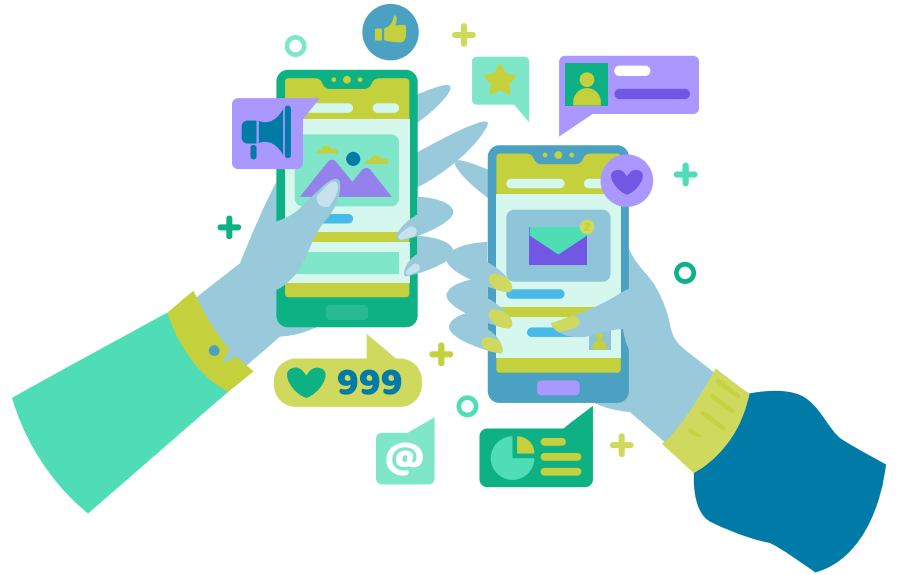


Project PRISM: Updates and Next Steps

Challenge of Tarrant County



Acknowledgements

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Collaborators
and
Consultants

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Robert Turrisi

Staff
and
Students

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Emma
Kannard

Abby
Seamster

Haleigh Hicks

Kat Vrotsos

Community
Partners

Challenge of
Tarrant
County

Project PRISM

The overall goal of this research study is to determine whether a parent-based intervention focused on social media use and alcohol use can potentially reduce alcohol use and risky cognitions related to alcohol displays on social media among teenagers ages 15-20.



Project PRISM Study Design

Step 1

Focus
Groups:
Phase 1

Step 2

Refine
Content

Step 3

Focus
Groups:
Phase 2

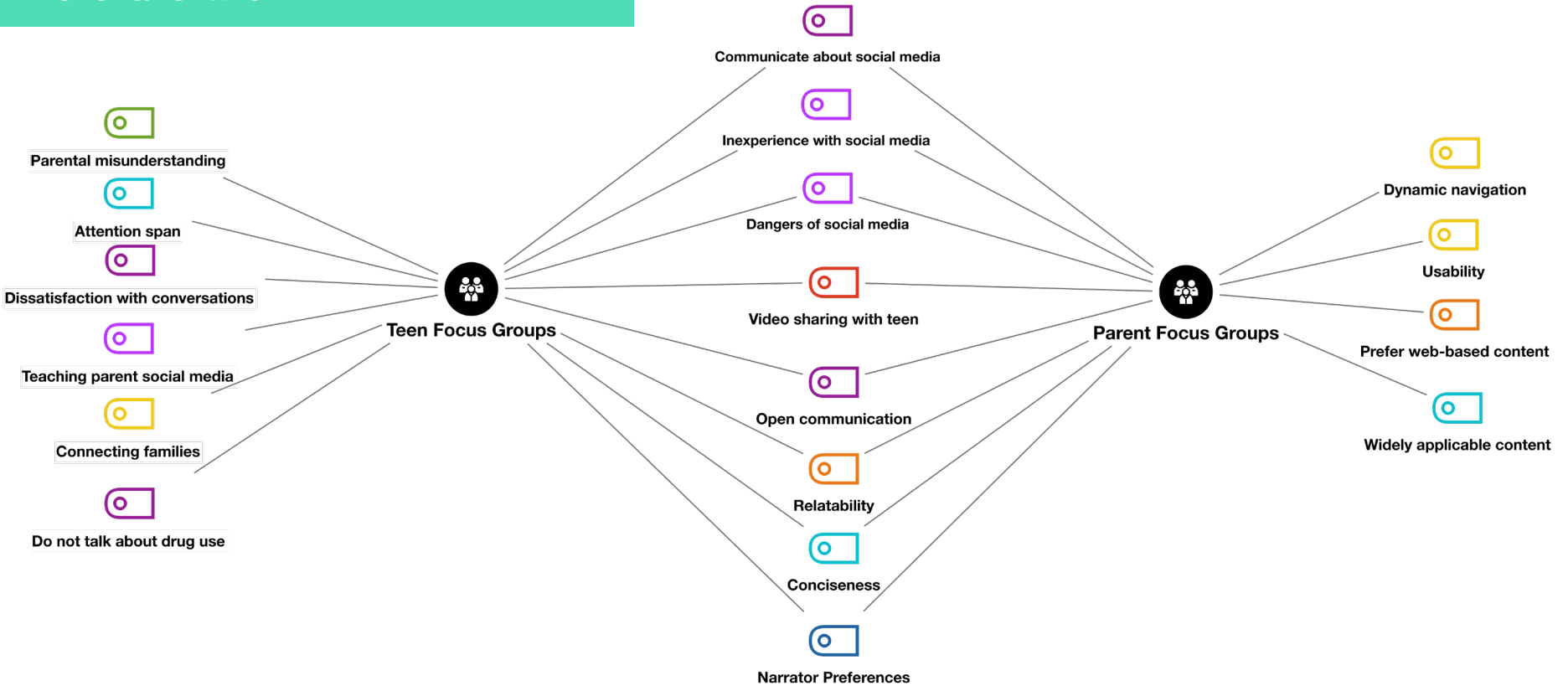
Step 4

Finalize
Content

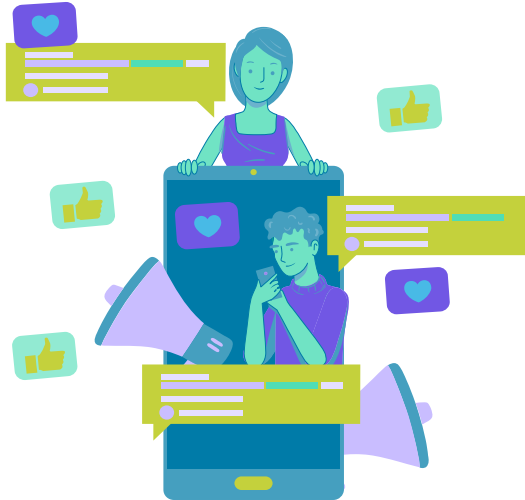
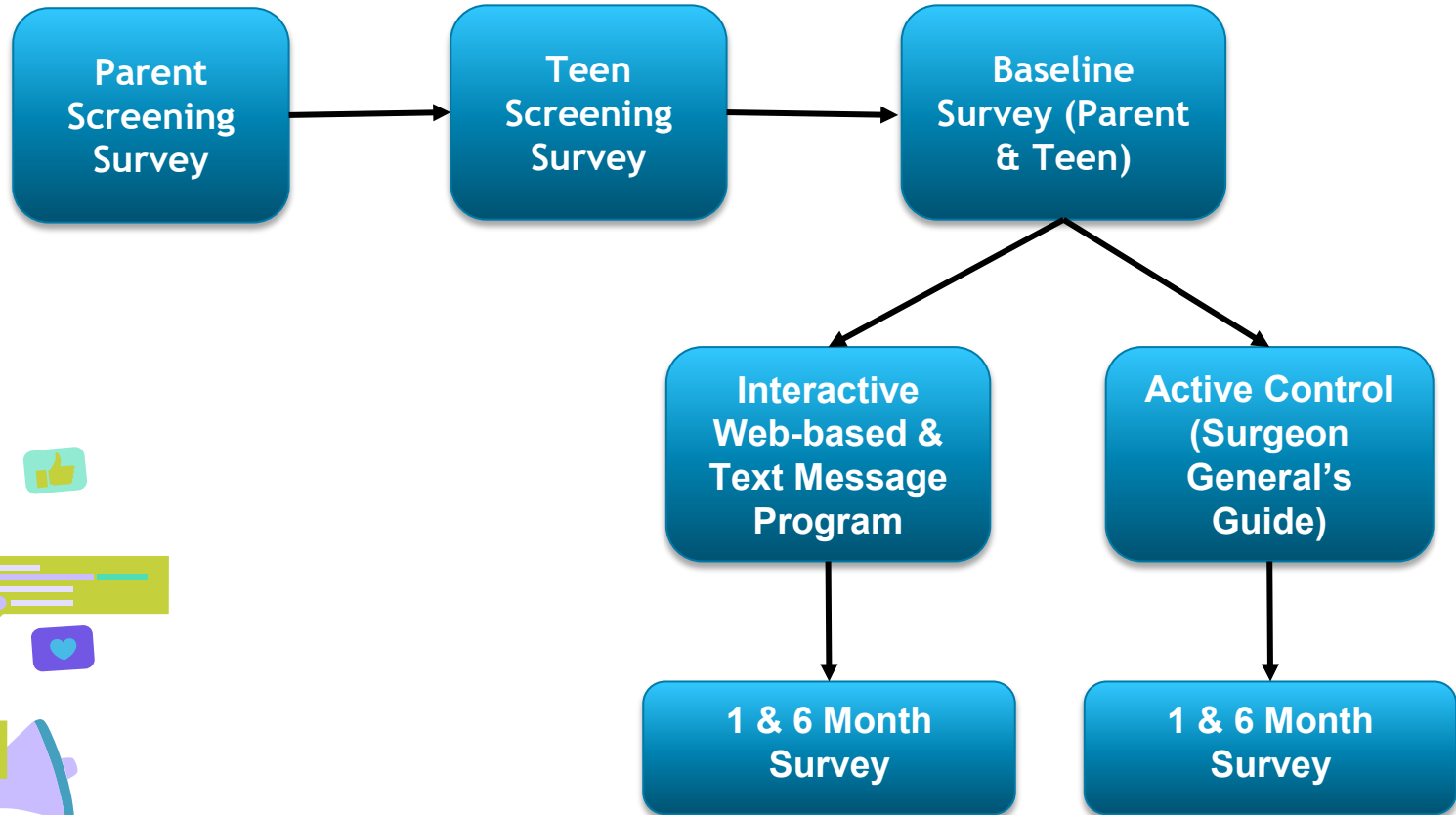


Community Stakeholder Engagement

Parent & Teen Feedback



Pilot Study



Project PRISM Website

Project PRISM

[Home](#) [About Us](#) [Modules ▾](#) [Contact](#)

Welcome to Project PRISM!

[Get Started](#)

All Modules

Module 1: Communication Matters

Module 2: Your Teen's World

Module 3: Talking About Social Media With Your Teen

Module 4: Media Literacy For Teens

Module 5: Social Media, Alcohol, and Your Teen

Module 6: Social Media and Other Health Risk Behaviors

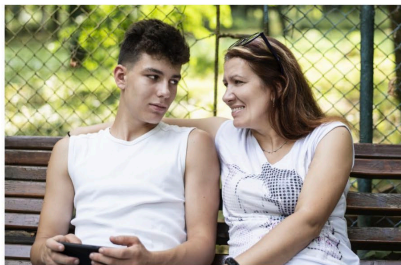
Module 7: Closing Thoughts

Module 8: Resources



Project PRISM Website

Explore PRISM Modules Below



Module 1: Communication Matters

Learn about facts and myths related to communicating with your teen. Find new tips and strategies to effectively initiate and continue conversations with them.

[Learn more](#)

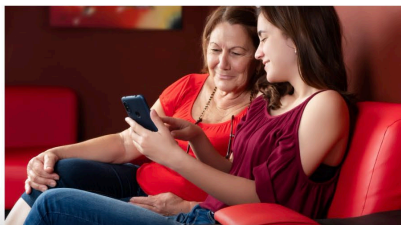
Module 2: Your Teen's World

Gain insight into the important role of social influence on teen decision-making.

[Learn more](#)

Module 3: Talking About Social Media with Your Teen

Learn about specific tips and strategies related to talking with your teens about their social media use.

[Learn more](#)

Example Content

The Facts



As covered in [Module 3](#), you also know that nearly half of teens in the US report being on social media “almost constantly”. In addition, research indicates that displays of alcohol and alcohol use are incredibly common. Together, that means there are ample opportunities for teens to be exposed to alcohol content on their social media accounts. Let’s go over a few facts and myths related to the relationships between alcohol use and social media.

Social Media and Alcohol Use

Myth

Fact

My teen isn’t influenced by alcohol content they see on social media.

While only 13% of parents report that their teens are influenced by seeing alcohol on social media, 75% of teens say that seeing someone drinking on social media has motivated them to drink.

It doesn’t matter what they share or view online, my teen knows better than to drink.

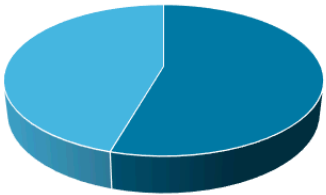
Studies show that posting and viewing alcohol-related content on social media is associated with higher rates of alcohol consumption and negative consequences. Research shows that teens who are regular users of social media are 5x more likely to drink alcohol.

My teen doesn’t drink so they don’t see drinking on social media.

Teens do not actively have to search for alcohol content to be exposed to it on social media. Through friends, celebrity influencers, or advertisers posting about alcohol on social media, your child is likely seeing significantly more alcohol on social media than you may be aware of.

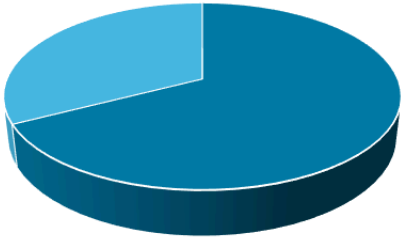
Pilot Progress

Teen Sex



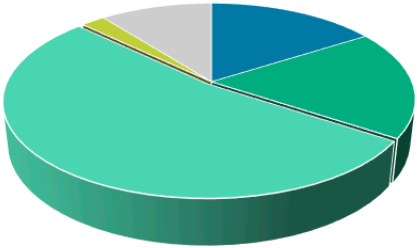
■ Male ■ Female

Teen Ethnicity



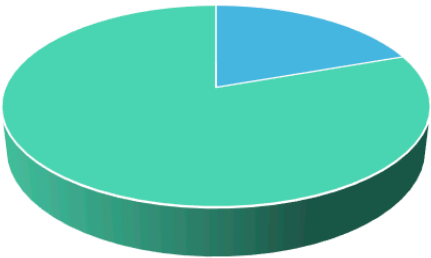
■ Hispanic/Latino(a) ■ Non-Hispanic/Latino(a)

Teen Race



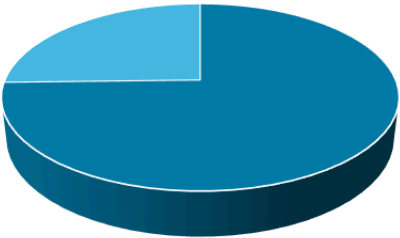
■ Asian/Asian American ■ American Indian/Alaska Native
■ Black or African American ■ Caucasian/White
■ Native Hawaiian/Pacific Islander ■ More than One Race

Parent/Guardian Sex



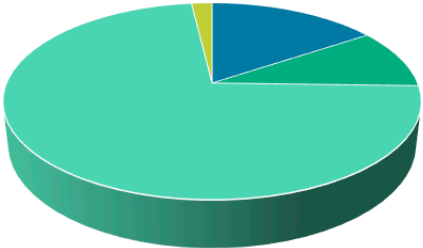
■ Male ■ Female

Parent/Guardian Ethnicity



■ Hispanic/Latino(a) ■ Non-Hispanic/Latino(a)

Parent/Guardian Race



■ Asian/Asian American ■ American Indian/Alaska Native
■ Black or African American ■ Caucasian/White
■ Native Hawaiian/Pacific Islander ■ More than One Race

Parent Feedback

So many parents are unaware of the dangers of social media. We have vague ideas/guesses about what we think happens, but we heavily underestimate how often teens use social media, how they're using it, and the damage it can cause. Programs like this are so important so we know what is really happening and how to talk about it.

Project PRISM was something I never knew I needed.

I'm glad Project PRISM is collecting real-world data from teens. I wish there was more collaboration between schools, research studies, and school resource officers to help parents have the best, most current information.

So far PRISM is the best parenting program I've used!

We discussed a lot of things when I was going through the modules. We would probably not have discussed them otherwise.

I found out that my child has seen more alcohol content in their social media friends posting than I imagined. Although my child is not a drinker, these contents can come from ordinary online friends that are not too close to her.

Teen Feedback

We talked about lots of things my mom read and it went pretty well. No one yelled or cried so I think that is always a good thing!

My mom and I already have a good relationship and talk about a lot of things, but we talked about some new things because of this.

My dad actually listened!

We have had next to none of any of the conversations we had before this project.

It was kinda cool to talk to my mom about why I use social media. She has never asked before so I just didn't think she cared.

First Look!

Retention	Parents	Adolescents
1 Month	97.0%	95.0%
6 Month	95.1%	83.7%

Parents visited on average 2 times, with a range of 0-41 times

90% of parents and 96% of teens would recommend the program

84% of parents and 77% of teens would participate outside of a paid study

71% of teens said they wished there was a teen version

Lessons Learned

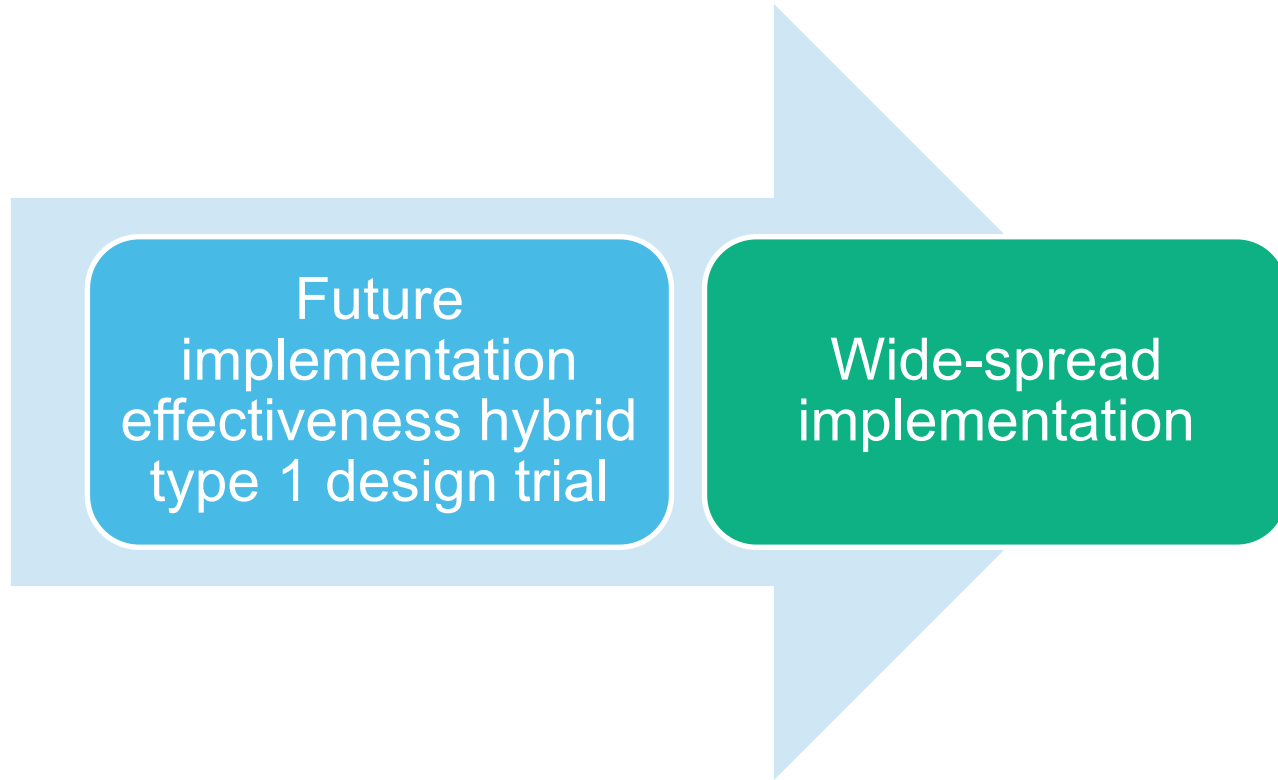
Younger ages

English and Spanish

Combined parent and teen programs

More interactive elements

Next Steps



PRISM in Practice



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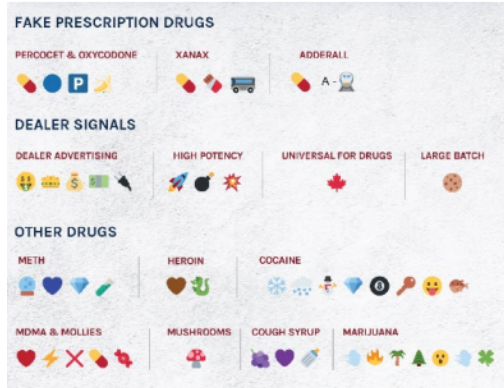
Challenge of Tarrant County is a fervent supporter of the annual Red Ribbon Week Campaign. This year's campaign, in partnership with the University of North Texas Health Science Center at Fort Worth, is focused on helping parents understand just how simple it is for their kids to find life-altering, deadly drugs through apps, social media and their smart phones.

Do you know the code?



Technology and search algorithms can bring the dealers to your teen simply based on interests and collected information. Unfortunately, this means that dealers can be just a click away.

Drug traffickers advertise on social media platforms like Facebook, Instagram, Snapchat, TikTok, Twitter and YouTube. These advertisements are in disappearing, 24-hour stories and in posts, which are promptly posted and removed. Posts and stories are often accompanied by known code words and emojis that are used to market and sell illicit and deadly drugs on social media. These code words and emojis are designed to evade detection by law



media that your child is using--but don't use this as an excuse not to get involved.

Research shows that the best way to learn about what your kids are doing online is *simply to ask them*.

Technology, Substance Use, and Your Teen

Social Media and Alcohol Use	
Myth	Fact
My teen isn't influenced by alcohol content they see on social media.	While only 13% of parents report that their teens are influenced by seeing alcohol on social media, 75% of teens say that seeing someone drinking on social media has motivated them to drink.
It doesn't matter what they view online, my teen knows better than to drink or to use drugs.	Studies show that posting and viewing alcohol-related content on social media is associated with higher rates of alcohol consumption and negative consequences. Research shows that teens who are regular users of social media are 5x more likely to drink alcohol, 5x more likely to buy cigarettes, and 2x as likely to use marijuana than teens who do not spend time on social media.

Thank you!

