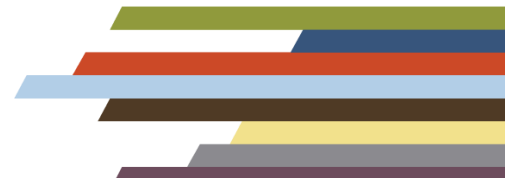


LOBBY CHAT QUESTION

What's your
favorite ad?





Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Social Norms in Substance Misuse Prevention

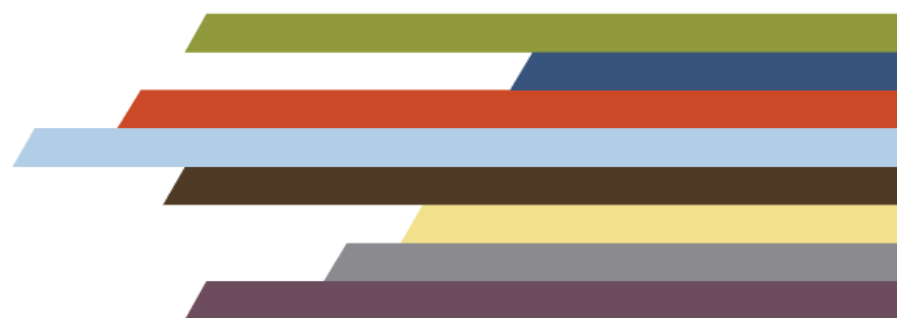
Part 2

August 29, 2023

Presenters

Lauri Solomon, Training and Technical Assistance Associate

Clare Neary, Project Coordinator, Rutgers University



Technical Information

This publication was prepared for the Northeast & Caribbean Prevention Technology Transfer Center under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this publication, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this publication for a fee without specific, written authorization from Northeast & Caribbean Prevention Technology Transfer Center. For more information on obtaining copies of this publication, call 848-932-8665.

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.

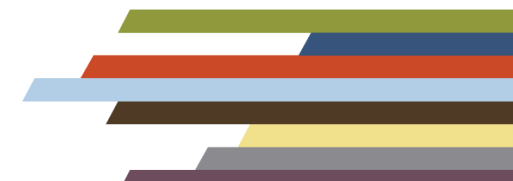
This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Evaluation

Please take the time to complete a brief evaluation:



<https://ttc-gpra.org/P?s=425385>

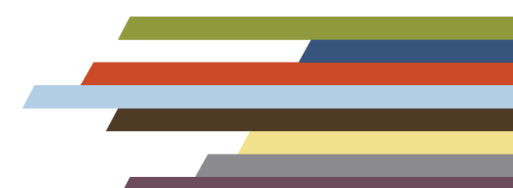
Your feedback is appreciated!



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



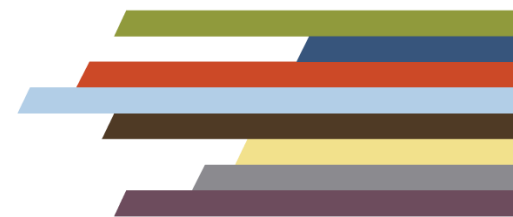
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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

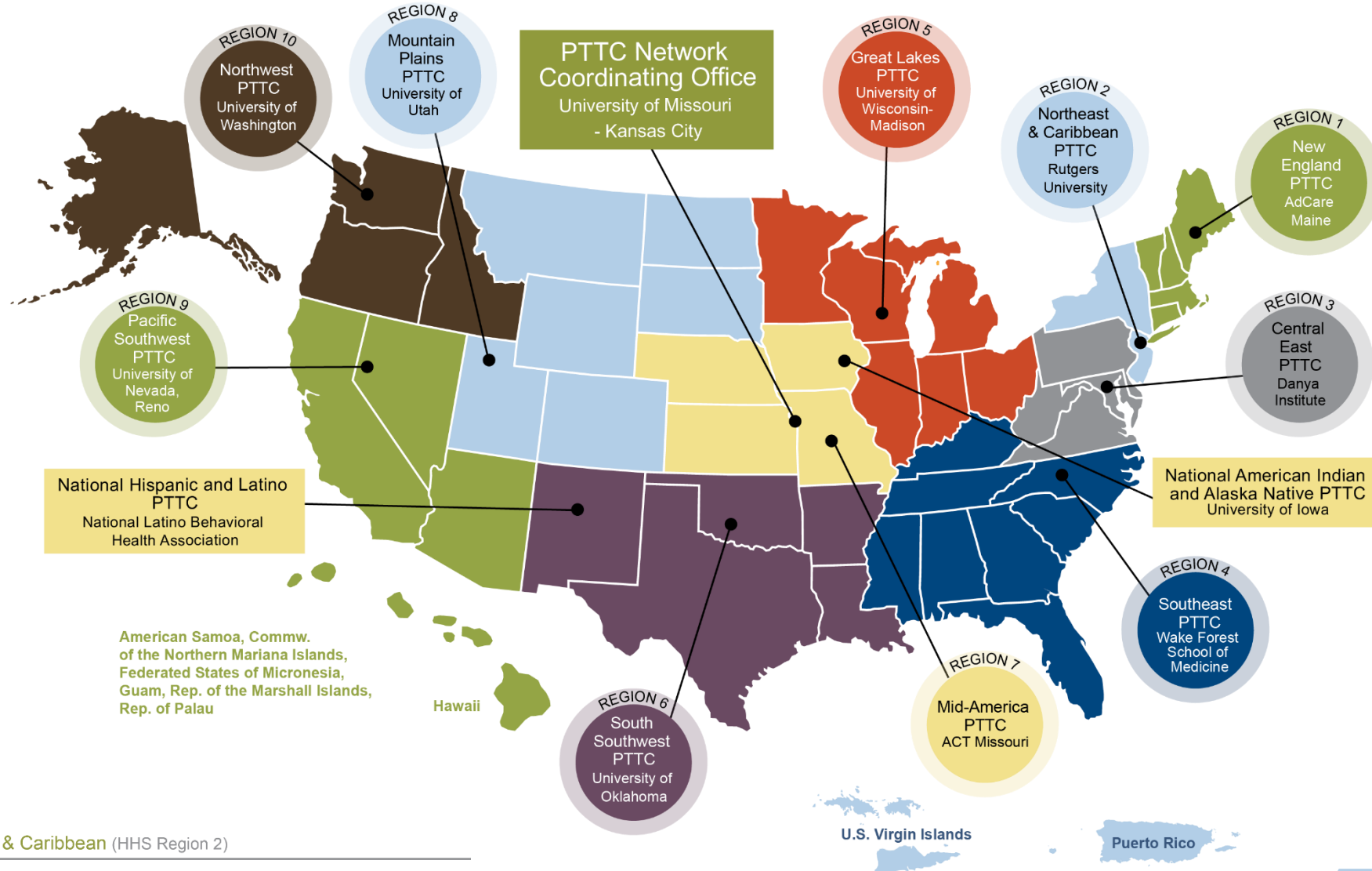




PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

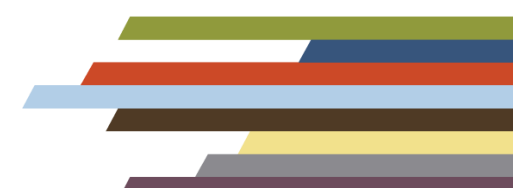
PTTC Network



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Presenters



Lauri Solomon

*Training and Technical Assistance
Associate
Education Development Center*



Clare Neary

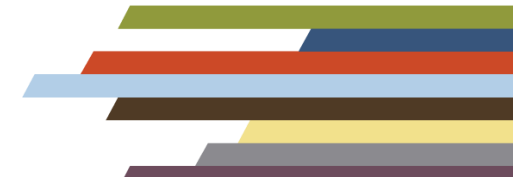
Project Coordinator,
Rutgers University MPAP
Northeast & Caribbean PTTC



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Learning Objectives

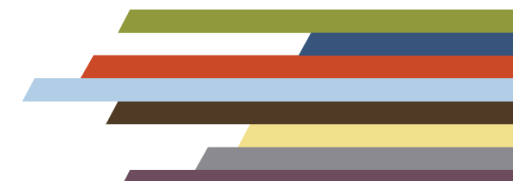
- Describe what are more and less effective approaches to health communication and social marketing
- Identify the data needed to build a social norms campaign
- List elements of a social norms marketing print ad



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration





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



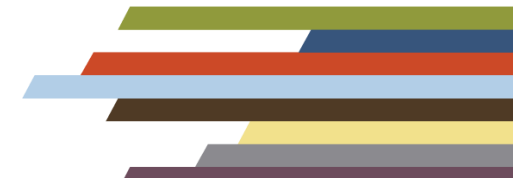
So, where were we?

Image source: freepik.com



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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](#)

©Copyright Disclosure

This work was developed and is owned by The Montana Institute, LLC.

We are honored to share it in the spirit of improving community health.

Please do not remove the copyright information or edit or reformat its contents or PPT template.

Thank you so much for helping us ensure the consistency and accuracy of our materials and for making sure we stay connected to our work.

©2022 Jeff Linkenbach & The Montana Institute, LLC



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



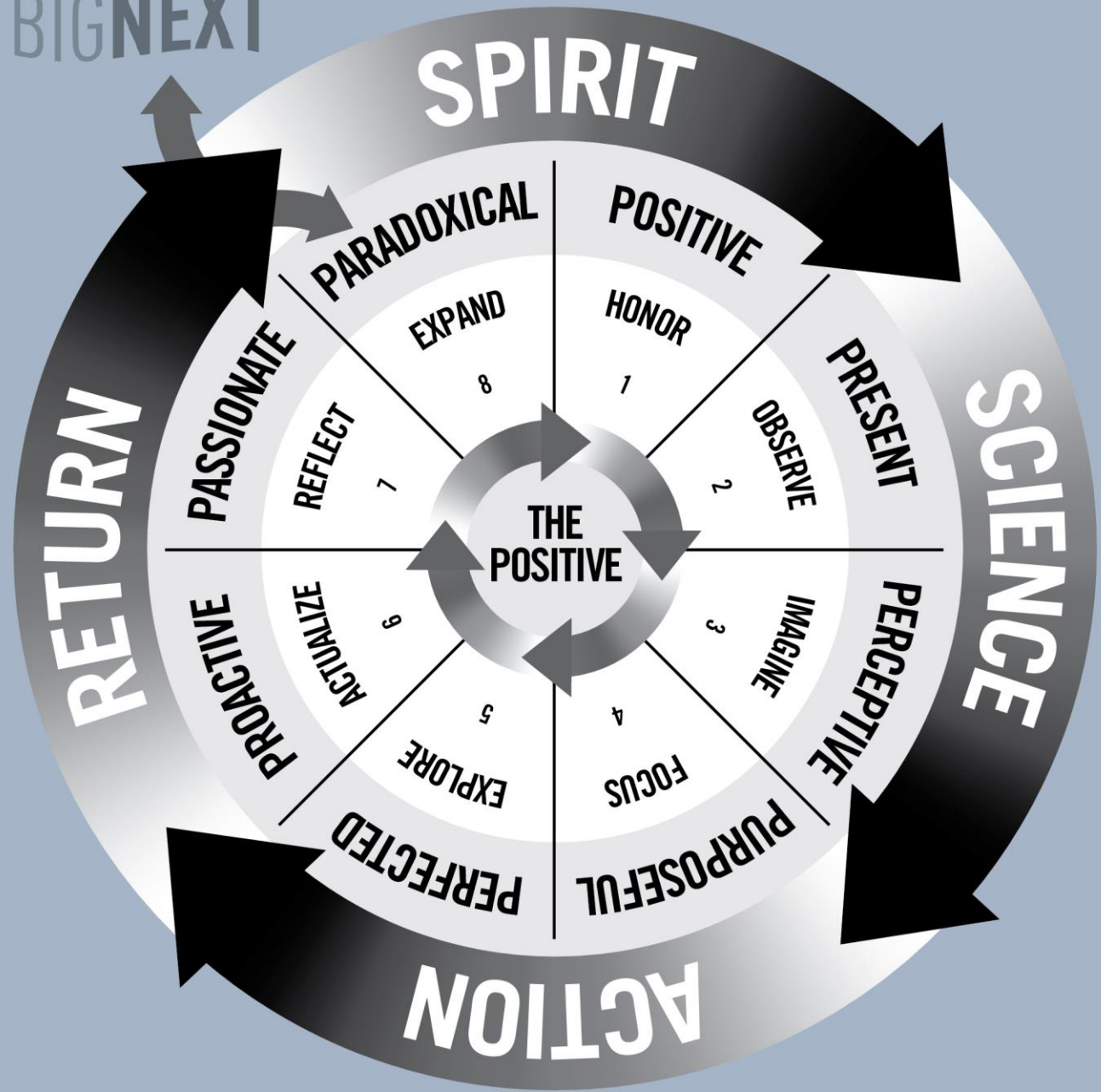
Linkenbach, 2015

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



the
BIGNEXT

THE SCIENCE OF THE POSITIVE FRAMEWORK



MONTANAINSTITUTE.COM

© 2022 Jeff Linkenbach & The Montana Institute, LLC

THE POSITIVE COMMUNITY NORMS FRAMEWORK



Spirit | Science | **Action** | Return

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



Northwest & Caribbean (HHS) Region

Prevention Research Center Network

Funded by the National Institutes of Health

Marketing – product, social, and norms



Photographer: Anastasia Shuraeva,
Pexels.com

Advertising (Marketing)

Creates an association between



Product

=

Something the focus audience wants (positive feeling)



Competitor's product

=

Something the focus audience doesn't want



Audience segmentation

Photographer: Rick Han, pexels.com

**“The only way to win
at content marketing
is for the reader to
say, ‘This was
written specifically
for me.’”**

**@AskJamieTurner
60SecondMarketer.com**

Same Nike ad?



Photographer: Ron Lach, pexels.com



Photographer: Terry Jordre, Aberdeennews.com



In the chat:

Negative or positive association?

Who is the audience?

What is the emotion or fantasy being associated with the product?

Image source: <https://www.jeep.com/jeep-life.html>



In the chat:

Negative or positive association?

Who is the audience?

What is the emotion or fantasy being associated with the product?



TROJAN
BRAND LATEX CONDOMS®

THE PLEASURE OF PROTECTION

Image Source: Originally trojanbrands.com



Image Source: Originally [nike.com](https://www.nike.com)
Appears in [innovationsintextiels.com](https://www.innovationsintextiels.com)

Social Marketing

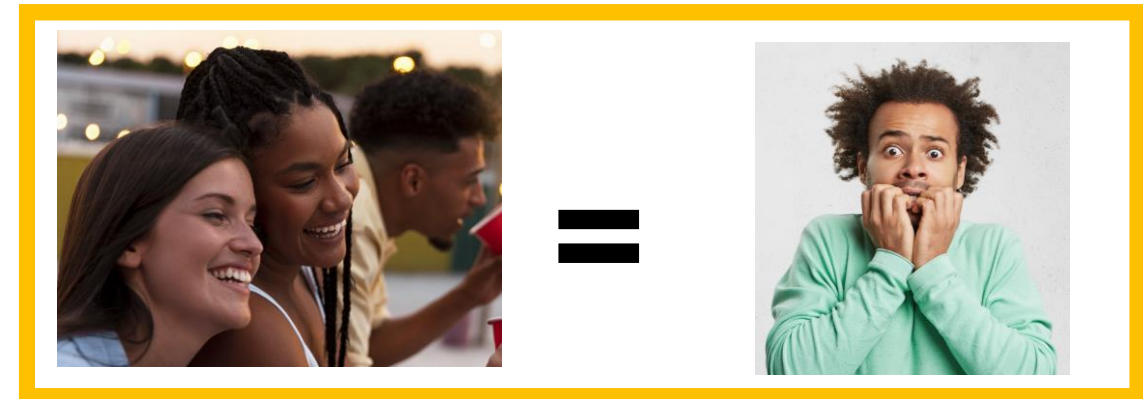
Creates an association between



Healthy

=

**Something the focus audience
wants**



Unhealthy

=

**Something the focus
audience doesn't want**



In your experience, how often do prevention marketing campaigns focus on the positive?

- Usually
- Most of the time
- About 50/50
- Not too often
- Almost never



In the chat:

Negative or positive association?

What is the emotion or fantasy being associated with the campaign?

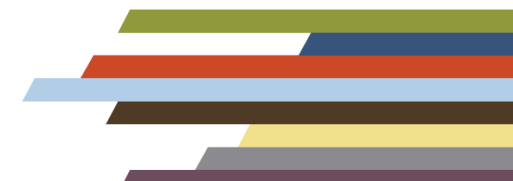
Image Source: Originally from <https://dch.georgia.gov/peachcare-kids>



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administrator





PeachCare for Kids

Social marketing campaign promoting subsidized health insurance to working-class families.

Calls to info. line before campaign: 50/day

“Healthcare we can afford”

Calls to info. line after campaign: 1,300/day



Kansas “Take It Outside” Campaign

The campaign encouraged smokers to smoke outside and support initiatives that limited environmental tobacco smoke in public indoor facilities.

In the chat:

Who is the audience?

Negative or positive association?

What is the emotion or fantasy being associated with the campaign?



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administrator

Image source: Solomon archives

Smokers who agree with the statement:

Smokers should be able to smoke in their own homes

Pre-campaign 99%

Post-campaign 42%

I'm in favor of banning smoking in all public places

Pre-campaign 20%

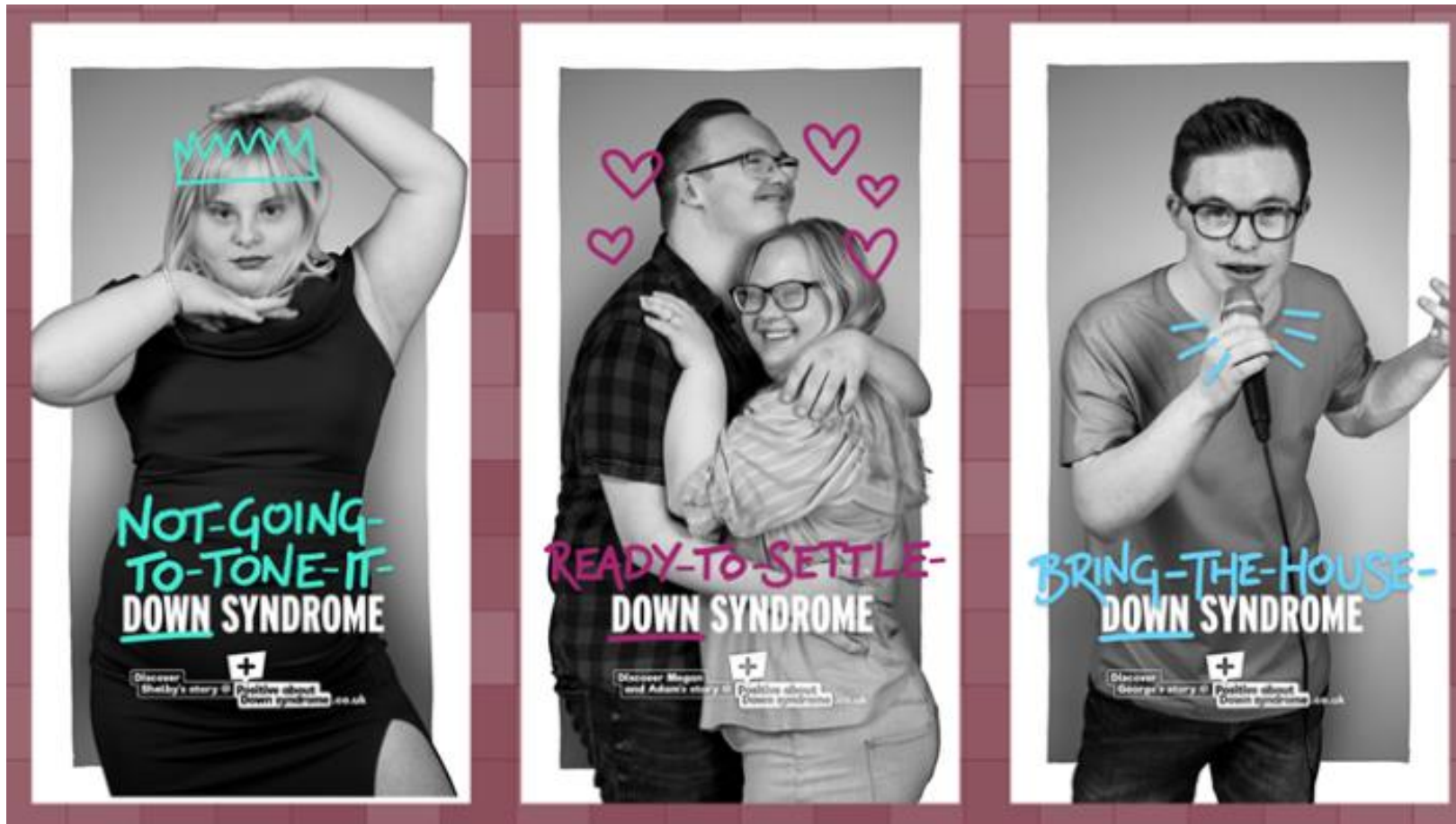
Post-campaign 40%



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



In the chat box:

Negative or positive association?

Who is the audience?

What is the emotion or fantasy being associated with the campaign?

Image source: <https://www.performancemarketingworld.com/article/1807738/powerful-social-media-campaign-rewrote-narrative-down-syndrome>

Campaign Goal: Increase support of UK MPs and parliamentarians for the pledge: “I support the demand to end the current practice that medical practitioners offer an expectant parent their options including terminating, based purely on a diagnosis of Down syndrome.”

Campaign Outcome: Over 60 parliamentarians signed the pledge with support from Prime Minister Rishi Sunak.

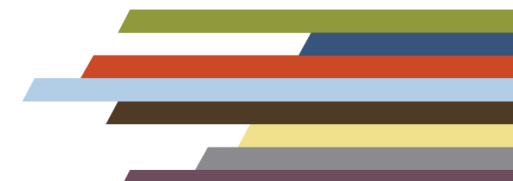
https://positiveaboutdownsyndrome.co.uk/wp-content/uploads/2022/10/12119-YCPMD-Booklet_WEB.pdf



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



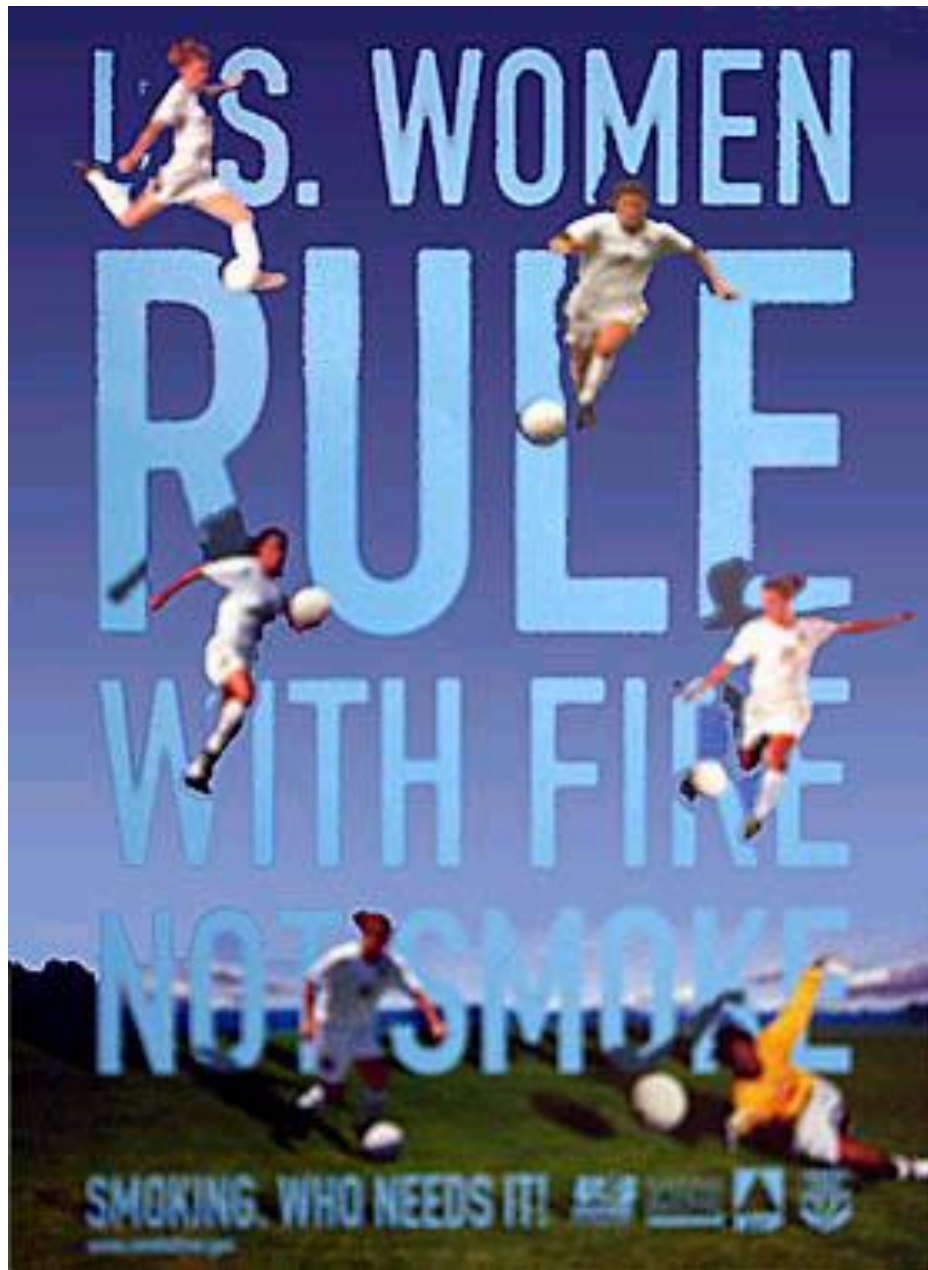


Image source: Solomon archives

In the chat box:

Negative or positive association?

Who is the audience?

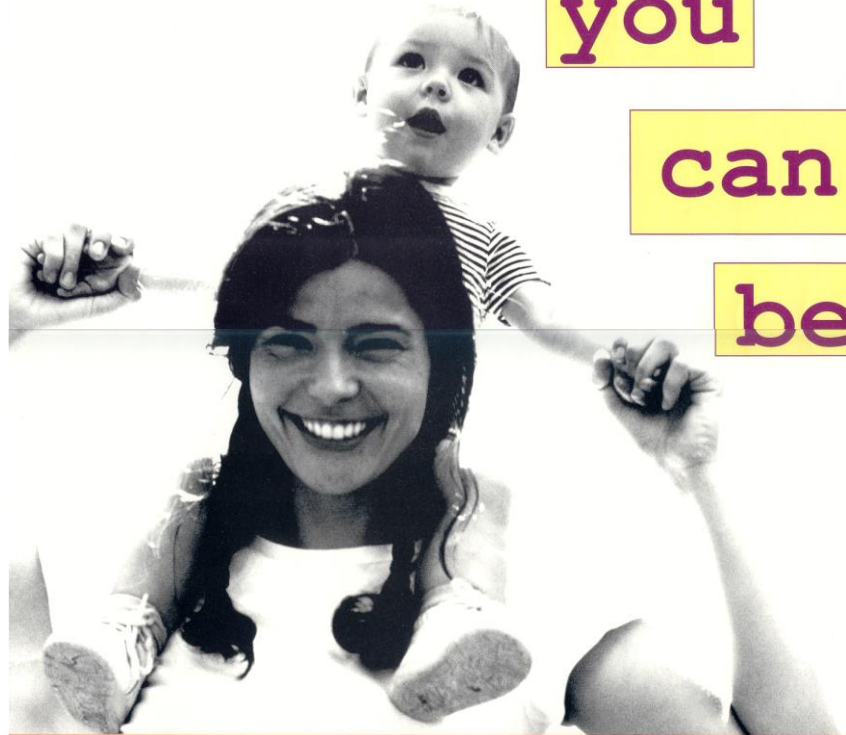
What is the emotion or fantasy being associated with the campaign?

Be the best
MOM

you

can

be



Stop Smoking
During Pregnancy

Most (57%) of teen moms in Berkshire County
choose not to smoke while they're pregnant.*

*Massachusetts Department of Public Health 2000 Birth Monitoring Statistics



Close your eyes and
pretend this says
“Be the best PARENT you
can be.”

That language is so 2002.

Image source: Solomon archives



In the chat box:

Negative or positive association?

Who is the audience?

What is the emotion or fantasy being associated with the campaign?

Image Source: <https://www.lamar.com/NorthAlabama/GetInspired/Creative/Ad-Council3>

Thank you
Franklin County bars,
restaurants and package stores:
CARDING shows
you care about our kids!

Brought to you by the **Community Coalition for Teens**
In collaboration with the **Communities That Care Coalition**



Image source: Communities That Care Coalition coordinators:
<https://communitiesthatcarecoalition.com/>



In the chat:

Who is the audience?

Negative or positive association?

What is the emotion or fantasy being associated with the campaign?

**TO HELP PREVENT MARIJUANA USE BY YOUR KIDS,
HELP THEM ROLL THIS.**



Parents who get involved in their children's activities raise kids who are less likely to smoke pot.
Get the book on raising a drug-free kid. Call 1 800 788-2800.

PARENTS: The Anti-Drug.

Office of National Drug Control Policy / Partnership for a Drug-Free America®

Original image source: Office of
the National Drug Control Policy

Social Norms Marketing

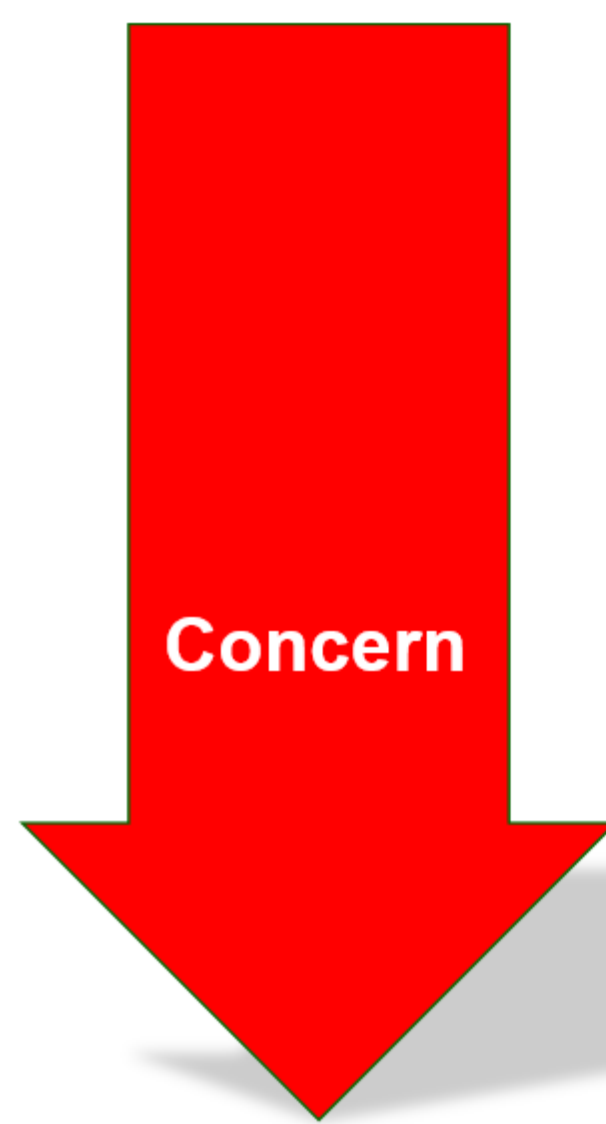
Promotes one kind of association



= Normal

Image source: Solomon archives

The Science of the Positive




Linkenbach JW. (2016). Applying the Science of the Positive to Health and Safety.



A social norms approach may be used to increase a variety of positive social norms:

- Substance misuse
- Condom use
- Academic performance
- Tax compliance
- Water conservation
- Seat-belt use
- Littering
- Bullying
- Truancy prevention
- Sexual assault prevention

8 out of 10 don't smoke!




Health tools to share:

1. Leave places where people are smoking
2. Say "No thanks" if someone offers you tobacco
3. Avoid places where people are smoking

DeKalb & Sycamore Study, DCP/SAFE, (N=654, 2000)

Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention



Elements of social norms marketing campaign materials:

- Normative message
- Positive emotion promoting image
- Credible data source
- Recognizable logo

*An example from the DCP/SAFE project of a poster promoting the norm of nonuse of tobacco.
(Reprinted by permission of the DCP/SAFE.)*



OR
NONE

is what MOST HWS students drink at parties.
(Source: Campus Factoids)

Think "4 or fewer"!

Image Source: Solomon archives
H. Wesley Perkins, Hobart and William Smith Colleges



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administrator



SUPPORT YOUR FRIENDS' HEALTHY CHOICES!



**Make a pact ahead of time not to drink.
Leave parties together if there's drinking.
Stand your ground— together.**



**72%
of ETHS
students
choose
healthy options
other than
drinking
when they're
with their
friends.**

©2010 by the President and Faculty of ETHS. All rights reserved. Funded by the Foundation for Community Fundraising, Rotary Club of Chicago, and the Board of Trustees of ETHS.

Dear Mom and Dad,

We believe the information that you share with us about alcohol and tobacco.

Research shows that you are a believable and a valuable source of truthful information.¹



¹ Partnership for a Drug Free America, 1999 and DeKalb & Sycamore Study, DCP/SAFE, (N=1172, 2001)

“Most of us don’t use alcohol”

DeKalb & Sycamore Study; DCP/SAFE, (N=1172, 2001)

- * 7 out of 10 students don't drink alcohol at parties
- * 4 out of 6 students haven't had any alcohol during the past 30 days

“Please Continue to share the **FACTS** with us!”



Funded in whole or in part by IDHS and the Center for Substance Abuse Prevention




Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Image source: <http://www.socialnormsresources.org/pdf/Guidebook.pdf> p. 13



REALITY CHECK.

24% of American homes have lawn ornaments.

**MOST
AMMS 8th graders
DON'T
DRINK.**

*According to the 2005 Student Health Survey of 8th graders at Adams Memorial Middle School, 83% don't drink. This message is sponsored by the Massachusetts Department of Public Health, Northern Berkshire Community Coalition, Northern Berkshire United Way, & North Adams Regional Hospital, and is funded by the National Office of Drug Control Policy.

Designed by Erica Schmitz, Northern Berkshire Community Coalition



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

REALITY CHECK.

7 out of 10*
HVHS students
have at least
**one close
friend who
doesn't
drink.**

*From 2003 Student Health Survey of 10th and 12th graders at Hoosac Valley High School. This message is sponsored by the Massachusetts Department of Public Health, Northern Berkshire Community Coalition, Northern Berkshire United Way, & North Adams Regional Hospital, and is funded by the National Office of Drug Control Policy.



Designed by Erica Schmitz, Northern Berkshire Community Coalition



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

**Congratulations
Franklin County parents!**

**Most of you (80%)
talk to your teens
about not drinking**

Brought to you by the Community Coalition for Teens
and the Communities That Care Coalition



LAMAR

Rachel Stoler and Kat Allen, Community That Care Coalition



BEFORE



AFTER

Spirit | Science | Action | Return

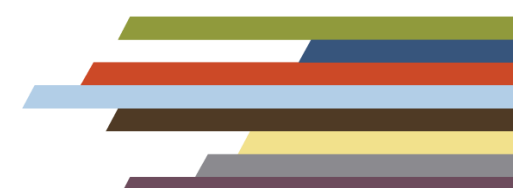
Questions?



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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

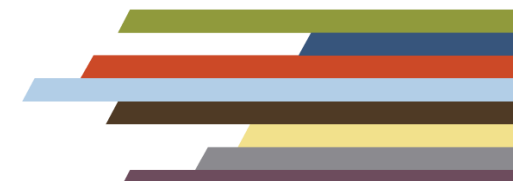
Resources

- [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](#)



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



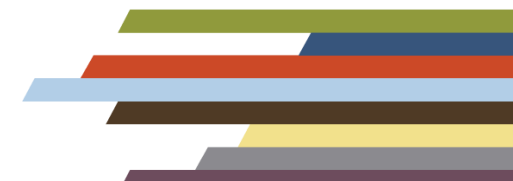
Resources

- [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](#)



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



www.MontanaInstitute.com

THE
POSITIVE
COMMUNITY
NORMS
FRAMEWORK

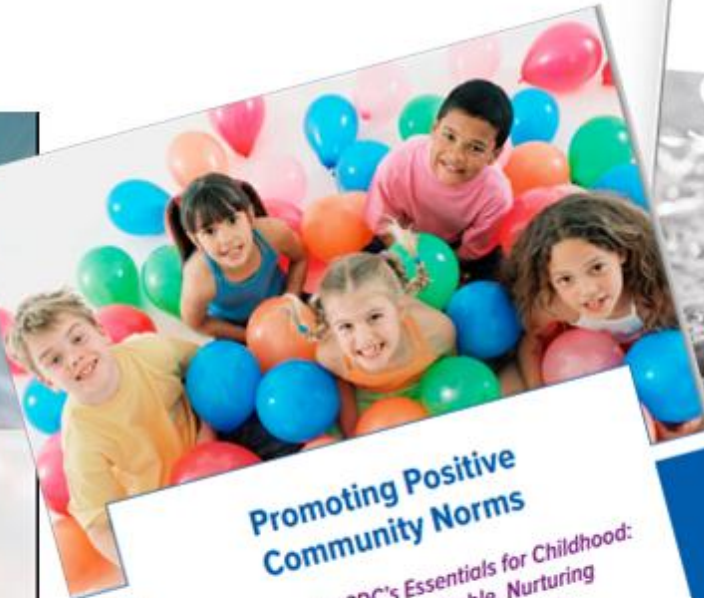
STEP 5
PILOT TEST AND REFINE MATERIALS



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



References

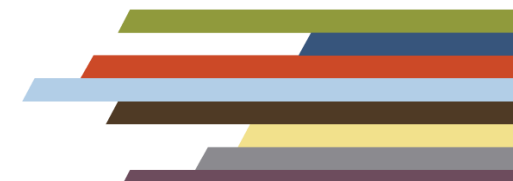
- Linkenbach, J. (2007, 2015) The Science of the Positive: The Seven Core Principles Workbook. A publication of the Montana Institute, LLC. Available at www.MontanaInstitute.com
-
- Linkenbach JW. (2016). Applying the Science of the Positive to Health and Safety. Bozeman, MT: The Montana Institute LLC. 2016, December 31. Available at <http://www.montanainstitute.com/publications>
-
- Linkenbach JW. (2017). An Introduction to Positive Community Norms. Bozeman, MT: The Montana Institute LLC. 2017, February 21. Available at <http://www.montanainstitute.com/publications>
-
- Linkenbach J. (2019). The Science of the Positive—Cycle of Transformation. In: Anderson DS and Miller RE (Eds.), Health and Safety Communication: A Practical Guide Forward. London, England: Routledge Publishers. 2019:90-91.



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Evaluation

Please take the time to complete a brief evaluation:



<https://ttc-gpra.org/P?s=425385>

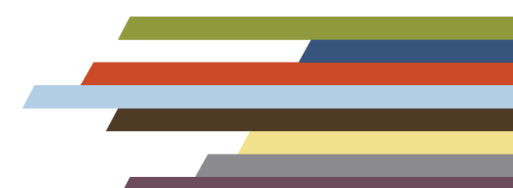
Your feedback is appreciated!



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Thank You!

If you have questions or comments, don't hesitate to contact:

Lauri Solomon, EdD

T/TA Specialist
Region 2 PTTC, EDC
LSolmon@EDC.org

Jessica Goldberg

MSW, MPH, CPS
T/TA Specialist
Region 2 PTTC, EDC
JGoldberg@EDC.org

Check Out the Northeast and Caribbean PTTC Website:

<https://pttcnetwork.org/centers/northeast-caribbean>

And, Join our Mailing List!

<https://pttcnetwork.org/centers/northeast-caribbean-pttc/nec-subscription-page>



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration