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


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.

Study groups

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

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

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