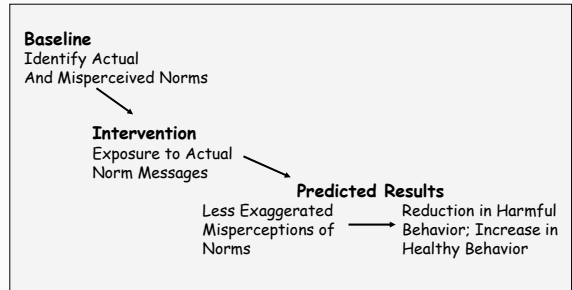


### What is Social Norms Marketing?

**An Approach That Promotes Normative Messages Using Various Media and Other Promotion Strategies to Effectively Reach a Target Population and Promote its Accurate Norms of Health and Safety.**

- ✓ **Students Misperceive Behavioral Norms. They Over/Underestimate a Behavior**
- ✓ **The Perception That "Everyone is Doing It" Fuels the Behaviors**
- ✓ **By Correcting the Misperceptions and Highlighting the Actual Norms of Moderation, Behavior Either Increases or Declines as Appropriate**

### Model of Social Norms Approach to Health Promotion



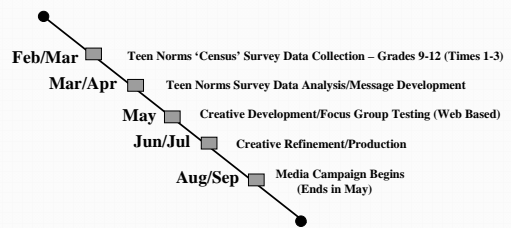
Source: H. Wesley Perkins, Hobart and William Smith Colleges

### Social Norms Marketing - Process Steps

- ✓ **Collect/Analyze Data**
- ✓ **Develop Messages That Highlight Positive and/or Protective Behaviors**
- ✓ **Conduct Targeted Media Campaign**

Source: The Higher Education Center for Alcohol and Other Drug Prevention

### Social Norms Component Annual Event Timeline and Objectives



## Process Step: Collect/Analyze Data

### Teen Norms Survey

The following survey asks personal but important questions about your attitudes and behaviors regarding alcohol, specifically about alcohol use and the drug use. The combined results from this survey will be shared with you in the role of the school health promotion activities.

All information will remain strictly anonymous. Please make no marks of any kind on the survey or answer sheet which will identify you individually. The data will be used to compare your results to the norms on this survey. Please answer questions based on what you actually think and do. Completing the survey is voluntary. Thank you for your participation.

Please make your responses on the separate answer sheet using a No. 2 or HB pencil starting with QUESTION NUMBER 1. Mark only one response per question.

1. What is your gender?

- A. Female B. Male

2. What is your grade in school?

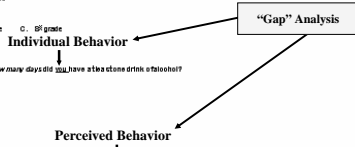
- A. 6th grade B. 7th grade C. 8th grade

3. During the past 30 days, on how many days did you have at least one drink of alcohol?

- A. 0 days  
B. 1 or 2 days  
C. 3 to 5 days  
D. 6 to 9 days  
E. 10 to 19 days  
F. 20 to 29 days  
G. 30 days

40. During the past 30 days, on how many days do you think a typical student in your school had at least one drink of alcohol?

- A. 0 days  
B. 1 or 2 days  
C. 3 to 5 days  
D. 6 to 9 days  
E. 10 to 19 days  
F. 20 to 29 days  
G. 30 days



## Actual and Perceived - 30 Day Alcohol Use

During the Past 30 Days, on How Many Occasions Did <u>You</u> ...	Actual
Have at Least One Drink of Alcohol	38%

**Majority (63%) Have Not Used Alcohol in the Past 30 Days**

During the Past 30 Days, on How Many Occasions Do You Think the <u>Typical Student</u> ...	Perceived
Had at Least One Drink of Alcohol	91%

Source: Teen Norms Survey, Combined Sample February 2006 N=1,574

## Actual and Perceived - 30 Day Drinking and Driving

During the Past 30 Days, How Often Have <u>You</u> ...	Actual
Driven a Car When You Had Been Drinking Alcohol	20%

**Majority (80%) Have Not Driven When Drinking Alcohol in the Past 30 Days**

During the Past 30 Days, How Often Do You Think the <u>Typical Student</u> Has...	Perceived
Driven a Car When They Had Been Drinking Alcohol	73%

Source: Teen Norms Survey, Combined Sample February 2006 N=1,574