

BD295

# **Traditional Prevention Strategies and the Social Norms Approach to Reducing Substance Abuse**

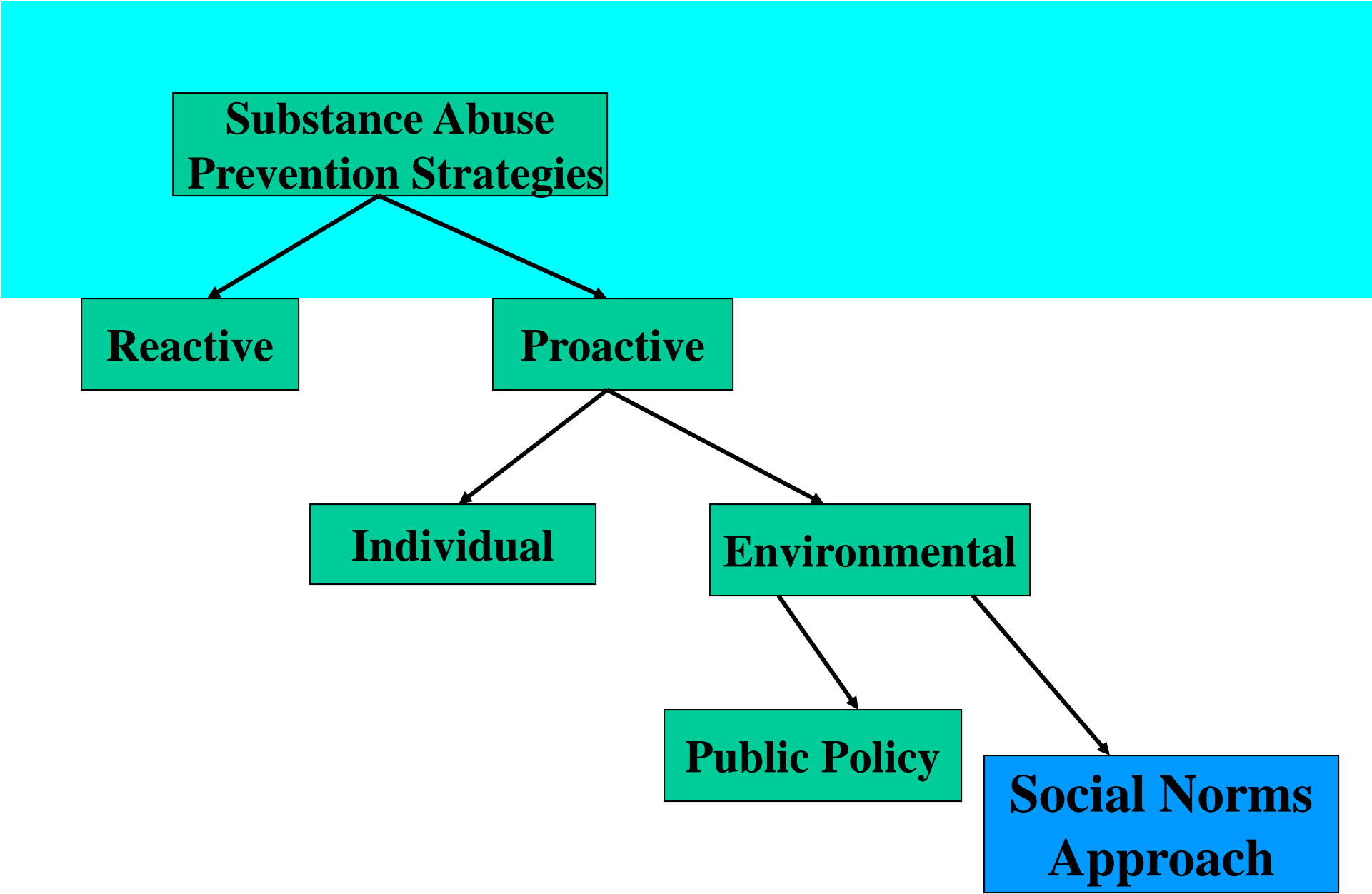
**H. Wesley Perkins, Ph.D.**

**Professor of Sociology**

**Hobart and William Smith Colleges**

**Geneva, New York**

**[www.EducationProject.org](http://www.EducationProject.org)**



Source: HW Perkins, Alcohol Education Project

# **Prevention Today Requires Science Based Strategies**

- 1. Good Theoretical Reasoning**
- 2. Good Data (Evidence Based)**

# Current Theoretical Models for Substance Abuse Prevention

- Health Education
- Health Terrorism
- Social Control
- Social Norms

# **Psychological Models of Health and Safety Promotion Usually Focus on Individual Self-Interest**

- **Health Education**
- **Health Terrorism (“death education”)**
- **Social Control and Reward Incentives**

# Starting Point for Social Norms Approach

**Humans are group oriented.**

**We are largely influenced by  
and conform to peer norms.**

Long Tradition of Theory and  
Research on Peer Influence and  
Conformity to Peer Norms

What about Perceptions of Peer Norms?

First come observations



## Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

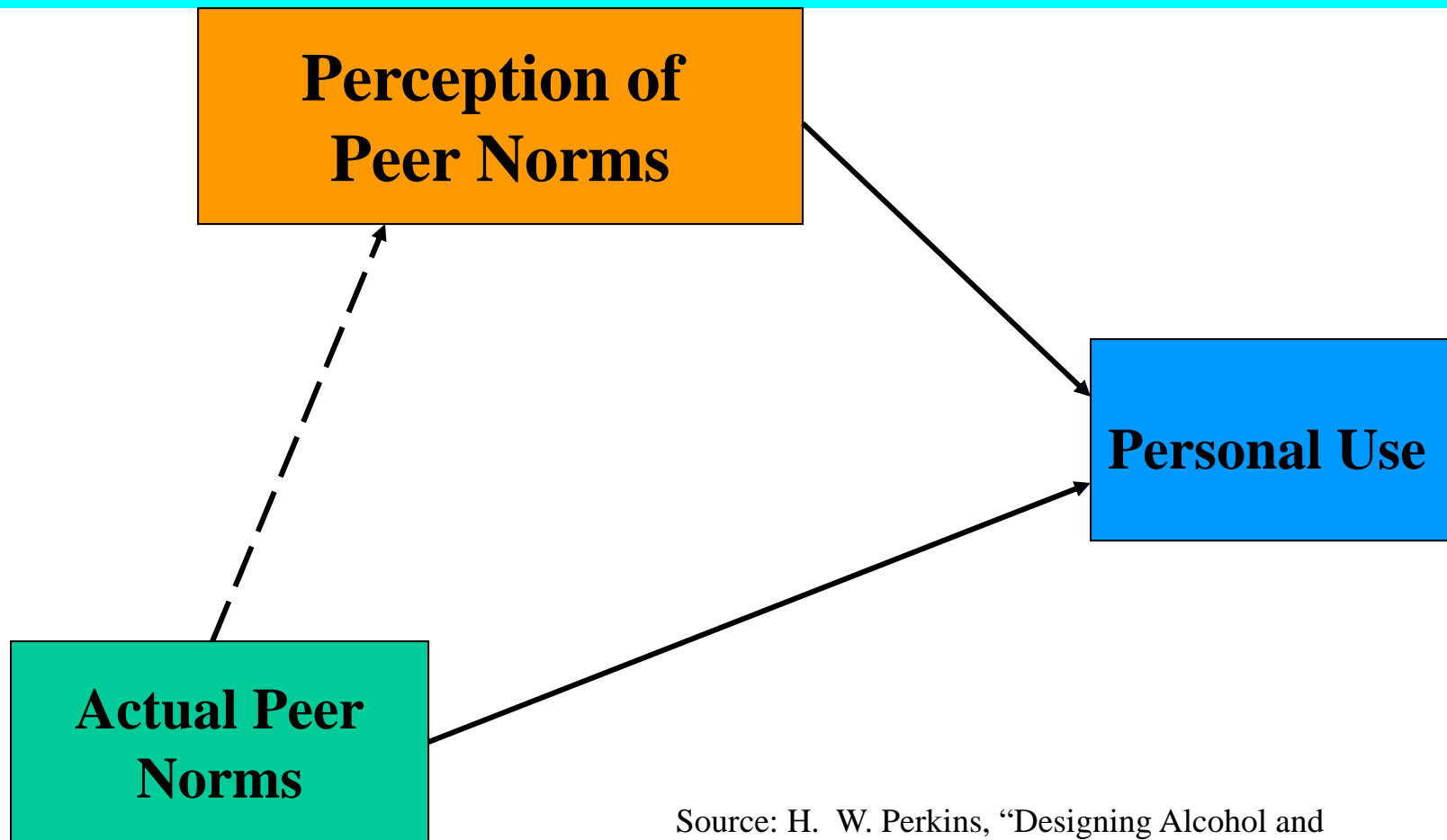
Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	81 %	37 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	19 %	63 %



Then came theory



# Peer Influence on Substance Use



Source: H. W. Perkins, "Designing Alcohol and Other Drug Prevention Programs...", 1997



Then came more observations

## College Student AOD Norms in NY State (Core Survey Data, 1996)

### ALCOHOL

- **Actual Norm** - Drinking Twice/Month or Less Often (60%) ; only 5% drinking daily
- **Perceived Norm** - 89% Believe the Typical Student Drinks at least Weekly.  
25% Believe Daily Drinking is the Norm.

## College Student AOD Norms in NY State (Core Survey Data, 1996)

### TOBACCO

- **Actual Norm** - No Use (54%) with only 26% using daily
- **Perceived Norm** - 94% Believe the Typical Student is a User. 69% Believe Daily Use is the Norm.

## College Student AOD Norms in NY State (Core Survey Data, 1996)

### MARIJUANA

- **Actual Norm** - No Use (66%) with only 13% using weekly
- **Perceived Norm** - 92% Believe the Typical Student is a User. 65% Believe Weekly Use is the Norm.

## College Student AOD Norms in NY State (Core Survey Data, 1996)

### HALLUCINOGENS

- **Actual Norm** - No Use (91%)
- **Perceived Norm** - 61% Believe the Typical Student is a User . 15% Believe Weekly Use is the Norm.



## College Student AOD Norms in NY State (Core Survey Data, 1996)

### COCAINE

- **Actual Norm** - No Use (95%)
- **Perceived Norm** - 61% Believe the Typical Student is a User . 16% Believe Weekly Use is the Norm.

## College Student AOD Norms in NY State (Core Survey Data, 1996)

### **STEROIDS**

- **Actual Norm** - No Use (99%)
- **Perceived Norm** - 56% Believe the Typical Student is a User. 17% Believe Weekly Use is the Norm.

# Students' Misperceptions of the Norm for the Number of Drinks Consumed the Last Time Other Students "Partied"/Socialized at Their School

(NCHA Nationwide Data from 72,719 Students Attending 130 Schools, 2000-03)

Source: HW Perkins, M Haines, and R Rice, Journal of Studies on Alcohol, 2005.

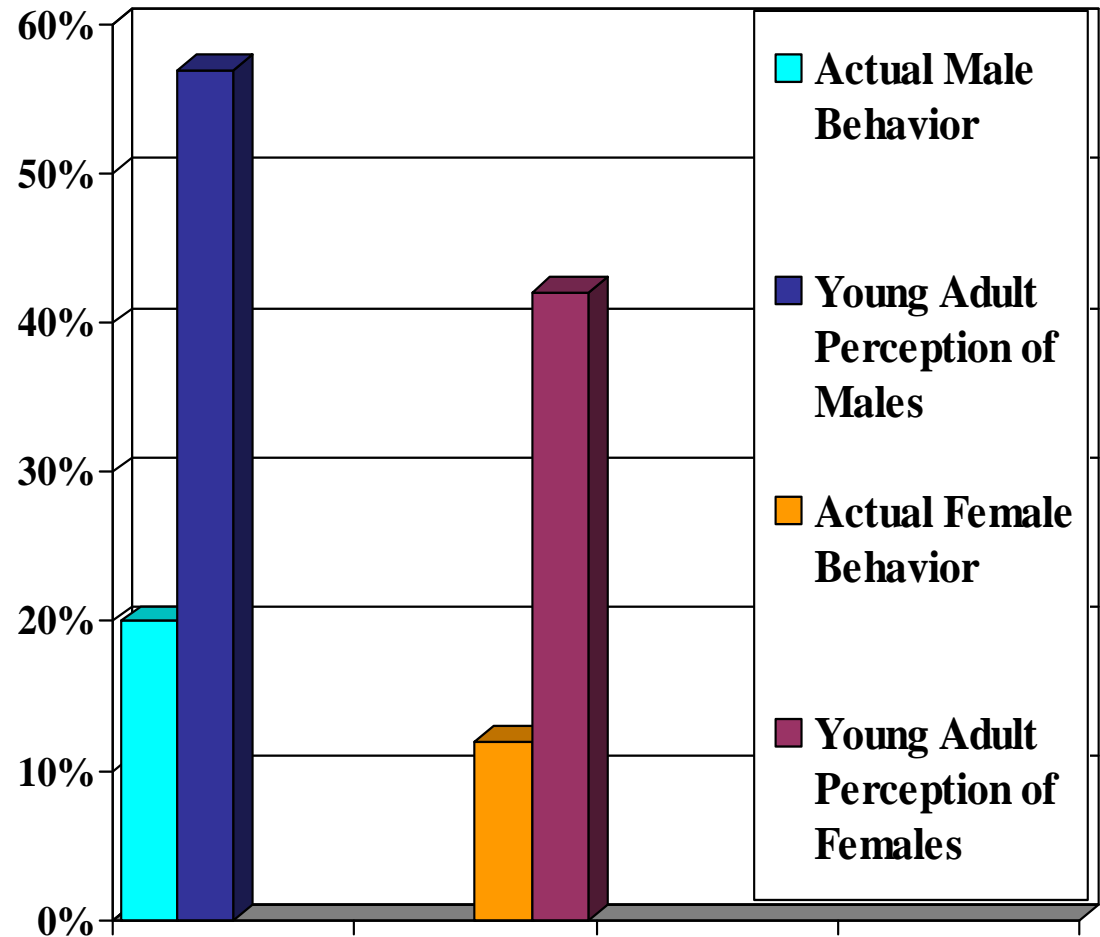
<b>Accuracy of Perceived Drinking Norm</b>				
<b>Under-estimate by 3+ Drinks</b>	<b>Under-estimate by 1-2 Drinks</b>	<b>Accurate Estimate</b>	<b>Over-estimate by 1-2 Drinks</b>	<b>Over-estimate by 3+ Drinks</b>
<b>3%</b>	<b>12%</b>	<b>14%</b>	<b>32%</b>	<b>39%</b>

**71% Overestimate Peer Drinking!**

# Actual Gender Norms vs. Young Adult Perceptions of Gender Norms

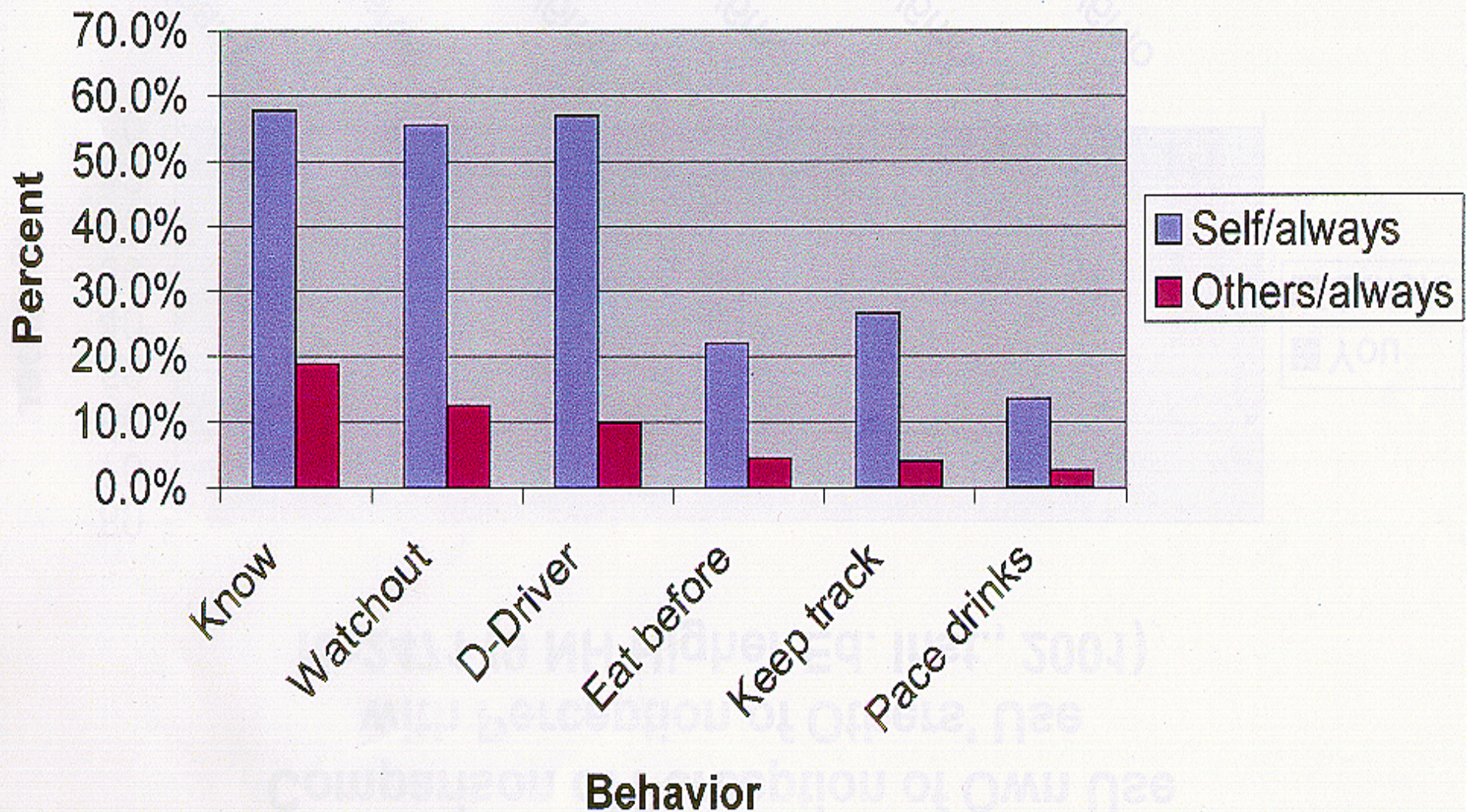
(1998 Survey of 18-24 Year Olds, N=500)

*Percent who drove within one hour after drinking 2+ drinks in the past month.*

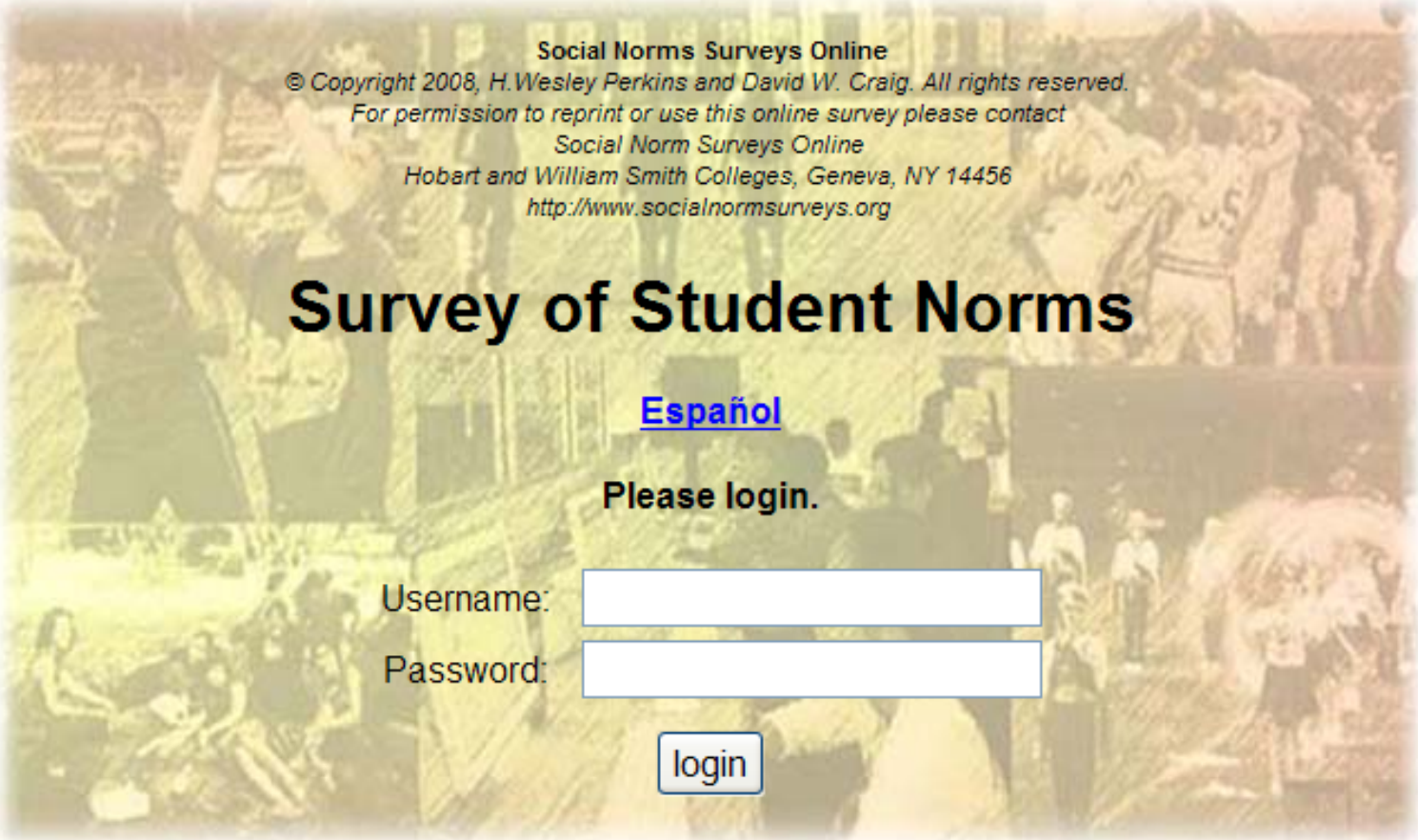


Source: JW Linkenbach & HW Perkins, 2003

# Comparison of Perception of Behavior of Self with Perception of Behavior of Others N=2471 (9 NH Higher Ed. Inst.,2001)



# Web Surveys Online



**Social Norms Surveys Online**  
© Copyright 2008, H.Wesley Perkins and David W. Craig. All rights reserved.  
For permission to reprint or use this online survey please contact  
Social Norm Surveys Online  
Hobart and William Smith Colleges, Geneva, NY 14456  
<http://www.socialnormsurveys.org>

## Survey of Student Norms

[Español](#)

**Please login.**

Username:

Password:

# Drinking Norm and Perceived Norms Among 9th Graders in a Secondary School in Central New York State

7. How many alcoholic drinks, if any, do you think each of the following students on average typically consume at parties or social occasions? Just give your best estimate of what is most typical for each category (a through h).

	0	1	2	3	4	5	6	7+
a. Yourself	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Your Friends	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Students in your Grade	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Males	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Females	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Juniors and Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Drop Outs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
h. High School Athletes	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Median Response

# **Myth and Reality at Midwest High School:**

*Results from a Fall 2005  
Survey of Student Norms  
Conducted at a Midwestern School*

<http://alcohol.hws.edu>



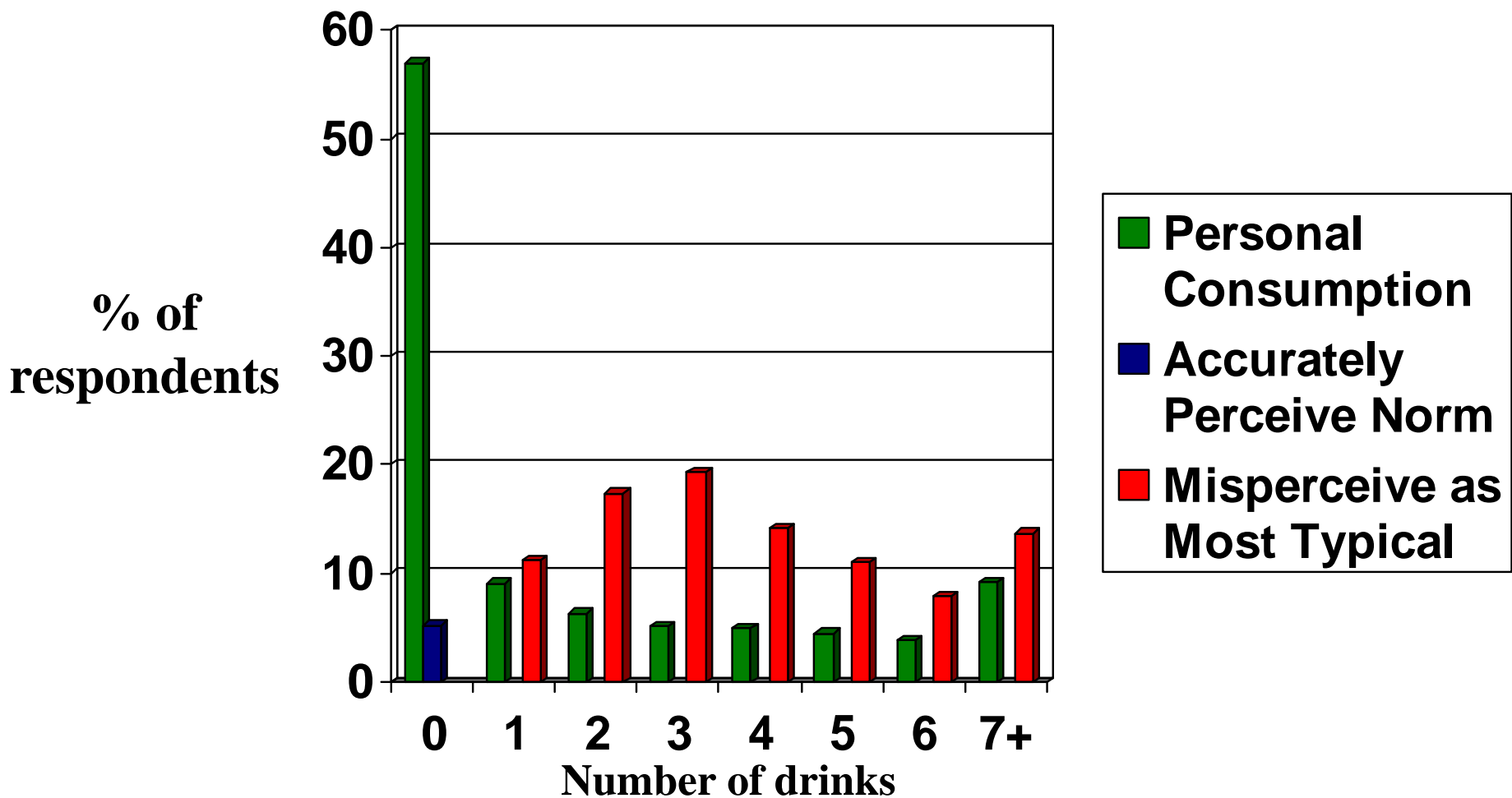
# Who Participated?

Almost Everyone!

1,116 students took the survey

96% of the entire student body

# Quantity of Alcohol Typically Consumed at Parties and Social Gatherings



# *Sample Secondary School Data*

119 School Cohorts Surveyed

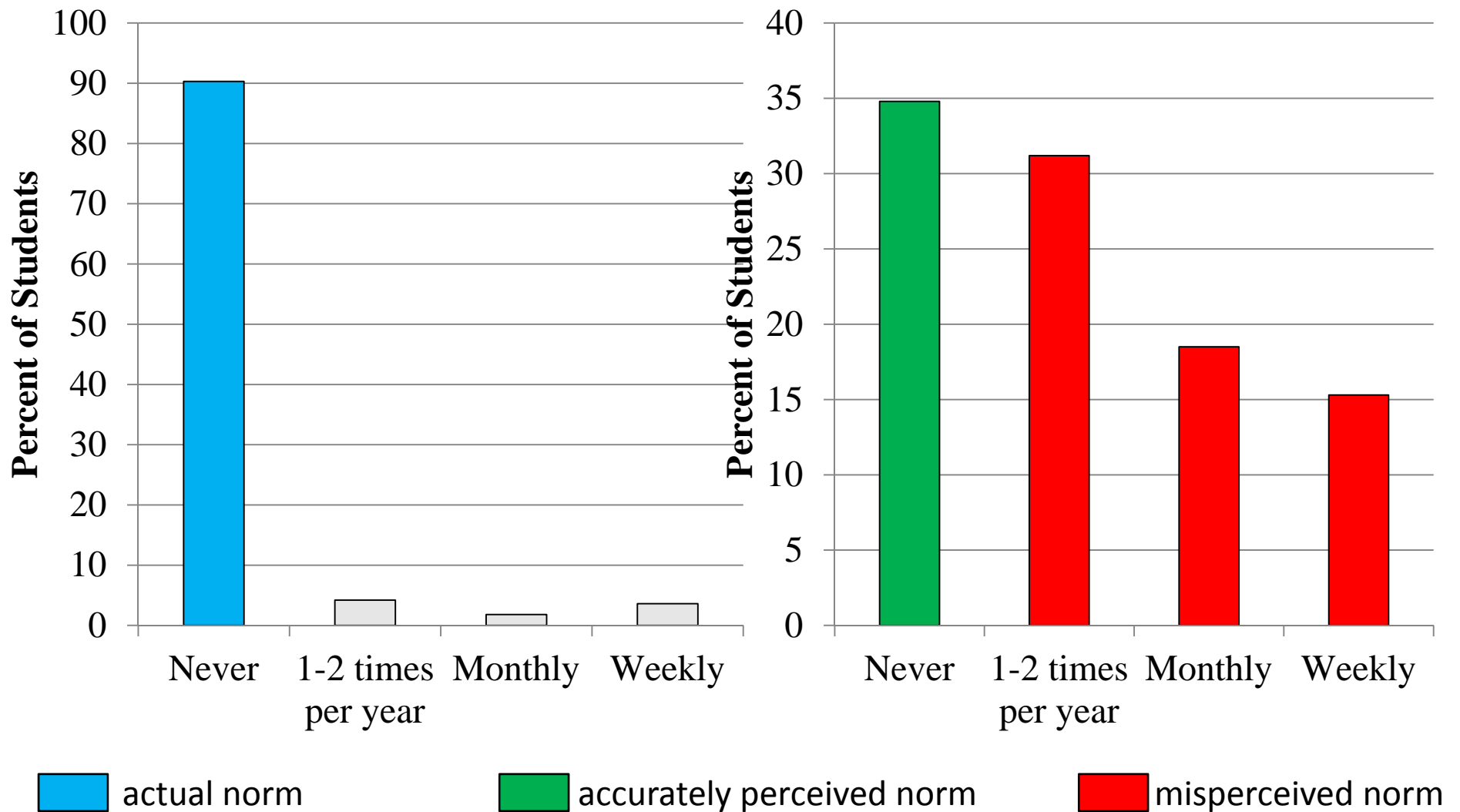
Grade (Year) Levels Ranged from 6 -12

12 States across the USA

52,462 Respondents

# Grades 6 - 8

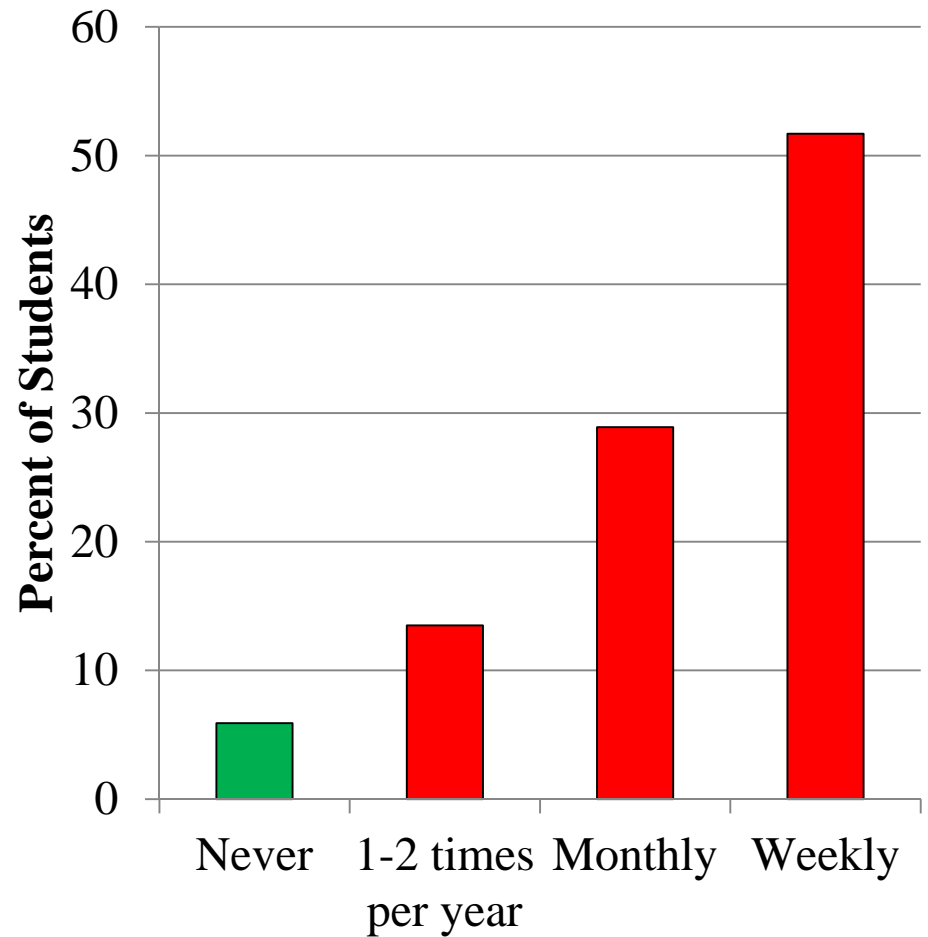
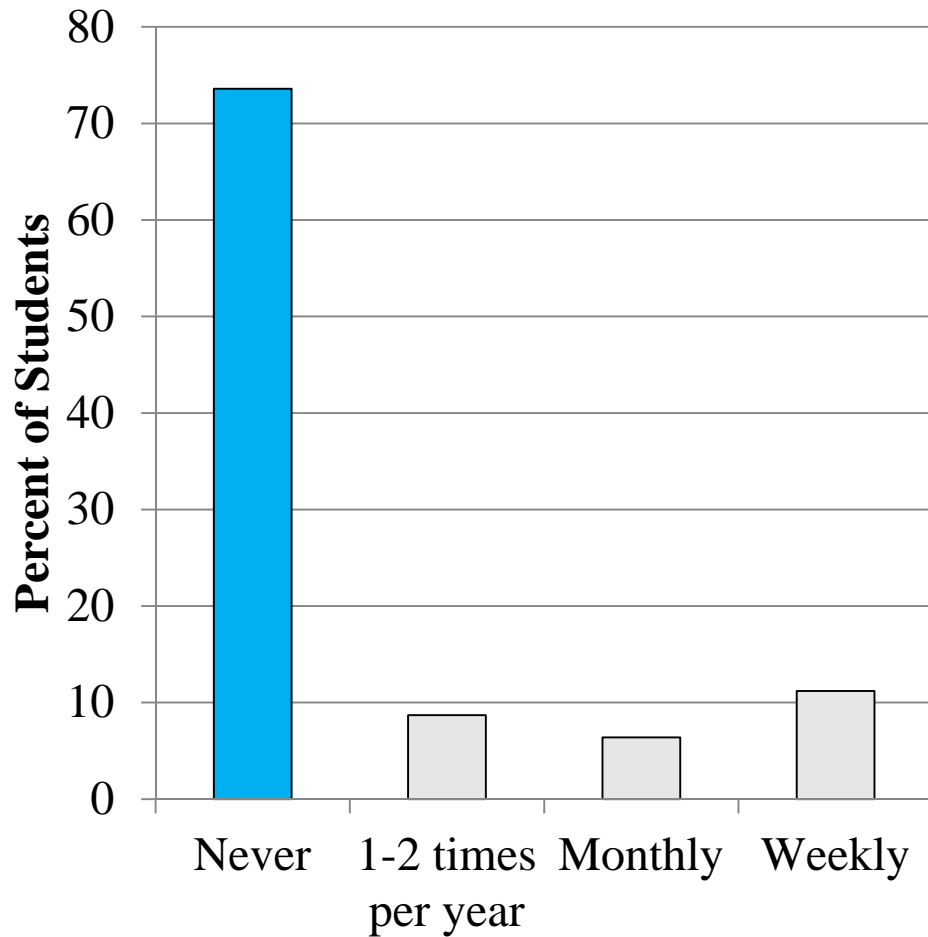
## Personal Tobacco Use and Perceived Norm



Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

# Grades 9 - 12

## Personal Tobacco Use and Perceived Norm



 actual norm

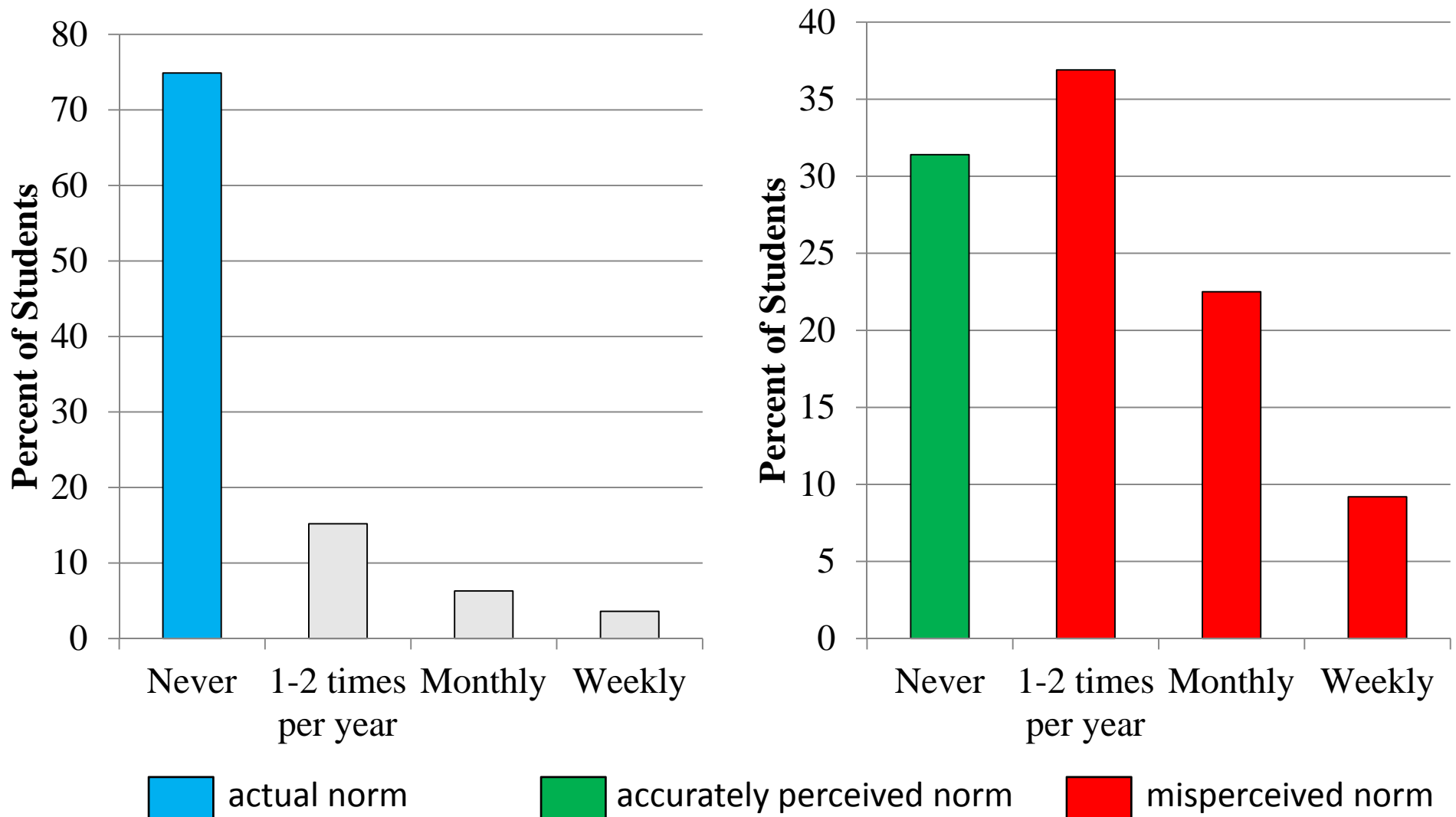
 accurately perceived norm

 misperceived norm

Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

# Grades 6 - 8

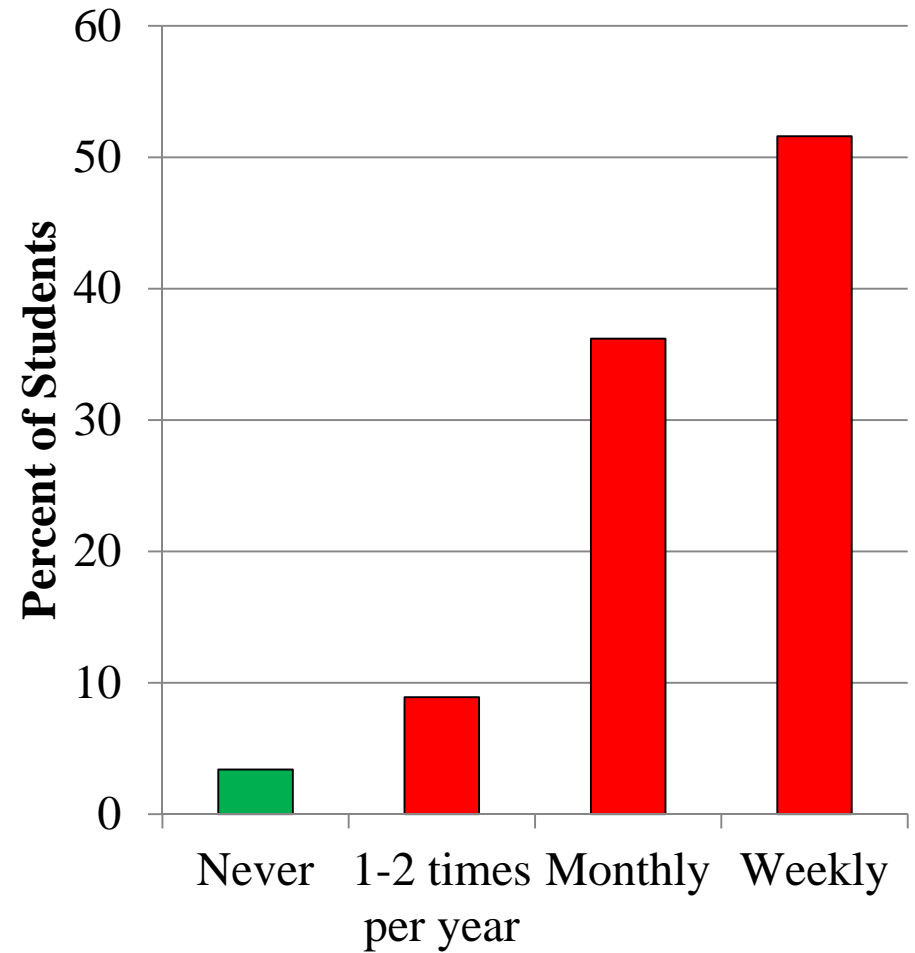
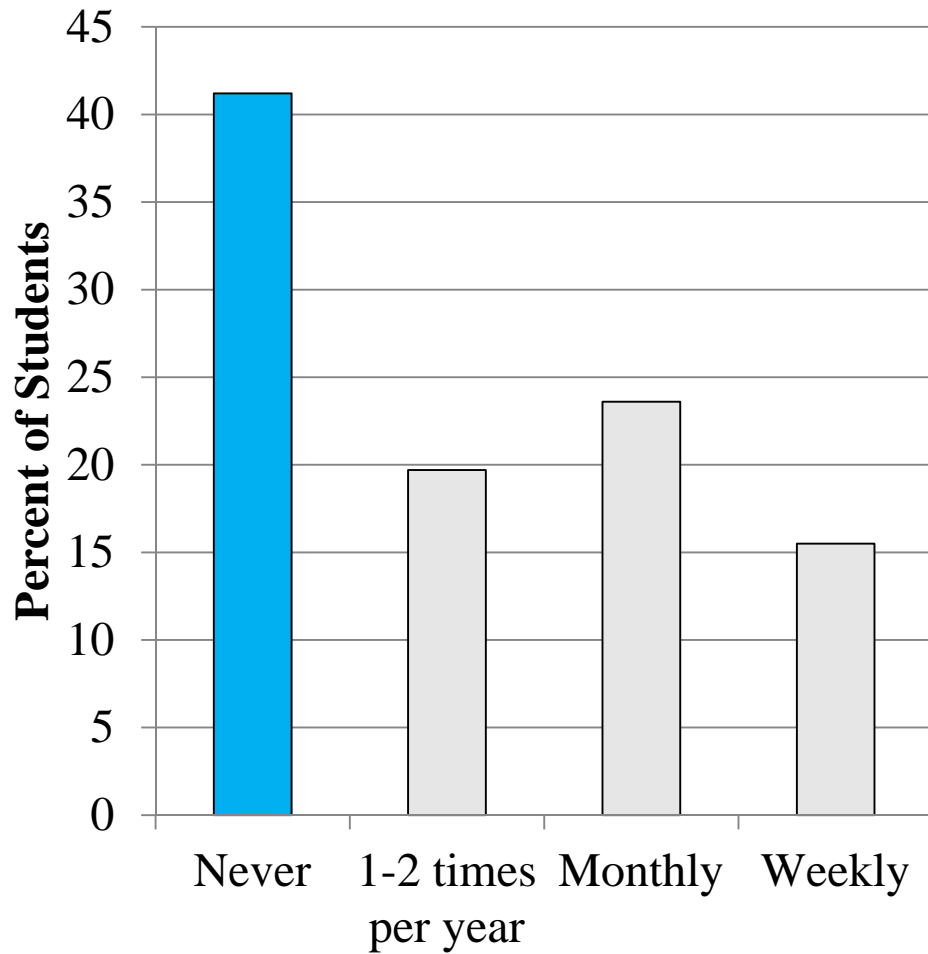
## Personal Alcohol Use and Perceived Norm



Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

# Grades 9 - 12

## Personal Alcohol Use and Perceived Norm



Legend: ■ actual norm      ■ accurately perceived norm      ■ misperceived norm

# Two indisputable findings in the research literature:

1. The peer norm is one of the strongest predictors of personal behavior.
2. Peer norms about substance use and other risk behaviors are grossly misperceived in the direction of overestimated behavior and permissiveness in attitudes.



# **Research Shows Misperceived ATOD Norms Exist**

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- **In All Types of Colleges (Regions, Size, Programs, Actual Norms)**
- **In Primary and Secondary Schools**
- **Across Subpopulations of Youth**
- **In a State-wide Population of Young Adults**
- **For Attitudes, Use, Policy Support, and Protective Behaviors**
- **For All Types of Drugs**

Back to Theory

# Cause of Misperceptions

---

- **Psychological - mental attribution processes**
- **Social psychological - memory and conversation patterns**
- **Cultural – entertainment, advertising, news and health advocacy media**

*Source:* HW Perkins, “Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts,” *Journal of Studies on Alcohol*, 2002.

## The quotable file

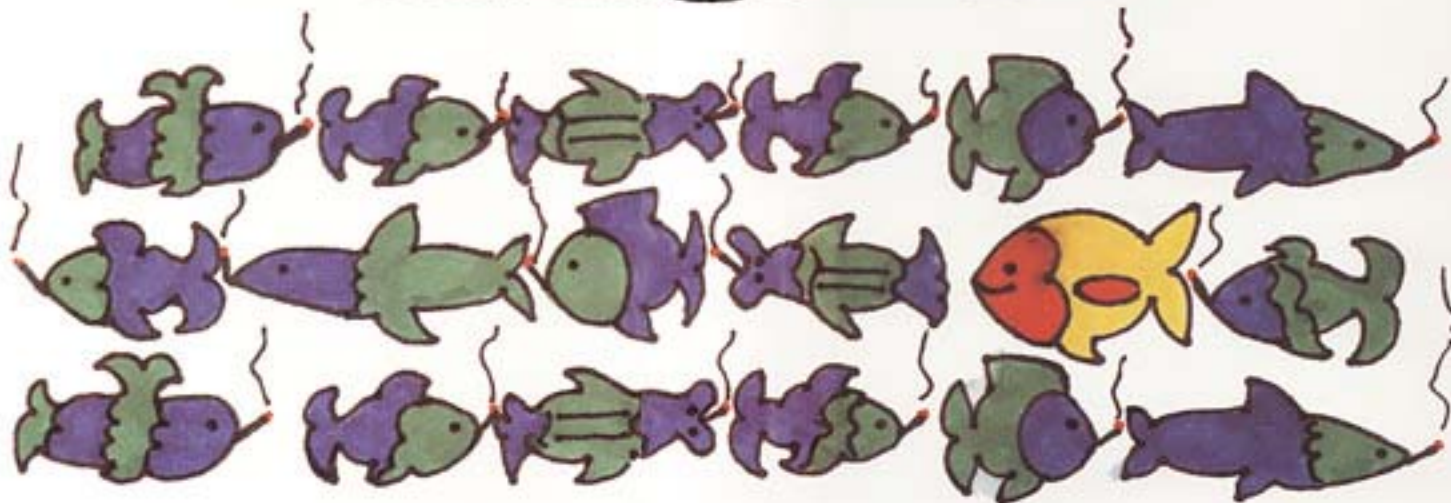


Rocker **Courtney Love** says her much publicized drug problems are not unusual:

“Every woman in

America is on Xanax (an anxiety reliever). You can go to a taco stand in L.A. and get it. It’s the No. 2 drug in America, and it’s completely addictive.”

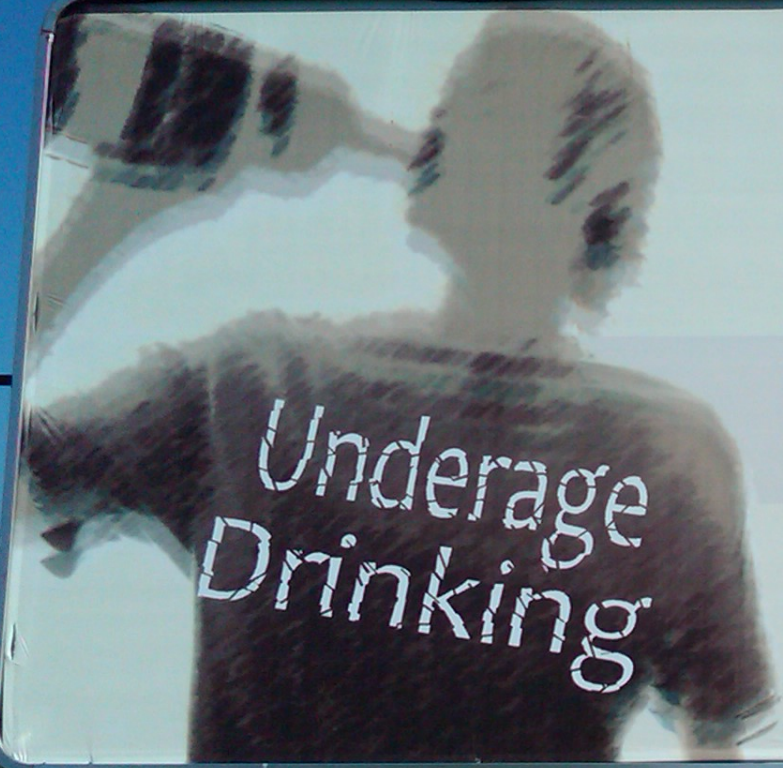
*DARE TO BE DIFFERENT*



**PLEASE DON'T SMOKE!**



Illinois Attorney General Jim Ryan & Illinois Association of Park Districts

A young person with short hair is shown in profile, drinking from a clear plastic bottle. The image is in black and white and has a slightly grainy, artistic quality.

**SAC** SENECA COUNTY  
SUBSTANCE ABUSE COALITION

not a

**MINOR**

Underage  
Drinking

**Problem**

11611

LAMA

# Consequences of Misperceptions

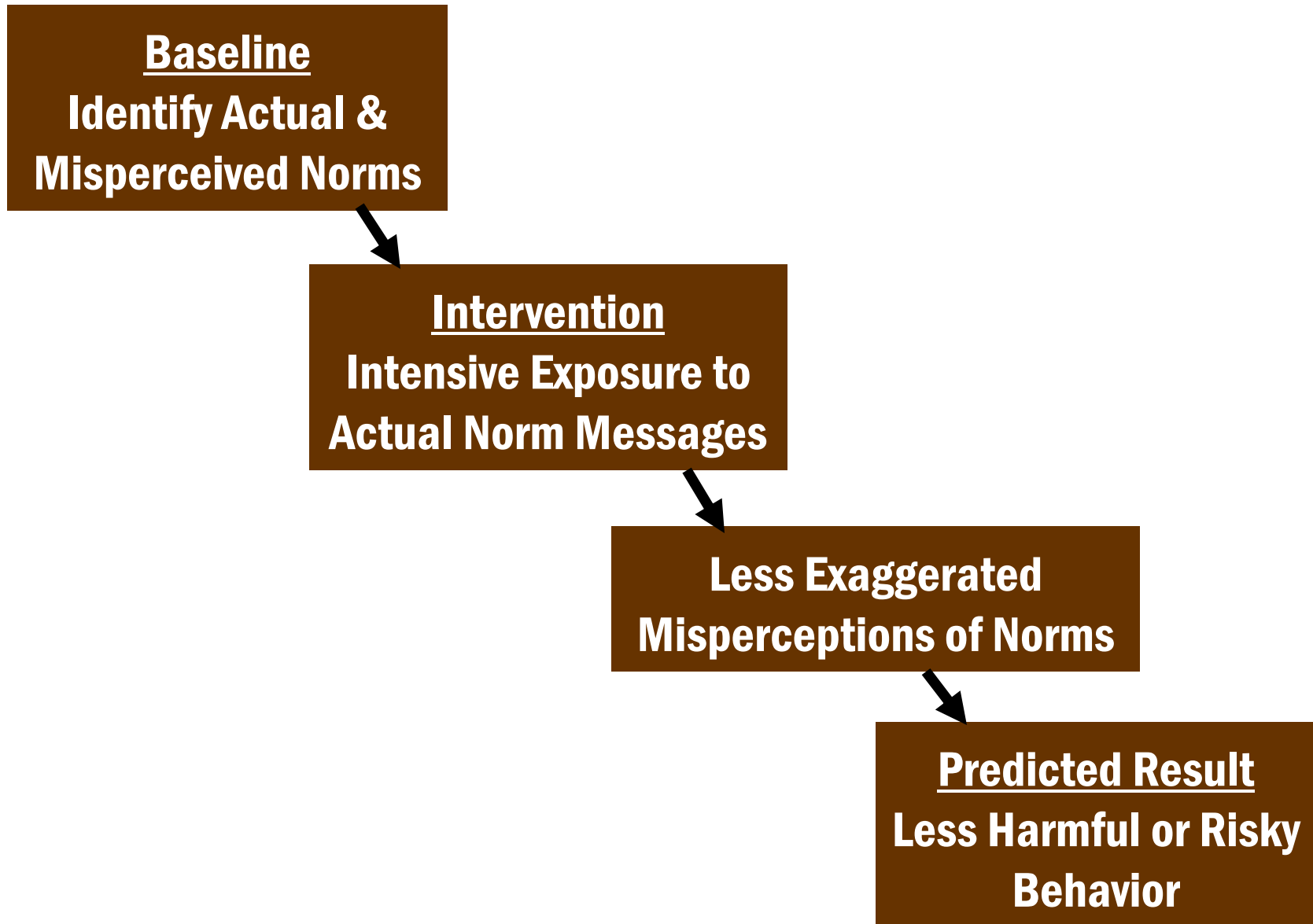
- **Definition of the situation produces a “Reign of Error”**
- **Actual Use and Abuse Increases**
- **Layers of Misperceptions Compound**
- **Opposition is Discouraged from Speaking**
- **Intervention by Others Declines**
- **“Carriers” of Misperception Contribute to the Problem**

*Source: H. W. Perkins, “Designing Alcohol and Other Drug Prevention Programs...,” 1997*

# Translating Social Norms Theory into Prevention Strategies



# The Social Norms Model

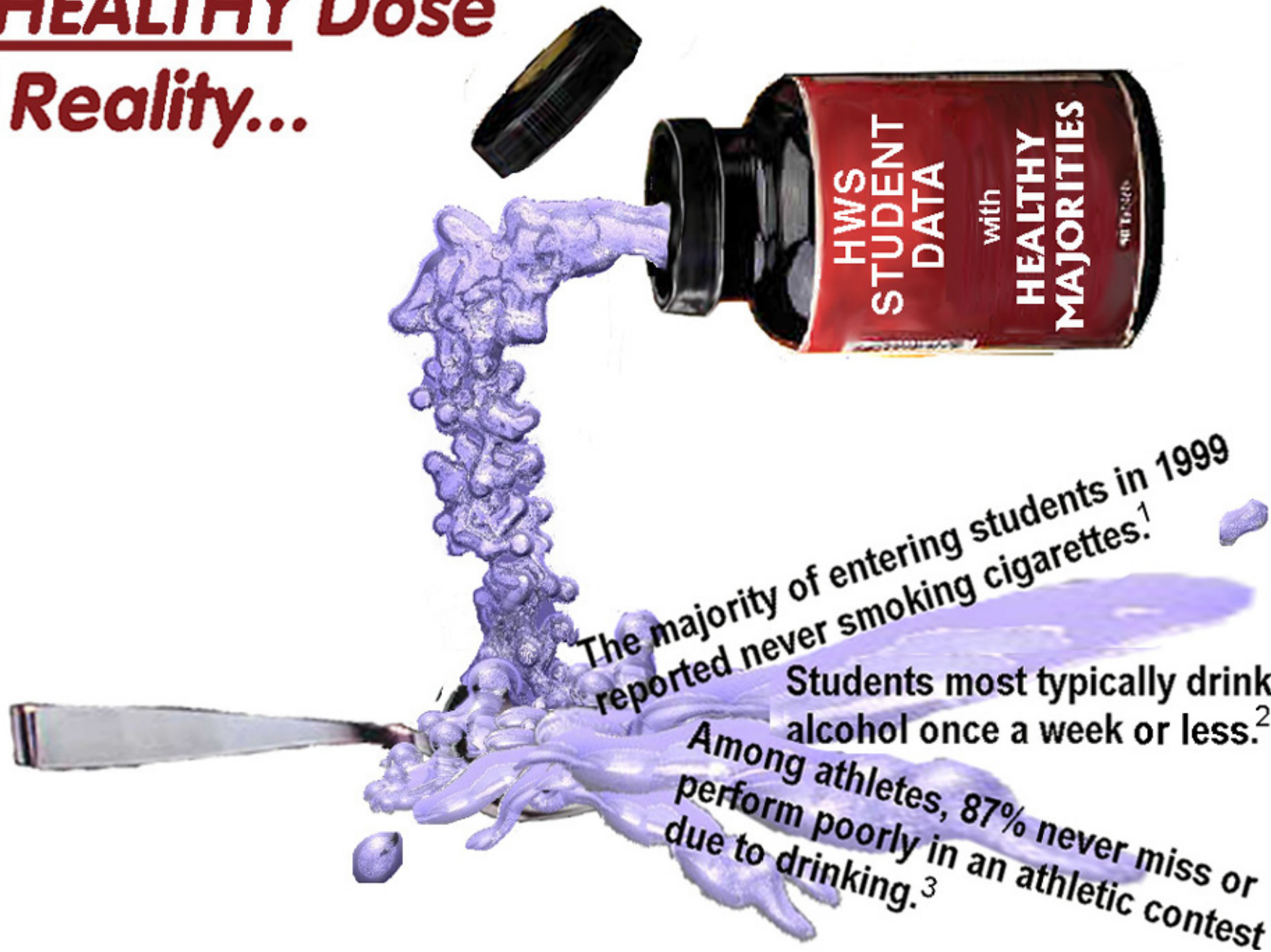


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**A HEALTHY Dose  
of Reality...**



# A HEALTHY Dose of Reality...



The majority of entering students in 1999 reported never smoking cigarettes.<sup>1</sup>

Students most typically drink alcohol once a week or less.<sup>2</sup>

Among athletes, 87% never miss or perform poorly in an athletic contest due to drinking.<sup>3</sup>

# **Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms**

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- **Print media campaigns**



**65%** of all  
students consume alcohol  
once per week  
or less often  
or do not drink *at all.*

**SOURCE:** Spring 2013 Survey of  
all HWS students with 913 respondents,  
conducted by BIDS 295

[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

This message is part of a program presenting facts about HWS students. These facts which may be personally surprising, affirming or disturbing, are intended to challenge commonly held misperceptions and generate conversation about actual characteristics of the HWS community. Research demonstrates that people frequently misperceive peer attitudes and behaviors and may be influenced by these misperceptions. Only the most accurate information available based on representative data about HWS students is provided here. For more information about this fact and the survey from which it was drawn see "BIDS Survey" at: [www.hws.edu/JustFacts](http://www.hws.edu/JustFacts).



# BD295 Survey of HWS Students – 2015 Results

q1\_1 Frequency of drinking - self

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	77	8.8	8.8	8.8
	1-2 times per year	38	4.3	4.3	13.1
	6 times per year	44	5.0	5.0	18.1
	Once per month	52	5.9	5.9	24.1
	Twice per month	91	10.4	10.4	34.4
	Once per week	274	31.2	31.2	65.7
	3 times per week	259	29.5	29.5	95.2
	5 times per week	34	3.9	3.9	99.1
	Everyday	8	.9	.9	100.0
	Total	877	99.8	100.0	
Missing	-1	2	.2		
Total		879	100.0		

# BD295 Survey of HWS Students – 2015 Results

## q1\_3 Frequency of drinking - perception of students in general

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	5	.6	.6	.6
	1-2 times per year	4	.5	.5	1.0
	6 times per year	7	.8	.8	1.8
	Once per month	9	1.0	1.0	2.9
	Twice per month	55	6.3	6.3	9.2
	Once per week	330	37.5	38.1	47.3
	3 times per week	427	48.6	49.3	96.5
	5 times per week	27	3.1	3.1	99.7
	Everyday	3	.3	.3	100.0
	Total	867	98.6	100.0	
Missing	-1	12	1.4		
Total		879	100.0		

The **majority** of HWS students (54%) typically consume **four or fewer drinks or no drinks** with alcohol when partying.



**SOURCE:** Spring 2011 Survey of all HWS students with 836 respondents, conducted by BIDS 295

[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

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HWS student-athletes

**90%** of HWS student-athletes believe that students should not drink to an intoxicating level that affects academic work or other responsibilities.

SOURCE: Spring 2010 web survey of 334 HWS student-athletes.



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[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

# STRATEGY STRATEGY

What is your protective strategy?

# 86%

of HWS students usually or always

# EAT BEFORE OR DURING A PARTY

where they may be  
consuming alcohol  
or they do not drink at all.

## SOURCE

Fall 2010 National College Health Assessment Survey  
conducted anonymously online with 389 HWS respondents.

[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

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# STRATEGY

What is your protective strategy?

# 79%

of HWS students always use a

# DESIGNATED DRIVER

when they have been drinking at a

# PARTY

or they do not drink at all.

## SOURCE

Fall 2010 National College Health Assessment Survey conducted anonymously online with 389 HWS respondents.

[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

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**Most students avoid problems of alcohol misuse:**

**92%** of HWS students *NEVER* submit late papers or exams as a result of drinking during the academic year.

**87%** of HWS students *NEVER* cause property damage as a result of drinking during the academic year.

**81%** of students *NEVER* cause damage to relationships as a result of drinking during the academic year.

[www.hws.edu/JustFacts](http://www.hws.edu/JustFacts)

This message is part of a program presenting facts about HWS students. These facts which may be personally surprising, affirming or disturbing, are intended to challenge commonly held misperceptions and generate conversation about actual characteristics of the HWS community. Research demonstrates that people frequently misperceive peer attitudes and behaviors and may be influenced by these misperceptions. Only the most accurate information available based on representative data about HWS students is provided here. For more information about this fact and the survey from which it was drawn see "BIDS Survey" at: [www.hws.edu/JustFacts](http://www.hws.edu/JustFacts).



**SOURCE:** Spring 2011 Survey of all HWS students with 836 respondents, conducted by BIDS 295



**Behind the Scenes  
at HWS**

**88%**

of HWS students  
**NEVER** submit  
late papers or exams  
as a result of drinking  
during the academic year.

Data drawn from a **Spring 2005** survey of a representative cross-section of HWS students with **272** respondents.



**The majority  
of athletes in  
season drink  
only twice  
per month  
or less often.**

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

**Did you know that...**

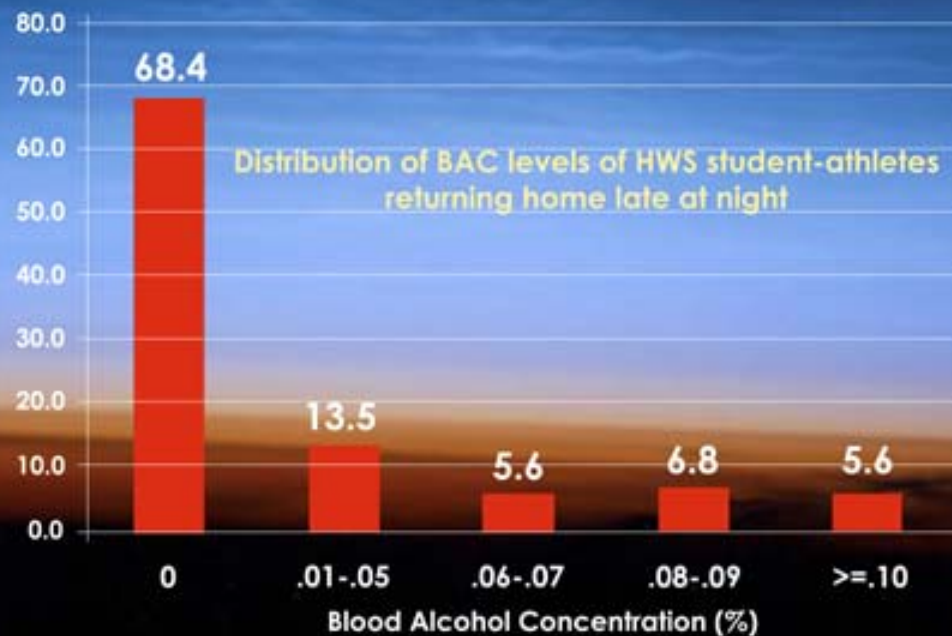


**7 out of 10 HWS student-athletes (70%)  
believe one should never use tobacco**

*believe one should never use tobacco  
7 out of 10 HWS student-athletes (70%)*

**Source: Fall 2005 Web survey of all HWS student-athletes with 369 respondents (79% of all student-athletes on campus).**

# 82% of HWS student-athletes blew a 0.05 or lower BAC returning home late at night



Source: Data collected from 194 randomly selected student-athletes returning to residence halls late at night between 11pm and 3am every night of the week during Fall '04, Spring '05, and Fall '05.

These results were obtained from chemistry department independent study and honors students advised by Professor David W. Craig: Jeffrey Quinto (H05), Lauren Gianniny (WS05), Andrew Stern (H05), Adam Bordonaro (H06), John Bowie (H06), Patrick O'Brien-Gorman (H06), Sam Breier (H06), Alana Braren (WS06), and Lia Blue (WS06)



82% of HWS student-athletes never injure themselves or others as a result of alcohol consumption during the academic term.



Source: Data drawn from a November 2001 survey of 414 HWS student-athletes (86% of all athletes on campus).

# Most HWS Student-Athletes

*Make Healthy Choices*



**The majority...**  
**never use tobacco (67%)**  
**eat at least three meals per day (59%)**  
**sleep at least seven hours per night (69%)**  
**consume alcohol no more than once per week or do not drink at all (59%)**

*Source: November 2006 web survey of 345 HWS student-athletes (71% of all intercollegiate athletes on campus).*



United We Stand



**Most of Us**

**4 out of 6**

DeKalb & Sycamore Study, DCP/SAFE, (N=1172, 2001)

**Haven't used alcohol during the past 30 days**

Share the Truth...  
*Most of us care.*

*Most of us don't drink*

DeKalb & Sycamore Study, D CP/SAFE, (N=654, 2000)

Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention

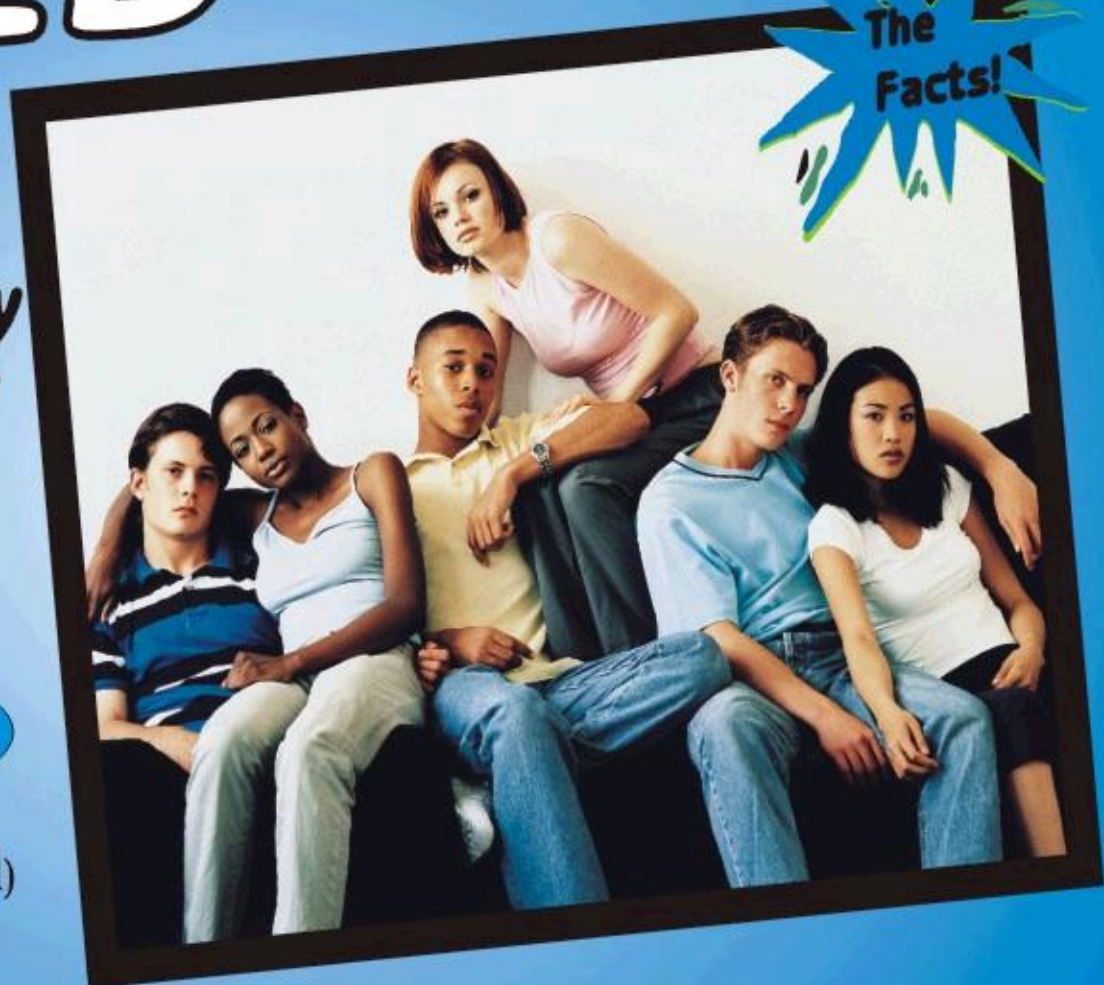


# UNITED

**Most of Us  
Most of Us Are Healthy  
Most of Us Don't Drink  
Most of Us**

**4 OUT OF 6**

DeKalb & Sycamore Study, DCP/SAFE, (N=1172, 2001)



Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention

# 8 out of 10 don't smoke!

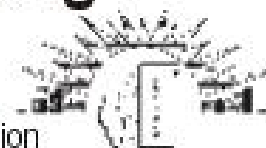


## **Health tools to share:**

- 1. Leave places where people are smoking**
- 2. Say “No thanks” if someone offers you tobacco**
- 3. Avoid places where people are smoking**

DeKalb & Sycamore Study, DCP/SAFE, (N=654, 2000)

Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention

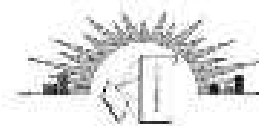


# Most of Us Don't Smoke

DeKalb & Sycamore Study, DCP/SAFE, (N=1172, 2001)



- 83 % choose not to



Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention.



**mOst**  
Montana teens  
( **70%** )  
are tobacco free.

**doGs**  
**kNow**  
**aLL**

**MOST** of us  
MONTANA SOCIAL NORMS PROJECT

survey data source Montana Prevention Needs Assessment Survey 2000

[www.mostofus.org](http://www.mostofus.org)

Photo © Anne Sherwood Photography for the MOST of Us® Campaign



**MOST**  
Montana teens  
(70%)

**are tobacco free**



survey data source: Montana Prevention Needs Assessment 2000

**MOST** of us<sup>®</sup>  
MONTANA SOCIAL NORMS PROJECT

[www.mostofus.org](http://www.mostofus.org)

# MOST



SURVEY DATA SOURCE: MONTANA MOUNTAIN MOUTH RESEARCH 2011

**MOST**  
**[ 70% ]**  
**Montana**  
**teens**  
**are tobacco**  
**free.**




**MOST** of us  
MONTANA SOCIAL MOMS PROJECT  
[www.mostofus.org](http://www.mostofus.org)

FUNDED BY THE MONTANA DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES



# Sample Print Media – Summit, CO


**Don't Tell Me  
NOT  
To Do Something ...**



**...I'm already  
NOT doing!**

**7 out of 10  
Summit High School  
students DON'T DRINK  
in an average week.\***

**This is us.  
We're better than you think.**



\* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

**MOST Summit High School  
students are healthy  
and active.**

**7 out of 10  
Summit High School students  
DON'T DRINK in an average week.\***

\* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

**7 out of 10**

**Summit High School  
students DON'T DRINK  
in an average week.\***

We just like to hang out.  
And you know what?  
So do our friends.  
As a matter of fact, in an  
average week, 7 out of 10 kids  
at Summit High don't drink.  
**This is us.**

**We're better than you think.**

\* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

# strength in Numbers

## **Just the Facts:**

**When Grand Canyon High School South students were asked about their last 30 days in a Fall 2006 survey, the majority—**

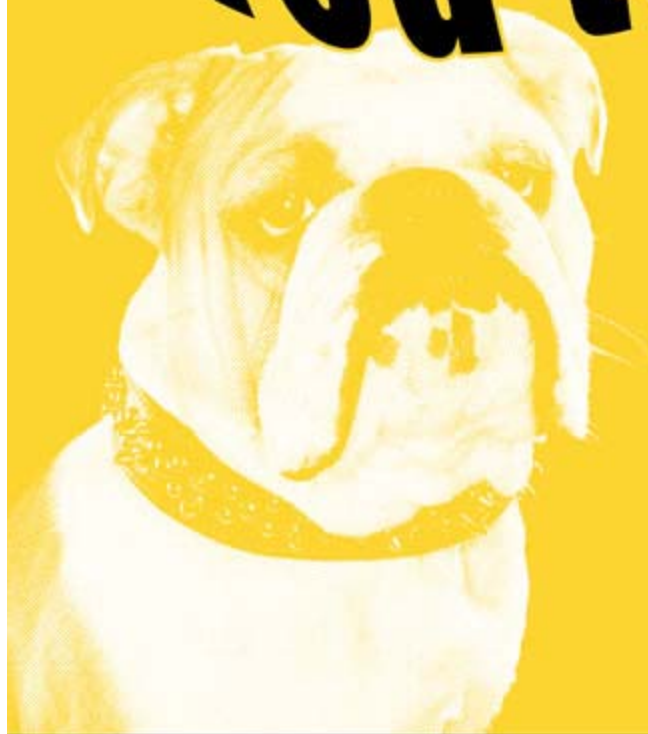
**...had NOT used tobacco (84%)**

**...had NOT used alcohol (67%)**

**...had NOT used marijuana (87%).**

Results are based on a Fall 2006 anonymous survey of 806 Grand Canyon High School South students from all grades.

# You told us...



**Most Colorado  
Central High School  
students have **NOT**  
consumed alcohol  
in a typical month.**

Source: Based on a Spring 2007 survey of 411 Colorado Central High School students in all grades.

# High School Teens in the City of Rochester Did You Know?

87% of high school teens do not smoke cigarettes.

3 out of 4 do not use marijuana.

Two-thirds (66%) do not drink alcohol.

4 out of 5 do not ride with a driver who has been drinking alcohol.

8 out of 10 teens know their parents think it is wrong for them to drink alcohol.

9 out of 10 teens know their parents think it is wrong for them to smoke cigarettes.


*Source: 2007 Youth Risk Behavior Survey of 4,223 teens age 14-18*



**FACT:**  
**Most Roc teens give back.**  
**Each week, 51% volunteer in their community**

Information based on over 4,000 high school student responses to the 2007 Youth Risk Behavior Survey (Rochester City School District).

Visit [www.drugfreerochester.com](http://www.drugfreerochester.com)  
or Call 585-428-7287



**FACT:**  
**Most Roc teens make healthy choices.**  
**66% did not drink alcohol and 74% did not use marijuana in the past month**

Information based on over 4,000 high school student responses to the 2007 Youth Risk Behavior Survey (Rochester City School District).

Visit [www.drugfreerochester.com](http://www.drugfreerochester.com)  
or Call 585-428-7287





REGIONAL TRANSIT SERVICE

**BE proud**  
Join the Crowd!

**FACT:**  
Most Black families are strong.  
65% of Black families help and support each other.

NEART





**MOST** Montana  
young adults  
**(4 out of 5)**  
don't drink  
and drive

**MOST** of  
us  
[www.mostofus.org](http://www.mostofus.org)

**DESIGNATED DRIVERS SAVE LIVES**





# Most Cascade County Young Adults ( 82% ) Don't Drink and Drive

*MOST of Us™ prevent drinking & driving.*

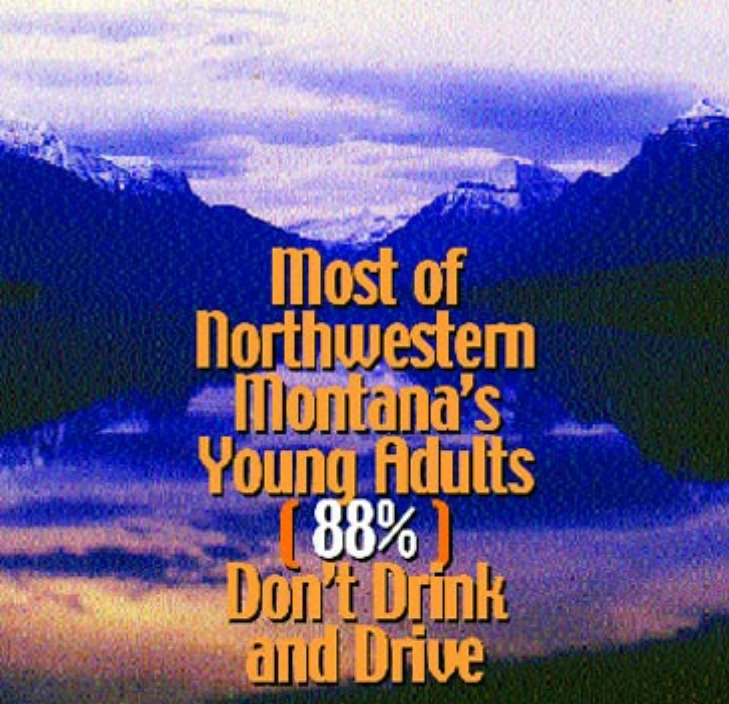


**MDT**

A message from the Montana Department of Transportation and the **Cascade County D.W. Task Force**. Statistics derived from combined data sets of the 1998 and 2000 Montana Young Adult Alcohol Survey.

Any amount of alcohol may be illegal or dangerous. 89% of the young adults (18 through 24) surveyed reported not driving after consuming 2+ drinks within one hour in the month before the survey.

**MOST of us**  
MONTANA MENTAL BEHAVIOR PROJECT  
[www.mostofus.org](http://www.mostofus.org)



**Most of  
Northwestern  
Montana's  
Young Adults  
(88%)  
Don't Drink  
and Drive**



**MOST of Us<sup>™</sup>**  
SEE YOUR LOCAL MONTANA POLICE

**MDT**

Statistics derived from roadside observations of the 1996 and 2000 Christmas Young Alcohol Safety Campaigns by Montana Highway Patrol. [www.mdt.gov](http://www.mdt.gov)



**MOST**  
Montana young adults  
( 4 out of 5 )  
don't drink and drive.\*

[www.mostofus.org](http://www.mostofus.org)

**MOST** of us<sup>®</sup>  
MONTANA SOCIAL NORMS PROJECT  
prevent drinking and driving.



Campaign support from Montana Department of Transportation • Montana **Safe Kids Safe Communities**

\*Data source: 2001 Montana Young Adult Alcohol Survey  
**ANY AMOUNT OF ALCOHOL MAY BE ILLEGAL OR DANGEROUS.**

Photo © Anne Sherwood

**MOST** Montana young adults  
**(4 out of 5)** don't drink  
and drive

**MOST** of us  
[www.mostofus.org](http://www.mostofus.org)

2001 Montana Young Adult Alcohol Survey  
**DESIGNATED DRIVERS SAVE LIVES**



# Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

---

- **Print media campaigns**
- **PSA campaigns**
- **Peer education programs and workshops for targeted risk groups**  
<http://www.alcoholeducationproject.org/mvp/peer.html>
- **New student orientation presentations**
- **Counseling interventions**
- **Curriculum infusion**
- **Electronic multimedia**

# Data Testing the Theory

# **Evaluation of Program Effects of First 18 Months at HWS**

(Rates of Change)

- **Frequent Heavy Drinking:** - **21%**
- **Consequences of Drinking**
  - **property damage** - **36%**
  - **missing class** - **31%**
  - **inefficient in work** - **25%**
  - **unprotected sex** - **40%**
  - **memory loss** - **25%**



# **Similar Initial Effects in Rates of Heavy Drinking Reduction at Different Schools Over 2 Years**

- **Hobart & Wm. Smith Colleges, NY -21%**
- **University of Arizona -21%**
- **Western Washington University -20%**
- **Rowan University, NJ -20%**
- **Northern Illinois University -18%**

**Source: H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse, 2003.**

# **Results of HWS “MVP” Project: A Social Norms Intervention to Reduce High-Risk Drinking among Student-Athletes**

- **46% reduction in the proportion of student-athletes drinking more than once per week**
- **30% reduction in the proportion of student-athletes reaching an estimated BAC of .08% or greater when drinking at parties and bars**
- **34% reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term**

**Source: Perkins and Craig, J. of Studies on Alcohol, 2006**

- **38% reduction in the proportion of student-athletes using tobacco weekly**
- **a 2.5 hours per week increase in time spent in academic activities, on average, for each student-athlete**

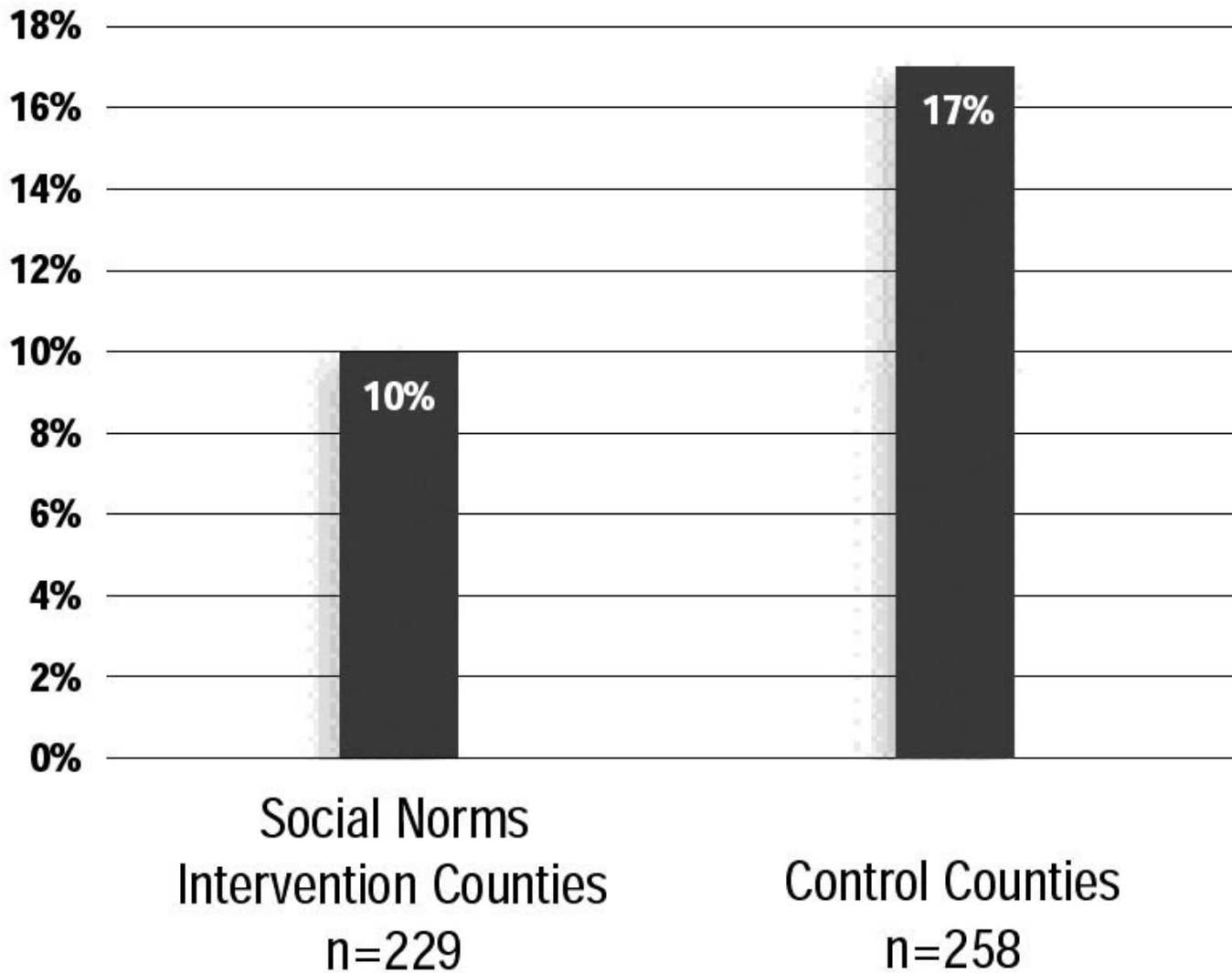
**Table 14.2 Self-Reported Alcohol and Cigarette Use by 10th Grade Students**

	Year	Percent	N	
More than a few sips of alcohol in the last 30 days	1999	45%	317	*
	2001	33%	379	
Five or more drinks in a row in the last two weeks	1999	27%	318	*
	2001	19%	382	
Got drunk in the last 30 days	1999	32%	319	*
	2001	26%	382	
Smoked cigarettes in the last 30 days	1999	27%	319	*
	2001	19%	380	

Note: An asterisk denotes a significant decrease ( $p < .05$ ) from the 1999 survey year.

Source: Haines, Barker, and Rice in H. W. Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse*, 2003.

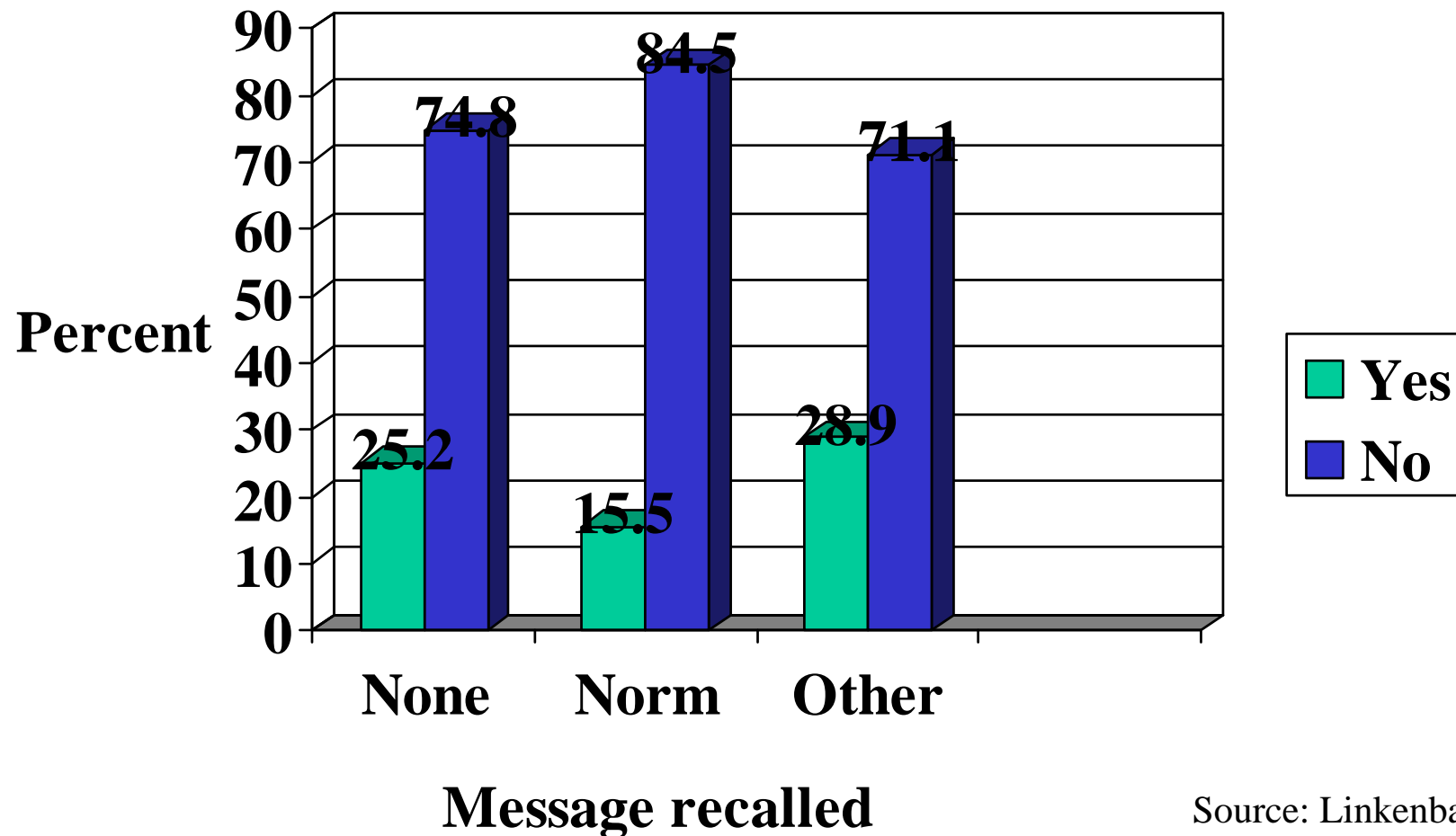
# Montana Youth Trying Smoking For the First Time between 2000 and 2001



\*Significant difference between intervention and control groups at  $p < .05$

Source: Linkenbach and Perkins, 2003.

# "MOST OF US DO NOT DRINK AND DRIVE" Norm Message Recall Associated w/ Lower DUI Risk



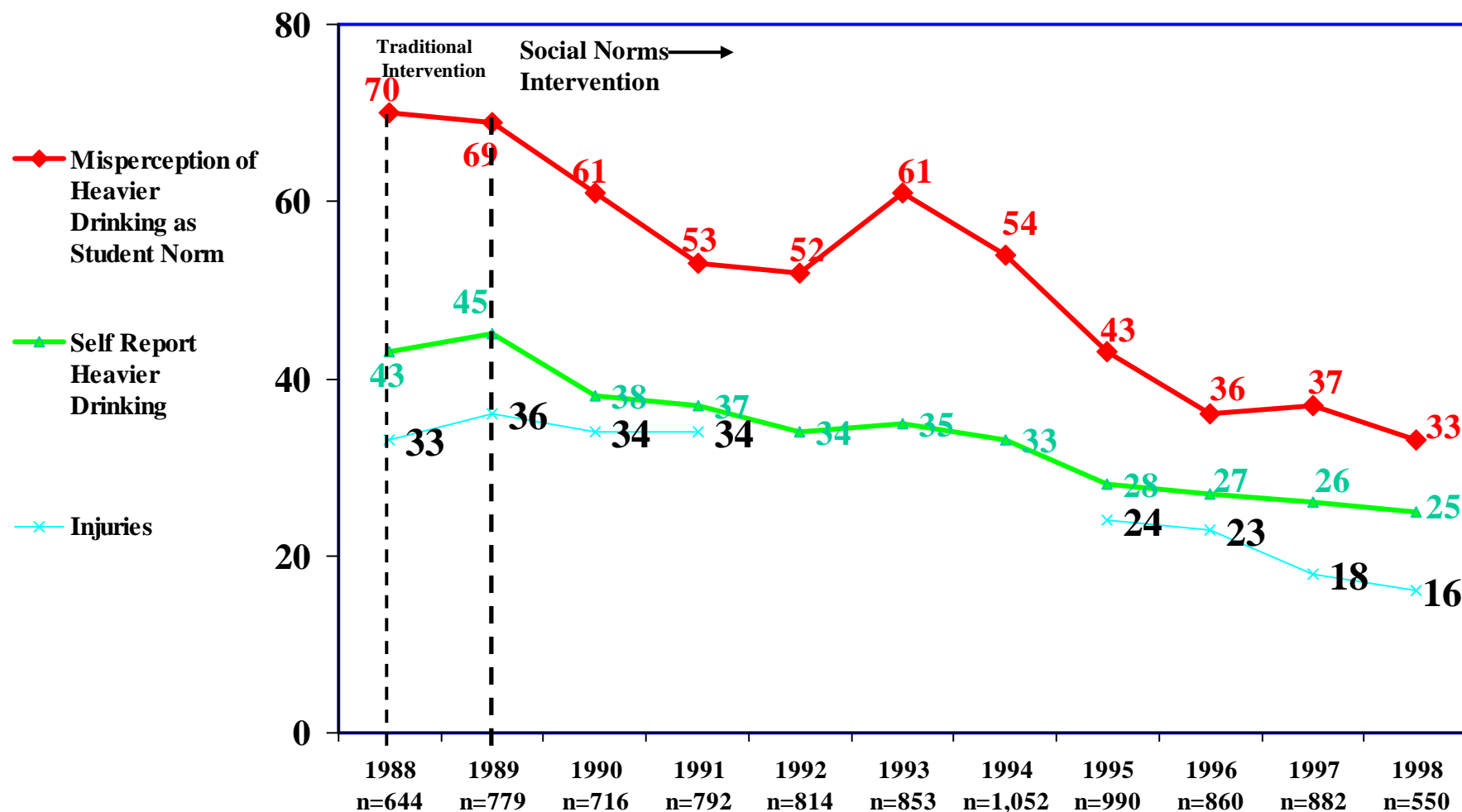
Source: Linkenbach, J. and H. W. Perkins. 2005.

# Results of Montana Young Adult Experiment on Drinking and Driving

- The campaign successfully reduced the misperceptions (overestimates) of impaired driving among peers in intervention counties.
- Intervention counties had a 14% relative decrease in reported driving after drinking and a 15% relative increase in using non-drinking designated drivers compared to the control counties

**Multi-Year Assessments of  
Social Norms Campaign Impact**

# Heavier drinking, norm misperceptions, and injuries among NIU students, 1988-1998

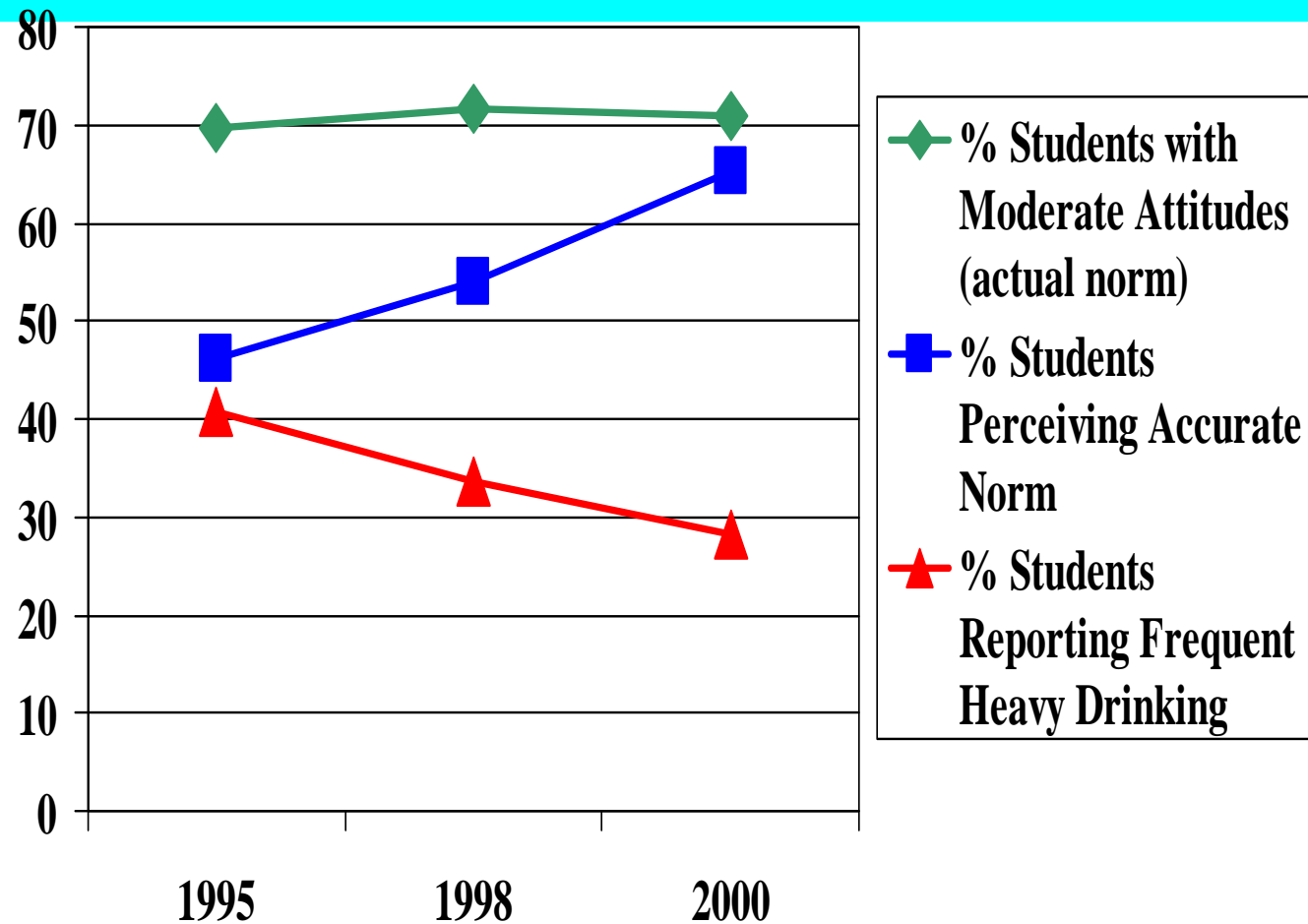


Note: During survey years 1992 - 1994, comparable injury questions were not included.

Source: M. Haines and G. Barker, "The Northern Illinois University Experiment: A Longitudinal Case Study of the Social Norms Approach." In Perkins (ed.), *The Social Norms Approach to School and College Age Substance Abuse*, 2003.

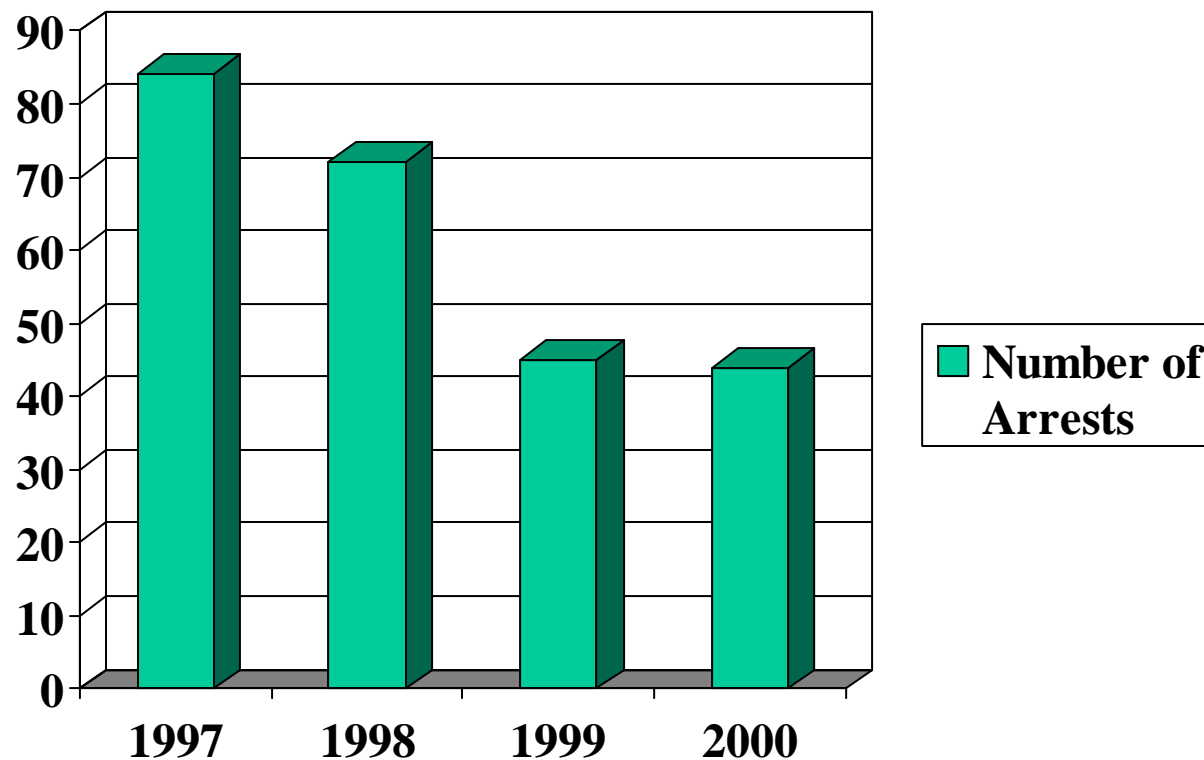


# Multi-Year Assessment of Campaign Impact at HWS



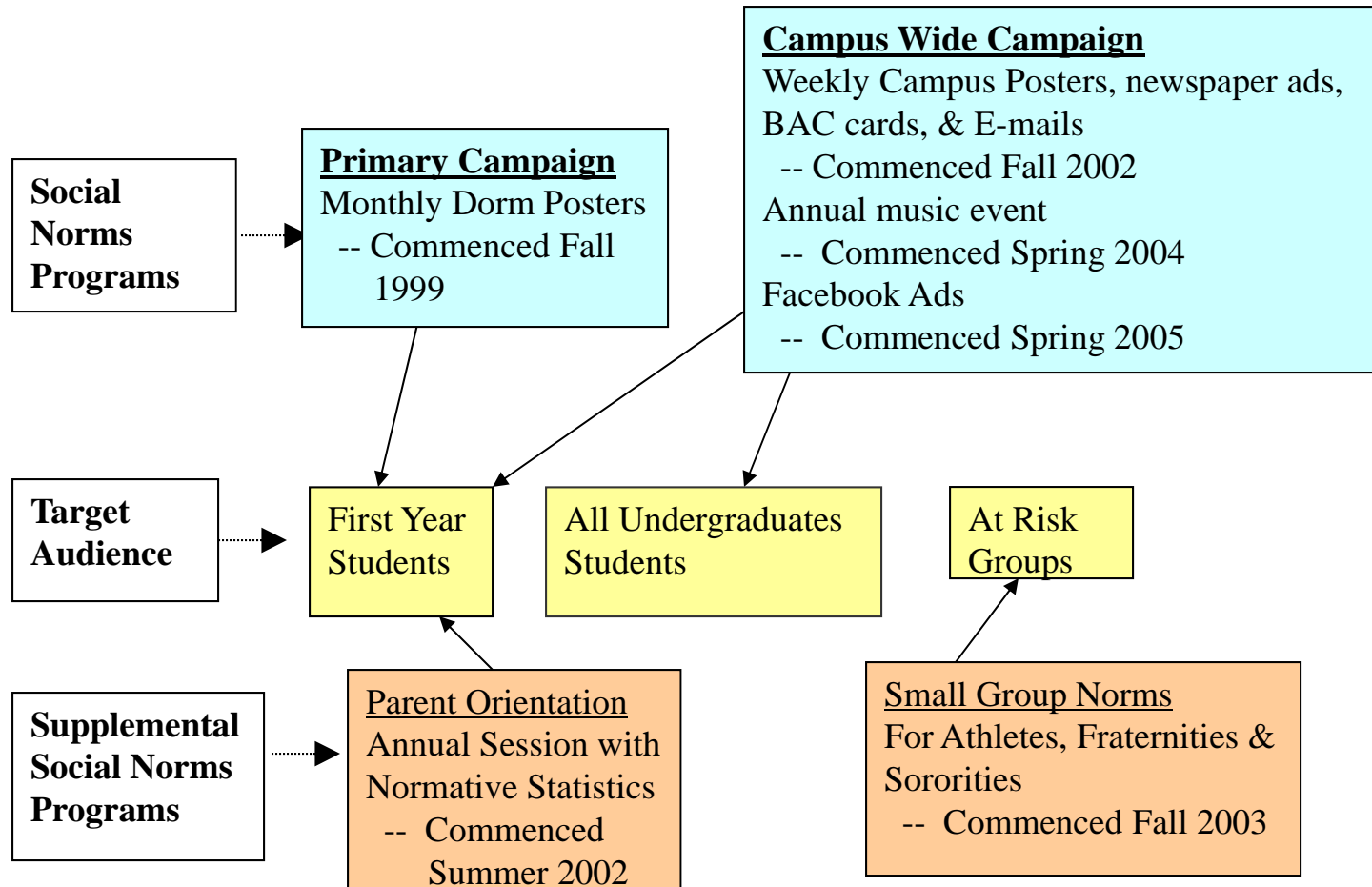
Source: H.W. Perkins and D. Craig. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smit Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

# Multi-Year Intervention Impact at HWS on Liquor Law Arrests



Source: H.W. Perkins and D. Craig. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smit Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

# Social Norms Marketing Programs at the University of Virginia



Source: James Turner, H. Wesley Perkins, and Jennifer Bauerle, "Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Marketing Intervention on a College Campus," *Journal of American College Health* 2008.

# Six Years of Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Intervention at U of Virginia

Source: J Turner, H W Perkins, J Bauerle, Journal of American College Health, 2008

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
% No Consequences	33	38	44	46	48	51
% Multiple Consequences	44	40	36	34	31	26

## Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	81 %	37 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	19 %	63 %

## Personal Attitudes and Perceived Norms about Alcohol Use among HWS College Students (2015 BD295 Survey)

Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	89 %	74 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	11 %	26 %

# Students' Misperceptions of the Norm for the Number of Drinks Consumed the Last Time Other Students "Partied"/Socialized at Their School

(NCHA Nationwide Data from 72,719 Students Attending 130 Schools, 2000-03)

Source: HW Perkins, M Haines, and R Rice, Journal of Studies on Alcohol, 2005.

<b>Accuracy of Perceived Drinking Norm</b>				
<b>Under-estimate by 3+ Drinks</b>	<b>Under-estimate by 1-2 Drinks</b>	<b>Accurate Estimate</b>	<b>Over-estimate by 1-2 Drinks</b>	<b>Over-estimate by 3+ Drinks</b>
<b>3%</b>	<b>12%</b>	<b>14%</b>	<b>32%</b>	<b>39%</b>

**71% Overestimate Peer Drinking!**


# Students' Misperceptions of the Norm for the Number of Drinks Consumed at Parties and Social Occasions – 2015 HWS Survey

**Actual Norm = 4 drinks**

<b>Accuracy of Perceived Drinking Norm</b>				
<b>Under-estimate by 3+ Drinks</b>	<b>Under-estimate by 1-2 Drinks</b>	<b>Accurate Estimate</b>	<b>Over-estimate by 1-2 Drinks</b>	<b>Over-estimate by 3+ Drinks</b>
<b>1%</b>	<b>18%</b>	<b>38%</b>	<b>40%</b>	<b>22%</b>

**62% Overestimate Peer Drinking!**

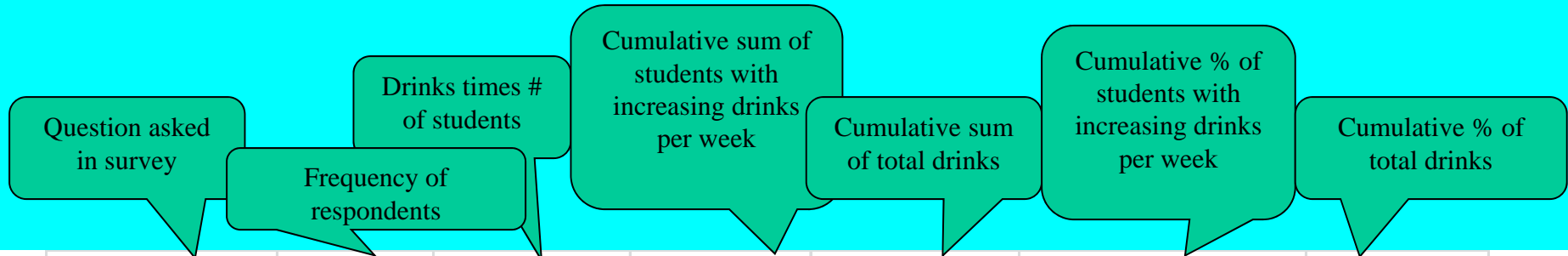


A black dog is shown in profile, looking at a yellow frisbee. The frisbee has a math problem written on it in black marker. The background is green grass.

*In the year 2000  
It's Still True!  
**2/3**  
=  
**1/4**  
At FWS*

# Campus Survey Data Demonstrating the Norm for Student Alcohol Consumption

(spreadsheet data revealing the skewed distribution of student drinking patterns supporting the “2/3=1/4” campaign in 2015)



Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students	Cumulative Drinks	Cumulative % of Students	Cumulative % of Drinks
0	134	0	134	0	19%	0%
1	71	71	205	71	30%	1%
2	40	80	245	151	35%	3%
3	43	129	288	280	41%	5%
4	56	224	344	504	50%	10%
5	49	245	393	749	57%	14%
6	40	240	433	989	62%	19%
7	21	147	454	1136	65%	22%
8	39	312	493	1448	71%	28%
9	4	36	497	1484	72%	29%
10	48	480	545	1964	79%	38%
11	6	66	551	2030	79%	39%
12	22	264	573	2294	83%	44%
13	3	39	576	2333	83%	45%
14	9	126	585	2459	84%	48%
15	24	360	609	2819	88%	55%
16	6	96	615	2915	89%	56%
17	1	17	616	2932	89%	57%
18	4	72	620	3004	90%	58%
19	1	19	621	3023	90%	58%
20	17	340	638	3363	93%	65%
21	2	42	640	3405	93%	66%
22	2	44	642	3449	93%	66%
23	1	23	643	3472	93%	66%
24	5	120	648	3592	94%	66%
25	9	225	657	3817	95%	74%
30	15	450	672	4267	97%	83%
32	2	64	674	4331	97%	84%
35	8	280	682	4611	98%	89%
38	1	38	683	4649	98%	90%
40	3	120	686	4769	99%	92%
42	1	42	687	4811	99%	93%
45	2	90	689	4901	99%	95%
50	3	150	692	5051	100%	98%
60	2	120	694	5171	100%	100%
<b>Total</b>	<b>694</b>	<b>5171</b>				

Heaviest drinking 10% consume 42% of all alcohol consumed

65% of students...  
...drink only 22% of all alcohol consumed

Source: Alcohol Education Project, Hobart and William Smith Colleges, 2015 survey data presented in lecture on social norms for course on Alcohol Use and Abuse (Professors H.W. Perkins and D.W. Craig)

# 20 Year History of Social Norms Interventions to Reduce Alcohol Abuse at HWS

Professor H. Wesley Perkins

Professor David W. Craig

# HWS Social Norms Interventions for Alcohol Abuse Prevention (1995-2015)

Delivery Agent Key

- Alcohol Education Project
- Office of Alcohol/Drug Programs
- Division of Student Affairs
- Alcohol Education Project with
- Division of Student Affairs

## Creation and Growth of Social Norms Interventions

## Decline of Social Norms Interventions

## Reinvigorated Social Norms Interventions

Program Delivery Elements

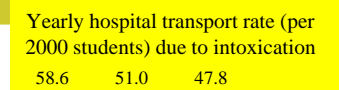
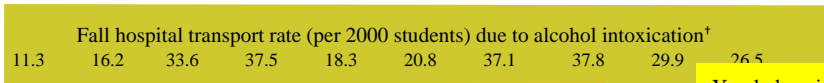


Alcohol Problem Measures

Institutional Data

Survey Data

'96-97 '97-98 '98-99 '99-00 '00-01 '01-02 '02-03 '03-04 '04-05 '05-06 '06-07 '07-08 '08-09 '09-10 '10-11 '11-12 '12-13 '13-14 '14-15



**1995-2000 Campus-Wide Surveys\***  
 32% decrease in high risk drinking  
 21% decrease in drinking consequences

**2001-2003 Athlete Surveys\*\***  
**For ongoing student-athletes:**  
 46% decrease in drinking >1/wk  
 34% decrease in frequent drinking consequences

**2007-2008 NCHA surveys**  
 High risk drinking (7+ drinks):  
 19% increase (males)  
 50% increase (females)

**2008-2010 Athlete Surveys**  
 Multiple drinking consequences:  
 11% increase (males)  
 27% increase (females)

**2011-2015 Campus-Wide Surveys**  
 24% decrease in frequent drinking consequences among juniors/seniors  
 17% decrease in frequent drinking consequences among all students

**2010-2014 Athlete Surveys**  
 Multiple drinking consequences:  
 25% decrease (males)  
 26% decrease (females)

**Program Impact: Decreasing problems during intense program delivery**

**Increasing Problems as program declines**

**Program Impact: Decreasing problems as program delivery is reinstated**

\* Perkins, H. Wesley, and David W. Craig. 2002. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education; Perkins, H. Wesley, and David W. Craig. 2003. "The Hobart and William Smith Colleges Experiment: A Synergistic Social Norms Approach Using Print, Electronic Media and Curriculum Infusion to Reduce Collegiate Problem Drinking." In HW Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians*, San Francisco: Jossey-Bass, pp. 35-64.  
 \*\*Perkins H. Wesley and David W. Craig. 2006. "A Successful Social Norms Campaign to Reduce Alcohol Misuse among College Student-Athletes." *Journal of Studies on Alcohol*, 67, 880-888.  
 † Hospital transport records reported by Associate Director, Department of Campus Safety (F2003 - S2007) combined with records reported by Associate Dean of Students (F2007-S2014).  
 NOTE: For additional information contact H. Wesley Perkins, Professor of Sociology (perkins@hws.edu) or David W. Craig, Professor of Biochemistry (craig@hws.edu)

# **When is the Social Norms Approach Most Effective?**

- **Clear positive norm messages**
- **Credible data**
- **Absence of competing scare messages**
- **Dosage is high (ongoing and intense social marketing of actual norms)**
- **Synergistic strategies**
- **Broad student population receives message in addition to any high-risk target groups**