

For Youth, by Youth: Creating Knowledge Mobilization Tools for the COMPASS Study

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INTRODUCTION

- The Cannabis, Obesity, Mental health, Physical activity, Alcohol, Smoking, and Sedentary behaviour study (COMPASS) collects longitudinal health data among ~65,000 students and 135+ secondary schools across Canada with the goal to advance youth health and school-based prevention measures.
- As youth are key knowledge users, there is a valuable opportunity to share results in a digestible manner for youth and authentically engage them in the research and knowledge mobilization (KMb) process.

The overall project objectives are to:

- Enhance youth voice within COMPASS
- Mobilize COMPASS results to youth using youth-friendly platforms and a youth engagement approach.

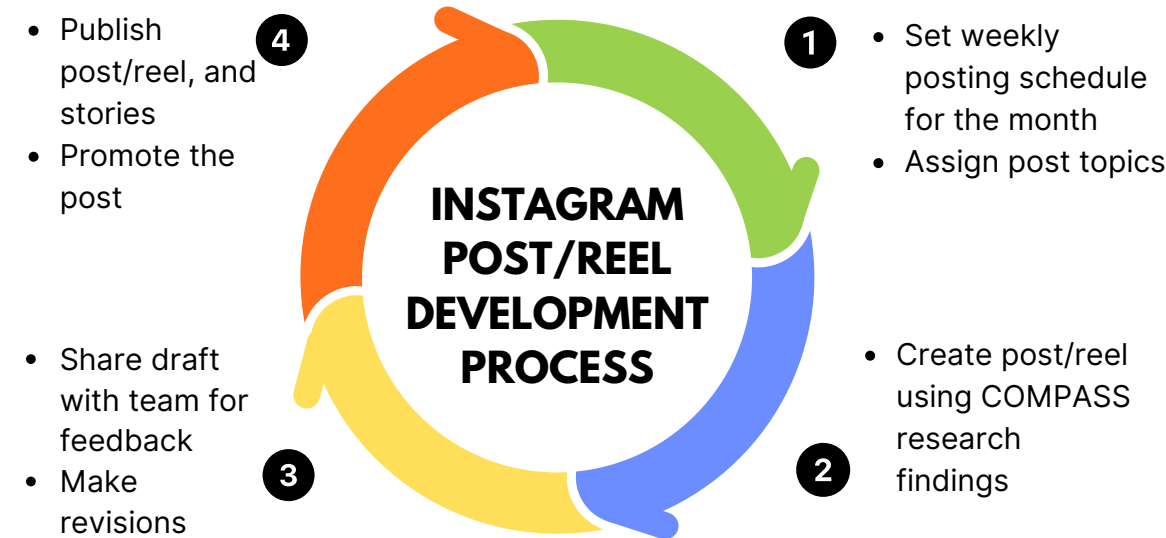
PURPOSE

METHODS

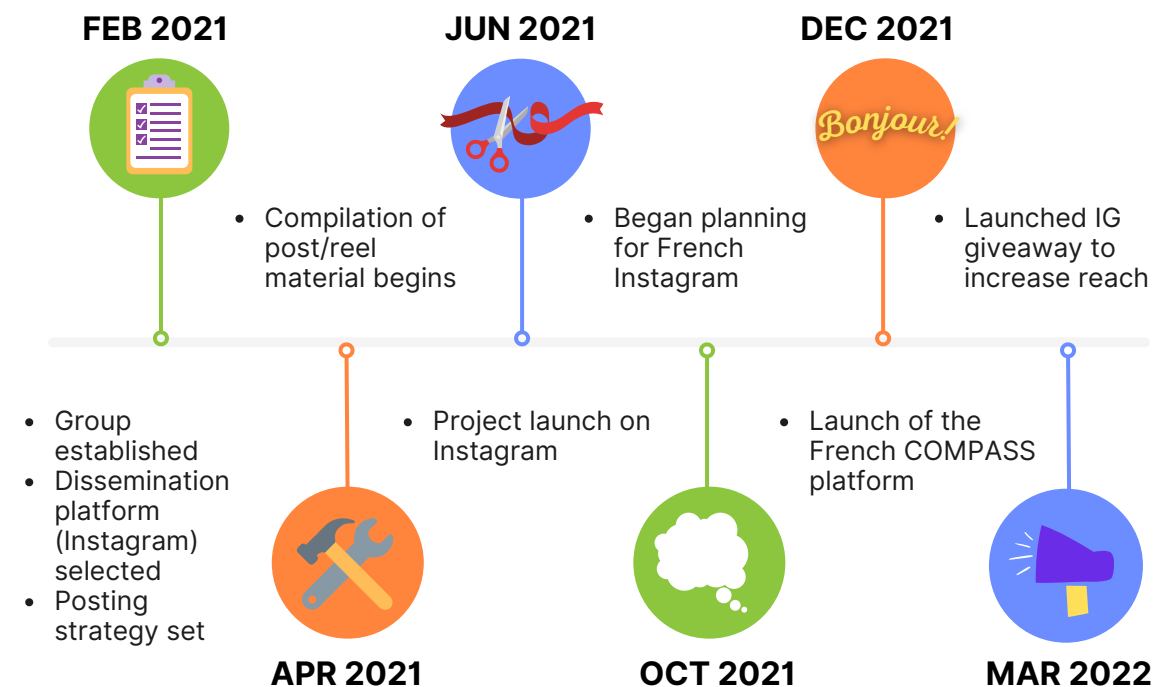
- Youth led the development of KMb tools through a staged process with support from COMPASS researchers as needed:

- Identified key topic areas and notable study results for sharing.
- Selected dissemination platform (Instagram) and strategy (e.g., posting, schedule, design).
- Developed weekly youth-centric posts and reels that integrate COMPASS data, actionable messages, and resources.
- Developed strategies to increase reach and engagement (e.g., contest).

- Jun. 2021: English Instagram @the_compass_study launched
- Dec. 2021: French Instagram @projet_compass launched
- Instagram analytics (accounts reached, impressions, profile visits, website taps) collected monthly and weekly to assess reach/engagement.



TIMELINE OF PROJECT MILESTONES

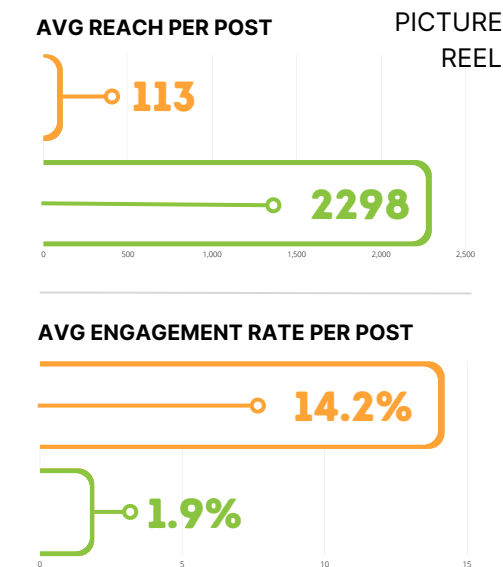


RESULTS

Social media analytics from June 2021 - Mar 2022

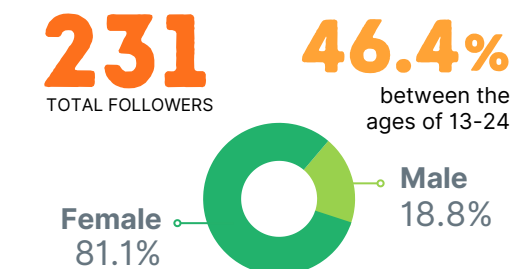
COMPARISON

Use of Pictures vs. Reels



The relationship between Instagram posts and reels against average reach and engagement strongly suggests that the **format of social media content should be chosen for the purpose of its message**. For educational content that would benefit being saved for reference or shared, pictures are an effective tool. To reach more people and provide quick, memorable information, reels may be advisable.

FOLLOWERS

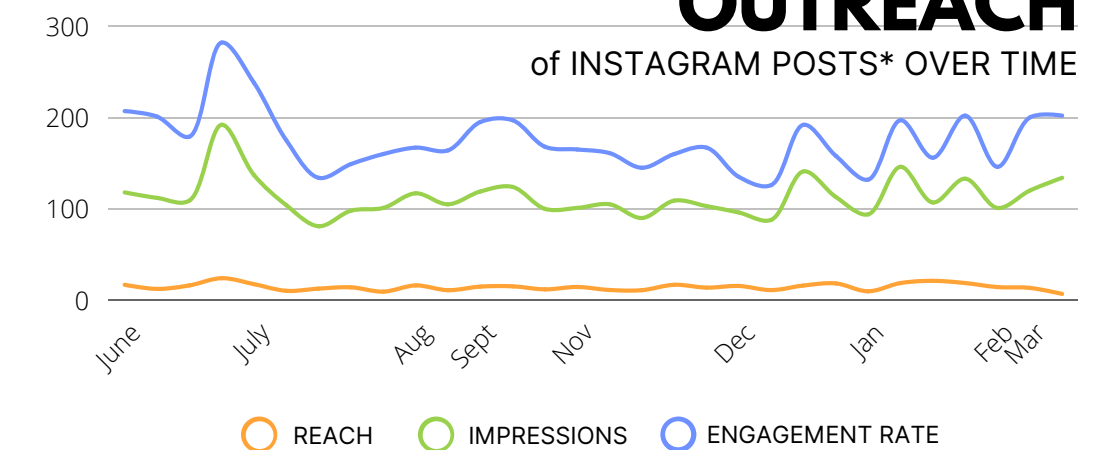


KEY FOCUSES

- Mental health
- Screen time
- Sleep
- Physical activity
- Body image
- Vaping
- Bullying
- School connectedness
- Impact of COVID-19 on youth

OUTREACH

of INSTAGRAM POSTS* OVER TIME



REACH: The number of unique individuals viewing your content.

IMPRESSIONS: The number of times your content has been viewed.

ENGAGEMENT RATE: Measure of how actively involved people are with your content, expressed as a percentage.

$$= \frac{\text{Content Interactions}^{**}}{\text{Impressions}} \times 100\%$$

*specific to pictures only, not reels
**sum of likes, shares, comments, and saves

CONCLUSIONS

- A youth engagement social media approach shows promise in reaching a youth audience when disseminating evidence for youth-focused quantitative studies.
- Social media analytics can be used as a tool to quantitatively gauge reach and engagement with research evidence among youth and guide adaptation of online knowledge translation strategies.