

BD295

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

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Geneva, New York

www.EducationProject.org

Substance Abuse Prevention Strategies

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graph TD; A[Substance Abuse Prevention Strategies] --> B[Reactive]; A --> C[Proactive]; C --> D[Individual];
```

Reactive

Proactive

Individual

IT'S ONLY BEER.



Beer contains alcohol. Alcohol is a drug. Alcohol is the number one drug problem in this country. Not marijuana. Not cocaine. Alcohol. Get the point?

FACE

Make the choice to make a change.

Choose Your Poison



CHUGGING CAN KILL.

Anyone who drinks too much alcohol too fast can die from alcohol poisoning. Even you.

Make the choice to make a change.



DRUGS ARE POISON

HALF OF SMOKERS DIE FROM HABIT

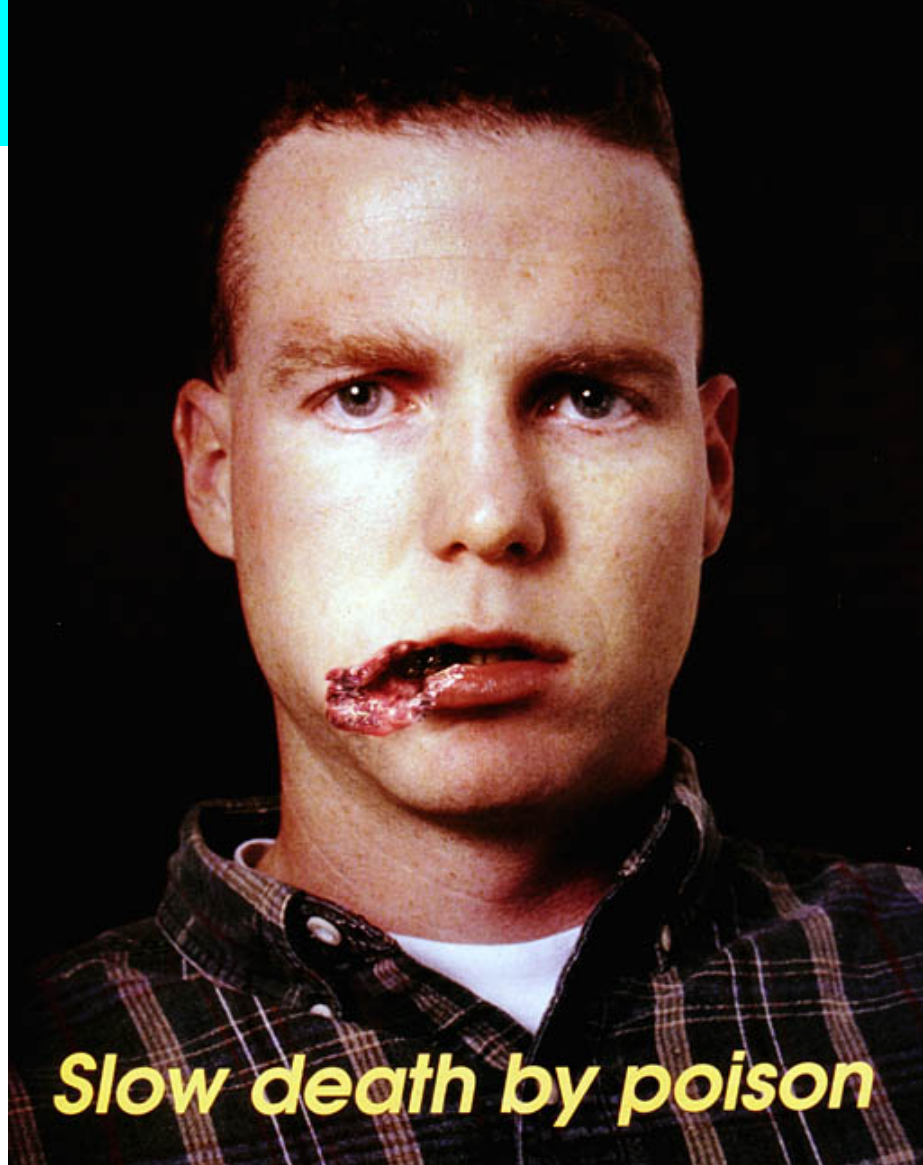


Approximately 50% of habitual smokers die from diseases directly caused by their smoking.

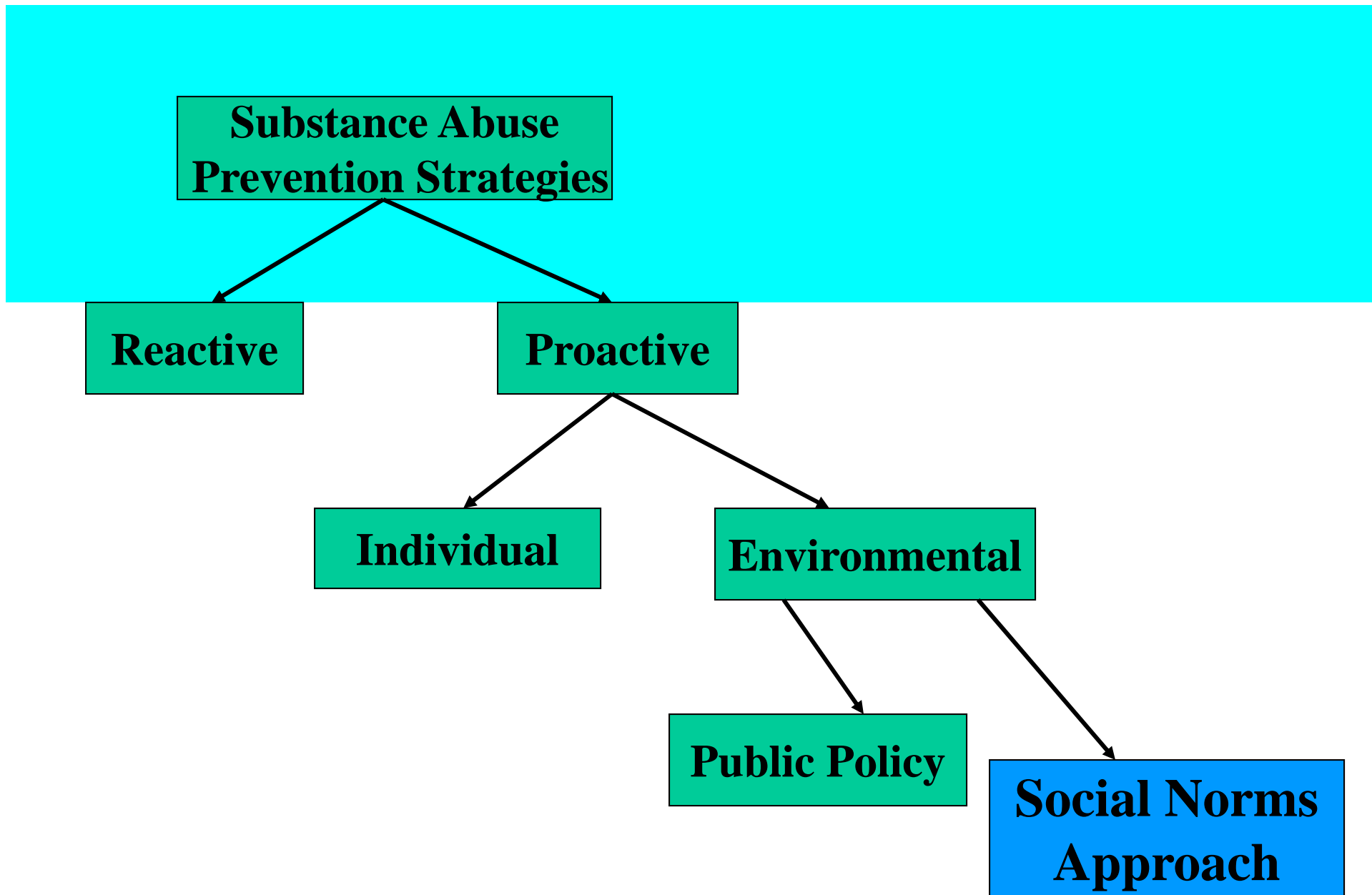
Source: Medical Tribune

© 1997, HEALTH EDUCATION, a division of B&W Group, Inc., Miami, FL 33133-3095-6230

Smokeless Tobacco



Slow death by poison



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

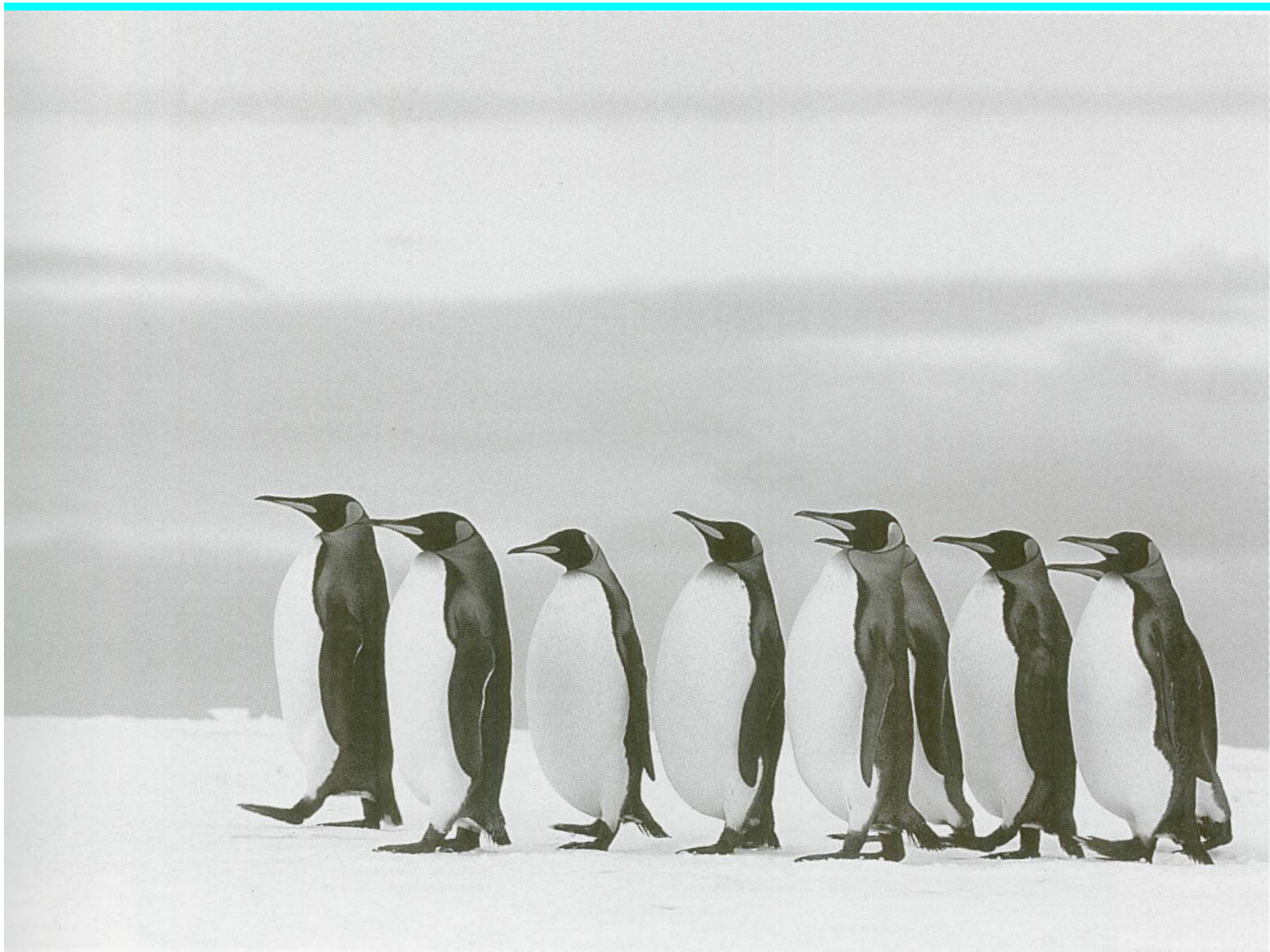
Psychological Models of Health and Safety Promotion Usually Focus on Individual Self-Interest

- **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?

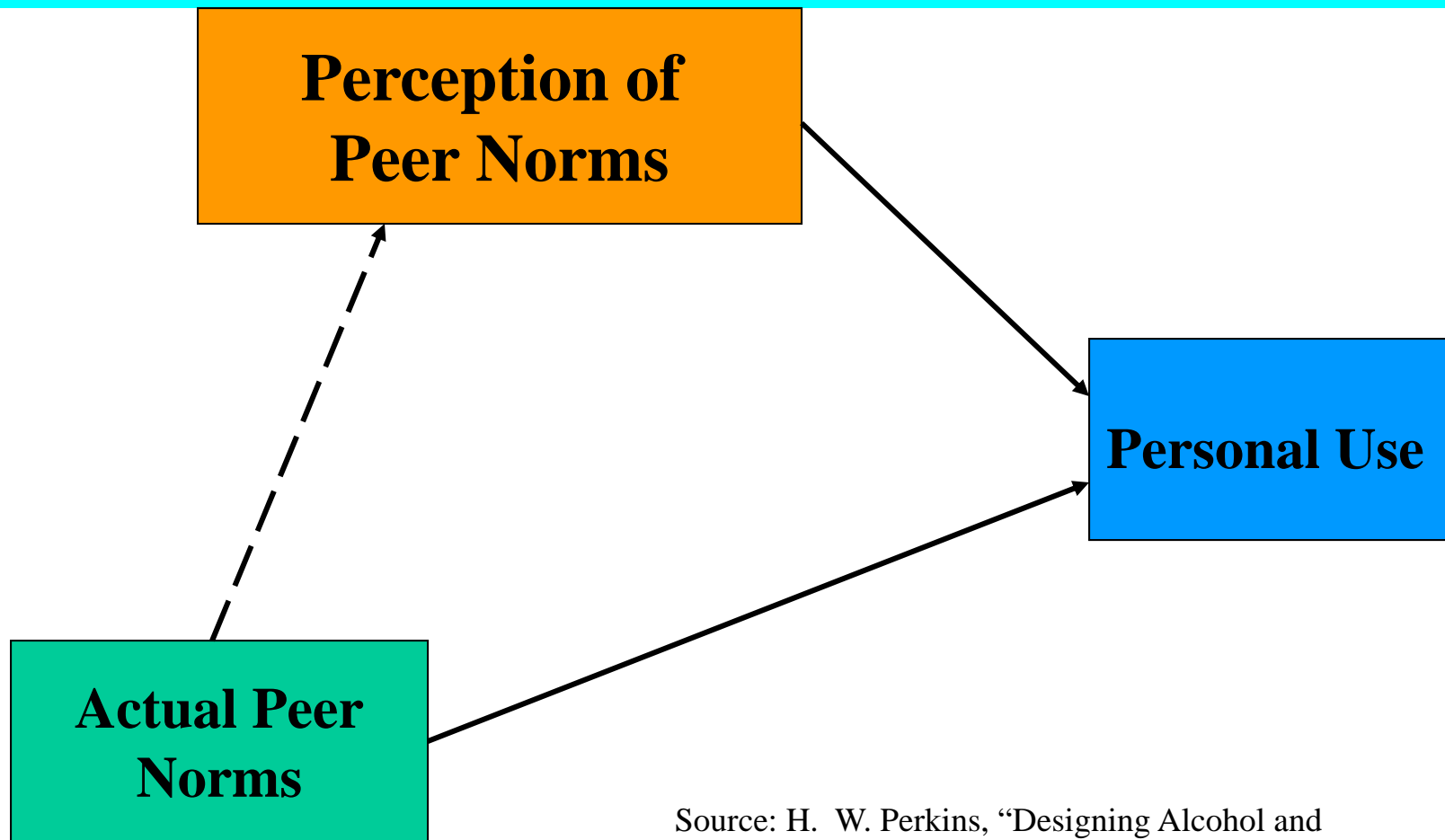
First come observations

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.

Source: Survey conducted by New York State Office
of Alcoholism and Substance Abuse Services, 1996

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.

Source: Survey conducted by New York State Office
of Alcoholism and Substance Abuse Services, 1996

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.

Source: Survey conducted by New York State Office
of Alcoholism and Substance Abuse Services, 1996

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.

Source: Survey conducted by New York State Office
of Alcoholism and Substance Abuse Services, 1996

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.

Source: Survey conducted by New York State Office
of Alcoholism and Substance Abuse Services, 1996

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.

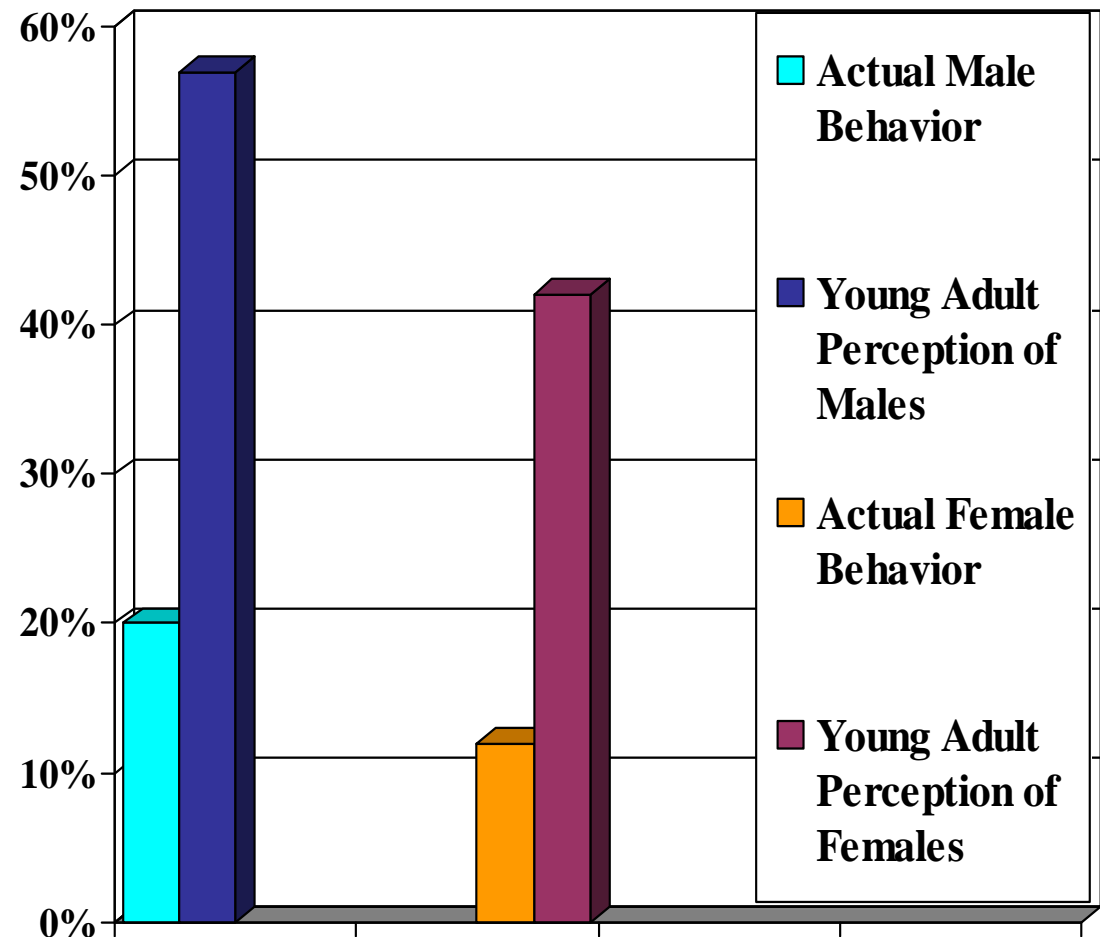
Accuracy of Perceived Drinking Norm				
Under-estimate by 3+ Drinks	Under-estimate by 1-2 Drinks	Accurate Estimate	Over-estimate by 1-2 Drinks	Over-estimate by 3+ Drinks
3%	12%	14%	32%	39%

**71% Overestimate
Peer Drinking!**

Actual Gender Norms vs. Young Adult Perceptions of Gender Norms

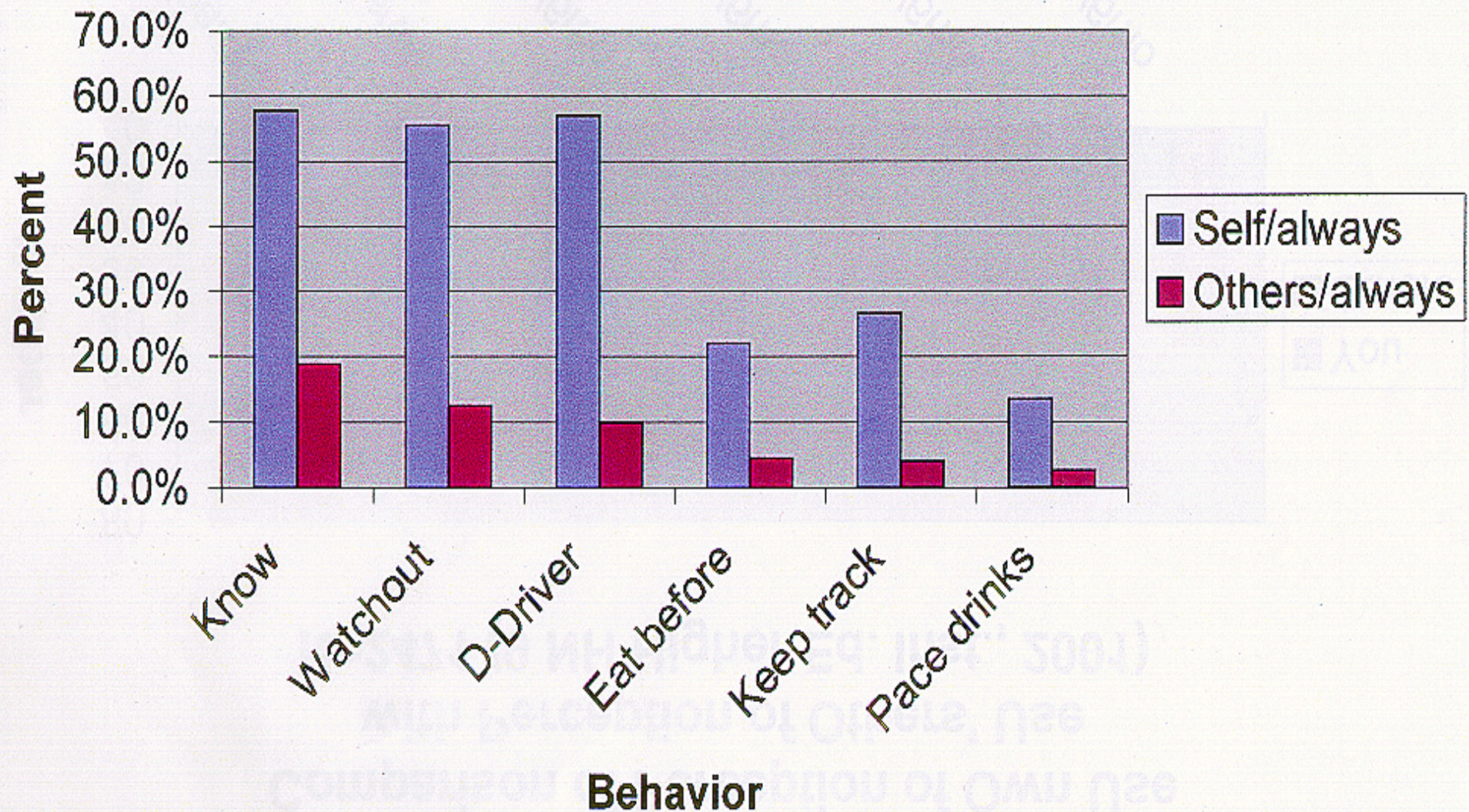
(1998 Survey of 18-24 Year Olds, N=500)

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

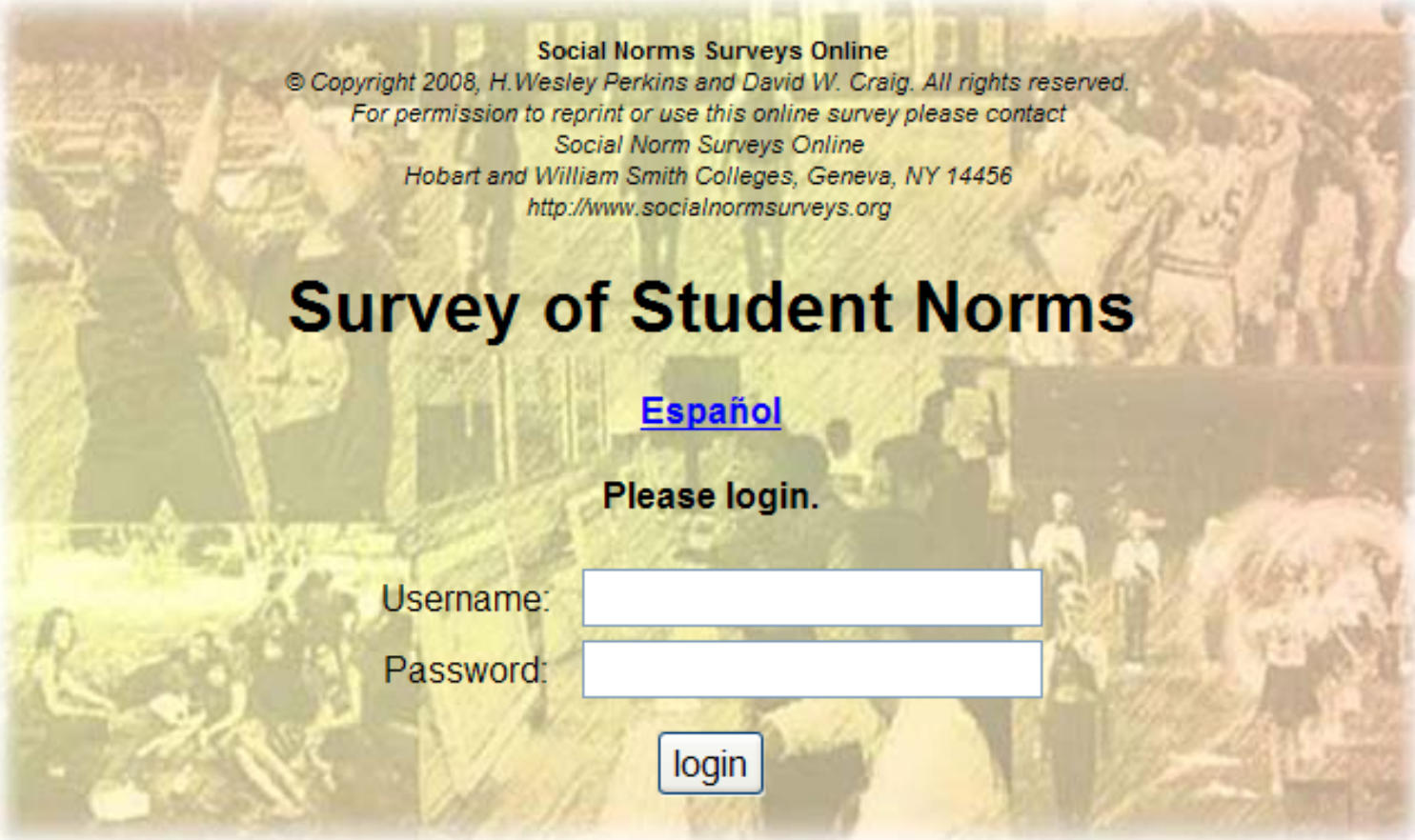


Source: JW Linkenbach & HW Perkins, 2003

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
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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>

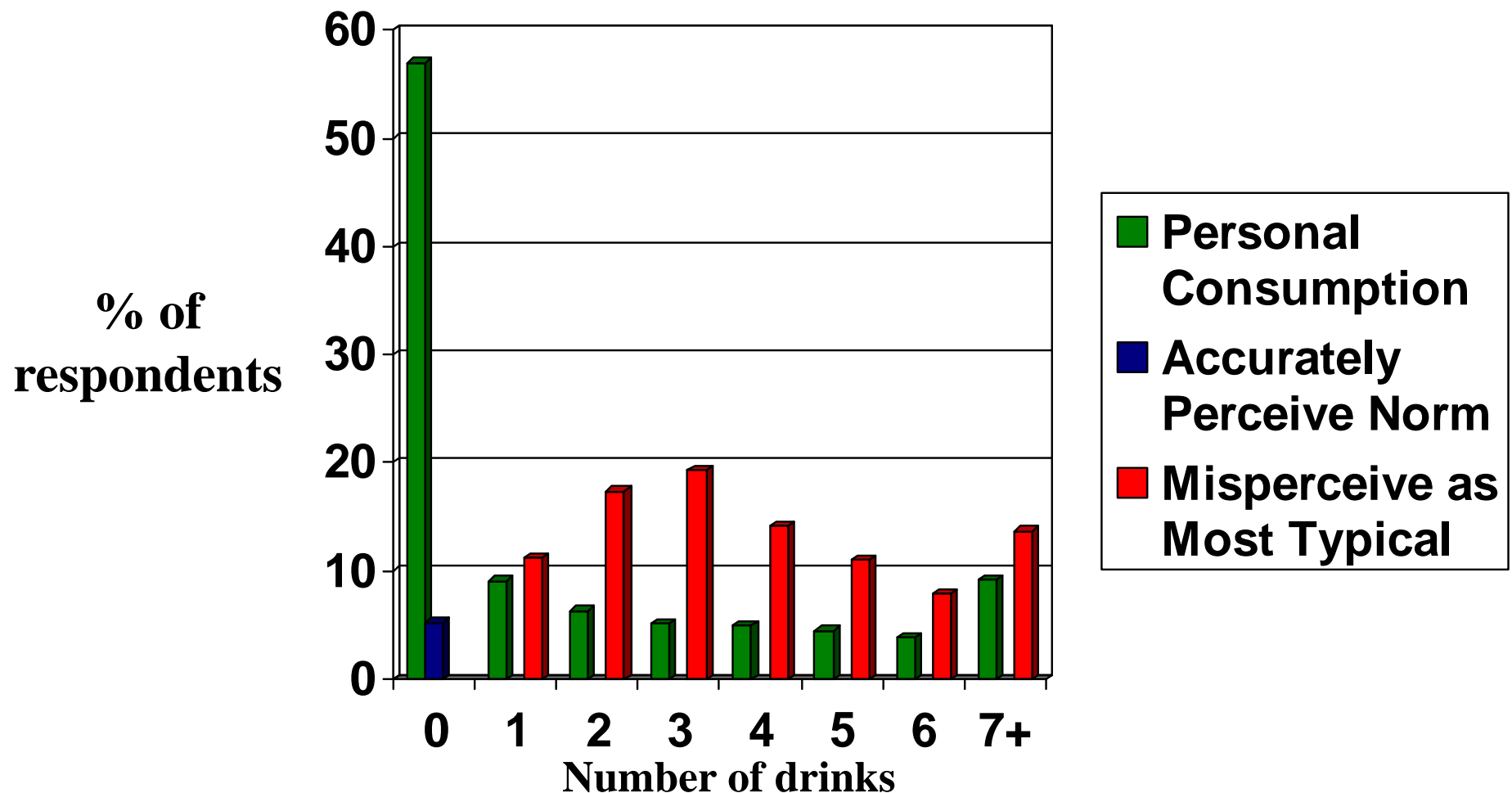
Who Participated?

Almost Everyone!

1,116 students took the survey

96% of the entire student body

Quantity of Alcohol Typically Consumed at Parties and Social Gatherings

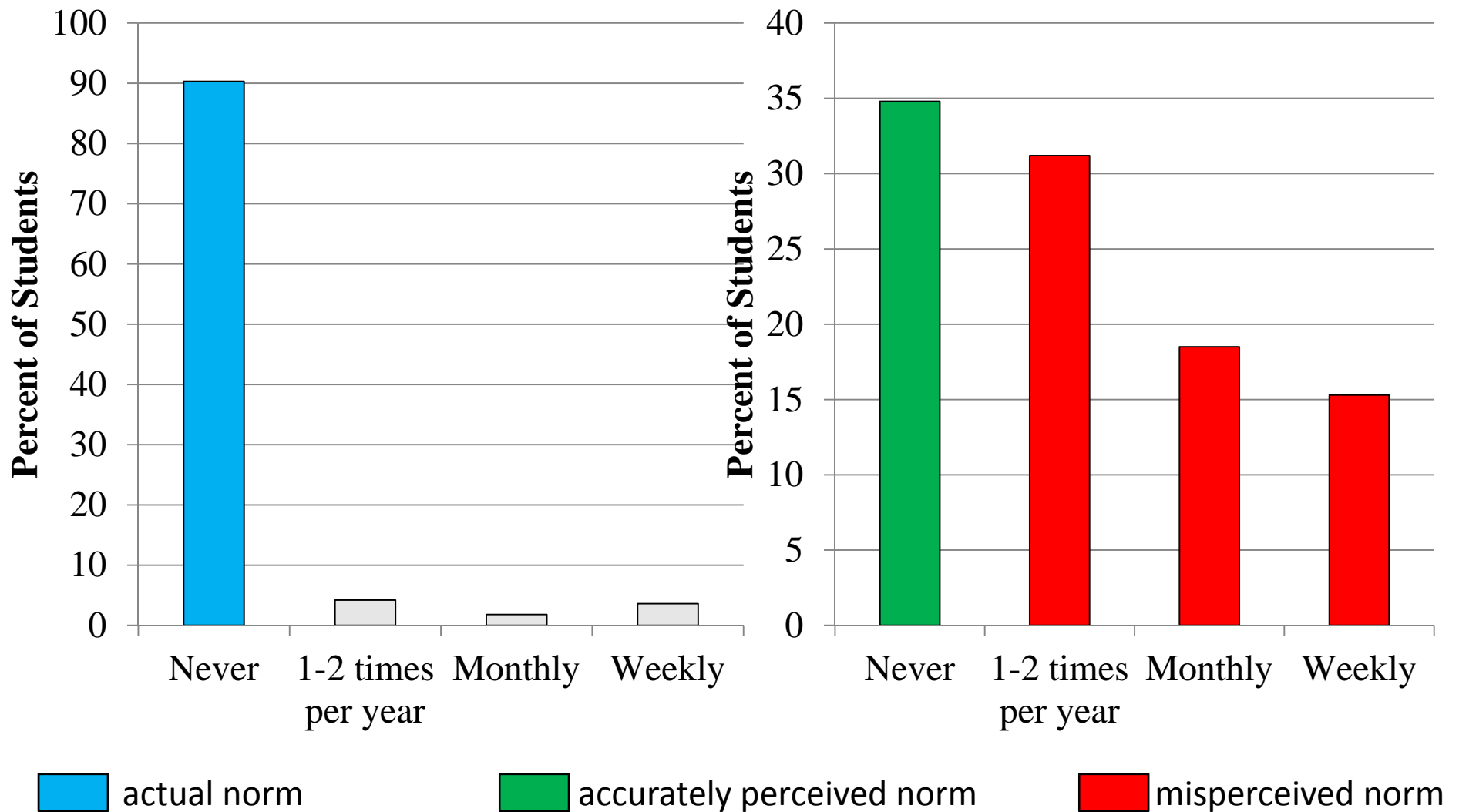


Sample Secondary School Data

119 School Cohorts Surveyed
Grade (Year) Levels Ranged from 6 -12
12 States across the USA
52,462 Respondents

Grades 6 - 8

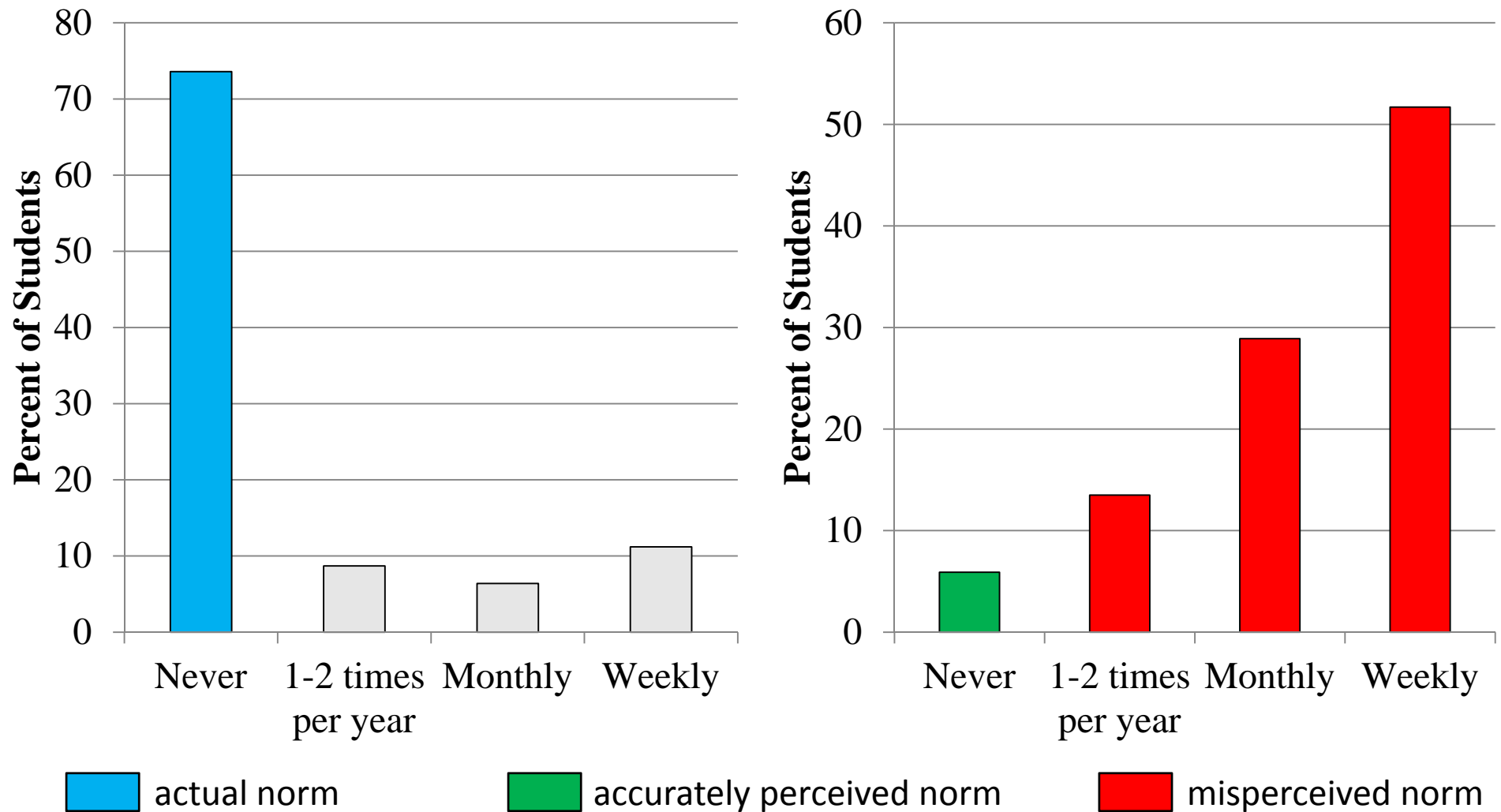
Personal Tobacco Use and Perceived Norm



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

Grades 9 - 12

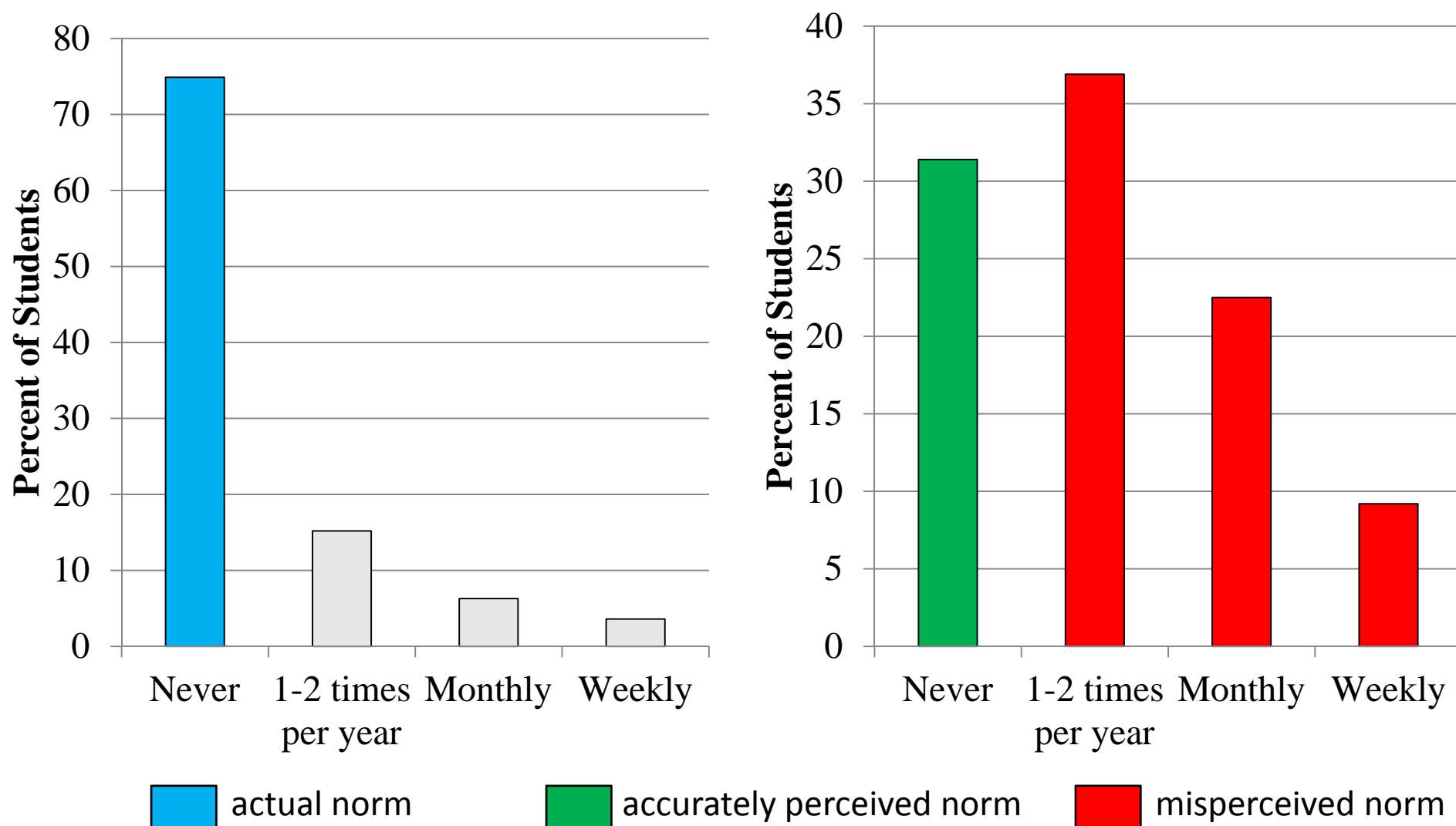
Personal Tobacco Use and Perceived Norm



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

Grades 6 - 8

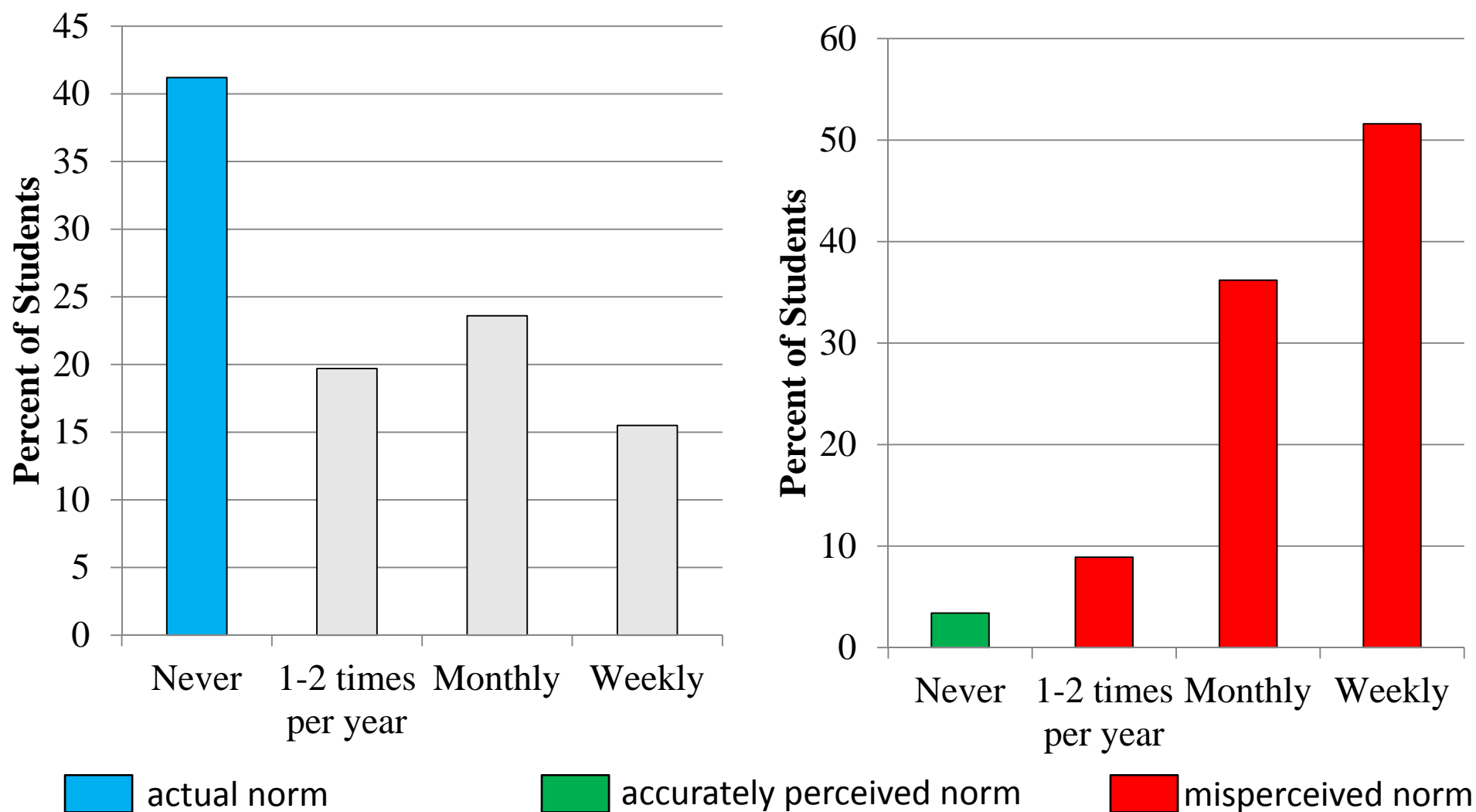
Personal Alcohol Use and Perceived Norm



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

Grades 9 - 12

Personal Alcohol Use and Perceived Norm



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

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

- **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.

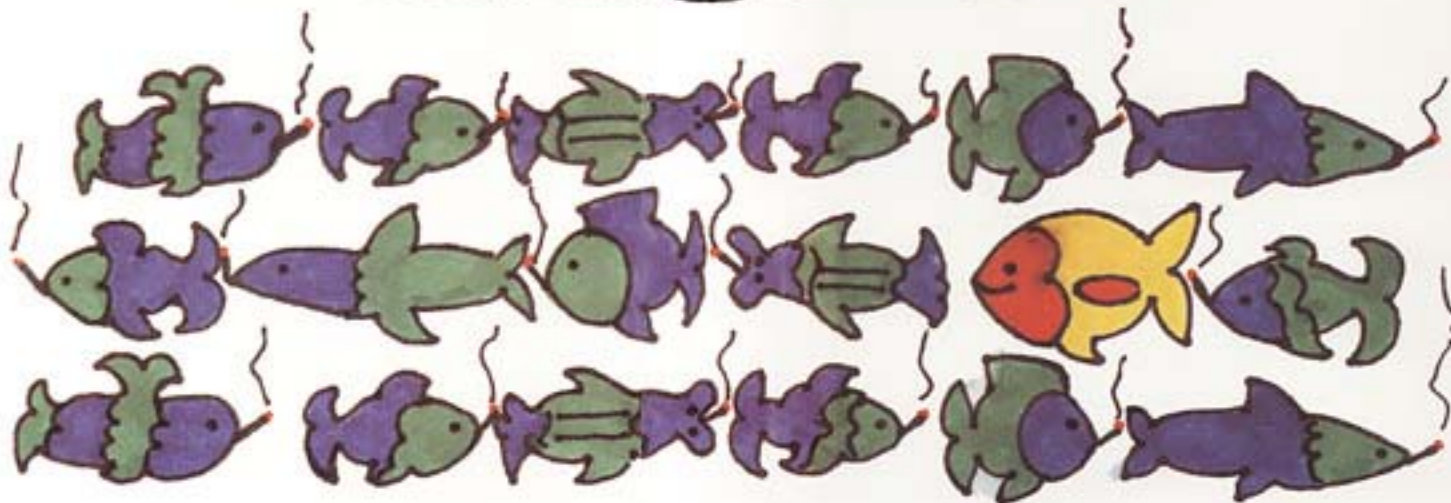
The quotable file



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



SENECA COUNTY
SUBSTANCE ABUSE COALITION

not a

MINOR

Problem

*Underage
Drinking*

11611

LAMA

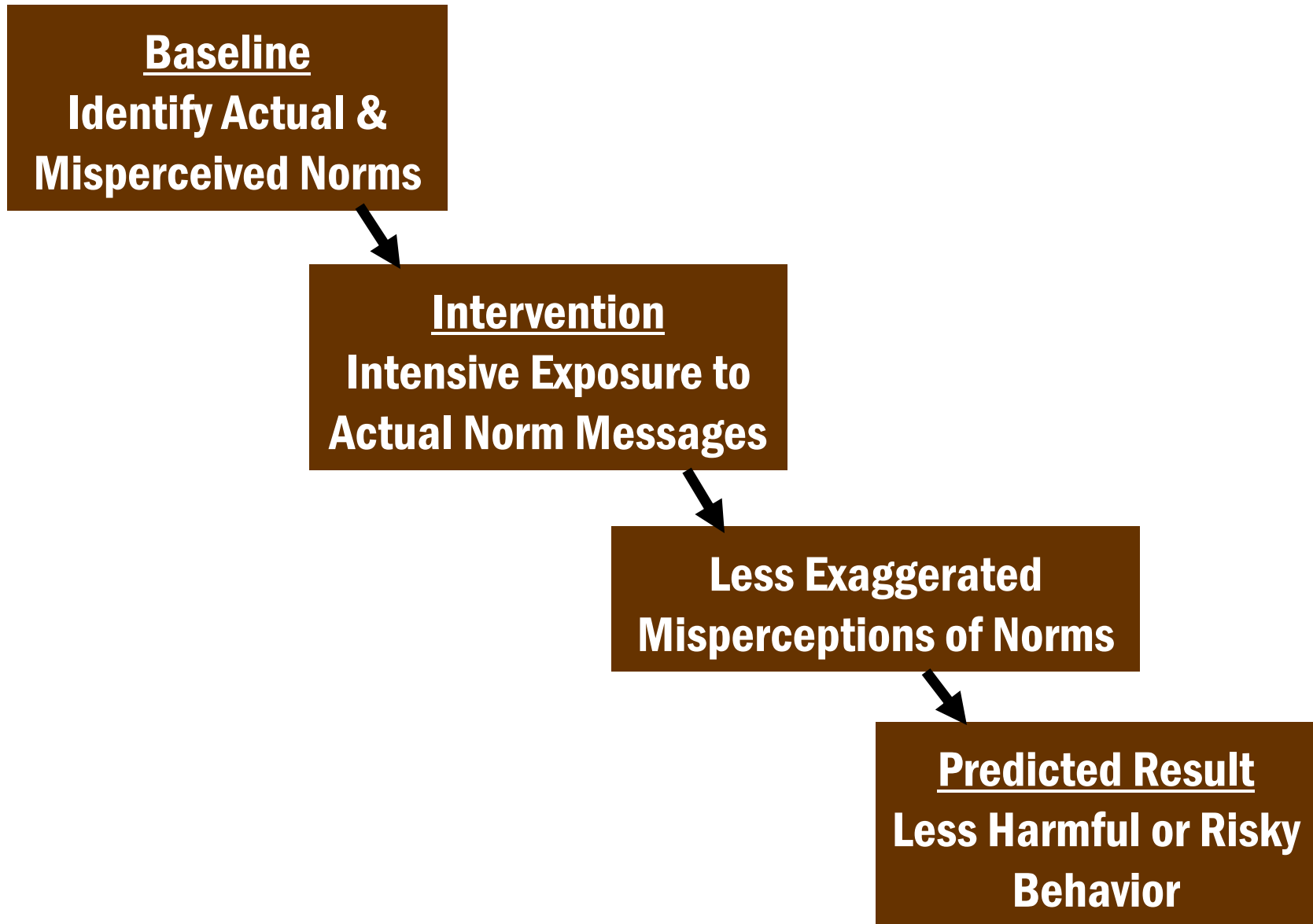
Consequences of Misperceptions

- **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



A HEALTHY Dose of Reality...



A HEALTHY Dose of Reality...



Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

- **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

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.



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

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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.



www.hws.edu/JustFacts



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What is your protective strategy?

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

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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

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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

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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...



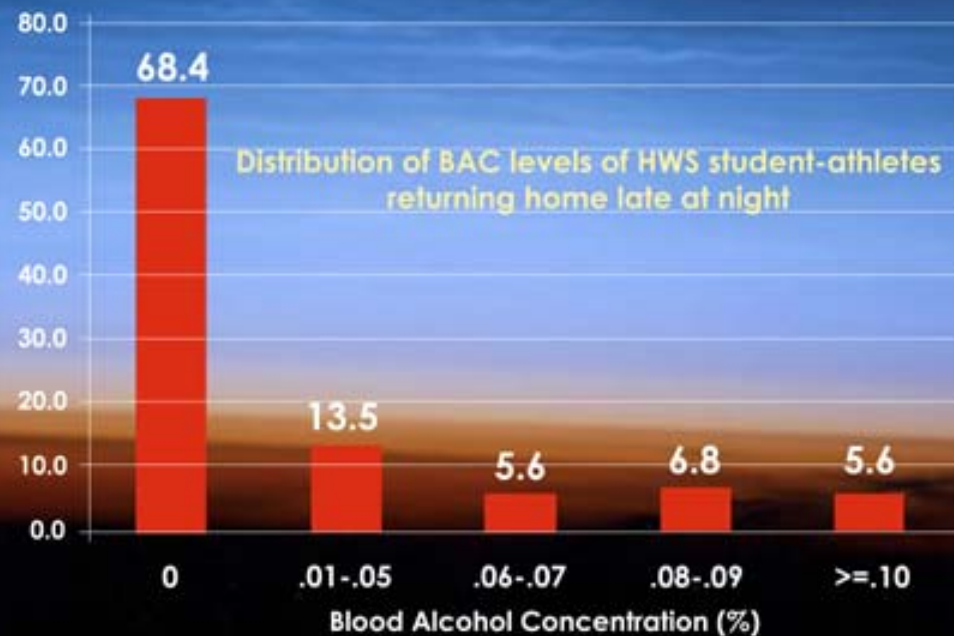
**7 out of 10 HWS student-athletes (70%)
believe one should never use tobacco**

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

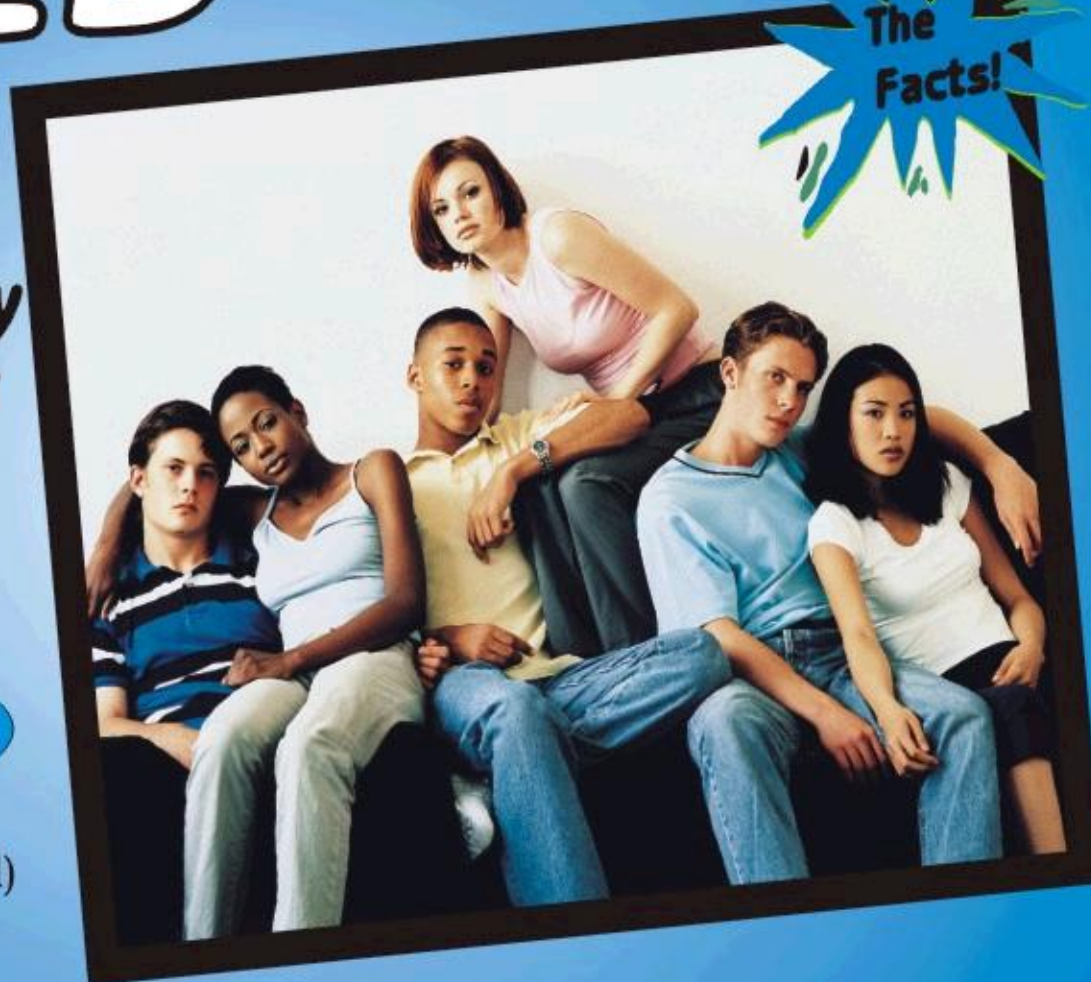


UNITED

**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!

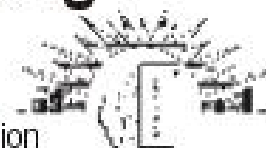


Health tools to share:

- 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

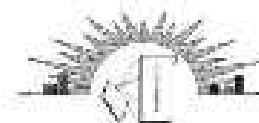


Most of Us Don't Smoke

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

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

MOST
Montana teens
(70%)

are tobacco free

MOST of us[®]
MONTANA SOCIAL NORMS PROJECT



Supported by the Montana Department of Public Health and Human Services

survey data source: Montana Prevention Needs Assessment 2000

www.mostofus.org

SURVEY DATA SOURCE: MONTANA YOUTH RISK BEHAVIOR SURVEY 2011

MOST



MOST
[70%]
Montana
teens
are tobacco
free.


MOST of us
MONTANA SOCIAL NORMS PROJECT
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.



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

MOST of us
www.mostofus.org

DESIGNATED DRIVERS SAVE LIVES





MDT

A message from the Montana Department of Transportation and the **Cascadia 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 Cascadia County Young Adults (82%) Don't Drink and Drive


MOST of Us™ prevent drinking & driving.

MOST of us
MONTANA DEPARTMENT OF TRANSPORTATION
www.mostofus.org

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



Statistics derived from roadside data sets of the 1996 and 2000 Eberhard Young Alcohol Survey.
Data courtesy of the Montana Department of Transportation, Highway Safety Council.



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

www.mostofus.org

MOST^{of}us[®]
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

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

Research on Effects of Perceived Norms and Social Norms Intervention Programs

- Multi-site cross-sectional studies
- Longitudinal panel studies
- Brief intervention experiments using random assignment
- Longitudinal pre/post case studies of school populations
- Experiments with experimental and control counties
- Experiments with experimental and control classroom interventions
- Longitudinal experiments randomly assigning institutions to experimental and control conditions

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**

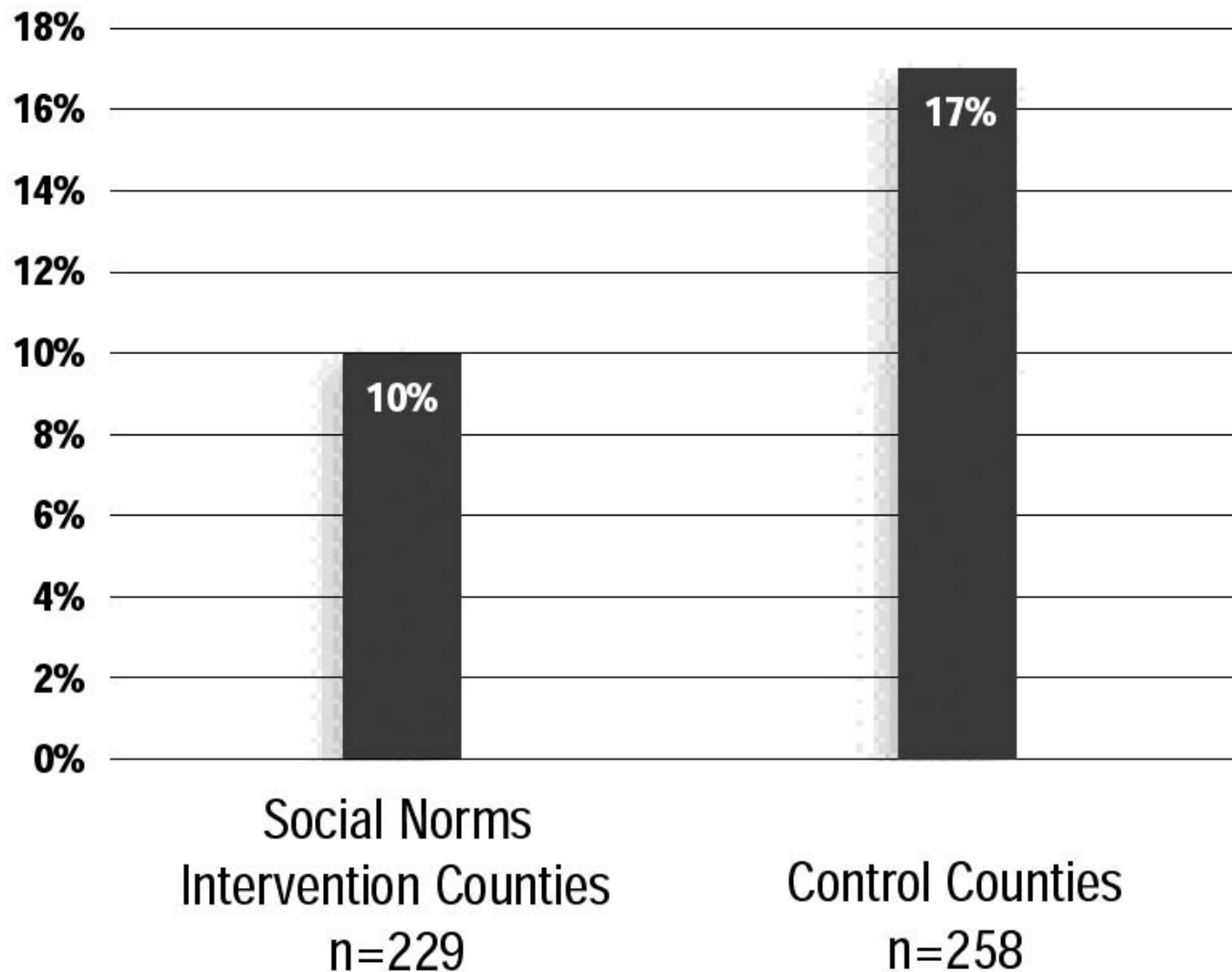
Table 14.2 Self-Reported Alcohol and Cigarette Use by 10th Grade Students

	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.

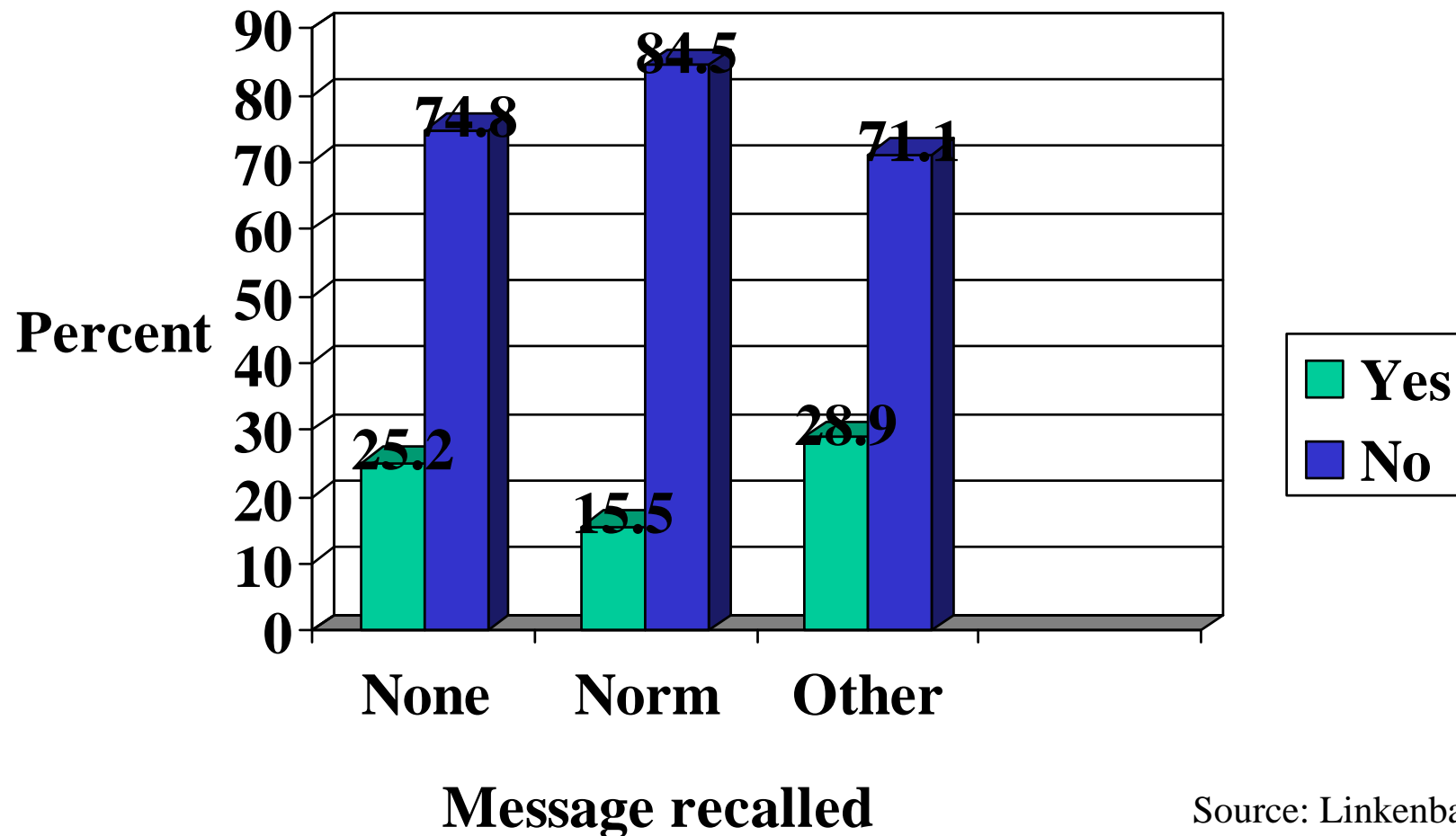
Montana Youth Trying Smoking For the First Time between 2000 and 2001



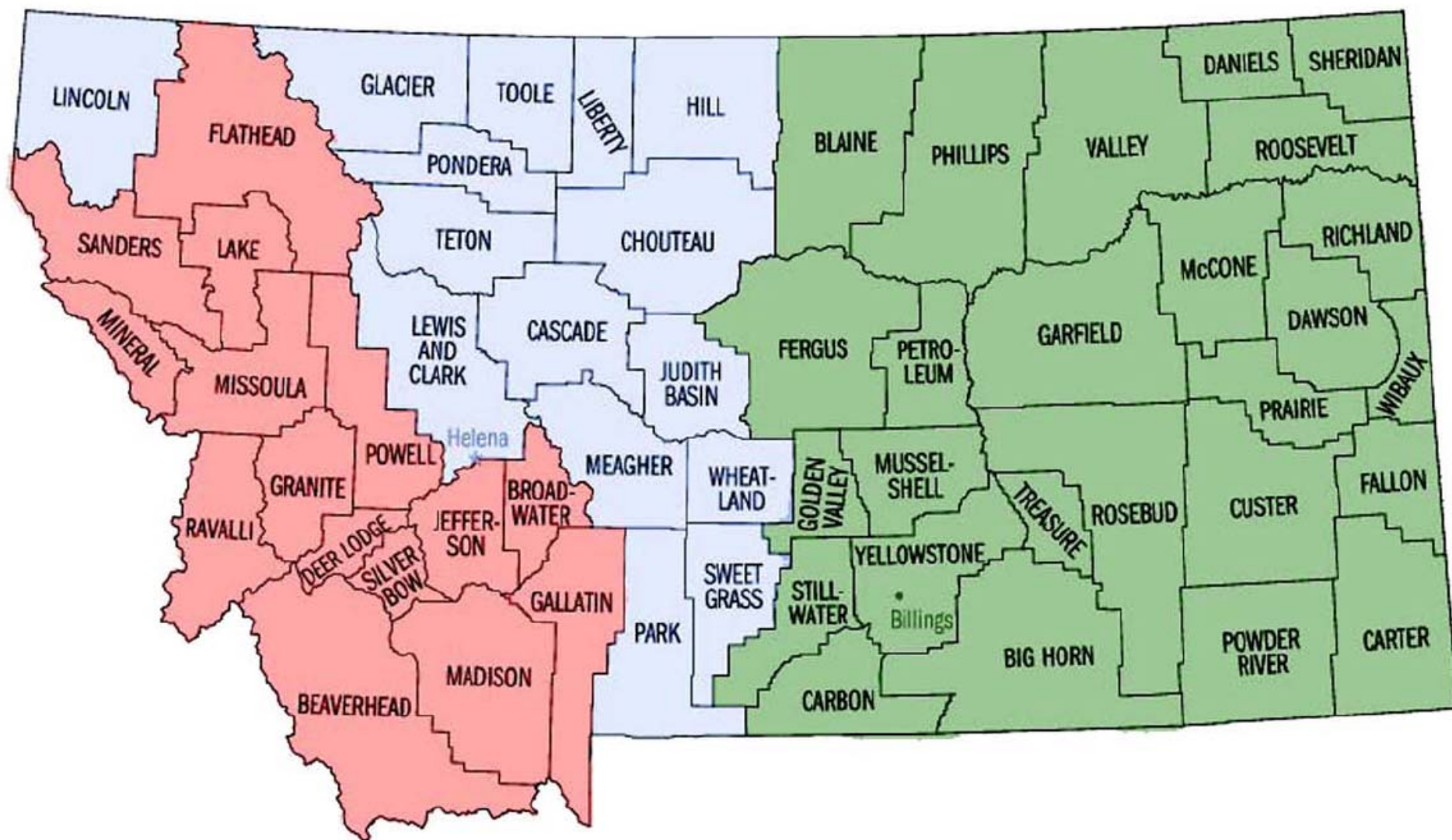
*Significant difference between intervention and control groups at $p < .05$

Source: Linkenbach and Perkins, 2003.

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



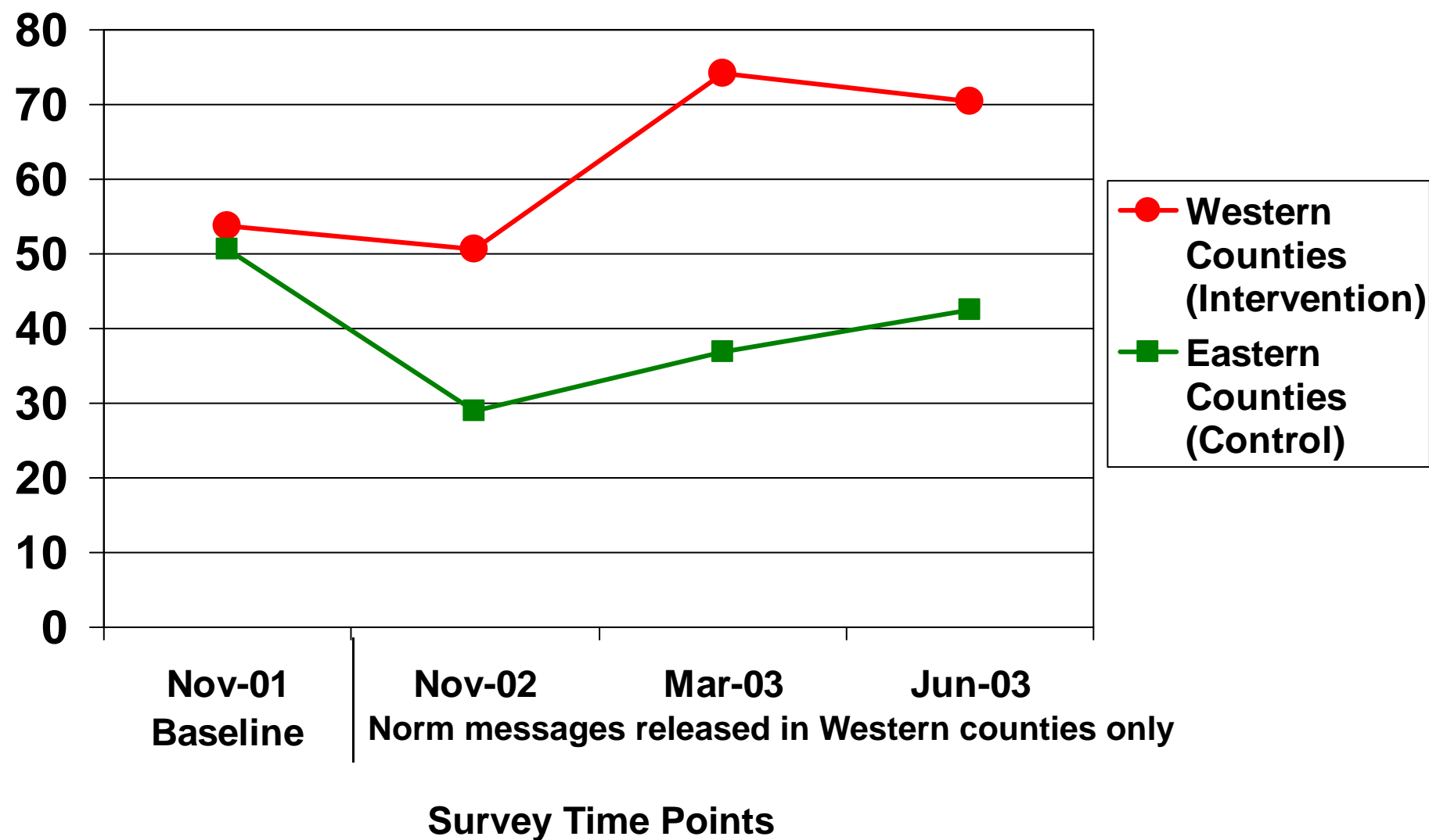
Source: Linkenbach, J.
and H. W. Perkins. 2005.



Intervention Counties
 Buffer Counties
 Control Counties

Linkenbach, Jeff and H. Wesley Perkins. 2005. Montana's MOST of Us® Don't Drink and Drive Campaign: A Social Norms Strategy to Reduce Impaired Driving Among 21-to-34Year-Olds. National Highway Traffic Safety Administration (Report No. DOT HS 809 869), Washington, DC.

**Percent Recalling Social Norms Message about Drinking as the Main Message
From Media (compared to recalling other or no message)**

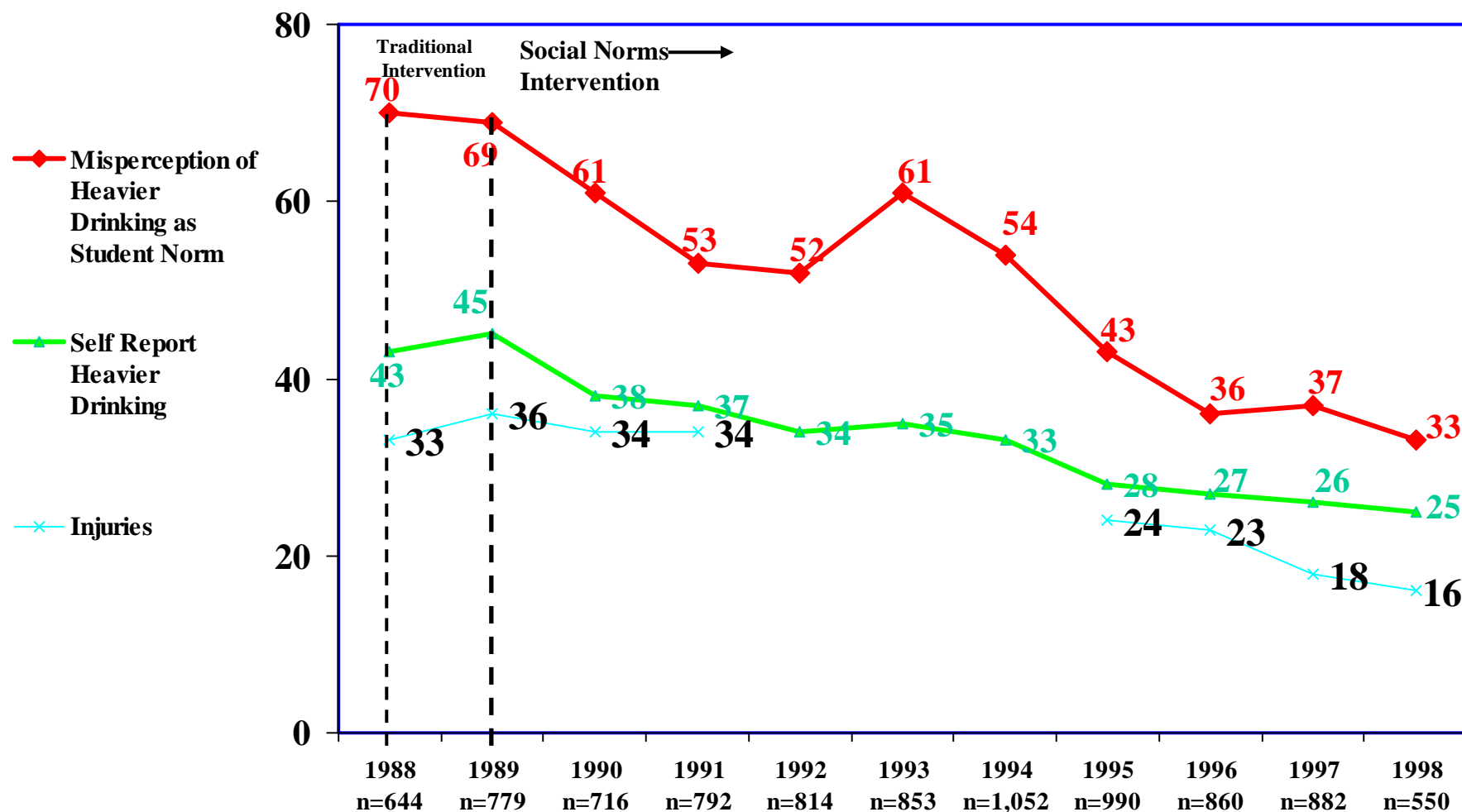


Results of Montana Young Adult Experiment on Drinking and Driving

- 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

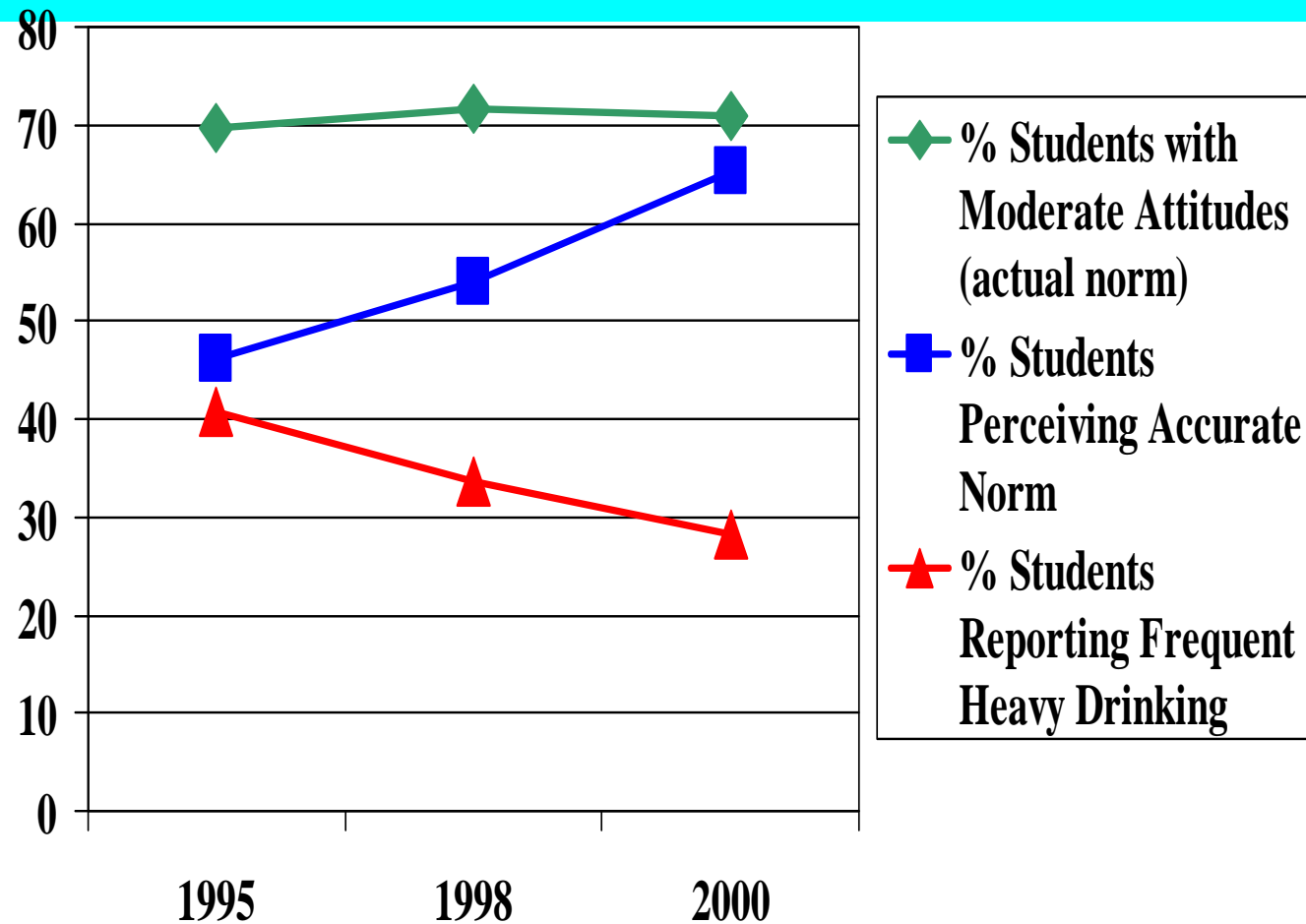
Heavier drinking, norm misperceptions, and injuries among NIU students, 1988-1998



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

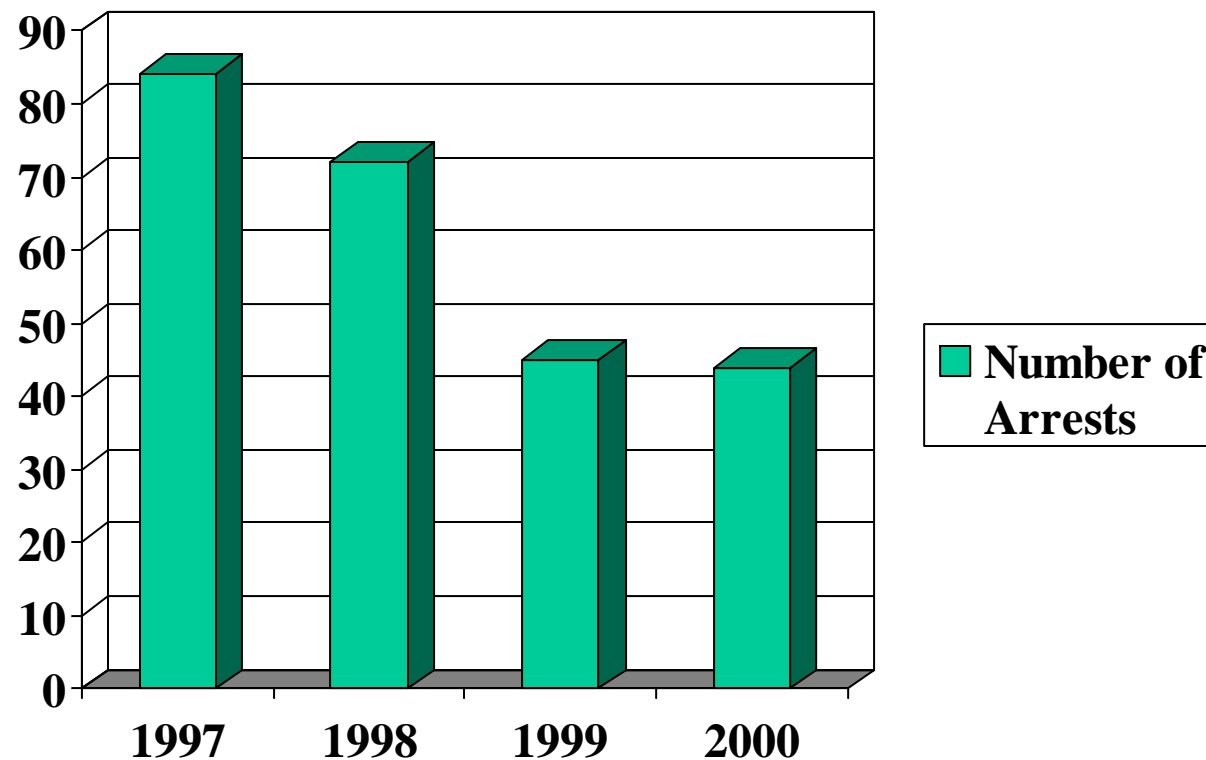
Source: M. Haines and G. Barker, "The Northern Illinois University Experiment: A Longitudinal Case Study of the Social Norms Approach." In Perkins (ed.), *The Social Norms Approach to School and College Age Substance Abuse*, 2003.

Multi-Year Assessment of Campaign Impact at HWS



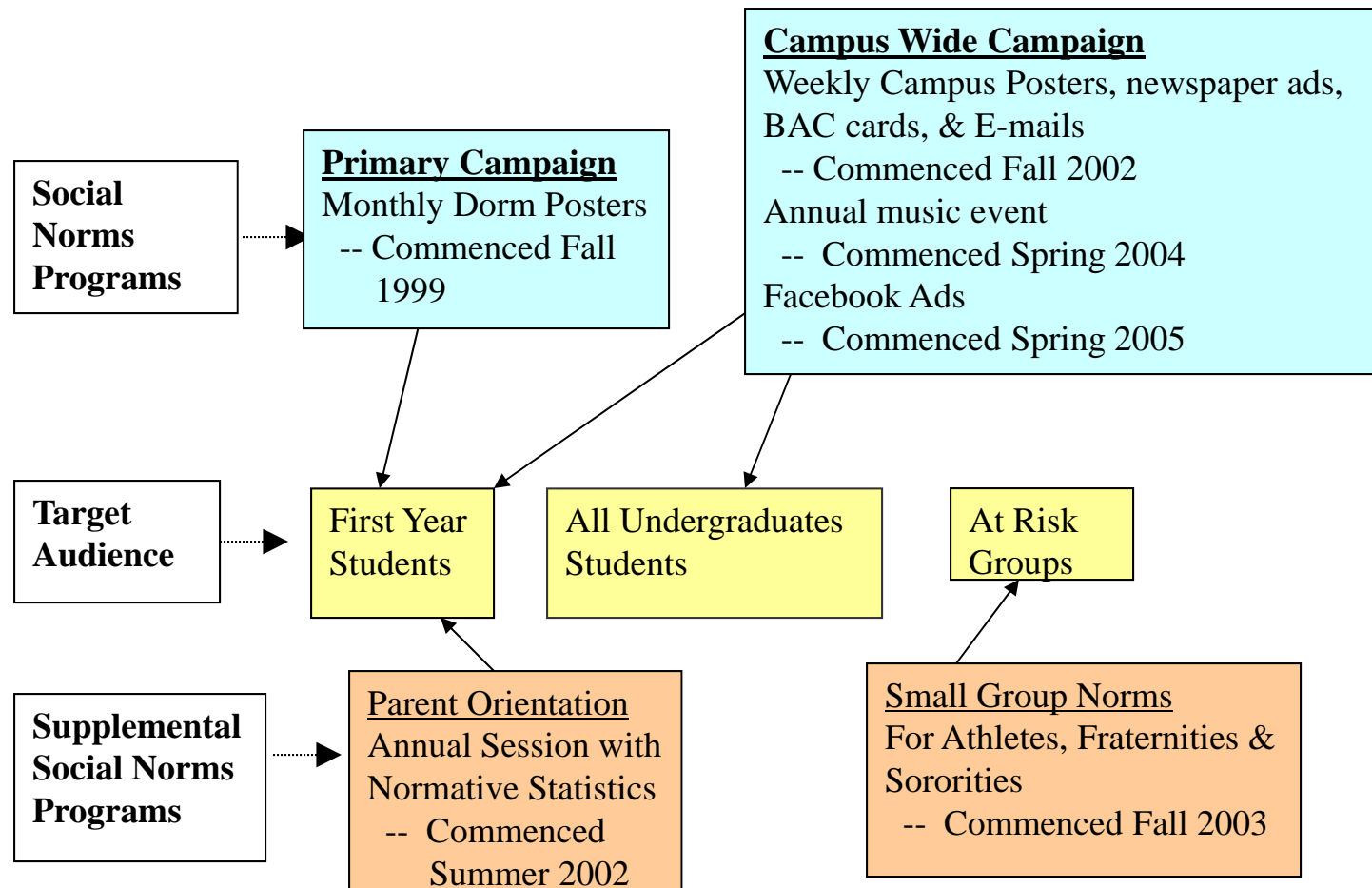
Source: H.W. Perkins and D. Craig. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smit Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

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 Smith 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.

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

**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

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

**62% Overestimate
Peer Drinking!**

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

Fall hospital transport rate (per 2000 students) due to alcohol intoxication†

11.3 16.2 33.6 37.5 18.3 20.8 37.1 37.8 29.9 26.5

Annual Referrals to AOD
360 396 422

Yearly hospital transport rate (per 2000 students) due to intoxication
58.6 51.0 47.8

Program Impact: Decreasing problems as program delivery is reinstated

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

* 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**