Institute of Medicine and National Research Council of the Academies

WORKSHOP ON BUILDING CAPACITY TO REDUCE BULLYING AND ITS IMPACT ON YOUTH ACROSS THE LIFE COURSE

April 9, 2014
3:35-4:05 PM
Session 4: Technology-Based Interventions

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Using technology to affect bullying

The Bully Text: Will you and your friends stand up?

JAN 31ST - APR 24TH

Create your anti-bully army.

Invite friends to stand up to bullying with the Bully Text

Your First Name:  Your Cell #:

Your name:          Your cell #:
Harnessing text messaging to deliver bullying prevention programming to middle school adolescents

- “BullyDown” is a 6-week, social-emotional learning-based booster delivered via text messaging for middle school students
- About 3-8 messages will be sent per day. Topics will cover:
  - Empathy and communication
  - Attitudes toward bullying and attitudes supportive of aggression
  - Managing Anger, hostility, and impulsivity
  - Problem solving and coping
  - Perspective-taking, respect for diversity, and intentions to intervene to help others
- Currently in development
- Funded by HopeLab
Examples from other health intervention areas

Hello!
Welcome To CyberSenga

Cybersenga is a program that helps young people learn how to make healthy choices. We’ll talk about:

- Information about HIV that you can trust
- How to decide whether playing sex or being abstinent is right for you
- How to have healthy romantic relationships
- How to solve problems in your life, and tell other people
- How to use condoms when you are in a healthy relationship and ready to play sex

Get Started!
Learn about (Click Here)

CyberSenga was supported by Award Number R01MH080502 from the National Institute Of Mental Health. The content is solely the responsibility of the Center for Innovative Public Health Research (CIPHR) and does not necessarily represent the official views of the National Institute Of Mental Health or the National Institutes of Health. The program was developed by CIPHR in collaboration with partners at Internet Solutions for Kids Uganda — Inc, Mbarara University of Science and Technology (Dr. Julius Kiwanuka), the University of Colorado Health Sciences (Dr. St. John), and Harvard University (Ers. David Bangsberg and Norma Ware). We would like to thank the students and faculty at our partner schools, Mbarara High School, Mbarara Secondary School, Ntare School, and Sentah Secondary School, for their support and participation in the research.

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CyberSenga: Exploring reasons to be abstinent

Now, what are some reasons why some teenage girls choose to be abstinent?

Click on each of the circles in the person's brain to read what she says about being abstinent.

After you have clicked on each of the circles, click the next arrow.
At 6-months post intervention..

Help Quitting

Strategies for Quitting Physical Addiction
Nicotine Replacement Medications Learned Habit Unlearning the habit Behavioral counseling Who Should Use Medicines?
Numerous effective medicines for smoking cessation now exist for smokers using 10 or more cigarettes each day. Unless there is a medical reason not to use these medicines, it is recommended that all patients attempting ...

[Read More...]
## Example SMS USA program messages

<table>
<thead>
<tr>
<th>Day sent</th>
<th>Text message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1* (Pre-Quit)</td>
<td>Congratulations! The hardest part – deciding to quit – is already behind you. Write down your quit date [insert day] and post it where you can see it every day.</td>
</tr>
<tr>
<td>Day 2 (Pre-Quit)</td>
<td>Write down a list of reasons why you want to quit smoking. Put the list in a place where you’ll see it every day.</td>
</tr>
<tr>
<td>Day 3 (Pre-Quit)</td>
<td>Got stress? Maybe it’s your cigarettes. In between cigarettes, your body goes through nicotine withdrawal and makes you feel stressed out and anxious.</td>
</tr>
<tr>
<td>Day 15 (Quit Day)</td>
<td>I bet you’re feeling cranky and annoyed right now. This is all normal. Just take a deep breath and get through the next 5 minutes.</td>
</tr>
<tr>
<td>Day 20 (Early Quit)</td>
<td>Right now, you’re learning to quit. Just like learning to ride a bike or drive a car, it takes time. Before you know it, you’ll learn to be a non-smoker too.</td>
</tr>
<tr>
<td>Day 31 (Late Quit)</td>
<td>Encouragement from your friends and family might be starting to wane about now, but remember that they are probably still proud of you for quitting.</td>
</tr>
</tbody>
</table>

At 3-months post quit-day - in Turkey

Among all adults: 5% Control, 11% Intervention

Among light smokers: 0% Control, 17% Intervention

Among female smokers: 0% Control, 14% Intervention

At 3-months post quit-day - in the US

Among all youth
- Control: 30%
- Intervention: 40%

Among youth who are not in a tertiary setting
- Control: 26%
- Intervention: 45%

Welcome to Guy2Guy!

We're sure you have plenty of questions about Guy2Guy and what it's all about. We're here to provide you with all the information you want, so enjoy!

Guy2Guy (or G2G for short) is a new text messaging-based health education program specifically for adolescent guys. The program is designed to help guys improve their health. Text messages focus on a variety of health topics and can include messages on developing an exercise plan, improving your diet, building self-esteem, and healthy romantic relationships.

For more information, please click on the category below that applies to you:

- Parents/Guardians
- School employees
Health information seeking among adolescents based upon past-year bullying experiences

Limitations to technology-based interventions

- It may not work for all youth – but it may be a great way to reach and engage traditionally underserved populations.

- There’s sometimes an assumption that: If you build it, will it come. Technology-based programs require self-motivation and interest.

- Can be costly to develop.
Conclusions

• There is support from other fields that behavior change programs delivered online and via text messaging can change behavior.

• Evidence-based programs for bullying that utilize technology should be explored further.

• Figuring out how to engage youth and keep them coming back, may be key.