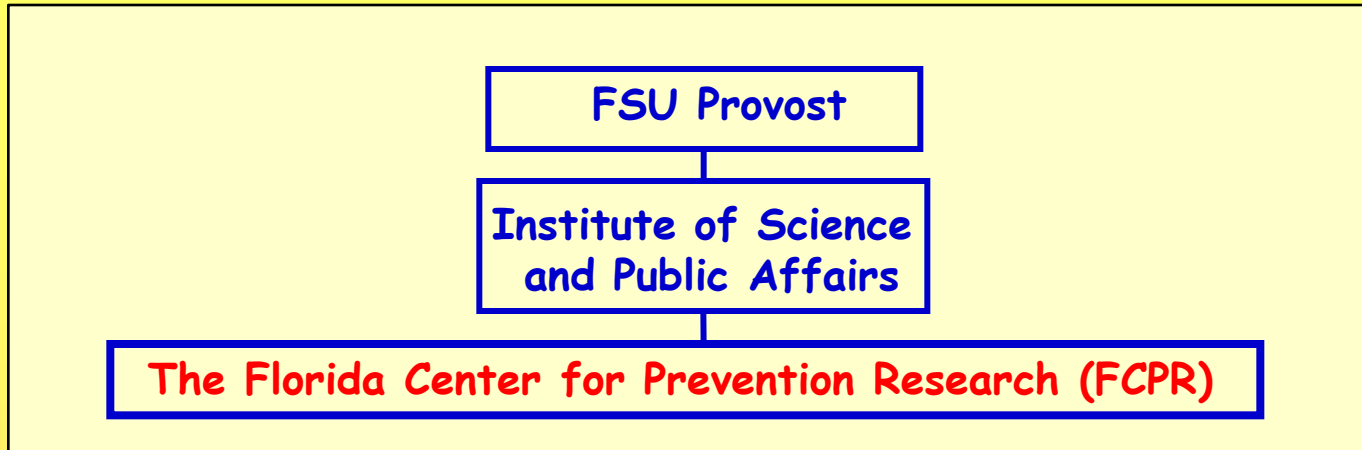


**Social Norms Marketing Overview**  
**January 6, 2010**

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**Presentation for**  
**Wakulla County Coalition for Youth**

# Who We Are



## Social Norms Marketing Experience

- |             |   |
|-------------|---|
| 2000 - 2002 | U.S. Department of Education Grant:<br>"Changing Student Attitudes About the Acceptability of High-Risk Drinking at FSU"      |
| 2002 - 2013 | National Social Norms Institute Grant:<br>"A Social Norms Approach to High-Risk Drinking at FSU"                              |
| 2005 - 2008 | U.S. Department of Education Federal Alcohol Reduction Grant:<br>"Reducing Florida Panhandle Teenage Alcohol Abuse"           |
| 2008 - 2011 | U.S. Department of Education Federal Alcohol Reduction Grant:<br>"Reducing Alcohol Abuse in Northeast Florida Middle Schools" |
| 2009 - 2012 | Florida Department of Health<br>"A Social Norms Approach to Sexual Violence Prevention at FSU"                                |

# What is Social Norms Marketing?

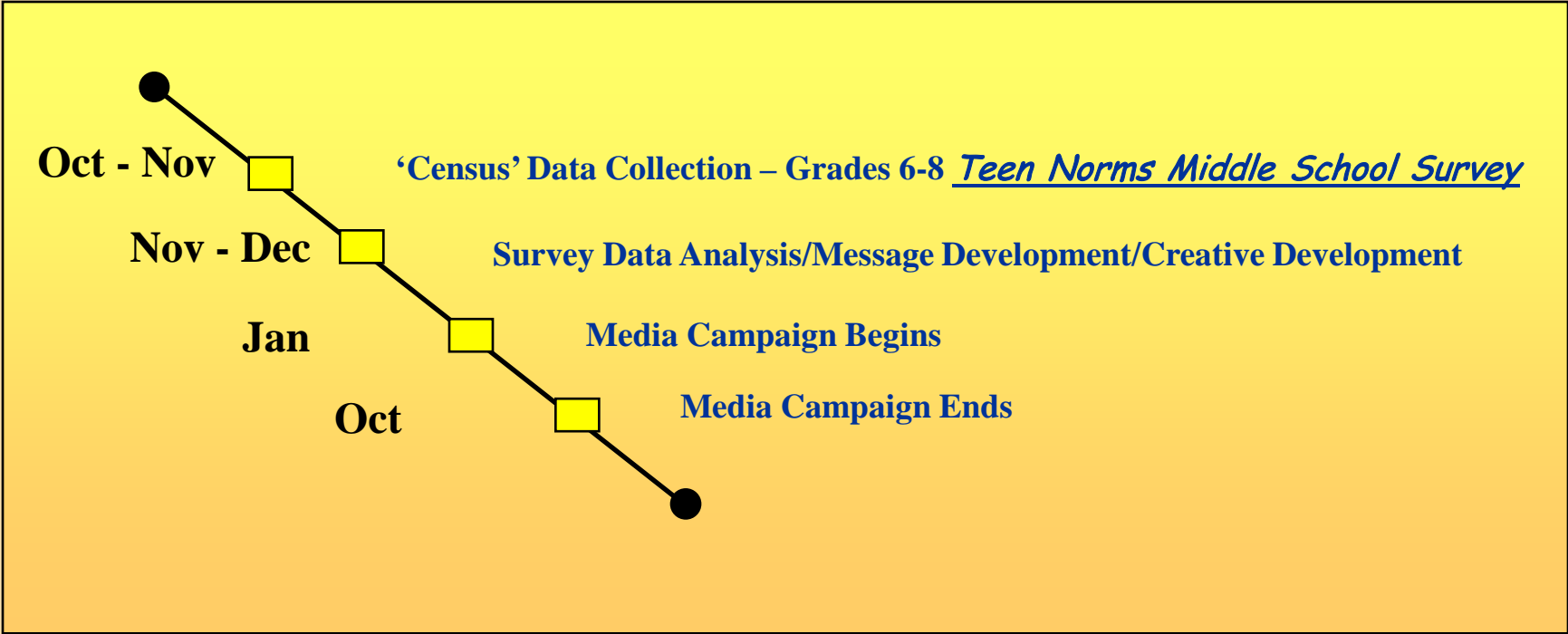
**An Approach That Promotes Normative Messages Using Various Media and Other Promotion Strategies to Reach a Target Population and Promote its Accurate Norms of Health and Safety**

- ✓ **Students Overestimate Their Peer's ATOD use**
- ✓ **The Perception That "Everyone's Doing It" Fuels the Behavior**
- ✓ **Social Norms Marketing Uses a Variety of Media/Media Messages to Correct the Misperceptions and Reinforce the True Norm of 'Non-Use'**

# Social Norms Marketing - Process Steps

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

# Social Norms Marketing Campaign - Event Timeline



# Process Step: Collect/Analyze Data

## Teen Norms Middle School Survey

The following survey asks personal but important questions about your attitudes and behaviors regarding health-related issues, specifically about alcohol, tobacco and other drugs use. The combined results from this survey will be shared with you throughout the school year through health promotion activities.

All information will remain entirely anonymous. Please make no mark of any kind on the survey or answer sheet which could identify you individually. No one will know how you answer the items 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. 6<sup>th</sup> grade      B. 7<sup>th</sup> grade      C. 8<sup>th</sup> grade

3. How old are you.....

38. 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. All 30 days

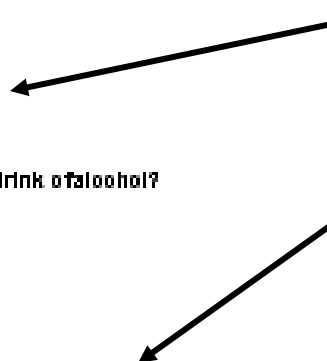
40. During the past 30 days, on how many days do you think a typical student at your school had at least one drink of alcohol:

- 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. All 30 days

**Individual Behavior**

**Perceived Behavior**

**“Gap” Analysis**



## Actual and Perceived - 30 Day Alcohol Use -All WCMS Students-

During the Past 30 Days, on How Many Occasions Did <u>You...</u>	Actual
Have at Least One Drink of Alcohol	15.9%

**8 out of 10 WCMS Students 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	69.2%

## Teen Norms Middle School Survey Results -All WCMS Students-

Measure	Self Reported (Actual Norm)	Typical Student (Perceived Norm)
Students Who Disapprove of Their Friends Drinking Alcohol	80.4%	64.7%
Students Who Disapprove of Pressuring Other Students to Drink	90.0%	76.2%
Students Who Disapprove of Parents who Provide Alcohol to Middle School Students	88.9%	75.2%
Students Who Typically Consume Alcohol When Hanging Out With Friends	3.8%	9.8%

Source: Teen Norms Middle School Survey, WCMS Combined Sample, November 2009 N=778

## 2009 TNMS - 2008 FYSAS Comparison 30 Day Alcohol, Tobacco and Marijuana Use

30 Day Prevalence Rates	Used Alcohol in Past 30 Days	Smoked Cigarettes in Past 30 Days	Used Marijuana in Past 30 Days
<b>2008 FYSAS 'Statewide' Middle Schools</b>	17.3%	4.7%	4.4%
<b>2008 FYSAS 'Wakulla County' Middle Schools</b>	23.4%	11.4%	11.1%
<b>2009 TNMS 'Wakulla County' Middle Schools</b> <u><b>"Actual" / "Perceived"</b></u>	15.9% / 69.2%	10.2% / 60.7%	11.4% / 47.2%

Sources: 1) Teen Norms Middle School Survey, WCMS Combined Sample, November 2009 N=778  
 2) 2008 Florida Youth Substance Abuse Survey, WCMS Sample, Spring 2008 N=347 (weighted)

# Student 'Creative' Feedback



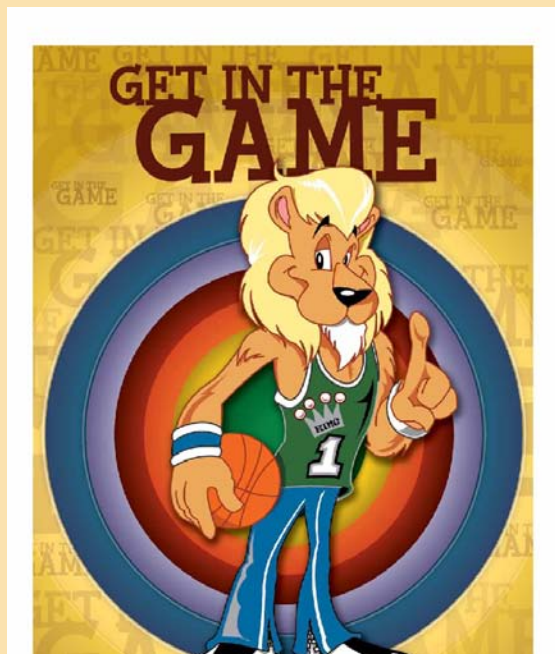
## Examples of Feedback on Creative Concepts From Students in Seven Counties:

- ✓ Respondents Suggested that the Cat Illustration be Colored Purple
- ✓ Respondents Were Approving of Sports/ Basketball Motif
- ✓ Respondents Suggested Use of 'Bright Colors' in Illustrations and Posters
- ✓ Respondents Suggested Use of '7 Out of 10' Versus '70%' for Messaging Purposes

Wakulla Middle Schools Included in 2010 Focus Groups for Creative Concept Development

# Wakulla County Middle Schools Year-One Creative Materials

8 - 11" x 17" Posters Per School



3 - 22" Vinyl Floor Adhesives Per School



2 - 8' x 3' Banners Per School





Questions?