



Northeast & Caribbean (HHS Region 2)

PPTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Social Norms in Substance Misuse Prevention

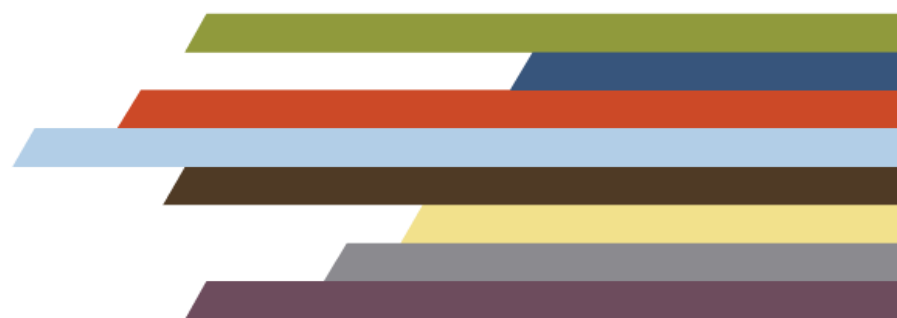
Part 1

August 22, 2023

Presenters

Lauri Solomon, Training and Technical Assistance Associate

Clare Neary, Project Coordinator, Rutgers University



Technical Information

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grant 5H79SP081033-05 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

Presented in 2023.

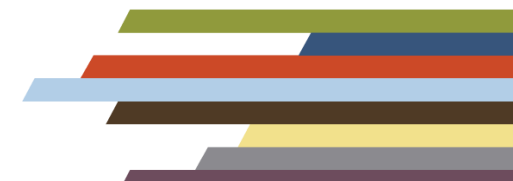
This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.



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Evaluation

Please take the time to complete a brief evaluation:



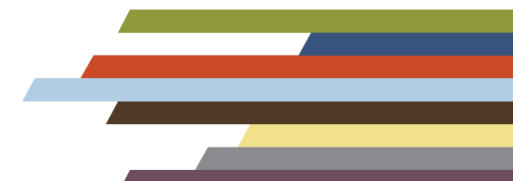
<https://ttc-gpra.org/P?s=222928>

Your feedback is appreciated!



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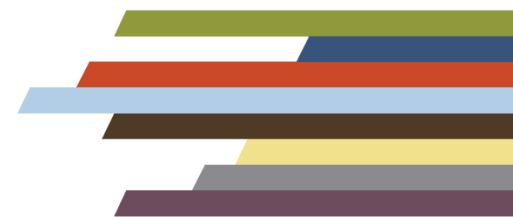
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

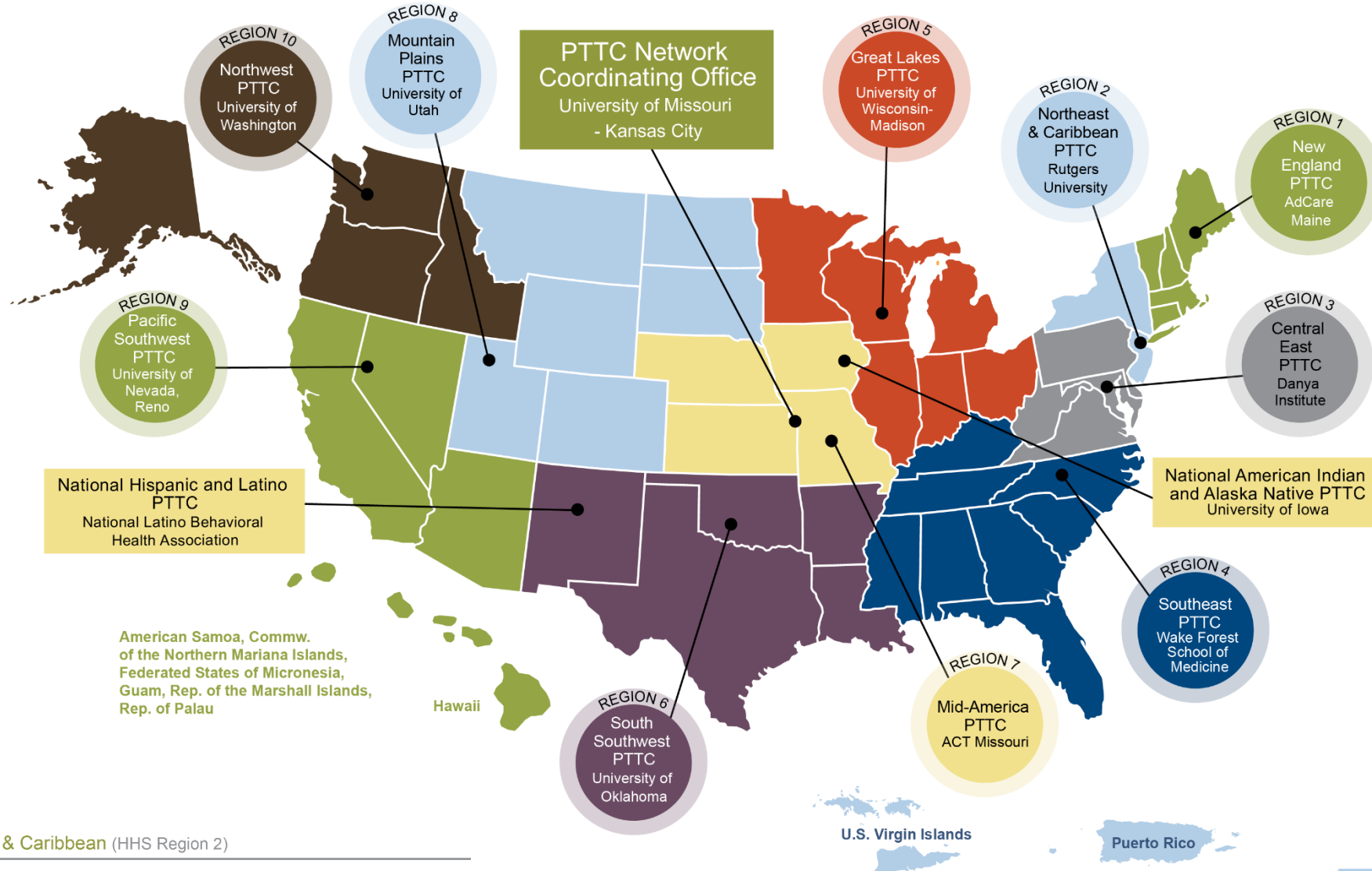




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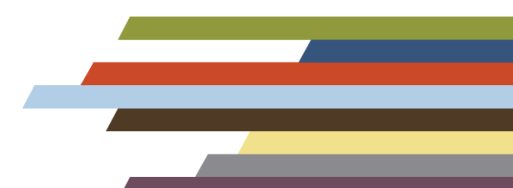
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Presenters



Lauri Solomon

*Training and
Technical Assistance Associate
Education Development Center*



Clare Neary

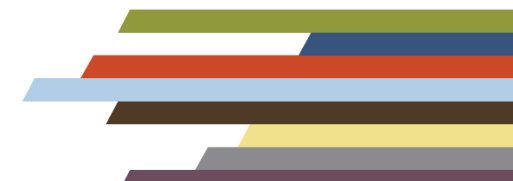
Project Coordinator,
Rutgers University MPAP
Northeast & Caribbean PTTC



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Learning Objectives

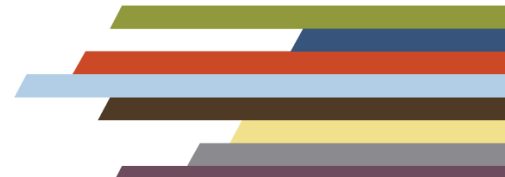
- Describe the social norms approach
- List elements of an effective social norms process
- Identify the data needed to build a social norms campaign



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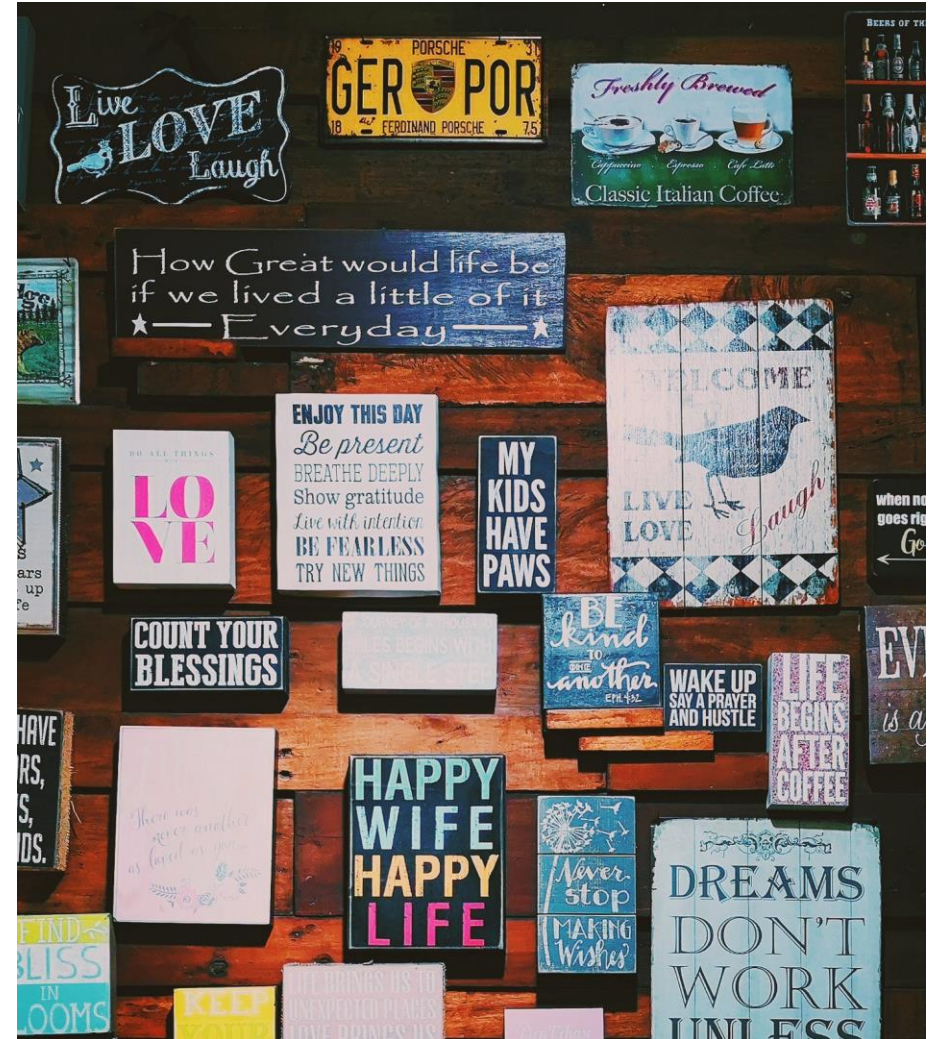


How familiar are you with the social norms approach?

- I have helped implement a social norms approach
- I have been trained in the social norms approach
- I know a little about the social norms approach
- This will be my first exposure to the social norms approach

How do these make you feel?

- Isolation vs Belonging
- Failure vs Success
- Shame vs Pride
- Disease vs Health
- Risk vs Safety
- Fear vs Concern
- Fear vs Hope



Photographer: Mikechie Esparagoza

Breakout Session: 8 minutes

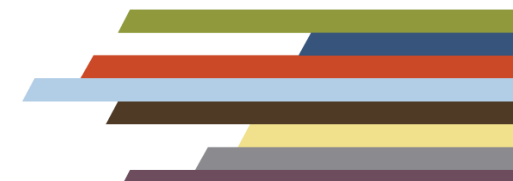
**How would
you describe
healthy
youth?**



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In the chat



How Did It Feel To Dream?

Core Concepts:

Social norms theory:

- Behavior is influenced by our perceptions of what is *normal*
- What is *normal* behavior is often misperceived

Social norms approach:

Correcting misperceptions of risky health behaviors increases healthy behaviors

Social Norms Approach Frameworks:

- [Science of the Positive](#)
- [Social Norms Approach](#)

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Core Assumption of The Science of the Positive:

The **POSITIVE** exists,
it is real, and is
worth growing

Linkenbach, J. (2007, 2018). The Science of the Positive: The Seven Core Principles Workbook: A Publication of The Montana Institute, LLC.



What is the Science of the Positive?

The Science of the Positive is the study of how positive factors impact culture and experience.

The focus is on how to measure and grow the positive, and is based upon the core assumption that the positive is real and is worth growing – in ourselves, our families, our workplaces and our communities.

Linkenbach, J. (2007, 2015). The Science of the Positive: The Seven Core Principles Workbook: A Publication of The Montana Institute, LLC.



Science of the Positive

Cycle of Transformation



Linkenbach, 2015

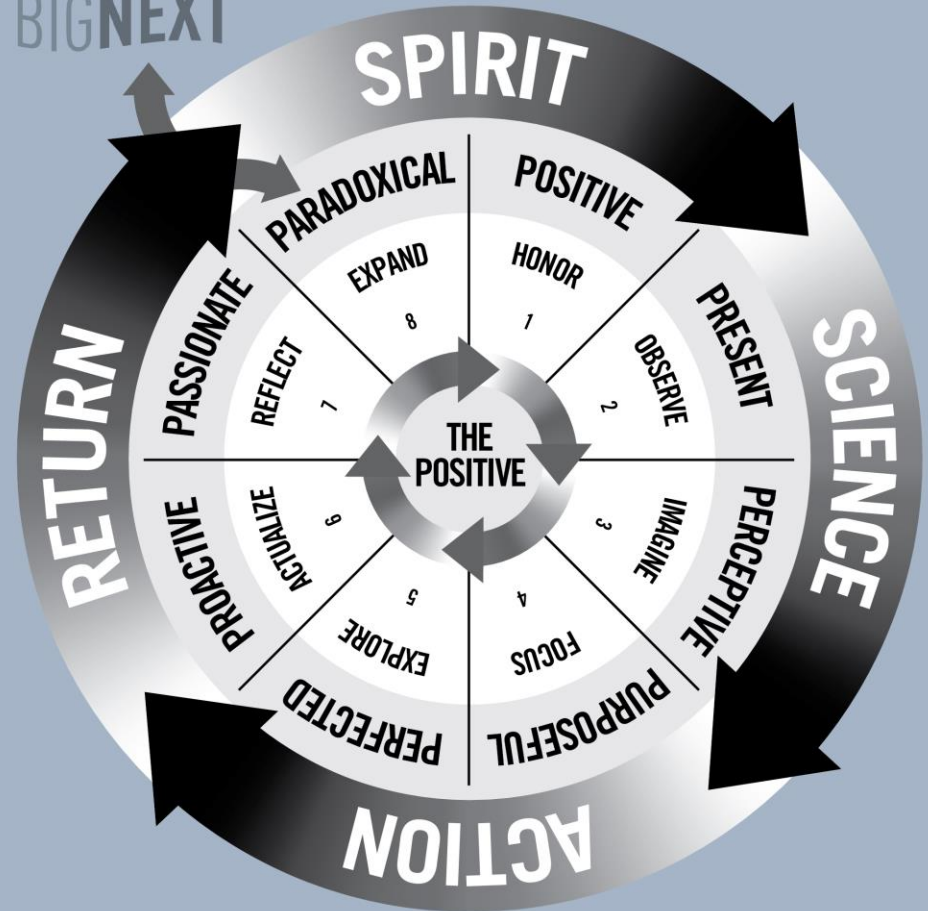
Linkenbach, J. (2007, 2015). The Science of the Positive: The Seven Core Principles Workbook:



the
BIGNEXT

THE SCIENCE OF THE POSITIVE FRAMEWORK

Framework
based on the
cycle of
transformation



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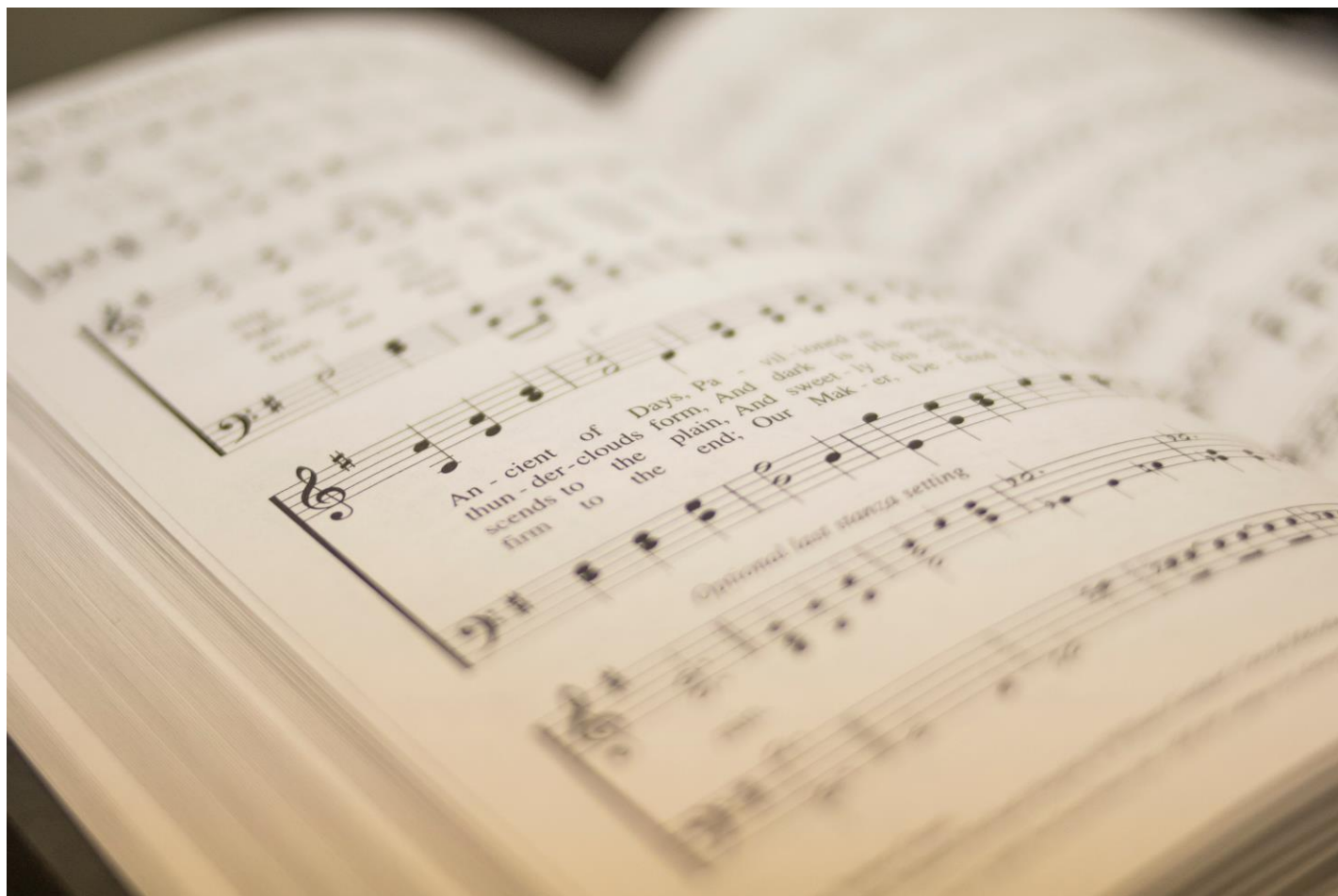
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Spirit | Science | Action | Return

Image site: freepik

Linkenbach, J (2007, 2015). The Science of the Positive: The Seven Core Principles Workbook



**Everyone singing
from the same
songbook:**

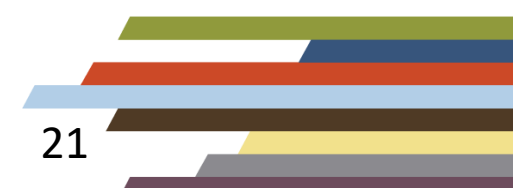
What song and
whose songbook?

Photographer: Michael Maasen

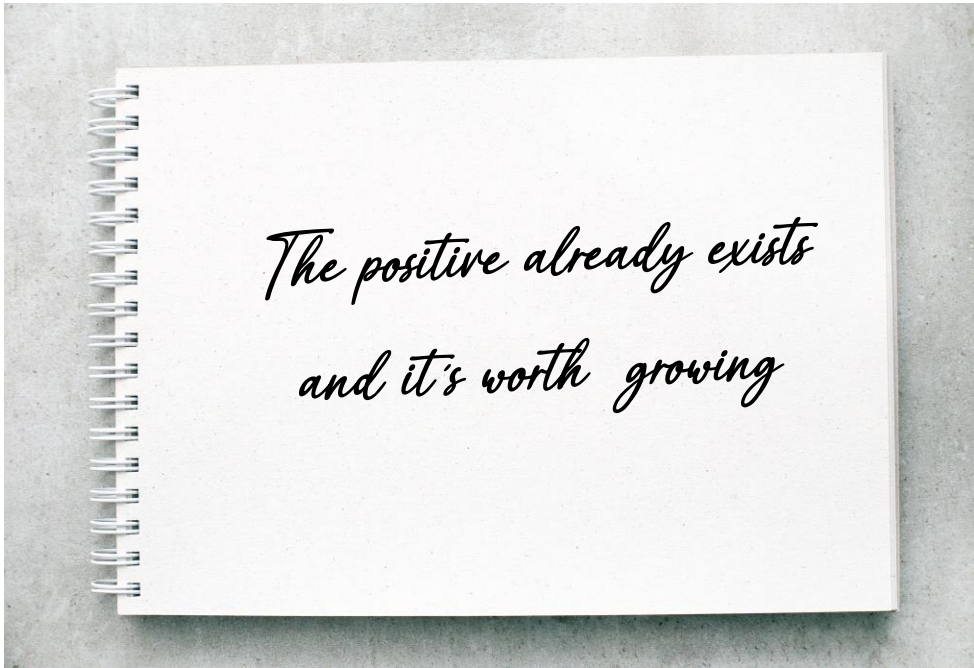
In the chat



**What is your
community's narrative
about youth substance
misuse?**



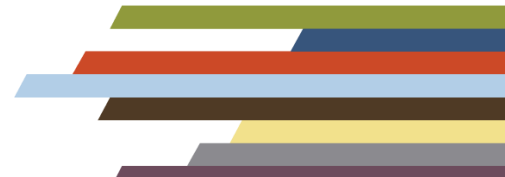
**A social norms
approach will help your
community rewrite its
narrative about youth
and youth behavior**



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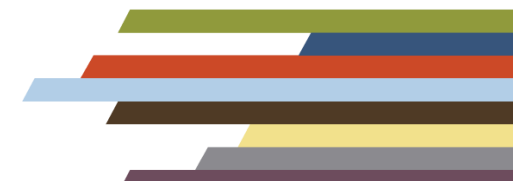


Photographer:
Jeff Stapleton



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**“There is no power for
change greater than a
community discovering
what it cares about.”**

Margaret J. Wheatly

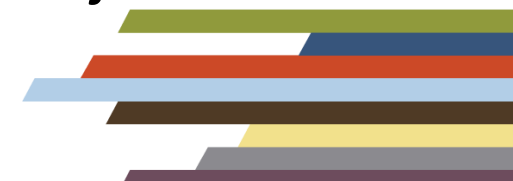
Turning to one another:

Simple conversations to restore hope and to restore hope for the future



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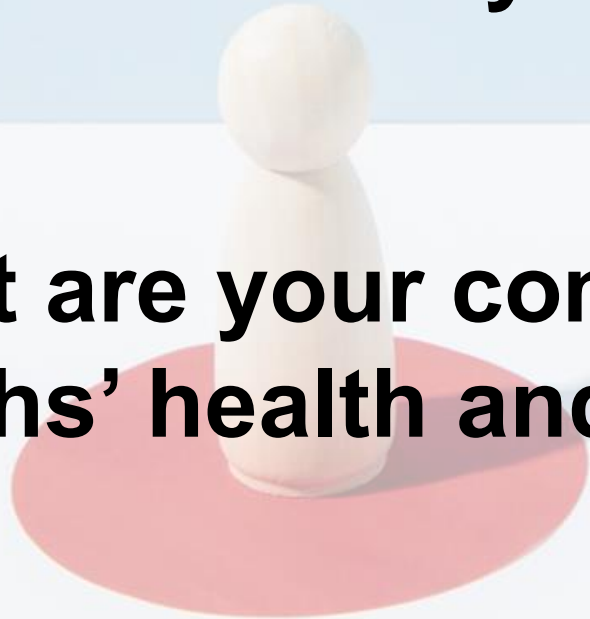
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Hope and Concern

What are your community's hopes for youths' health and safety?

What are your community's concerns for youths' health and safety?





Hopes

Youth

- Make safe and healthy choices with substances
- Experience loving and supportive friendships and relationships
- Develop the skills to manage life's difficult times
- Have peers and adults they can count on

Families and caregivers

- Experience loving bonded relationships with their kids
- Have the skills to support their kids in navigating life's challenges
- Have the support to manage the challenges of life
- Have at least the bottom tier of Maslow's Hierarchy of Needs



Concerns

Youth

- Some youth are experiencing negative consequences of substance use
- Some youth have attitudes and beliefs that don't serve them well
- Most youths underestimate peers' healthy attitudes and behaviors

Families and caregivers

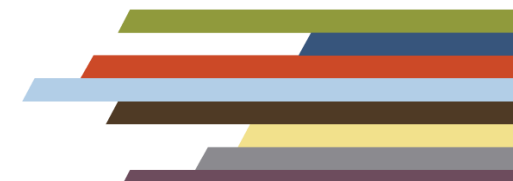
- Some families and caregivers struggle with substance use disorders
- Some families don't communicate clear standards and health beliefs around substance use with their kids



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Concerns

Interpersonal, institutional, and historic inequality and inequity based on:

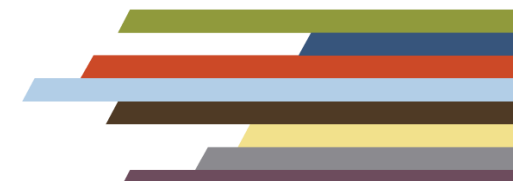
- Race and ethnicity
- Income and social class
- Sexual orientation
- Gender and gender identity
- Physical ability and cognitive style
- Religion and ethno-religion
- Age



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In the chat



Who Delivers Messages About Substance Use To Youth In Your Community?



Image from: freepik

Who Decides The Community's Hopes And Concerns For Youth?



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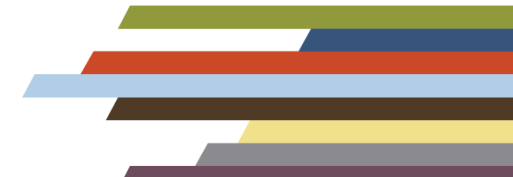




Image from: freepik

Currencies	\$1=	Change	%Change
British POUND	0.6529	+0.0001	+0.012%
Czech KORUNA	20.1790	-0.0440	-0.218%
Danish KRONE	5.8659	+0.0005	+0.009%
European EURO	0.7889	+0.0002	+0.028%
Hungarian FORINT	244.8750	-0.4150	-0.169%
Norwegian KRONE	6.0616	+0.0023	+0.038%
Polish ZLOTY	3.4800	-0.0005	-0.141%
Russian RUBLE	31.8485	-0.0307	-0.096%
Swedish KRONA	6.9936	+0.0019	+0.027%
Swiss FRANCS	0.9535	+0.0018	+0.188%

YEH.	€	▼ -0.592	-0.00053
KTC		▼ -1.759	-1.759
WIF		▼ -68.23	-0.00e93
WI-ILM	\$	▼ -456.56	-0.0057
STJ		▼ -8.354	-0.002
B/LE/RE		-0.036	-0.01126
JOB	€	▼ -2.603	-0.3700
BLII		▼ -4.695	-0.99863
BLI		-35.30	-1.50
SNA	¥	▼ -134.56	-3739.49
Low 5.29	¢	Las 6.295	-23.586
on Raw 49 2t	at 2.5		Open 5.82

Today	84 WkSummary	20 Wk
High	5.27	High 9.2
Low	9.15	Low 2.3
Volume	172374980	4/UY 36.682
Time	46:33	Return 23.54
		MktVol 24.36u

Gainers	Price	Change	%Change
AFC	172.55	▲+6.26	+3.76%
BPIRT	29.51	▲+1.05	+3.59%
GOH	42.03	-1.28	▼-3.14%
AITA	23.16	+0.63	+2.80%
JTAS	37.24	+0.96	+2.65%
RCA	20.19	▼-2.36	▼-10.47%
AECT	18.04	▼-1.47	▲+7.53%
XNC	34.33	+2.18	▲+5.97%
PEQ	26.90	+1.50	-5.28%
XVSC	17.43	▼-1.24	-4.33%

Stock Sectors	3 Month % Change
Communications	-0.86%
Consumer Durables	+5.65%
Consumer Non-Durables	+2.88%
Commercial Services	+6.41%
Health Technology	+2.53%
Minerals	+6.61%
Energy Services	+5.52%
Transportation	+11.73%
Trade	+5.11%
Technology Services	-1.57%
Transportation	+9.78%
Transportation	+3.97%

Spirit | Science | Action | Return



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Linkenbach, J (2007, 2015). The Science of the Positive: The Seven Core Principles Workbook

***“Data will talk
if you’re willing
to listen.”***

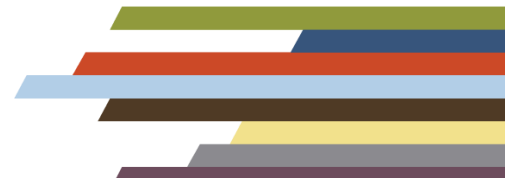
Jim Bergeson



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Breakout Session: 8 minutes



Talk About Your Experience With Student Health Surveys

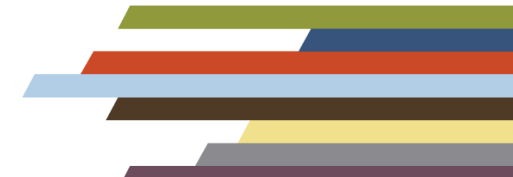
- What was the purpose of the survey?
- Who got to see the results?
- What was done with the results?
- How were the results talked about?



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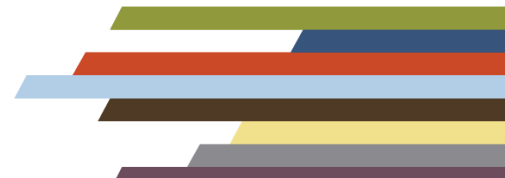
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In the chat



What Narrative About Youth Substance Use Emerged From Your Data?





According to the CDC's 2019 national Youth Risk Behavior Survey:

In the past 30 days, what percent of high school students...

- **Did not use cannabis?**

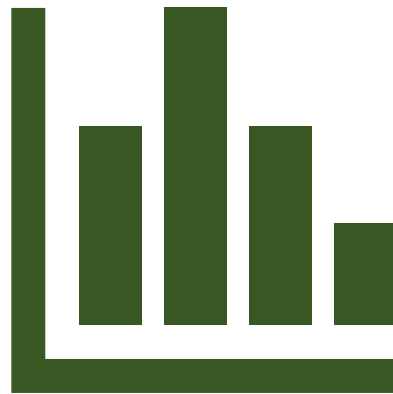
78%

- **Did not vape?**

67%

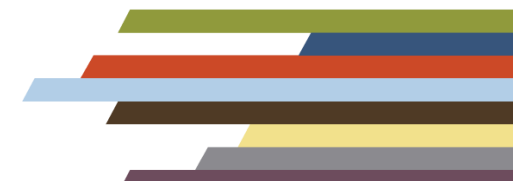
- **Did not use opioids recreationally?**

86%



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According to the CDC's 2019 national Youth Risk Behavior Survey:

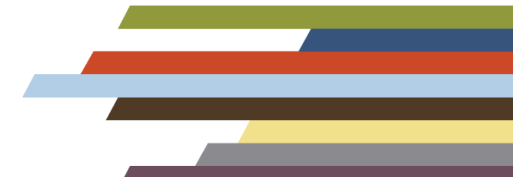
In the past 30 days, what percent of high school students...

- **Did not drink alcohol**
71%
- **Did not use any nicotine product**
63%



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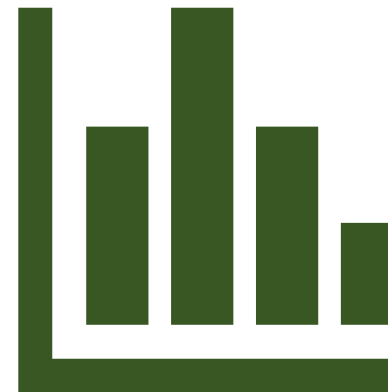
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According to the CDC's 2019 national Youth Risk Behavior Survey:

In the past 30 days, what percent of high school students...

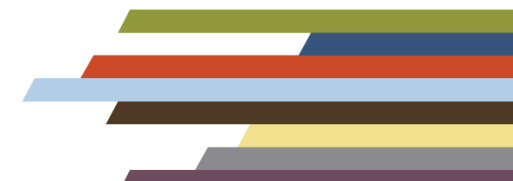
- 86% did not use opioids recreationally
- 78% did not use cannabis
- 67% did not vape
- 71% did not drink alcohol
- 63% did not use any nicotine product



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2019 Youth Risk Behavior Survey - Massachusetts High School Students

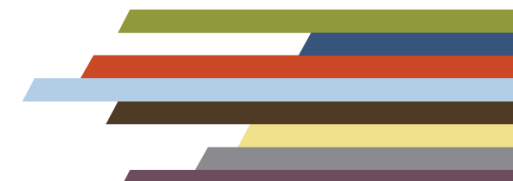
Actual	Drank alcohol in the past 30 days	30%
Perceived	Thought most of their peers drank alcohol in the past 30 days	75%
Actual	Vaped in the past 30 days	32%
Perceived	Thought most of their peers vaped in the past 30 days	90%
Actual	Used cannabis in the past 30 days	26%
Perceived	Thought most of their used cannabis in the past 30 days	80%



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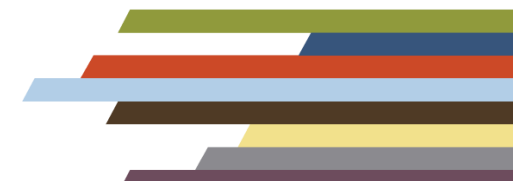
But, Does It Work?

1. **5-year project:** 50% reduction of monthly youth alcohol consumption.
2. **2019:** 15-year study of college students involving roughly 1,200 students annually found perceived drinking norms changed in the direction messaged, drinking-related behaviors (how much, how fast, food, etc.) changed in the direction messaged, and the prevalence of academic harm from alcohol declined.
3. **2020:** After 5 years, 8th- and 10th-grade students in the PCN intervention communities were more likely to report never using alcohol compared to students in the Monitoring The Future Survey comparison group



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A Media Campaign Increases Safer Drinking on Campus

NIU & National Safer Drinking Rates Compared to NIU Perceived Rates

Michael Haines, Northern Illinois University, 1999



* Safer drinking defined as drinking 5 or fewer drinks when "partying"

** Safer drinking defined as drinking fewer than 5 drinks at a sitting within the last 2 weeks.

From: *Drug Use, Drinking and Smoking: National Survey Results From High School, Colleges and Young Adult Population*. Johnston, et al. NIDA, 1998

Warning: Wicked Old Data

Photographer: Iain

School	Reduction: Heavy Episodic Alcohol Consumption (Binge Drinking 5+/sitting)
Universities & Colleges	
Northern Illinois University	44% over 10 years
Hobart & William Smith Colleges	40% over 5 years
Rowan University	23% over 5 semesters
University of Missouri-Columbia	21% over 2 years
University of North Carolina	30% over 5 years
University of Arizona	29% over 3 years
Western Washington University	20% over 3 years
Florida State University	22% over 3 years
Michigan State University	26% over 3 years
High Schools	
DeKalb & Sycamore, Illinois	30% over 2 years (reductions in 30-day use)
Evanston, Illinois	20% over 5 years (reductions in 30-day use)

A Note About Data and Surveys:

- Data are central to the social norms approach
- It can be challenging to word perception questions effectively
- Perception questions must match the behavior and attitude questions correctly
- Fidelity to the social norms approach will usually take consultation with a trained expert



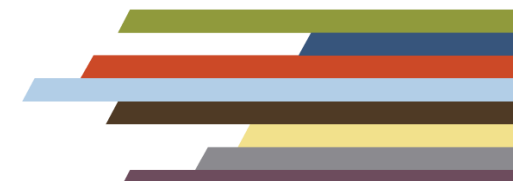
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Next Session

Action:

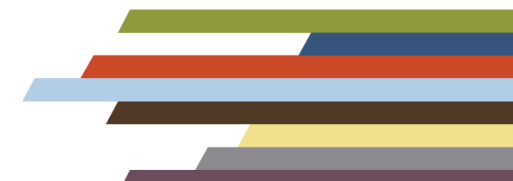
- Designing a social norms marketing message
- Designing, planning, and implementing a social norms marketing campaign

- **Return:**
- Assess changes in community narrative
- Assess attitude and behavior change
- Assess the gap between actual and perceived
- Assess campaign fit



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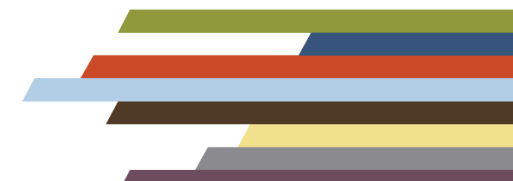
Questions?



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Evaluation

Please take the time to complete a brief evaluation:



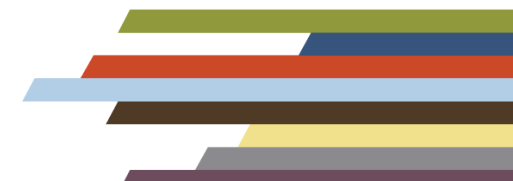
<https://ttc-gpra.org/P?s=466302>

Your feedback is appreciated!



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Positive Community Norms: PPT Slides Provided for Limited Use

Dr. Jeff Linkenbach,
Founding Director & Research Scientist
The Montana Institute

August 28, 2023

the

MONTANA INSTITUTE

Resources

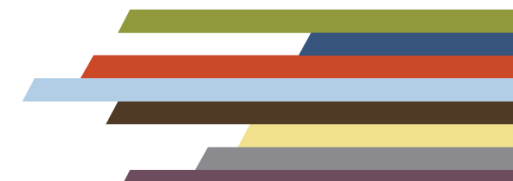
- [The Montana Institute](#)
- [National Social Norms Center](#)
- [A Guide to Marketing Social Norms for Health Promotion in Schools and Communities](#)
- [A Grassroots' Guide to Fostering Health Norms to Reduce Violence in our Communities: Social Norms Toolkit](#)
- [What is the Science of the Positive](#)
- [Applying the Science of the Positive to Health and Safety](#)



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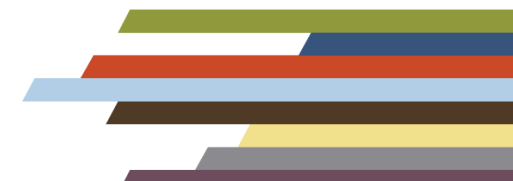
Resources

- [An introduction to Positive Community Norms](#)
- [Positive Community Norms - CDC](#)
- [Region 7 PTTC - Growing Health with Positive Community Norms and HOPE](#)
- [Region 8 PTTC – Using the Science of the Positive to Increase Your Community Impact](#)
- [Review of social norms approach effectiveness literature review](#)



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THE
POSITIVE
COMMUNITY
NORMS
FRAMEWORK

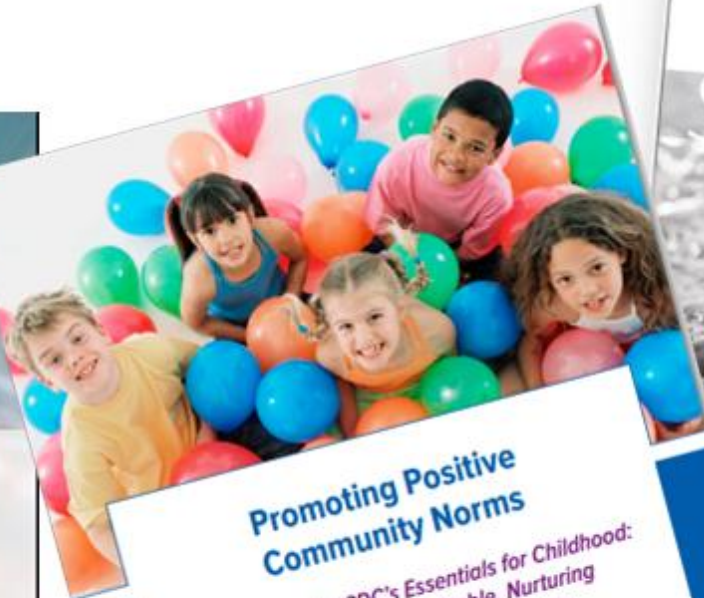
STEP 5
PILOT TEST AND REFINE MATERIALS



SEEDS OF *Fire.*
ROOTS OF *Hope*

seven principles of inspiration
for the courageous leader

By Jeffrey W. Linkenbach



Promoting Positive
Community Norms

A Supplement to CDC's Essentials for Childhood:
Steps to Create Safe, Stable, Nurturing
Relationships and Environments



National Center for Injury Prevention and Control
Division of Violence Prevention



Balancing Adverse
Childhood Experiences (ACEs)
With HOPE*

NEW INSIGHTS INTO THE ROLE OF POSITIVE EXPERIENCE
ON CHILD AND FAMILY DEVELOPMENT

*Health Outcomes of Positive Experience



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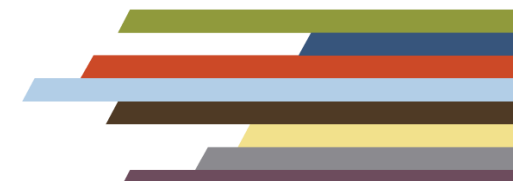
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Thank You!

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