

South East Edmonton Youth Action Coalition : Social Norms Project

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Background

- Community Mapping began in 2005
- MW Community profile was created by human service providers
- Analysis of maps and wisdom of colleagues led to 3 priorities; youth, cultural diversity, young families (now early childhood)
- All three efforts are still underway
- We are here to speak about youth today

History of this work

- Mill Woods Mapping and Beyond – Youth Sub Group
 - Collaboration of local educators, city staff, elected officials, Community Members, Police, Faith-based organizations, local not-for-profits (incl. youth serving agencies), community leagues
- SE Youth Action Committee created as a result of two initiatives within the community merging

Mill Woods Youth Service Providers believe(d)

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

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.

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

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)

- Youth are surveyed about 1) their behavior and 2) their perception of the behavior of other youth

- 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

Other Social Norms Topics

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

Send me a pic? ;)

Sure :)



That's not what I had in mind :p



Example of messaging created for a school in Whitecourt, Alberta

TRUE STORY....

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



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

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 385 YOUNG ADULTS (LIVING, WORKING AND PLAYING IN JASPER)

Example of
messaging
created in
Jasper,
Alberta

Social Norms Survey

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

Social Norms Survey

- In total, four surveys were developed and administered during the project:
- 2013 Youth Survey
- 2014 – 2015 Youth Survey
- 2013 Adult Survey
- 2014 - 2015 Adult Survey

Respondents

Youth Survey	Number of Respondents	Adult Survey	Number of Respondents
2013	96	2013	74
2014 – 2015	203	2014-2015	194
Total Youth	299	Total Adult	268

Survey Administration

- Administered between July 2013 – July 2015
- Canada Day festivals 2013, 2014, 2015
- Other youth events in Mill Woods
- Online versions were also developed and shared by partners

Results

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

Results

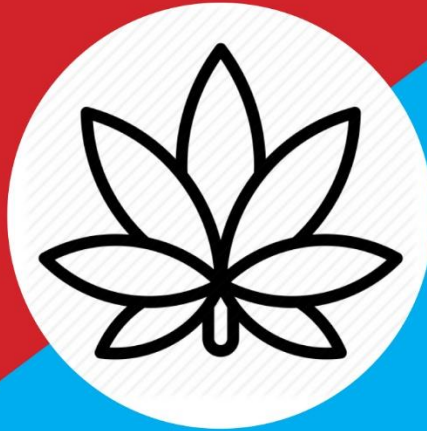
Substance Type	Actual Use Reported by Survey Respondents	Percent of Youth Respondents Who Over-Estimated Rates of Use (Compared to Reported Rates)
Smoking Cigarettes	8.3% (2013) 10.3% (2014-2015)	96.9% (2013) 90.6% (2014-2015)
Alcohol Use	32.3% (2013) 28.6% (2014-2015)	76.1% (2013) 75.6% (2014-2015)
Illegal Drugs or Non-Prescribed Prescription Medication	6.3% (2013)	86.8% (2013)
Marijuana Use	14.4% (2014-2015)	86.8% (2014-2015)
Illegal Drugs (not incl. Marijuana) or Non-Prescribed Prescription Medication	6% (2014-2015)	91.5% (2014-2015)

Social Norms Campaign

- Currently developing tools for delivering campaign messages and indicators to measure changes in perception
- Asset-based messages which value our youth and our community
- We launched the campaign at Canada Day Celebrations in Mill Woods July 1, 2017
- Other partners are being invited to work with findings

#MeetTheRealMillWoods

Mill Woods youth
believe up to
70% of their
peers use
marijuana
regularly.



In reality, 86% of youth
surveyed reported **not** using
marijuana in the last 30 days.

#MeetTheRealMillWoods

Mill Woods youth
believe up to 80%
of their peers
drink alcohol
regularly.



In reality, only 32.3% of youth
surveyed reported drinking
alcohol in the past 30 days.

#MeetTheRealMillWoods

Mill Woods
youth **believe**
up to 70%
of their peers
smoke.



In reality, only 8.3% of youth surveyed reported smoking cigarettes in the past 30 days.

#MeetTheRealMillWoods

Mill Woods youth **believe** up to 60% of their peers use illegal drugs other than marijuana regularly.



In reality, only 6% of youth surveyed reported using illegal drugs in the past 30 days.

#MeetTheRealMillWoods

Mill Woods adults
believe up to 50%
of Mill Woods
youth drink
alcohol regularly.



In reality, only 32.3% of youth
surveyed reported drinking
alcohol in the past 30 days.

#MeetTheRealMillWoods

Mill Woods
adults **believe**
up to 50%
of Mill Woods
youth smoke.



In reality, only 8.3% of youth surveyed reported smoking cigarettes in the past 30 days.

#MeetTheRealMillWoods

Mill Woods adults
believe up to 50%
of Mill Woods
youth use illegal
drugs regularly.



In reality, only 6% of youth
surveyed reported using illegal
drugs in the past 30 days.

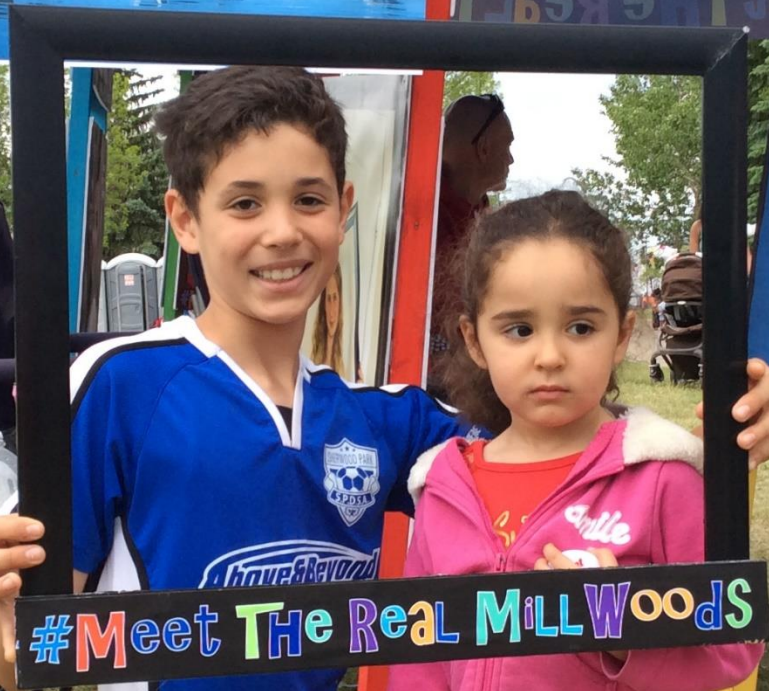
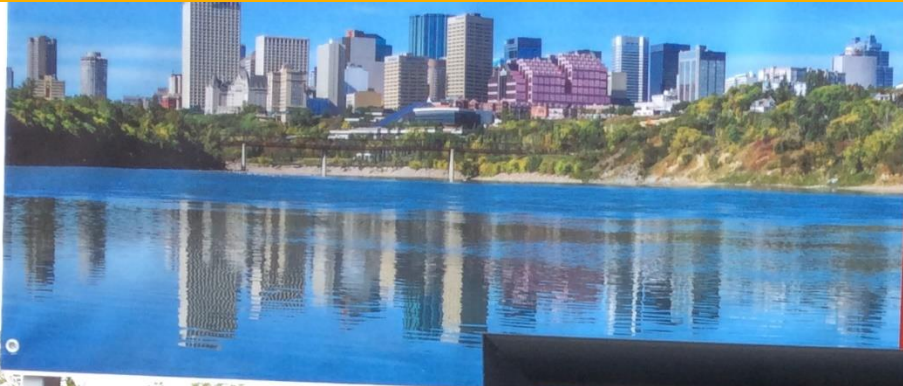
Canada Day Launch

- Successful, introduced the campaign to thousands of people
- Distributed 1000 buttons #MeetTheRealMillWoods
- Over 63 photos were contributed to the campaign, 63 consents received to use photos in various ways
- Song was performed by Emad, the songwriter

#MeetTheRealMill







#Meet The Real MillWoods



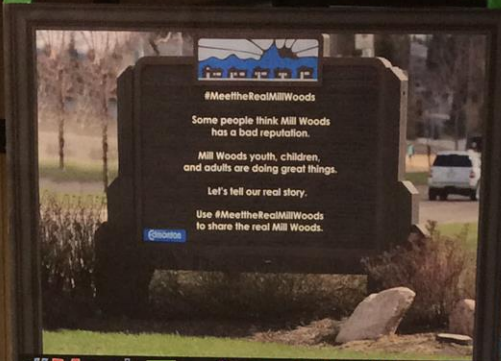


#Meet The Real MILLWOODS



#MeetTheRealMillWoods

Music Video



#Meet The Real Mill Woods

Category	Mill Woods	Other Areas
Mill Woods adults believe in 100% of Mill Woods youth are doing great things	100%	60%
Mill Woods youth believe in 100% of Mill Woods adults are doing great things	100%	60%
Mill Woods youth believe in 100% of Mill Woods youth are doing great things	100%	60%
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#Meet The Real Mill Woods







Doc Sin
#Meet The Real MILLWOODS

Doc Sin is a professional actor and model who has appeared in numerous commercials and television shows. He is currently working on a new project and is looking for a dog to play the role of a character in his film. He is a friendly and outgoing person who loves to work with animals.

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#Meet The Real MILLWOODS

**Artist
Dog trainer**

#Meet The Real MILLWOODS

#Meet The Real MILLWOODS



Father
Kinesiologist

#Meet The Real MILLWOODS

Minister at
Mill Woods
United Church
#mwuc

#Meet The Real MILLWOODS



White Chocolate Dance Troupe

#Meet The Real MLLWOODS

Student Community volunteer

#Meet The Real MLLWOODS

#Meet The Real MLLWOODS



Photographer
Swimmer



#Meet The Real MILLWOODS

#Meet The Real MILLWOODS

Team captain

Music lover



#Meet The Real MILLWOODS

#Meet The Real MILLWOODS



Support requested to date

- **Pentecostal Church**
 - Helping to create video to accompany song
- **Youth Unlimited**
 - Identified youth leadership group to create video
- **Boys and Girls Club**
 - Will review messages and campaign content and give feedback
- **MP Sohi**
 - Will support campaign, share messages, support youth conference as partner, invite Youth Council
- **MLA Loyola**
 - Will incorporate campaign into Youth leadership program, host artistic event to create campaign content
- **Mill Woods President's Council**
 - Support Canada Day launch, share messages in various ways through leagues, youth conference support



#MeettheRealMillWoods

**Some people think Mill Woods
has a bad reputation.**

**Mill Woods youth, children,
and adults are doing great things.**

Let's tell our real story.

**Use #MeettheRealMillWoods
to share the real Mill Woods.**



#Meet The Real Mill Woods