logistic regression compared alcohol-involvement to rideshare trip density.

Results There were 962 alcohol-involved motor vehicle crashes and 118,913,157 rideshare trips during the fourteen-month study period. Rideshare trip density was 69.0 per square mile at the location of case crashes and 105.7 per square mile at the location of control crashes. After controlling for covariates, the conditional logistic regression model identified that an increase of 1 rideshare trip per square mile at the crash site was associated with 0.2% decreased odds that the crash was alcohol involved (OR = 0.998; 95%CI: 0.996, 0.999). There was no association for taxi trips.

Conclusions Increased ridesharing activity was associated with decreased risks that motor vehicle crashes were alcohol involved.

Significance Over 10,000 people die in alcohol involved motor-vehicle crashes annually. Rideshare trips may replace drunk driver trips, thereby reducing the considerable injury burden due to alcohol-involved crashes.

Health communication

0033 USING SOCIAL MEDIA TO DISSEMINATE INJURY PREVENTION CONTENT: IS A PICTURE WORTH A THOUSAND WORDS?

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10.1136/injuryprev-2021-SAVIR.17

Statement of purpose Social media (SM) is ubiquitous and offers an opportunity to disseminate reliable and accurate safety recommendations to parents who are frequent social media users, yet little is known about the reach and impact of these messages on safety knowledge and behavior adoption.

Methods/Approach Parents of children (<7 years) were recruited from a nationally representative online survey panel to complete a survey assessing their Internet and SM usage, eHealth literacy level, and to gather their reactions to SM posts on three safety topics (safe sleep, bike safety, and poison prevention). Two social posts contained a photo that did not match recommended safety behaviors in the text (safe sleep and poison prevention), and one post contained a photo that did match with the recommended safety behavior (bike safety). The eHealth Literacy Scale (eHEALS) was used to measure the parent's eHealth literacy; low eHealth literacy was defined as eHEALS score <26.

Results A total of 580 parents completed the survey. Most were female (58.6%) with high eHealth literacy (84.5%). Low eHealth literate parents used SM more frequently than high eHealth literate parents for safety information ($p<.0001$). Compared to low eHealth literate parents, a larger proportion of high eHealth literate parents correctly identified the mismatched posts (safe sleep: $p=.0081$; poison prevention: $p=.0052$). A larger proportion of high eHealth literate parents correctly identified the matched post for bike safety ($p=.7022$).

Conclusion Injury professionals can use SM to create and share reliable and accurate injury prevention information

to large, global audiences. Using matching imagery and text helps to facilitate parental understanding of safety recommendations, regardless of eHealth literacy level of the audience. Identifying gaps in the content of SM messaging and parental understanding of messages will allow injury professionals to create and disseminate safety information to more effectively facilitate parental understanding of recommendations.

Health communication

0034 USING CONTENT ANALYSIS AND EYE-TRACKING TO UNDERSTAND INJURY PREVENTION CONTENT DISSEMINATION ON SOCIAL MEDIA

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10.1136/injuryprev-2021-SAVIR.18

Statement of purpose We will provide information on two study branches: content analysis, showing the frequency and content of injury prevention social posts from key disseminating organizations, and eye tracking experiment, examining the textual and pictorial factors of social posts that influence visual attention and safety behaviors among parents of young children.

Methods/Approach First, we conducted a quantitative content analysis (May 2018-April 2019) of Instagram posts from 22 key pediatric injury organizations. Next, parents ($n=150$) of young children (<7 years) completed an eye-tracking experiment, where they were exposed to six posts, three with imagery that matched the textual information explaining the recommended safety information (concordant) and three with imagery that did not (discordant). We examined the proportion of dwell time spent on textual and pictorial areas. We applied generalized estimating equation regressions to examine the relationship between concordant imagery and visual attention, accounting for frequency of social use and health literacy (Newest Vital Sign).

Results A total of 4,598 posts were analyzed, of which 754 had a pediatric injury focus. Pediatric injury content was posted in 54% of posts from pediatric injury organizations. More posts had images than videos, but videos were more likely to show safety recommendations. Participants spent an average of 5.3 seconds on the concordant image posts compared to 3.3 seconds on the discordant image posts ($p<0.001$). Each second of viewing time on concordant posts was associated with a 2.8% increase in safety information knowledge ($p<0.001$).

Conclusion Visual attention to posts with recommended safety behaviors attracted significantly higher visual attention and resulted in an increased recognition/identification of the optimal safety actions.

Significance Identifying gaps in social media messaging and understanding how parents view these messages allows us to provide recommendations for injury prevention organizations to more effectively design and disseminate child injury prevention messages to local and global audiences.