Key Concepts for Creating an Effective Social Norms Campaign

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Disclosures

• VCU is a National Social Norms Center NSNC Grantee
  – There are 10 colleges in the group
    – www.socialnorms.org

• VCU has had funding since 2002. I myself am not funded by NSNC.

• NSNC’s grant awards to colleges are funded through a gift from the Anheuser-Busch Foundation.
Disclosures continued…

• I practice cultural humility.

• I am still learning and open to all insights and opinions, so please ask questions and make comments.
Social Norms Resources

• Socialnorms.org

• http://www.alcoholeducationproject.org/SocialNormsPrimer.html

• thewell.vcu.edu
  – Campus norms subpage
What are social norms?

Unspoken rules of behavior.

We do what we see or think is “normal” for our group.
A tragedy of our times...

Healthy students don’t know they are normal!

Misperceptions that lead students to overestimate heavy alcohol use by others is a major predictor for heavy drinking.

—see Research by Wes Perkins PhD and Alan Berkowitz PhD
Health Terrorism doesn’t work & it can increase misperceptions!

“If you focus on problems you grow more problems. If you focus on health you grown more health.”
-Michael Haines

Misleading

Accurate

Illinois Attorney General Jim Ryan & Illinois Association of Park Districts

Most (83%) Adults in Illinois Don’t Smoke*
*Source: Centers for Disease Control, 2008 Tobacco Use in Illinois Adults
IMAGES make a difference!

Try not to normalize the very behavior you are trying to reduce.

Ask yourself what is the “blink” message as you just walk by.

This isn’t what they meant by “on-campus accommodation.”

— You always have a choice —

For facts about alcohol, visit healthysask.ca
The Power of Normal

UVA changing misperceptions, behavior with social norms campaign

by LEE GRAVES

http://uvamagazine.org/articles/the_power_of_normal
Health & Misperceptions

Perception

GAP

Reality

Overestimate

- Unhealthy visible behaviors
  - smokers, drunks, violence,
  - goofing off, credit card debt, etc.

Focus on problems to get grant money.

Underestimate

- Healthy less visible behaviors
  - non-smokers, moderate drinkers,
  - academic seriousness, prayer

Focus on health to grow health!
Linda’s reasons and…

Why she will always conduct social norms campaigns

It’s a social justice issue!

Students should be able to make their decisions based on TRUTH and not misperceptions!
Misperceptions exist about all sort of things, not just alcohol and drugs!

• EXAMPLES
• To reduce bullying
• To increase re-cycle
• To promote use of mental health services
• Even tax paying
  – Most people pay their taxes and think it’s the right thing to do.
Did you know that...

Most Cooper Middle School students (9 out of 10) do NOT take or damage others’ belongings.

Results are from a June 2006 survey of 484 Cooper Middle School boys and girls in all grades.

Good job on P.I.E! nice use of mascot
89% of Guys at Ware High School Agree:

I Don’t Want to Hear Trash Talk About Girls

Here is what you do when you hear it:
• Change the subject
• Leave the conversation
• Warn your friends about the person
• Tell them to stop

Data from a survey taken by 258 out of 310 Ware High School students in October, 2010.

Your survey. Your results.
74% of HWS students say that if they were having a personal problem that was really bothering them they would consider seeking help from a mental health professional.

SOURCE: Fall 2010 National College Health Assessment Survey conducted anonymously online with 389 HWS respondents

www.hws.edu/JustFacts

This message is part of a program presenting facts about HWS students. These facts which may be personally surprising, affirming or disturbing, are intended to challenge commonly held misperceptions and generate conversation about actual characteristics of the HWS community. Research demonstrates that people frequently misperceive peer attitudes and behaviors and may be influenced by these misperceptions. Only the most accurate information available based on representative data about HWS students is provided here. For more information about this fact and the survey from which it was drawn see “BDS Survey” at www.hws.edu/JustFacts.
“Social norms isn’t a poster… it’s a paradigm shift!”

-jen bauerle

Even if you are too busy to ever create a SN campaign… how you look at and talk about behavior and attitudes with students and coaches impacts the outcome.
7 assumptions of Social Norms Theory*

1. Actions are based on perceptions/misperceptions
2. Misperceptions are considered real by people and have real consequences
3. People passively accept misperceptions
4. Misperceptions self-perpetuate by inhibiting talk of true attitudes & behavior
5. Info on the TRUE norm will encourage those with healthier, real behavior to stay true to themselves and talk about their true attitudes and behaviors
6. People who don’t engage in a problem behavior may inadvertently become “carriers of misperceptions” and increase that problem

7. For a norm to be perpetuated...
   It’s NOT necessary for the majority to believe it, but only for the majority to believe that the majority believes it.

*Adapted from pg 196 Ch 13 by A. Berkowitz in 205 book Changing the culture of college drinking by L.C. Lederman et al.
Social Norms campaigns require data on perception and behavior/attitudes

Where can you get data?

• From your campus (you may have campus partners that already have data)

• American College Health Association’s National College Health Assessment
  – www.achancha.org
  – National data available at website

• NCAA Research

• Monitoring the Future.org
  – high school and college data
Or collect your own data!
Paper surveys, online surveys, clickers or free software
Interact with your audience in three easy steps

Sign up or log in

Sign up for Mentimeter
No installations or downloads needed - simply create an account to start using Mentimeter in seconds!

Create your first presentation
Fill your presentation with questions that you would like to ask your audience.
Perceived norms and alcohol use among first-year college student-athletes' different types of friends.

Massengale KE Mph¹, Ma A¹, Rulison KL¹, Milroy JJ¹,², Wyrick DI¹,²,³

Abstract

OBJECTIVE: To describe first-year college student-athletes' perceptions of alcohol use and approval by different types of friends are associated with alcohol use.

PARTICIPANTS: First-year student-athletes (N = 2,622) in National Collegiate Athletic Association (NCAA) sports during February-March 201

METHODS: Student-athletes completed online surveys and other drug prevention program evaluations. Analyses tested whether perceptions of friends' approval of alcohol use significantly predicted alcohol use.

RESULTS: Both use and approval perceptions by upperclassmen were associated with alcohol use. By contrast, only perceived use by first-year, nonteam, nonstudent-athletes should address the

CONCLUSIONS: Athletics departments' alcohol policies and potential influence of different types of friends on alcohol use.
"As the perceived approval by upperclassmen was a particularly strong predictor of student-athletes' current alcohol use, program developers may want to create interventions that use upperclassmen as opinion leaders to diffuse more appropriate alcohol use norms."
A comment about normative influences

Proximal & Distal Norms

Aspirational Norms
B.L.I.N.G.*
Brief Live Interactive Normative Groups
*like what we did in the Friday 7:30 pm APPLE session

• https://www.youtube.com/watch?v=7lENH5vO8EU
Socialnorms.org

READ THIS
LOGIC OF SOCIAL NORMS INTERVENTIONS

UNDERLYING PROBLEMS
- Personal hazardous drinking pattern
- Misperception of normative behavior
- Alcohol-related adverse consequences

INTERVENTION STRATEGY
- Social norms marketing campaign

INTERVENTION GOAL
- Correct normative misperception

ANTICIPATED OUTCOMES
- Behavior Change: Decrease hazardous drinking patterns
- Harm Reduction: Decrease alcohol-related adverse consequences

DESIRED IMPACT
- Increase protective behaviors

START here!
Collect BASELINE Data on
1. Perception of behavior/attitude
2. Actual behavior/attitude
3. Related protective and risk behaviors

If no misperception gap... STOP!
Just do harm reduction NOT Social Norms!

Keller, Bauerle 2009
Five “Ingredients” to a Social Norms Campaign

1. Understand your audience
2. Gather Data- look for “gap”
3. Develop & Pilot Test the Message
4. Implement the campaign
5. Evaluate the intervention
When creating prevention messages, use P.I.E.

Ask yourself is this message is...

Positive
Inclusive
Empowering
At first glance, do the lines bend?

No, the lines are straight.

At first glance, it seems like everybody smokes.

In reality, 7 of 10 VCU students don’t smoke.
And most who do smoke want to quit.

Feel the Cessation at [www.smokefree.vcu.edu](http://www.smokefree.vcu.edu)
Find out about FREE Quit Kits and the smoking cessation pill.

Statistics are from the 2004 VCU random undergraduate survey (n=1600).
More information on this survey is available at [www.yournextasy.org](http://www.yournextasy.org)

See [www.thewell.vcu.edu](http://www.thewell.vcu.edu)
media vault
VCU students are healthier than you think.*

Most (69%) have had 0-1 sex partners in the past year.
(That was the statistic. Isn’t life funny?)

Most have 0-4 drinks when they go out.

Most women (72%) have had their annual Pap smear.

*Statistics are from Spring 2002 random undergraduate classroom surveys; n=810. Questions? Comments? Call Linda 8-7815 or Jim 8-2086.
This is our **BOAT RACE** on Homecoming

75% of Williams Students reported drinking once per week or less

- 2012 NESCAC Survey

Brought to you by SAAC and the Apple Team

Posters created by Williams College APPLE Team
Listen to truth and be honest about your data!

Include your data source to increase credibility

The message won’t change behavior if it doesn’t resonate with the reality of what people believe and do.
Media Habits Survey

• Where do or would your students get information?
• Campus newspaper, online, table tents in dining hall, group sessions, classroom or res hall posters, bathroom stalls?

• Where you put your media impacts how much info is readable or deliverable

• At VCU process research shows student read our Stall Seat Journals
Mix of Harm Reduction Education & Social Norms Data

Featuring The Well’s NCHA data & VCU’s Spit for Science data
VCU Study on The Well’s SNM efforts using 2011-2013 Spit for Science Data

• Submitted for publication
  - Evaluating the Impact of a Campus-wide Social Norms Marketing Intervention on Alcohol Use Perceptions, Consumption, and Blackouts

• As readership increased-
  – Perceptions more accurate
  – Consumption decreased
  – And Blackouts decreased
How UVA has approached SNM for athletes

EDHS 3500-005: Special Topics In Human Services Practicum in Health & Wellness Peer Education: SAMs Say Poster Campaign
Spring 2017
1-3 credits

Instructor: Holly Deering, M.Ed. (434) 982-1814 hollyd@virginia.edu
Office Hours by appointment: Elson Student Health, L006
Class Meetings: one - two hours per week, set by mutual agreement of the project team members

FIND POSTERS at:
http://apple.studenthealth.virginia.edu/sams-say-campaign
ALCOHOL & ATHLETIC PERFORMANCE

MORE THAN A HANGOVER!
Practicing or competing after drinking is worse than you think:

DEHYDRATION
Alcohol impairs your body's ability to control temperture
Muscle strength decreases significantly

CARDIOVASCULAR STRESS
Alcohol increases cardiovascular stress, making your heart work harder than it should

IMPAIRED BLOOD SUGAR
Alcohol impairs your blood sugar for 36 hours
This causes more muscle damage than normal, causing SORENESS and DELAYED RECOVERY

DRINKING AFTER WORKOUTS
Drinking the night after a workout inhibits important HORMONAL RELEASE
• Decreases natural HGH production by 70% when sleeping
• Decreases cortisol production causing the loss of 14 days of training effect
• Continues to inhibit blood sugar, further preventing recovery

ALCOHOL CAN AFFECT:
- Grip strength
- Short and long distance running performance
- Jump height
- Slew reaction time
- Faster fatigue in high-intensity exercise

KNOW THE SCORE
NCAA Division I Student-Athletes drink less than you think
60.4% of males consume 0-4 drinks in a sitting
68.1% of females consume 0-3 drinks in a sitting

Half of NCAA student-athletes never use alcohol in their competition seasons
Drunks are 2X more likely to be injured than non-drinkers (55% of drinkers vs. 24% of non-drinkers)

WANT TO LEARN MORE?
GORDIE CENTER FOR SUBSTANCE ABUSE PREVENTION
UVA Sports Psychology: Josh Freeman, 434-924-1034
Kareen Eppley, 434-982-5577
NCAA Sport Science Institute
www.ncaac.org/ss

THE DAILY GRIND

74.1% of Division I Student Athletes do not use energy boosters (i.e., Energy drinks/shots)

Caffeine is a BANNED substance by the NCAA. A urinary caffeine concentration of 500mg (equivalent to 2.5-3 cups of brewed coffee in 2-3 hours before competition) results in a positive drug test.

Combining the following substances with caffeine can magnify adverse side effects and lead to strokes, diabetes, weight gain, and even death:
• Stimulants (medication)
• Alcohol
• Sugar

Want to know more?
See the UVA Sports Nutritionists:
Randy Bird
kaf7x, 924-5641
Kelly Rossi

Sources:
UVA Sports Nutrition
www.uva.nutrition

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**STAY PRESENT**

**OPTIMIZE PERFORMANCE**

**Mindfulness in Athletics**

"MINDFULNESS IS THE PRACTICE OF BEING PRESENT WITHOUT JUDGMENT"

1. **Intention**: conscious effort to practice being in the moment
2. **Attention**: controlled focus on the task at hand
3. **Attitude**: acceptance and openness to thoughts and emotions

Practicing mindfulness has become common in elite sports. The Seattle Seahawks, Kobe Bryant, and many other professional athletes and teams have adopted mindfulness techniques.

**Benefits of Being in the Now**

- CAN HELP ADDRESS PERFORMANCE INHIBITORS SUCH AS PERFECTIONISM, INJURY, AND FEAR OF FAILURE
- Studies have shown that mindfulness:
  - **Improves immune functions**
  - **Reduces stress, depression and anxiety**
  - **Heightens motor skills and neurologic functions during competition**

**Practice the Mind Just Like the Body**

STRATEGIES, TECHNIQUES, AND TIMES TO PRACTICE MINDFULNESS ARE DIFFERENT FOR EVERYONE.

**Breathing Exercises**

Focus on individual breaths, acknowledge thoughts that enter your mind and then let them pass.

**Body Scan**

Concentrate on one body part at a time as you feel yourself tuck from one end to the other.

**5 Sense Test**

Pay attention to what you see, hear, taste, touch, and smell during a set moment of a sporting event.

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**FOOD VS. SUPPLEMENTS**

**FOOD FIRST**

- Whole foods have greater nutritional content than powdered or pill products
- Most supplemental ingredients can be adequately ingested by way of a balanced diet
- Vitamins and minerals are better absorbed through food products

**65% of NCAA Student-Athletes do not use dietary supplements.**

**Supplement**

**Risks**

**Food Equivalent**

- **Multivitamin and Mineral**
  - Potential toxicity if taken in amounts greater than recommended
  - Meats, poultry, fish, whole grains, vegetables, fruits, beans and peas, milk, low-fat dairy

- **Caffeine**
  - Potential anxiety, irritability, insomnia, headaches, gastrointestinal (GI) distress
  - Coffee, tea, chocolate
  - Note: Consumed in high quantities, these foods can result in testing positive for a banned substance

- **Creatine**
  - GI distress, cramps, potential contamination
  - Meat, poultry, fish

- **Protein and Added Amino Acids**
  - Potential contamination
  - Beef, pork, chicken, fish, turkey, beans, lentils, tofu, tempeh, nuts, low-fat dairy, eggs

- **Omega-3 Fatty Acids**
  - Potential contamination
  - Fatty fish (salmon), flaxseed oil, walnuts, canola oil

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In some cases, supplementation can benefit athletic performance, but **Remember**:

1. Always consult a UVA Sports Nutritionist before taking any supplement
2. Supplements should not replace food

**UVA SPORTS NUTRITIONISTS**

Randy Dird | rbd6e@virginia.edu | 434-243-1148
Kelly Rossetti | kkr7k@virginia.edu | 434-982-5691
Brooke Pearson | bhhs5@virginia.edu | 434-924-8288

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PILOT TEST

• NOT with the people or students in your office
• With your target market
• You can walk around and get a convenience sample or got to a few classes... but get
• “FRESH EYES” on the project
Use experts…ask for feedback EARLY
www.socialnorms.org
Norms are majority data (51% or better)

Effective wording formats include:

- **PERCENT**
  - 88% of students make sure if their friends have been drinking, they are not left alone with a stranger.

- **__ out of ___**
  - 3 out of 4 VCU students have never used a fake I.D.

- **Most...** (with or without statistic)
  - Most students don’t not smoke cigarettes and most smokers want to quit.
Two Types of Norms

- **Descriptive** norms: Behaviors
  - Most people do not smoke

- **Injunctive** norms: Attitudes/beliefs
  - Most people do not approve of smoke

If your behavioral norms aren’t very healthy… look at using attitudinal norms!
Checklist to increase credibility

• Is it REALLY a norm? (must be 51% or over)
• Include data source and sample size
• Is it P.I.E.?
• Drink definition is number of drink statistic used
• Think carefully about who/what is in the picture
• Where will it be placed – impacts how much text you can use
The Military uses social norms too!

The majority (62%) of McConnell Airmen age 18-24 consume alcohol twice per month or less often or do not drink at all.

SOURCE: Results are from a Spring 2012 survey of 577 McConnell Air Force Base Airmen age 18-24.
65% of all students consume alcohol once per week or less often or do not drink at all.

SOURCE: Spring 2013 Survey of all HWS students with 913 respondents, conducted by BIDS 295

www.hws.edu/JustFacts
Winning takes **courage**.

**Courage** takes a clear mind.

2 out of 3 of us don't drink.

Who do you want to be?

Weston High School
Early alcohol SNM efforts at VCU...

Note: some student’s read the font as 7.1% don’t binge drink
The “SPOOF” (Why I’ve worked with students for 15 years.)

I do  I do  I do  I do  I do  I do  I do

6 drink minimum for entry into Apartment.
No Exceptions!!!

Binge Drinking is Our Business!!!

We’re the other 29%

Supporters of VCU’s Alcohol and Drug Abuse Center. In fact, we keep it open!!
Not P.I.E.!

Smoking doesn't kill people. People trying to quit, kill people.

HELP US MAKE THIS BUMPER STICKER OBSOLETE
Most students (7 out of 10) DON'T SMOKE.
Most smokers want to quit. WE CAN HELP.
FREE quit kits for VCU STUDENTS
We have an inexpensive smoking cessation pill that is designed to be started 2-3 weeks before quitting, so that EVERYONE STAYS ALIVE.

Graphic designers – a mixed blessing

Educate them and always work in collaboration to focus on PIE
What do you think?

- Pilot testing showed students read this as:
  - “Most students have 4 drinks when they go out.”
  - NEVER printed after pilot test
Quiz

Find the good & not so good things about posters

Spot the Error!

How could you fix it?
Quiz: What type of norm?

CHILL SOBER

8 out of 10 MIHS students feel it is WRONG for their friends TO DRINK ALCOHOL REGULARLY

Descriptive or Injunctive
Behavior or attitude
Quiz

Good things?

Not so good things?
39% is not a normative majority

You can add together protective behaviors and say

Most students use at least one party smart strategy… and then list them and add them up
98% of UAAlbany students take steps to be safer in drinking situations.

- using a designated driver
- avoiding drinking games
- pacing drinks to one or fewer an hour
- eating before or during drinking
- alternating non-alcoholic with alcoholic beverages
- choosing not to drink alcohol

1,001 Students. Spring 2010 Anonymous Survey. Random, Representative Sample. albanycounselingcenter
Yeah!
Great poster with a NORM with a protective strategy!
Oops

1 in 3 not a "norm"
The Williams College APPLE Team made a great series of SN posters targeting homecoming.
Why is one better than the other?
GET ICED on Homecoming

98% of Williams students agree that drinking to the point of blacking out is too much.

-2012 NESCAC survey
This is how we get **ICED** on Homecoming

98% of Williams students agree that drinking to the point of blacking out is too much

2012 NESCAC Survey

Brought to you by SAAC and the Apple Team
The Average Cat
Only Consumes 3 Alcoholic Drinks or Less at Parties
The Truth May Surprise You.

Nazareth College CORE Alcohol and Drug Survey
Sponsored by Student Health Services and Substance Abuse Services - Fall 2010.

A Class project at Nazreth

What’s The Big Surprise?

The Average Nazareth Student
Only Consumes 3 Alcoholic Drinks or Less at Parties.
The Truth May Surprise You!

Nazareth College CORE Alcohol & Drug Survey
Sponsored by Student Health Services & Substance Abuse Services - Fall 2010.
What’s wrong with this poster?

A statistic should NOT have been used... more people think others use DUIs than this percent... NO GAP!!!!
Before printing
Get “fresh eyes”
BEFORE

THE STALL SEAT JOURNAL
CREATED AND POSTED BY STUDENTS AND STAFF AT THE WELL - JANUARY 2016 EDITION

Good Times at VCU!

What are Rams doing for fun? Drinking? Not most days of the month.

Year after year, data show that most Rams only drink on 0-5 days per month.*

*The Well’s Health Survey, Spring 2016

Safer Drinking

When Rams party, some don’t use alcohol at all. Others have one or more ways to protect their friends and themselves when drinking. Here are a few:

• Keeping track of drinks
• Staying with the same friends
• Alternating drinks with water

Don’t drink and drive before, during, or after.

Disability Support Services (DSS) invites students to an open house on Thursday, March 10th, 3-5 pm in Commons Suites 200 for more information.

SUNDAY 3:00 PM: CONCERT PARTY

Want to help your fellow students learn more about eating and nutrition at VCU? Become a MyPlate Campus Ambassador through The Well. Email thewell@vcu.edu and visit thewell.vcu.edu/healthy-living/eating-and-nutrition for more information.

WANT TO CHAT?

The Well’s Healthy, Balanced Living Program provides in-depth information on a variety of topics. Want to chat? Text "help" to 788-522-1332 or visit www.vcuwell.com to learn more about our programs and initiatives.

SUNDAY 8:00 PM: STUDY PARTY

VCU The Wellness Resource Center
813 Cathedral Pl., Richmond, VA 23284

AFTER

THE STALL SEAT JOURNAL
CREATED AND POSTED BY STUDENTS AND STAFF AT THE WELL - COPYRIGHT 2017

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SUNDAY 8:00 PM: STUDY PARTY

VCU The Wellness Resource Center
813 Cathedral Pl., Richmond, VA 23284
Prize to the person who can tell me why we didn’t use the green cross?

Do you need access to affordable, quality healthcare? Having trouble navigating healthcare.gov? For help, call Enroll Virginia at 1-888-392-5132, email info@enroll-virginia.com, or visit enrollva.org. Don’t forget that January 31st is the last day to enroll for a 2017 health plan!

Need insurance? Having trouble navigating healthcare.gov? For help, call Enroll Virginia at 1-888-392-5132, email info@enroll-virginia.com, or visit enrollva.org. Don’t forget that January 31st is the last day to enroll for a 2017 health plan!
Lessons Learned

• Know the theory-
  – look for gap, focus on healthy norms!

• LISTEN, LISTEN, LISTEN
  – (get data – numbers & words)

• Find what “theme” RESONATES WITH THE HEART of your target population.

• Make mistakes, learn, make more mistakes
  – Talk to the experts early… have the guts to show them your stuff
  – Pilot test, pilot test, pilot test…
    and, oh yeah pilot test again

• Work with teams of creative people… but lead
Work in teams

It ain’t easy… but it produces awesome results.

• Always have diverse students on the team
• The team must have a leader with a solid understanding of social norms theory.
• Be HONEST about what you can say from the data. “Statistical Truth Police”
Summary of Key Concepts

What is a norm? Over 50% of people do or believe it!

Why is correcting misperceptions so key? See 7 assumptions

What to do first! Get baseline data on perceptions, real behavior & protective/risk behaviors

- Misperception/Reality Gap
  - Design Social Norms Campaign
    - You can mix norms statistics, e.g. – 80%, 4 out of 5, or most” with education and protective behavior strategies.
  - Change to Harm Reduction Campaign
    - Do not mix with any stats such as 25% or 1 in 4 those aren’t norms! Stick to education and protective strategies only

Either way ALWAYS be P.I.E.
- Positive.
- Inclusive.
- Empowering.

then... pilot test, message distribution & saturation, then evaluate again
How can you apply what you learned in this session?

• Pair and Share
• What might you do?
• What questions/comments do you have

• Back to the big group