

**The National Conference on the Social Norms Approach**  
**July 12-14, 2009**

**Sunday, July 12**

4:00 - 6:00 PM      Social Norms Conference Registration      *Greenway Promenade Foyer*

**Monday, July 13**

7:30 - 8:30 AM      Social Norms Conference Registration      *Greenway Promenade Foyer*

7:30 - 8:30 AM      Continental Breakfast      *Nicollet Ballroom A*

8:30 - 9:00 AM      **Introduction and Welcome**      *Nicollet Ballroom A*

9:00 - 10:15 AM      **General Session #1**      *Nicollet Ballroom A*

**Reflections on the Social Norms Approach and its Significance**

*Dr. Alan Berkowitz, Independent Consultant*

This keynote address evaluates the significance of the social norms approach, places it in a larger context, and reviews important developments in the field, including addressing issues other than AODT use, challenges to success, and implications for the larger prevention field. Questions to be covered include: what the social norms approach is and what it is not; social norms as a way of thinking about prevention (in addition to being a specific prevention methodology); ingredients for success and barriers; challenges when social norms efforts succeed; and social norms efforts to embrace violence prevention, bystander behavior, spirituality, nutrition and eating issues, social justice and ecology. Finally, whether social norms can be combined with other prevention approaches and the implications of social norms for "living the good life" are discussed.

10:30 - 11:45 AM      **Breakout Sessions Block 1** (Choice of 5 Breakouts)

**1. Ten Tips to Implementation of a Middle School**      *Greenway A*

**Social Norms Campaign**

*Ms. Kristin Bennett, Planner, Tompkins County Youth Services Department, Ithaca, New York*

*Ms. Judy Epstein, DeWitt Middle School, Ithaca, New York*

*Dr. H. Wesley Perkins, Professor of Sociology, Hobart and William Smith Colleges*

The successful implementation of a social norms marketing campaign at Dewitt Middle School (Ithaca, NY) has resulted in decreased drug use by students enrolled in the school (as compared with students at a similar middle school in the same district). This workshop will highlight how the DeWitt Social Norms Project has engaged students in multiple, creative, and effective ways over 5 years. Project leaders Kris Bennett and Judy Epstein will also explain how the program has engaged teachers across disciplines. Wesley Perkins will present the positive results of an evaluation analysis showing reductions in misperceptions and personal risk behavior associated with the campaign and in comparison to the control site.

**Monday, July 13 (cont.)**

**2. Personal Normative Feedback:**

***Greenway B***

**A Review of the Approach and Empirical Evidence**

*Dr. Clayton Neighbors, Assistant Professor, Department of Psychiatry and Behavioral Sciences, University of Washington*

This session will provide an extensive overview of the approach which has become known as Personalized Normative Feedback (PNF). Although this approach has the same underlying theoretical foundations as Social Norms Marketing and shares some of the same preparatory procedures, it differs dramatically in its implementation. Whereas Social Norms Marketing presents the same norms message to all recipients, PNF provides personalized norms information that explicitly compares the recipients pre-existing perceptions of the norm with actual norms and with the participants own behavior. In addition to reviewing the procedures used to implement PNF, the presentation will review the empirical evidence for PNF with primary emphasis on interventions targeting heavy drinking college students. Future directions will also be considered.

**3. Did They See It? Did They Believe It? Did They Change?**

***Greenway I***

**Experiences of a Control and Intervention Institution**

*Ms. Wendy Schuh, Assistant Director of Student Health Services, Minnesota State University, Mankato*

*Ms. Corie Beckermann, Director, Student Health Services, Saint Cloud State University*

Minnesota State University, Mankato and St. Cloud State University recently completed a three-year NIAAA grant to study a social norms intervention coupled with late-night alcohol-free activities. The National College Health Assessment and a supplemental web survey were used directly and indirectly related to alcohol use, perception, and alternative activities was administered to 3000 randomly selected students at both the intervention and control campus. Researchers used a recent study by Bill DeJong et al. to track the Average Weekly Activity Score (AWAS) by recording each “hit” of social norms messages. This presentation will discuss results of implementing a visible social norms marketing campaign and benefits/challenges of the collaboration. A website developed with this campaign can be found at [www.katoparty411.com](http://www.katoparty411.com).

**4. The International Development of the Social Norms Field**

***Greenway J***

*Dr. John McAlaney, Lecturer in Psychology, University of Bradford, United Kingdom*

The social norms approach has previously been largely confined to North America; however the past five years have witnessed a surge in interest of the topic in Europe and Australia. This presentation will provide an overview of the growth of the social norms field internationally and include examples of academic, media, political and community group reactions to these developments. Several examples will be given of community and school level social norms interventions which have been developed in the UK and Tasmania. Attendees will be able to comment on these materials and to contrast how the approach differs between countries in light of the legislative and cultural differences. The presentation will end with a discussion of potential future work.

**Monday, July 13 (cont.)**

**5. Peer Educators, Student Leaders, and Social Norms: *Greenway C-D***  
**Making Campus Connections**

*Moderator: Mr. Drew Hunter, President/CEO, The BACCHUS Network™*

*Student Panelists:*

*Katherine Eggerman, Student Trustee, The BACCHUS Network  
University of Missouri - Columbia*

*Hannah Freedman, Student Advisory Committee Area 10, The BACCHUS Network  
Roger Williams University*

*Mark Freeman, Student Advisory Committee Area 12, The BACCHUS Network  
Frostburg State University*

*Leah Groppo, Student Trustee, The BACCHUS Network  
Cal Poly San Luis Obispo*

*CJ Reeves, Student Advisory Committee Area 1, The BACCHUS Network  
University of Alaska Southeast*

Peer Educators can and often do play an important role in campus-based social norms projects. This panel of student leaders and peer educators from campuses that have employed the social norms approach will provide a student perspective on these efforts and share ideas on how to better utilize students in the process. Ideas for defining student roles in campaigns, building support, and avoiding mistakes will be shared, with ample opportunity for discussion and questions.

Noon - 1:30 PM Lunch and Keynote Address *Nicollet Ballroom A*  
**Knowing Who We Are: The Future of the Social Norms Approach**

*Dr. William DeJong, Professor, Department of Social and Behavioral Sciences,  
Boston University School of Public Health*

The controversy over the “social norms approach” has subsided as more and more published research demonstrates its power to change behavior. In the years ahead, a greater public consciousness about misperceived norms will emerge, and mainstream application of social norms thinking will become more common. Over time, the limits of this approach will also become more evident, leading to the constructive use of social norms approaches to advance thoughtful public policy.

1:45 - 3:00 PM **Breakout Sessions Block 2** (Choice of 5 Breakouts)

**1. Social Norms Project Reduces Teen Drinking: *Greenway B***  
**Evidence-Based Success in Four High Schools**

*Mr. Michael Haines, Director, Social Norms Consultation, Michael P. Haines & Associates  
Dr. Greg Barker, Director, Testing Services, Northern Illinois University*

This session will describe a project conducted at four Midwestern high schools from 2005 through 2008. Pre-Post outcome evaluation shows a 25% drop in perception of peer alcohol use and a concurrent 11% reduction of teen alcohol use. Additionally, there was an 18% drop in perception of peer drinking and driving and a concurrent 5% reduction in actual student drinking and driving. The presenters will describe the project implementation timeline, information gathering methods, samples of media, and detailed data of results. Participants will be provided a copy of results and the survey instrument.

**Monday, July 13 (cont.)**

**2. Multi-site Social Norms Intervention for Student Athletes: *Greenway A***  
**An Analysis of the Effect of Program Exposure on High Risk Drinking**

*Dr. David W. Craig, Professor of Biochemistry, Hobart and William Smith Colleges*

*Dr. H. Wesley Perkins, Professor of Sociology, Hobart and William Smith Colleges*

This study examines the impact of interventions with student-athletes using a web-based instrument from the HWS Surveys Online Project to assess perceived alcohol norms, personal drinking behaviors, and program exposure in all school settings. Among schools employing this survey between 2001 and 2009, seven schools conducted this survey at three yearly time periods contacted all student-athletes enrolled in the school population, achieved a response from the majority of potential respondents in every instance (mean response rate 73.8%), and engaged at least to some degree in promoting social norms messages about student-athlete alcohol use. The analysis shows the overall positive impact of the intervention across time. The presentation also demonstrates the association between degree of exposure to social norms messages and lower problem drinking rates.

**3. Matters of Heart: Social Norms and Spirituality *Greenway C-D***

*Dr. Alan Berkowitz, Independent Consultant*

*Ms. Gran Rockett, Transpersonal Psychologist*

*Dr. Linda Hancock, Director, Virginia Commonwealth University Wellness Resource Center*

*Dr. Dennis Martell, Health Education Services Coordinator, Michigan State University*

This session reviews theory and preliminary research indicating that spirituality is a valid topic for social norms analysis, exploring the implications of living in a culture where misperceptions lead people to hide their spiritual beliefs, intentions, and practices. Recent theories emphasizing the importance of spirituality for healthy development, suggest that spirituality is important to well-being and should be openly acknowledged and discussed. Yet, preliminary research suggests that misperceptions may inhibit individuals from talking about and acting on their spirituality. This session presents preliminary research on social norms and spirituality conducted on five different college campuses and raises a number of theoretical questions about this issue in the hope of stimulating discussion and further research on this subject.

**4. From Posters to Paradigm *Greenway I***

*Ms. Rebecca Allen, Health Educator, Health Education Services, Michigan State University*

Balancing the needs, opinions and expectations of stakeholders and community groups with the perceived narrow application and unique perspective of social norms can on occasion offer a significant challenge. Based on the experiences of Michigan State University, this presentation will focus on building a social norms approach that maintains good fidelity with theory and practice, while facilitating a sustainable, community-wide paradigm shift through purposeful planning, integration and coordination of effort across a wide array of ideological viewpoints and differing practice approaches. The presentation will specifically focus on how to conduct a community inventory as the first step in implementing a social norms campaign capable of securing stakeholder ownership, maximizing finite resources and integrating with current prevention efforts.

## Monday, July 13 (cont.)

### 5. Audience Segmentation for Evaluation

*Greenway J*

*Dr. Adrienne Keller, Research Director, National Social Norms Institute at the University of Virginia*

Social norms marketing interventions rely heavily on social marketing research, including strategies for audience segmentation. However, the effectiveness of such interventions is often evaluated in reference to the entire population. The evaluation can be improved by translating audience segmentation strategies into the evaluation component as well as the intervention component. Without segmentation, the effectiveness of the intervention for high users of alcohol can be under-estimated, and possible deleterious effects on abstainers and low users can be ignored. This presentation demonstrates a strategy to create meaningful segmentation by drinking behaviors and perceptions. We define the key evaluation questions to be asked for each segment and use multi-year data from nine schools with social norms interventions to illustrate this approach.

3:15 - 4:30 PM      **Breakout Sessions Block 3** (Choice of 5 Breakouts)

#### 1. Elements That Lead to Success in High School

*Greenway A*

##### **Social Norm Projects**

*Mr. Scoot Crandall, Executive Director, Team Fort Collins*

*Mr. Jim Campaign, Lead Trainer, Actuality Program, Team Fort Collins*

As the social norms approach gains more ground as an effective prevention strategy in high school settings, questions remain as to how to best implement and carry out a campaign in the high school. TEAM Fort Collins ACTUALITY® projects are identifying those elements that lead to success and results. This session with ACTUALITY® founders Scoot Crandall and Jim Campaign will highlight those success elements.

#### 2. Not Graduated Yet: Four Years of a High School Campaign That's Overcoming Barriers and Celebrating Successes

*Greenway C-D*

*Ms. Erin Art, Community Health Specialist, Lake County Health Department, Illinois*

*Dr. Alan Berkowitz, Independent Consultant*

*Ms. Elizabeth Nelson, Community Health Specialist, Lake County Health Department, Illinois*

*Ms. Margaret Pither, Student Assistance Program Coordinator, Vernon Hills High School Illinois*

Have you been struggling to create a more effective, visible, and more believable campaign? Implementation of a social norms campaign has led to a close partnership between Vernon Hills High School and the Lake County Health Department/Community Health Center in suburban Chicago. “The Choice is Yours” campaign has learned many lessons from its successes and challenges! Successes include a 5% drop in alcohol and 4% drop in tobacco use among students. Challenges to effective campaign implementation have been overcome with realistic strategies on a shoe string budget. Students are utilized with critical components of this campaign; after all, we would not be doing the campaign if it wasn't for them! Lessons learned about enhancing the campaign will be shared and discussed.

**Monday, July 13 (cont.)**

**3. Lessons Learned: A Retrospective Look at Dancing the Five-Step Social Norms Model in a Cost-Effective, Graceful Way without Burning Out!** *Greenway B*

*Dr. Linda Hancock, Director, Virginia Commonwealth University Wellness Resource Center*

*Ms. Amanda Wattenmaker, CPH Health Educator, Virginia Commonwealth University Wellness Resource Center*

Social norms projects require persistence, persistence and, oh yeah, persistence. In times of high stress and economic cut-backs, this session examines what long-time social norms practitioners have learned about avoiding “SN burnout.” The goal of this session is to help you continue to dance the five-step model each year with more energy and less effort. Practical tips and strategies derived from process research will be shared on how to turn each step into a win-win enterprise that gets the job done and requires the least amount of time and money. Several types of process research (mall intercept, media balloting, in-class clicker surveys, etc) and methods for streamlining repetitive steps will be discussed. Who’s ready to learn to dance?

**4. An Associate Director of Housing, an Associate Vice President of Student Life, and a Faculty Member Walk into a Residence Hall: Lessons Learned from Injecting Social Norms and Alcohol Prevention Approaches into a University Residence Hall** *Greenway I*

*Dr. Robert Reff, Counselor, Counseling & Psychological Services, Saint Cloud State University*

*Dr. Mike Gillilan, Associate Vice President and Dean of Students, Saint Cloud State University*

*Ms. Sarah Coyer, Hall Director, Lawrence Hall, Saint Cloud State University*

*Ms. Jennifer Sell Matzke, Associate Director for Staffing and Student Programs, Saint Cloud State University*

In the fall of 2008, St. Cloud State University undertook a pilot program to reduce high-risk drinking in its largest residence hall that had a general perception of it being a “party hall”. A team of administration, hall professional staff, and faculty with a background in prevention utilized social norms, best practice approaches, research, and student engagement, to change perceptions and behaviors of the residential students. This interactive presentation will attempt to give the audience technical and research assistance in implementation of best practice programming; give tools for use on their own campus as well as opportunities to gain insight from “learning moments”. We will discuss the lessons learned, findings, and future plans from this year long programming endeavor.

**5. Denmark - Where the Social Norms Approach is Becoming the Norm** *Greenway J*

*Mr. Flemming Balvig, Faculty of Law, University of Copenhagen*

*Dr. Lars Holmberg, University of Copenhagen*

The presentation will consist of three parts: We begin with a short overview of the history of the social norms approach in the Nordic countries. The second part of the presentation will focus on the Ringsted Experiment - a school-based intervention program - and its effects on pupils risk behavior (smoking, drinking and crime). Finally, we'll discuss the many new projects on social norms that are currently being undertaken in Denmark - programs that show promising results in many different fields including classroom discipline, healthy eating habits and youth delinquency.

## Monday, July 13 (cont.)

4:30 - 6:00 PM Conference Reception for all participants **Regency Room, 2<sup>nd</sup> Floor**  
This is your opportunity to meet and informally socialize with other attendees and presenters. A popular feature of the conference, the reception is an excellent place to network, to talk with colleagues, and to meet some of the leading researchers and practitioners in the field.

## Tuesday, July 14

8:00 - 9:00 AM Continental Breakfast **Nicollet Ballroom A**

9:00 - 10:15 AM **Breakout Sessions Block 4** (Choice of 5 Breakouts)

**1. Results of a Five-Year Controlled Study on the Effects of an Alcohol-Focused Social Norms Campaign Targeting High School Students** **Greenway B**

*Ms. Trina Ragain, Manager of Research Programs, Center for Prevention Research and Development, University of Illinois*

*Ms. Karen Jarczyk, Prevention Director, NCO Youth and Family Services, Naperville, Illinois*

*Ms. Sandy Stelmach, Student Assistance Consultant, Naperville Community Unit School District #203, Naperville, Illinois*

*Ms. Bobbi Laffin, Student Assistance Program Coordinator, Indian Prairie School District #204 Waubonsie Valley High School, Aurora, Illinois*

This session will provide an overview of the alcohol-focused social norms project that was implemented in four high schools during a controlled evaluation from December 2003 through April 2008. An overview of the methods that were utilized to reach the students with both descriptive and injunctive norms regarding alcohol will be provided. The session will also cover how the issue of message believability was addressed and tracked. The study design will be reviewed, including information on the survey tool that was administered at 6 time points during the study period. The findings of the controlled study will be reviewed and the limitations of the study design will be discussed.

**2. Successful Application of the Social Norms Approach in a Small College Setting with Multiple Strategies** **Greenway A**

*Dr. Shannon O'Neill, Director, Bowman Center for Women, Siena College*

*Dr. H. Wesley Perkins, Director, HWS Alcohol Education Project, Hobart and William Smith Colleges*

This presentation covers the creation, implementation and assessment of a social norms campaign to address high risk drinking at Siena College, a liberal arts college in upstate New York with an enrollment of 2900. Data collection on student misperception of the norm began in 2005. A social norms consultant helped us identify data that was appropriate to norm and best practices for implementing a campus-wide campaign. The Student Health Survey asked students about exposure to social norms messages and assessed perception for the norm and behavior regarding alcohol use on campus. An analysis of the data for 2006, 2007 and 2008 indicate a reduction in misperceptions of the norms, as well as reduced frequency and quantity of alcohol consumption.

**Tuesday, July 14 (cont.)**

**3. Evaluating a Social Norming Project: Questions and Answers** *Greenway J*

*Dr. Larry Hembroff, Survey Director and Senior Methodologist, Institute for Public Policy and Social Research, Michigan State University*

*Dr. Dennis Martell, Health Education Services Coordinator, Olin Health Center, Michigan State University*

Evaluation can (should) play a key role in both increasing the likelihood of success and providing evidence of that success. We describe the typical life course of intervention programs and the usefulness of evaluation at the various stages. We demonstrate this as evaluation has been used in MSU's social norming project to reduce the consequences of high-risk drinking. We identify the key questions that must be answered to provide the evidence needed to claim the project has succeeded. We describe the methods used to implement the intervention and the methods used to collect evaluation data. We also examine the results to date.

**4. Using Audience Response Technology (aka "Clickers") in Large Group Social Norms Education** *Greenway C-D*

*Dr. Linda Hancock, Director, Virginia Commonwealth University Wellness Resource Center*

*Ms. Amanda Wattenmaker, CPH Health Educator, Virginia Commonwealth University Wellness Resource Center*

This session provides a brief overview of audience response technology (aka "clickers"). Participants will engage in hands-on learning and review the variety of uses for clickers in social norms projects. Because clicker sessions can rapidly and effectively demonstrate to participants the gap between perception and reality, they have the power to catalyze perception and behavior change on campuses conducting social norms marketing interventions. Lessons learned from when and how to most effectively use norms in large group clicker sessions will be discussed. New research findings demonstrating a decrease in high-risk alcohol use perceptions and behavior in college freshmen eleven weeks AFTER participation in a large group social norms clicker session will be shared. Recommendations for future studies will be discussed.

**5. Survey Methods and Planning: Critical Issues** *Greenway I*

*Dr. Greg Barker, Director, Testing Services, Northern Illinois University*

The management of an effective social norms project presents numerous challenges, one of which is the selection and proper administration of your survey. This session will focus on many of the critical, how-to details involved in the survey process, such as: clearly establishing the goals of your project, creating survey items, determining an appropriate number of respondents, selecting an acceptable methodology for administering the survey, and understanding the reliability and validity of your findings. Common mistakes in the survey process (with real world examples) will also be discussed. Although designed primarily for those who may be relatively new to survey research, this session will also be beneficial for those who have had some experience in this area. Ample time will be allowed for questions and discussion.

**Tuesday, July 14 (cont.)**

10:30 - 11:45 AM **Breakout Sessions Block 5** (Choice of 5 Breakouts)

**1. The Challenges of Culture and Context** *Greenway J*  
**when Targeting Celebratory Drinking with a Social Norms Approach**

*Dr. Dennis Martell, Health Education Services Coordinator, Michigan State University*

This breakout session will provide an overview of the early formative research utilized to determine characteristics of the phenomena of celebratory drinking as well as the ongoing research that has helped to further delineate the nuances of the culture of celebratory drinking behaviors and perceptions. Developing and designing a celebratory campaign, as well as ongoing data collection strategies will also be touched on. The contextual challenges inherent in using a social norms approach to target such event specific drinking and the evaluation of such an approach will be discussed along with data from the spring 2009 Celebration Survey. This session will be ideal for participants who are interested in expanding their research to study the culture of their specific celebratory events as well as those hoping to target celebratory events using a social norms approach.

**2. Large Scale Administration of Social Norms** *Greenway I*  
**at the High School Level – A Post Mortem**

*Mr. Rick Howell, Deputy Director, Florida Center for Prevention Research,  
Florida State University*

*Mr. Steve Brooks, Director, Florida Center for Prevention Research, Florida State University*

*Dr. Greg Barker, Director, Testing Services, Northern Illinois University*

This session will provide a retrospective analysis of a three-year Federal Alcohol Reduction Grant to reduce underage drinking in 27 rural high schools in the Florida Panhandle. A two-prong intervention (Too Good for Drugs and Social Norms Marketing) was used to develop appropriate prevention, early identification, and reinforcement strategies to reinforce healthy behaviors among targeted students, school staff and parents. Special emphasis will be placed on the social norms component of the intervention to include logistical challenges encountered with media distribution and survey administration. In addition, a detailed analysis of program outcomes will be provided involving census survey data collected over a three-year period.

**3. “Greeks” and “Independents:” A Comparison of Drinking** *Greenway C-D*  
**Behaviors, Protective Behavioral Strategies, and Negative Consequences**

*Dr. Lydia Killos, Research Coordinator,*

*The National Social Norms Institute at the University of Virginia*

We examine the behaviors of college students who report drinking high quantities of alcohol (HQD), in order to compare members of fraternities and sororities, “Greeks” with non-members “Independents” on: 1) person and perceived alcohol consumption, 2) use of protective behavioral strategies, and 3) experience of alcohol related negative consequences (NC), and 4) within each group examine the association between use of PBS and risk of experiencing an alcohol-related NC. Data was derived from the National College Health Assessment. Multivariate analyses were used to analyze data from students enrolled in three large universities. We demonstrate the need for careful differentiation between high and low risk drinking Greek members and other students regarding beliefs and behaviors related to alcohol consumption.

**Tuesday, July 14 (cont.)**

**4. Using Math Intervention:**

***Greenway A***

**Or How One Campus Obtained Double-Digit Reductions in High-Risk Drinking**

*Mr. Dan Reilly, Safety, Environment, & Education Center, University of Tennessee*

In 2002, the Princeton Review identified the University of Tennessee as the top party school in America. Accepting the scope of the alcohol problem, UT organized the Safety, Environment, and Education (SEE) Committee. Comprised of senior staff from Student Affairs, university police, faculty, staff and students, UT crafted a new approach to address alcohol issues on campus. Since implementation of the SEE methodology, the university has observed a 35% decline in heavy drinking, and 53% decrease in frequent heavy drinking.

**5. Beyond Posters:**

***Greenway B***

**Social Marketing of Healthy Choices Related to Alcohol**

*Mr. Pedro Haro, Campaign Coordinator, Manoa Alcohol Project,*

*University of Hawai'i at Manoa*

*Dr. Nancy Stockert, Social Psychology Chair, Health Promotion Program,*

*University Health Services, University of Hawai'i at Manoa*

This presentation is based on the Mānoa Alcohol Project (MAP), a harm-reduction social marketing campaign at the University of Hawai'i at Manoa. Presenters will discuss MAP's use of social marketing theory and principles to create a social norms campaign that moves beyond posters to innovative media and complimentary alcohol prevention and harm-reduction messages. In particular, knowledge about and involvement of the target audience (in this case, undergraduate college students) are discussed as crucial in developing an effective campaign. Quantitative and qualitative data will illustrate changes in perceptions of social norms and the impact of posters versus other media. Participants will have the opportunity to share their experiences and plans and to discuss possible solutions to their challenges.

Noon - 1:30 PM      Lunch and Panel

***Nicollet Ballroom A***

**Policy, Prevention, Practice: What's Age Got to Do With It?**

*Moderator:*

*Dr. James Turner, Executive Director, The National Social Norms Institute at the University of Virginia; Executive Director, Elson Student Health Center, University of Virginia*

*Panelists:*

*Dr. John McCardell, Founder and President, Board of Directors, Choose Responsibility;*

*Dr. H. Wesley Perkins, Professor of Sociology, Hobart and William Smith Colleges*

*Dr. Linda Hancock, Director, Virginia Commonwealth University Wellness Resource Center*

Our panelists will present fresh perspectives on the issue of safe and responsible drinking. Beyond the controversy of minimum legal age drinking laws is the issue of how to educate our youth so that, if they chose to drink, they are prepared to do so in a responsible and safe manner. This panel, moderated by Dr. James C. Turner, Executive Director of the National Social Norms Institute and current President of the American College Health Association, will present perspectives from a policy maker, a prevention researcher and a university practitioner. Following brief presentations by each panelist, the primary focus will be addressing questions from the audience and the moderator.

**Tuesday, July 14 (cont.)**

1:45 - 3:00 PM      **Breakout Sessions Block 6** (Choice of 4 Breakouts)

**1. Normative Trends:** *Greenway J*  
**Results from the University of Virginia, the Commonwealth of Virginia & a Consortium of Universities**

*Dr. Jennifer Bauerle, Associate Professor, Public Health Sciences, University of Virginia  
Director, The National Social Norms Institute at the University of Virginia*

*Dr. James Turner, Executive Director, The National Social Norms Institute at the University of Virginia;  
Executive Director, Elson Student Health Center, University of Virginia*

The National Social Norms Institute (NSNI) at the University of Virginia has been working with a consortium of 9 universities across the United States to tackle the issue of high risk drinking, using the social norms approach. A large data set has been assembled to analyze data from these social norms campaigns. Additionally, NSNI is examining trends in the State of Virginia regarding college vehicular deaths, negative consequences and student death rate at the University of Virginia. Result from these studies and program descriptions will be shared. Reported outcomes may challenge our conventional wisdom about these rates and will give us a glimpse into the bigger picture regarding how social norms affect our students and the public at large.

**2. Misperceptions of Sweet Drink Consumption Norms** *Greenway A*  
**as a Risk Factor for Personal Consumption and Overweight Status among Secondary School Students**

*Ms. Jessica Perkins, Department of Health Policy, Harvard University*

*Dr. H. Wesley Perkins, Professor of Sociology, Hobart and William Smith Colleges*

*Dr. David W. Craig, Professor of Chemistry, Hobart and William Smith Colleges*

Erroneous perceptions of peer norms regarding sweet beverage consumption are an important risk factor for personal heavy consumption of sweet drinks which contribute to being overweight. Surveys were conducted in five secondary schools in Fall 2008 (n=3,705). Students' perceptions of the norm for sweet beverage consumption by peers are compared to aggregate self-reports of sweet beverage intake for same local gender and grade cohorts. Three-quarters of students (76% of males and 77% of females) overestimated sweet drink intake of peers with 20% overestimating the norm by 3+ sweet drinks (only 2% underestimated the peer norm). Overestimating peer sweet drinks was significantly associated with greater personal consumption and was a stronger predictor than the actual local norm in one's grade and demographic characteristics of students and schools.

**Tuesday, July 14 (cont.)**

**3. Lessons Learned from Successful  
Public School Social Norms Projects**

***Greenway I***

*Dr. Alan Berkowitz, Independent Consultant*

Doing social norms in the public school system presents special challenges. This presentation summarizes lessons learned from four public school social norms marketing campaigns that have demonstrated success: two high-school alcohol and cigarette prevention efforts (one in Tasmania and a second in Illinois), a middle school campaign in New York State focused on alcohol and cigarette use and bullying, and a high school teen dating violence prevention campaign in Massachusetts. All of these campaigns had to surmount challenges to believability, garner community buy-in, and develop techniques to engage students, faculty, parents, and staff. Recommendations are made for conducting social norms efforts in this challenging environment.

**4. Key Issues for Successful High School Social Norms Projects**

***Greenway B***

*Mr. Michael Haines, Michael P. Haines and Associates*

This presentation is designed for people working in schools settings. The session will go into greater depth than the Pre Conference in describing key elements to be considered when conducting Social Norms Projects in High Schools. Participants will be able to delineate the similarities and differences of conducting a Social Norms approach in High Schools compared to other settings. Among the topics covered are: 1) Information You Must Collect, 2) What Is the Use Norm?, 3) Injunctive Norms Impact Use, 4) Parents are Important!, 5) Working with The Working Press, 6) Teen Norm Survey (TeenNS) Each of these issues will be discussed in detail with adequate time for questions.