Youth Positive Social Norms

Campaign Packet

Raise awareness and correct certain misperceptions of norms and promote positive social norms or behavior.
Positive Social Norms Handout

What are social norms?

- The behavior, attitudes and/or standards that the majority of people in a group think are acceptable or unacceptable, the norm. (Ex. dancing, littering, or drinking- these can fall under either category)

- What people do is influenced by what they think their peers are doing. If people think that harmful behavior like drinking is typical or the norm, they are more likely to participate in it because most are doing it, and they want to belong. If people think healthy behavior is the norm and more are doing that, people will follow that.

- However, sometimes a norm or behavior is misread or misperceived, and people think that their peers engage in risky behavior much more than they really do. (See infographic in administration/teacher instructions)

What is a Positive Social Norms Campaign?
A Positive Social Norms Campaign is one way to clarify or (correct) certain misperceptions of norms and promote positive social norms or (behavior).

For example, Let’s say that many high school students in Smith County schools think that the majority of people their age drink. As a result, they see it as socially acceptable (a norm) and drink. They just want to belong. If teens think everyone drinks or most drink, they might feel greater pressure to drink. However, let’s say in reality, most high school students don’t drink. The purpose of a social norming campaign in this situation is to change the students’ attitudes, behavior and perception about drinking by communicating the truth that the majority do not drink. Then, they see it as socially unacceptable (not the norm) and fewer people drink.

What can you do?? Conduct your own Social Norms Campaign!

Here’s how:

Step 1: Look at the 2015 substance abuse data from your school with your team at this link: http://bit.ly/studenthealthsurvey. If you aren’t able to find your school data, you can use the data from your county that you were given at GTI.

Step 2: Look at the sample campaign messages and links provided to figure out what message you want. Some of these sample messages may be trademarked. You can use them as a guide to create your own message.

Step 3: Create your message and display it on a banner at your school, or put it on your school’s newsreel. The best time to conduct your campaign may be during Red Ribbon Week in October or in April for Alcohol Awareness Month

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
Sample Social Norming Campaign Messages


This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
DID YOU KNOW

ARChER HS STUDENTS

DO NOT DRINK ALCOHOL

60% of AHS students STRONGLY AGREE that adults would disapprove if they use alcohol.

Message adapted from University at Albany: http://bit.ly/uasocialnorms
Background design from: http://bit.ly/moomarswirldesign

Did You Know...

9 OUT OF 10 GRAYSON HIGH SCHOOLERS do NOT drink alcohol.


This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
Sample Social Norms Message Evaluation for Focus Group

Circle your Grade: 9 10 11 12
Circle your Race: Caucasian African American Hispanic Asian Mixed Other
Circle your Gender: Male Female

For each of the 7 messages, please circle the number for each of the topics that best describes your opinion about the message and answer the other questions below.

**Message #1**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

**Message #2**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

**Message #3**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

**Message #4**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

**Message #5**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

Message #6

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

Message #7

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>(Disagree-Agree)</td>
<td>(Boring-Eye-Catching)</td>
<td>(Not Appealing-Very Appealing)</td>
<td>(Disagree-Agree)</td>
<td>(Ineffective-Effective)</td>
</tr>
</tbody>
</table>

6. What did you like best about the message? ______________________________________________________________
7. What did you like least about the message? ______________________________________________________________
8. How could this message be more effective? ______________________________________________________________

Overall Ranking

Please rate the 7 messages in order from your favorite (1) to your least favorite (7).

1. Message #____
2. Message #____
3. Message #____
4. Message #____
5. Message #____
6. Message #____
7. Message #____

We want your opinion and suggestions! Please answer the following 2 questions.

1. Where and how should we communicate our social norms messages in the 4 high schools (Archer, Grayson, Parkview, and South Gwinnett) next year for our campaign? Circle your top 2 or add another suggestion.

Posters and banners around the schools  Give-a-ways (pens or pencils)
Slide for the schools’ newsreels  Cups at football games
Social Media Campaign (twitter, FB, etc.)  Other: ____________

2. Which phrases are stronger to you? Circle the one you like more.

1. Most students  OR  Majority of students
2. Think of YOUR future  OR  Make YOUR future count
3. Your DECISIONS matter  OR  Your CHOICES matter

THANK YOU FOR SHARING YOUR OPINION & ANSWERING THESE IMPORTANT QUESTIONS!

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
GUIDE, Inc.’s Positive Social Norms 2015 Campaign

“Join the Crowd”

81%

4/5

4 out of 5 Panthers DO NOT drink alcohol.

Join the Crowd!

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
SAMPLE: Positive Social Norms Campaign
2015 “Join the Crowd” Administration/Teacher Instructions

GUIDE is currently working on a positive social norms campaign for one of our strategies to prevent and reduce underage drinking in Gwinnett County. The purpose of this positive social norms campaign is to clarify misperceptions that students have about their peers drinking and promote positive social norms or behavior.

Misperceptions that “everybody’s doing it” actually make youth more likely to drink. When these misperceptions are corrected, and teens realize that “NOT everybody’s doing it,” they are less likely to drink alcohol.

The “Join the Crowd” campaign will be done through messages. We conducted 8 youth focus groups to define what resonates with them and what types of colors will stand out in the schools. We took all of their feedback and finalized the campaign into the three different messages, which build upon each other.

Our data is based on the results from the 2013 Gwinnett Coalition’s Youth Health Survey (over 48,000 students were surveyed, out of 50,982). The results show that 81% of GCPS high school students do not drink alcohol. We are using this statistic as our positive social norm’s message.

Plan of Action

There are three messages. We will provide all the posters, the newsreel slides and banner to each participating school. The campaign will be conducted over three months with the starting month determined by the school administrators (January, February or March).

- The first phase of the message would be displayed during the first three weeks of the first month, and it just says “81%.” The purpose is to catch the students’ attention with the percentage as they would begin to wonder what it stands for.

- The second phase of the message would be displayed during the first three weeks of the second month, which says “81% → 4/5.” (81% equals 4 out of 5).

- The third phase of the message would be displayed during the third month, which says “4/5, 4 out of 5 “School Mascot Name” DO NOT drink alcohol. Join the Crowd!” This will allow us to personalize the message to each school. For example, Parkview High School’s mascot is the panther, so their posters would have “4/5, 4 out of 5 Panthers DO NOT drink alcohol. Join the Crowd!”

We will provide each high school with up to 30 posters (13” x 19”) of each of the 3 and provide slides of the campaign messages, so that they can be shown on the morning announcement’s newsreel. We will
also provide each school with a 6’ x 8’ banner of the third phase message, which can be displayed anywhere around the school during the month and at other events in the future. Our feedback from our youth focus groups mentioned that banners in common areas, atriums or gyms are all places where they would be noticed by the students. All the materials will become the property of the school following the campaign. We ask for assistance in evaluating the retention of the message following the campaign, so that we can create a follow-up campaign to continue to correct the students’ misperceptions.


This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
GUIDE is currently working on a Positive Social Norms campaign called “Join the Crowd” for one of our strategies to prevent and reduce underage drinking in Gwinnett County. The purpose of this campaign is to clarify misperceptions that students have about their peers drinking and promote positive social norms or behaviors.

Misperceptions that “everybody’s doing it” actually make youth more likely to drink. When these misperceptions are corrected, and teens realize that “NOT everybody’s doing it,” they are less likely to drink alcohol.

Based on data from the 2015 Georgia Student Health Survey II, we know that 89% of Parkview High School students did not drive under the influence or ride in a car with an impaired driver. If your school participates, this is the message we will use to encourage students at Parkview to “Join the Crowd.”

After collecting results from our 2015 campaign, we conducted two youth focus groups. Participants were able to more clearly define what aspects of the campaign resonated with them and what colors on the campaign materials would stand out in the schools, both of which were helpful in revising the campaign for the upcoming year.

Plan of Action

The 2016 campaign consists of two messages:

- The first phase of the message would be displayed on posters during the first two weeks of February, and it would simply say “89%.” The purpose is to catch the students’ attention with the percentage as they would begin to wonder what it stands for. *We would not want the students to know what the percentage stands for until the second message is released in February. If they were to ask teachers and/or administration members about the meaning, we would like their response to be, “What do you think it stands for?” and then, “Wait until next month.”*

- The second phase of the message would be displayed on posters and a banner during the first two weeks of March, which would say, “89% of Panthers abstain from drinking and driving or riding in a car with drunk drivers. JOIN THE CROWD!”

GUIDE would provide your school with up to 30 posters (13” x 19”) of each of the two messages. We would also provide you with a 6’ x 8’ banner of the second message, which can be displayed anywhere around the school during the month of March and at other events in the future. Based on the youth focus groups we conducted, youth recommended that the banner be placed in a common area, atrium or gym where it would be noticed by the students. Following the campaign, all materials would become property of your school.

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
GUIDE would also ask for your assistance in placing our Parent Newsletter on your school’s parent portal or website towards the end of the campaign in March and in evaluating the retention of the messages following the campaign in April. This would allow us to measure our impact and share the results with you.

If you would like additional information or have any questions, please contact Molly Vance at molly@guideinc.org or 678-377-4133.

89% of Panthers abstain from drinking and driving or riding in a car with drunk drivers.

JOIN THE CROWD!
GUIDE, Inc. (Gwinnett United In Drug Education) is currently working on a Positive Social Norms campaign to prevent and reduce underage drinking in Gwinnett County. The purpose of this campaign is to clarify misperceptions that students have about peers drinking and to promote positive social norms and behaviors.

Misperceptions that “everybody’s doing it” actually make teens and young adults more likely to drink. **When these misperceptions are corrected, and teens and young adults realize that “everybody’s NOT doing it,” they are less likely to drink alcohol.**

Parents also have misperceptions that “most” parents host parties with alcohol at their homes, especially for prom and graduation, and that “most” parents believe drinking alcohol is a “rite of passage.” Parents then feel pressured to offer these parties since they think it’s a part of the social norm. **The reality is that the majority of parents do NOT provide alcohol to their teens and their friends or allow alcohol at home parties.**

Research shows that when teens and young adults engage in adult supervised drinking, it actually results in more overall drinking outside of the home. **When teens drink, it can lead to:**

- Accidents, injuries and fatalities
- Lower grades and school problems
- Poor choices
- DUls and other charges

**Parents are the #1 influence in a teen’s decision NOT to drink.**

**PARENTS, teens are going to be safer and healthier if YOU:**

- Talk about the risks of underage drinking
- Set clear rules and expectations
- Ensure an alcohol-free environment
- Monitor your teen’s whereabouts when unsupervised
- Know your teen’s friends and activities

Most teens who believe their parents would disapprove of them drinking alcohol choose NOT to drink. **DOES YOUR TEEN KNOW HOW YOU FEEL?**
SAMPLE: 2015 Intercept Survey

Teacher Instructions to Students: “This is a survey where I am going to ask you a few questions. I will need you to raise your hand if your response is YES or NO. We are not going to discuss it; just respond to the question with your first reaction.” (Teachers: Please ADD all the YES and NO answers & put the total number in front of YES and NO. Drop off this sheet in the envelope at the Front Office.)

1. Have you seen or heard any of the following messages around the school?
   - Eighty one percent (81%)   ____YES   ____NO
   - Eighty one percent equals about four of five (81% → 4/5)   ____YES   ____NO
   - Four of five Black Knights DO NOT drink alcohol. Join the Crowd! (4/5 Black Knights do not drink alcohol. Join the Crowd!)   ____YES   ____NO

2. Do you remember where you’ve seen them?
   - School bulletin board   ____YES   ____NO
   - Posted around hallways   ____YES   ____NO
   - Morning announcements   ____YES   ____NO
   - Banner at school   ____YES   ____NO

3. Did the progression of messages make you curious?   ____YES   ____NO

4. Did you ask someone about what it meant?   ____YES   ____NO

5. Do you think the messages in the posters are important for students in your school to hear?
   ____YES   ____NO

Demographics:
Male _______ Female ____________
Year in School: Freshman ______ Sophomore _____ Junior _____ Senior _____

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
Your school participated in the Join the Crowd campaign, and we need your help in collecting important data about the impact of the campaign. Please take the next few minutes with your students to fill out the brief survey below. We only need one survey per class. Thank you!

- Teacher Name

- Total number of students in your Guided Study today *

- Total number of males in your Guided Study today *

- Total number of females in your Guided Study today *

- Total number of Freshmen in your Guided Study today *

- Total number of Sophomores in your Guided Study today *

- Total number of Juniors in your Guided Study today *

- Total number of Seniors in your Guided Study today *

- Teachers, ask your students: “Please raise your hand if you have seen or heard the message “Eighty Nine Percent (89%)” around the school.”

  Indicate the number of hands raised here *

- Teachers, ask your students: “Please raise your hand if you have seen or heard the message “89% of Panthers abstain from drinking and driving or riding in a car with drunk drivers. Join the Crowd!” around the school.”

  Indicate the number of hands raised here *
• Teachers, ask your students: “Please raise your hand if you remember seeing them posted around the hallways.”

Indicate the number of hands raised here *

• Teachers, ask your students: “Please raise your hand if you remember seeing them on a banner at the school.”

Indicate the number of hands raised here *

• Teachers, ask your students: “Please raise your hand if the progression of messages made you curious.”

Indicate the number of hands raised here *

• Teachers, ask your students: “Please raise your hand if you asked someone about what it meant.”

Indicate the number of hands raised here *

• Teachers, ask your students: “Please raise your hand if you think the messages in the posters are important for students in your school to hear.”

Indicate the number of hands raised here *

• Teachers, if you have any other comments about the campaign, please type them in the box below. (Observations or what you heard students saying during the campaigns, your own personal feedback, etc.) *

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.
TIPS for Creating YOUR Positive Social Norms Campaign

As a TEAM:

- Define Social Norms and how they impact behavior (Use Handout)
- Look at your community data
- What statistic stands out to your youth team?
- What would they want to focus on?
- Share two to three messages of past campaigns others have used
- Ask your team:
  - As they think back to school, what messages do they remember seeing around the school?
  - Was it the colors? Was it the graphic? Was it the message? What colors stand out on posters or banners currently in their schools?
  - Where were the messages they remembered located? (Football field, hallways, bulletin boards, banners in the lunchroom?)
  - What message would they want to create for their school based on the data?
- Have the team come up with 2-4 ideas (draw it or create it on the computer)
- Conduct 2-3 focus groups, each time further refining your message and defining the ONE that you would want to use (this may take 2-5 months)
- Share final campaign message and plan with school administrators to get feedback
- Develop and order YOUR messages (posters, or banners or morning newsreels – whatever YOUR students identified as being the place where THEY notice messages)
- Conduct your own social norms campaign
  - Share plan of action with administration and teachers, including plan for evaluation and give clear instructions (see Campaign Instructions in Packet)
  - Set up delivery of materials with your contact person at the school
  - Decide if you want to include an article for the school’s parent portal, newsletter or website to get the message out to parents
- Evaluate results via intercept surveys
- Share results with school administrators and ask for their feedback about the campaign

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct a Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.