

Social media interventions addressing physical activity among emerging adults who use cannabis: *A pilot trial of feasibility and acceptability*

Participants aged 18-25 (n=60) who regularly used cannabis were randomized to three secret Facebook groups.

Study groups

Study coaches posted content to and interacted in 3 separate Facebook groups over 8 weeks.



Physical activity

Content encouraged physical activity and setting goals



Physical activity + cannabis intervention



Content focused on enhancing physical activity and reducing cannabis or related consequences



Attention-control

Content was posted on themes unrelated to physical activity or cannabis

Results

This pilot study was conducted to demonstrate feasibility and acceptability and was not powered to detect efficacy. However, results showed:



Decreased cannabis-impaired driving and cannabis consequences for those receiving intervention content



High levels of engagement, measured by number of participants who posted or commented



Participants found the **coaches to be helpful, warm, and understanding**

Future Directions

This pilot study shows that social media-based interventions have **potential to reduce cannabis consumption and related risky behaviors** among emerging adults. Future studies should be conducted with a larger sample over a longer follow-up period.