

Conduct campus-wide social norms campaign

Under this strategy, a campus conducts a campus-wide awareness campaign that informs students about actual quantity and frequency of alcohol use among their fellow students, with the intent of changing their perception of what is normal or acceptable. (NOTE: Strategy does not seek to reduce alcohol availability, one of the most effective ways to decrease alcohol use and its consequences.)

-**Effectiveness:** ★ = Lower

-**Cost:** \$\$ = Mid-range

-**Barriers:** # = Lower

-**Research Amount:** **** = 5 or more longitudinal studies

-**Public Health Reach:** Broad

-**Staffing Expertise Needed:** Coordinator

-**Target Population:** All students

-**Research Population:** College

Potential Resources:

[National Social Norms Institute at the University of Virginia](#)

For more information about intervention designs and implementation, check the articles in the References tab.

References:

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