

Mill Woods Youth Advisory Council: Social Norms Project

April 30th, 2014

Social Norms Theory

According to social norms theory, people tend to misperceive, i.e., exaggerate, the negative health behavior of their peers.

[-The Main Frame: Strategies for Generating Social Norms News](#)

Social Norms Theory

If unhealthy behavior is perceived to be the standard in a social group, the social urge to conform will negatively affect overall behavior of group members.

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Social Norms Theory

By educating a group about healthy behavior that is in fact the usual practice among their peers, behavior can be affected in a positive manner.

[-The Main Frame: Strategies for Generating Social Norms News](#)

- The misbelief that more people are engaging in problematic behaviors than actually are can make youth feel like “everyone else is doing it”
- Reign of Error (Perkins, 2006)

- Students are surveyed about 1) their behavior and 2) their perception of the behavior of other students

- Surveying youth and telling them the accurate situation (based on the answers about their own behavior) e.g. “most teens at your school do not drink alcohol” can reduce substance abuse

I only kiss people whose breath doesn't stink

**I exercise to keep
in shape**

*I take a
deep breath
when I'm
nervous*

**I only eat in the
non-smoking
section at
restaurants**

I DON'T SMOKE
Just like 88% of ETHS students



2002 Social Marketing Survey. N=2,431 ETHS students
Funded by the Chicago Community Trust, Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.



SAFE IS SEXY

PRESENTS THE JASPER SHORE



78% OF GIRLS IN JASPER BELIEVE

THEY SHOULD CARRY THEIR OWN CONDOMS

BASED ON HIV WEST YELLOWHEAD'S SAFE IS SEXY POSITIVE COMMUNITY NORMS SURVEY 2012 OF 383 YOUNG ADULTS LIVING, WORKING AND PLAYING IN JASPER

Example of
messaging
created in
Jasper,
Alberta

Other Social Norms Topics

- Bullying
- Drinking and Driving
- Homophobic Language
- Recycling
- Sexual Assault
- Traffic Safety
- Youth Pregnancy Prevention

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- Mill Woods youth are making healthy lifestyle choices
- Youth and adults inadvertently reinforce inaccurate norms

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- Youth and adults are asked to estimate what percent of teens in Mill Woods they think used the alcohol, cigarettes or drugs over the last 30 days
- Teens are asked to report if they have used those substances over the last 30 days

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Canada Day survey results:

- 62% of the teens estimated that at least half of Mill Woods teens smoked during the last 30 days
- 61% of adult respondents estimated same
- Actual reported use by teens = 0%

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- 71% of teens estimated that at least half of Mill Woods teens used alcohol in the last 30 days
- 65% of adults respondents estimated same
- Actual reported use by teens <18 = 24%

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- 55% of teens estimated that at least half of Mill Woods teens used illegal drugs (or prescription medications not prescribed to them) over the last 30 days
- 45% of adult respondents estimated same
- Actual reported use = 0%

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- These results indicate that teens and adults in Mill Woods may be overestimating the amount that Mill Woods teens drink, smoke, and use illegal substances (or prescription medication not prescribed to them).
- Survey ongoing

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- Phase 1 – Collect Baseline Data: July 2013 – September 2014
- Phase 2 – Design and Implement Campaign: Oct 2014 – Oct 2016
- Phase 3 – Collect Post-campaign Outcome Data: Nov 2016 – June 2017
- Phase 4 – Evaluation Report: Dec 2017

Send me a pic? ;)

Sure :)



That's not what I had in mind :p



TRUE STORY....

....in the last year, **4 out of 6** Hilltop students **NEVER** sexted.



Example of messaging created for a school in Whitecourt, Alberta



From the 2013 True Story Survey of 413 students aged 14-18 at Hilltop High and Storefront Schools, about experiences in the past year.
#nopressure #truestories