THSO Webinar #3: Social Norms Campaigns

Here are some questions and resources for you to consider after reviewing this webinar.

• What is a social norm and how does correcting misperceptions about substance use help change attitudes and behavior?
  o Check out this great video that explains in detail how to apply this concept to campus and substance use prevention.

• Where do I start if I am starting a social norms campaign on my campus?
  o Understand the Norms on Your Campus: You need to start with the data, so what data resources are available to you?
    ▪ Has your campus completed a health-related survey like the Healthy Minds Survey, the American College Health Association Survey, or another?
    ▪ You can find national statistics from these data sources:
      • Healthy Minds Survey
      • American College Health Association
      • Monitoring the Future Study
  o Determine the goals and messages. Based on the data, what existing healthy behaviors do you want to emphasize?
    ▪ Here is some guidance on developing a social norm message
  o Test the Messages: Are there groups on your campus that can give you feedback on the messages? Can you conduct focus groups?
  o Distribute the Messages: Who is your audience? How do you get the message out most effectively on your campus?
    ▪ Here is a link to the National Social Norms Center which has lots of resources for creating effective social norms campaigns.
  o Evaluate Effectiveness: How will you evaluate your campaign? Did you create a SMART goal for your campaign? If so, use that goal to craft 2-3 evaluation questions to ask participants for feedback.

• You can see some of the campaign images developed by CHASCo Campuses here.