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

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www.EducationProject.org
Substance Abuse Prevention Strategies

Reactive

Proactive

Individual
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 Inquirer
Smokeless Tobacco

Slow death by poison
Substance Abuse Prevention Strategies

Reactive
- Individual

Proactive
- Environmental
  - Public Policy
  - Social Norms Approach

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

<table>
<thead>
<tr>
<th>Items</th>
<th>Personal Attitudes</th>
<th>Perceived Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) One should not drink,</td>
<td>81 %</td>
<td>37 %</td>
</tr>
<tr>
<td>2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.</td>
<td>19 %</td>
<td>63 %</td>
</tr>
</tbody>
</table>
Then came theory
Peer Influence on Substance Use

Perception of Peer Norms

Actual Peer Norms

Personal 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
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
HALLUCINOGENS

• Actual Norm - No Use (91%)

• Perceived Norm - 61% Believe the Typical Student is a User. 15% 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)

**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)


<table>
<thead>
<tr>
<th>Accuracy of Perceived Drinking Norm</th>
<th>Under-estimate by 3+ Drinks</th>
<th>Under-estimate by 1-2 Drinks</th>
<th>Accurate Estimate</th>
<th>Over-estimate by 1-2 Drinks</th>
<th>Over-estimate by 3+ Drinks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>12%</td>
<td>14%</td>
<td>32%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

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)
Typical Pattern of College Student Support for Campus Policies about Alcohol Use

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>PERCEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAVOR</td>
<td>50%</td>
<td>10%</td>
</tr>
<tr>
<td>OPPOSE</td>
<td>25%</td>
<td>80%</td>
</tr>
<tr>
<td>DON’T CARE</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Web Surveys Online

Survey of Student Norms

Español

Please login.

Username: 

Password: 

login
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).

<table>
<thead>
<tr>
<th>Category</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7+</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Your Friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Students in your Grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Males</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Females</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Juniors and Seniors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Drop Outs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. High School Athletes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

○ 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

![Bar chart showing the quantity of alcohol typically consumed at parties and social gatherings. The x-axis represents the number of drinks (0, 1, 2, 3, 4, 5, 6, 7+), and the y-axis represents the percentage of respondents. The chart includes bars for personal consumption, accurately perceive norm, and misperceive as most typical.](chart.png)
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

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
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

Baseline
Identify Actual & Misperceived Norms

Intervention
Intensive Exposure to Actual Norm Messages

Less Exaggerated Misperceptions of Norms

Predicted Result
Less Harmful or Risky Behavior
A HEALTHY Dose of Reality...
A **HEALTHY** Dose of Reality...
A HEALTHY Dose of Reality...
A HEALTHY Dose of Reality...

The majority of entering students in 1999 reported never smoking cigarettes. 

Students most typically drink alcohol once a week or less. 

Among athletes, 87% never miss or perform poorly in an athletic contest due to drinking.
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
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

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


www.hws.edu/JustFacts
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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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.

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, DCP/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)

Fund 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)

The Facts!

Together

- 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.

www.mostofus.org

Montana Social Norms Project
Montana Prevention Needs Assessment Survey 2000

Photo: © Anne Sherwood Photography for the MOST of Us Campaign
MOST Montana teens (70%) are tobacco free

MOST of us
MONTANA SOCIAL NORMS PROJECT

survey data source: Montana Prevention Needs Assessment 2000
www.mostofus.org
MOST of us Montana teens are tobacco free.
Sample Print Media – Summit, CO

Don’t Tell Me NOT To Do Something ...

...I’m already NOT doing!

MOST Summit High School students are healthy and active.

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

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

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

This is us.
We're better than you think.
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%).
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

DESIGNATED DRIVERS SAVE LIVES
Most Cascade County Young Adults (82%) Don’t Drink and Drive

MOST of Us™ prevent drinking & driving.

A message from the Montana Department of Transportation and the Cascade County D.U.I. Task Force. Statistic 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 (16 through 24) surveyed reported not drinking after consuming 2+ drinks within one hour in the month before the survey.

www.mostofus.org
Most of Northwestern Montana's Young Adults (88%) Don't Drink and Drive

MOST of Us* prevent drinking & driving.

*Statistics derived from combined data sets of the 1998 and 2000 Montana Young Driver Study.
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 video campaigns
- Peer education programs and workshops for targeted risk groups [http://www.alcoholeducationproject.org/mvp/peer.html](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%

Source: Perkins and Craig, HWS Alcohol Education Project
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%

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

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Social Norms Intervention Counties</th>
<th>Control Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=229</td>
<td>n=258</td>
</tr>
<tr>
<td>Percentage</td>
<td>10%</td>
<td>17%</td>
</tr>
</tbody>
</table>

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

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

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

Survey Time Points

Western Counties (Intervention)
Eastern Counties (Control)
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.

Multi-Year Assessment of Campaign Impact at HWS

Multi-Year Intervention Impact at HWS on Liquor Law Arrests

Social Norms Marketing Programs at the University of Virginia

Social Norms Programs

Primary Campaign
Monthly Dorm Posters
-- Commenced Fall 1999

First Year Students

All Undergraduates Students

At Risk Groups

Supplemental Social Norms Programs

Parent Orientation Annual Session with Normative Statistics
-- Commenced Summer 2002

Small Group Norms For Athletes, Fraternities & Sororities
-- Commenced Fall 2003

Campus Wide Campaign
Weekly Campus Posters, newspaper ads, BAC cards, & E-mails
-- Commenced Fall 2002
Annual music event
-- Commenced Spring 2004
Facebook Ads
-- Commenced Spring 2005

Target Audience

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


<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>% No Consequences</td>
<td>33</td>
<td>38</td>
<td>44</td>
<td>46</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>% Multiple Consequences</td>
<td>44</td>
<td>40</td>
<td>36</td>
<td>34</td>
<td>31</td>
<td>26</td>
</tr>
</tbody>
</table>
20 Year History of Social Norms
Interventions to Reduce Alcohol Abuse at HWS

Professor H. Wesley Perkins
Professor David W. Craig

Creation and Growth of Social Norms Interventions

Decline of Social Norms Interventions

Reinvigorated Social Norms Interventions

Program Delivery Elements

- Bidisc
- MVP
- Athlete Program
- Presentation
- Screen
- Factoids
- Interactive
- Wide
- Posters
- CIRP
- Orientation Presentation
- U.S. Department of Education
- Alcohol Problem Measures Institutional Data
- 1995-2000 Campus-Wide Surveys*
- 2001-2003 Athlete Surveys**
- Program Impact: Decreasing problems during intense program delivery
- NOTE: For additional information contact H. Wesley Perkins, Professor of Sociology (perkins@hws.edu) or David W. Craig, Professor of Biochemistry (craig@hws.edu)

- Fall hospital transport rate (per 2000 students) due to alcohol intoxication
- 1996-97: 11.3
- 1997-98: 16.2
- 1998-99: 33.6
- 1999-00: 37.5
- 2000-01: 18.3
- 2001-02: 20.8
- 2002-03: 37.1
- 2003-04: 37.8
- 2004-05: 29.9
- 2005-06: 26.5

- Yearly hospital transport rate (per 2000 students) due to intoxication
- 2000: 58.6
- 2001: 51.0
- 2002: 47.8

- Program Impact: Decreasing problems as program delivery is reinstated

- High risk drinking (7+ drinks): 19% increase (males) 50% increase (females)
- 2007-2008 NCHA surveys
- Multiple drinking consequences: 11% increase (males) 27% increase (females)
- 2008-2010 Athlete Surveys
- Multiple drinking consequences: 25% decrease (males) 26% decrease (females)
- 2011-2015 Campus-Wide Surveys
- 24% decrease in frequent drinking consequences among juniors/seniors
- 17% decrease in frequent drinking consequences among all students
<table>
<thead>
<tr>
<th>Frequency</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>81</td>
<td>11.9</td>
<td>11.9</td>
<td>11.9</td>
</tr>
<tr>
<td>1-2 times per year</td>
<td>29</td>
<td>4.2</td>
<td>4.2</td>
<td>16.1</td>
</tr>
<tr>
<td>6 times per year</td>
<td>36</td>
<td>5.3</td>
<td>5.3</td>
<td>21.4</td>
</tr>
<tr>
<td>Once per month</td>
<td>33</td>
<td>4.8</td>
<td>4.8</td>
<td>26.2</td>
</tr>
<tr>
<td>Twice per month</td>
<td>77</td>
<td>11.3</td>
<td>11.3</td>
<td>37.5</td>
</tr>
<tr>
<td>Once per week</td>
<td>217</td>
<td>31.8</td>
<td>31.8</td>
<td>69.3</td>
</tr>
<tr>
<td>3 times per week</td>
<td>183</td>
<td>26.8</td>
<td>26.8</td>
<td>96.0</td>
</tr>
<tr>
<td>5 times per week</td>
<td>21</td>
<td>3.1</td>
<td>3.1</td>
<td>99.1</td>
</tr>
<tr>
<td>Everyday</td>
<td>6</td>
<td>.9</td>
<td>.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>683</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
# BD295 Survey of HWS Students – 2018 Results

## Frequency of drinking - perception of students in general

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>1</td>
<td>.1</td>
<td>.1</td>
<td>.1</td>
</tr>
<tr>
<td>1-2 times per year</td>
<td>5</td>
<td>.7</td>
<td>.7</td>
<td>.9</td>
</tr>
<tr>
<td>6 times per year</td>
<td>5</td>
<td>.7</td>
<td>.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Once per month</td>
<td>11</td>
<td>1.6</td>
<td>1.6</td>
<td>3.3</td>
</tr>
<tr>
<td>Twice per month</td>
<td>41</td>
<td>6.0</td>
<td>6.1</td>
<td>9.4</td>
</tr>
<tr>
<td>Once per week</td>
<td>241</td>
<td>35.3</td>
<td>36.0</td>
<td>45.4</td>
</tr>
<tr>
<td>3 times per week</td>
<td>327</td>
<td>47.9</td>
<td>48.9</td>
<td>94.3</td>
</tr>
<tr>
<td>5 times per week</td>
<td>33</td>
<td>4.8</td>
<td>4.9</td>
<td>99.3</td>
</tr>
<tr>
<td>Everyday</td>
<td>5</td>
<td>.7</td>
<td>.7</td>
<td>100.0</td>
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<tr>
<td>Total</td>
<td>669</td>
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<td>100.0</td>
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<tr>
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<td>2.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>683</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

<table>
<thead>
<tr>
<th>Items</th>
<th>Personal Attitudes</th>
<th>Perceived Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) One should not drink, 2) never get drunk, or 3) never drink to an</td>
<td>81%</td>
<td>37%</td>
</tr>
<tr>
<td>intoxicating level that interferes with academics or other responsibilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.</td>
<td>19%</td>
<td>63%</td>
</tr>
</tbody>
</table>
### Personal Attitudes and Perceived Norms about Alcohol Use among HWS College Students (2018 BD295 Survey)

<table>
<thead>
<tr>
<th>Items</th>
<th>Personal Attitudes</th>
<th>Perceived Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) One should not drink,</td>
<td>91 %</td>
<td>72 %</td>
</tr>
<tr>
<td>2) never get drunk, or 3) never drink to an intoxicating level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>that interferes with academics or other responsibilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.</td>
<td>9 %</td>
<td>28 %</td>
</tr>
<tr>
<td>Number of party drinks - self</td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>.0</td>
<td>105</td>
<td>15.4</td>
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<td>1.0</td>
<td>38</td>
<td>5.6</td>
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<tr>
<td>2.0</td>
<td>61</td>
<td>8.9</td>
</tr>
<tr>
<td>2.5</td>
<td>2</td>
<td>.3</td>
</tr>
<tr>
<td>3.0</td>
<td>112</td>
<td>16.4</td>
</tr>
<tr>
<td>3.5</td>
<td>3</td>
<td>.4</td>
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<tr>
<td>4.0</td>
<td>98</td>
<td>14.3</td>
</tr>
<tr>
<td>4.5</td>
<td>1</td>
<td>.1</td>
</tr>
<tr>
<td>5.0</td>
<td>80</td>
<td>11.7</td>
</tr>
<tr>
<td>6.0</td>
<td>64</td>
<td>9.4</td>
</tr>
<tr>
<td>7.0</td>
<td>30</td>
<td>4.4</td>
</tr>
<tr>
<td>7.5</td>
<td>1</td>
<td>.1</td>
</tr>
<tr>
<td>8.0</td>
<td>29</td>
<td>4.2</td>
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<tr>
<td>9.0</td>
<td>7</td>
<td>1.0</td>
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<td>26</td>
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<td>12.0</td>
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<td>15.0</td>
<td>7</td>
<td>1.0</td>
</tr>
<tr>
<td>16.0</td>
<td>1</td>
<td>.1</td>
</tr>
<tr>
<td>20.0</td>
<td>3</td>
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</tr>
<tr>
<td>Total</td>
<td>678</td>
<td>99.3</td>
</tr>
<tr>
<td>Missing System</td>
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</tr>
<tr>
<td>Total</td>
<td>683</td>
<td>100.0</td>
</tr>
</tbody>
</table>
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)


<table>
<thead>
<tr>
<th>Accuracy of Perceived Drinking Norm</th>
<th>Under-estimate by 3+ Drinks</th>
<th>Under-estimate by 1-2 Drinks</th>
<th>Accurate Estimate</th>
<th>Over-estimate by 1-2 Drinks</th>
<th>Over-estimate by 3+ Drinks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>12%</td>
<td>14%</td>
<td>32%</td>
<td>39%</td>
<td>71% Overestimate Peer Drinking!</td>
</tr>
</tbody>
</table>
Students’ Misperceptions of the Norm for the Number of Drinks Consumed at Parties and Social Occasions – 2018 HWS Survey

Actual Norm = 4 drinks

<table>
<thead>
<tr>
<th>Accuracy of Perceived Drinking Norm</th>
<th>Under-estimate by 3+ Drinks</th>
<th>Under-estimate by 1-2 Drinks</th>
<th>Accurate Estimate</th>
<th>Over-estimate by 1-2 Drinks</th>
<th>Over-estimate by 3+ Drinks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>22%</td>
<td>20%</td>
<td>34%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

56% Overestimate Peer Drinking
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

Source: H. W. Perkins (ed), The Social Norms Approach to Preventing School and College Age Substance Abuse, 2003
Traditional Prevention Strategies and the Social Norms Approach to Reducing Youth Substance Abuse

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