a little bit about breast cancer prevention partners so we are a nonprofit advocacy group focused solely on primary prevention of breast cancer, and in particular on eliminating toxic chemicals and radiation in our environment that

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is linked to increasing rates of breast cancer.

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There are a lot of really great organizations out there working to improve treatments for breast cancer and to improve early detection but breast cancer prevention partners we're looking at primary prevention which is starting the disease, before it starts.

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So why primary prevention uh well as many of us know one in eight women in the US will be diagnosed with breast cancer in her lifetime. And the majority of these women have no known genetic risk factors for the disease.

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And as we've seen, breast cancer prevention partners we've been around almost 30 years now, and there has been over that time, more and more evidence linking breast cancer and chemicals and exposures in our everyday lives in our food in our products that

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we use in our air and our water, which are linked to an increased risk of breast cancer.

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So a little bit about this path to prevention report this is a report we put out in September last year, and it was funded by California Breast Cancer Research Program Peggy was one of our advisory committee members, And this was a four year project in

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which we were asked to look at all of the factors. Be, other than genetics, that were linked to rates of breast cancer in the state of California, both protective and risk factors.

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And the whole idea was to come out with interventions that could be done at a community level, at a state level, at a city level at an institutional level that could decrease exposures linked to breast cancer and promote protective factors.

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And what was different about how we approach this was a we were looking at primary prevention of breast cancer.

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We, we looked at the science everything I'm going to talk about is based on peer reviewed science, and we reviewed all of the science on exposures and breast cancer, up until 2018.

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But we also talked to communities across the whole of California, about what they were experiencing, and what might work in their communities. And so it was this marrying of community wisdom with the scientific research that was really important and that

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dialogue with communities that every step of the way.

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And then we came up with over 300 policy initiatives and systemic interventions to address breast cancer exposures. So when we talk about systemic interventions what we were doing was rather than what we normally say is that, you know that people should

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exercise more or that they should eat a healthy diet, what we said was no what what is it that we in the community or at state level can do to make that healthy choice the easy choice, how can we ensure people have healthy food available in their neighborhood

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that they can then buy and consume How can we ensure that they have a safe place to exercise. So those three things primary prevention involving the community.

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And, and looking at systemic interventions that we're not individual based.

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So when we did this as I say we went further than chemicals and radiation left breast cancer we looked at all of what was in the literature about breast cancer and factors that might be affecting rates in California, and there were 23 that we came up

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with we have 23 sections and then each of those sections we go through the science, and we go through.

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Potential interventions to address them.

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I am today only going to talk about alcohol, but you can go to our website bcpp.org and look at all of these we have sections on know what these on our website.

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So talking about alcohol and breast cancer which is what you guys all want to know about today and what we found, as I say, we did a literary review, and it to the truth alcohol was just one of the the the factors with the strongest evidence of a link

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to breast cancer, and that evidence has built up over many, many years and we now know that alcohol consumption increases a woman's risk for breast cancer.

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And there's considerable research that shows that the more women drink, the higher the risk, and even like drinking increases risk of breast cancer.

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And there's some, some certainly say that any alcohol increases a woman's risk of breast cancer but mostly they've been looking at more than 10 grams of alcohol per day and people don't really know what that means.

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And so there's this little illustration we have here and now. These are what would be typical drinks. Well actually a five ounces of wine is a small drink, and small glass of wine to most people.

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And each of these would contain around 14 grams of alcohol so more than what a lot of the minimum in these studies is.

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So, even that amount of alcohol will increase your risk of breast cancer.

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And so there was a really great meta analysis of all of a bunch of studies that have been done before that actually compared to zero drinking, most studies.

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Just look at compared to an occasional drinker, but this study showed that even an occasional drinker that's somebody who has less than 10 grams of alcohol a week, which is less than a drink a week has a small, a 3% but significantly increased risk of

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breast cancer compared to somebody who doesn't drink at all. This this is all in women.

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And that as you increase the amount.

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The person drinks. During the week.

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It increases the risk of breast cancer to the highest levels and these are not significantly different actually at the highest level.

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You're getting over a 30% increase in risk of breast cancer.

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So the other thing people ask that it's been shrinking and yes unfortunately been binge drinking does seem to be particularly harmful to health and been shrinking here was defined as for a more drinks at a time and perhaps not drinking it all the rest

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of the week, or the rest of the time, and a couple of studies that we've included here have shown that binge drinkers have a 29% higher risk of breast cancer compared to those who have low levels of drinking and again as I say low levels.

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People have a low level of drinking habits, even a slightly higher risk than people who drink. Don't drink at all.

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And then the other thing that's really important to look at is, is racial difference and also subtype differences breast cancer isn't a single disease and it doesn't affect or people equally.

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And there's actually been very limited research on alcohol and breast cancer on a looking at different racial groups but what has been done does seem to indicate the black and African American women may be at a higher risk for specific breast cancer subtypes

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and these are the hormone receptive hormone receptor negative breast cancers and in particular triple negative breast cancers, and with triple negative breast cancer, it's particularly worrying subtype as it is more aggressive and has fewer treatment

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options, and it does result in higher mortality than some of the other subtypes of breast cancer and baby one of the contributing factors affect the African American women and young women are more likely to be diagnosed with triple negative breast cancer

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may be one of the factors contributing to the higher mortality from breast cancer.

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And so, I'm drinking seven more drinks per week one drink a day, increased women's risk of developing one of these hormone receptor negative subtypes of breast cancer by around 30%, depending on the,

the 30 40% depending on the study you looked at.

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So it's pretty clear from the scientific evidence that there is a direct link between alcohol consumption and breast cancer. And so, as an intervention reducing limiting your own consumption of alcohol beverages is extremely beneficial.

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Any, any amount you decrease is beneficial. But for policymakers what we put into the past prevention report was, it would be really important to enact public education campaigns to increase awareness of the relationship between breast cancer and alcohol

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and that was why I was so happy to be asked to be on the advisory committee of this group because this is exactly what we were calling for people really don't know about this little link and, and it's important that they do because it's a very well established

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one other policy initiatives could be to implement measures to further reduce alcohol consumption with further increased taxation and also limits on alcohol vendor location and hours in particular we we were recommending to make sure that young people,

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especially school aged children were not exposed to alcohol through vendors being their schools or being open during school hours, or after school.

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And then expanding the research into links between breast cancer alcohol consumption to further.

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Look at especially as racial possible racial differences, and also the effectiveness of public health efforts to reduce consumption to seeing how these public health information campaigns could could work in to use the best methods possible.

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So if you would like to learn more about all of the other factors that we talked about and pasta prevention please come to our website. We also run the campaign for safe cosmetics if you want to know about personal care products and breast cancer and

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other health effects. And also, come and help us we were always doing actions that we need help Fellini people signed petitions and to be

part of. We recently did a, a actual with the Consumer Federation of America.

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We put forward a petition to the alcohol tax Bureau, asking them to put a council warning on alcohol just like there is on on cigarettes, not only for breast cancer but for corn and a number of other cancers and follow us on social media.

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Thank you so much.

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And I will stop sharing Thank you.

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And so following now we have a one more poll question for you all. And did you know that alcohol is a risk factor for breast cancer.

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I'd like to invite you to all respond to the poll, and in a minute. We'll see what you all have to say.

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okay we're gonna let the pole one for about 10 more seconds, because this is a cookie.

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And then we'll close it out. Don't forget to hit the submit button so that your answers are counted.

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And we're going to go ahead and close it. Thank you for your participation.

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Okay, our participants pretty much knew about this.

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So our focus clearly it's going to be on how to get the message out.

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Thank you all for participating in that poll.

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For our next speaker. Now that we have gotten a little background on the science itself will have a chance to hear from Bill her. He is a senior scientist and he's director actually of the National Alcohol Research Center and the alcohol research group

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Public Health Institute. He is a co investigator on this project drink less for your breasts. His work focuses on alcohol measurement methods drinking patterns and trends and mortality studies.

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He's also researched the impact of cannabis legislation and how alcohol taxes impact consumption so with that bill, we get you to share your screen.

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Thank you,

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Bill. I believe you're muted

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screens beautiful you're muted bill. Okay, got it. Yeah, so many things to focus on okay so yeah good morning everybody.

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So I'm going to be giving a quick overview introduction to young women's drinking and trends in the US.

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Recently, and currently.

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This is not.

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There we go.

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So, I'm like to frame.

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We're going to focus on drinking trends and surveys because that's the only way that you can really look into.

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Important subgroups such as young women like we're focusing on today, but I'd like to put that in the context of all of the alcohols sold because surveys don't necessarily capture everything that there is to capture and they may not be comparable over

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time and of course I could go on about that but they're very useful for certain things we want to think about what we know, maybe more objectively.

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And what we know is that alcohol consumption has been going up, since the mid 90s, and this continued through 2019 we know and we're pretty sure that it might not be even more in 2020.

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During the pandemic. So, alcohol is a you know significant issue in the US, and it's one that you know reduced from the 70s but is now growing back and the concerning direction.

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And if you look at the gray and the blue bars with those show is that at the same time there's been a shift between beer and spirits so the grays beer and the blue and spirits.

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And so we in recent years we've had some, you know, spirits has been rising quite quickly with beer declining so there are some beverage specific aspects to trends and just you can understand this a little better you can see my note that there are about

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500 drinks were consumed in 2016, so it's a little bit more than that now. So that's on average for every person there were that many great souls so that that might seem like quite a lot to you and or maybe it doesn't seem like that much, it's 365 days

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a year right but just to put that in something that's maybe a little more understandable than gallons of ethanol in the surveys, we have certain ways of asking about drinking that you know they vary by survey, but errors, like, you know, focuses on getting

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at, how much people drink in different occasions are the most that they've drank in the past year, how often they drink 12 plus eight plus five plus and then lower amount so we can capture those heavy drinking occasions and then we build our call volume,

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out of that. And we also separately, asked about wine, beer and spirits so we can understand some of the, you know key aspects related to beverage specific branch.

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So Sheree mo already talked about the definition of a standard drink, but I always also like to point out that there's very wide variation that drinks people actually have, and some people's drinks are quite small and others drinks can be two or three

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times the size of the standard in a valley in the factors include gender and age with younger people having bigger drinks, but also context like bars and home and, and the kind of drink you have and all sorts of other things.

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And these histograms are from research we did actually going to bars and measuring the drinks that we bought there, and the red bar, the red lines are the standard drink size you can see almost all of the drinks were larger than standard drink so you

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would drink in bars and restaurants so that's always something that's important to keep in mind and even interpreting. Our findings from surveys that you know the drinking actually may be more than it seems from people so forth.

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And so how consumption changes over age I just wanted to give a quick angle on that we don't need to explain maybe age period cohort modeling but it attempts to pull out the age pattern from other factors that influence people's drinking.

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Generally, and I think the key thing here is that women in their 20s have drunk the most and have the most five plus days.

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Some other measures, it might be a little steeper focusing on women 21 to 25 being the most but its last at younger ages and quite a bit less than older age, so about, you know, 50% more five plus days in the 20s compared to the 40s for the teens.

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So, the key results I want to give from our latest include our latest National Alcohol survey are these and then I'll give some other perspectives from that don't include our most recent data because that we're still working on some of that, but still

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a few key points, 70% of 18 to 24 women in the US recurrent drinkers.

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In our most recent two surveys since 2015, and that's up from 63% so more young women are actively drinking.

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In more recent years, the alcohol volumes are the number of drinks in

a year that's that's reported on average among women in this group peaked in 2015, compared to prior surveys, and it was a little bit lower in 2019.

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You know 30 drinks lower so that's, so there's some good signs for young women in the recent trends, but compared to all of the earlier surveys 2015 and 2020 where the highest so we're still at historically high levels and drinking, even if there is some

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evidence of improvement. Recently, and five plus days similarly had peaked in 2000 and again, in 2015, and have come down a little bit from that which is which is good, though we don't know exactly what happened during the pandemic I guess I should clarify

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this survey ended in April of 2020, so it goes a little bit into the pandemic. but it's asking about past year drinking so it's really focused on drinking prior to the pandemic and we have a another survey that we're about to learn quite a bit more about

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drinking during the pandemic so stay tuned for that.

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And some, and just some, some other perspectives on young women drinking this is 18 to 29, but we have we are able to look at White Black and Latina drinking.

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And you can see that they do differ and seeds are smaller groups so the the estimates bounce around a little bit. But, notably in 2015 we saw big increases for all three groups and that's something that was a big concern.

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And I think, you know, it's it's not any specific sub group that's, that's, you know, included in this increase and is the bottom I put men's drinking so we can see, you know, young women are not drinking as much as young man, but they are getting closer.

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I'm so sorry, wrong way.

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And look at the top line of all these lines and it says something about beverage choice that young women 18 to 29 tend to have the most balanced beverage choices they drink all the beverages beer, wine and spirits, we heard that in our focus groups for

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this study as well, that they were drinking everything. If anything spirits is going up and that's a big concern because we know that's linked to a number of health and safety problems and eat for our 2020 survey we saw that about half the women drank

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wine and spirits and about 40% beer. So I think that idea that they're drinking everything is still there and something to keep in mind.

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We also have seen in the increased volume for this is for all women in Korea, but young women contribute disproportionately to these heavy drinking occasions that the increases from 22,005 2015 really were driven by what we call high intensity and heavy

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occasion drinking. So these are you know this is a big increase in episodes over five plus, which includes increases in episodes of eight plus and 12 plus and are very heavy occasions, and those are more dangerous for everything, including breast cancer

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and so you know that's something we want to keep track of. as we move into the future.

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And then finally I just wanted to give a few points from my during the future survey which covers high school students and but also follows them into college and beyond that.

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and in the US we've had really substantial declines and team drinking for both men and women since 2000, and that includes you know from 90% in the 80s to 60% of 12th graders being current drinker so a lot fewer a lot fewer five plus days for, you know,

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down to 15% from 40% in the 80s. This is for all 12th graders that were in the survey and a lot fewer have been drunk. So though but those improvements don't seem to have translated into decreases for young women and young men in their 20s, so that I

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mean that's something that's that's somewhat puzzling why we're getting these improvements that are occurring other countries as well.

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But it's not necessarily continuing. And that's sort of shown by the

college age, monitoring of future results that you know there's some small declines and drinking and and daily use but five plus for women and stayed the same.

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It's dropped a bit for men, so they're now actually you know the same prevalence of five plus in the last two weeks for college women and men. So that's a, you know, as a convergence that's that's surprising, I think, and 10 plus drinks hasn't dropped

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either so I think.

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So that, so that kind of confirms what we're seeing in the NASA sample that young people are young women are drinking at historically high levels of concern.

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Thanks.

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Thank you Bill and I want to remind everybody to post questions in the q&a.

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I see that there are a few questions about getting access to the slides and presentations and so will be posted on the dialogue for Health website, and I believe there will be a link from the drink less for your breasts website so we will certainly have

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multiple opportunities for you to be able to revisit some of these presentations for moving right on to our next presentation actually our principal investigator.

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So you've got the backdrop on alcohols respective for breast cancer on drinking patterns in young women, and for this particular.

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This particular project. This was the focus was young women now getting the, the message out and so Priscilla will be able to give you a little insight into the process.

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She is a scientist at the alcohol research group Public Health Institute and principal investigator for this project. Her research explores relationships between immune function health and alcohol use to address alcohol related racial ethnic health disparities

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in the US. Her work also examines ways to improve participation of racial ethnic minorities in alcohol research, collecting biologic samples so Priscilla.

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Do you want to start sharing your screen.

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Great. Can you see and hear me.

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Looks good. Excellent.

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Thank you, Peggy for the introduction, and to bill and Rima for their talks and thank you to all of you for being here I gotta say I'm just really tickled that so many people are interested in this topic in general, and in our campaign in particular,

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so I'm really happy to have this opportunity to share with you the research and development work that we did to develop our messaging and our strategies for the drink less for your breath campaign.

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So I'm going to talk about what we did to prepare for this social media health campaign, and I'll begin by describing what our plan was how we envisioned carrying out this development.

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I'll talk about some of the data that we collected and how that data collection went, and then I'll spend some time on what we found from our data collection efforts.

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And as I'm describing what we found I'll talk about how that related to how we were thinking about our messaging and, and our dissemination strategy for the social media campaign in particular, and I'll end with just one slide about some of the lessons

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we learned and and some things that other people might want to consider if they're giving their own social media health campaign.

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And I want to say that this isn't going to be a very research he kind of presentation I'm not going to show you a lot of people's and graphs I'm not going to go into detail about our analytic methods, or what

our sample look like but, of course, please

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feel free to ask me those questions either in the q amp a or contact me after the webinar.

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And I think it's also important to note that while the alcohol research group has a lot of expertise in alcohol research we've been around for about 60 years and we have some communications expertise.

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we had never undertaken a social media health campaign before. So I really hope that you can learn from our experiences and that you'll find what we're presenting useful

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to quickly synthesize our motivations for conducting this research, and this project and to build on what trauma and Bill talked about.

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We know that there's a clear link between alcohol use and breast cancer. And we know that drinking is common among young women, even with the changes that we've seen recently at the population level.

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And importantly, we also know that about three out of four women don't know that alcohol increases their risk of breast cancer.

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Study by Christian money that was published last year reported that 75% of women between the ages of 15 and 44 didn't identify alcohol is a risk factor.

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So these three issues together I think give us really compelling reasons for pursuing efforts to increase awareness about the link between alcohol and breast cancer at this time, and among young women in particular.

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So for this project, we had one goal to raise awareness among young women in California that alcohol is a risk factor for breast cancer. And we did it in two phases, we the research phase and a dissemination phase, the research phase took place last year

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between January and September, and our dissemination phase began in November of last year and is ongoing right now.

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And I'm going to talk just about the research phase and Diane. Our next talk we'll talk about dissemination, focusing on how we implement the social media campaign.

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So as we often do we begin with a plan. We had three components to our plan.

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First we did a rapid review of the literature.

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Rapid because this wasn't a very long project we still apply principles of systematic review, and we look at recent epidemiologic evidence for the link between alcohol and breast cancer, we looked at recent trends and current drinking patterns among young

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women. And we also looked at health communication strategies and other campaigns that have addressed breast cancer prevention or alcohol risk reduction.

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As far as I know, this is the first time a campaign about alcohol and breast cancer has been done in the US, in other countries, namely the UK and Australia, they have undertaken similar campaigns.

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So we look to them for some inspiration and included them in our review. I'm not going to talk about the review anymore, but it is one of the materials it's available for free on our website so if you're interested, interested, I encourage you to look

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at it, focus groups and a survey were another component of our plan, we conducted focus groups with young women which we defined as being between the ages of 18 and 25, and also gave an accompanying survey.

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And another important component was our advisory group, which was made up of representatives of breast cancer advocacy organizations and alcohol risk reduction groups, and these served to help inspire our messaging and our dissemination strategy and also

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to help us as we developed and revised our messaging, based on feedback from our focus groups.

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This is what our plan looked like over time.

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As I mentioned, we did this. From January to September of last year, we began by preparing some initial draft messaging. And when I say messaging, I'm talking about what we thought were going to be social media posts, we got we convened our advisory group

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and got some input from them on these initial drafts. We then conducted a first round of focus groups. We did it with five focus groups. We then revised our messaging based on feedback, conducted another round of four focus groups did another round of

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revisions and met with our advisory group. So we think the take home message with our plan is that we really went through really several rounds of demote development and revision based on feedback from our focus groups and from our advisory group.

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You may have noticed we conducted our focus groups in March and April, which was an important time in our history. And we had originally planned to hold our focus groups in person as as most common with focus groups, but given the onset of the covert

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pandemic and locked down in Northern California where we're located, we had to alter our methods.

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So, like everybody else in time of coded. We went online and moving focus groups online had a couple of implications for the number of focus groups, how we did our recruitment and who we could recruit

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the literature on conducting synchronous online focus groups, suggest that you have between six to eight participants per focus group for in person focus group, the literature suggests about 10 to 12.

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We originally planned on conducting five focus groups with 12 women so a total sample size of 60 women. And to do that with focus groups we had to double the number of focus groups.

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So that had implication for some of these of our resources, our recruitment strategy also had to change because originally we had planned to do some in person recruitment and then some online recruitment and clearly we couldn't do any in person recruitment

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so we might completely online, being online, in terms of our recruitment and holding the focus groups also has implications for who we could recruit because originally it was just women in the bay area that we were going to invite to attend to focus group

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in San Francisco. But now, we could recruit women from all over California, and we did.

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And so we had participants from as far north is Arcadia, and as far south as San Diego.

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So it was work, and a little stressful to pivot really quickly from in person to online focus groups, but it did also have some benefits.

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Let's talk a little bit about the data that we collected.

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Clearly we collected some qualitative data from our focus groups and we also conduct collected some quantitative data via our surveys.

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And here's kind of an overview of the surveys that we collected.

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When we advertise and woman was interested in participating she was directed to an online screen or form, we use Survey Monkey, and the.

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It was really brief took like two minutes to fill out, and we just wanted to verify their age, that they identified a cyst gender female or non binary and born female and their drinker status.

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And really the meat of our quantitative data collection came from our pre focus group survey, because we asked more questions about demographics, we asked about their past year, alcohol and cannabis use their use of substances, while sheltering.

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We asked about how they access healthcare information, who they trust for healthcare information who they don't. And we also asked about some general questions about alcohol and health and their understanding of it and some questions about alcohol and

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breast cancer in particular, the post focus group survey was really, because we had never conducted online focus groups before, and also because it's not quite as done in the literature and we wanted some information for understanding how this methodology

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works.

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So that was the purpose of the post focus group survey.

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Oops.

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For our focus groups, there's three topics that we addressed during the focus group.

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The first topic was alcohol use. We asked our young women about why they drink, who they're drinking with when they're drinking, and what changes in drinking they might have experienced, because we were interviewing them at the beginning of the covered

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pandemic.

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We also ask them about their thoughts and feelings about alcohol and breast cancer.

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And as I'm sure you know now, this is something that a lot of people don't know this is really new information, and because we want to get it out there we wanted to know how young women we're going to react to it.

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So we asked them how it made them feel to learn that this behavior that's quite common, can lead to this health outcome.

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And then at the end we moved on to our messaging and we told them that we're developing a social media campaign, and we want their feedback on what we think will be posts for a social media campaign.

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At the time we weren't certain on what platforms, we would be using Instagram, Facebook, Twitter, all of the above. So we just said

Beagley social media.

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And we wanted to know what they liked what they didn't like what, maybe was confusing or what meanings they got from our messaging and, and they're also emotional reactions to the messaging.

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So what did we learn and how did we use it.

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From our focus groups, there were four themes that were most salient, and that I think really influenced to how and what kind of messaging we developed in house.

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So first of all, message clarity.

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And I understand that this might seem a little bit obvious, but this has a couple of different components that I think we're really important for us to consider, and that we use when we developed our posts.

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First of all, the link between alcohol and breast cancer is the new piece of information that needed to be front and center. They didn't want any extra text, they didn't want clever phrasing or tag lines, they really just wanted to know that alcohol increases

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their risk of breast cancer. Also, this came up quite a bit. And it had to be a brief and direct message because you have very short amount of time to get their attention, particularly on social media.

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So we'd heard things from our young women, like, three to five seconds to get their attention on social media, Max.

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Also we prefaced our discussion about our messaging by saying that we're not professional graphic designers, and then that we really wanted their input on the idea behind the messaging, but without fail, they commented on the fonts and the placement of

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the text and what was in the background of the image, and the colors used. So there was a real focus on the aesthetic and the design that affected how they perceive the message and how easily they understood it.

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Really repeatability This was another really salient theme.

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The young women wanted to see themselves reflected in the posts, and they wanted to see that in a couple different ways. First they wanted a diversity of women to be shown, and not just racial ethnic diversity they wanted, women to come in all their forms.

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They wanted to see young women like themselves, and they wanted to see them engaging in activities that they could say hey yeah that was me I do that regularly.

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So it was important that they could see themselves in these messages and connect with them.

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We asked about whether or not they prefer pictures of real women like actual photos versus graphics and there was a preference for photos. But graphics they were also okay with as long as they were done well.

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Opportunity. This hit on ideas of empowerment and positivity.

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For example, for this post, and one young woman said that I love that this one doesn't attack anyone and brings the narrative back to ourselves as women.

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I'm going to make this choice. The didn't want posts or messaging that blamed the alcohol industry or advertising. They wanted the story to be about themselves and about their own decisions and ability to make informed decisions, so that that really played

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into our approach to what the tone and the feel of what kind of messages we were putting out there.

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And that kind of related Lee variety came up. So what I'm finding from our focus groups that that I think is most interesting is that we found differences in message preference by women who drink recently or were have reported heavier drinking in the

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last month compared to women who were either a lifetime Abstainers or

who were very light drinkers are women who reported heavier drinking were more inclined to have messages that were kind of negative consequence base really compelled them, that those

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messages really resonated with them, whereas for our women who were left hand Abstainers or lighter drinkers. They didn't really get anything from those kind of messaging messages.

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Also, with variety under that I think when you're trying to reach a really broad property population as we are, you know, young women in California, and you want to consider language, and make sure that you are reaching as wide a group as possible so

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we also translated many of our messages in our website into Spanish.

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And as you can see some of our posts were kind of lighter and cuter and some of them were a little bit, and darker and I think that that really helped us reach more women effectively

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from our Serbia a couple of things that were important when we were thinking about our messaging are shown here.

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One was beverage type and Bill hit on this. We wanted to make sure that we weren't going to put up images of alcohol that women couldn't relate to. So we asked about what they were drinking, and this is consistent with what Bill showed that young women

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are drinking, everything.

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70% reported that in the last year they had beer or wine at least once, 77% reported that they had spirits. So, all beverages could be shown in our posts.

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We asked about where they got health information the last time they did a search for health information. And 93% said that they went online so clearly we needed to have an online presence that would appeal to young women and provide them with information

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that they could trust.

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We asked what sources of information they would trust, specifically we asked where they would go to learn about the link between alcohol and breast cancer that they would believe, and 55% reported health workers or their own primary care physician and

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about a quarter reported bras breast cancer advocacy organizations or university affiliated organizations.

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Finally we also asked about their knowledge about the link between alcohol and breast cancer and 64% reported that they either thought alcohol was not a risk factor for breast cancer or that they were unsure.

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So a little lower than what we've seen and other studies but still kind of consistent and this of course isn't a representative sample.

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So thinking about all of that together and how that influenced our plan for dissemination, we realized pretty early on that we need help.

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The focus on messages being really clear and direct and concise and looking really good.

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meant that we needed professional graphic designers and health communicators. And we just did simply not have that expertise and repeatedly, we needed a really engaging websites, partly because of course they're going online to get this information, but

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also because if you do a Google search for alcohol and breast cancer, you're going to get a billion hits and point 01 seconds.

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But a lot of it didn't feel very tailored, or accessible to young women. And so we wanted to produce a site that they would want to go to and that would appeal to them, and would have a relatable and accessible tone.

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And finally, we learned from our data collection efforts that we need a lot of messaging, you really need a variety because different types of messaging are going to resonate with different groups and when you're trying to reach a really broad population,

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you want to make things as appealing as possible.

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And also when I talk about variety. It wasn't just the posts that we were thinking of we were also thinking while we need infographics and we need fact sheets and we need videos.

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Different, we wanted to use various types of mediums to can use to communicate this message, because that's what our focus groups told us would be effective.

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So quickly, just a couple of lessons and some things that I might do differently if I did this again.

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I loved our focus groups. But, in total. We did 13, we did nine in the research phase and then for the dissemination phase. And I don't think we needed to do that many.

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And I think this for a couple reasons, one focus groups are fairly time and resource intensive.

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And you're going to reach saturation or you're going to know new themes are going to emerge from the focus groups, fairly quickly maybe after about four or five.

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And also, specific to a social media campaign. It's not like a billboard, or bus stop campaign where you're paying thousands of dollars for a few messages until you really want to make sure that these are going to be effective for social media campaign

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if you put on a post, and it doesn't get very many likes or shares, then you post something else. And maybe you spent \$20 on that, so it's it's not a really big threshold for ensuring that your messaging is going to be good for social media.

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I would also recommend collecting all kinds of data I think that that's something that we was a strength of our project that we had both qualitative and quantitative data, and also getting stakeholder feedback, our advisory group was invaluable and helped

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us keep in mind that we're part of the bigger conversation. Yes. Our goal is to raise awareness among young women about alcohol is a risk factor for breast cancer, but this also happens within a greater context of women who have had breast cancer, and

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have undergone treatments. So there's a, this is part of a bigger conversation and engaging with stakeholders can help keep us aware of that.

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And finally get help as needed. I think when we talk about allocating resources, that was one of the best decisions we made was to work with health communication designers on our messaging and on our website.

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And I think we thought we would do it by ourselves and when I say that now it just sounds absolutely crazy because there's no way we could have

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just want to quickly show off our advisory group and acknowledge their excellent contribution.

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One you have already met and No. And finally, I want to say thank you to all of our collaborators and to you for being here.

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Thank you. Priscilla. Well, that certainly gives you a flavor of this project, um, before we move on to Diane, I believe we have one more poll.

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And here it is half you or your organization implemented a social media health campaign before. Let us know, we have a minute for that.

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Meanwhile, thank you for all of the questions that are coming in and the q amp a some of these are logistics, indicating interest in getting a copy of the recording after this session and some of the other materials that people have mentioned and referred

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to so.

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Indeed, I believe more Marlene you can correct me on this dialogue for health will be posting the recording in a week or so after this session.

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And

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there. So how are we doing on the pole we're really, we're going to go ahead and end the polls in about 10 seconds so you want to wrap up, make sure you hit the submit button, and thank you for participating.

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Here we go. Okay, kind of a mix interesting mix y'all so some people who are quite experienced some people who are getting into it so thank you so much for participating in the polls and this is the last, I believe this is the last poll that we're going

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to be asking for input, and I want to be moving ahead to our last but not least speaker, Diane.

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Schmidt, who is going to be talking about the actual implementation of the media campaign.

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Diane is a senior Communications Specialist at the alcohol research group Public Health Institute. She spearheaded the social media campaign for this project.

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She helps guide alcohol research groups dissemination efforts to ensure everyone has access to research findings, her experience ranges from the operation of international educational programs to the promotion and implementation of patient centered initiatives.

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And with that, Diane I hope, get you to share your screen, and share a little bit about the implementation of this.

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Thank you so much, Peggy. Before I begin, I just have to say that.

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Of course I'm having some internet issues today.

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It started last night so if my video starts to freeze.

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Our technicians going to stop the video and you'll just see a photo of me so I apologize in advance.

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As we all know, these zoom times, these kinds of technical issues can happen. So I hope everybody can see my slides and hear me okay okay great so as Peggy introduced me first thanks Peggy for doing that.

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And also to the previous speakers and everybody out there who's here.

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I'm really excited that so many of you have actually done social media campaigns that's fantastic and I'm hoping, you know, at some point, maybe we can have a conversation about it because this is our first time as Priscilla mentioned.

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And my first time doing a social media campaign is communications person.

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So it was a huge learning, and very interesting so I'd be very excited to learn about your experiences as well.

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So I'm going to talk about how we did this, the implementation or the dissemination of the social media campaign. I'll talk about what we did what we learned and what's next.

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So, three phases. We had a prep phase where we gathered the team got our materials together, thought about the strategy, then we launched ran the campaign and right now we're in that final phase of the assessment and reflection so I'll go through each

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phase and talk about that.

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So in the prep phase. One of the things I think throughout the whole campaign as Priscilla already mentioned, we really had to keep in mind the goal. We kept you know it was really difficult not to think about implementation, or not to think about intervention

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you know trying to get women to drink less, even though that's our message, really what we wanted to do was to make women aware that alcohol is a risk factor for breast cancer.

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So we were thinking about that throughout the entire process that the goal was really important and also who we were trying to reach. So in prep, I'll talk about how we gathered our resources will talk about the strategy, how we prep materials, and also

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how much we met. We met a lot, both within our own team.

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Priscilla and I as well as with our external designers.

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So in terms of resources. This was a very limited funded program project. So we set aside 20 \$800 for paid ads and social media paid ads and promotions and our campaign only lasted six weeks.

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It was a very short campaign, really testing the waters seeing how we, what we could do.

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Seeing how many women we reach.

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Yeah, so most campaigns, as you probably all know run a lot longer than that. So, yeah, so it was the limited part of that was due to budget.

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Other resources we had as Priscilla has already mentioned he had an incredible team. I just cannot say how much I appreciated so much effort that everyone gave to this project.

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And in particular, our external designers item Lauren will speak about in a bit.

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And then also other suggestions that I learned along the way is you call in experts as you can so we relied on our advisory panel. We relied on other people like from zero breast cancer project.

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And also we call them personal favors so for instance Priscilla has a friend who's a PR who has a PR company in San Francisco folks far, and they gave us free PR, which ended up getting us about \$50,000 worth of free advertising and that was huge and

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that went across the nation as well. So we were really lucky. But even

if you're a small organization and you're going to be doing a social media campaign you don't have those kind of contacts, you know, reach to your family and your friends and get people

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to share and follow and and do as much of that as you can up front, and I think that will help a lot in terms of gaining that reach.

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So in terms of the strategy as Priscilla mentioned.

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So in terms of the strategy as Priscilla mentioned when we talked to our focus group members. They really talked a lot about how they use Instagram to connect with their friends and they use Facebook to connect with their family which is very much what

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the literature was saying about this population this, the Generation Z population.

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So we knew at the front that we needed to do an Instagram campaign. Now, not only is this our first social media campaign.

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Alcohol research group, our parent organization isn't on Instagram. So this was new across the board, both social media campaign and then also using Instagram to reach people.

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Though social media campaign and then also using Instagram to reach people. And then we also did a bit on Twitter so we have an arg account Twitter's we did some tweeting on Twitter, but we did not create our own drink less for your breasts profile on

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Twitter. We did use Facebook as well and I'll talk about that as well.

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Even though most women were saying that they only use it to connect with their families.

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In terms of timeline is Priscilla mentioned it ran from November until the dissemination portion anyway, wrote round from November until April, it was a six week campaign.

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We actually posted on Facebook and Instagram six times per week and

that was initially for the first, I would say, three to four weeks, we were doing that on a regular basis.

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Then we started to decline the amount of posting we were doing.

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Simply because the campaign was starting to wind down and we'd already built momentum with those six days per week, two times posting on Instagram once in the morning once in the evening.

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And then we were doing daily on Facebook, sorry.

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daily on Facebook.

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And then three or four times on Twitter, types of posts we did single post carousel stories and videos and I'll go through that in a little bit as well.

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In terms of strategy in who is part of our design team external design team came up with our strategy.

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We had a lot of organic posts that's what the O P stands for.

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Again, you're posting twice a day.

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We came up a big team came up with a lot of the organic posts, meaning that they weren't paid that were promoted the paid ones primarily we're done by our designers.

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And we were, you can see in the gap there's a gap between February 20 and march 3 and I'll get into that a little bit when we talk about our challenges, but as you can see our strategy was really simple in terms of how we laid it out.

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We also left a lot of gaps in the calendar. And what we would do is we worked on the fly a lot and initially when we first started this campaign.

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I really thought that we would have all the posts ready to go have all

the you know messaging everything ready before we actually launched, and we didn't do that first.

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It was a resource issue in terms of time but also realize that we really had to see how the social campaign the social media campaign was going to go which what was going to resonate with women.

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What were they going to like not like, and then be able to work on the fly as well so lot of gaps in the calendar. And that's how I recommend, if we were doing to do this again, that's what I would recommend that we do.

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So, in terms of prepping those materials as Priscilla mentioned we had to have a website.

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We designed posts. We also did do video so in has a great video company called hurricane images highly recommend them.

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He did two shoots. So we did one that was a commercial shoot, which I'll show you a graphic, a bit later, as well as interviewed young women about their experiences and about their thoughts about alcohol use and breast cancer and turn those into four

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separate videos and those we posted and those videos did the best in terms of their reach.

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We had have a website, Lauren came in and did our website which is fabulous I highly recommend going to it and checking it out.

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We had to come up with coke colors and look and feel the website.

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Branding was something that came up in a discussion a lot with our team. I kept thinking that we need to brand I come from a communications marketing background.

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But as Priscilla mentioned earlier, really it was about having a lot of variety in our messages and we realized we didn't have to brand and actually I think unless you're going to marry your social media campaign with a print campaign where you're going

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to do bus ads or posters or something like that, then you probably want to brand across the entire project, but we were just on social media and as Priscilla mentioned three seconds we have three seconds to get someone's attention.

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So we wanted to have a variety. So we just, we didn't, we didn't actually do any branding, the consistency we had was with the colors from our website being part of our profile across all our social media platforms content for the website as you know

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content. It takes a long time to write so we we took some time, time to do that we translated as Priscilla mentioned, we set up our profiles on our three plat on our three platforms, yes we did use Pinterest haven't done a lot with it, that is something

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we still probably will do Pinterest only because images will stay there. You know indefinitely.

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So that's something we might build.

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We also collected hashtags ahead of time so we created a spreadsheet in different categories of topics that our posts related to. We did a health topic, alcohol breast cancer, that kind of thing, had the hashtags ready to go ahead of time.

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influencers and other allies, it's something that we actually didn't employ which, If we had longer a longer campaign we would have.

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We had a list of celebrities and influencers we could have reached out to, but really because of time resources we we didn't take the time to do that but it's something that I think would be would work really well.

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We also came up with our own hashtags which are there you can see them. And then we also prepared a press release of course and push that out and thanks to Priscilla's contact at both bar in San Francisco.

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We had a lot of media attention, and also, I have to do a shout out to KHIR Public Health Institute and their communications team that helped

as well.

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Tools and it's probably all know and probably all US, Canada.

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I never used before this project.

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Primary I use Photoshop, Illustrator, InDesign and all the Adobe products, because we did so much on the fly in terms of our creating our posts, we switch to Canada, and it just saved our lives.

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is laid out, you don't have to worry about layout or design and great elements and photos.

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So now we'll talk about the launch and run.

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So these are the types of posts that we did, we did a single post so as you can see this is a photo of mirror girl. This is the video that was shot and this is a still that was taken from that and created a post for it so we did single post video posts

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we actually started doing a lot of. And they were really successful so I'll talk a little bit about that. We tried Instagram Stories didn't really work for us.

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I'm not sure if we just didn't have time to investigated and to use it, you know, in a way that would be effective. So I'm not saying don't use it, I think I'd be interested in exploring that a little bit more.

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So the other things to keep in mind we're doing a social media campaign is monitoring so it takes a lot of staff time as you probably know, those of you who do this quite a bit in terms of monitoring that on a daily basis so we do daily checks of Instagram

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and Facebook.

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We did have predetermine ads, we knew when those ads we're going to we're going to run and we could, we could schedule those.

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But we did so much on the fly.

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Priscilla Dustin who's also in our communications team at energy, and I would meet weekly and do brainstorming sessions on Monday that often took a couple of hours but really productive, and then we would go and design and write the content and then post.

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The other thing was to monitor as you're spending and some of you know, there's a difference between the platforms and how that's monitored. And I'll talk about that in a little bit.

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tools we use Hootsuite at the beginning the free version I signed up for the pro version the trial version. I ended up not using it very much and that's primarily because we were using a lot of carousels and video.

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And as you probably know if you use Hootsuite, you can get a push notification for carousels but you can't actually schedule and post from Hootsuite into Instagram so I found that cumbersome and I just ended up doing everything on my phone.

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And then we also used.

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Of course we looked at Instagram insights as well.

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And what I primarily started using was Facebook ad manager and the business suite to monitor in terms of insights, you know, reach and look at those kind of, Oh sorry, I'm not sure what's happening here.

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Sorry. Apologies, and to look at reach and where the, where the, where that how the ads we're doing so that we need to promote.

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I'm sorry I'm having some computer issues here. So, getting into purchasing ads.

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This was again this is our first time doing social media so we had no experience doing purchasing.

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What we found was, when we looked at it over time that Facebook ads were more expensive. However, they tended to have a faster bigger reach when we did post ads.

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And as you probably know Facebook ad manager works across, Instagram, Facebook and messenger so we did all three.

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Whereas Instagram promotions you do from Instagram itself.

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Yeah, so we found those to be different, I found the Instagram promotions work really well in terms of doing really quick promotions, it was easy to use.

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And we found actually over time, if we had a promotion that was running longer. It did a lot better than even some of the ads.

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Facebook was easier to manage budget wise in terms of setting a target, usually would meet that target for a day so we had set it for \$50 a day, usually met that target on Instagram, we found that if we set a target for say \$50 a day for promotion.

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Oftentimes, it would only be at \$20 so it was a little more tricky to do with Instagram we spent less on Instagram promotions, but it was just trickier to monitor.

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So in terms of what worked best sorry.

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Again, I found that over time I Instagram promotions work the best, or what Facebook calls boost.

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And mostly that was because we did video promotions and we let them run for at least 14 days. And then sometimes if we did a shorter promotion we would read promote it.

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So you'll see in the next slide how those promotions did.

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So Facebook ads had the biggest reach across all three programs. All three platforms, the videos had the most click through and engagement, and again like I said the carousels did really well.

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Priscilla calls them edgy grams I'm not sure if I think that's her term so I'm pm instead of teaming it.

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But they did really well and I'll talk about this in the next slide. Some tips, and probably you know this if you're doing these kind of postings especially with Instagram is that we wanted it to be fresh content.

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We wanted people to learn new things we can just keep repeating the same message that you know drink less for your breasts.

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So we had to come up with new content every week. And like I said, We did a lot of brainstorming sessions.

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In terms of the edgy grams. These are some examples of what they were so you know they're like, they're a four to six panel.

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Post, and we came up with different topics that we thought, women would want to know about, provided you know links to the website to get more information, but these did really, really well on Instagram, women were engaging with them.

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Yeah, we were really surprised by that. So that's what we were coming up with every week we're new edgy grams.

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This gives you an idea of how the some of our promotions did.

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So this is a screenshot from our Facebook GM ad manager. You can see here that videos were our top performers so this is our top performers across the entire period of time over the six weeks, our top performers where the videos with our top one being

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a promotion boost from Instagram and reaching almost 50,000 women and when I say reaching that means individual accounts so individual women were reached using that post, which is quite something.

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I thought.

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So how do we do overall when we looked at, at the end of the campaign. So, overall, what we were measuring was we were looking at reach not impressions or click through, primarily because again it was all about awareness, we wanted women to know this

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so the more women who actually saw the message.

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The that we thought that was more measure of our success than impressions.

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So over 343,000 women individual women received the message or saw the message.

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We had over 9000 website clicks and all those women were between the ages of 18 and 35 in California. We did increase the age range, after the first week of the campaign, thinking that maybe we should target more since that is the vulnerable population

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in terms of that drinking risk and but what we found at the end when we look at the data about 82%, we're still within that target range of 18 and between 18 and 25.

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And we'd spent less than 20 \$400 so we thought that was a success as well.

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And in terms of challenges.

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We got hacked.

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So that was the first thing.

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The first issue we ran into we launched in February 18, the hack came in on the 20th. And at that point and it wasn't necessarily through that during class for your breasts website we have no idea how it came in, but it came into our energy, all of our

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energy websites we run project websites as well as a public public site.

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websites we run project websites as well as a public our public site. And that was really problematic so we actually pause the campaign. Our decision to pause the campaign was, we didn't want to send the message out to women, and then have women not have

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a place for women to go to get more information. We thought that was not responsible. So we pause the campaign.

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The other issue we had is that Facebook kept blocking our ads and posts, and that was primarily because we think because it was alcohol based and so usually if it happened, we would repeal it, and it would go under review for several hours and sometimes

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a day, and then they would they would they would allow it to go forward.

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However, Instagram rejected our top post which was the just one more the, the posts that Priscilla showed you earlier within the stack to me.

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And it's still under appeal our campaigns over and it's still under your appeal and I have no way of stopping not appeal.

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So pivots.

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So we came back online Two weeks later, we moved our website hosts we moved off the energy host so that was primarily because our IT team at energy was just swamped with this hack.

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So we decided that we would take our team would take the website itself and move it to a new host and hosted somewhere else, we increase the security.

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If anyone's interested in what we did to increase security, let me know. We learned a lot about security.

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We appealed anything that Facebook blocked, and like I said most of those came back except for one post. We also try changing the minimum

age because this was an alcohol, you know this mentions alcohol and drinking.

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We thought perhaps it had to do with the minimum age being that we are reaching women under 21.

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However, we're not sure if that was really the issue I really think it was because we were mentioning alcohol.

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So what would we do different.

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Again, might not have been the drink less for your breasts website.

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We would allocate more time to manage the campaign, I think, because it was our first campaign and we were, we had a really steep learning curve.

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We there was a lot of time to really dig into the data behind the scenes to see what was happening to see how women were engaging.

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So a lot of this was done really really quickly and I think if you can have some dedicated staff time specifically for the I would say the beginning of the campaign.

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I think that would really be helpful.

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So critical things to have our do so fantastic team with a great leader Priscilla was an amazing leader. We had a fantastic team as I've already mentioned, open communication, we had some disagreements we we talk things out.

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We met whenever we needed to me, we had very productive meetings as Priscilla already mentioned, ask for help wherever you can get it friends family.

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We're trying to find a shoot for our video for instance, because of the pandemic was really hard to find a location we are reaching out to friends to see where we could shoot it.

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Yeah, just just find help wherever you can. laughed and host a Wednesday meeting we actually held the pajama party just because our pajama feedings because we were so tired.

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So, you know, we had a lot of fun doing this meeting, and I have to say, choose your design consultants if you're used outside design consultants like we did choose wisely we really did.

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I and Lauren are now family. We miss them and we had such an incredible time with them and they did such incredible work.

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So, we are grateful to in and Lauren and Christina, who's a associate scientist of energy, Dustin who's on our communication team, and we were lucky enough to have an intern Jennifer, help us helping us out as well.

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So next up for us. We hope to continue the project release continues something like the project.

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So look for upcoming information about that. Our website is going to be live for two years.

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So we're going to try to keep it fresh and exciting.

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We're going to continue to make resources available to all of you. So part of what we want to do today is also give you the website link that where you can go and find materials all the materials are free to us, we have the posts we have as Priscilla

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mentioned we have the lit review available.

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We have all the, all the campaign materials there for you to use including the videos as well.

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Rather than try to publish some papers, and we're really going to try to catch our breath.

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And these are the links to the resources that are available.

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And I recommend going to the first one which is the request for your breast health campaign at our energy side that's where all the materials are, check out the drink for your drink for your breasts.org.

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And then also want to give a shout out to Lauren and ions companies and also to both spar. And if you have any questions or if there's anything you want to talk through just reach, reach me at D Schmidt at energy dot orgy and I would love to hear more

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about what you've done and maybe we can do some shared learning.

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Thank you.

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Thank you, as so often the case, um, we are running out of time for q&a. Lots of good questions lots of good answers some of the questions I think have ended up being addressed as part of your presentations.

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And so, since you mentioned Destin is part of the communication team. I'm going to give him the an enviable task of trying to do a quick summary of questions before we wrap it up and remind people that we will be making available recording, and as you

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have heard from Diane were, you know, hoping that people will find this and move up and continue in a discussion with us so Dustin, you have like a couple minutes to say something about questions and answers.

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Okay.

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Thank you. Peggy This is very difficult we've had so many wonderful questions coming in to our q amp a right now. They range a wide variety between the effects of alcohol and breast cancer to the social media campaign to focus groups.

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Let me just pull up a few.

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So, Priscilla Is there anything that you would like to add I saw a

bunch of questions that came in about the focus group multiple ones. Is there anything you would like to add about the process or anything to kind of further speak to that process for

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this project.

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Sure. People asked about treatments like specifically, if I can recall the question where we did, where we recruited because I mentioned we know online, and we mostly used Craigslist Reddit, and we posted on our social media accounts, Twitter and Facebook,

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but really the big Bringer in sort of participants, was Craigslist, which really kind of surprised me I didn't realize that this age group was on Craigslist I thought it's where people went to buy cheap furniture, like myself, so it's that was really

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our big and really what worked for recruitment and.

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Were there other questions that you recall about the focus groups. I think I didn't quite say how many in the end, how many women we, in total recruited and over the 13 focus groups, it was 55.

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In total, so some focus groups only had a couple women, and others had eight. And I will say if you're going to do online focus groups.

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Eight is way too many, I would aim for like four to six, I feel like that's the sweet spot where you can really engage and everybody can be involved. Eight just got kind of unruly and people didn't really say a lot.

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There was a question about whether the second round went back to the same people are different people, I think it was all different people and for the second round.

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We wanted to get feedback on our Spanish language messaging. So we had two of those focus groups where with bilingual English, Spanish speakers. And so the every, it was all different, we did a new recruitment push every time we did a focus group.

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Okay, thank you so much. This one is for sure. Yeah, this topic came

up multiple times are the effects of alcohol consumption cumulative over the lifetime.

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Yeah, so I answered that on on the tonight but yeah, so most of the research looking at alcohol and breast cancer has been using surveys and asking women, basically what their pattern of drinking is of last year.

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And a few asking when women started drinking, it does appear that the longer women have been drinking the higher the risk but that hasn't really been, you know, isn't as strong as like a pattern of drinking, leading to increased risk of breast cancer.

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So we have about one more minute left. And I think this one is for Brazil or Dan for everyone.

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Someone brought up the tips for making the case to funders in different states and in different areas.

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If I might answer quickly. I think that the three points that I brought up in my one of my first slides that we know this link is real. And we know that young women are drinking and we know that they don't know about this is pretty compelling.

01:33:53.000 --> 01:34:11.000

And I would also suggest highlighting this as an equity issue. It seems unjust that society as a whole has this information about the possible consequences of a health behavior, and yet people engaging in this behavior, don't know that information.

01:34:11.000 --> 01:34:21.000

I think that might also be a way to help convince funders to put money into something like this.

01:34:21.000 --> 01:34:51.000

So I think we're at time.