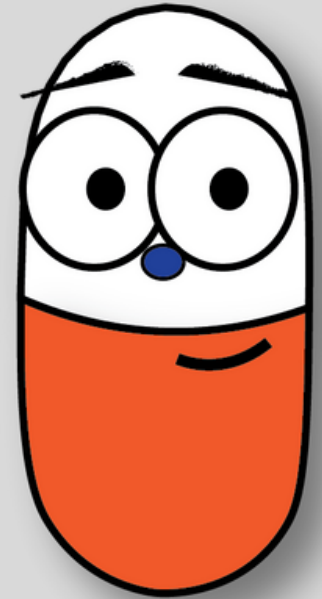
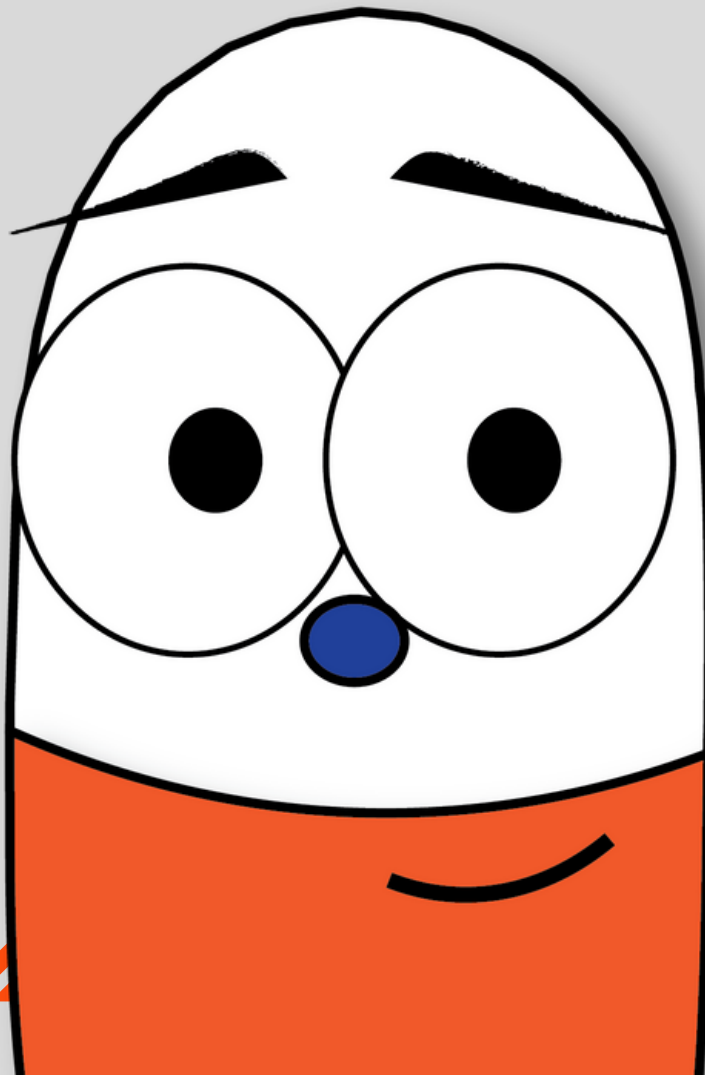


Rethink
adderall misuse...
it's nastier than you think



CAMPAIGN SUMMARY
MESSAGE DESIGN II
SPRING 2017

GOALS



**To fight the normalization
of the misuse of prescription
stimulants amongst the
undergraduate population on
Chapman's campus during
midterms and finals week.**

MISSION

"The Rethink campaign is organized by Strategic and Corporate Communication students at Chapman University, with the mission of inspiring **peer-driven conversations** about the risks of misusing prescription stimulants to study. By encouraging these conversations, we can **reduce the normalization of this behavior on our campus**. With the help of our friend Addy, we hope **our peers will reconsider engaging in or approving of the misuse** of Adderall, Ritalin, and other prescription stimulant drugs. Rethink Adderall Misuse... It's Nastier Than You Think."

CU-RETHINK.COM

EXPERIMENTAL DESIGN

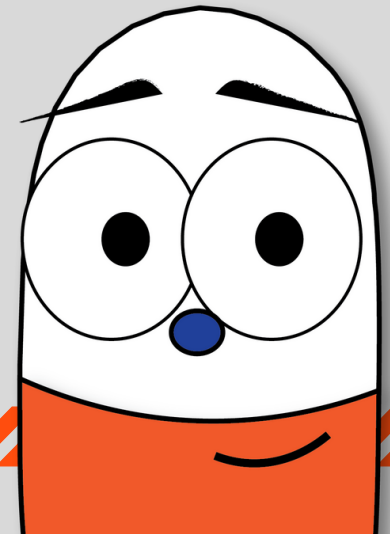
Control site: Loyola Marymount University

- LMU was **not** exposed to our Rethink campaign

Experimental site: Chapman University

- Chapman **was** exposed to our Rethink campaign

***BOTH SITES HAD IRB APPROVAL**



CONTENT

CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Rethink
adderrall misuse...
it's nastier than you think

**Tabling in the
Attallah Piazza March
13-16 from 10am-2pm**

For more information
visit www.cu-rethink.com/
or [www.facebook.com/](https://www.facebook.com/ChapmanRethink)
ChapmanRethink.
Follow us on Twitter and
Instagram @cu_rethink.

Created by Jonathan Loh
and SCC 400 Students



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

**NOT EVERYONE'S
DOING IT**



**In a national survey, 9/10 college
students DID NOT misuse Adderall
as a study enhancer.
#rethink**

For more information visit www.cu-rethink.com
or www.facebook.com/ChapmanRethink.
Follow us on Twitter and Instagram @cu_rethink.

Created by Jonathan Loh
and SCC 400 Students

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

**ADDERALL:
IT ISN'T AN UPPER
FOR EVERYTHING**



**Misusing Adderall can lead to
erectile dysfunction.
#rethink**

For more information visit www.cu-rethink.com
or www.facebook.com/ChapmanRethink.
Follow us on Twitter and Instagram @cu_rethink.

Created by Jonathan Loh
and SCC 400 Students

Rethink
adderrall misuse...
it's nastier than you think



FLYERS

CONTENT

CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

ADDERALL DOES AFFECT YOUR GPA... BUT NOT THE WAY YOU THINK IT DOES.



In a nationwide study, the misuse of prescription stimulants to study was consistently associated with a lower GPA.
#rethink

For more information visit www.cu-rethink.com or www.facebook.com/ChapmanRethink. Follow us on Twitter and Instagram @cu_rethink.

Created by Student Life and SCC 400 Students

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
A national survey found that roughly **9/10** students **DO NOT** use Adderrall to study.

For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
The misuse of Adderrall is consistently associated with lower GPAs.

For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
Adderrall is a Schedule II Controlled Substance- illegal possession of it can lead to a 5 year prison sentence.

For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
Misusing Adderrall can lead to erectile dysfunction.

For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
Continuous misuse of Adderrall can result in psychological addiction.

For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think



CHAPMAN UNIVERSITY | SCHOOL OF COMMUNICATION

Did you know...
Misusing Adderrall can lead to paranoia and hostile behavior.

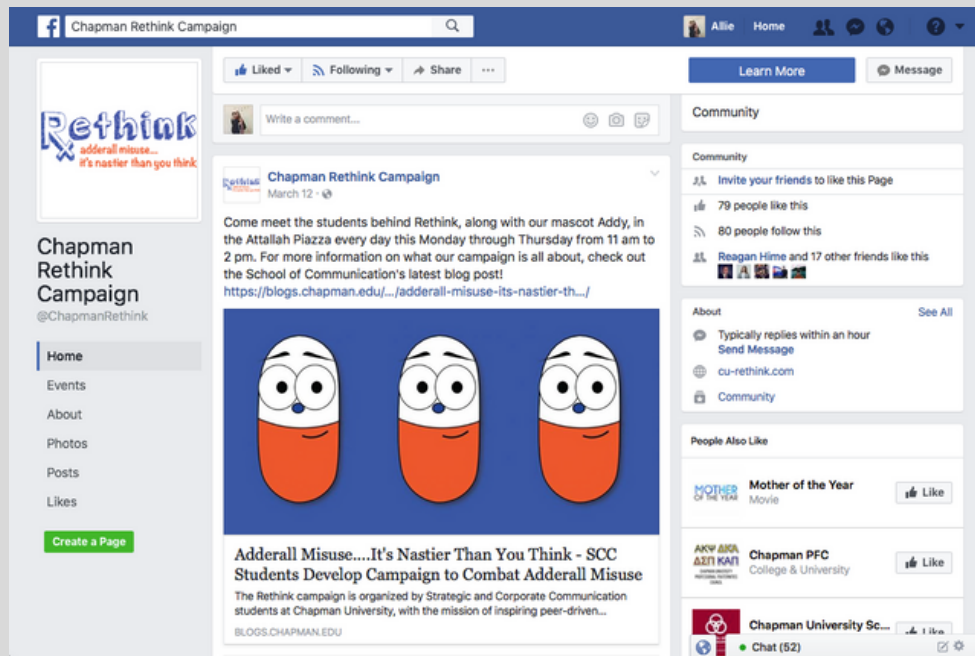
For more info, visit www.cu-rethink.com

Rethink
adderrall misuse...
it's nastier than you think

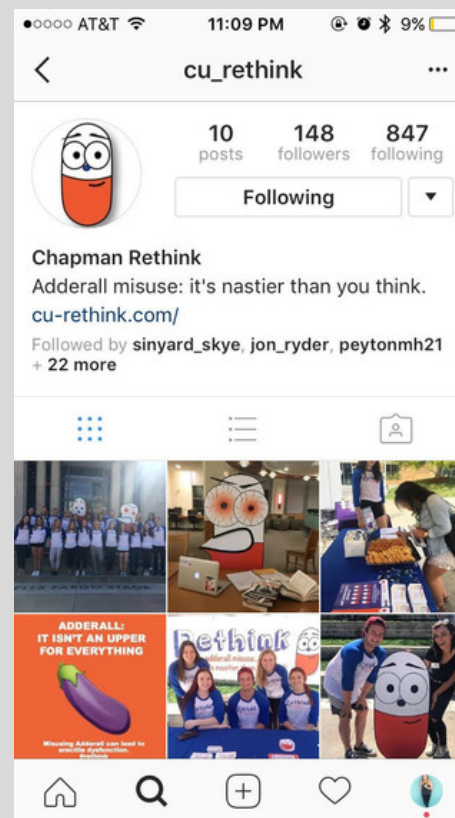


FLYERS

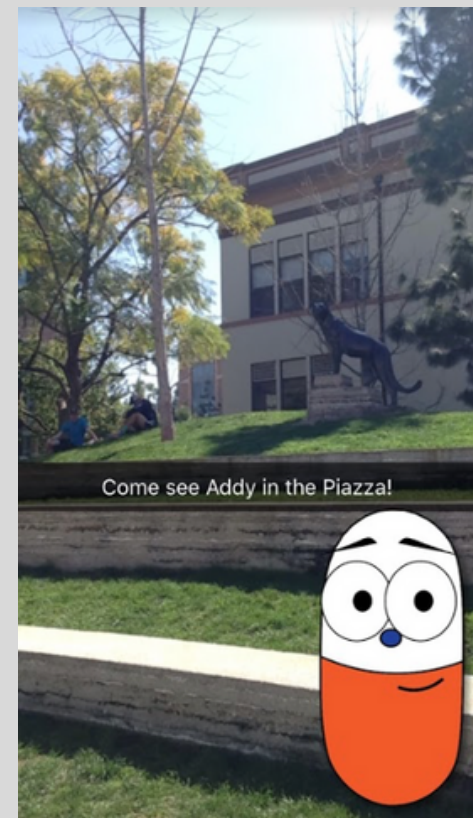
CONTENT



Facebook



Instagram



Snapchat Geotag

SOCIAL MEDIA

CONTENT

 CHAPMAN UNIVERSITY

All Search   Log In

Adderall Misuse....It's Nastier Than You Think

SCC Students Develop Campaign to Combat Adderall Misuse

March 10, 2017

110 social





Add a little bit of body text

The Rethink campaign is organized by Strategic and Corporate Communication students at Chapman University, with the mission of inspiring peer-driven conversations about the risks of misusing prescription stimulants to study. By encouraging these conversations, we can reduce the normalization of this behavior on our campus. With the help of our friend Addy, we hope our peers will reconsider engaging in or approving of the misuse of Adderall, Ritalin, and other prescription stimulant drugs.

Rethink Adderall Misuse... It's Nastier Than You Think.

It is important to know why we feel so strongly that prescription stimulant misuse is a serious issue. Misuse is likely to result in experiencing side effects such as unusual hostility, paranoia, the feeling of a racing heart, physical and

**Mara Manukyan**

Browse Related:

- Student Guest Blogger
- Course Project
- Event

Top Keywords:

- Prescription Drug Abuse
- Message Design

BLOG POST

CONTENT

[home](#)[the facts](#)[our mission](#)[our campaign](#)[get connected](#)

Know the facts.

Prescription Drug Abuse vs. Prescription Drug Misuse

Prescription drug abuse: intentionally using the drug to experiment with it or to experience a high

Prescription Drug Misuse: using your own prescription in ways or amounts that are not prescribed, or using someone else's prescription drugs that are not prescribed to you

General Background:

Amphetamines and methylphenidate: central nervous system stimulants used to treat individuals with attention deficit disorder (ADD) and/or attention deficit hyperactivity disorder (ADHD) Brand names include: Adderall, Adderall RX, Ritalin, Concerta, Vyvanse, Daytrana, Methylin *these drugs increase dopamine levels in the brain, which lead to a "calming" and "focusing" effect for the individual

Resources.

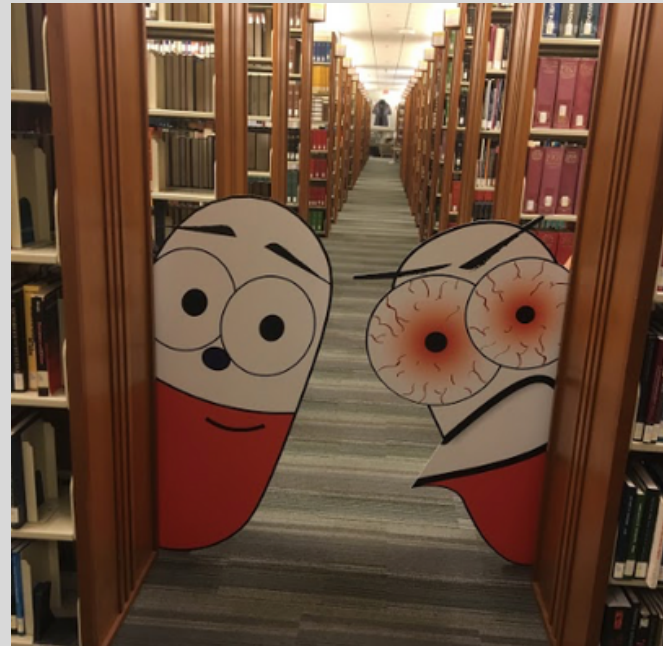
[Drug Enforcement Administration](#)[MedlinePlus - Adderall Side Effects & Cautions](#)[Illicit Prescription Use Among College Students \(McCabe et.al, 2005\)](#)[Misuse of Prescription Stimulants Among College Students \(Benson et al., 2005 et.al\)](#)

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WEBSITE

IMPLEMENTATION



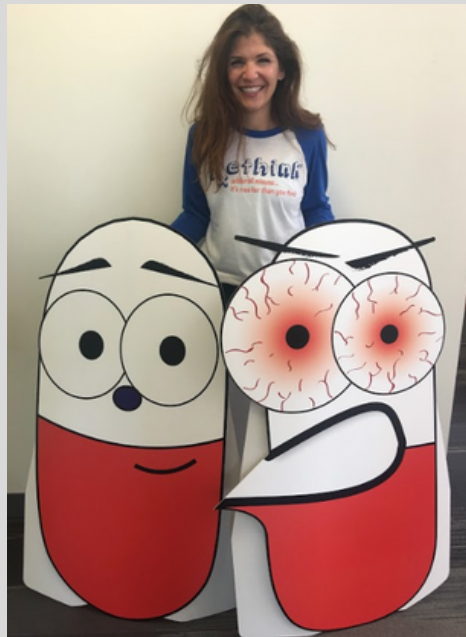
From left to right: students campaigning in the Piazza, Addy in the library, our flyer on the door of Doti Hall

IMPLEMENTATION



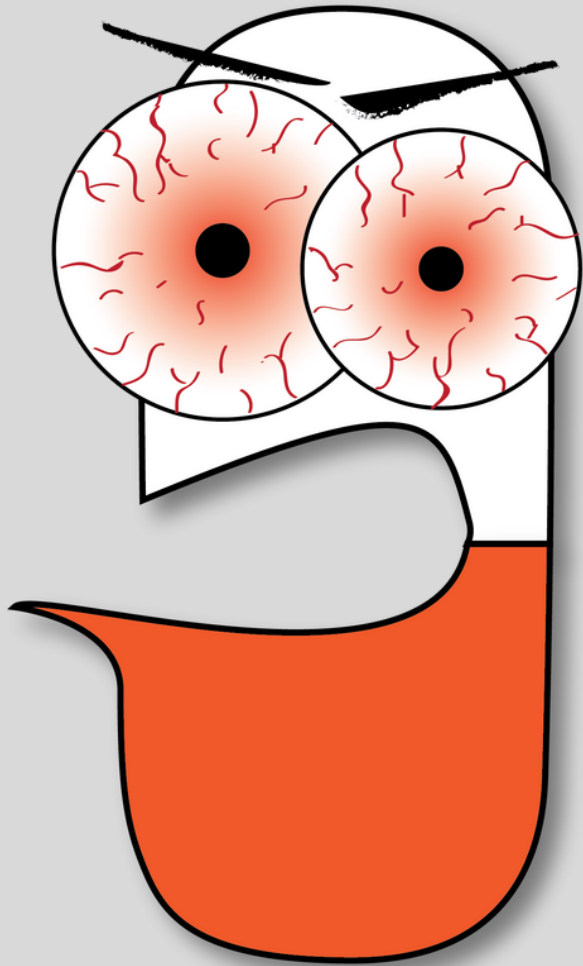
From left to right: School of Communication faculty with Addy, Addy goes to class!

IMPLEMENTATION



From left to right: Phi Kappa Tau fraternity members with Addy, Dr. Andie Weber with Addy, Rethink promotional materials

MY ROLE(S)

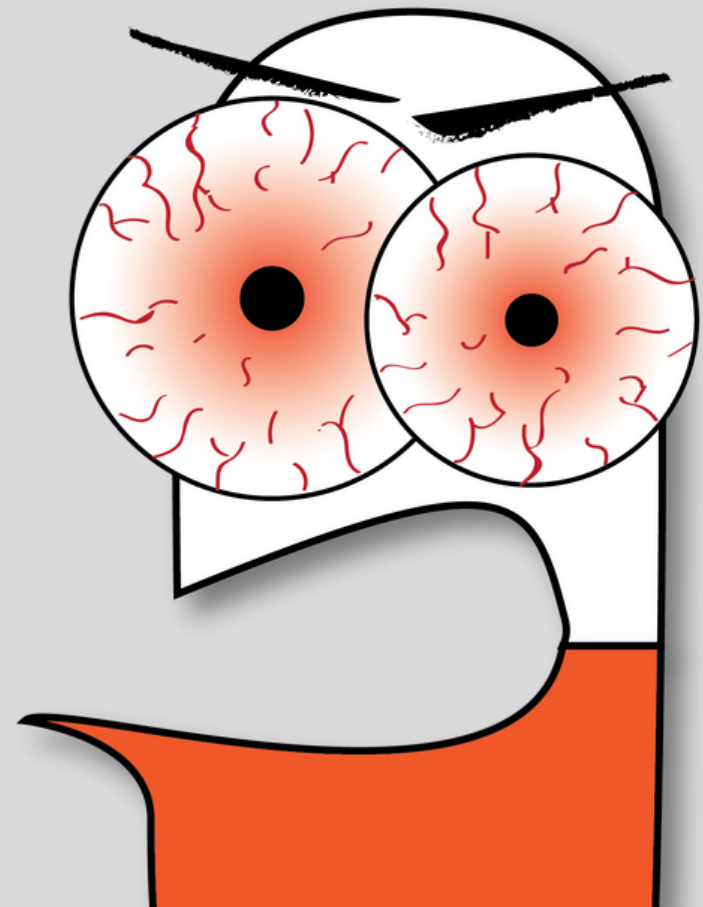


- **developed flyers' original copy** in the semester prior to our campaign
- led **focus groups** discussing flyers' copy in the semester prior to the campaign
- collected pre- and post-campaign **survey data** in 15 classes
- **campaigned** in the Piazza 3/14 & 3/16/17
- **initiated conversation** discussing our campaign goals with peers when campaigning
- **created distinctive categories** for write-in responses recorded in 250+ surveys

EVALUATION

The purpose of this study was to **test the effectiveness** of the Rethink campaign, which was a student-driven campaign to fight the normalization of Adderall misuse on campus.

PURPOSE



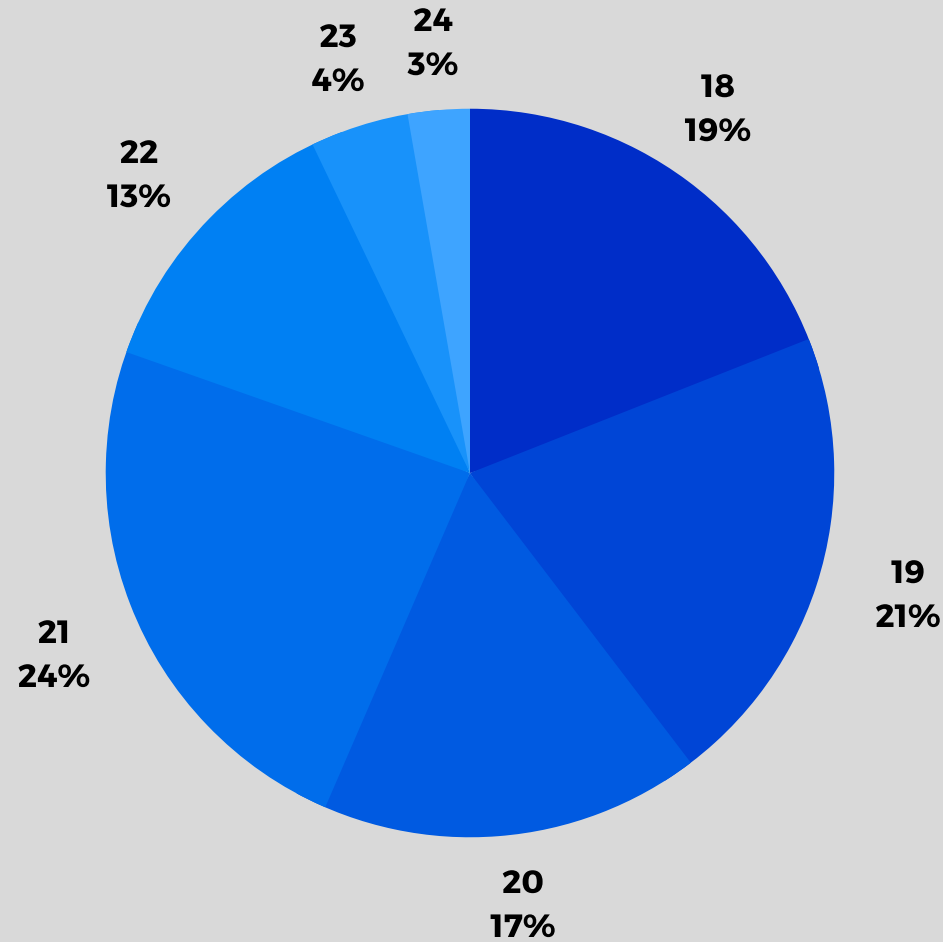
EVALUATION

The Rethink Campaign....

- **negatively** changed the attitudes toward using prescription stimulants you do not have a prescription for OR are using more than prescribed...
 - to concentrate when studying (p-value: .006)
 - to study for longer periods of time (p-value: .031)
 - to concentrate in class (p-value: .004)
- **negatively** changed Chapman students' perceptions of peers frequently misusing Adderall on campus (p-value: .000)

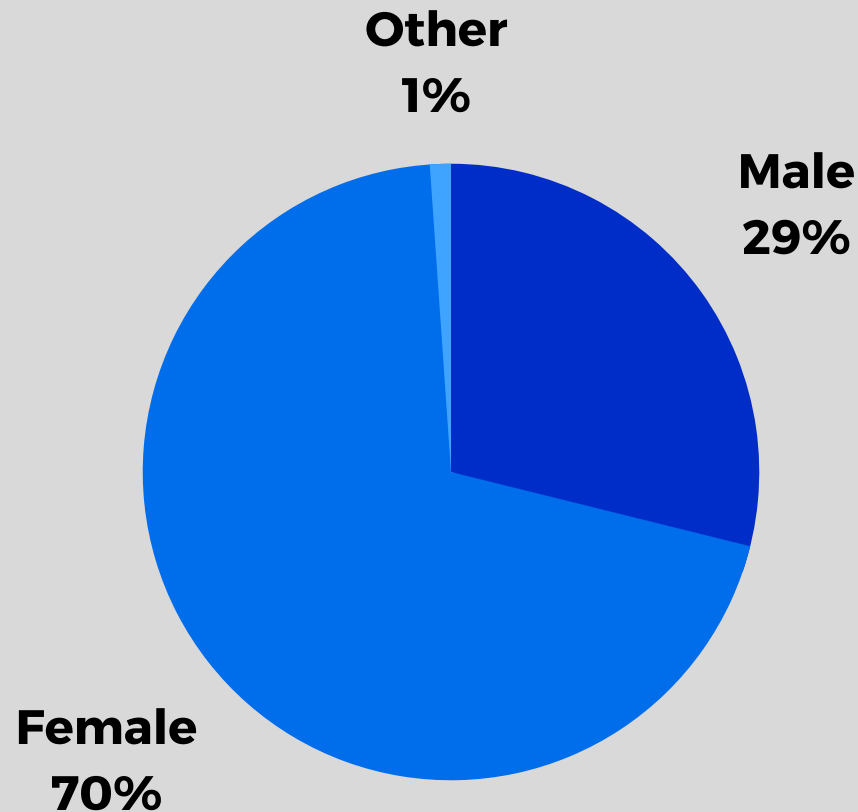
RESULTS

SAMPLE DEMOGRAPHICS



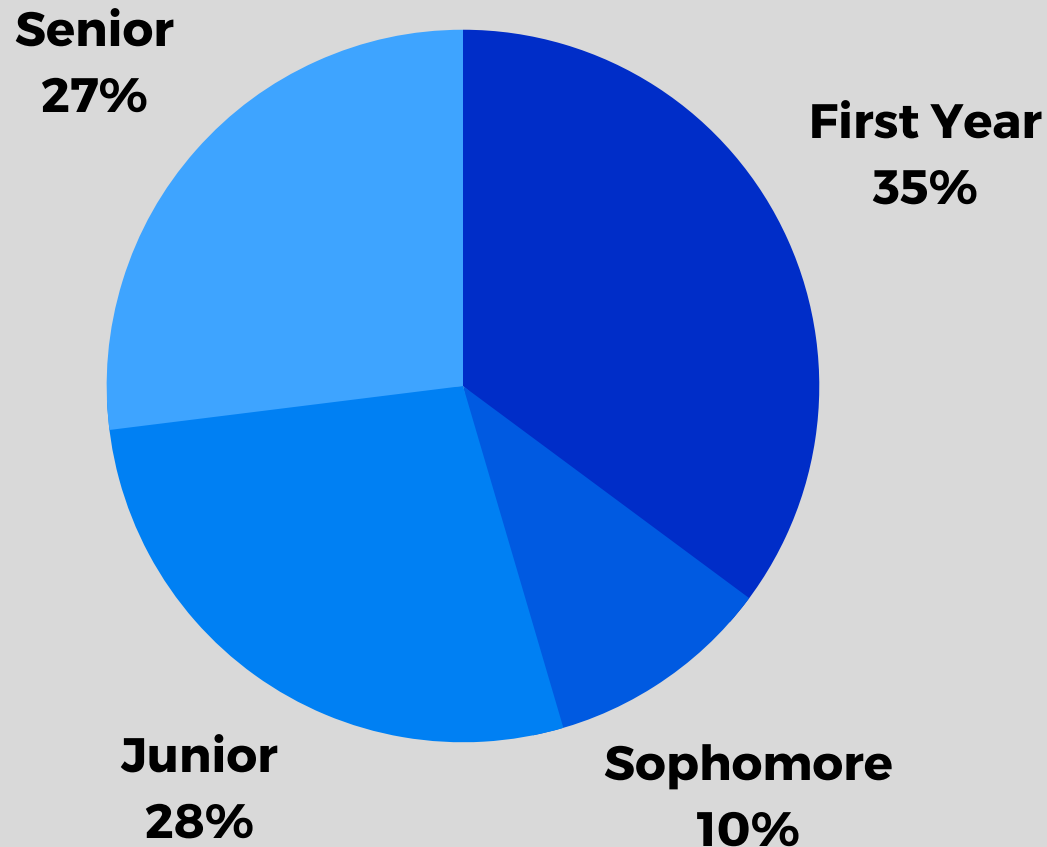
CHAPMAN: AGE

SAMPLE DEMOGRAPHICS



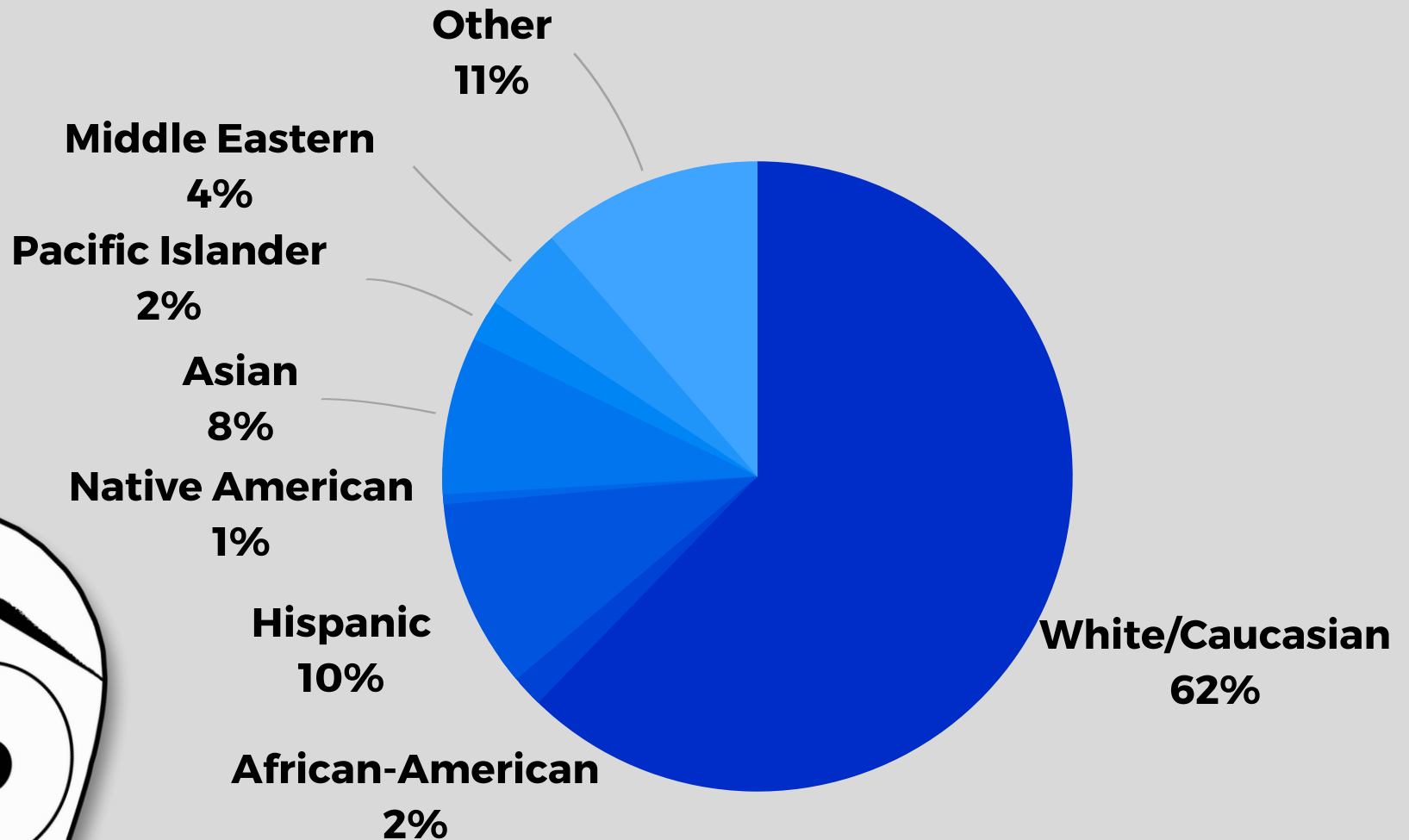
CHAPMAN: GENDER

SAMPLE DEMOGRAPHICS



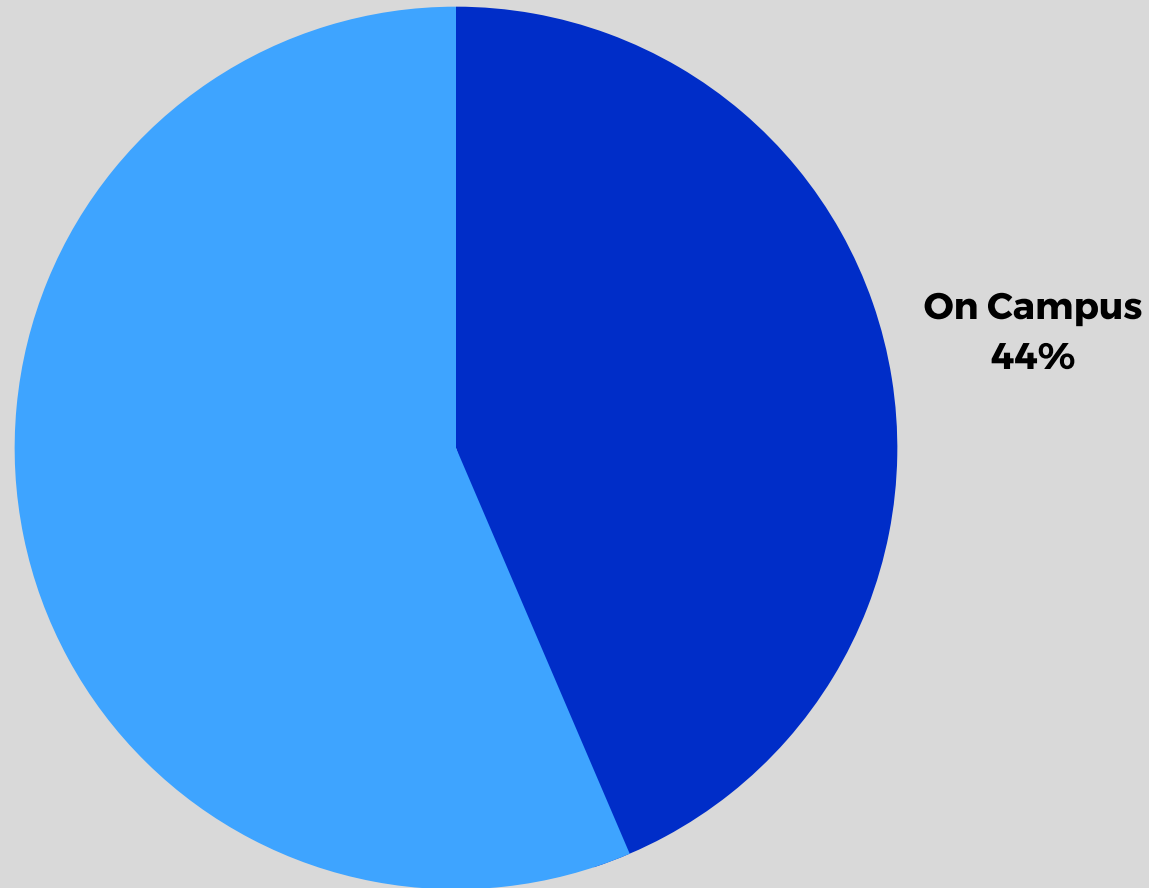
CHAPMAN: CLASS RANK

SAMPLE DEMOGRAPHICS



CHAPMAN: ETHNICITY

SAMPLE DEMOGRAPHICS



Off Campus
56%

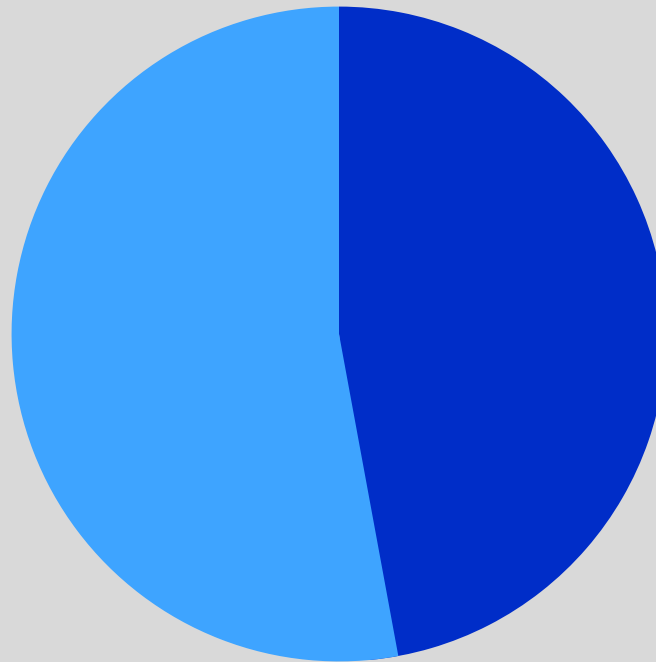
On Campus
44%



CHAPMAN: HOUSING

SAMPLE DEMOGRAPHICS

Unaffiliated
53%

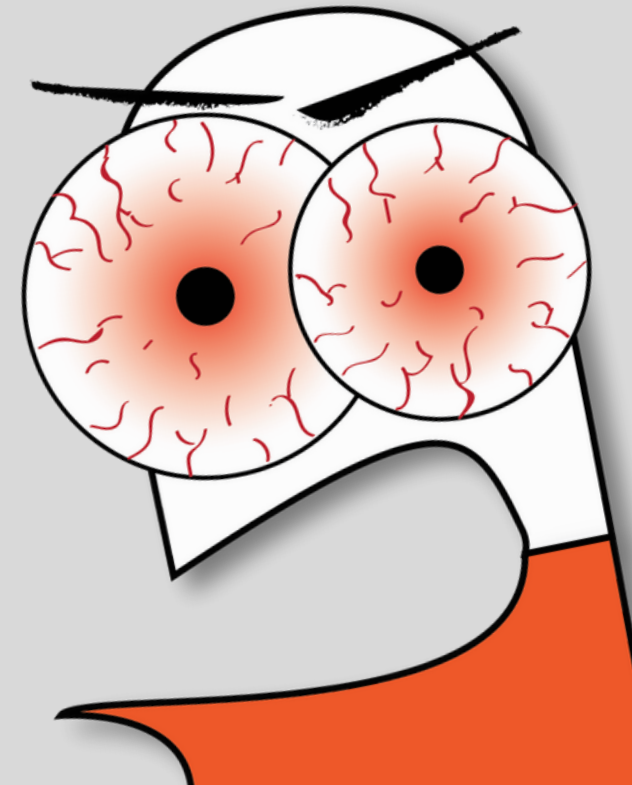
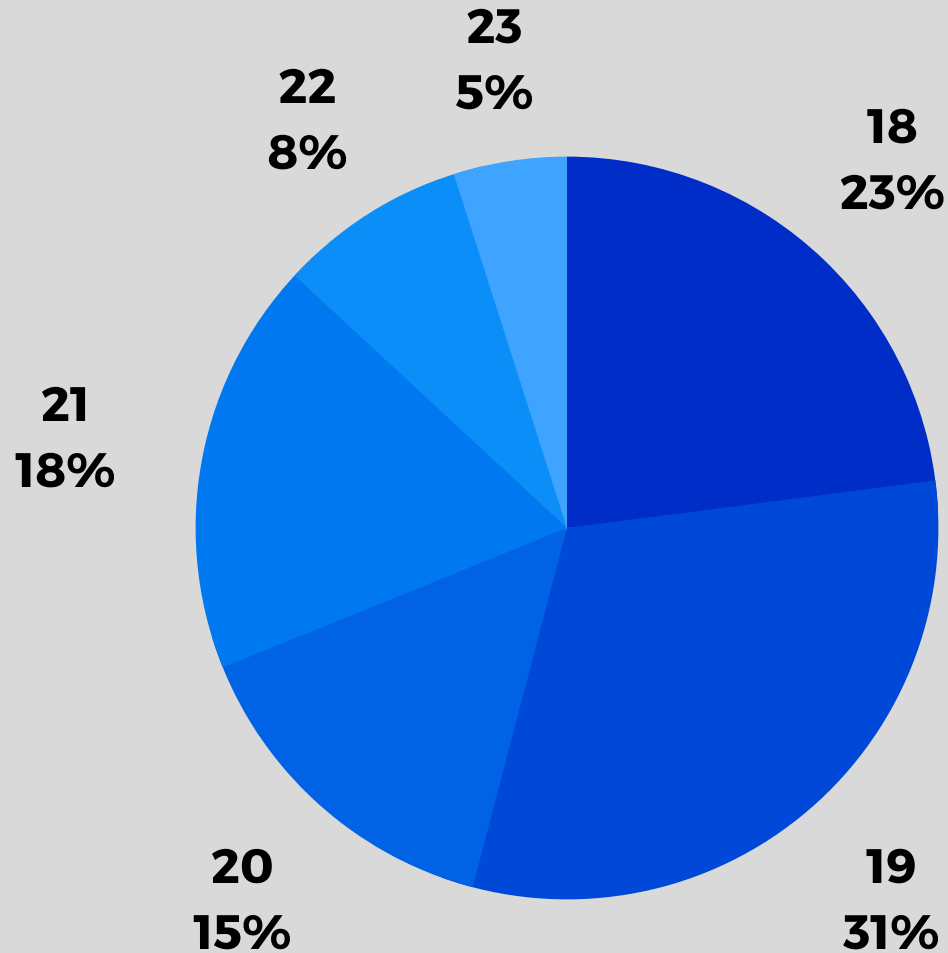


Affiliated
47%



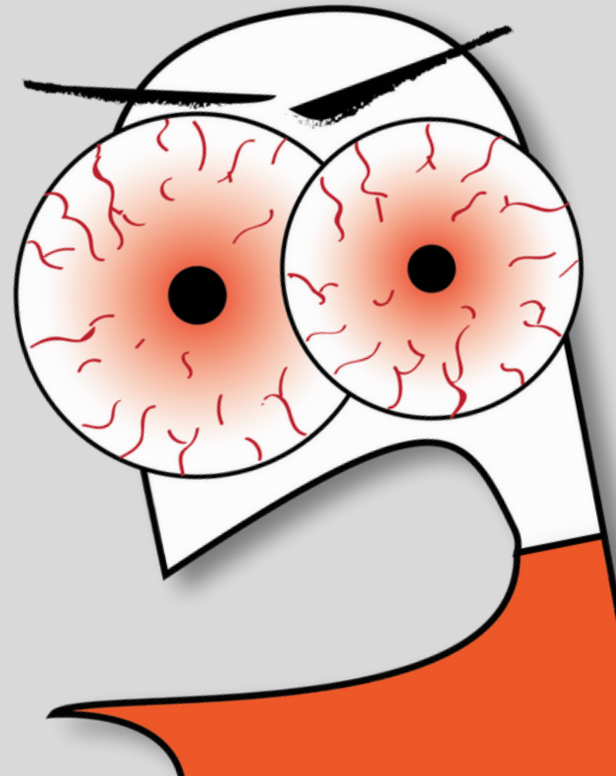
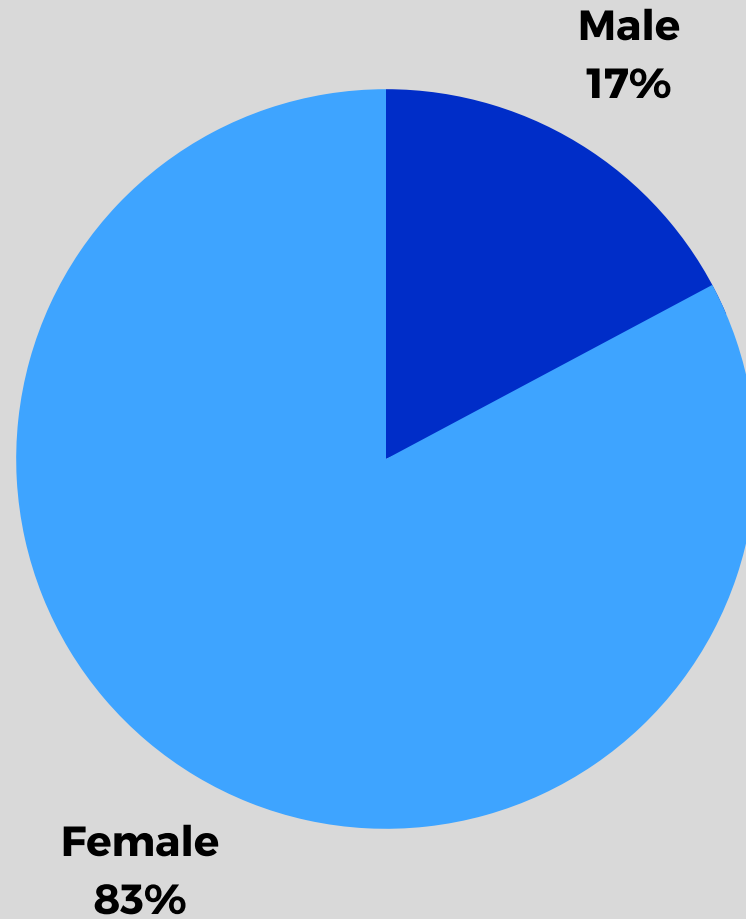
CHAPMAN: GREEK AFFILIATION

SAMPLE DEMOGRAPHICS



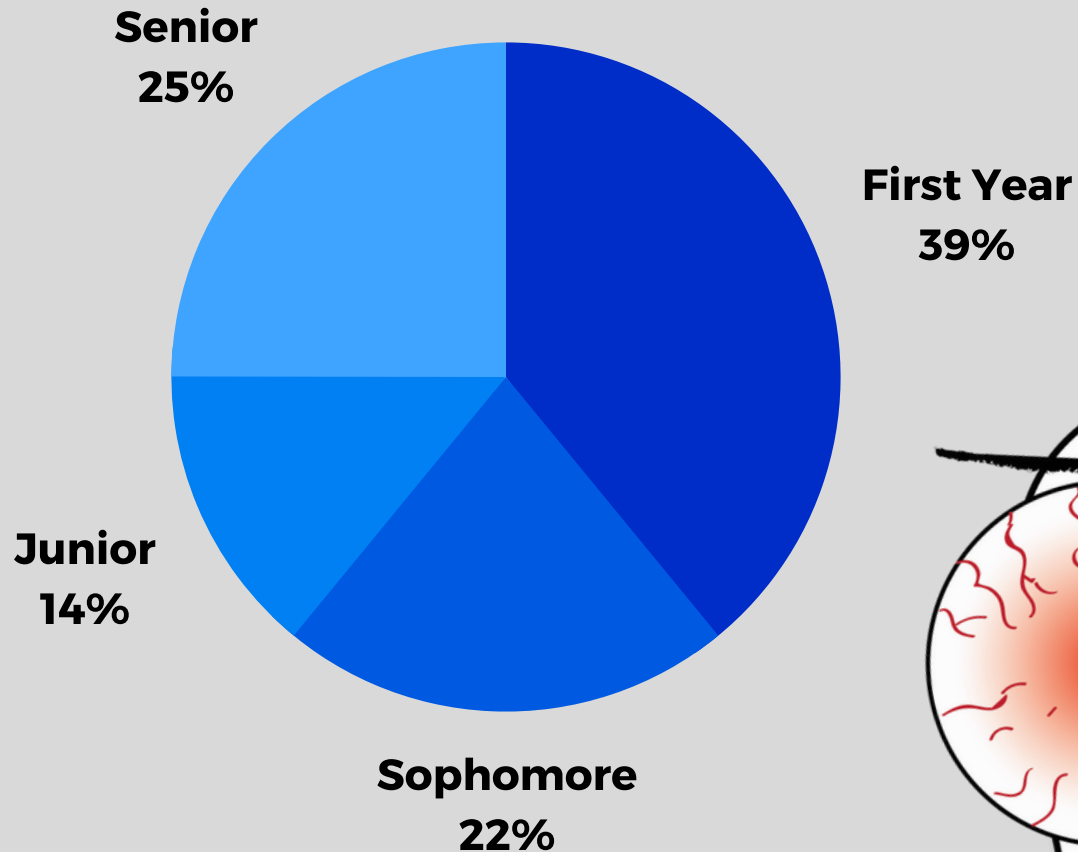
LMU: AGE

SAMPLE DEMOGRAPHICS

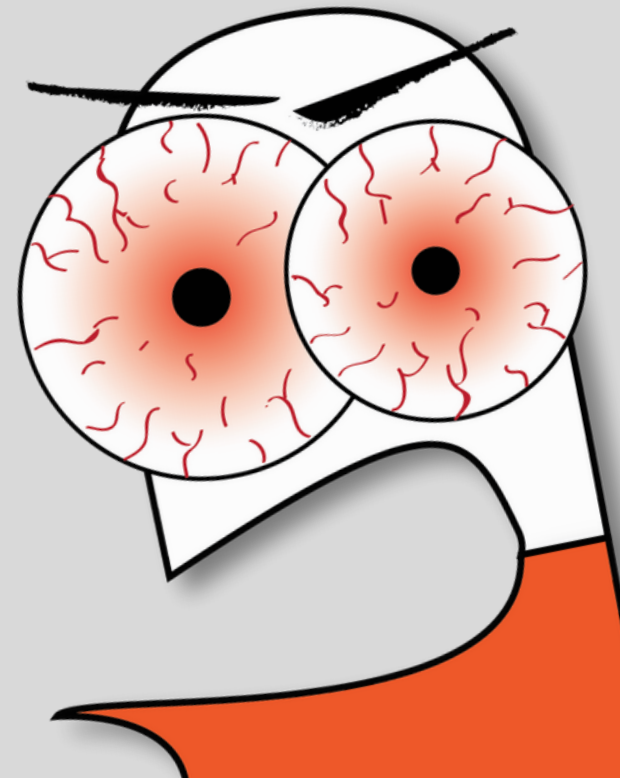


LMU:GENDER

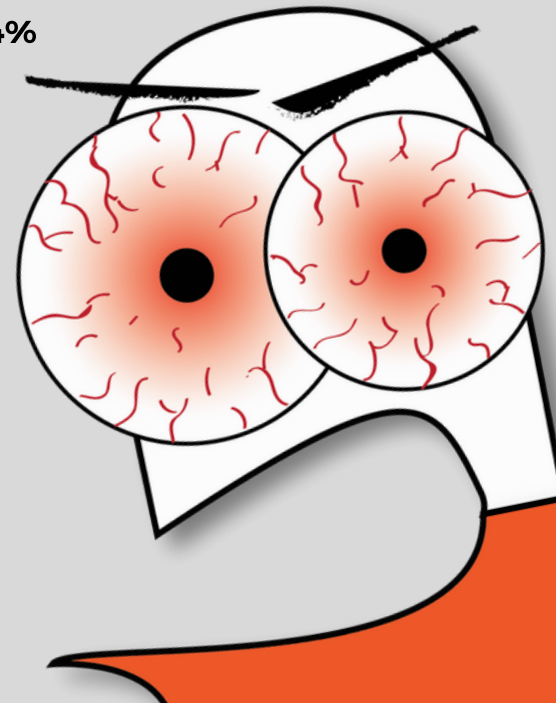
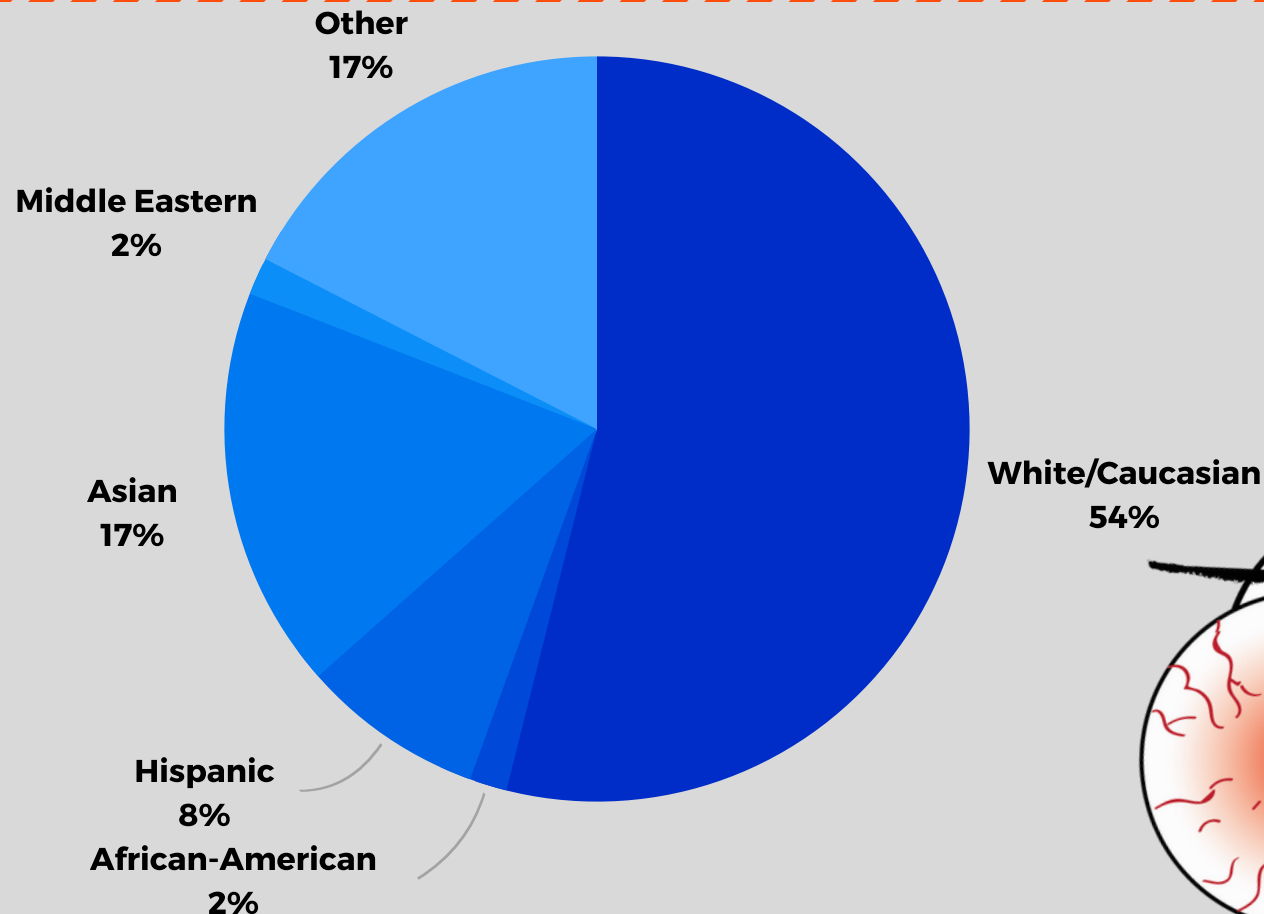
SAMPLE DEMOGRAPHICS



LMU: CLASS RANK



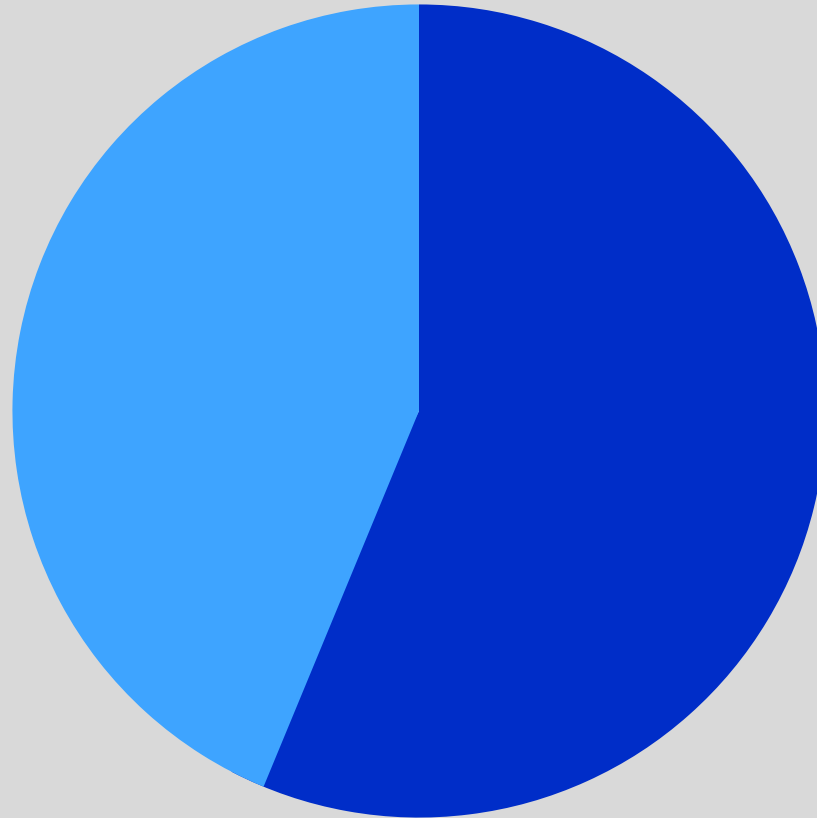
SAMPLE DEMOGRAPHICS



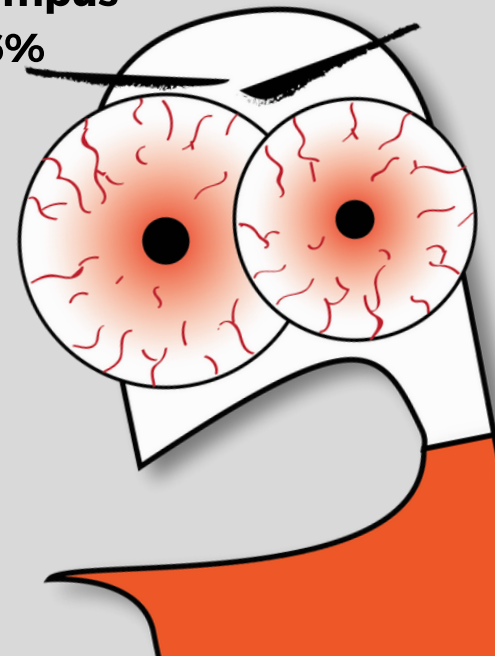
LMU: ETHNICITY

SAMPLE DEMOGRAPHICS

Off Campus
44%

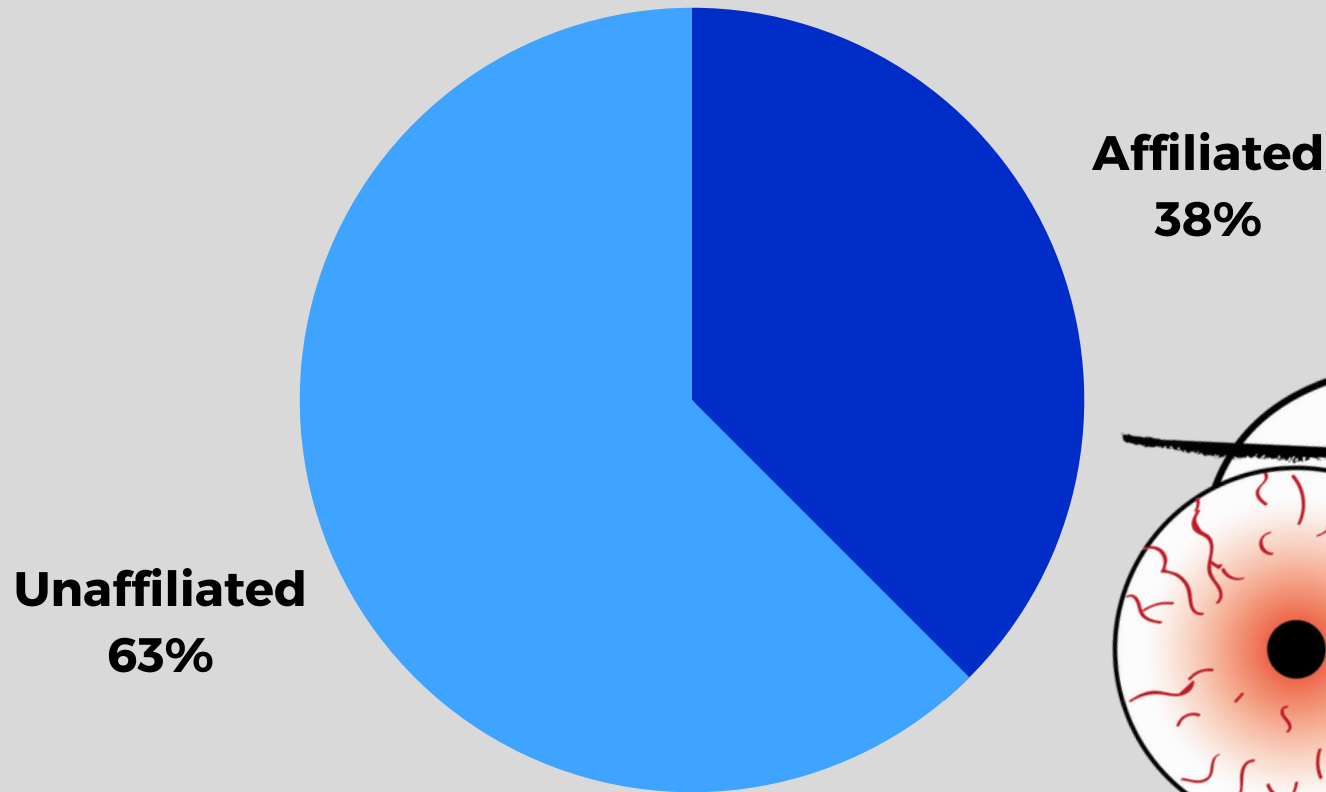


On Campus
56%

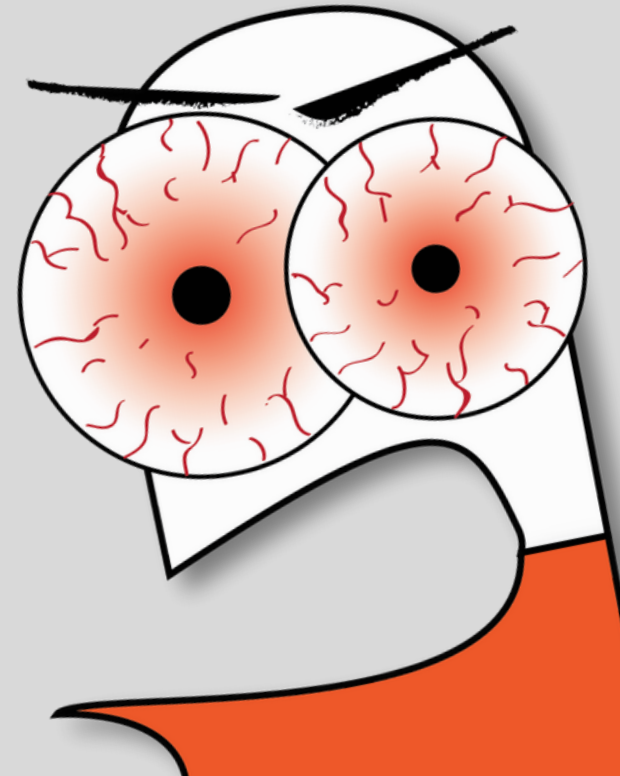


LMU:HOUSING

SAMPLE DEMOGRAPHICS



LMU: GREEK AFFILIATION



SUMMARY



Control site: Loyola Marymount University

- LMU had **no significant change** in attitude or behavior toward misusing prescription stimulants.

Experimental site: Chapman University

- Chapman had **significant negative change** in attitude and behavior toward misusing prescription stimulants as a direct result of our Rethink campaign.

CURRENT & FUTURE STATUS



Currently...

Dr. LaBelle is writing an academic report on our Rethink campaign and findings to address the misuse of prescription stimulants on college campuses.

In the future...

our SCC400 (Message Design II) course is being instructed again by Dr. LaBelle in the fall of 2017 to implement the Rethink campaign again, with a focus on different sample populations (such as different majors being surveyed).



THANK YOU



Rethink

adderall misuse...
it's nastier than you think

