

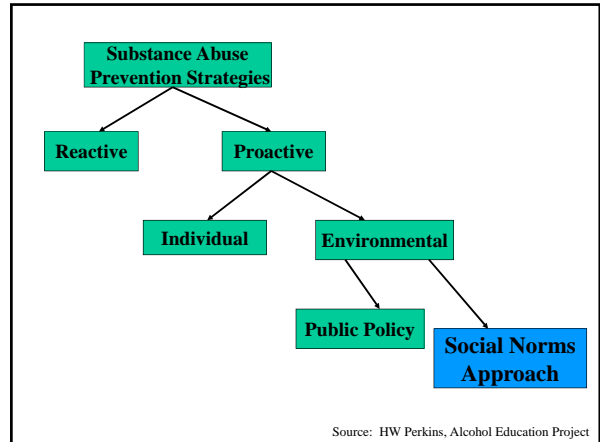
**"Is Everybody Really Doing it?"
Using a Social Norms Approach to
Successfully Reduce Youth Risk Behaviors**

Training Workshop sponsored by
WNY Prevention Resource Center, Batavia, New York
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**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

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

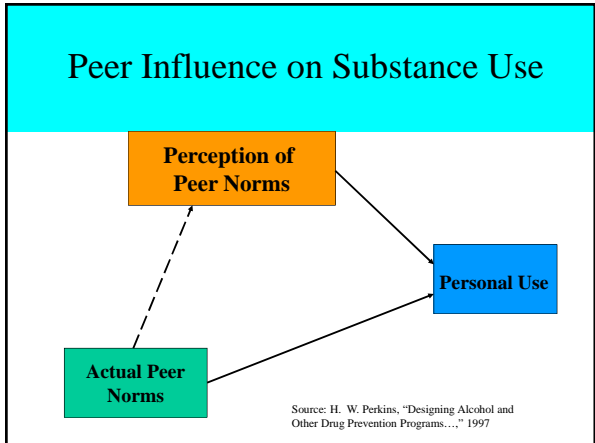
What about Perceptions of Peer Norms?

First came 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



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.

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

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.

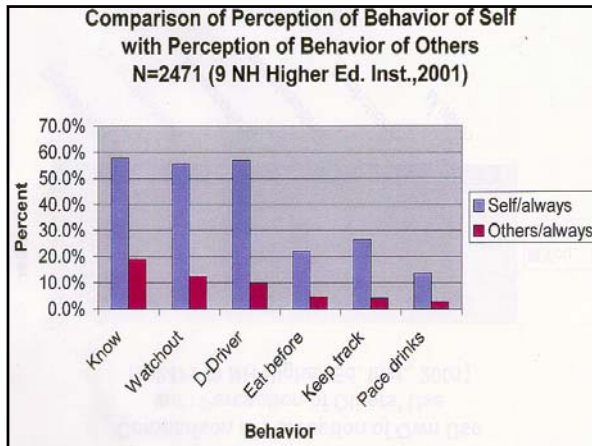
Accuracy of Perceived Drinking Norm				
Under-estimate by 3+ Drinks	Under-estimate by 1-2 Drinks	Accurate Estimate	Over-estimate by 1-2 Drinks	Over-estimate by 3+ Drinks
3%	12%	14%	32%	39%

71% Overestimate Peer Drinking!

Actual Gender Norms vs. Young Adult Perceptions of Gender Norms
(1998 Survey of 18-24 Year Olds, N=500)

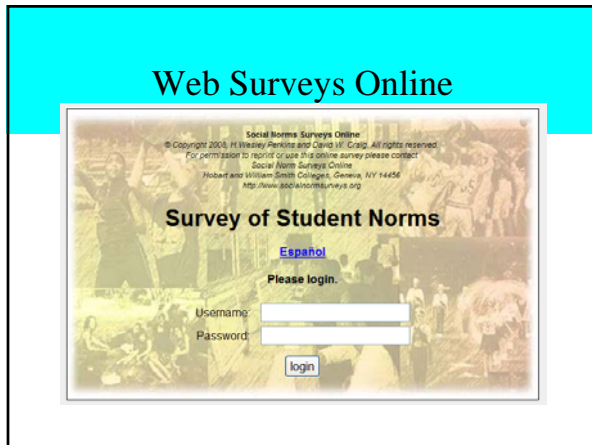
Percent who drove within one hour after drinking 2+ drinks in the past month.

Source: JW Linkenbach & HW Perkins, 2003



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

	<u>ACTUAL</u>	<u>PERCEIVED</u>
FAVOR	50%	10%
OPPOSE	25%	80%
DON'T CARE	5%	5%
DON'T KNOW	20%	5%
	100%	100%

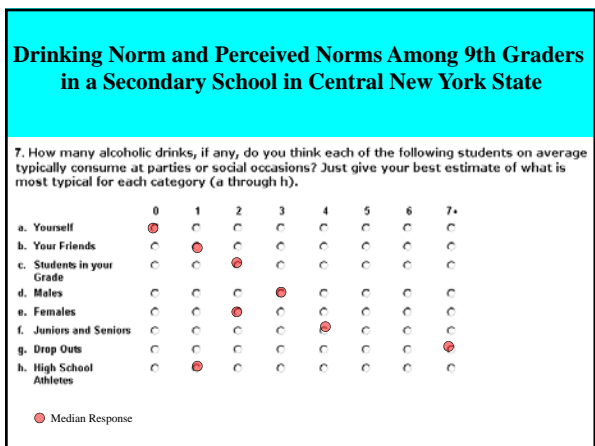


Tobacco Attitudes and Perceptions Among 6 - 8 Graders (%) in a Washington State School

	Personal Attitude	Perceived Norm
Tobacco use is never a good thing to do.	87	60
Occasional tobacco use is ok, but not daily use	5	26
Daily tobacco use is ok if that's what the individual wants to do	8	14

Tobacco Attitudes and Perceptions Among 9 -12 Graders (%) in a Washington State School

	Personal Attitude	Perceived Norm
Tobacco use is never a good thing to do.	71	23
Occasional tobacco use is ok, but not daily use	10	36
Daily tobacco use is ok if that's what the individual wants to do	19	41



Myth and Reality at Midwest High School:

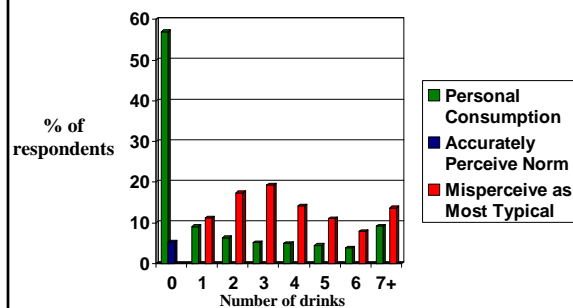
Results from a Fall 2005 Survey of Student Norms Conducted at a Midwestern School

<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



Riding with a Drinking Driver

- **Reality (Actual Norm)** - The majority (60%) never ride with a drinking driver,
- **Who does?** Among those who correctly believe the majority do not: **32%** have ridden with a drinking driver in the last year.

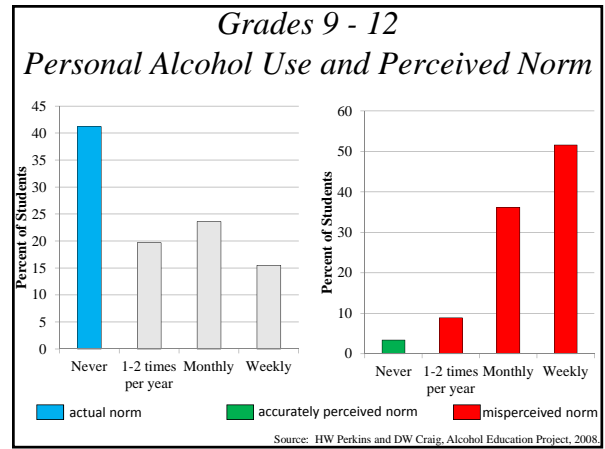
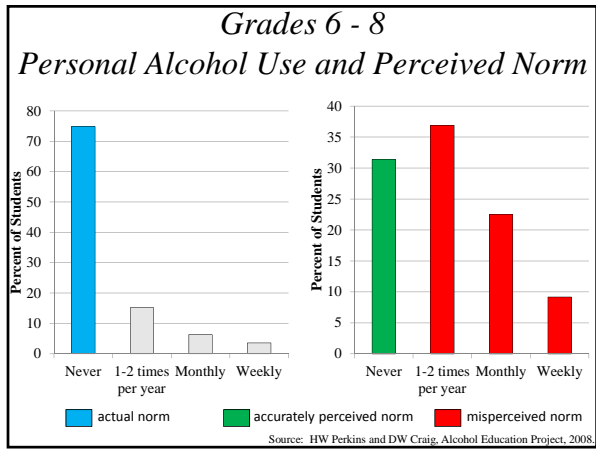
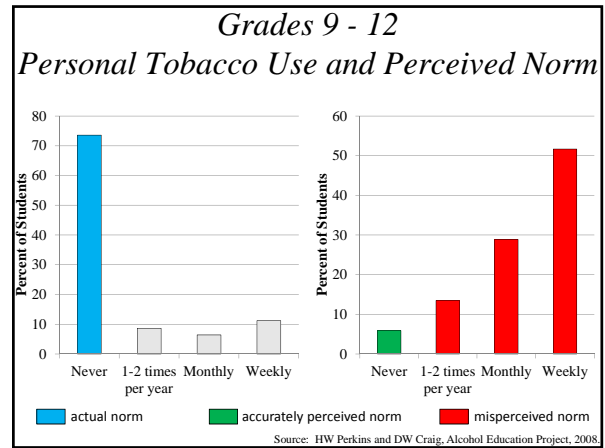
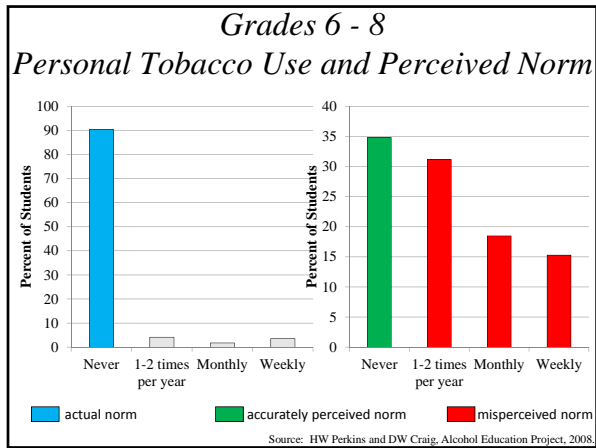
But among those who incorrectly believe the majority do: **60%** have ridden with a drinking driver in the last year.

Parental Control of Alcohol Use

- **Reality (Actual)** – 74% of students say their parents do not permit any alcohol use at all or only a few sips at a family or religious gathering; for 92% no drinking with friends is allowed under any circumstance.
- **Myth (Perceived Norm)** - The majority (52%) thought the other parents were more permissive in allowing more drinking at home or with friends.

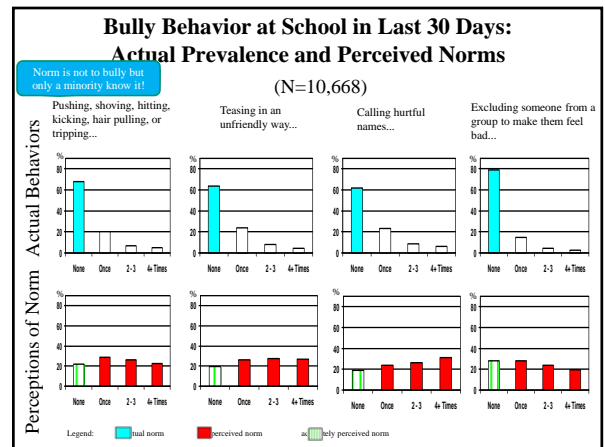
Sample Secondary School Data

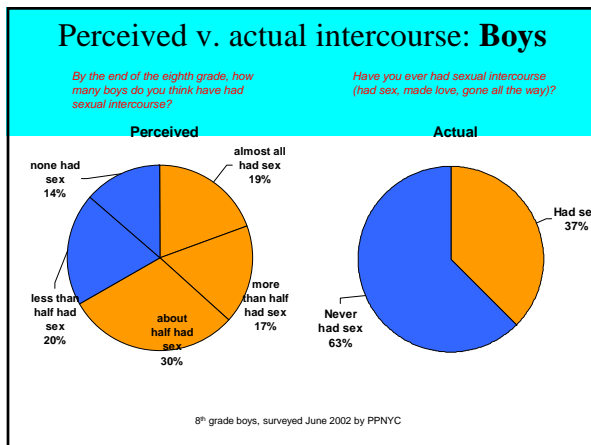
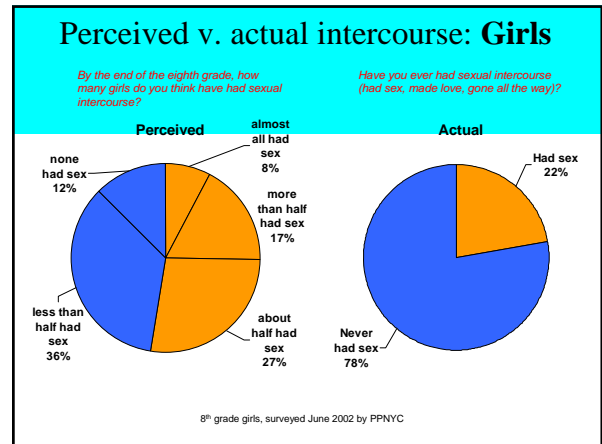
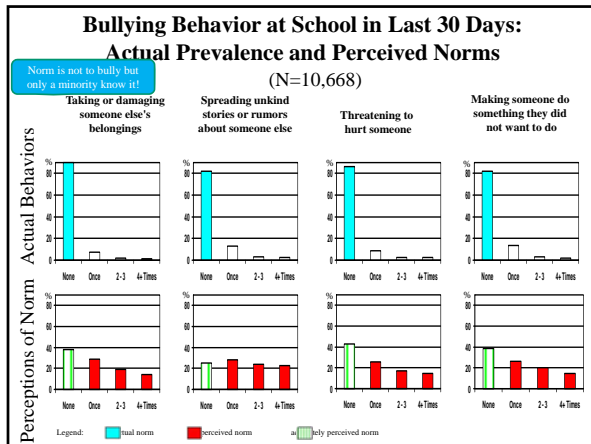
119 School Cohorts Surveyed
Grade (Year) Levels Ranged from 6 -12
12 States across the USA
52,462 Respondents



Web-based Survey Instrument

<http://www.SocialNormSurveys.org/bullya/>





- ### 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

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

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.

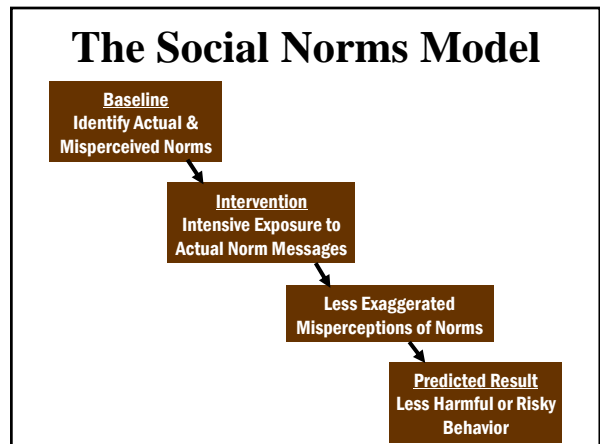


Consequences of Misperceptions

- 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



Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

- Print media campaigns

67% of all students consume alcohol **once per week or less often or do not drink at all.**

SOURCE: Spring 2011 Survey of all HWS students with 836 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

When asked about their last 30 days...

- 98%** of HWS students have NOT used smokeless tobacco
- 87%** of HWS students have NOT used cigarettes
- 74%** of HWS students have NOT used marijuana

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

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.

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

www.hws.edu/JustFacts

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

What is your protective strategy?

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 580 HWS respondents.

www.hws.edu/JustFacts



If Someone says, "College students drink a lot..."

Let them know the facts:

Most HWS students when they party drink one to four drinks or do not drink at all.


0 to 4 Drinks

Most Students Make Healthy Choices

NEW! WILSON COLLEGE

Source: Data collected in the Spring 2000 BD295 survey of a representative cross-section of 327 students.

Get the Facts



Get the facts


HWS students typically drink alcohol once a week or less.

Source: Data collected in the Spring 2000 BD295 survey of a representative cross-section of 327 students.

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



SOURCE Spring 2011 Survey of all HWS students with 836 respondents, conducted by SICS 295

WE CARRY THE FACTOIDS THAT YOU NEED TO KNOW

Did you know?

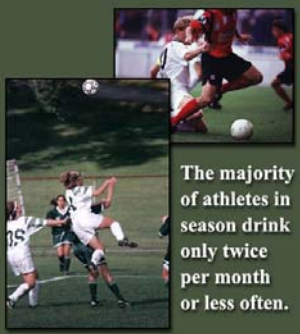
87% of students never cause property damage as a result of drinking during the academic year

Source: 2008 Spring Survey of a representative cross-section of 180 students with 277 respondents.

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=93) participating in a Spring 2009 mail survey of a representative cross-section of HWS students.

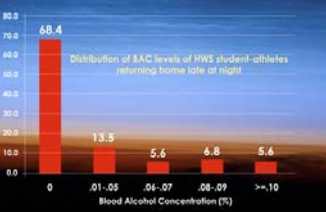
Did you know that...



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



Blood Alcohol Concentration (%)	Percentage
0	68.4
.01-.05	13.5
.06-.07	5.6
.08-.09	4.8
>=1.0	5.4

Source: Data collected from 194 randomly selected student-athletes returning to residence halls late at night between 1pm and 3am every night of the week during Fall '04, Spring '05, and Fall '05. These results were derived from laboratory dependent study and lesser students advised by Professor David W. Craig, Jeffrey Quinn (1991), Lauren Giamberini (2005), Andrew Sears (1975), Adam Burdman (1994), Julia Brown (1993), Patrick O'Brien-Gottman (1993), Sam Bissler (1993), Adam Branan (1999), and Lu Blau (1998).

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).

Most UofA students have

4

or fewer drinks when they party

1 drink = 12oz. beer = 4-6 oz. wine = 1 oz. liquor

Based on survey data collected by Campus Health Service (1999) from 1744 UofA students in randomly selected classes.

64% of UofA students have **4 or fewer** drinks when they party

1 drink = 12 oz. beer = 4-5 oz. wine = 1 oz. liquor
It takes about 1 hour per drink to clear alcohol from the body.

CAMPUS HEALTH SERVICE

Based on survey data collected by Campus Health Service (2009) from 858 students in randomly selected

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

MOST of US
www.mostofus.org

DESIGNATED DRIVERS SAVE LIVES

MDT

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

MOST of US[®] prevent drinking & driving.

MDT

MOST of US
www.mostofus.org

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

www.mostofus.org

MOST of US
www.mostofus.org
prevent drinking and driving.

MDT

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

www.mostofus.org

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

DESIGNATED DRIVERS SAVE LIVES

2001 Montana Young Adult Alcohol Survey

MOST of US


MDT

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

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www.mostofus.org

2001 Montana Young Adult Alcohol Survey
DESIGNATED DRIVERS SAVE LIVES

MDT



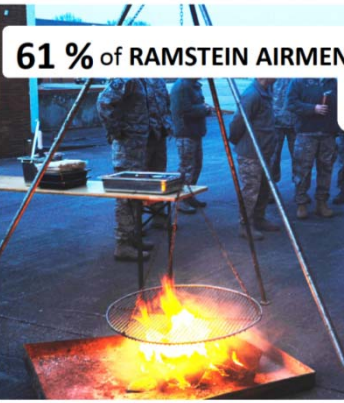
97% of Andersen Airmen age 18-24 believe that Airmen should not drink to an intoxicating level that affects military duties or other responsibilities.

SOURCE: Results are from a Spring 2012 survey of 379 Andersen Air Force Base Airmen age 18-24.



The majority (62%) of McConnell Airmen age 18-24 consume alcohol twice per month or less often or do not drink at all.


SOURCE: Results are from a Spring 2012 survey of 577 McConnell Air Force Base Airmen age 18-24.



61% of RAMSTEIN AIRMEN age 18-24 consume **four or fewer drinks or no drinks** with alcohol at parties and bars.

Results from a Spring 2012 survey of 924 Ramstein Air Force Base Airmen age 18-24.


United We Stand



Most of Us
4 out of 6
Haven't used alcohol during the past 30 days

Overall B. Systemic Study, DCP/SAFE, (N=1172, 2001)


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



Most of us don't drink

DeKob & Spitznagel Study, DCP/SAFE, (N=454, 2000)
Funded in whole or in part by NIH and the Center for Substance Abuse Prevention

Most of Us Don't Smoke
DeKob & Spitznagel Study, DCP/SAFE, (N=1172, 2001)



Together

- 83 % choose not to

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

UNITED

The Facts!

**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



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

dogs know all


www.mostofus.org
survey data source: Montana Prevention Needs Assessment Survey 2009
©2010 MOST of us



**MOST
Montana teens
(70%)
are tobacco free**

MOST of us
MONTANA PREVENTION NEEDS PROJECT

©2010 MOST of us
survey data source: Montana Prevention Needs Assessment 2009
www.mostofus.org



MOST of us

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

www.mostofus.org
©2010 MOST of us

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.



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.

We just like to hang out and play sports. We don't drink. 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%).

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.

Majority rules...



84% of NYS students have NEVER used marijuana

Source: Based on a winter 2008 survey of 975 New York High School students in all grades.

... because I care about my friends.

How do you compare to most students?

Most (60%) students haven't had any alcohol during the past 30 days!*

*Based on 654 students from the DeKalb & Spaworth Study, 2009

A free cookie at the **Coffee Gourmet and Deli**
1022 W. Lincoln Hwy, DeKalb

Expires: 2/28/11 Printed in whole or in part by IHRB and CSAP

High School Teens in City of Rochester NY 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

BE Proud Join the Crowd!

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

Visit www.drugfreerochester.com or call 585-428-7287

HEART
Center for a Drug-Free Future

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

Visit www.drugfreerochester.com or call 585-428-7287

HEART
Center for a Drug-Free Future

BE Proud Join the Crowd!

FACT:
Most Roc teens are sexually responsible. 82% are abstinent or use a condom.

Visit www.drugfree-rochester.com
or call 585-428-7287

HEART
Holding the Line for the Heartland

BE Proud Join the Crowd!

FACT:
Most Roc teens keep the peace. 58% were not in a physical fight in the past year.

Visit www.drugfree-rochester.com
or call 585-428-7287

HEART
Holding the Line for the Heartland



JUST THE FACTS

Did you know that...

Most Cooper Middle School students (9 out of 10) do NOT take or damage others' belongings.

Results are from a June 2006 survey of 484 Cooper Middle School boys and girls in all grades.

did you know that North East Students make great choices?

Most North East students (3 out of 4) DO NOT exclude someone from a group to make them feel bad.

Results are from a June 2006 survey of 759 North East Middle School boys and girls in all grades.

We're great in AND out of school

WHETHER BY PHONE OR EMAIL, 90% OF US HAVE NOT CALLED OTHERS HURTFUL NAMES

Source: Based on a 2007-2008 school year survey of 199 New Jersey Middle School students

DID YOU KNOW

81% of us would tell a teacher or counselor if we were being bullied

Source: Based on a 2007-2008 school year survey of 199 New Jersey Middle School students

DID YOU KNOW THAT . . .

JUST THE FACTS



Most Crystal Lake 6-8th grade students (3 out of 5) think that students should tell a principal if they or someone else are being bullied at school.

Results are from an October 2008 survey of grades 6-8 at Crystal Lake Academy with 66% of students participating

93% of DeWitt students respect other students who try to stop bullying



FACTS

Illustration by Katherine Henderson
Facts from 488 DeWitt students, Fall 2008 Student Life and Culture Survey

Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

- Print media campaigns
- Video campaigns
- Peer education programs and workshops for targeted risk groups
- New student orientation presentations
- Counseling interventions
- Curriculum infusion
- Electronic multimedia

Research on Effects of Perceived Norms and Social Norms Intervention Programs

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%

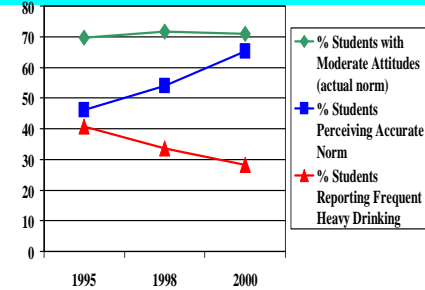
Source: Perkins and Craig, HWS Alcohol Education Project

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%

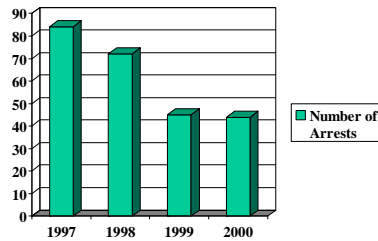
Source: H. W. Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse*, 2003.

Multi-Year Assessment of Campaign Impact at HWS



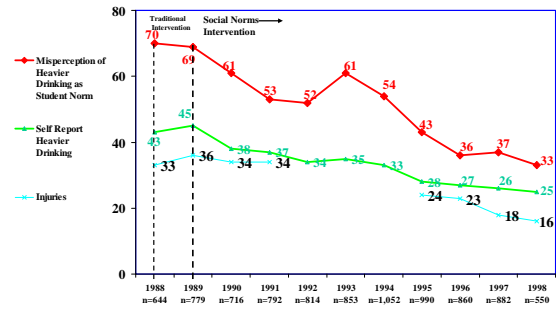
Source: H. W. Perkins and D. Craig, *A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges*. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

Multi-Year Intervention Impact at HWS on Liquor Law Arrests



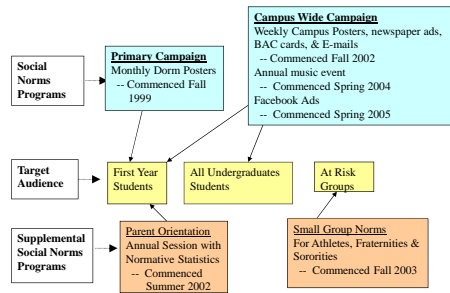
Source: H.W. Perkins and D. Craig, *A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges*. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

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



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.

Social Norms Marketing Programs at the University of Virginia

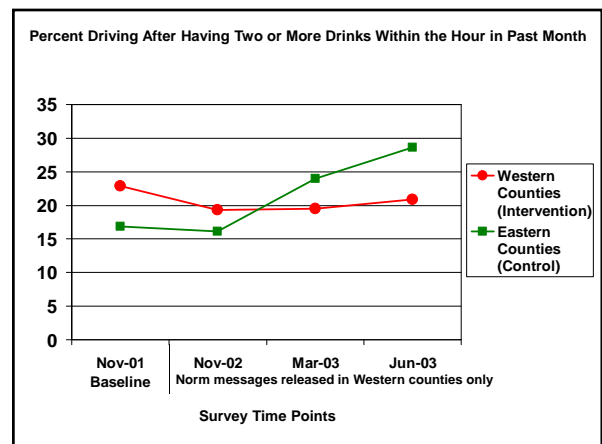
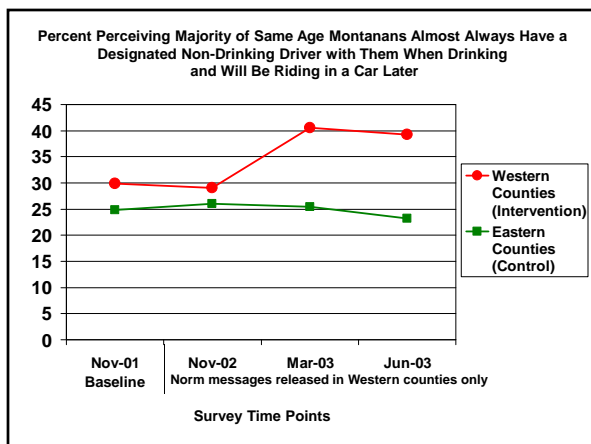
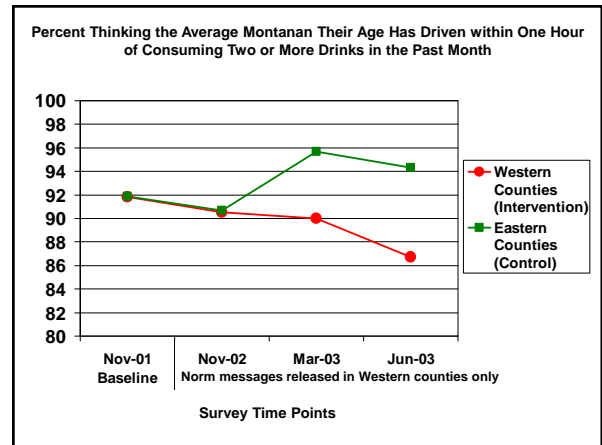
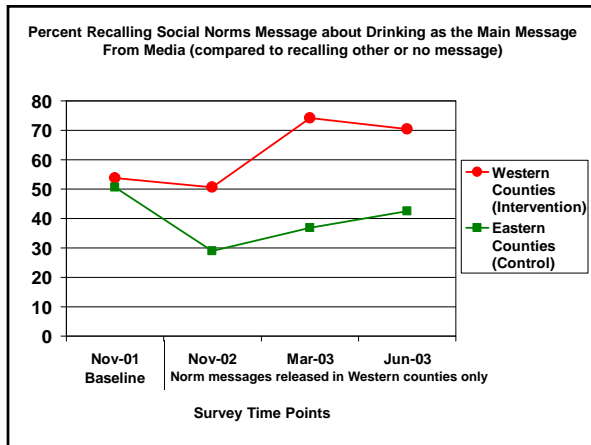
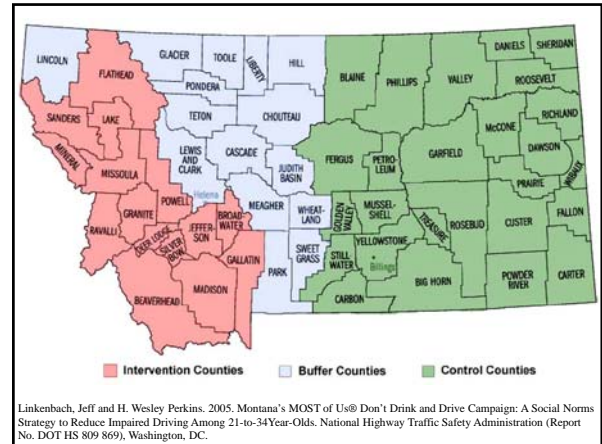
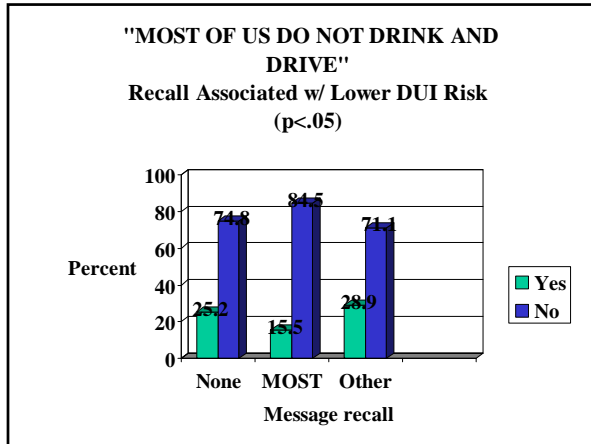


Source: James Turner, H. Wesley Perkins, and Jennifer Bauerle, "Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Marketing Intervention on a College Campus," *Journal of American College Health* 2008.

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

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



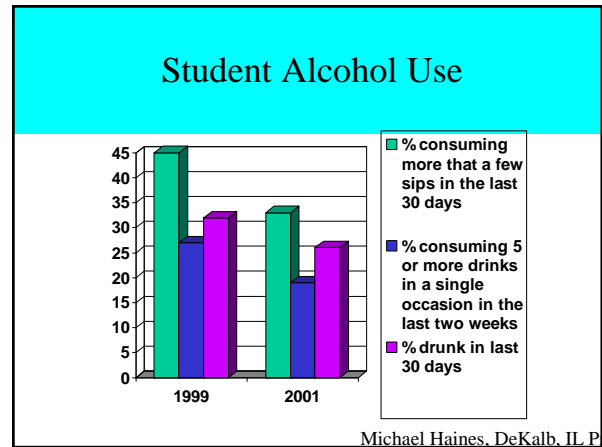
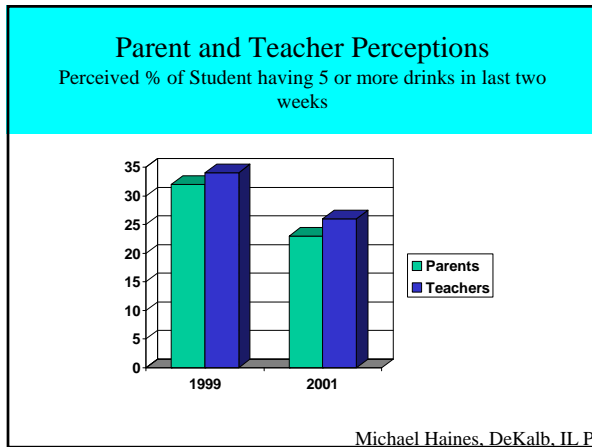
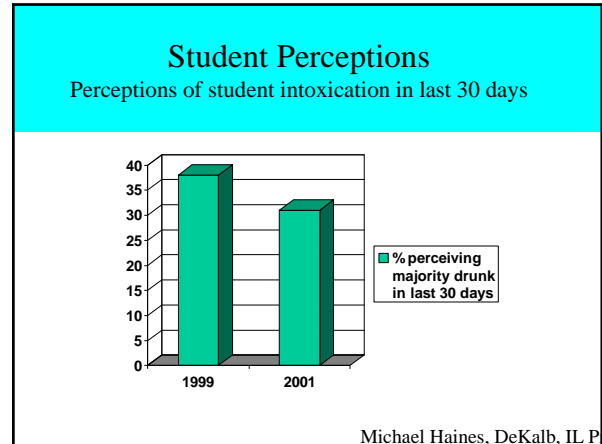
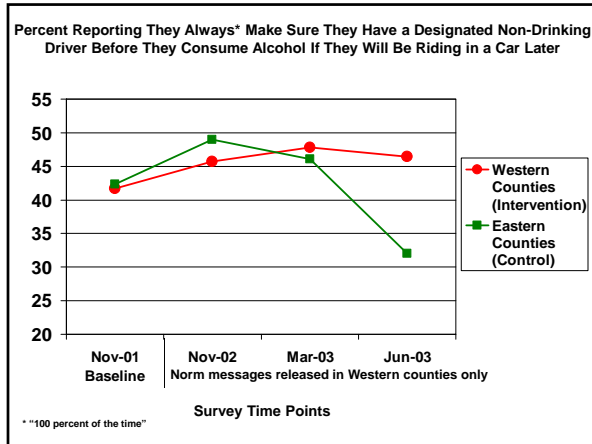
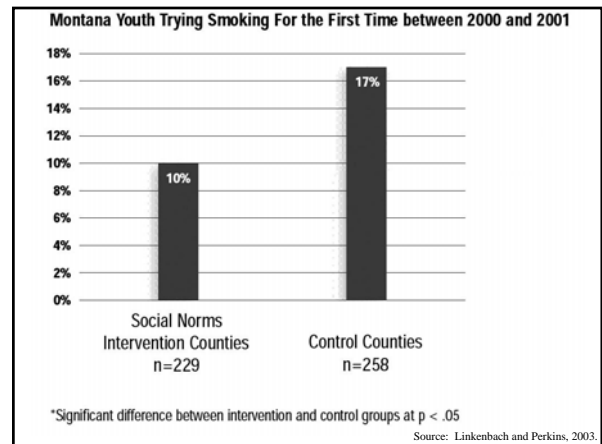


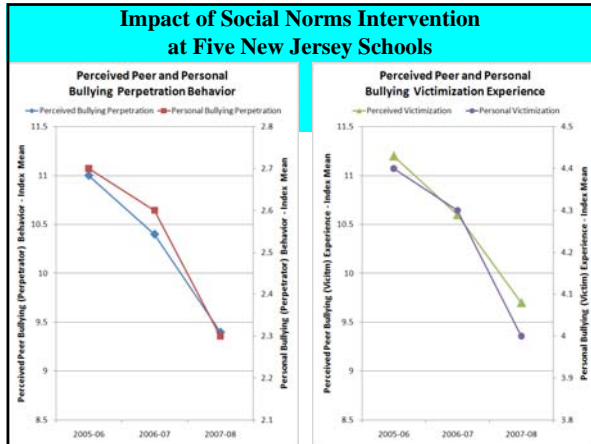
Table 14.2 Self-Reported Alcohol and Cigarette Use by 10th Grade Students

	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	28%	382
Smoked cigarettes in the last 30 days	1999	27%	319
	2001	18%	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.





- ### Various Topics Being Addressed by Social Norms Interventions Correcting Misperceptions
- Alcohol, Illicit Drug and Tobacco Norms
 - Sexual Activity and Risk Taking
 - Violence Against Women
 - Adolescent Bullying
 - Academic Climate
 - Parenting Behaviors
 - Seat Belt Use
 - Recycling and anti-littering

- ### 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

"Is Everybody Really Doing it?" Using a Social Norms Approach to Successfully Reduce Youth Risk Behaviors

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