

The University of Chicago
Department of Statistics

Seminar

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**“Using Propensity Score Methods to Evaluate a National
Anti-Drug Media Campaign”**

Monday, January 21, 2001 at 4:00 pm
133 Eckhart Hall, 5734 S. University Avenue

ABSTRACT

In 1998, the U.S. Office of National Drug Control Policy launched a national media campaign in an effort to reduce and prevent drug use among young Americans. Because the campaign was implemented nationwide, there is no control group available for use in evaluating the effects of the campaign. Nevertheless, it is possible to evaluate the effects of the campaign using propensity score methods. The propensity score, defined as the conditional probability of receiving treatment given pretreatment covariates, can be used to create groups of treated and control units with similar distributions on numerous pretreatment covariates. The effect of the treatment can then be evaluated on these groups of matched units. However, since teens receive varying degrees of exposure to the media campaign, it is necessary to extend current propensity score methods to accommodate multiple treatment doses. These methods are illustrated using data from a pilot study for the media campaign evaluation.
