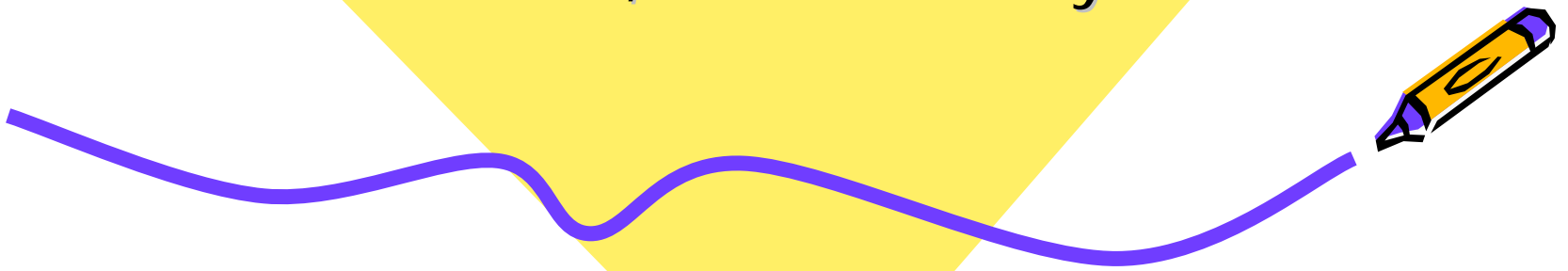




Social Norms

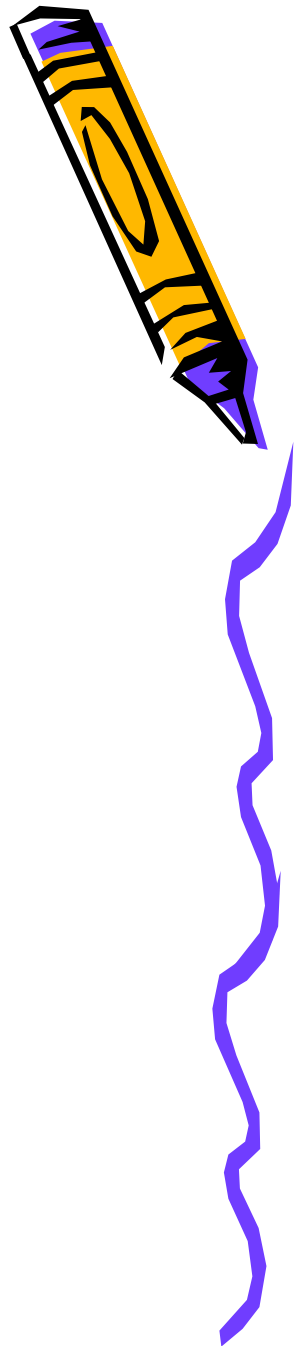
The What, How and Why....



Introductions

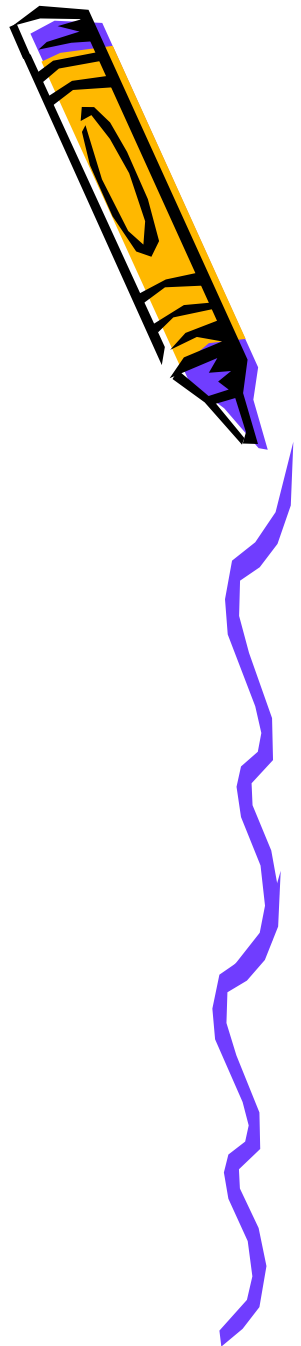
Please share:

- Your Name
- Where are you from?
- Why are you interested in Social Norms?
- Your favorite kind of Ice Cream.



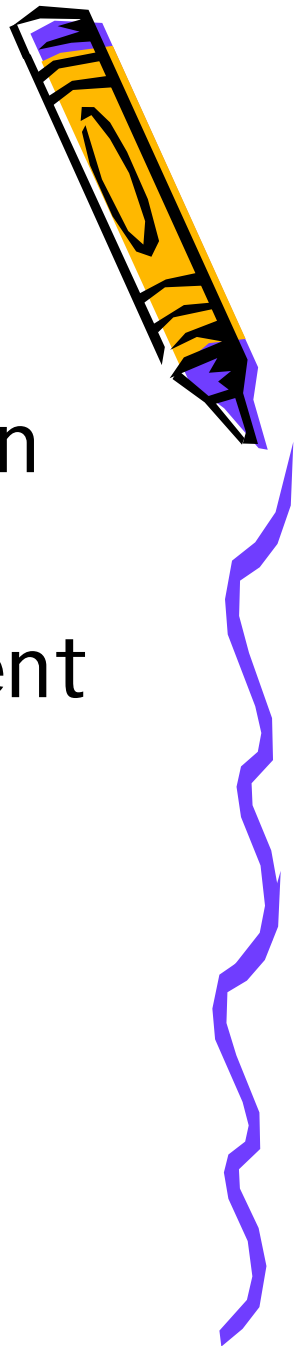
Goals of Presentation

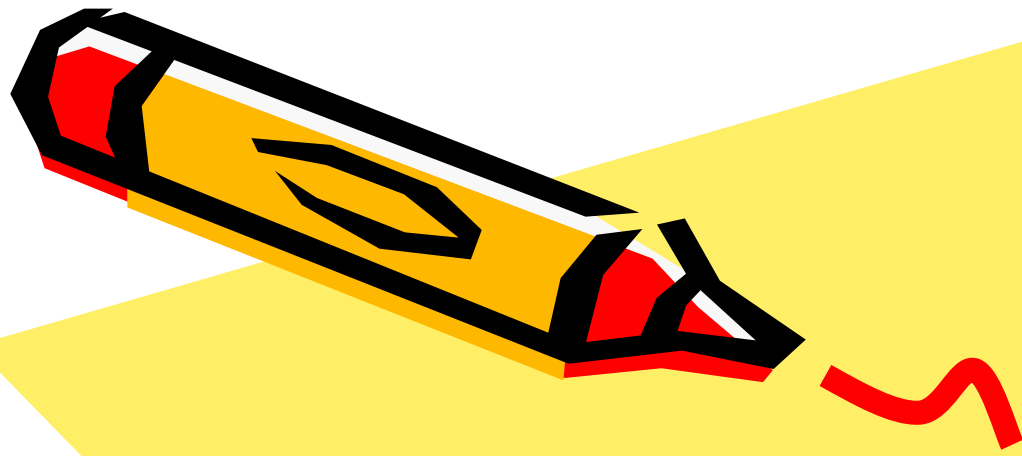
- To learn more about the basics of Social Norms
- To understand the necessary components of a Social Norms Campaign



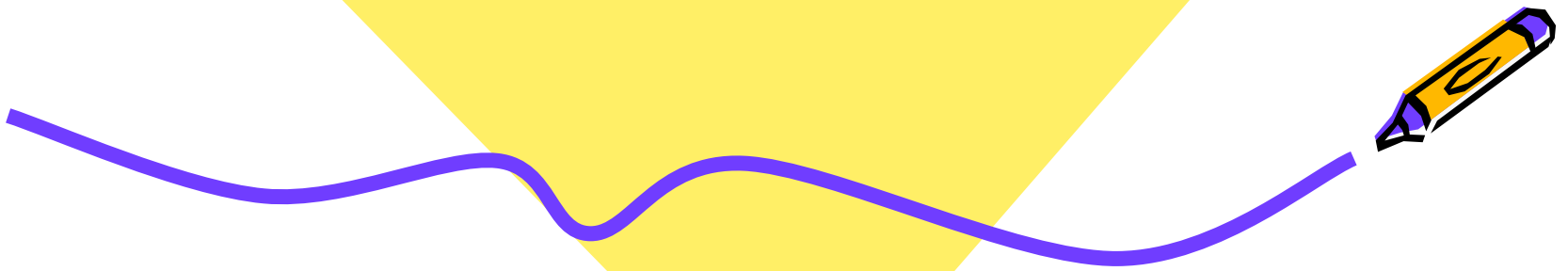
Goals of Presentation

- To develop some ideas for your own community
- To find ways to creatively implement the ideas of Social Norms in your work everyday





What is a Social Norm?



Social Norms

- Social norms are people's beliefs about the attitudes and behaviors that are normal, acceptable and expected in a particular social context
- Social norms = standard behavior or attitude of the majority of the group



Social Norms Basic Theory

- Much of people's behavior is influenced by their perceptions of what is "typical" or "normal".
- Problem:
 - People misperceive the "typical" behavior.
 - Summit County youth misperceive the "typical" behavior - there is a huge difference between the *actual use* versus the *perception of use*.



Research says...

- A disparity exists between actual use by students and their perception of other students' use

(Perkins and Berkowitz, 1988)

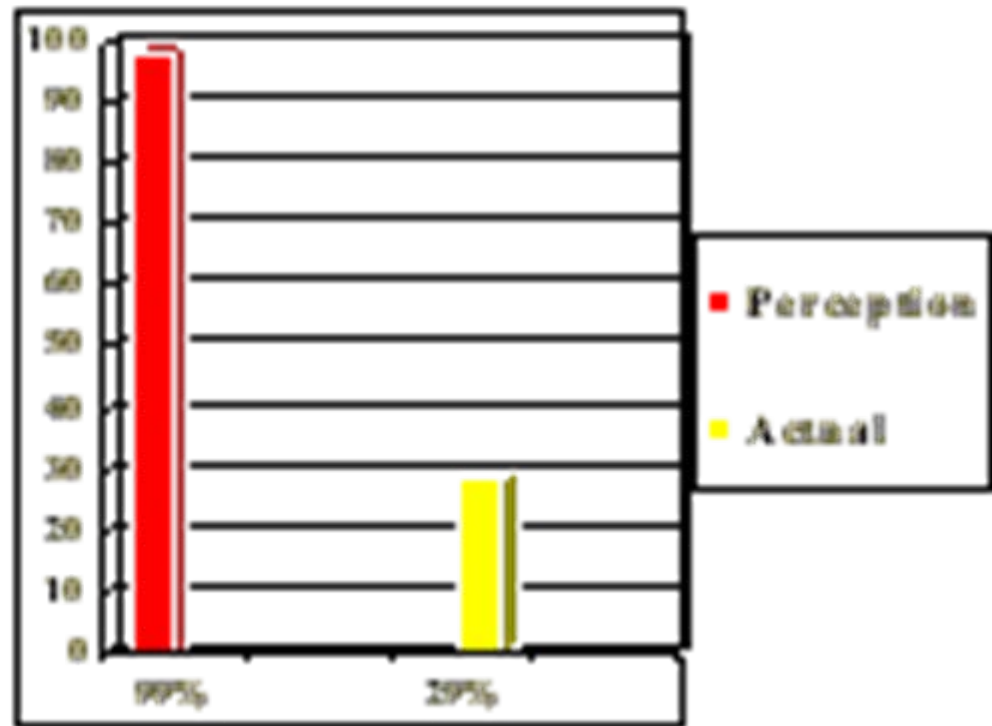


Figure - 1

Misguided Perception Leads to Misguided Reality

Percent of 18 – 24 year old males who report “binge drinking” within the past two weeks.

(Lindenberg & Fiebert - 1999)

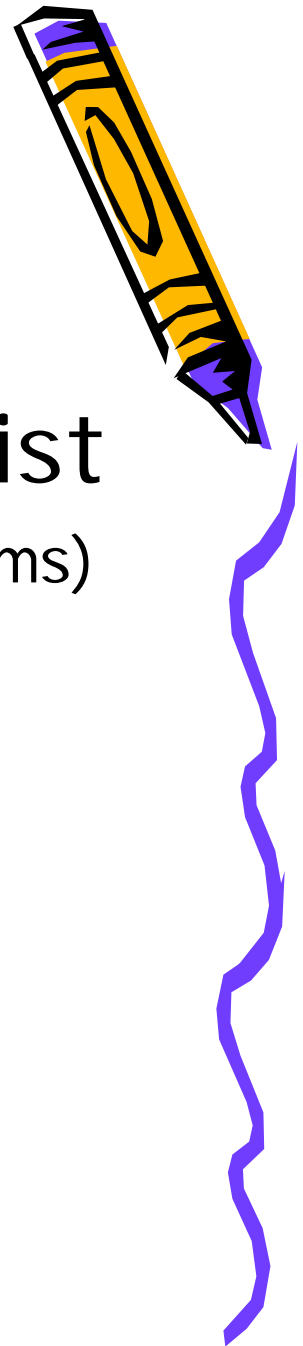


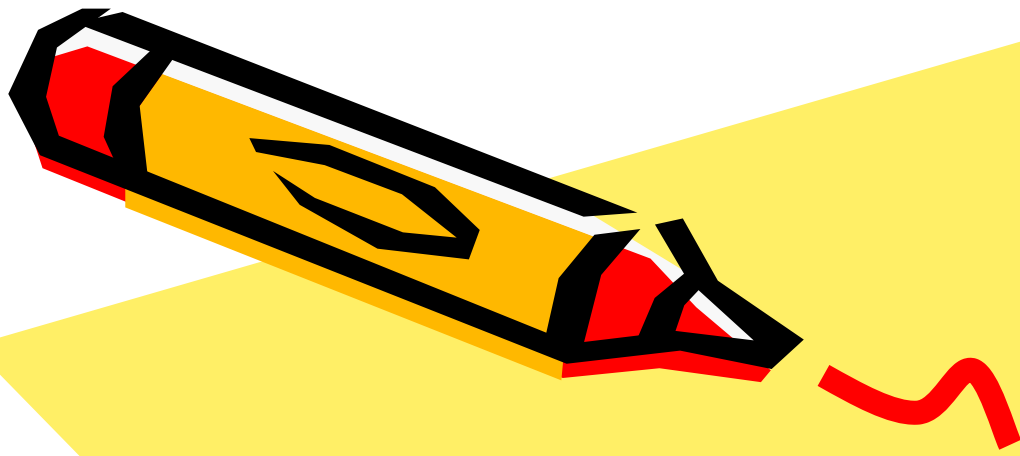
Research says...

Misperceived ATOD norms exist

- At all types of colleges (regions, sizes, norms)
- In primary and secondary schools
- Across sub-populations of youth
- In state-wide populations of young adults
- For attitudes, behaviors, policy support
- For all types of drugs

(Linkenbach and Associates, 2000)





What do you think the students you work with misperceive?



Where do misperceptions come from?

- Extreme behavior stands out
- The media
- Perceptions of student life



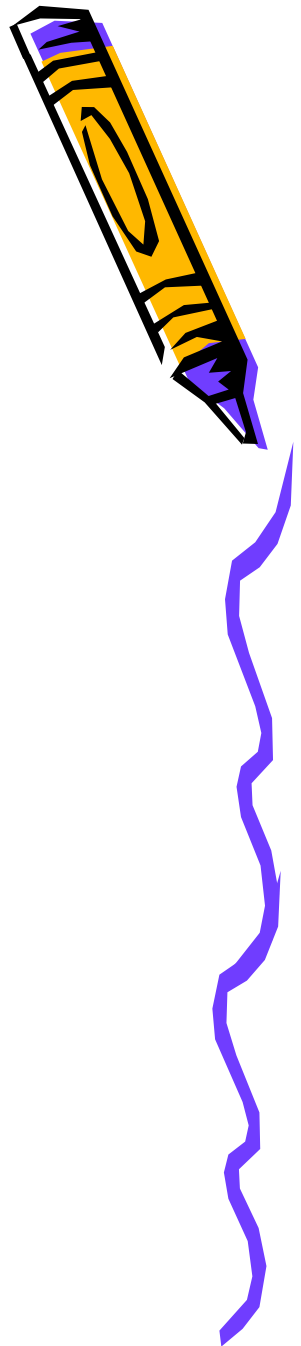
Why do we overestimate youth substance use?

- Some events or behaviors are *salient* – they stick out in our memory, leading us to believe they are more common than they actually are
- This is true for many vivid events or behaviors
 - E.g., recent emphasis on meth use
 - Other examples: shark attacks; plane crashes, etc.



The College Drinking Scene

- According to the CORE survey
- Campus = 100 students
- How many drink?
- 70 students drink alcohol
- 30 students do not drink at all



The College party

- Huge party!! 90 students attend
- Who goes to the party (drinkers vs. nondrinkers)?
- 70 people who drink and 20 who do not
- How many drink moderately or not at all (out of the 90 students at the party)?
- 50 students
- How many drink a little heavier?
- 30 students
- How many drink heavily?

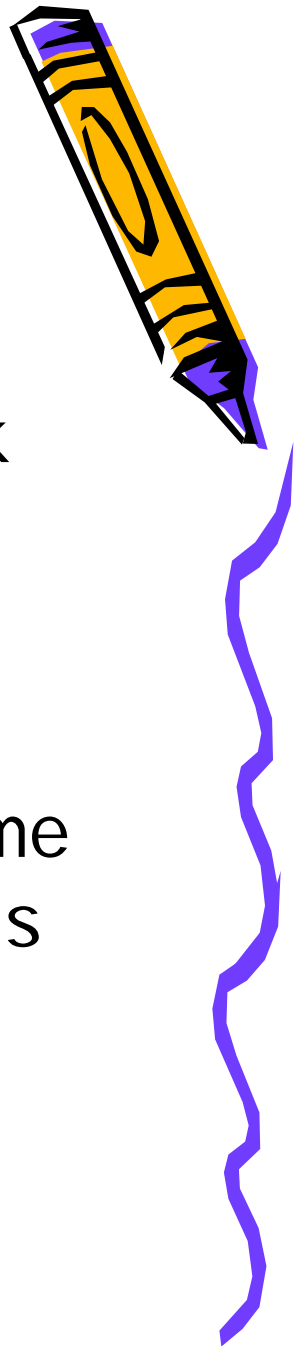


The college party

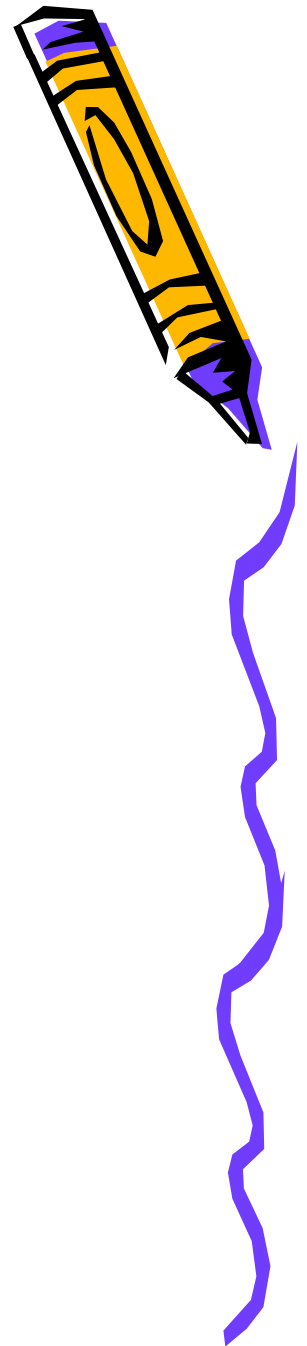
10 heavy drinkers:

- 2 fight
- 2 passed out
- 2 screaming
- 1 puking
- 1 naked

- Who do you talk about the next day?
- People in extreme think everyone is like them



Consequences of misperceptions



- Self-fulfilling prophecy
- Actual use increases
- Silent majority
- Intervention by others declines
- Carriers of misperceptions



Linkenbach and Associates, 2000



What do you think adults in
your community misperceive?



Social Norms Theory

- Social norms approaches can be used to positively influence a variety of behaviors
 - Littering, stealing, recycling
 - Other health issues
- Based on wealth of research on how norms influence people's behaviors



Primitive Peer Pressure



Social Norms Research = *surprising findings!*

- These research findings are counter-intuitive and contrary to what most people would *think!*
- Many past and present attempts to change people's behaviors **STILL IGNORE** the evidence
 - E.g., PSAs, other community campaigns, commercials



What is Social Norms Theory?

- Social norms are beliefs about the attitudes and behaviors that are normal, acceptable, and expected in a particular social context.
- A disparity exists between actual use by students and their perception of other students' use (Perkins and Berkowitz, 1988)



Two types of norms



❖ *INJUNCTIVE NORMS*: Approved behavior... What others think we ought to do

❖ *DESCRIPTIVE NORMS*: Common behavior... What people commonly do

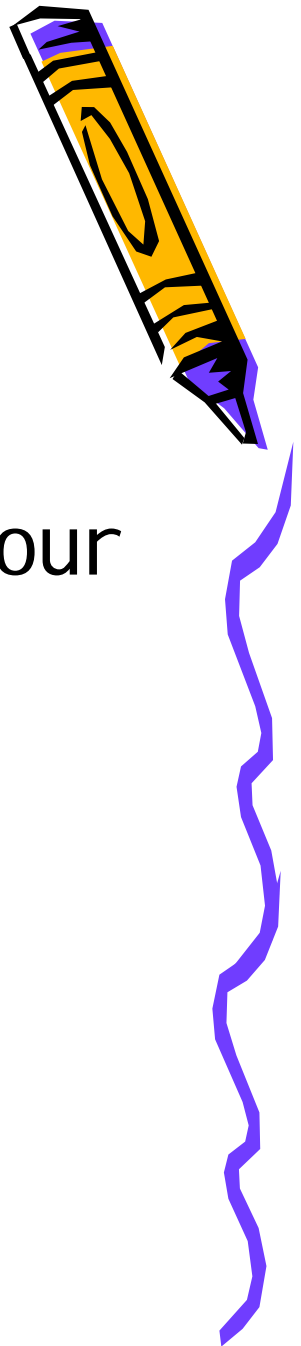


These often match...but not always



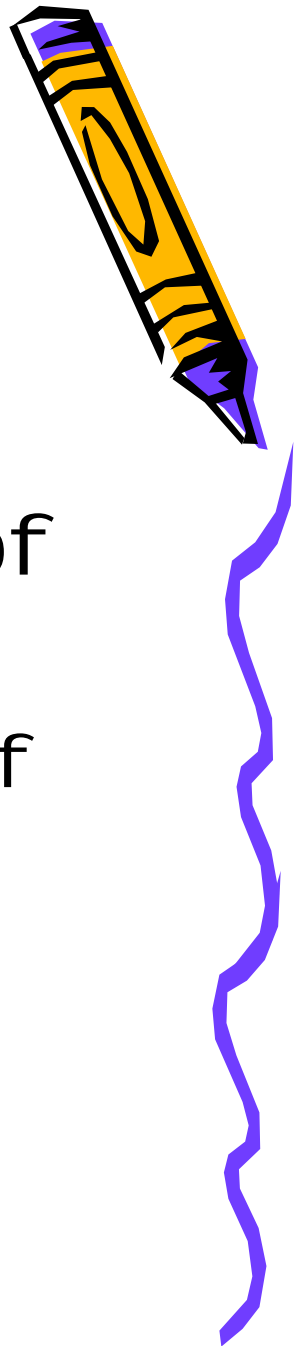
Use of Norms

- Both types of norms influence our behavior, *if* they are the focus of our attention
- BUT descriptive norms tend to be particularly vivid!



Use of Norms

- Campaigns and ads often make mistake of ignoring the influence of the descriptive norm
 - they may not even realize it is part of their message!
- Descriptive and injunctive norms should cooperate not compete!



Stealing from the Petrified Forest



- Study conducted by ASU professor (Cialdini, 2003)
 - Began with a visit to the site
- A sign read:

Your heritage is being vandalized every day by theft losses of petrified wood of 14 tons a year, mostly a small piece at a time.



Petrified Forest Expt



Many past visitors have removed petrified wood from the park, changing the natural state of the Petrified Forest.

vs.



Please don't remove the petrified wood from the park, in order to preserve the natural state of the Petrified Forest.



Study Results: Percentage of petrified wood theft

8%
7%
6%
5%
4%
3%
2%
1%
0%



Many past visitors have removed petrified wood from the park, changing the natural state of the Petrified Forest:



Please don't remove the petrified wood from the park, in order to preserve the natural state of the Petrified Forest.

Descriptive Norm

No-sign Control

Injunctive Norm

More ineffective approaches



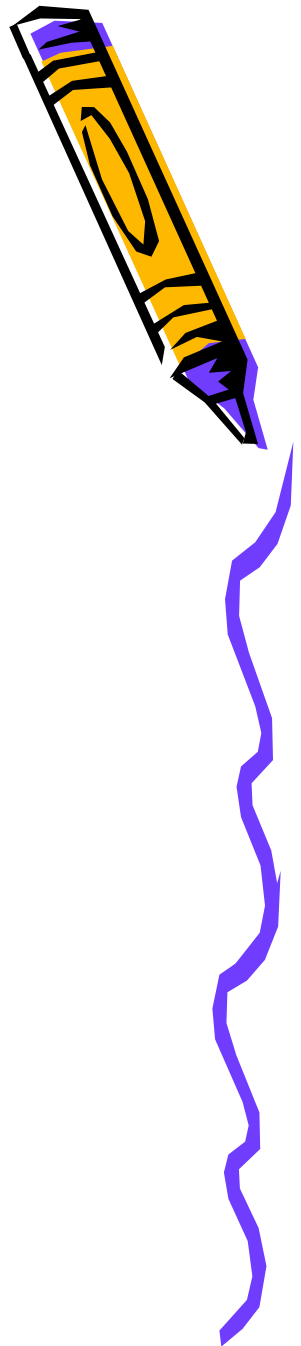
BINGE DRINKING WHAT 18-24 YEAR OLDS SAY

- **33%** classify themselves as binge drinkers (more than 10 drinks in one sitting)
- **41%** have passed out at least once
- **22%** have passed out five or more times
- **4%** have passed out 20 or more times
- **63%** were more likely to have a one-night stand while drunk
- **39%** of males were more likely to have a one-night stand if the other person was drunk
- **10%** of females were more likely to have a one-night stand if the other person was drunk

SOURCE: AUSTRALIAN EDUCATION REHABILITATION FOUNDATION

“Keep America Beautiful” campaign

- What are the injunctive and descriptive norms in this PSA?



What is the message?

Look at all the people who are doing this undesirable thing"

AND

Look at all the people who are doing this undesirable thing."



Social Norms Approach

- Creating these positive descriptive norms actually means EDUCATING youth on the TRUTH about substance use among their peers
- *Research shows that people commonly misperceive peer substance use to be much more common and extreme than it really is.*



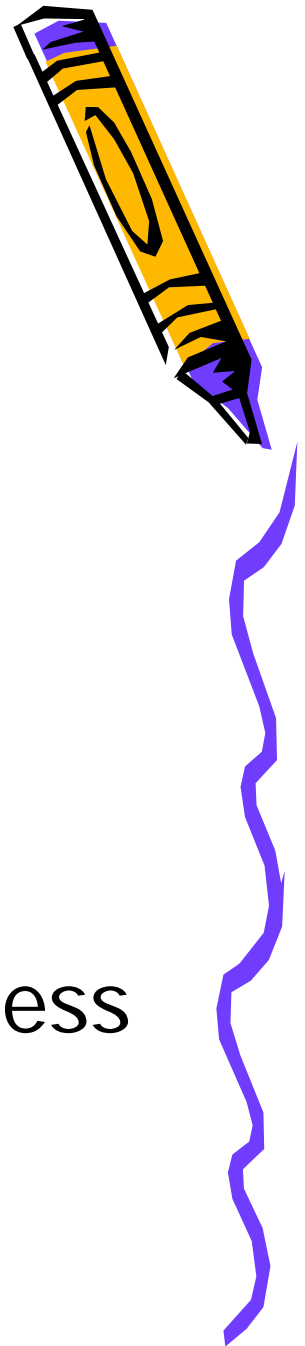
Social norms approach



- Proactive prevention!
- Most students ARE making healthy choices
- *Most students* do not know they are *most students*



Why does reduced perception lead to reduced use?



- Frames non-use as the normative behavior
- Empowers non-users and reduces feelings of peer pressure
- Makes users feel pressure to use less or abstain

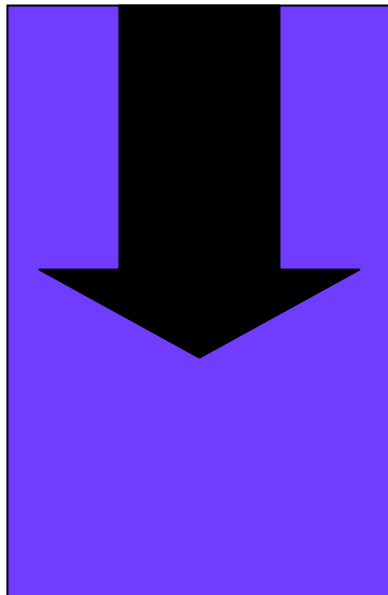


Social Norms Strategy

- Educate/correct people on the true prevalence rate of substance use
- Emphasize non-use as the norm

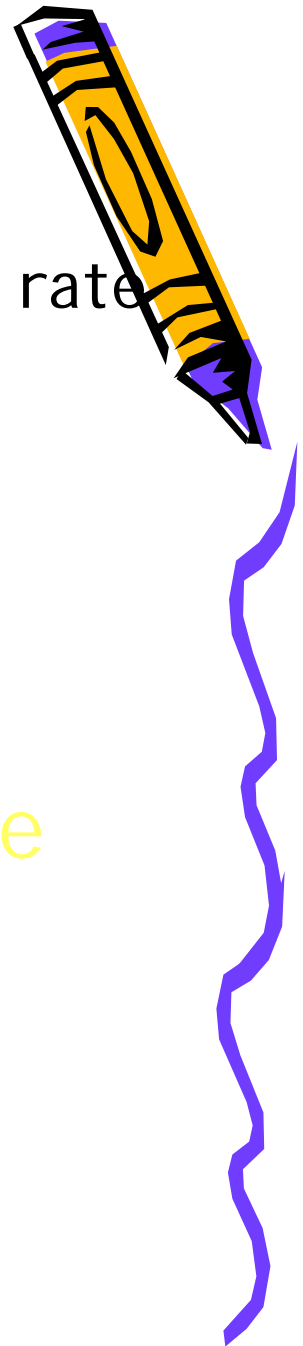
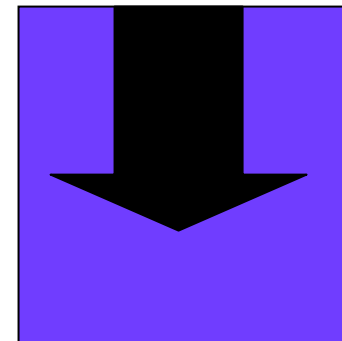
If you decrease

Perception



You'll decrease

Actual



Social norms theory

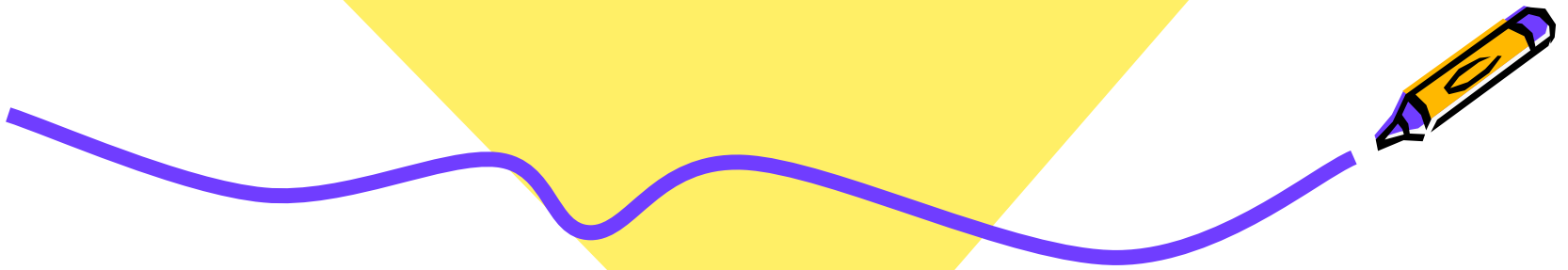
"This theory holds that if students perceive something to be the norm, they tend to alter their behaviors to fit the norm, even if it isn't reality. So, if students think heavy drinking is normal, they'll drink more. If they think responsible drinking is normal, they'll drink more responsibly." - Michael

Haines, NIU



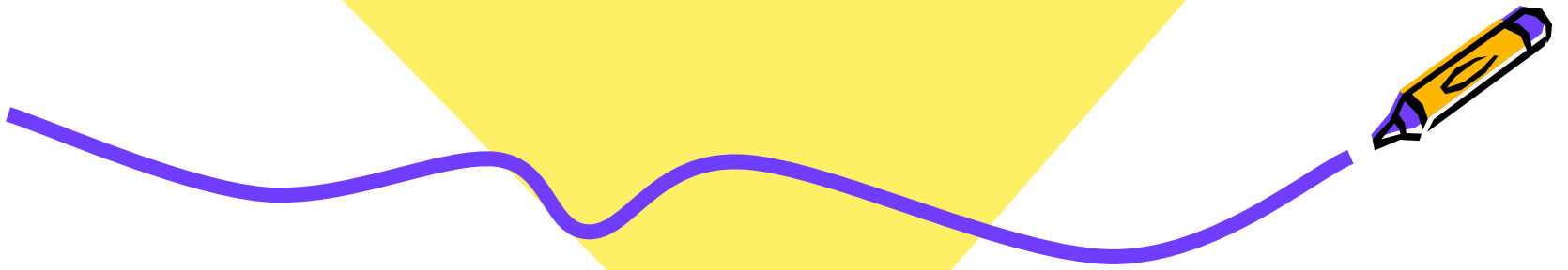


What do you
misperceive?

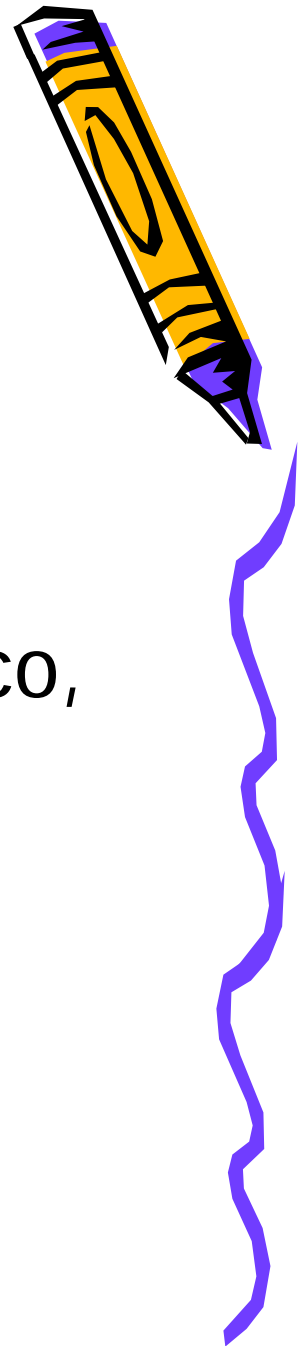




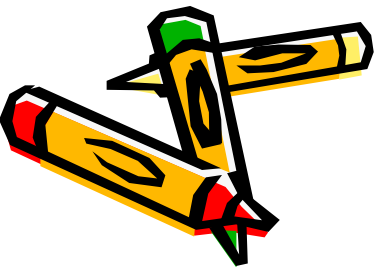
Summit County,
Colorado



Background on Summit County Colorado

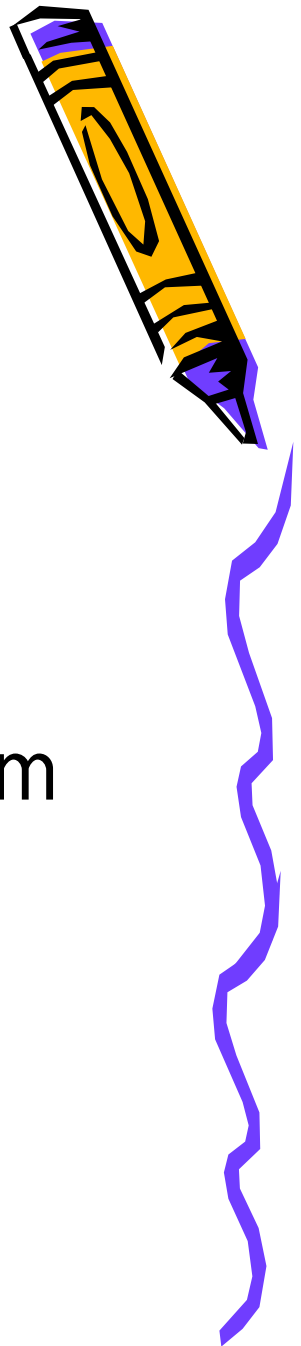


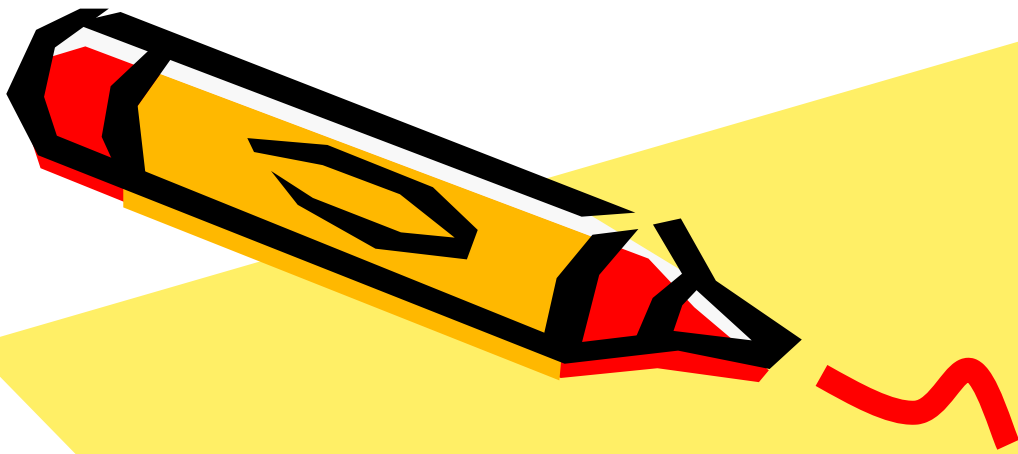
- Small county high in the Rocky Mountains
- 4 towns: Silverthorne, Dillon, Frisco, Breckenridge
- Population of 25,000 and growing fast



Background of Summit County, Colorado

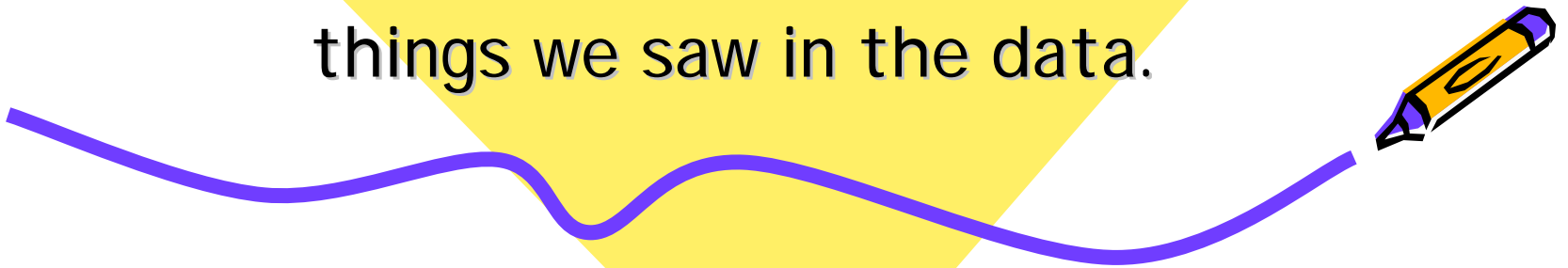
- 4 popular ski resorts: Arapahoe Basin, Breckenridge, Copper, Keystone
- LOTS of tourism in the winter from all over the world



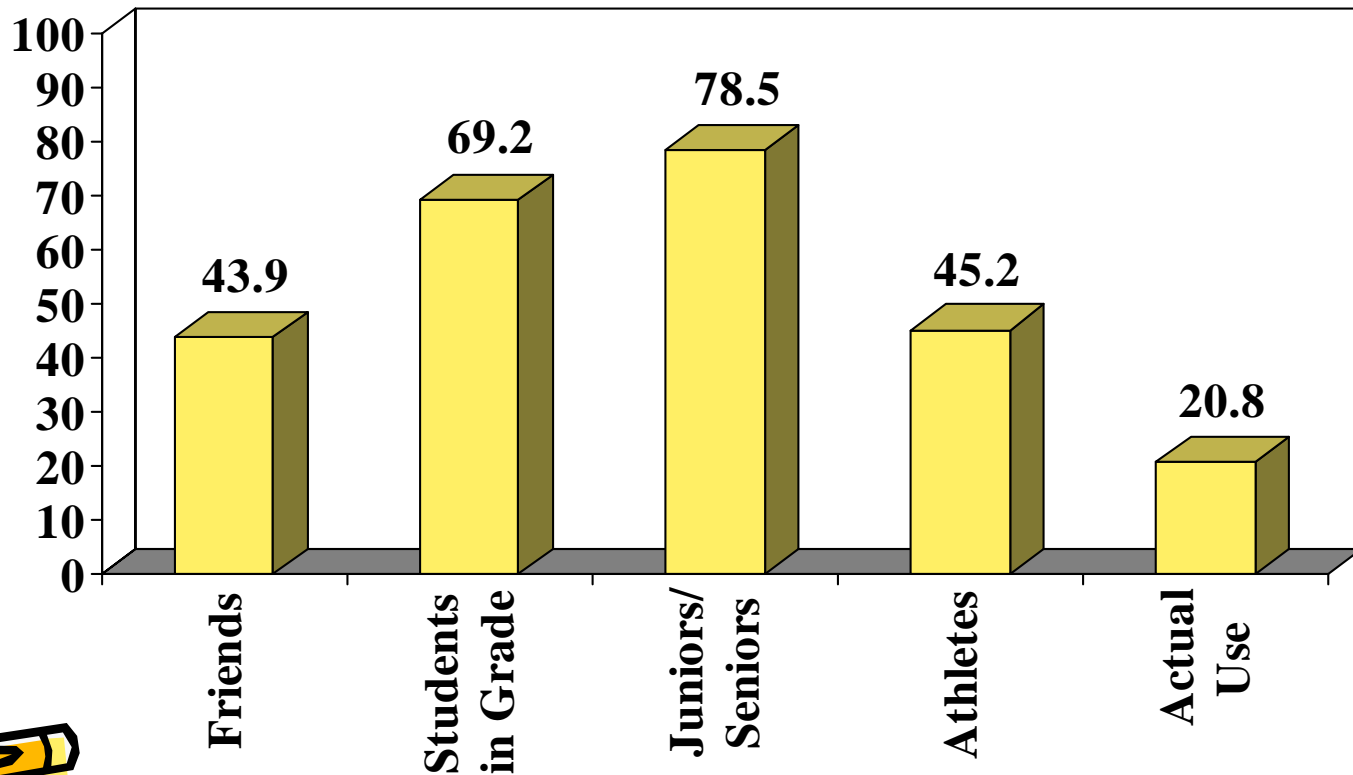


Areas of Concern

We were concerned about a few things we saw in the data.



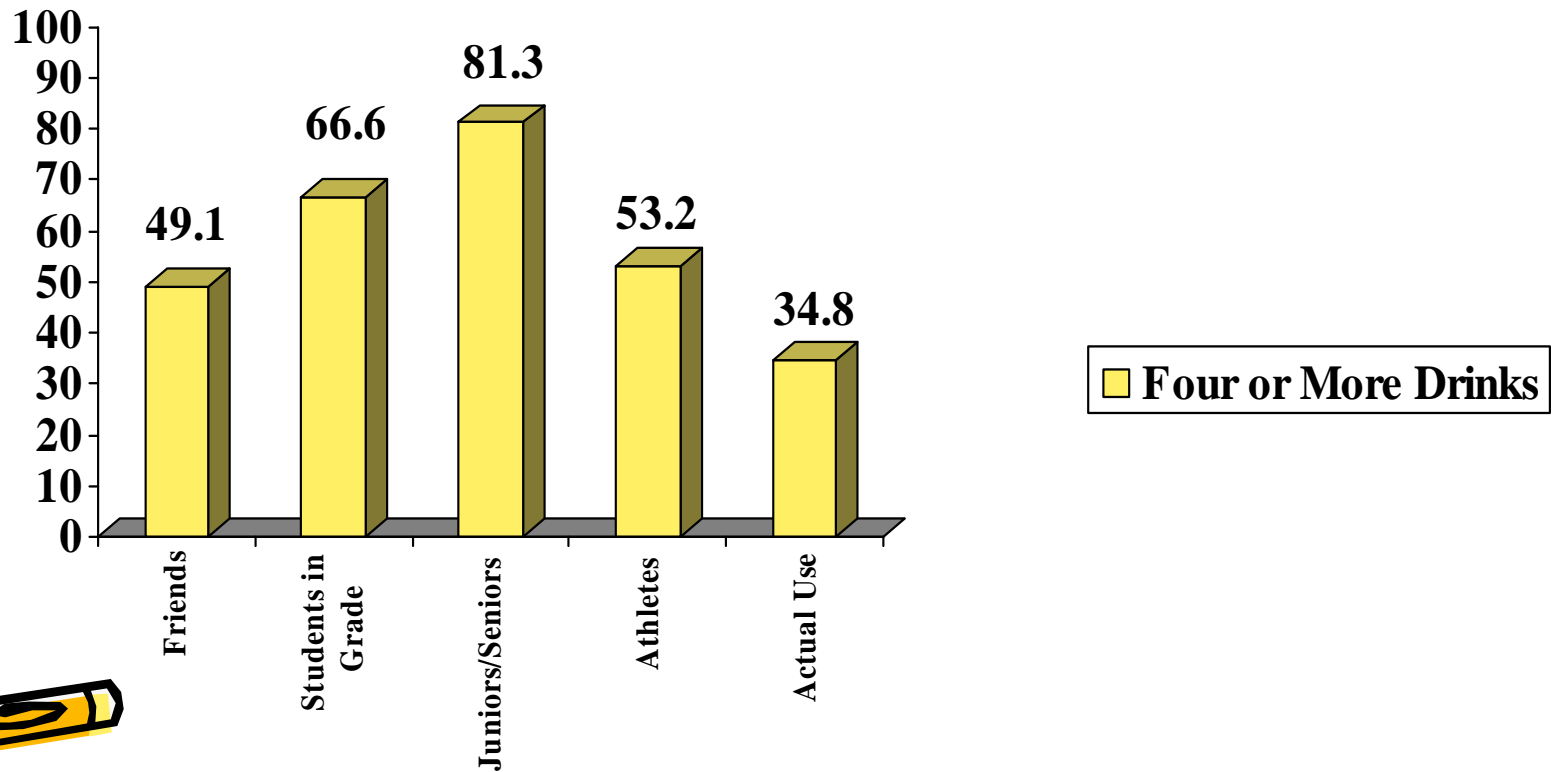
Perceived Marijuana and Illicit Drug Use



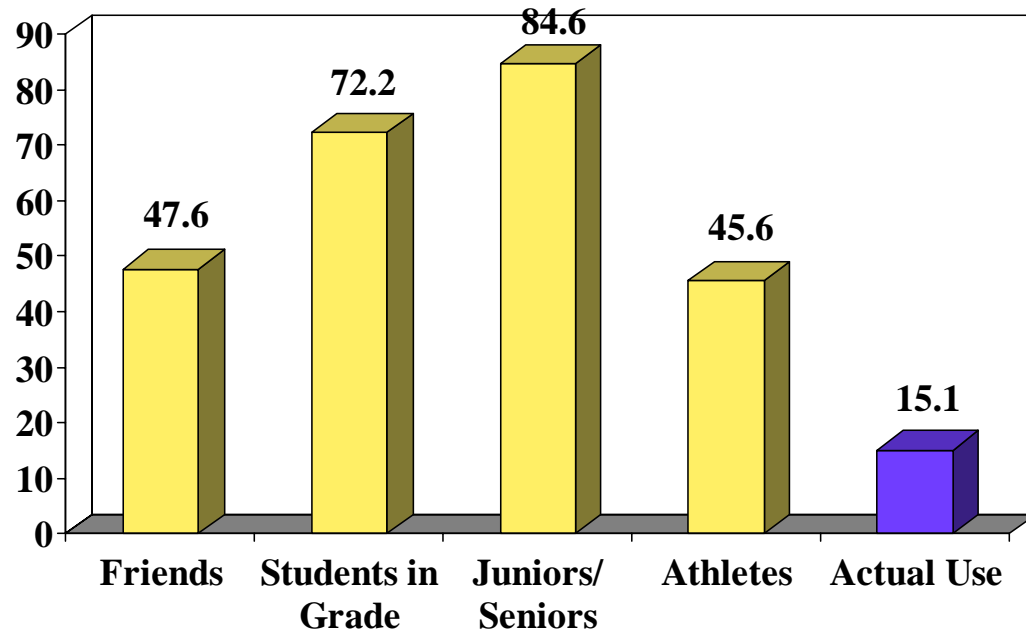
■ 2x per month or more



Perceived Amounts of Consumption at Social Events



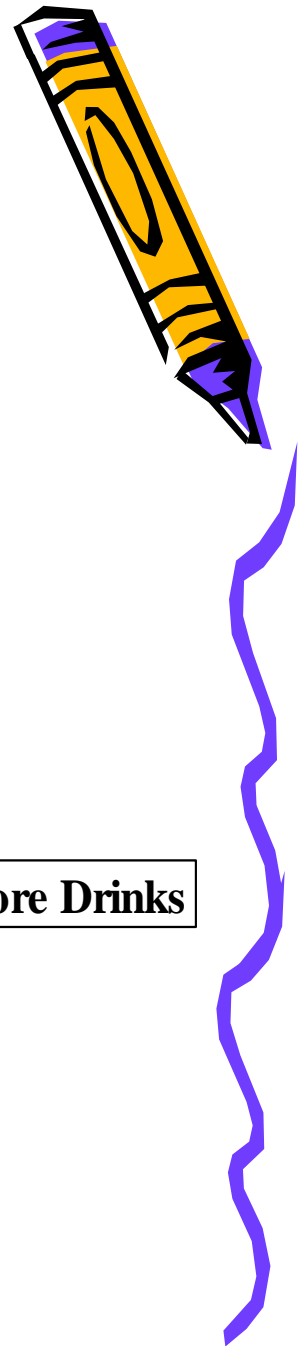
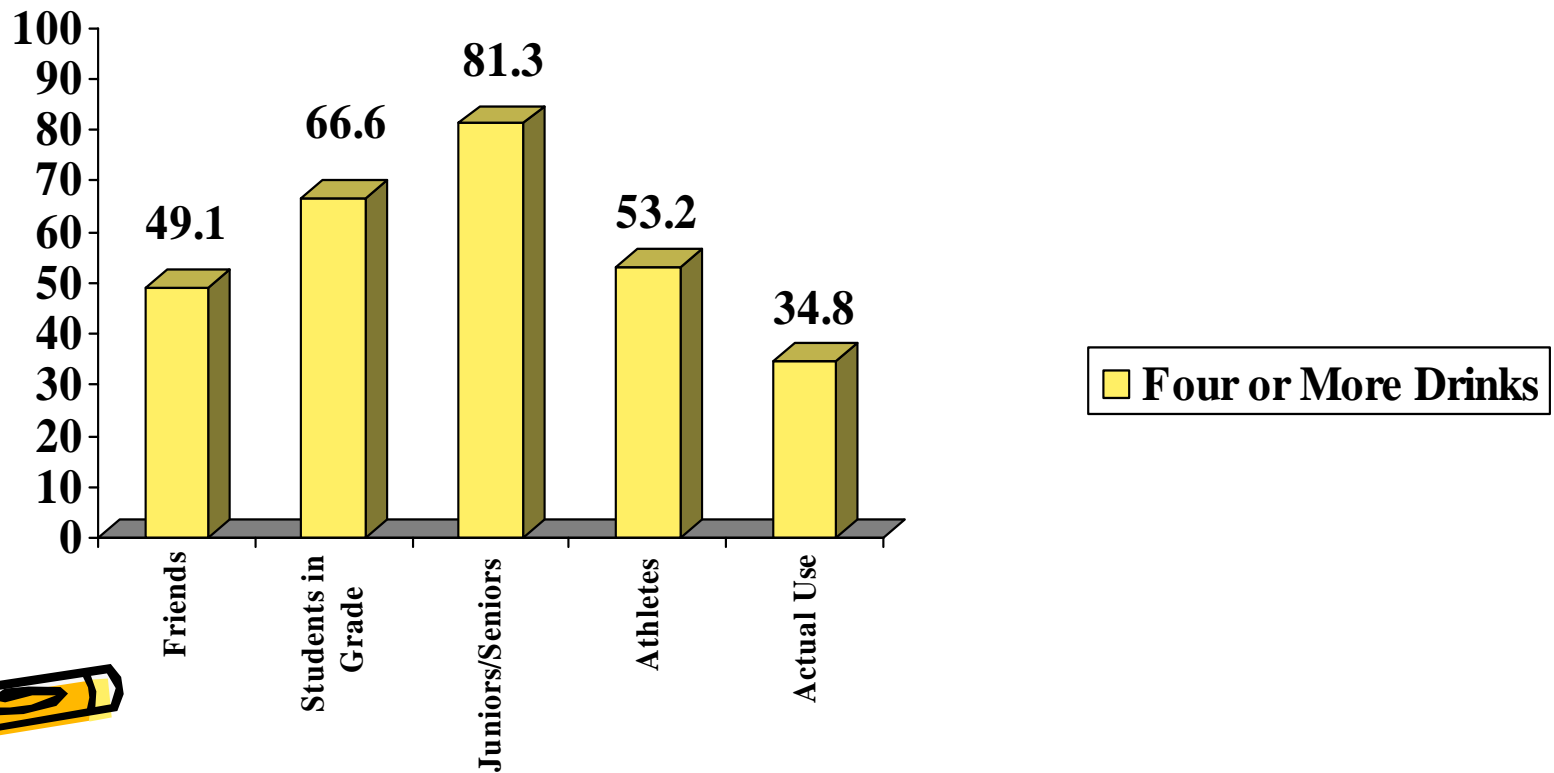
Perceived Tobacco Use



2x per Month or More



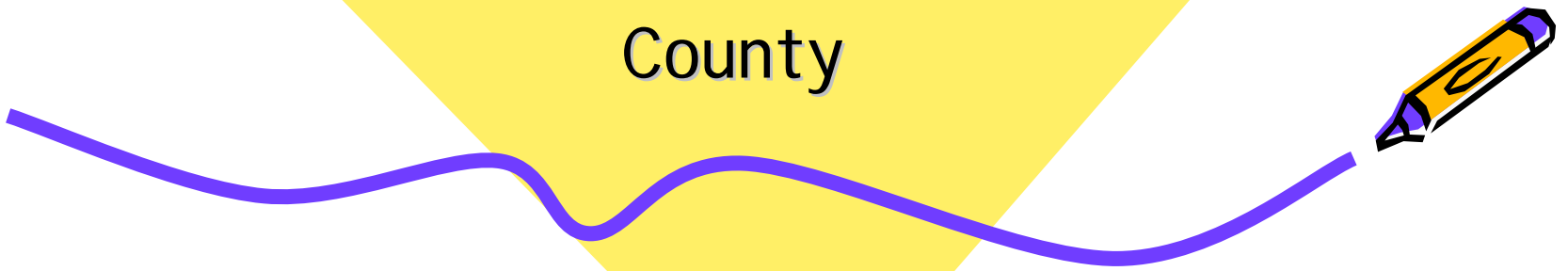
Perceived Amounts of Consumption at Social Events



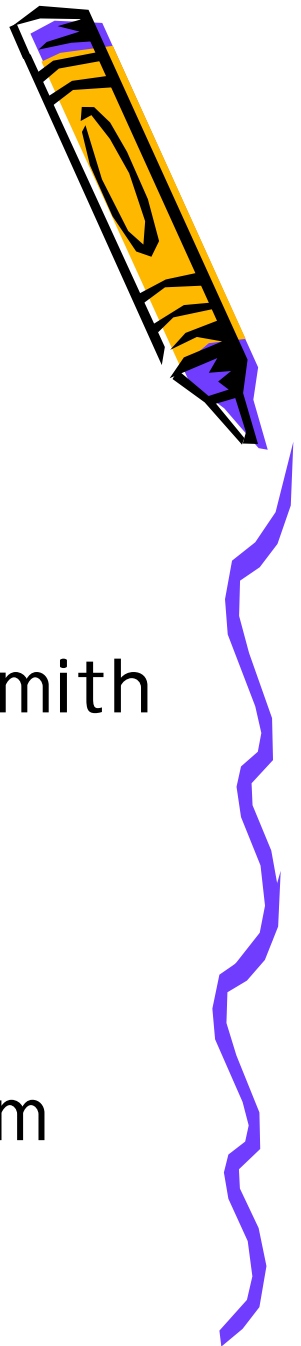


So now what....

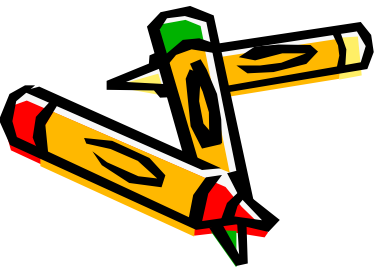
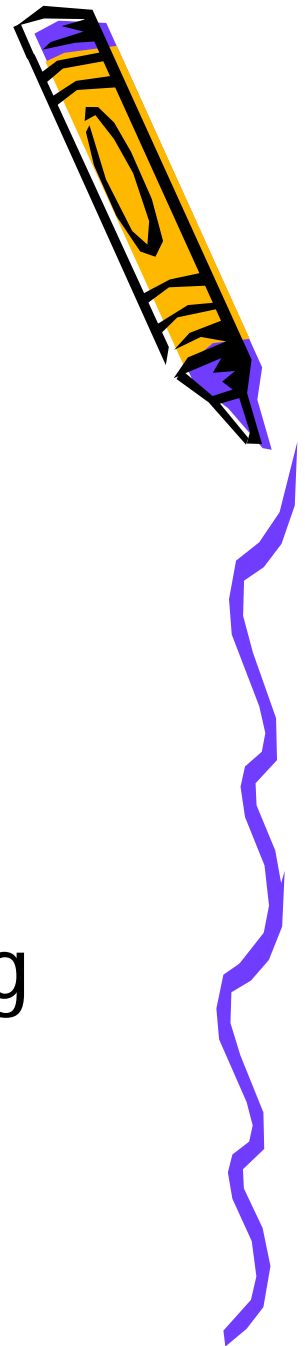
What we have done in Summit
County



- Social Norms Conference
 - National conference yearly
 - Bozeman conference yearly
- Survey
 - Contracted with Hobart and William Smith Colleges for survey
 - Contracted with OMNI for evaluation
- Logo and campaign development
 - Hired The Mastin Group marketing firm



- OMNI supported campaign theme and statistic development for campaign
- Distributed posters in schools
- Placed Ads in newspaper
- Students developed an ad for the movie theater
- Tried to get the logo on everything



"This Is Us" Messaging

Middle School




WE ARE SMS

THIS IS US

Most SMS students,
~~82%~~
89%
did not use alcohol in
the last 30 days!

Information provided by 555 Summit Middle School students who took the October 2006 SMS Alcohol and Other Drug Online Survey. This is US is a program of the Summit Prevention Alliance. Copyright 2006.



WE ARE SMS

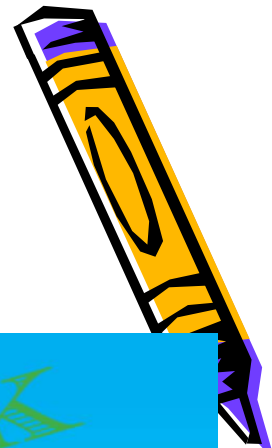
THIS IS US

And we make the right choice!

Most SMS students, 79%, think it is
important to make friends
with people different from you.

Information provided by 555 Summit Middle School students who took the October 2006 SMS Alcohol and Other Drug Online Survey. The is US is a program of Summit Prevention Alliance. Copyright 2006.

"This Is Us" Messaging High School



LOOK
BENEATH THE
surface

78% of SHS students participate in either sports, theater, dance, art, music or volunteer service.

aim high
motivation
leader
talented
selfless
SMART
trustworthy
quality
positivity
character
attitude
teamwork
commitment
involved
creative
passion
determined
dedicated
pride
achievement
above and beyond
change
intelligent
never give up
believe
inspiration
compassionate
dedicated
school spirit
succeed
never give up
dedicated
pride
achievement

THIS IS US

Information provided by 684 Summit High School students who took the October 2006 SHS Alcohol and Other Drug Online Survey. This is US, a program of Summit Prevention Alliance is funded by the Alcohol and Drug Abuse Division and the Drug-Free Communities Support Program. Copyright 2006.

LOOK
BENEATH THE
surface

92% of SHS students did not drink and drive in the last year.

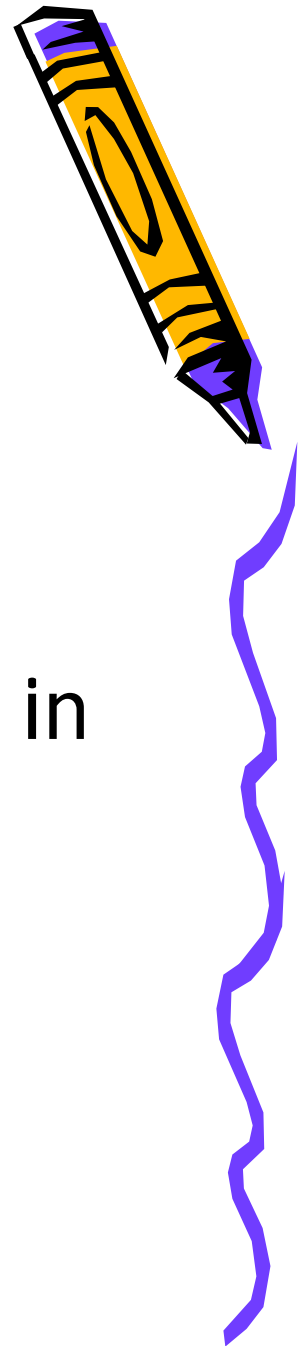
creative
integrity
hard work
involved
teamwork
dedicated
pride
achievement
above and beyond
change
intelligent
never give up
believe
inspiration
compassionate
dedicated
school spirit
succeed
never give up
dedicated
pride
achievement

THIS IS US

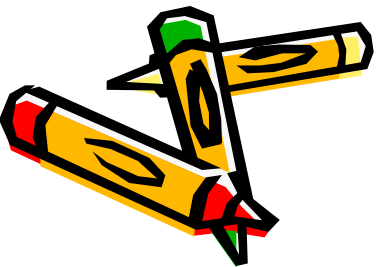
MOST SHS STUDENTS MAKE SMART CHOICES

Information provided by 696 Summit High School students who took the November 2007 SHS Alcohol and Other Drug Online Survey. This is US, a program of Summit Prevention Alliance is funded by the Alcohol and Drug Abuse Division and the Drug-Free Communities Support Program. Copyright 2007.



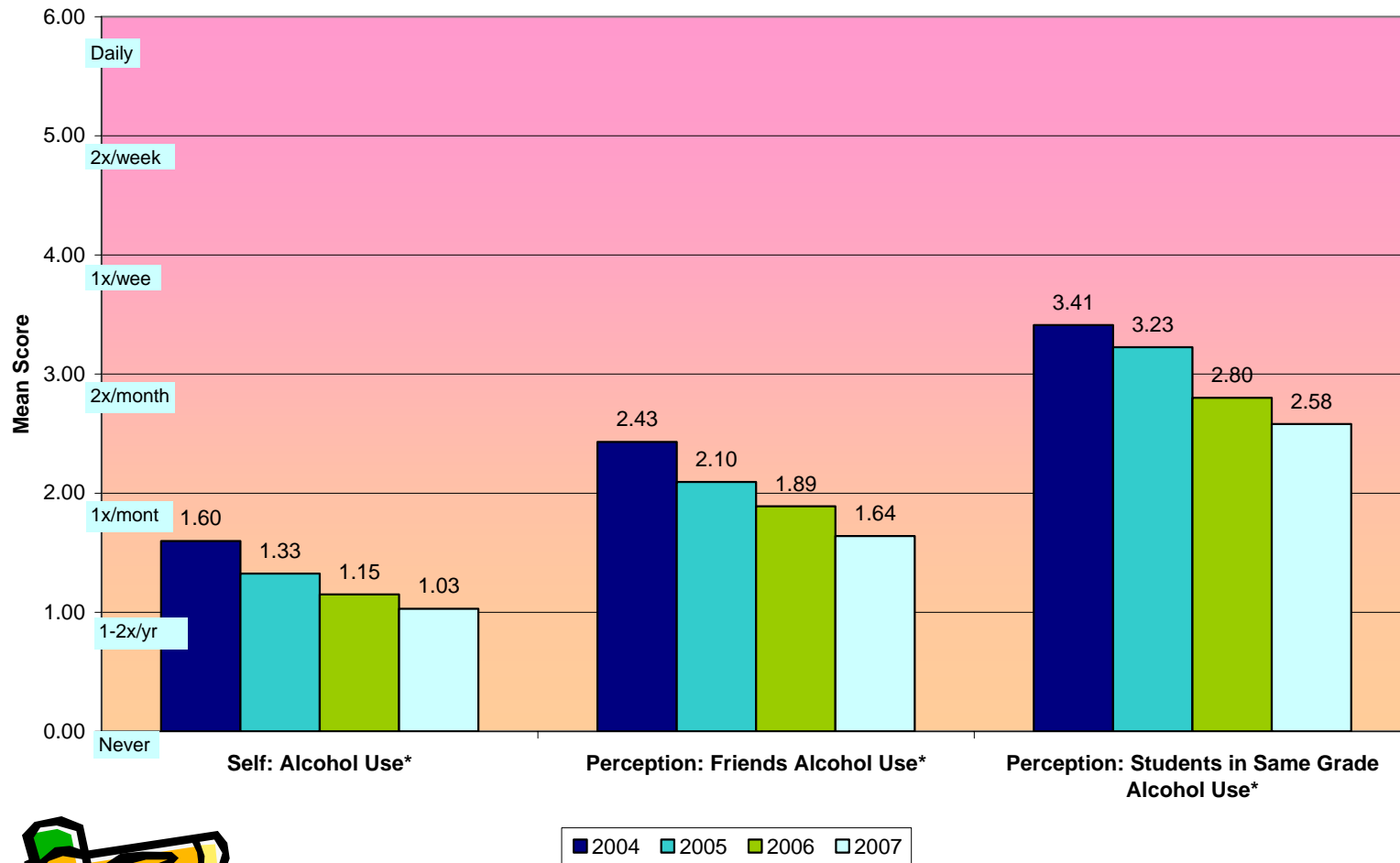


- Now in 6th year of implementation
- We are seeing good effectiveness
- Statistically significant decreases in self reported use



SUMMIT HIGH SCHOOL

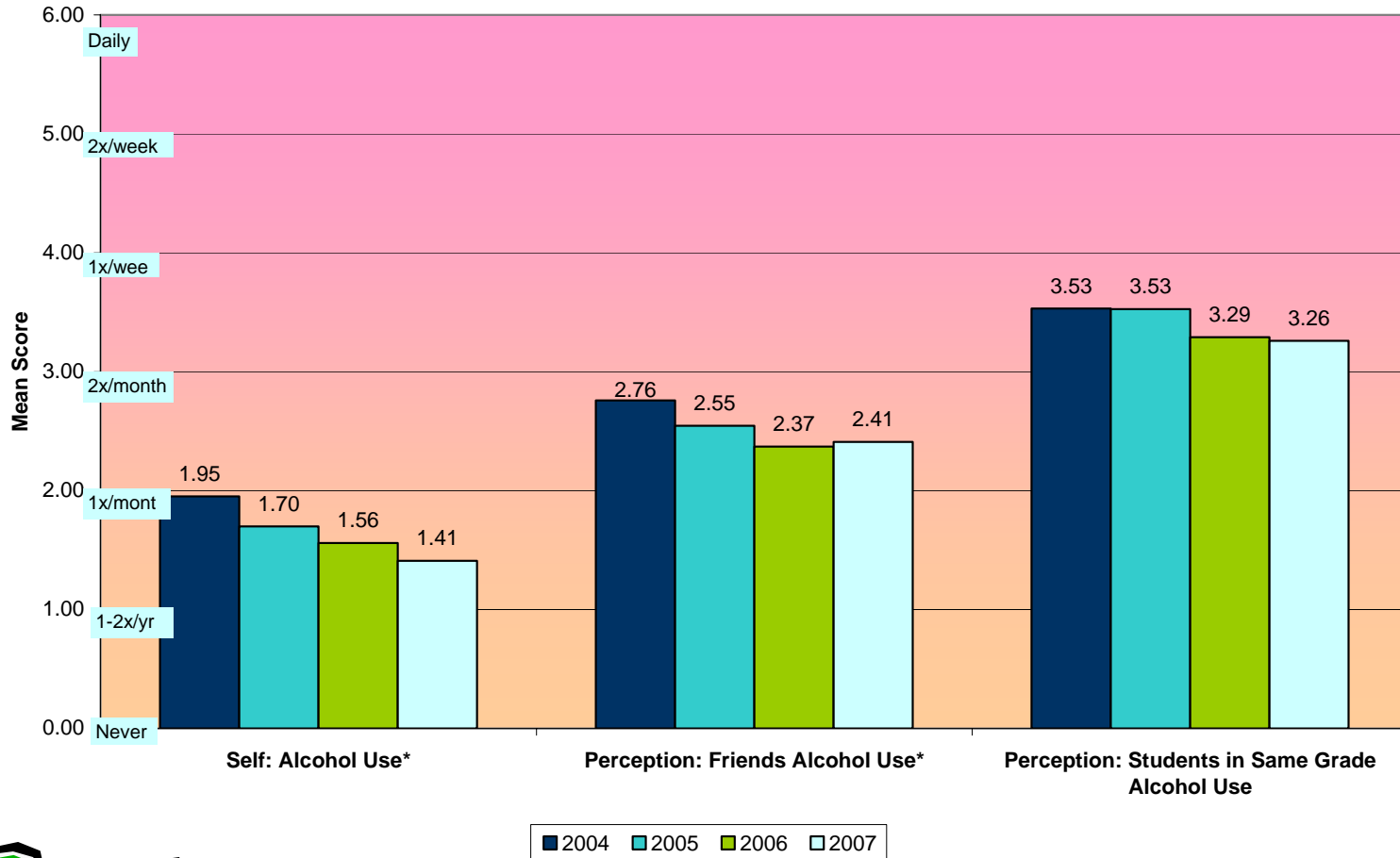
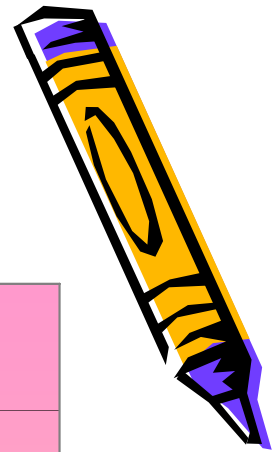
9th Grade Alcohol Use and Perceptions



•Overall trend is positive

SUMMIT HIGH SCHOOL

10th Grade Alcohol Use and Perceptions

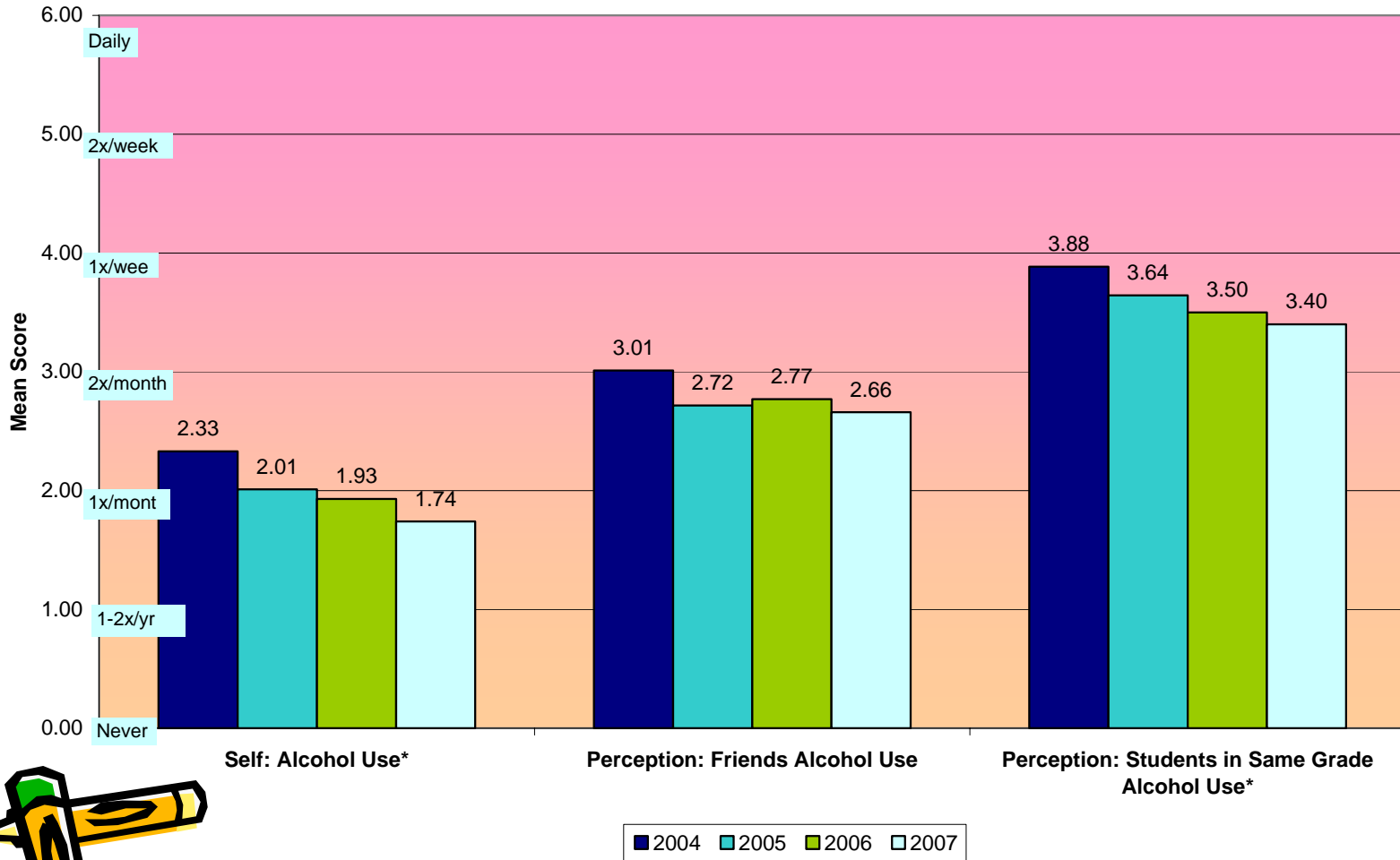


• Overall trend remains positive; leveling off of perceptions of avg use



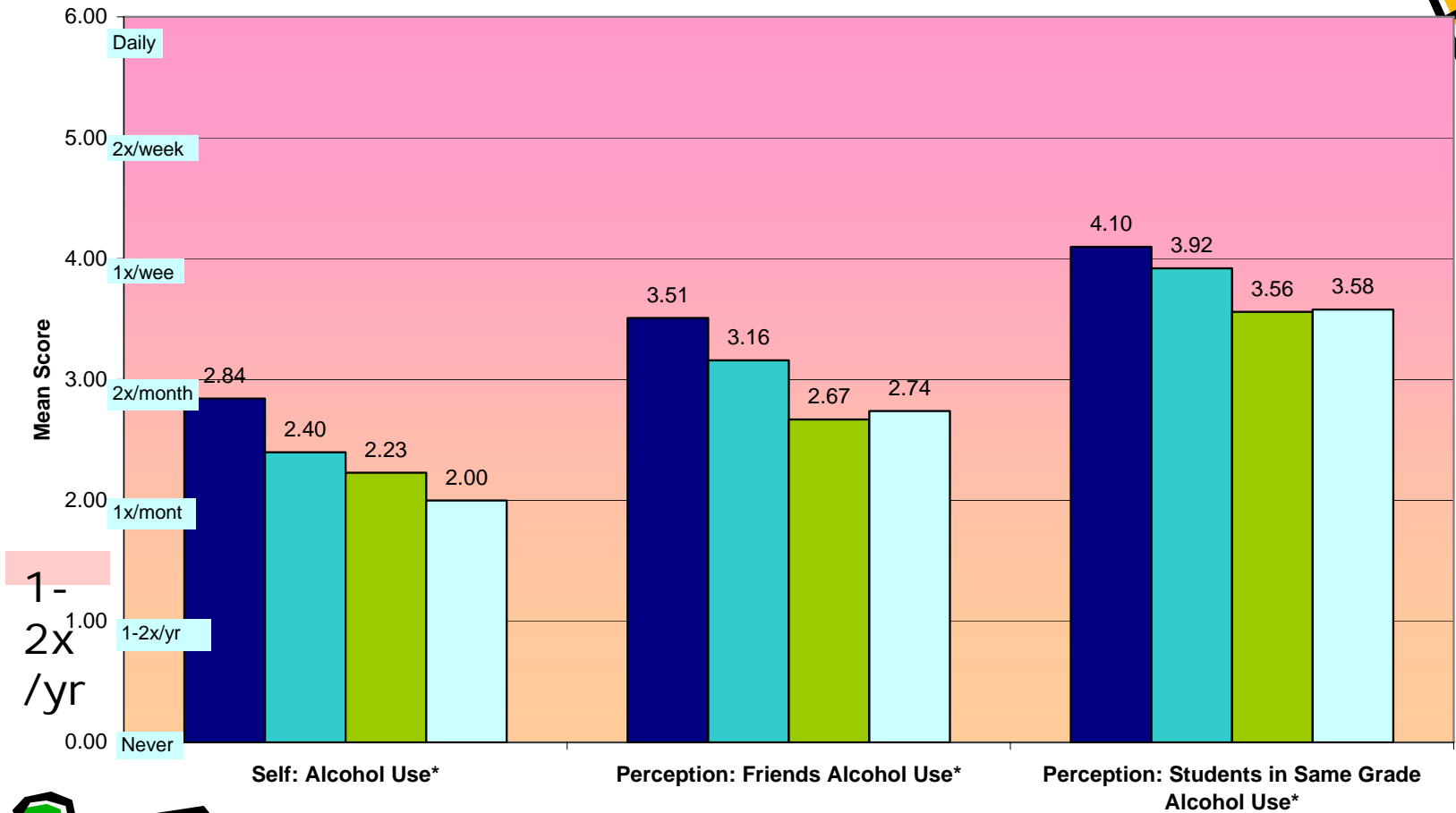
SUMMIT HIGH SCHOOL

11th Grade Alcohol Use and Perceptions



SUMMIT HIGH SCHOOL

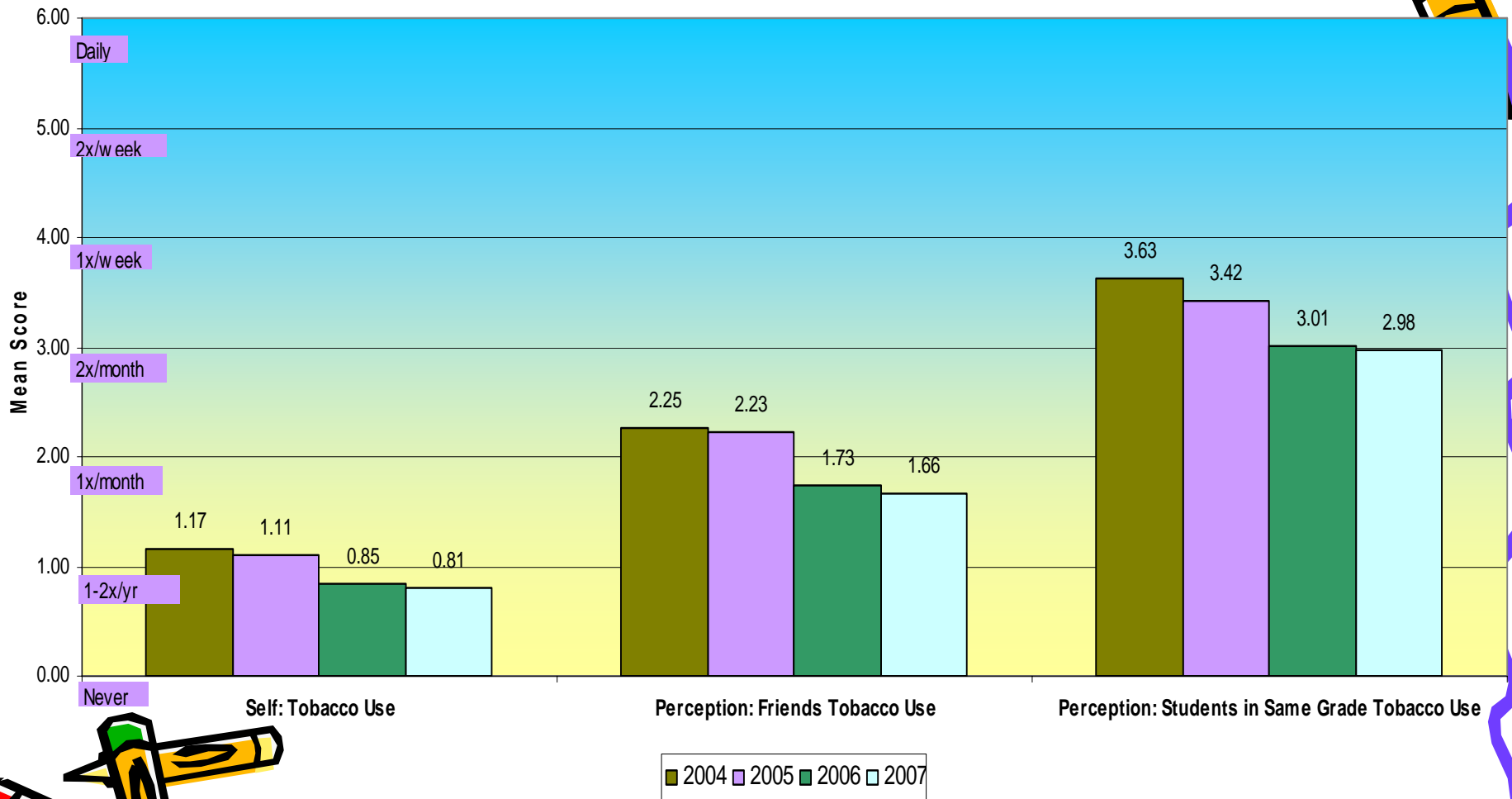
12th Grade Alcohol Use and Perceptions



- Overall trend remains positive;
- some leveling off

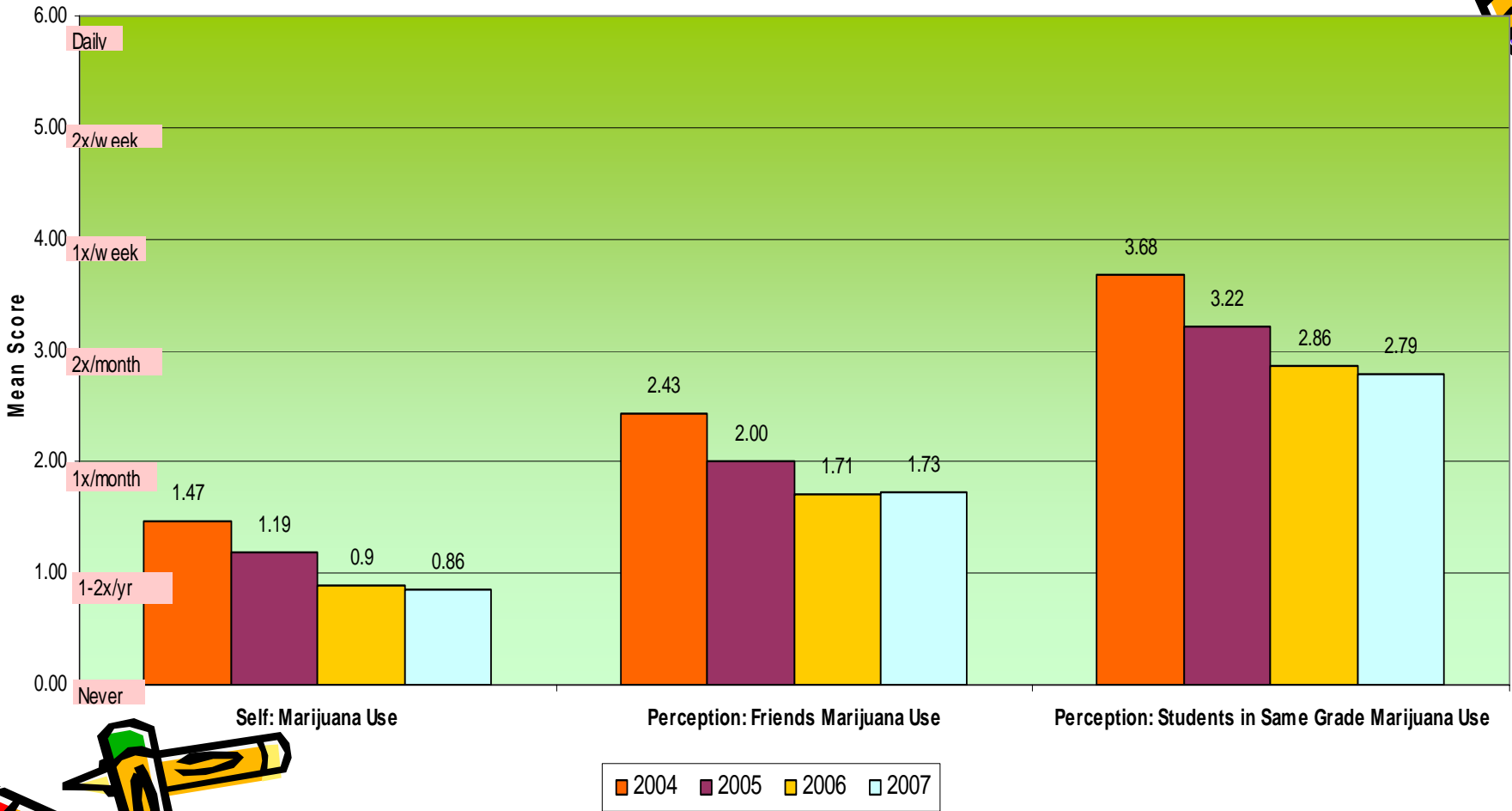
SUMMIT HIGH SCHOOL

Tobacco Use and Perceptions of ALL High School Students



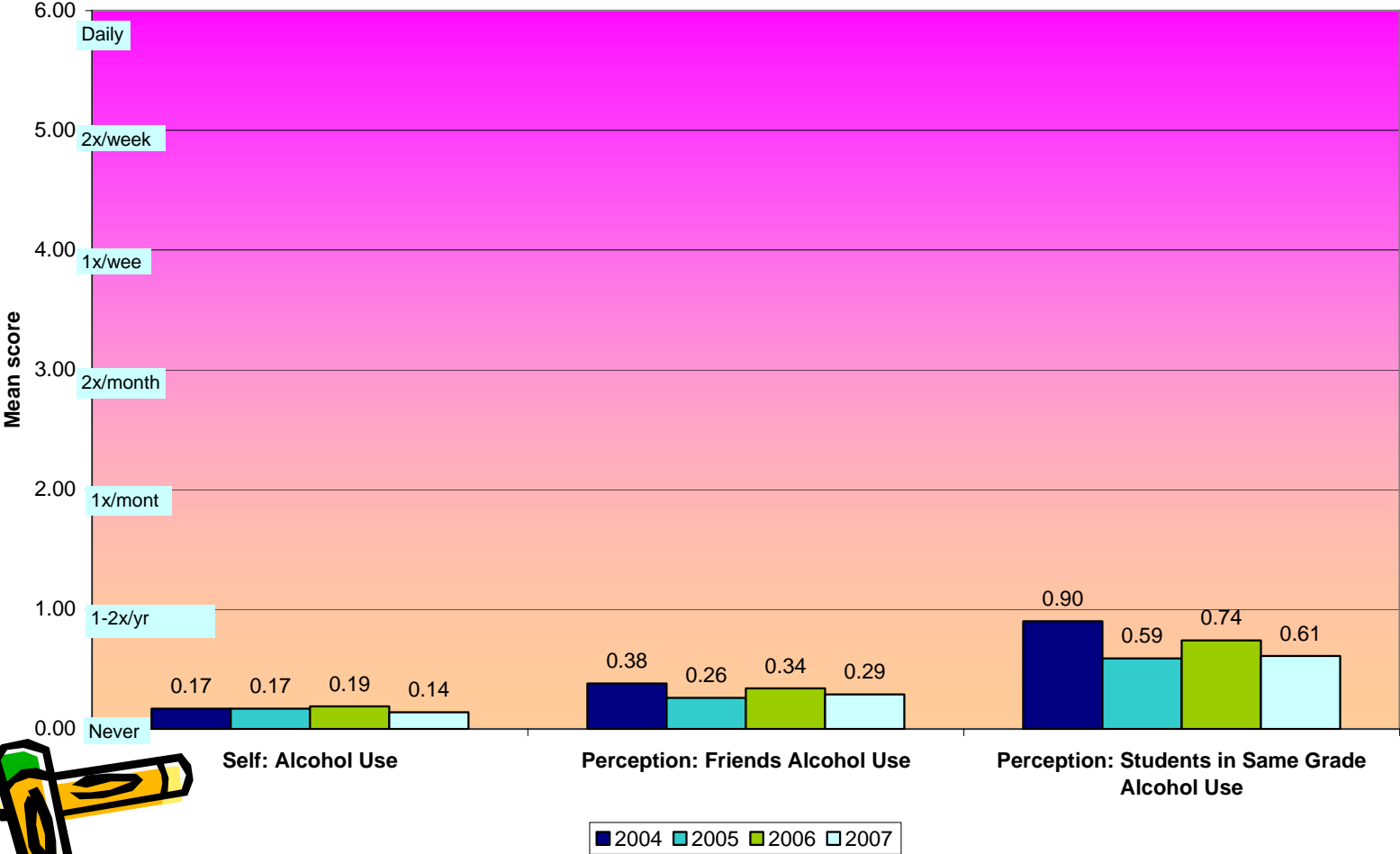
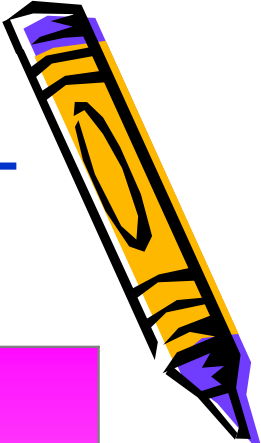
SUMMIT HIGH SCHOOL

Marijuana Use and Perceptions of ALL High School Students



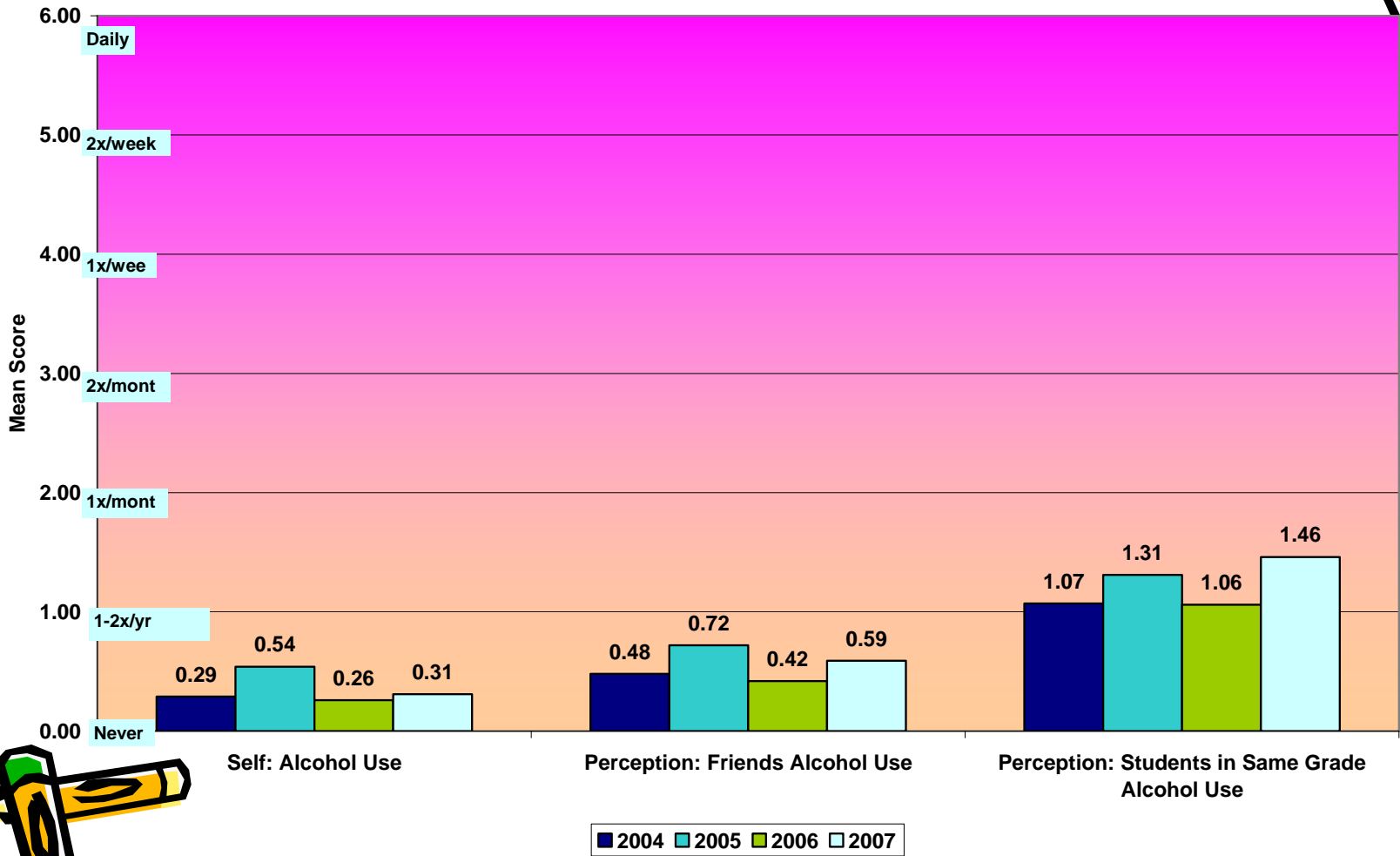
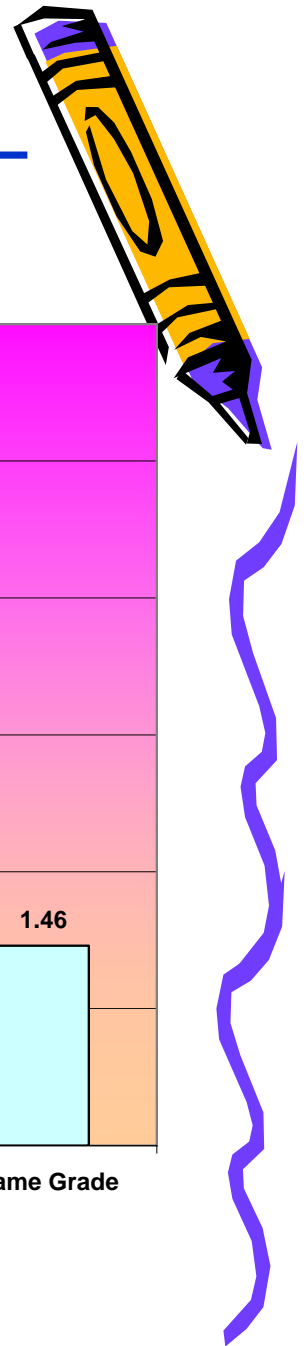
SUMMIT MIDDLE SCHOOL

6th Grade Alcohol Use and Perceptions



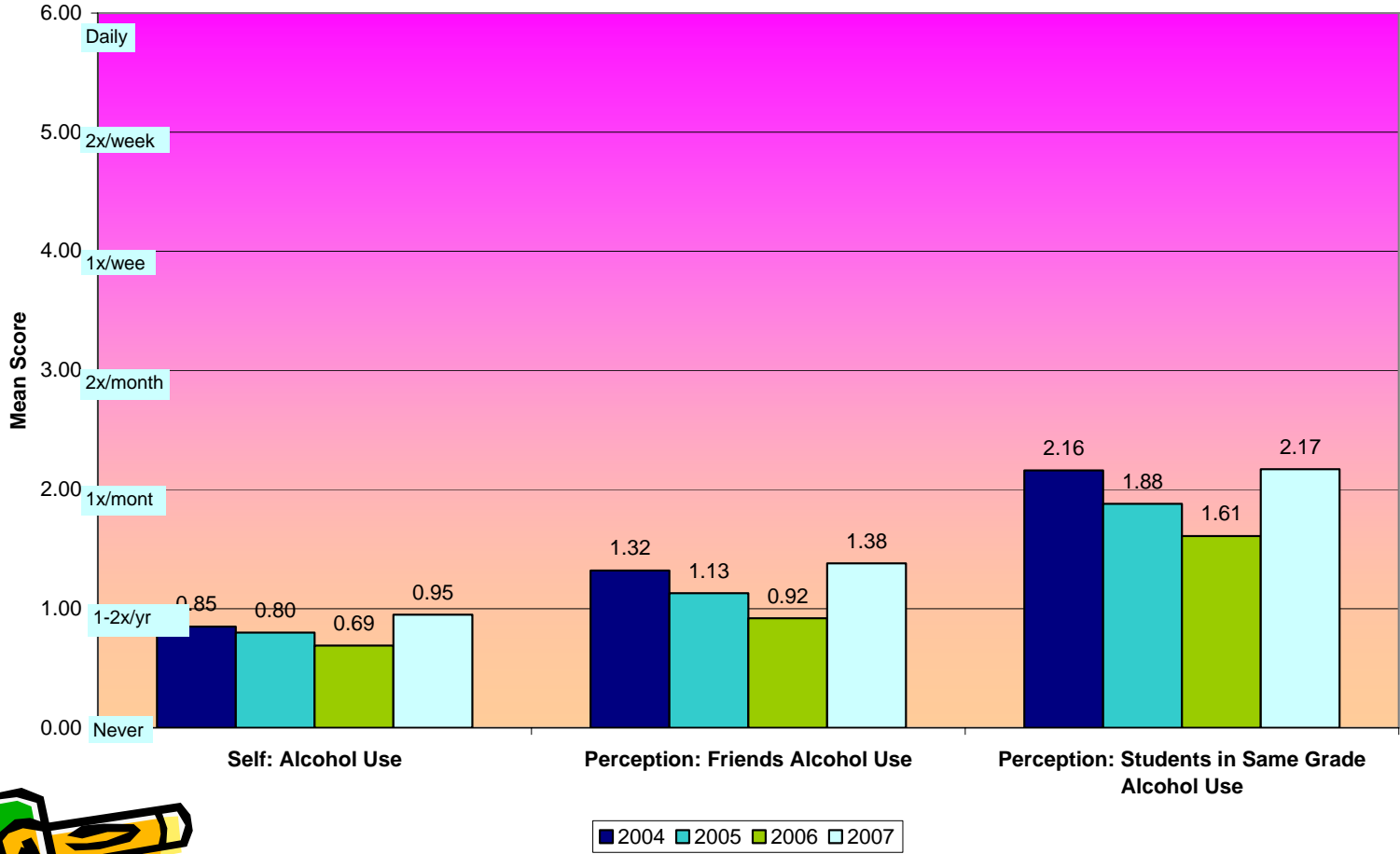
SUMMIT MIDDLE SCHOOL

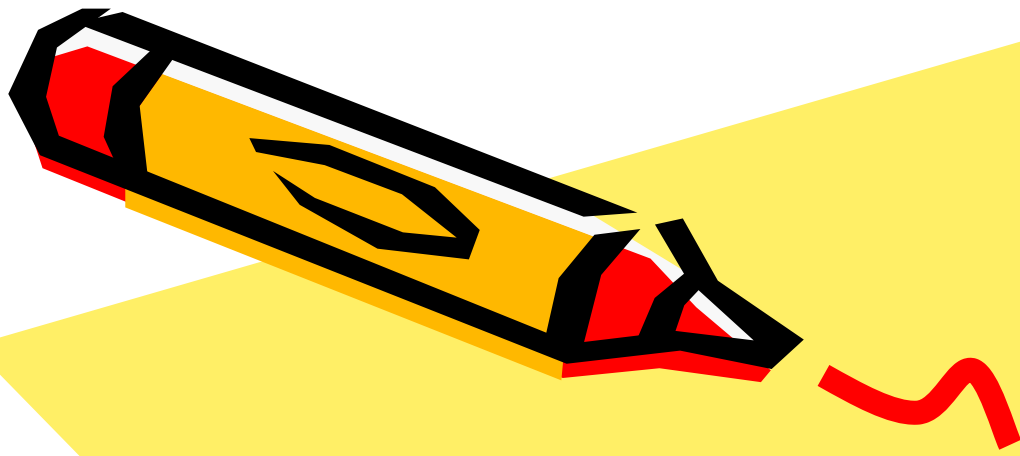
7th Grade Alcohol Use and Perceptions



SUMMIT MIDDLE SCHOOL

8th Grade Alcohol Use and Perception



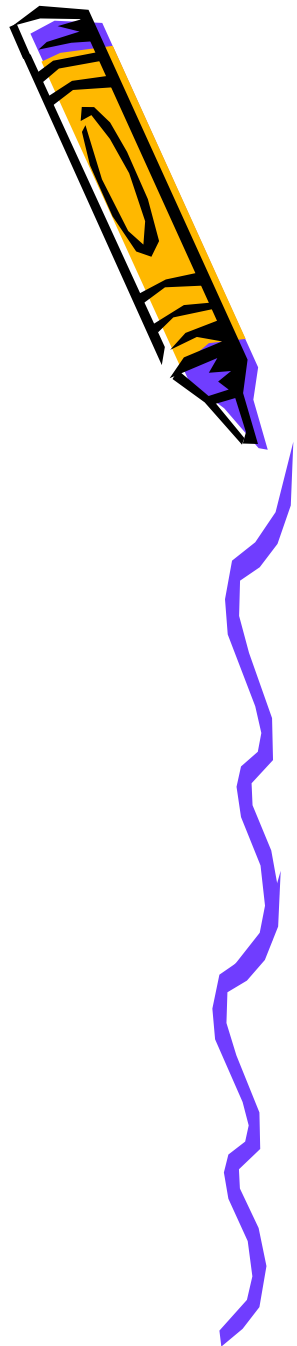


What are some of the Norms
or misperceptions you think
need changing in your
community?



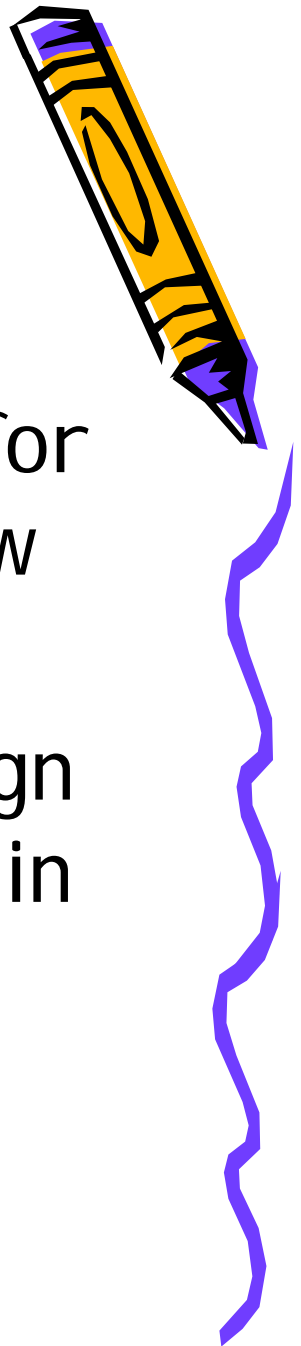
Some lessons learned

- It is critical to have supportive adults and administrators when implementing a campaign—if they don't like it they will often talk poorly about it with parents and students



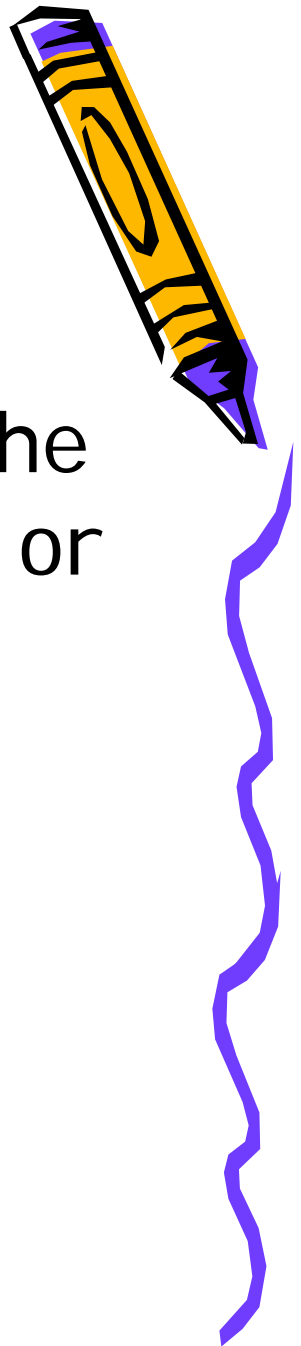
Some Lessons Learned

- New data, regularly, is important for students to see. It's great to show them the changes as well
- Gathering student input on campaign themes is helpful to encourage buy-in with students



Some Lessons Learned

- Respecting people's concern with the campaign rather than dismissing it or arguing the point is helpful
- Be patient—change doesn't happen immediately



Common Concerns about Social Norms Approach



- Common ones:
 - But, wait, you're also advertising that *some* youth DO use substances!
 - Youth already assume *a lot* of peers use; they KNOW at least some do
 - Important to be credible, to use real data
 - Adolescents are particularly sensitive to being manipulated, lied to, or condescended to
 - Pretending that no one uses, or hiding the fact that some do, doesn't work



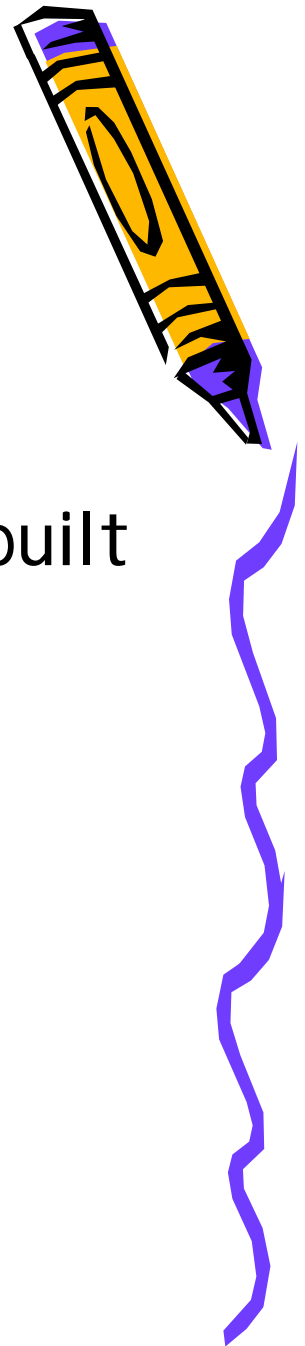
Common Concerns about Social Norms Approach



- Kids lie on the surveys and the numbers you report are not really true anyway
 - It is true that that some kids will lie on the survey. It is important to recognize this fact.



Common Concerns about Social Norms Approach



- Kids Lie on surveys
 - Many surveys have accuracy checks built into the survey itself.
 - It is important to keep the surveys going over time to view the trends. Whether the actual number on the graphs is accurate, the trends will remain accurate over time.



Common Concerns about Social Norms Approach



- How do we know it works?
 - Large number of studies demonstrating reduced perceptions and self-reported substance use after induction of social norms interventions/campaigns
 - Also a vast literature demonstrating impact of social norming in other areas, such as littering, water conservation, recycling, sexual assault





What are some concerns you
have heard or you have
yourself?



Social norming isn't the only answer, however!

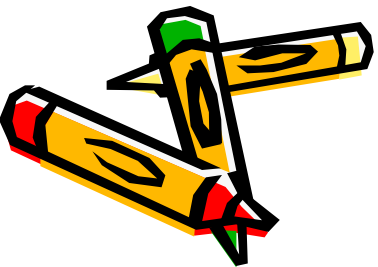


- There are *many* factors that influence youth substance use, at the level of community, family, school, peers, and the individual.
- Social norming is just *one* effective component of a *comprehensive* approach to substance use prevention.



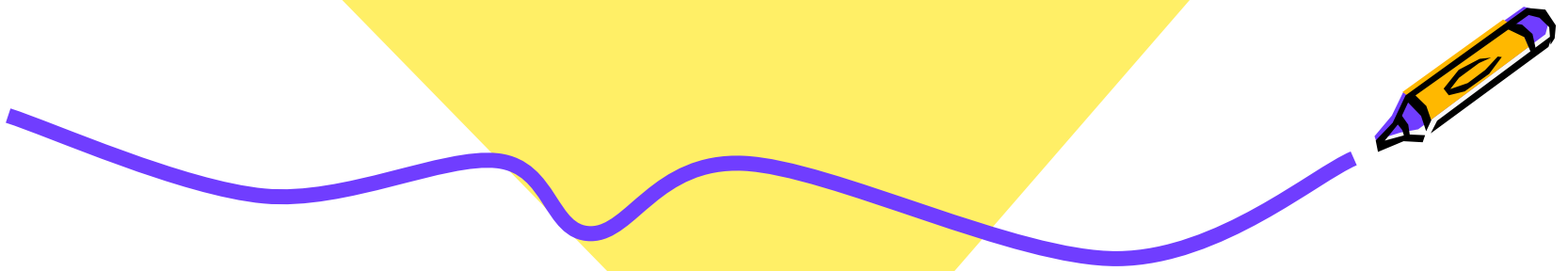


- *A comprehensive approach* may also include, for example, mentoring, family classes, policy changes, greater enforcement of alcohol laws, parent education, etc.



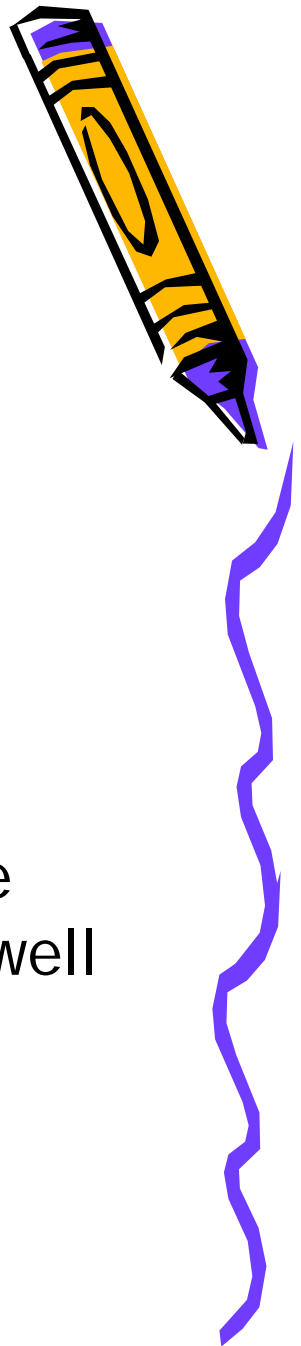


What do you need for an
effective Social Norms
Campaign in your community?



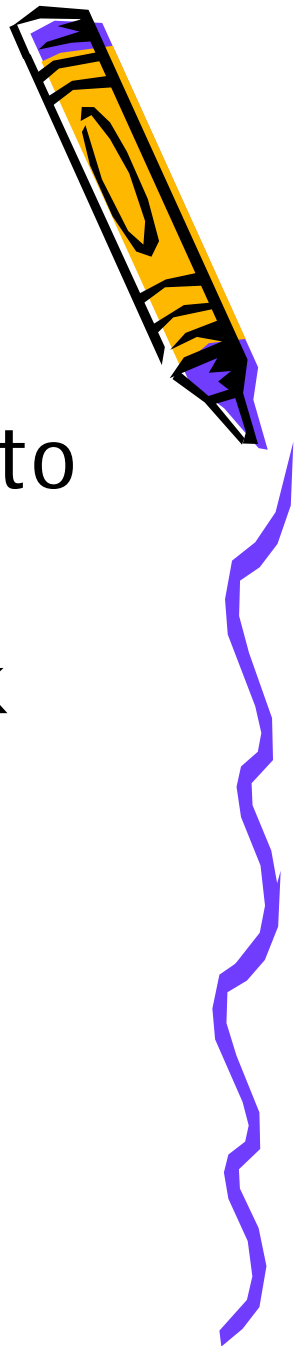
Data

- Actual use
- Perceived use is helpful
- Collect data regularly
 - This helps to know how your doing (evaluation)
 - Also rolls back into the campaign because you want to share the good news of how well you are doing!!



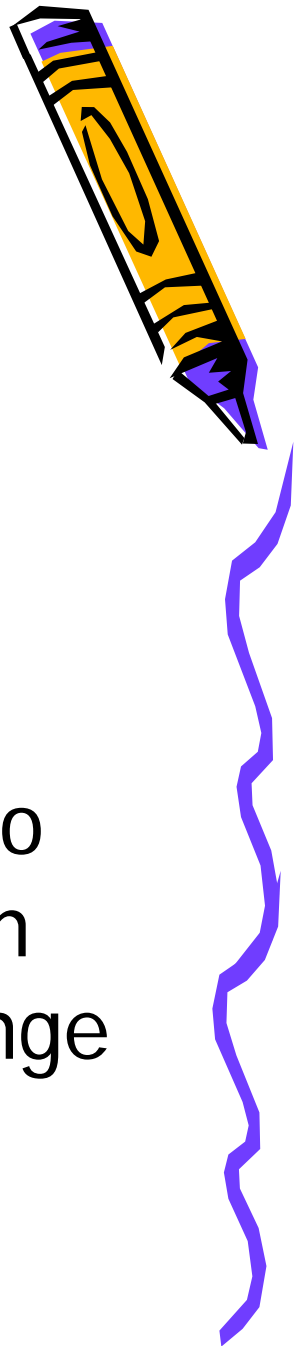
Target Population

- Help the population feel connected to the campaign materials.
- Broad targets like all students work well.

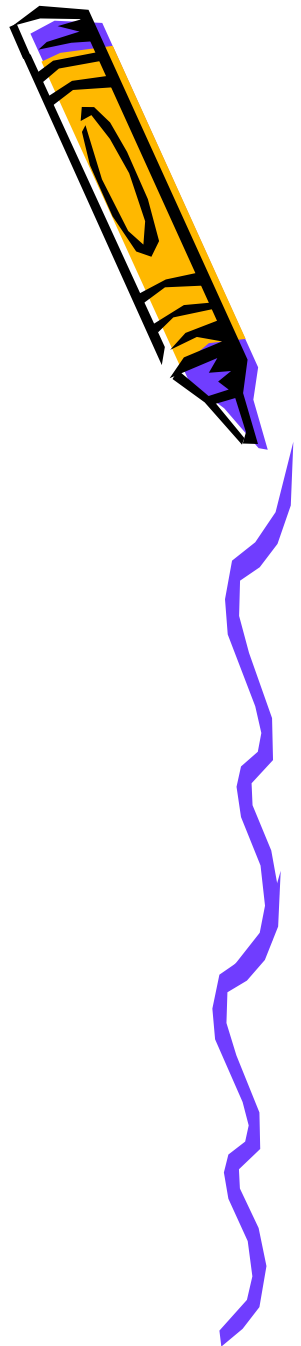



Target Population

- Narrower targets such as 11th graders or athletes work even better.
- Social Norms are not just for students. The research shows it to be effective in any large population you would like to see behavior change

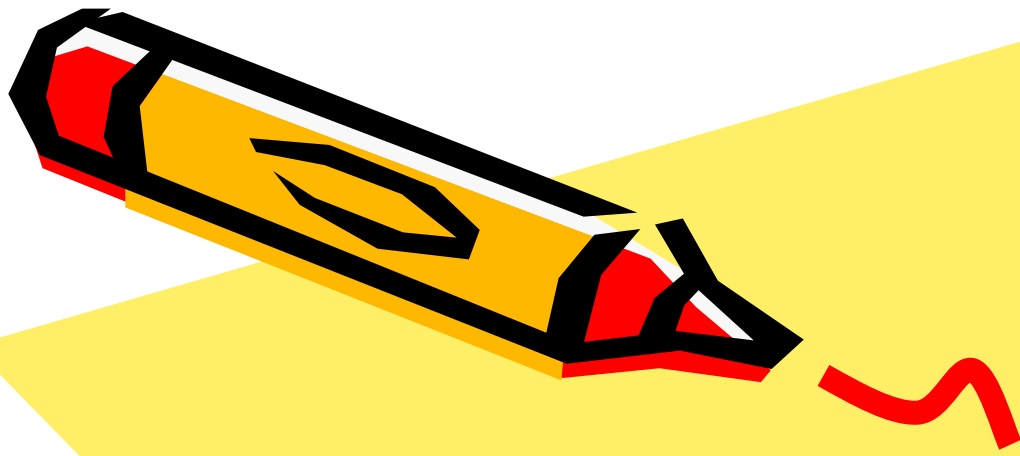


- Support from administrators/leaders/key stakeholders
- Method to get message out
- Help with data analysis
- Patience
- Creativity!!!





What are some things you
already have in your
community to implement
Social Norms?



What are some things you
still need to get Social
Norms off the ground in your
community?

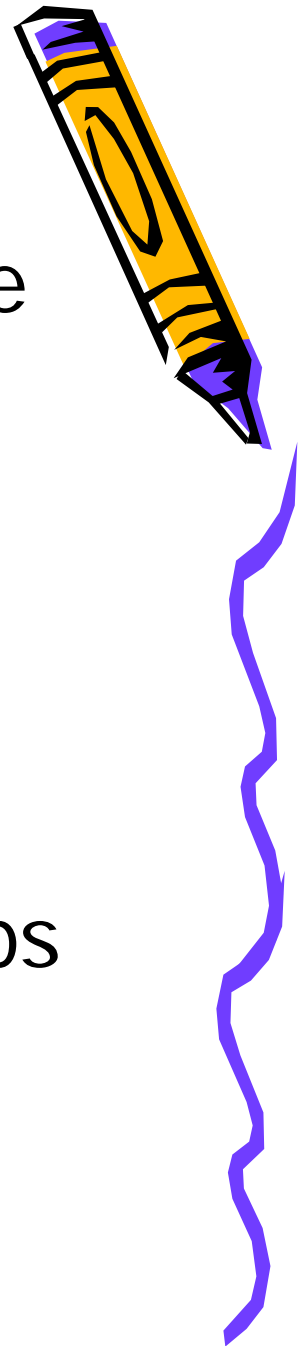


Other things to keep in mind...

Keep your expectations realistic

- Social Norms Marketing and campaigning will probably not eliminate risk behaviors by all students.
- Social Norms is a part of a multi-faceted approach. It is important that Social Norms is not the only approach for the community.





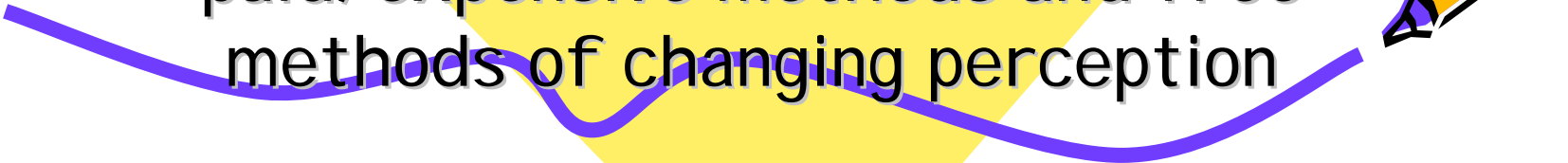
- Big, expensive media campaigns are not the only way to correct misperceptions.
- Social Norms is not just for students. This is an effective approach for many different groups in your Community.





What are some ways you can
begin correcting
misperceptions in your
community?

Challenge: share an equal number of
paid/expensive methods and free
methods of changing perception



Questions?????



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