# Project Agreement

Date: 5/2/2017

Project Title: Using Social Media to Engage Veterans in Health Care

OCTRI Project # (if applicable):

eIRB or IACUC #: eIRB #: 15797

Principal investigator: **Alan Teo, MD, MS**

Main contact (if other than PI): Samuel Liebow

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# Objective

The overall objective of this study is to determine the feasibility of using Facebook for identifying military veterans at risk for psychiatric problems, then determine the appropriateness of multiple social media platforms for engaging, supporting, and assisting these at-risk veterans. In this contract, we will explore the following aim:

Aim 1a: Determine the feasibility of reaching recently deployed military veterans through

Facebook advertising. We will use Facebook ads to recruit 1000 self-reported veterans who have been deployed to Iraq or Afghanistan to participate in a national online survey. Ad recruitment metrics and level of social media use will determine feasibility of identifying and engaging veterans.

Aim 1b will be investigated in a future BDP contract.

# Deliverables

Analyze Facebook ad performance metrics by ad factors: image (3 levels) and text (5 levels). Metrics include (a) number of ad clicks, (b) number of clicks leading to consent to survey, (c) number of participants completing survey, (d) number of “likes”, (e) number of comments, and (f) number of shares. The goal will be to determine if any image and text combination yields more favorable metrics.

The metrics will be modeled using count data models (such as Poisson or negative-binomial models). Log(number of impressions) will be used as an offset variable in the count models. Hurdle, zero-inflated count, or mixture models will be explored, if necessary.

Data will be processed, cleaned, and provided by the investigator as summarized data at the calendar day and ad type level (1 row per calendar day, for each ad image and text type).

# Investigator responsibilities

## Add analyst name(s) to the eIRB/IACUC before sending or granting access to data. All projects must have appropriate approval or request determination.

## Remove any protected health information (PHI) or similar identifiers from data that are not required for analysis, creating unique study identifiers instead

## Cite grant UL1TR000128 in any publications prepared with BDP support and register your publication with PubMed Central (see page 1 for sample text)

## Include biostatistician(s) as co-authors where the biostatistics component of a joint research effort meets authorship guidelines

## For grant applications and peer-reviewed manuscripts, we request a copy of reviewer comments (summary sheets), especially those relevant to statistical design and/or analysis. For grant applications, we also request the overall score.

## 

# Estimates

Schedule

This collaboration is anticipated to begin on **5/8/2017** and end by **6/23/2017**.

## Level of effort

This represents our best estimate of the effort needed to complete the project. Should the scope of work changesubstantially, the BDP will discuss changes with the Investigator and issue a new or amended project agreement.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Effort | | |  |
| **Months** | **Faculty** | **Staff** | **Student** |  |
| 1.5 |  | 0.1 |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Cost $ 3,400.00 — $ 0.00 = $3,400

(Total cost) (Subsidy) (Cost to investigator)

# Billing

## Billing schedule

Most projects will be billed —

* + an initial 10% at project start, then
  + quarterly throughout the duration of the project.

Final billing will not be submitted until the deliverables are complete.

Projects lasting less than three months will be billed on completion.

## Account information (to be completed by Investigator or designee)

**Valid 8-Digit Alias\***        **FAID\***

Oracle Grants Account #

Grant funding agency       

Grant start date      

Grant end date      

*Financial contact for questions and billing:*

**Name**\*

Phone       Email

\*Required information.

## Optional comments

# Signatures

I agree with the terms described in this Project Agreement.

                 

Signature (Investigator) Date Signature (BDP) Date

Please return completed agreement to BDP Administration by email – [bdp@ohsu.edu](mailto:bdp@ohsu.edu), FAX 503-494-4981, or mail – BDP Administration, OHSU, CB-669, 3181 SW Sam Jackson Park Rd., Portland, OR 97239. Questions – call 503-418-9241 or e-mail [bdp@ohsu.edu](mailto:bdp@ohsu.edu)

# Attachments

None