Key Concepts for Creating an Effective Social Norms Campaign

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VCU Wellness Resource Center
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Disclosures

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

• VCU has had funding since 2002, I myself get no funding

• NSNC and it’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

- http://socialnorms.org/
- http://www.alcoholeducationproject.org/SocialNormsPrimer.html
  - https://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
He’s not normal… He’s is just the guy you remember!
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

*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 —
The Power of Normal

UVA changing misperceptions, behavior with social norms campaign

by LEE GRAVES

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.05%</td>
<td>Measured Blood Alcohol Concentration BAC of UVA students while driving</td>
</tr>
<tr>
<td>74.6%</td>
<td>90% of UVA students usually stay in their car if they drink</td>
</tr>
<tr>
<td>83.5%</td>
<td>66.5% of UVA students who are drinking usually price lower to smoke and lower their alcohol consumption</td>
</tr>
<tr>
<td>60%</td>
<td>38% of UVA students typically drink</td>
</tr>
<tr>
<td>90%</td>
<td>75.6% of UVA students have an average of zero to five drinks per week</td>
</tr>
<tr>
<td>60%</td>
<td>1500 of UVA students have an average of zero to five drinks per week</td>
</tr>
<tr>
<td>95.6%</td>
<td>84% of UVA students have an average of zero to five drinks per week</td>
</tr>
<tr>
<td>1500</td>
<td>2000 of UVA students have an average of zero to five drinks per week</td>
</tr>
</tbody>
</table>

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

**Perception**

**GAP**

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

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

**Reality**

Focus on problems to get grant money.

Focus on health to grow health!
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.
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 “BIDS 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 2005 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.
A comment about normative influences

Proximal & Distal Norms

Aspirational Norms
Perceived norms and alcohol use among first-year college student-athletes’ different types of friends.
Massengale KE Mph¹, Ma A¹, Rulison KL¹, Miroy JJ¹, ², Wyrick DL¹, ², ³.

Abstract

OBJECTIVE: To describe first-year college student-athletes’ friendship contexts and test whether their perceptions of alcohol use and approval by different types of friends are associated with their own alcohol use.

PARTICIPANTS: First-year student-athletes (N = 2,622) from 47 colleges and universities participating in National Collegiate Athletic Association (NCAA) sports during February-March 2013.

METHODS: Student-athletes completed online surveys during the baseline assessment of an alcohol and other drug prevention program evaluation. Analyses tested whether perceptions of friends’ alcohol use (descriptive norms) and perceptions of friends’ approval of alcohol use (injunctive norms) predicted their alcohol use.

RESULTS: Both use and approval perceptions by upperclassmen, same-team, and most influential friends significantly predicted alcohol use. By contrast, only perceived use by first-year, nonteam, and less influential friends significantly predicted alcohol use.

CONCLUSIONS: Athletics departments’ alcohol policies and prevention programming for first-year student-athletes should address the 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."
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
LOGIC OF SOCIAL NORMS INTERVENTIONS

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

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 Creation at www.smokefreeVCU.org.
Find out about FREE Quit Kits and the smoking cessation pill.

Statistics are from the 2004 VCU random undergraduate survey (n = 1088). More information on this survey is available at www.yourstrategy.org.

See 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
STUDENT ATHLETE EDITION

Meet Dr. Dana Blackner
Sports Psychologist

Student-athletes need to be mentally tough. But being a student-athlete is stressful. Balancing academics and athletics, competitive pressures, relationships with teammates and coaches, and managing multiple time demands can be overwhelming. About half of all student-athletes say the stress they experience from their sport significantly affects their mental or emotional health.

Free confidential help is available to student-athletes from VCU Sport Psychology Services. Learn to:

• Improve sport performance by strengthening concentration, increasing confidence, managing anxiety, and using visualization.
• Recover from injury by managing pain, optimizing healing, and returning to sport with less anxiety.
• Deal with stress, anxiety, depression, relationship problems, and other psychological concerns.

For more information or to make an appointment, contact Dr. Blackner at 804-828-8978, dmblackner@vcu.edu, or visit vcuwellnesscenter.com/sportpsych.

Meet Jay Harris!
Athletic Equipment Manager

My name is Jay Harris, and I am an employee at VCU. I work as an equipment manager for the athletic department, and enjoy coming to work every single day. When I was 10 years old, I had my first seizure, which forced me to go to the doctor. I had another seizure at the age of 22 and another when I was 24. This led me to realize that I should not stress out over anything and that exercise is important to both mental and physical health. I keep busy at school and work by focusing on these 5 things:

1. Always be calm, cool, and collected.
2. Maintain a positive attitude regardless of the circumstances.
3. Realize that the world is bigger than your problem, and anything is possible.
4. Not comparing my life to others because we all go through different obstacles.
5. Be your own leader and push yourself to do better every day.
6. Focus on your strengths and what you can do, as opposed to dwelling on what you can't.

Students & Substances
by VCU Student N Ga A Apple Team

Stereotype says student-athletes party often, but the Student-Athlete Mentor Team is here to put beliefs like that to rest. Last spring, Katie Clumming and Suzie Pieckielski, 1st hockey student athletes, represented VCU Athletics at the Apple Training Institute. Apple's mission is to promote student-athlete well-being and prevent substance misuse. Here's what they learned:

• 1 in 5 student-athletes has never consumed alcohol.
• Alcohol consumption decreases strength, power and sprint performance for up to 3 days.
• Getting drunk alone can take up to 34 days of training.
• Due to situational tolerance, risk of overdose increases if the usual amount of alcohol is consumed in a different environment.

Katie and Suzie plan to foster a safe and positive environment for all student-athletes with a focus on mental health awareness and alcohol education. They plan to apply for the NCAA CHOOSE Oswell in 2020, which would allow them to start a Student-Athlete Mentor Program.

Source: Foundations of the Apple Institute, May 2020

STILL Undefeated
GO RAMS
High readership ➔ more accurate perceptions ➔ lower drinking ➔ less blackouts

Spit for Science Data (n=4,171)
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 temperature.
Muscle strength decreases significantly.

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

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

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 2-3 cups of brewed coffee 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

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 season.

Drinkers 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: Jiscar Freeman, hfl@virginia.edu
Penny Eriks, hpe@virginia.edu
NCAA Sport Science Institute
www.ncaasci.org

UVA Sports Nutrition: Randy Bird, 243-1145
Kelly Rossi, 982-5691

Want to know more?
See the UVA Sports Nutrition site: uvasportsnutrition.com

Sources:
**STAY PRESENT OPTIMIZE PERFORMANCE**

**Mindfulness in Athletics**

"MINDFULNESS IS THE PRACTICE OF BEING PRESENT WITHOUT JUDGEMENT"

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. 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 a time as you feel yourself tingle 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 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.

**WHAT YOU NEED TO KNOW**

- The safety, purity, or effectiveness of supplements does not have to be proved, as they do not have to be FDA approved
- Supplements can contain banned substances not listed on the labels due to contamination or poor manufacturing
- A student-athlete that tests positive for a banned substance can lose a year of eligibility

**SUPPLEMENT**

**RISKS**

- Multivitamin and Mineral
- Potential toxicity if taken in amounts greater than recommended

- Caffeine
- Potential anxiety, irritability, insomnia, headaches, gastrointestinal (GI) distress

- Creatine
- GI distress, cramps, potential contamination

- Protein and Added Amino Acids
- Potential contamination

- Omega-3 Fatty Acids
- Potential contamination

**FOOD EQUIVALENT**

- Meats, poultry, fish, whole grains, vegetables, fruits, beans and peas, nuts, low-fat dairy
- Coffee, tea, chocolate
- Note: Consumed in high quantities, these foods can result in testing positive for a banned substance
- Meat, poultry, fish
- Beef, pork, chicken, fish, turkey, beans, lentils, tofu, tempeh, nuts, low-fat dairy, eggs
- 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 Dild | rb6ea@virginia.edu | 434-243-1348
Kelsey Ross | krr7k@virginia.edu | 434-982-5691
Brooke Pearson | bhh6@virginia.edu | 434-926-8268

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The purpose of Pilot testing
PILOT TEST
Use experts...ask for feedback EARLY
www.socialnorms.org

"Here's where you made your mistake."
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 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

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 misrepresent 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 “BIDS Survey” at 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?**
Early alcohol SNM efforts at VCU...

71% of VCU students do not binge drink!*
(Have 5 or more drinks in one sitting, 4 or more for women)

For information, call the Office of Substance Abuse Programs, 828-2086

Note: some students 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!!
82% of MU Students did not smoke pot last month

www.millersville.edu/wandw/socialnorms

Source: National College Health Assessment, Millersville University; Fall 2017. Campaign developed by the MU Social Norms Committee. Direct the Wellness and Prevention Center with questions: wellness@millersville.edu

MAKE SMART CHOICES

Millersville University
Student Affairs

First Year Great Danes GREATER CHOICES!

89%

DON'T LET ALCOHOL INTERFERE WITH HAVING SAFER SEX

First Year

@UAlbanySocialNorms @UAlbanySocNorms

Summer 2017 Anonymous Survey of 1065 UAlbany First Year Students. albany.edu/
MU men who drink decided in advance how many drinks they will have

1 OUT OF 3

We got these facts from you!

www.millersville.edu/wandw/socialnorms

MU men don’t drink at all

1 OUT OF 5

Millersville University

MAKE SMART CHOICES

SOURCE: National Collegiate Health Assessment, Millersville University, Fall 2015. Campaign designed by the MU Social Norms Committee. Contact the Wellness and Women’s Center with questions: wellnesscenter@millersville.edu

FIRST YEAR

FIRE DANES GREATER CHOICES!

87%

FIRST YEAR

TAKE STEPS TO BE SAFER AT PARTIES

✓ USE A DESIGNATED DRIVER
✓ PACE DRINKS TO 1 AN HR
✓ AVOID DRINKING GAMES
✓ DON’T DRINK ALCOHOL

Summer 2017 Anonymous Survey of 1065 UAlbany First Year Students. albany.edu/caps
Not P.I.E.!

Never printed

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?

Descriptive or Injunctive
Behavior or attitude
Quiz

Good things?

Not so good things?

Half of all NWC students choose NOT to drink.
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 UAlbany 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
albany.edu/counseling_center
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.

On Homecoming, our SHOTS are on the court

88% of Williams students agree that their peers still respected them if they chose not to drink

- 2012 NESCAC Survey
Why is one better than the other?

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

This is how we get ICED on Homecoming.

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

Brought to you by SAC and the Apple Team.

2012 NECAC Survey.
What makes this relevant to their students?
What makes this relevant to their campus?

9 out of 10 MSU students disapprove of drinking to the point of passing out

Data Source: 2013 MSU Spring Celebration Survey, N=1,068
A Class project at Nazreth

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.

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**

**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.

**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
- Eating a full meal beforehand
- Giving car keys to a friend
- Bringing candles along

Do you need access to affordable, quality healthcare? Having trouble navigating healthcare.gov? For help, call 888-822-0590, email info@enroll-virginia.com, or visit enroll.virginia.org. Don't forget that January 1st is the last day to enroll for a new health plan!

**STUDENT CENTER**

**The Community Center**

** Viện **

**FEELING STRESSED OR OVERWHELMED?**

Text 911 or contact the Counseling Center for support. They offer a variety of services to help you manage stress and anxiety.

**AFTER**

**Good Times at VCU!**

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**The Community Center**

**VIEIN**

**FEELING STRESSED OR OVERWHELMED?**

Text 911 or contact the Counseling Center for support. They offer a variety of services to help you manage stress and anxiety.
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!

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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.

No Misperception
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.

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