

BD295

Traditional Prevention Strategies and the Social Norms Approach to Reducing Substance Abuse

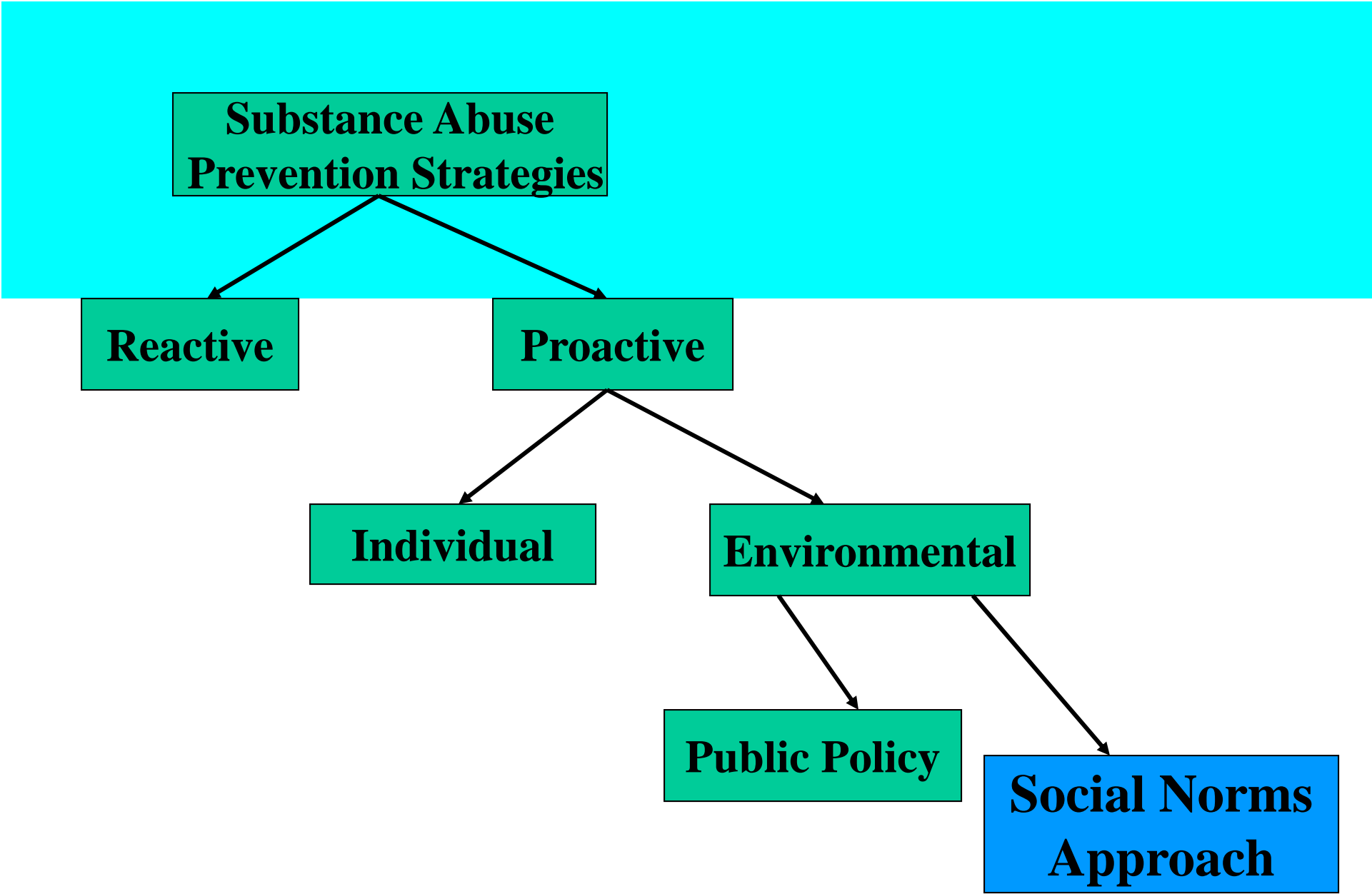
H. Wesley Perkins, Ph.D.

Professor of Sociology

Hobart and William Smith Colleges

Geneva, New York

www.AlcoholEducationProject.org



Source: HW Perkins, Alcohol Education Project

Prevention Today Requires Science Based Strategies

- 1. Good Theoretical Reasoning**
- 2. Good Data (Evidence Based)**

Current Theoretical Models for Substance Abuse Prevention

- Health Education
- Health Terrorism
- Social Control
- Social Norms

Starting Point for Social Norms Approach

Humans are group oriented.

**We are largely influenced by
and conform to peer norms.**

Long Tradition of Theory and
Research on Peer Influence and
Conformity to Peer Norms

What about Perceptions of Peer Norms?

First come observations

Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

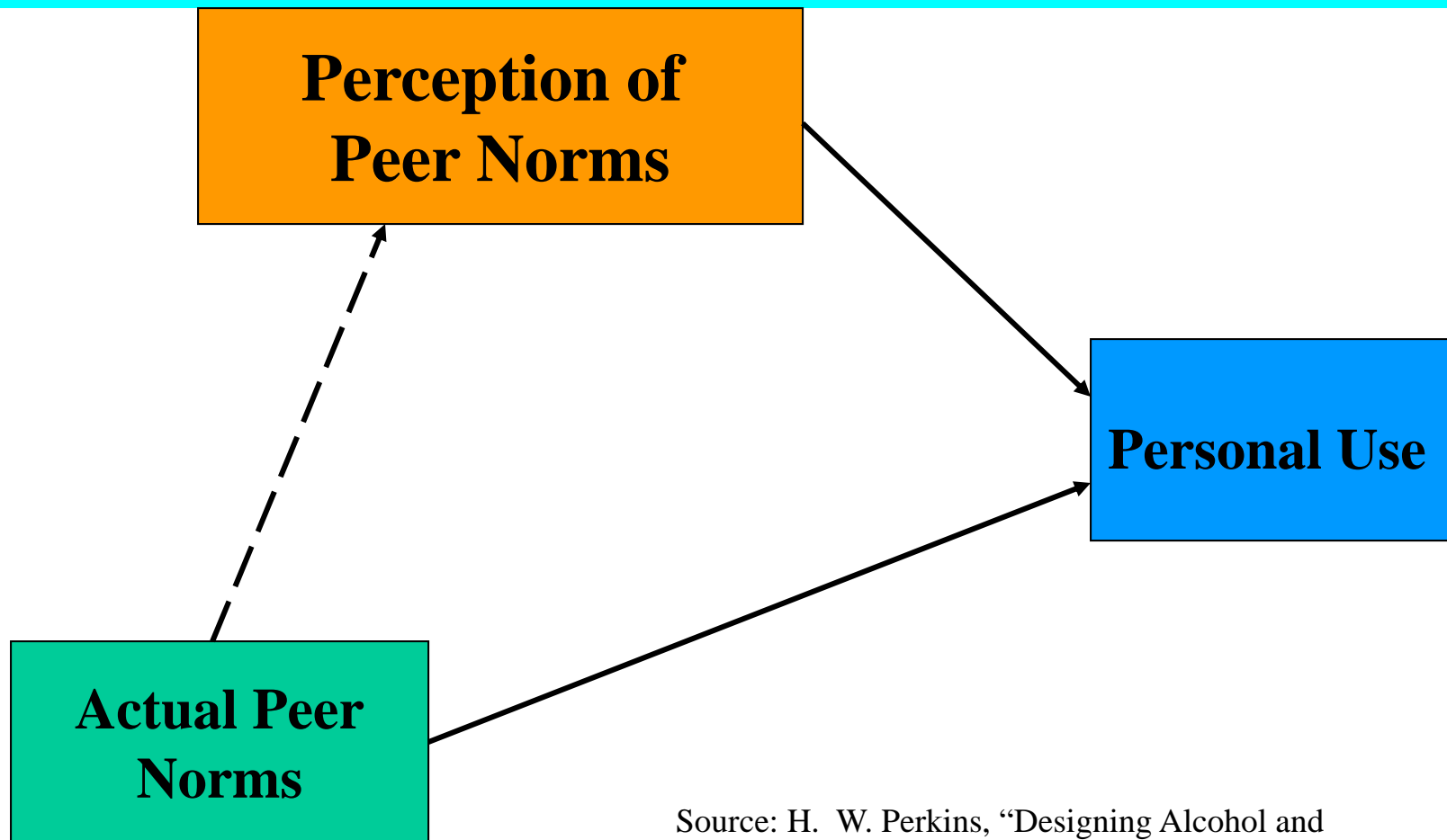
Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	81 %	37 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	19 %	63 %



Then came theory



Peer Influence on Substance Use



Source: H. W. Perkins, "Designing Alcohol and Other Drug Prevention Programs...", 1997



Then came more observations

College Student AOD Norms in NY State (Core Survey Data, 1996)

ALCOHOL

- **Actual Norm** - Drinking Twice/Month or Less Often (60%) ; only 5% drinking daily
- **Perceived Norm** - 89% Believe the Typical Student Drinks at least Weekly.
25% Believe Daily Drinking is the Norm.

College Student AOD Norms in NY State (Core Survey Data, 1996)

TOBACCO

- **Actual Norm** - No Use (54%) with only 26% using daily
- **Perceived Norm** - 94% Believe the Typical Student is a User. 69% Believe Daily Use is the Norm.

College Student AOD Norms in NY State (Core Survey Data, 1996)

MARIJUANA

- **Actual Norm** - No Use (66%) with only 13% using weekly
- **Perceived Norm** - 92% Believe the Typical Student is a User. 65% Believe Weekly Use is the Norm.

College Student AOD Norms in NY State (Core Survey Data, 1996)

HALLUCINOGENS

- **Actual Norm** - No Use (91%)
- **Perceived Norm** - 61% Believe the Typical Student is a User . 15% Believe Weekly Use is the Norm.

College Student AOD Norms in NY State (Core Survey Data, 1996)

COCAINE

- **Actual Norm** - No Use (95%)
- **Perceived Norm** - 61% Believe the Typical Student is a User . 16% Believe Weekly Use is the Norm.

College Student AOD Norms in NY State (Core Survey Data, 1996)

STEROIDS

- **Actual Norm** - No Use (99%)
- **Perceived Norm** - 56% Believe the Typical Student is a User. 17% Believe Weekly Use is the Norm.

Students' Misperceptions of the Norm for the Number of Drinks Consumed the Last Time Other Students "Partied"/Socialized at Their School

(NCHA Nationwide Data from 72,719 Students Attending 130 Schools, 2000-03)

Source: HW Perkins, M Haines, and R Rice, Journal of Studies on Alcohol, 2005.

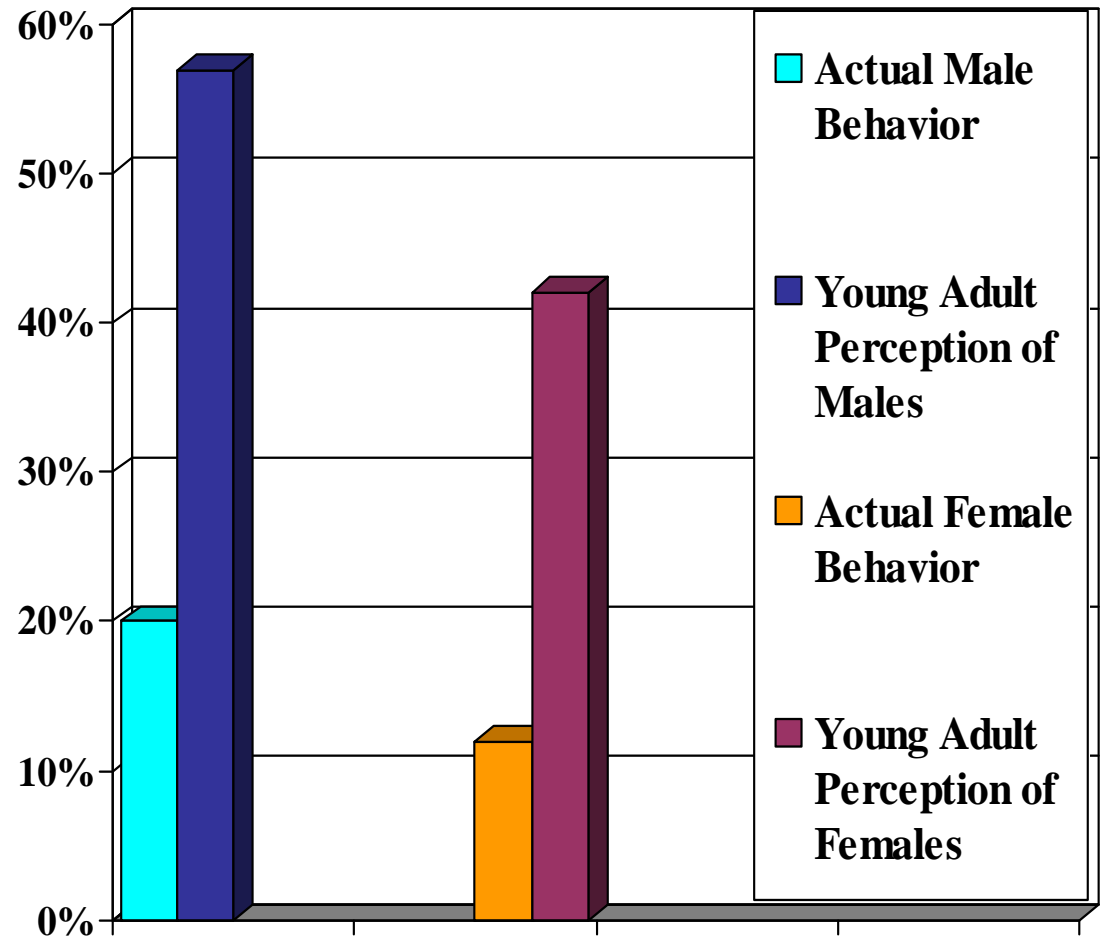
Accuracy of Perceived Drinking Norm				
Under-estimate by 3+ Drinks	Under-estimate by 1-2 Drinks	Accurate Estimate	Over-estimate by 1-2 Drinks	Over-estimate by 3+ Drinks
3%	12%	14%	32%	39%

71% Overestimate Peer Drinking!

Actual Gender Norms vs. Young Adult Perceptions of Gender Norms

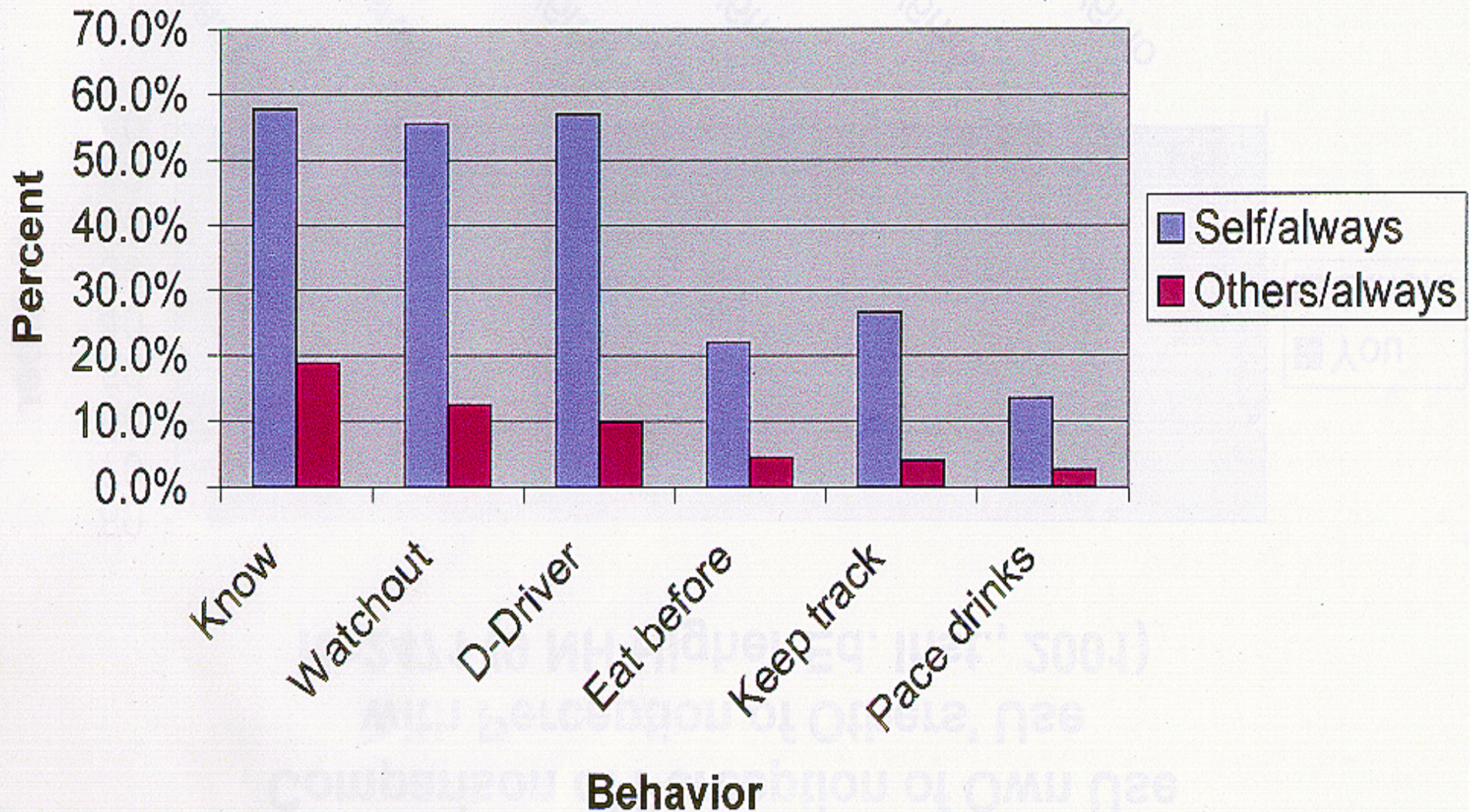
(1998 Survey of 18-24 Year Olds, N=500)

Percent who drove within one hour after drinking 2+ drinks in the past month.

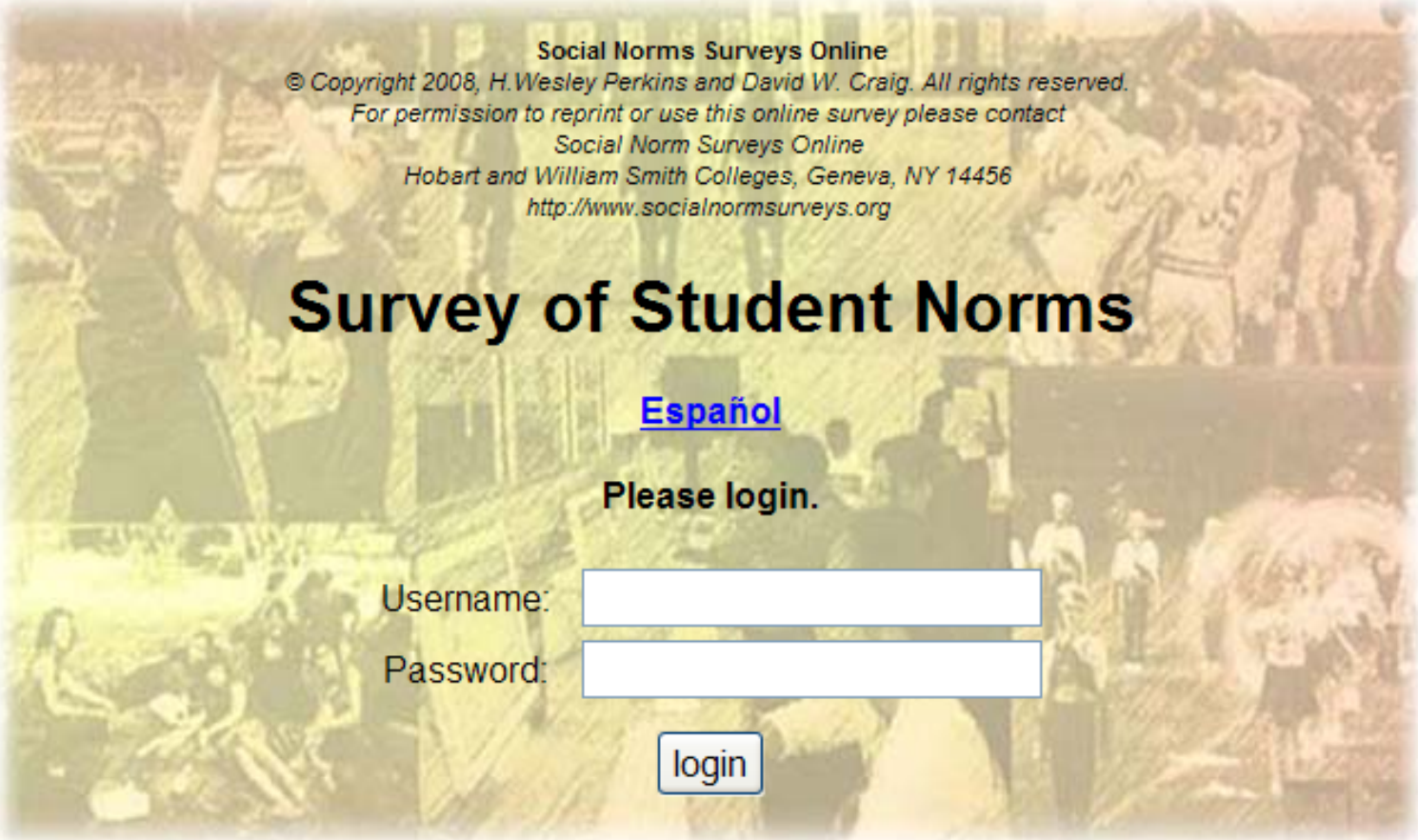


Source: JW Linkenbach & HW Perkins, 2003

Comparison of Perception of Behavior of Self with Perception of Behavior of Others N=2471 (9 NH Higher Ed. Inst.,2001)



Web Surveys Online



Social Norms Surveys Online
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Social Norm Surveys Online
Hobart and William Smith Colleges, Geneva, NY 14456
<http://www.socialnormsurveys.org>

Survey of Student Norms

[Español](#)

Please login.

Username:

Password:

Drinking Norm and Perceived Norms Among 9th Graders in a Secondary School in Central New York State

7. How many alcoholic drinks, if any, do you think each of the following students on average typically consume at parties or social occasions? Just give your best estimate of what is most typical for each category (a through h).

	0	1	2	3	4	5	6	7+
a. Yourself	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Your Friends	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Students in your Grade	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Males	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Females	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Juniors and Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Drop Outs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
h. High School Athletes	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Median Response

Myth and Reality at Midwest High School:

*Results from a Fall 2005
Survey of Student Norms
Conducted at a Midwestern School*

<http://alcohol.hws.edu>

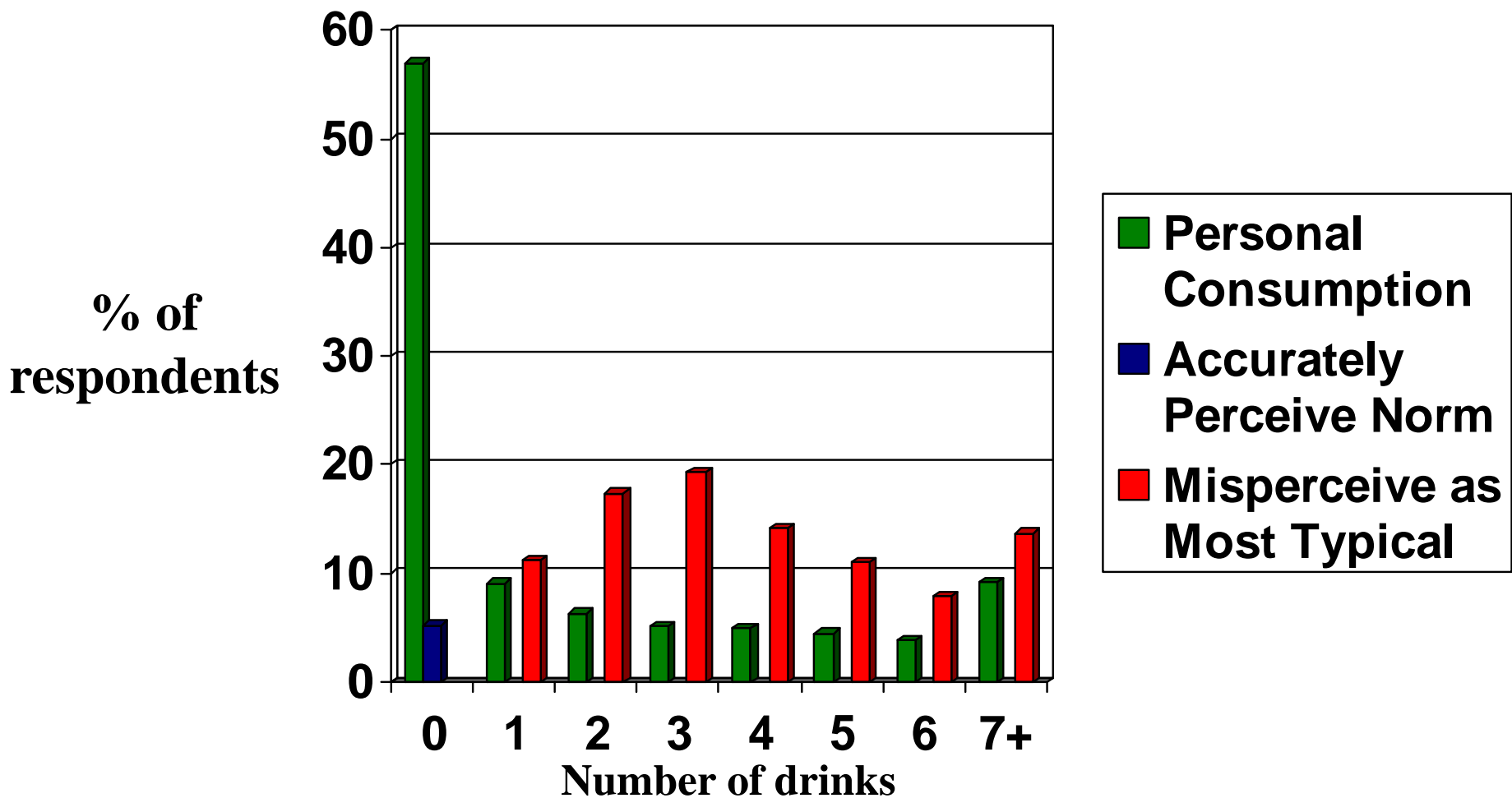
Who Participated?

Almost Everyone!

1,116 students took the survey

96% of the entire student body

Quantity of Alcohol Typically Consumed at Parties and Social Gatherings



Sample Secondary School Data

119 School Cohorts Surveyed

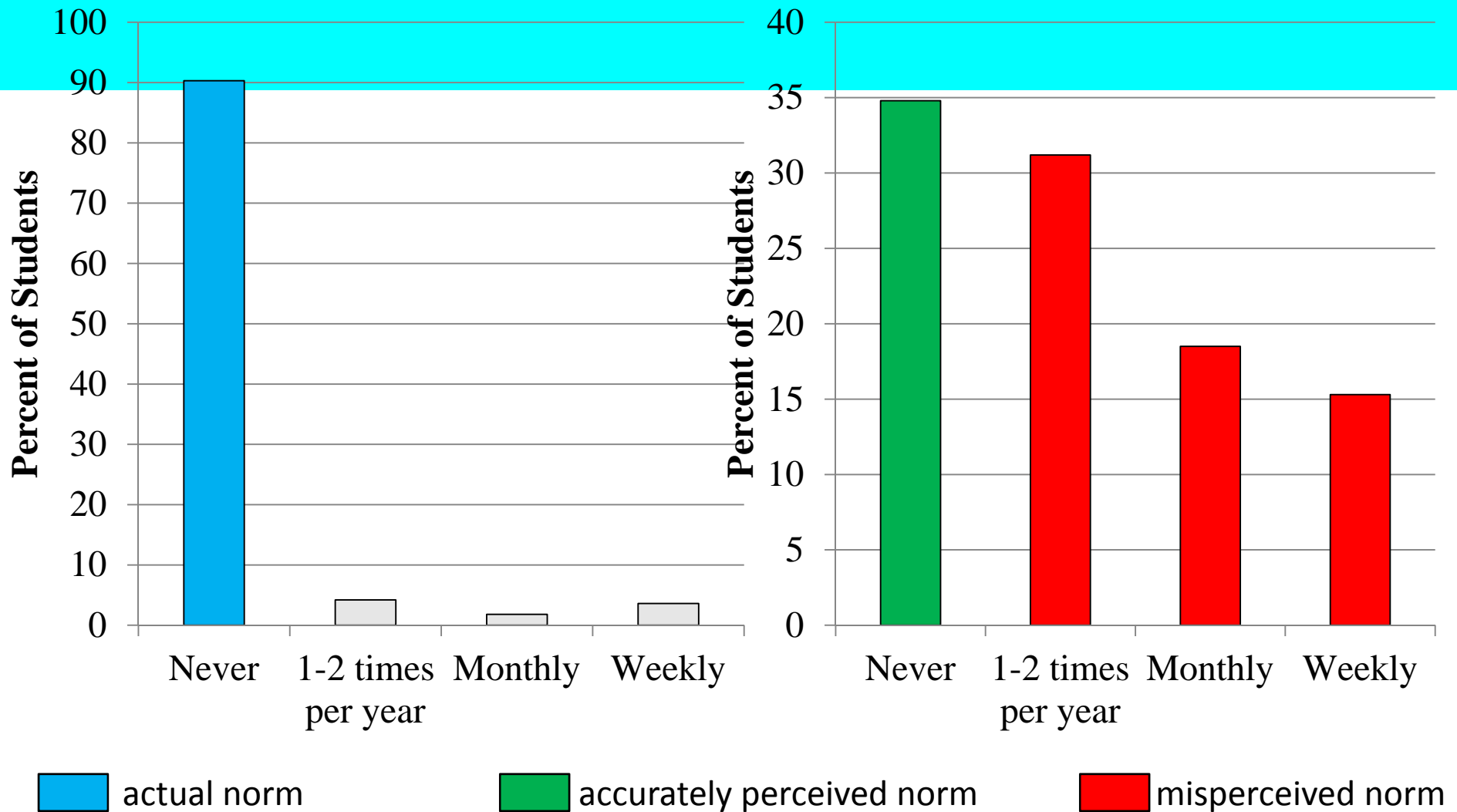
Grade (Year) Levels Ranged from 6 -12

12 States across the USA

52,462 Respondents

Grades 6 - 8

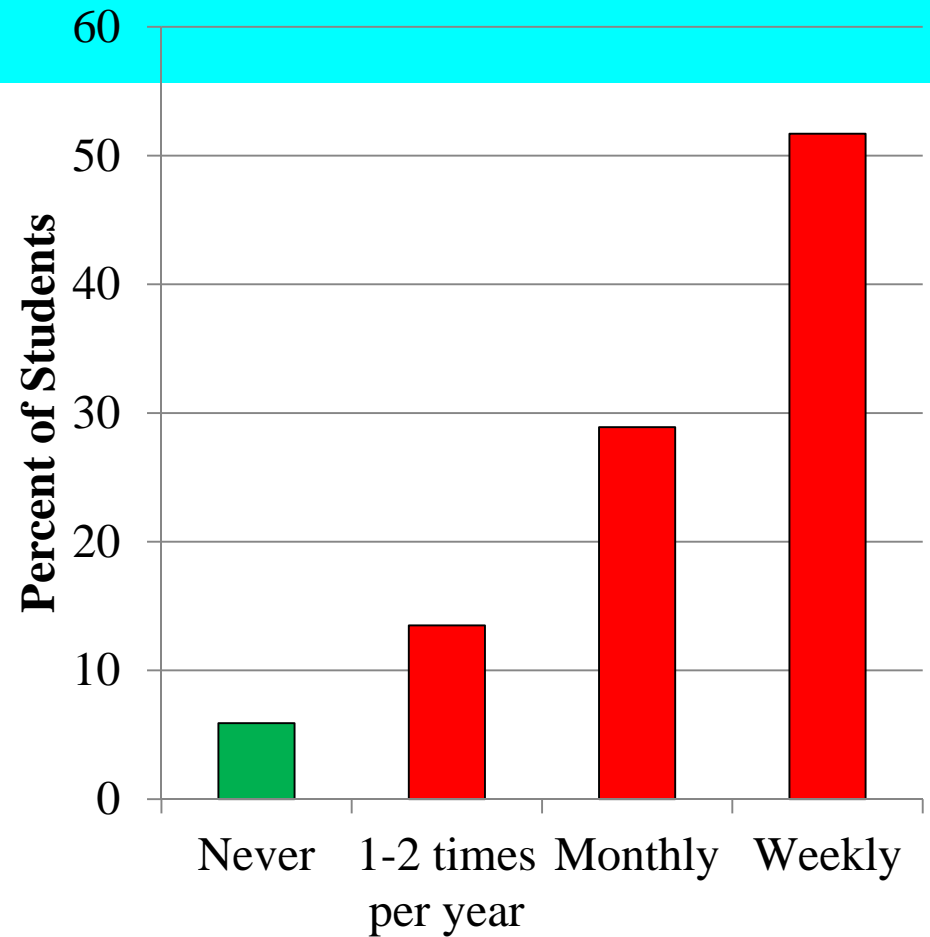
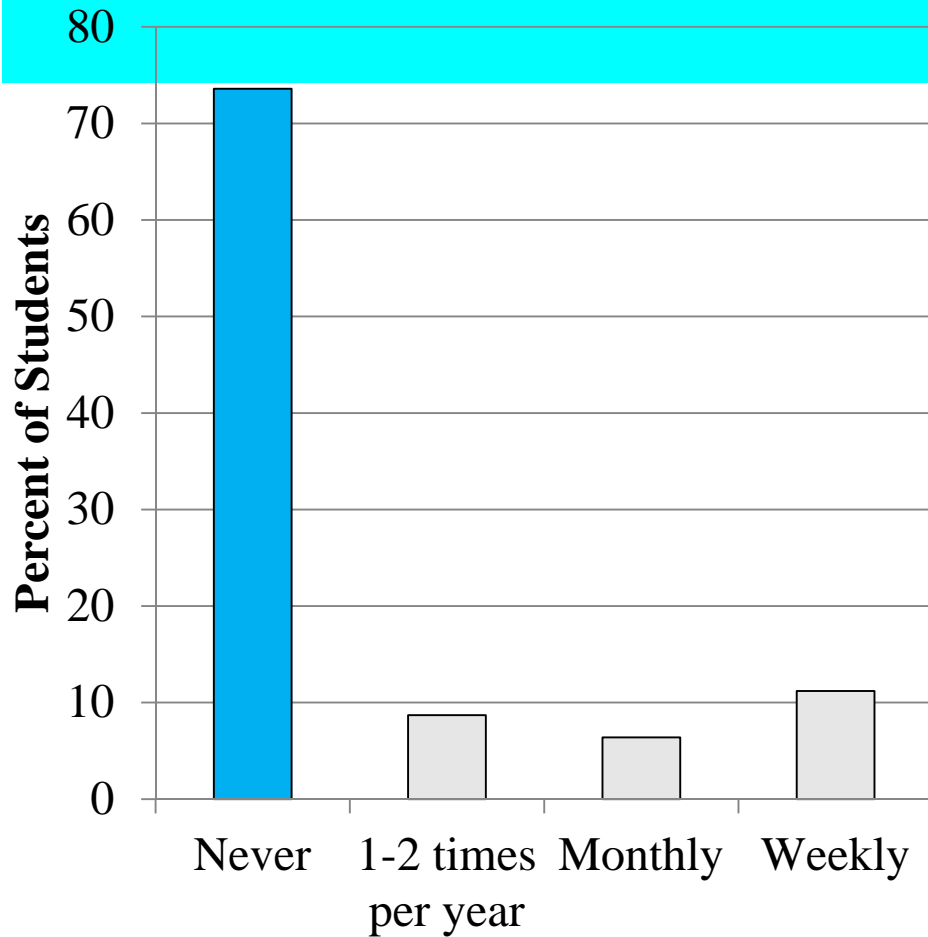
Personal Tobacco Use and Perceived Norm



Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

Grades 9 - 12

Personal Tobacco Use and Perceived Norm



actual norm

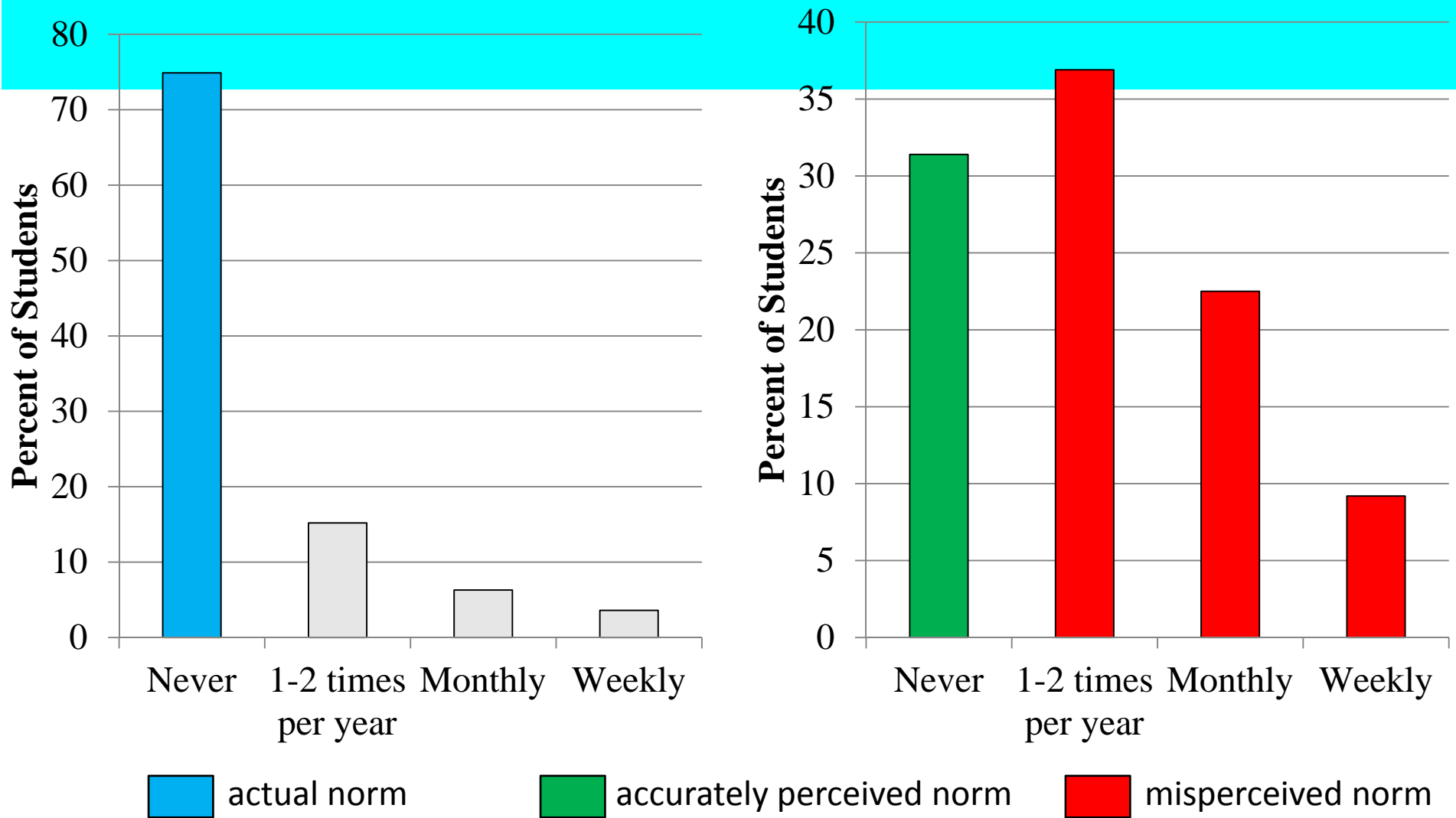
accurately perceived norm

misperceived norm

Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

Grades 6 - 8

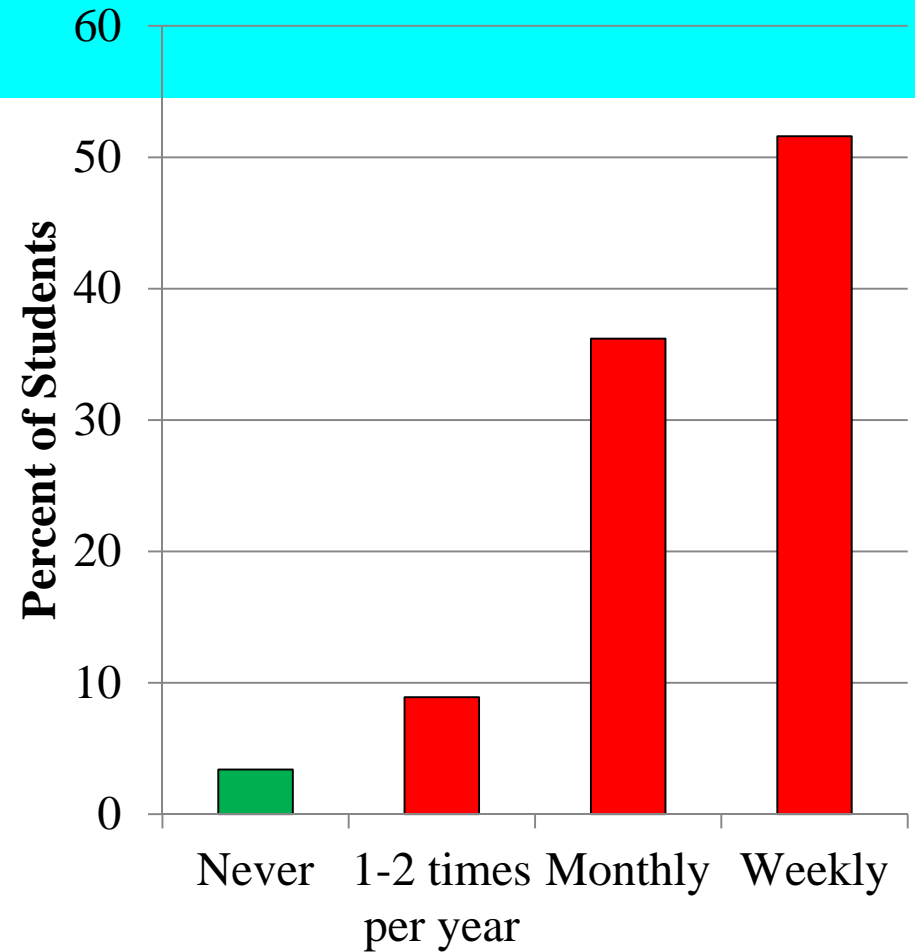
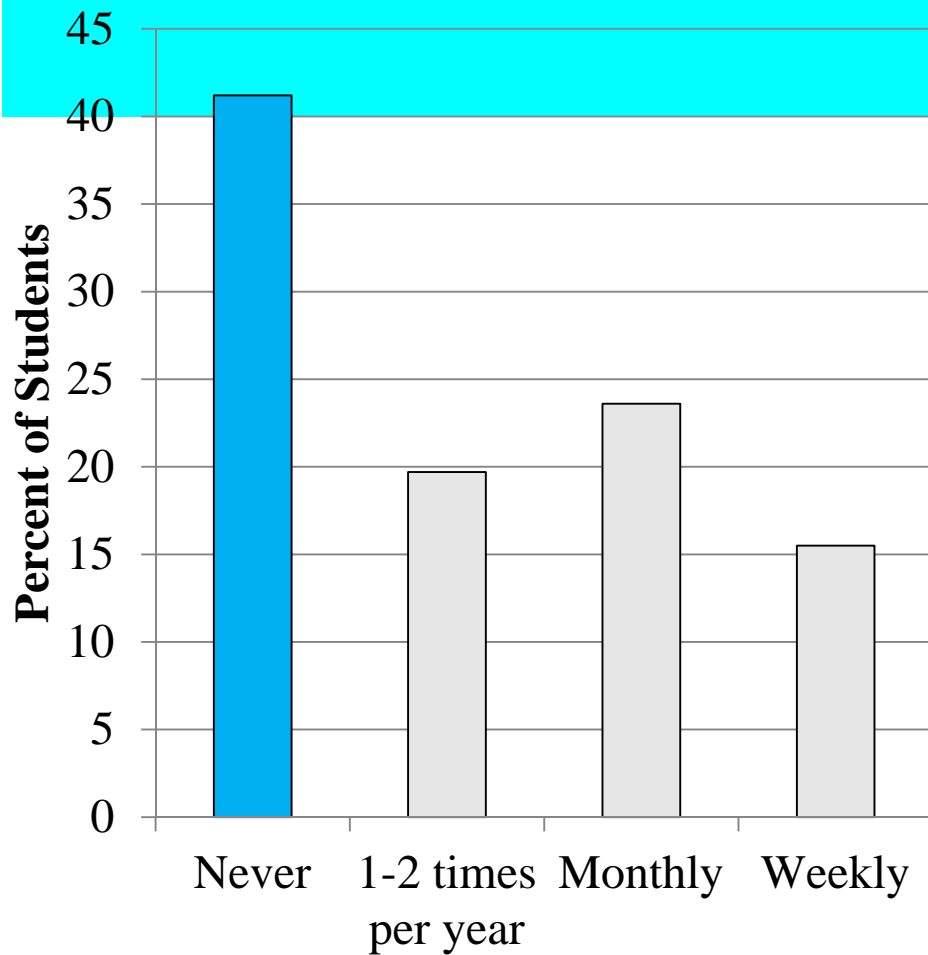
Personal Alcohol Use and Perceived Norm



Source: HW Perkins and DW Craig, Alcohol Education Project, 2008.

Grades 9 - 12

Personal Alcohol Use and Perceived Norm



■ actual norm
 ■ accurately perceived norm
 ■ misperceived norm

Two indisputable findings in the research literature:

1. The peer norm is one of the strongest predictors of personal behavior.
2. Peer norms about substance use and other risk behaviors are grossly misperceived in the direction of overestimated behavior and permissiveness in attitudes.

Research Shows Misperceived ATOD Norms Exist

- **In All Types of Colleges (Regions, Size, Programs, Actual Norms)**
- **In Primary and Secondary Schools**
- **Across Subpopulations of Youth**
- **In a State-wide Population of Young Adults**
- **For Attitudes, Use, Policy Support, and Protective Behaviors**
- **For All Types of Drugs**

Back to Theory

Cause of Misperceptions

- **Psychological - mental attribution processes**
- **Social psychological - memory and conversation patterns**
- **Cultural – entertainment, advertising, news and health advocacy media**

Source: HW Perkins, “Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts,” *Journal of Studies on Alcohol*, 2002.

The quotable file

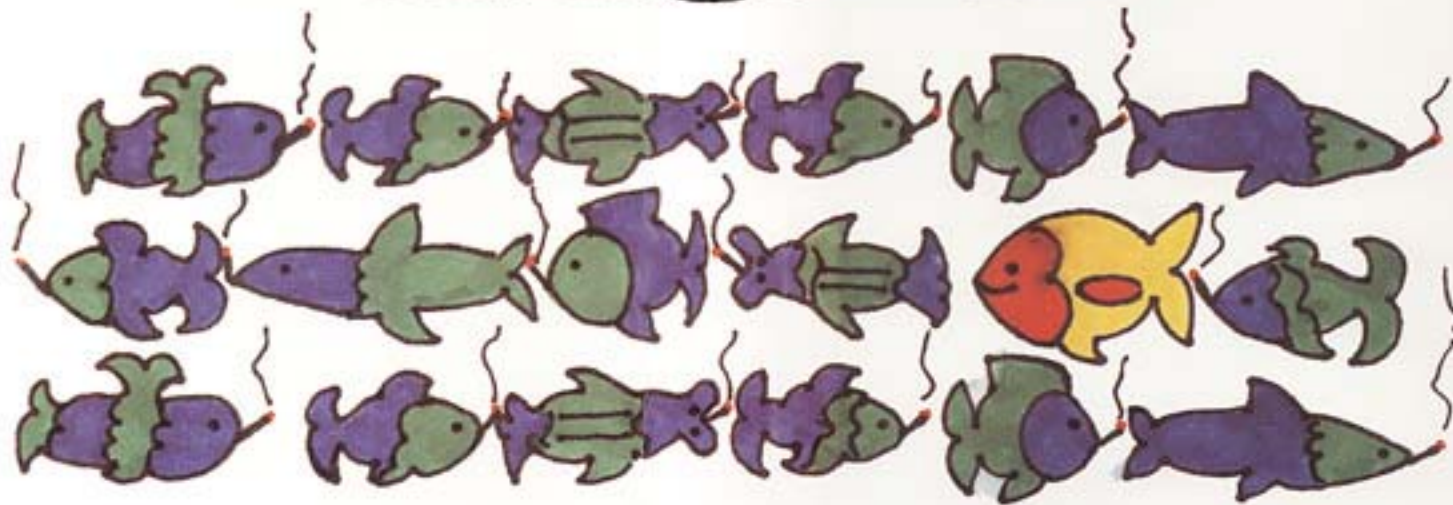


Rocker **Courtney Love** says her much publicized drug problems are not unusual:

“Every woman in

America is on Xanax (an anxiety reliever). You can go to a taco stand in L.A. and get it. It’s the No. 2 drug in America, and it’s completely addictive.”


DARE TO BE DIFFERENT



PLEASE DON'T SMOKE!



Illinois Attorney General Jim Ryan & Illinois Association of Park Districts



SAC SENECA COUNTY
SUBSTANCE ABUSE COALITION

not a

MINOR

Underage
Drinking

Problem

11611

LAMA

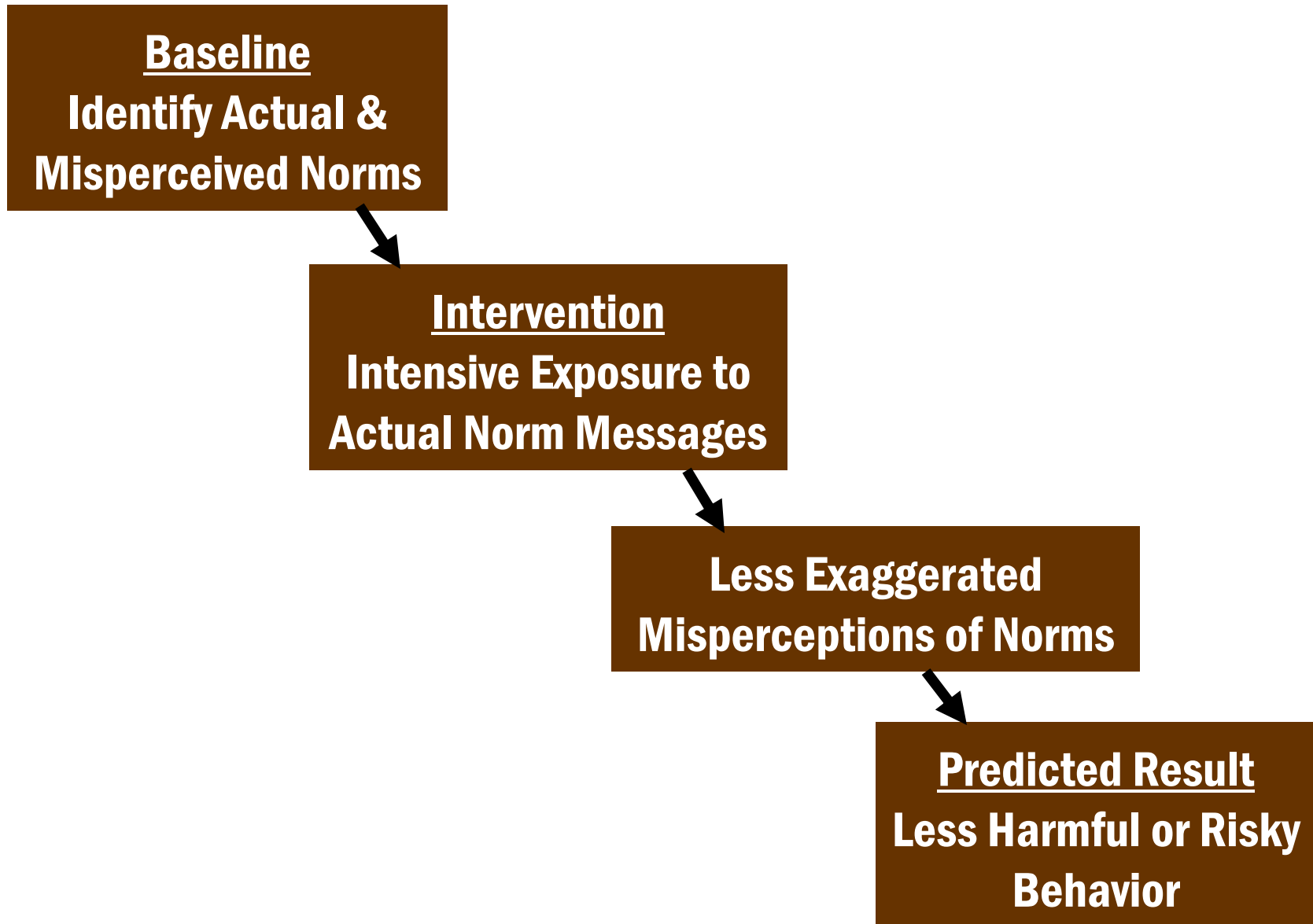
Consequences of Misperceptions

- **Definition of the situation produces a “Reign of Error”**
- **Actual Use and Abuse Increases**
- **Layers of Misperceptions Compound**
- **Opposition is Discouraged from Speaking**
- **Intervention by Others Declines**
- **“Carriers” of Misperception Contribute to the Problem**

Source: H. W. Perkins, “Designing Alcohol and Other Drug Prevention Programs...,” 1997

Translating Social Norms Theory into Prevention Strategies

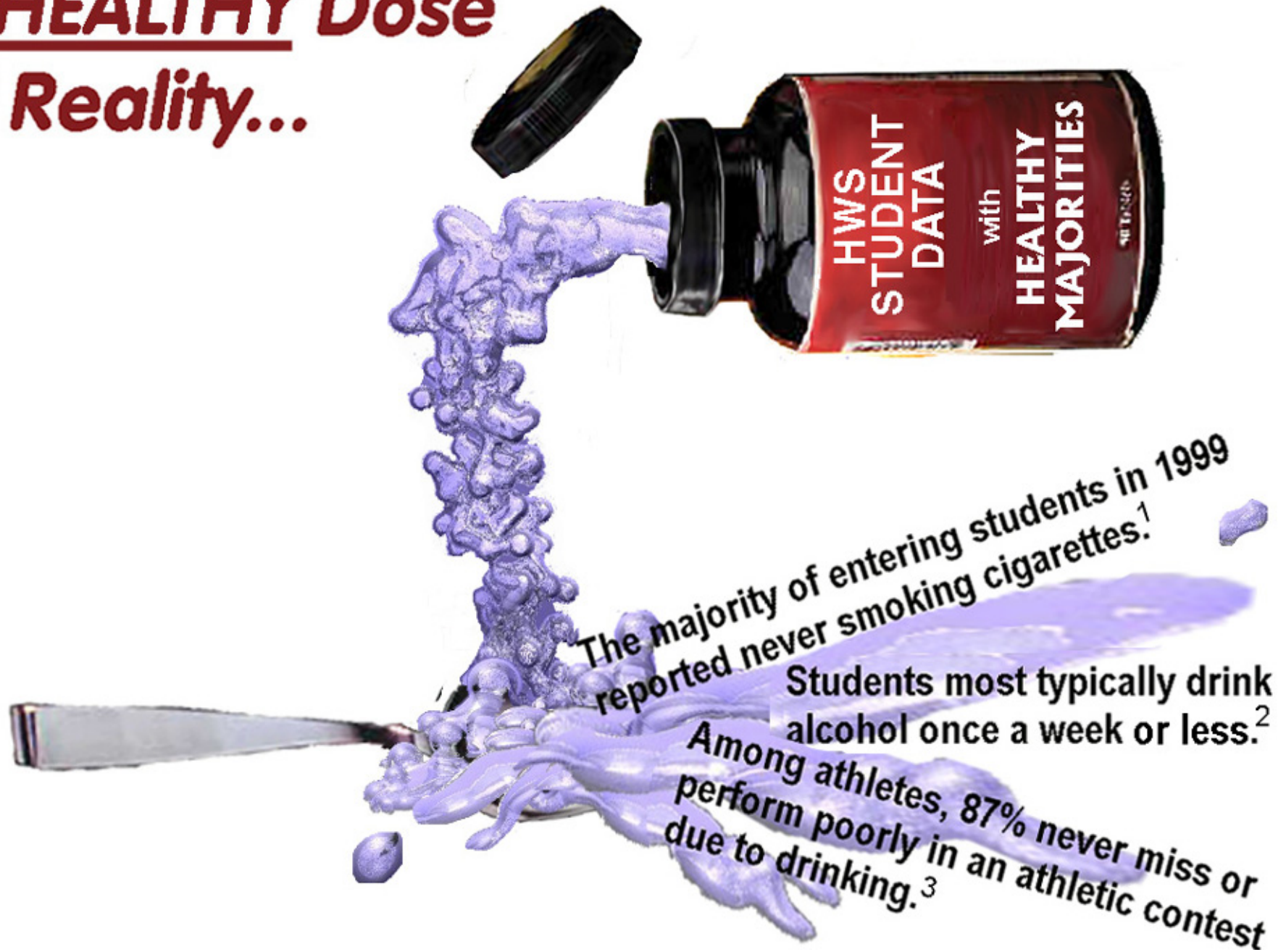
The Social Norms Model



**A HEALTHY Dose
of Reality...**



A HEALTHY Dose of Reality...



The majority of entering students in 1999 reported never smoking cigarettes.¹

Students most typically drink alcohol once a week or less.²

Among athletes, 87% never miss or perform poorly in an athletic contest due to drinking.³

Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

- **Print media campaigns**



67% of all
students consume alcohol
once per week
or less often
or do not drink *at all.*

SOURCE: Spring 2011 Survey of all HWS students with 836 respondents, conducted by BIDS 295

www.hws.edu/JustFacts

This message is part of a program presenting facts about HWS students. These facts which may be personally surprising, affirming or disturbing, are intended to challenge commonly held misperceptions and generate conversation about actual characteristics of the HWS community. Research demonstrates that people frequently misperceive peer attitudes and behaviors and may be influenced by these misperceptions. Only the most accurate information available based on representative data about HWS students is provided here. For more information about this fact and the survey from which it was drawn see "BIDS Survey" at: www.hws.edu/JustFacts.



The **majority** of HWS students (54%) typically consume **four or fewer drinks or no drinks** with alcohol when partying.



SOURCE: Spring 2011 Survey of all HWS students with 836 respondents, conducted by BIDS 295

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HWS student-athletes

90% of HWS student-athletes believe that students should not drink to an intoxicating level that affects academic work or other responsibilities.

SOURCE: Spring 2010 web survey of 334 HWS student-athletes.



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www.hws.edu/JustFacts

STRATEGY What is your protective strategy? STRATEGY

86%

of HWS students usually or always

EAT BEFORE OR DURING A PARTY

where they may be
consuming alcohol
or they do not drink at all.

SOURCE

Fall 2010 National College Health Assessment Survey
conducted anonymously online with 389 HWS respondents.

www.hws.edu/JustFacts

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STRATEGY

What is your protective strategy?

79%

of HWS students always use a

DESIGNATED DRIVER

when they have been drinking at a

PARTY

or they do not drink at all.

SOURCE

Fall 2010 National College Health Assessment Survey conducted anonymously online with 389 HWS respondents.

www.hws.edu/JustFacts

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Most students avoid problems of alcohol misuse:

92% of HWS students *NEVER* submit late papers or exams as a result of drinking during the academic year.

87% of HWS students *NEVER* cause property damage as a result of drinking during the academic year.

81% of students *NEVER* cause damage to relationships as a result of drinking during the academic year.

www.hws.edu/JustFacts

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SOURCE: Spring 2011 Survey of all HWS students with 836 respondents, conducted by BIDS 295



**Behind the Scenes
at HWS**

88%

of HWS students
NEVER submit
late papers or exams
as a result of drinking
during the academic year.

Data drawn from a **Spring 2005** survey of a representative cross-section of HWS students with **272** respondents.



**The majority
of athletes in
season drink
only twice
per month
or less often.**

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

Did you know that...

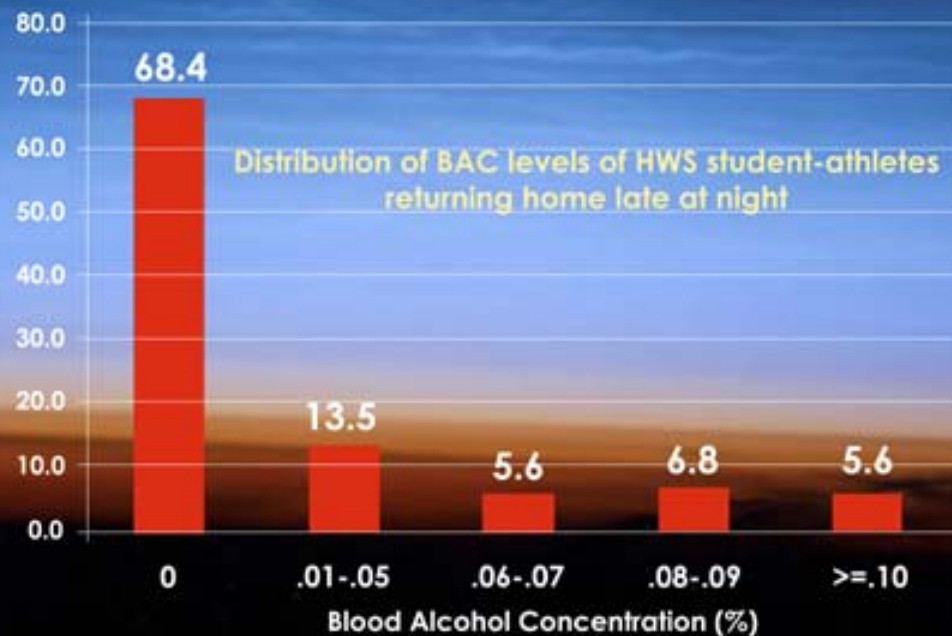


**7 out of 10 HWS student-athletes (70%)
believe one should never use tobacco**

*believe one should never use tobacco
7 out of 10 HWS student-athletes (70%)*

Source: Fall 2005 Web survey of all HWS student-athletes with 369 respondents (79% of all student-athletes on campus).

82% of HWS student-athletes blew a 0.05 or lower BAC returning home late at night



Source: Data collected from 194 randomly selected student-athletes returning to residence halls late at night between 11pm and 3am every night of the week during Fall '04, Spring '05, and Fall '05.

These results were obtained from chemistry department independent study and honors students advised by Professor David W. Craig: Jeffrey Quinto (H05), Lauren Gianniny (WS05), Andrew Stern (H05), Adam Bordonaro (H06), John Bowie (H06), Patrick O'Brien-Gorman (H06), Sam Breier (H06), Alana Braren (WS06), and Lia Blue (WS06)

82% of HWS student-athletes never injure themselves or others as a result of alcohol consumption during the academic term.



Source: Data drawn from a November 2001 survey of 414 HWS student-athletes (86% of all athletes on campus).

Most HWS Student-Athletes

Make Healthy Choices



The majority...
never use tobacco (67%)
eat at least three meals per day (59%)
sleep at least seven hours per night (69%)
consume alcohol no more than once per week or do not drink at all (59%)

Source: November 2006 web survey of 345 HWS student-athletes (71% of all intercollegiate athletes on campus).



United We Stand



Most of Us

4 out of 6

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

Haven't used alcohol during the past 30 days

Share the Truth...
Most of us care.

Most of us don't drink

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

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

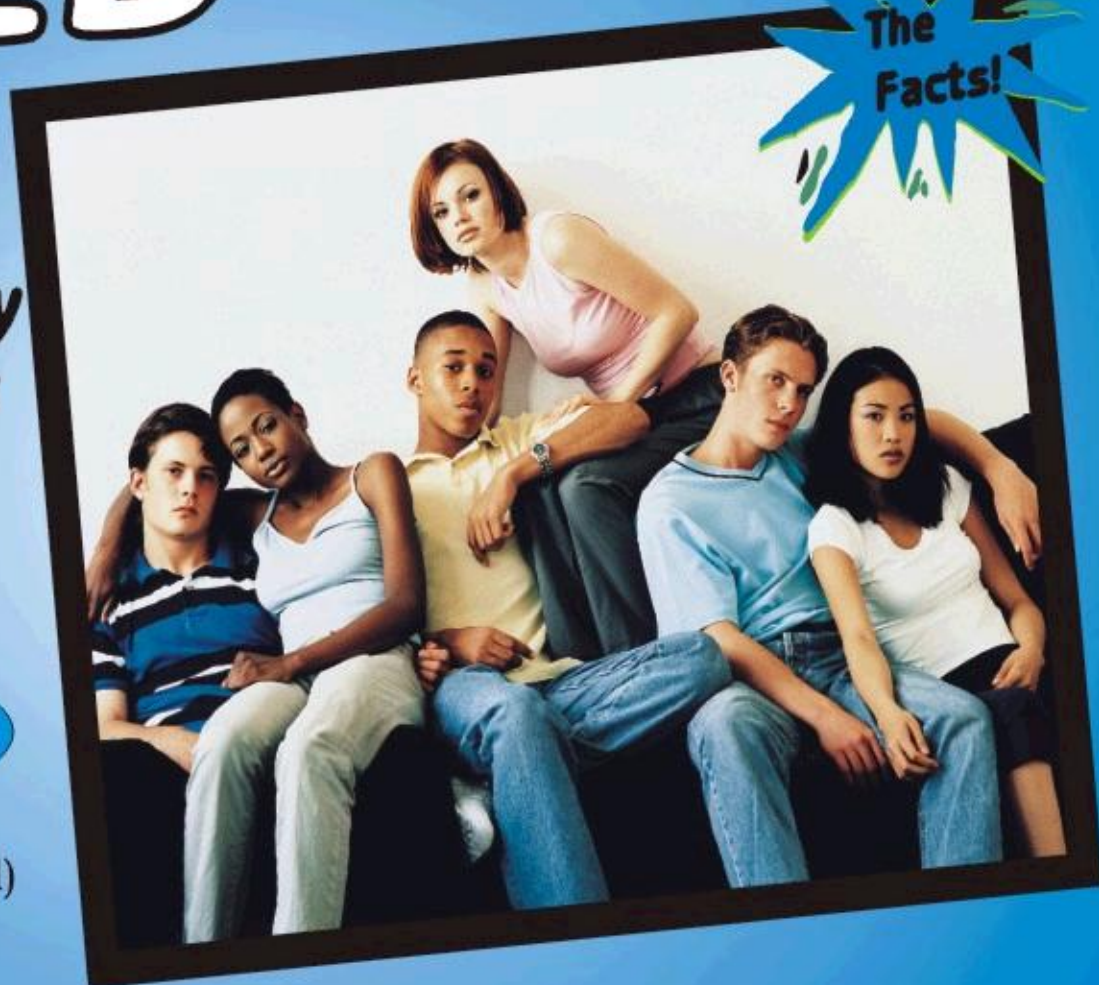


UNITED

**Most of Us
Most of Us Are Healthy
Most of Us Don't Drink
Most of Us**

4 OUT OF 6

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



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

8 out of 10 don't smoke!

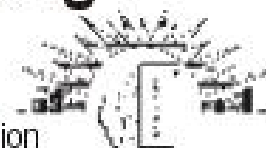


Health tools to share:

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

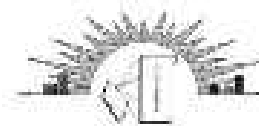


Most of Us Don't Smoke

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



- 83 % choose not to



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



mOst
Montana teens
(**70%**)
are tobacco free.

doGs
kNow
aLL

MOST of us
MONTANA SOCIAL NORMS PROJECT

survey data source Montana Prevention Needs Assessment Survey 2000

www.mostofus.org

Photo © Anne Sherwood Photography for the MOST of Us® Campaign

MOST
Montana teens
(70%)

are tobacco free



survey data source: Montana Prevention Needs Assessment 2000

MOST of us[®]
MONTANA SOCIAL NORMS PROJECT

www.mostofus.org

MOST



SURVEY DATA SOURCE: MONTANA MINDS ON MOST RESEARCH 2011

MOST
[70%]
Montana
teens
are tobacco
free.




MOST of us
MONTANA SOCIAL NORMS PROJECT
www.mostofus.org

FUNDED BY THE MONTANA DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES



Sample Print Media – Summit, CO


**Don't Tell Me
NOT
To Do Something ...**



**...I'm already
NOT doing!**

**7 out of 10
Summit High School
students DON'T DRINK
in an average week.***

**This is us.
We're better than you think.**



* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

**MOST Summit High School
students are healthy
and active.**

**7 out of 10
Summit High School students
DON'T DRINK in an average week.***



* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

7 out of 10

**Summit High School
students DON'T DRINK
in an average week.***

We just like to hang out.
And you know what?
So do our friends.
As a matter of fact, in an
average week, 7 out of 10 kids
at Summit High don't drink.
This is us.

We're better than you think.



* February 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 970-688-2077

strength in Numbers

Just the Facts:

When Grand Canyon High School South students were asked about their last 30 days in a Fall 2006 survey, the majority—

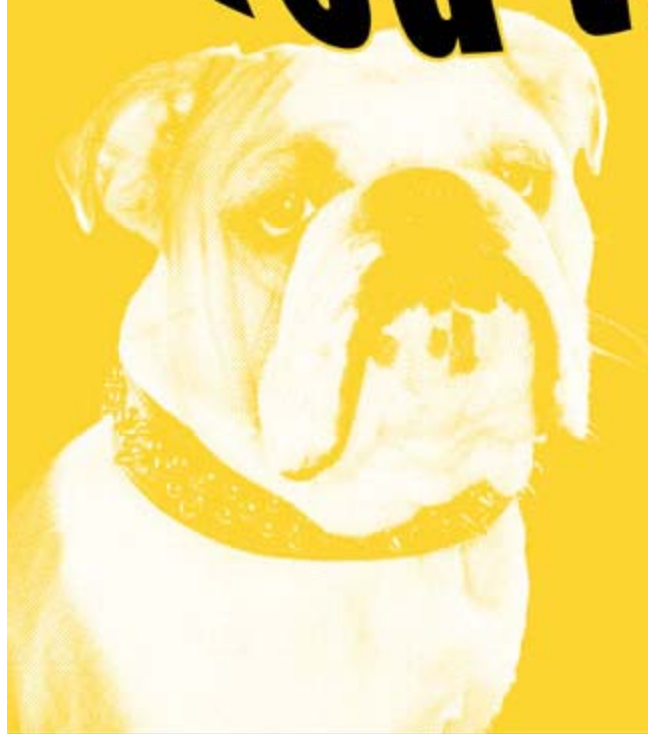
...had NOT used tobacco (84%)

...had NOT used alcohol (67%)

...had NOT used marijuana (87%).

Results are based on a Fall 2006 anonymous survey of 806 Grand Canyon High School South students from all grades.

You told us...



**Most Colorado
Central High School
students have **NOT**
consumed alcohol
in a typical month.**

Source: Based on a Spring 2007 survey of 411 Colorado Central High School students in all grades.

High School Teens in the City of Rochester Did You Know?

87% of high school teens do not smoke cigarettes.

3 out of 4 do not use marijuana.

Two-thirds (66%) do not drink alcohol.

4 out of 5 do not ride with a driver who has been drinking alcohol.

8 out of 10 teens know their parents think it is wrong for them to drink alcohol.

9 out of 10 teens know their parents think it is wrong for them to smoke cigarettes.

Source: 2007 Youth Risk Behavior Survey of 4,223 teens age 14-18



FACT:
Most Roc teens give back.
Each week, 51% volunteer in their community

Information based on over 4,000 high school student responses to the 2007 Youth Risk Behavior Survey (Rochester City School District).

Visit www.drugfreerochester.com
or Call 585-428-7287



FACT:
Most Roc teens make healthy choices.
66% did not drink alcohol and 74% did not use marijuana in the past month

Information based on over 4,000 high school student responses to the 2007 Youth Risk Behavior Survey (Rochester City School District).

Visit www.drugfreerochester.com
or Call 585-428-7287





REGIONAL TRANSIT SERVICE

BE proud
Join the Crowd!

FACT:
Most Black families are strong.
65% of Black families help and support each other.

NEAFT



MOST Montana
young adults
(4 out of 5)
don't drink
and drive

MOST of
us
www.mostofus.org

DESIGNATED DRIVERS SAVE LIVES





Most Cascade County Young Adults (82%) Don't Drink and Drive

MOST of Us™ prevent drinking & driving.

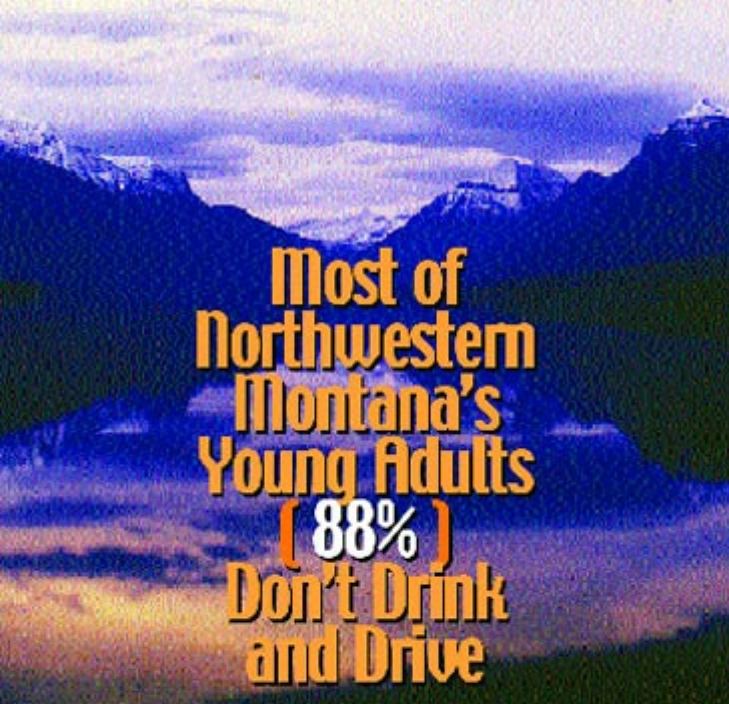


MDT

A message from the Montana Department of Transportation and the **Cascade County D.W. Task Force**. Statistics derived from combined data sets of the 1998 and 2000 Montana Young Adult Alcohol Survey.

Any amount of alcohol may be illegal or dangerous. 89% of the young adults (18 through 24) surveyed reported not driving after consuming 2+ drinks within one hour in the month before the survey.

MOST of Us™
MONTANA MENTAL BEHAVIOR PROJECT
www.mostofus.org



**Most of
Northwestern
Montana's
Young Adults
(88%)
Don't Drink
and Drive**



MOST of Us[™]
KEEP YOUR BEVERAGES SEPARATE FROM YOUR FEELINGS

MDT

Statistics derived from roadside observations of the 1996 and 2000 Christmas Young Alcohol Safety Campaigns by Montana Highway Patrol, as provided to Montana Highway Patrol.



MOST
Montana young adults
(4 out of 5)
don't drink and drive.*

www.mostofus.org

MOST of us[®]
MONTANA SOCIAL NORMS PROJECT
prevent drinking and driving.



Campaign support from Montana Department of Transportation • Montana **Safe Kids Safe Communities**

*Data source: 2001 Montana Young Adult Alcohol Survey
ANY AMOUNT OF ALCOHOL MAY BE ILLEGAL OR DANGEROUS.

Photo © Anne Sherwood

MOST Montana young adults
(4 out of 5) don't drink
and drive

MOST of us
www.mostofus.org

2001 Montana Young Adult Alcohol Survey
DESIGNATED DRIVERS SAVE LIVES



Examples of Strategies to Reduce Misperceptions and Strengthen Positive Norms

- **Print media campaigns**
- **PSA campaigns**
- **Peer education programs and workshops for targeted risk groups**
<http://www.alcoholeducationproject.org/mvp/peer.html>
- **New student orientation presentations**
- **Counseling interventions**
- **Curriculum infusion**
- **Electronic multimedia**

Data Testing the Theory

Research on Effects of Perceived Norms and Social Norms Intervention Programs

- Multi-site cross-sectional studies
- Longitudinal panel studies
- Brief intervention experiments using random assignment
- Longitudinal pre/post case studies of school populations
- Experiments with experimental and control counties
- Experiments with experimental and control classroom interventions
- Longitudinal experiments randomly assigning institutions to experimental and control conditions

Evaluation of Program Effects of First 18 Months at HWS

(Rates of Change)

- **Frequent Heavy Drinking:** - **21%**
- **Consequences of Drinking**
 - **property damage** - **36%**
 - **missing class** - **31%**
 - **inefficient in work** - **25%**
 - **unprotected sex** - **40%**
 - **memory loss** - **25%**

Similar Initial Effects in Rates of Heavy Drinking Reduction at Different Schools Over 2 Years

- **Hobart & Wm. Smith Colleges, NY -21%**
- **University of Arizona -21%**
- **Western Washington University -20%**
- **Rowan University, NJ -20%**
- **Northern Illinois University -18%**

Source: H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse, 2003.

Results of HWS “MVP” Project: A Social Norms Intervention to Reduce High-Risk Drinking among Student-Athletes

- **46% reduction in the proportion of student-athletes drinking more than once per week**
- **30% reduction in the proportion of student-athletes reaching an estimated BAC of .08% or greater when drinking at parties and bars**
- **34% reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term**

Source: Perkins and Craig, J. of Studies on Alcohol, 2006

- **38% reduction in the proportion of student-athletes using tobacco weekly**
- **a 2.5 hours per week increase in time spent in academic activities, on average, for each student-athlete**

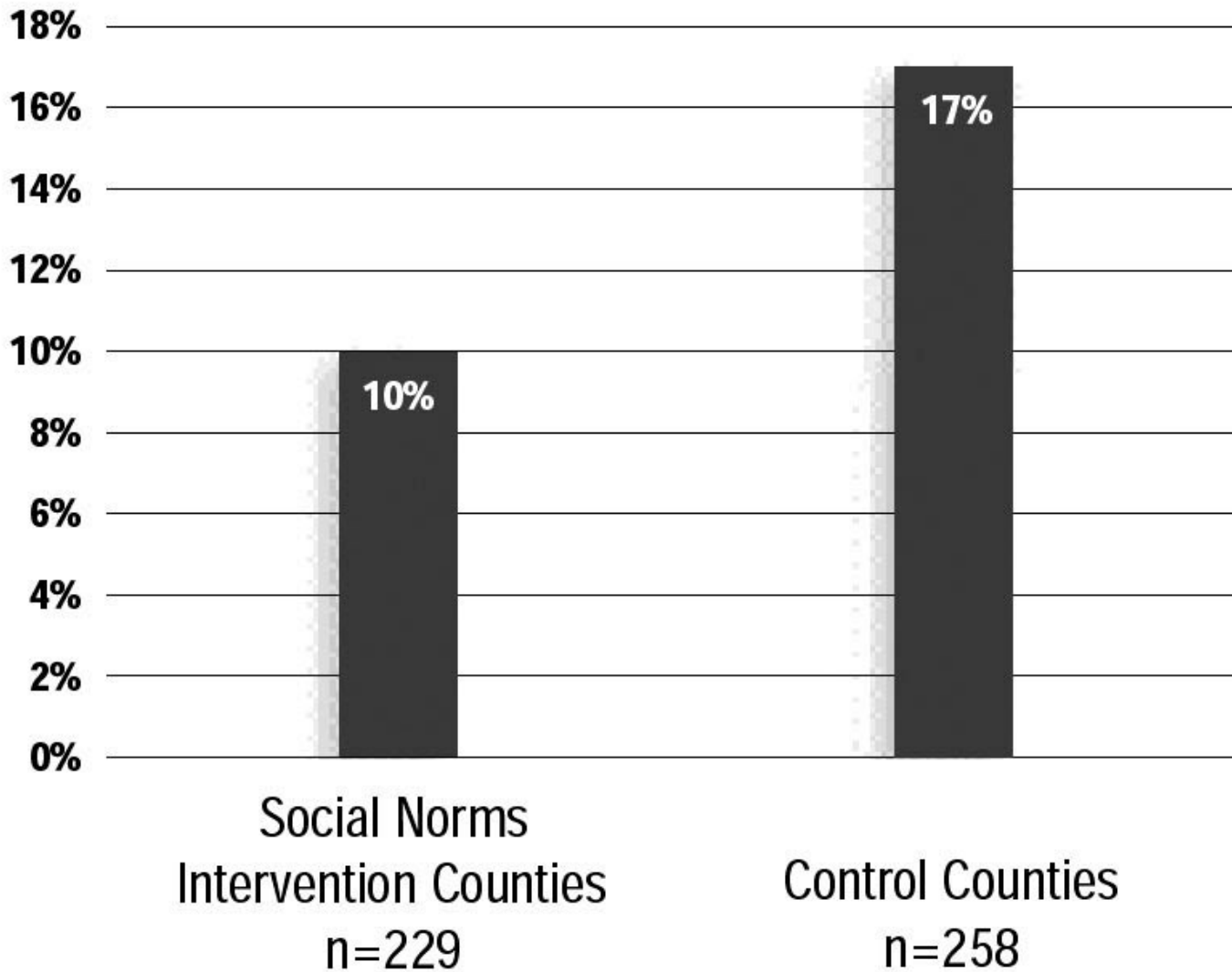
Table 14.2 Self-Reported Alcohol and Cigarette Use by 10th Grade Students

	Year	Percent	N	
More than a few sips of alcohol in the last 30 days	1999	45%	317	*
	2001	33%	379	
Five or more drinks in a row in the last two weeks	1999	27%	318	*
	2001	19%	382	
Got drunk in the last 30 days	1999	32%	319	*
	2001	26%	382	
Smoked cigarettes in the last 30 days	1999	27%	319	*
	2001	19%	380	

Note: An asterisk denotes a significant decrease ($p < .05$) from the 1999 survey year.

Source: Haines, Barker, and Rice in H. W. Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse*, 2003.

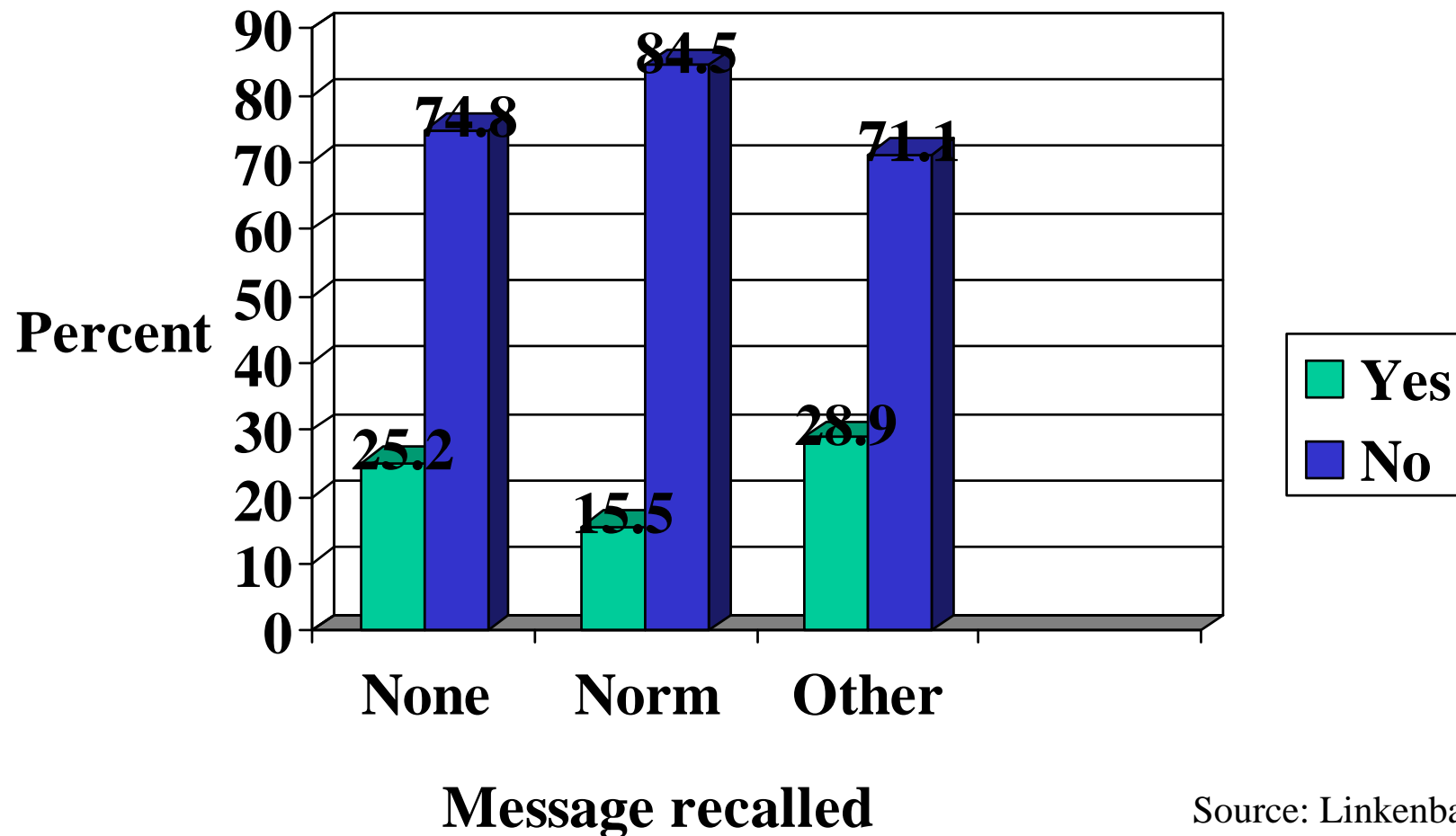
Montana Youth Trying Smoking For the First Time between 2000 and 2001



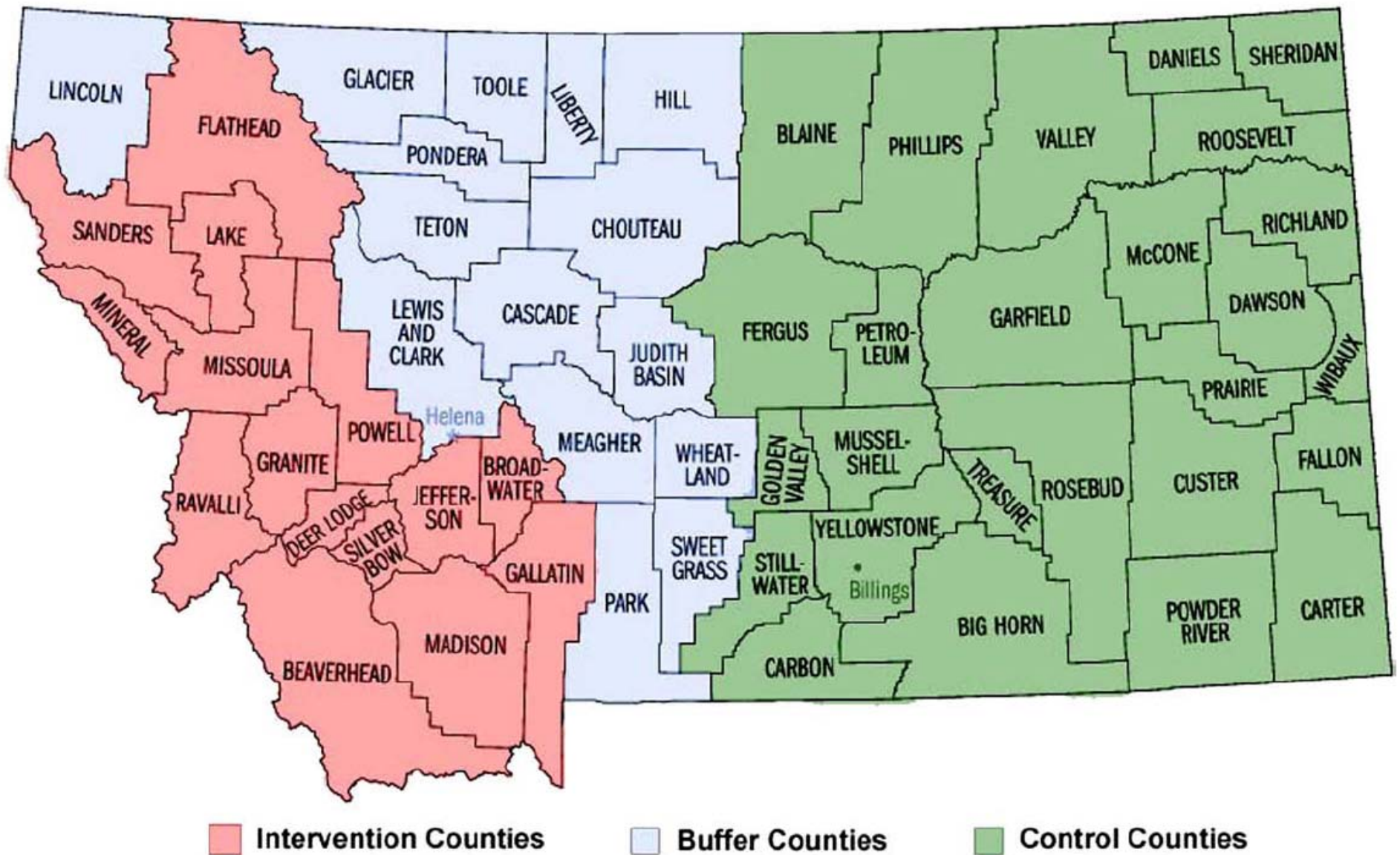
*Significant difference between intervention and control groups at $p < .05$

Source: Linkenbach and Perkins, 2003.

"MOST OF US DO NOT DRINK AND DRIVE" Norm Message Recall Associated w/ Lower DUI Risk

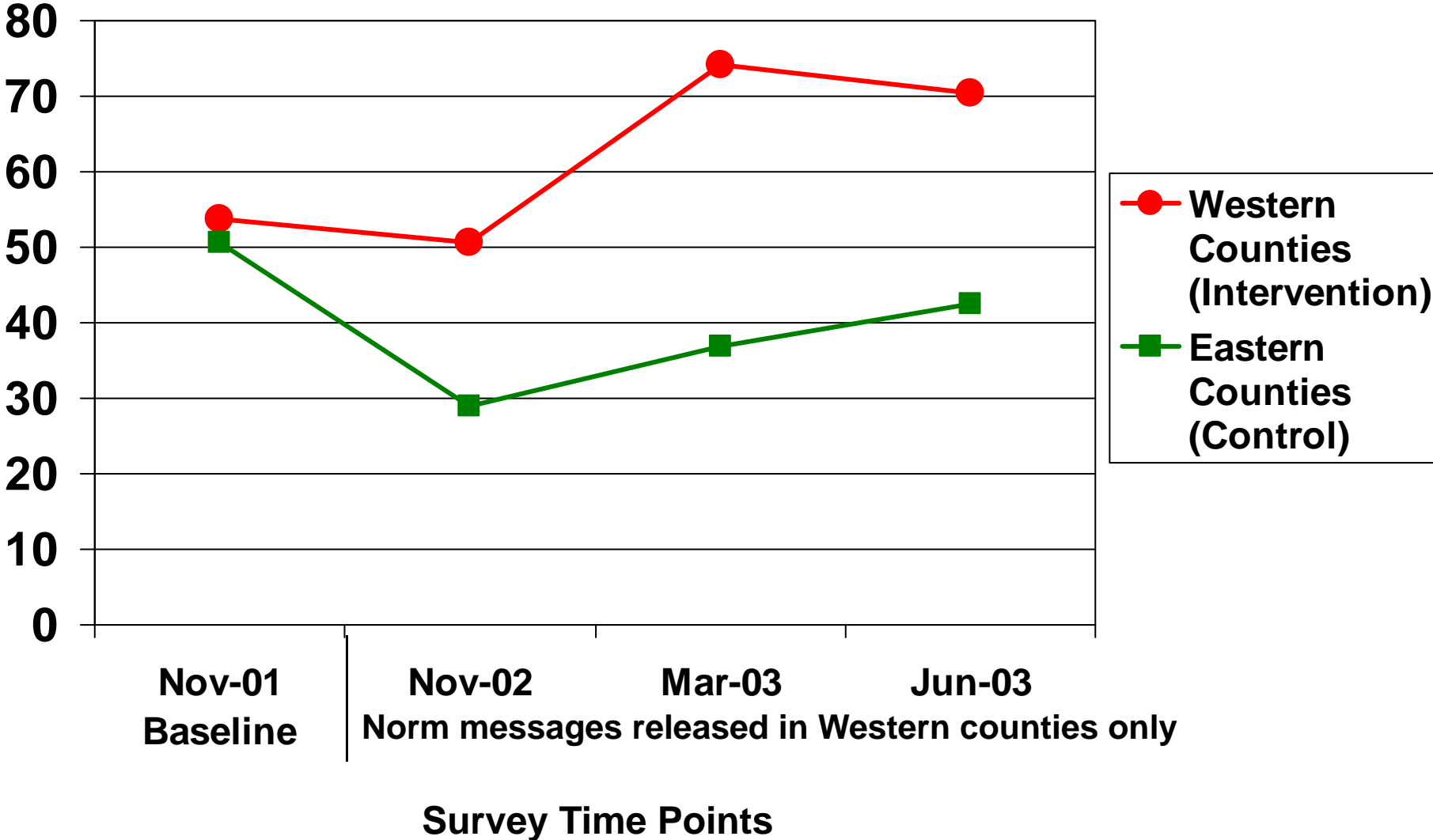


Source: Linkenbach, J. and H. W. Perkins. 2005.



Linkenbach, Jeff and H. Wesley Perkins. 2005. Montana's MOST of Us® Don't Drink and Drive Campaign: A Social Norms Strategy to Reduce Impaired Driving Among 21-to-34Year-Olds. National Highway Traffic Safety Administration (Report No. DOT HS 809 869), Washington, DC.

Percent Recalling Social Norms Message about Drinking as the Main Message From Media (compared to recalling other or no message)

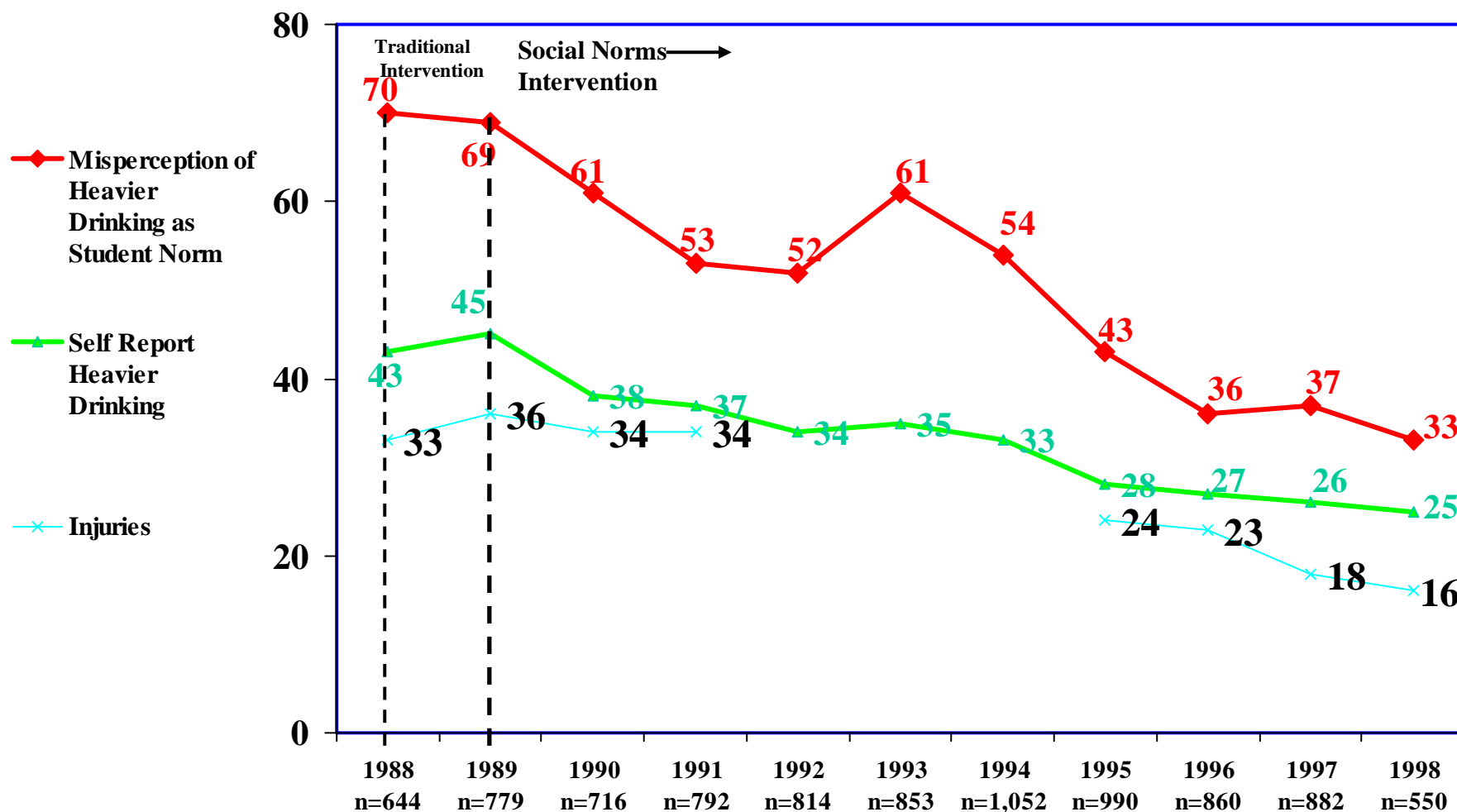


Results of Montana Young Adult Experiment on Drinking and Driving

- The campaign successfully reduced the misperceptions (overestimates) of impaired driving among peers in intervention counties.
- Intervention counties had a 14% relative decrease in reported driving after drinking and a 15% relative increase in using non-drinking designated drivers compared to the control counties

**Multi-Year Assessments of
Social Norms Campaign Impact**

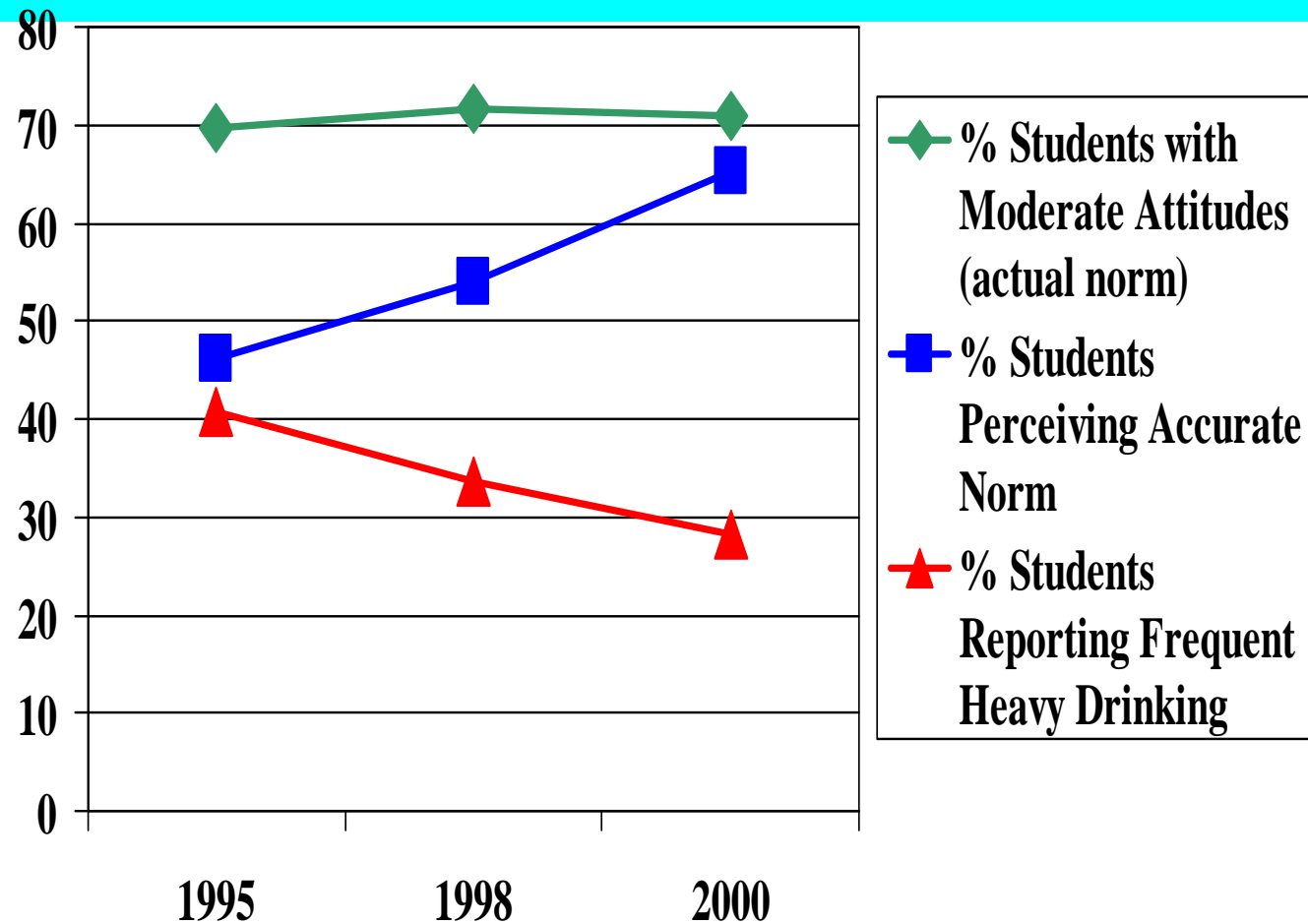
Heavier drinking, norm misperceptions, and injuries among NIU students, 1988-1998



Note: During survey years 1992 - 1994, comparable injury questions were not included.

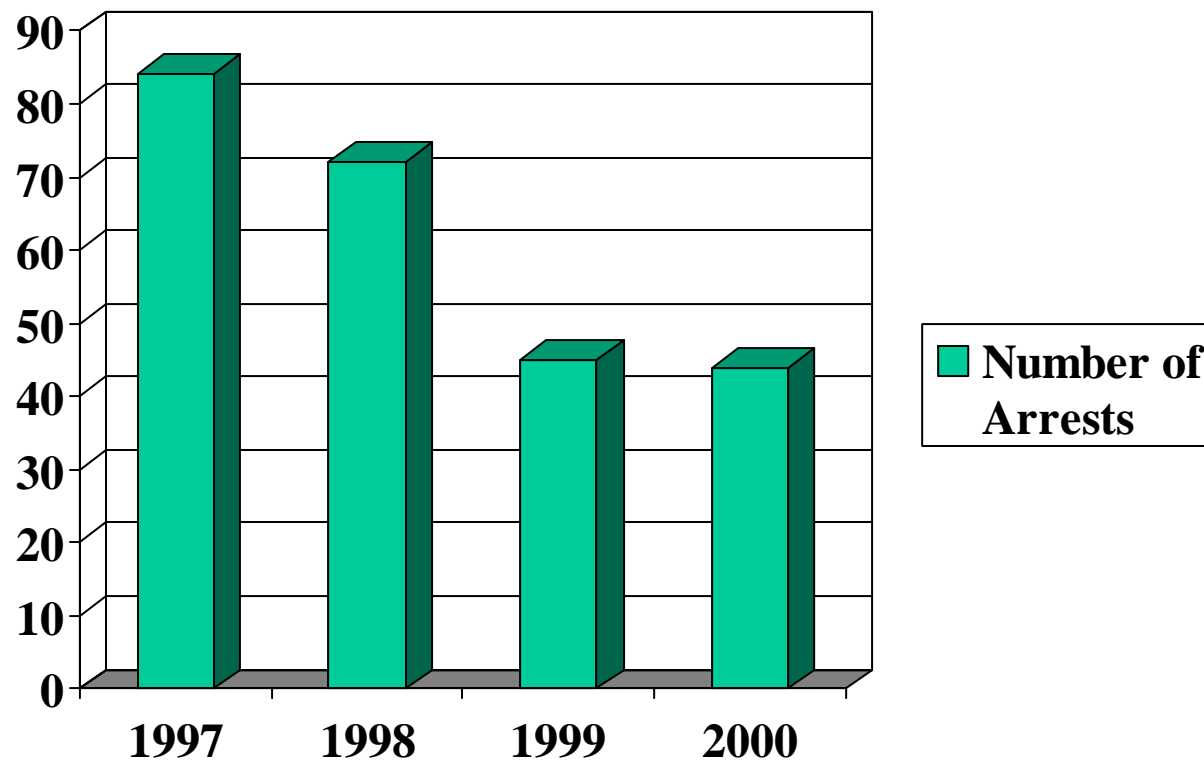
Source: M. Haines and G. Barker, "The Northern Illinois University Experiment: A Longitudinal Case Study of the Social Norms Approach." In Perkins (ed.), *The Social Norms Approach to School and College Age Substance Abuse*, 2003.

Multi-Year Assessment of Campaign Impact at HWS



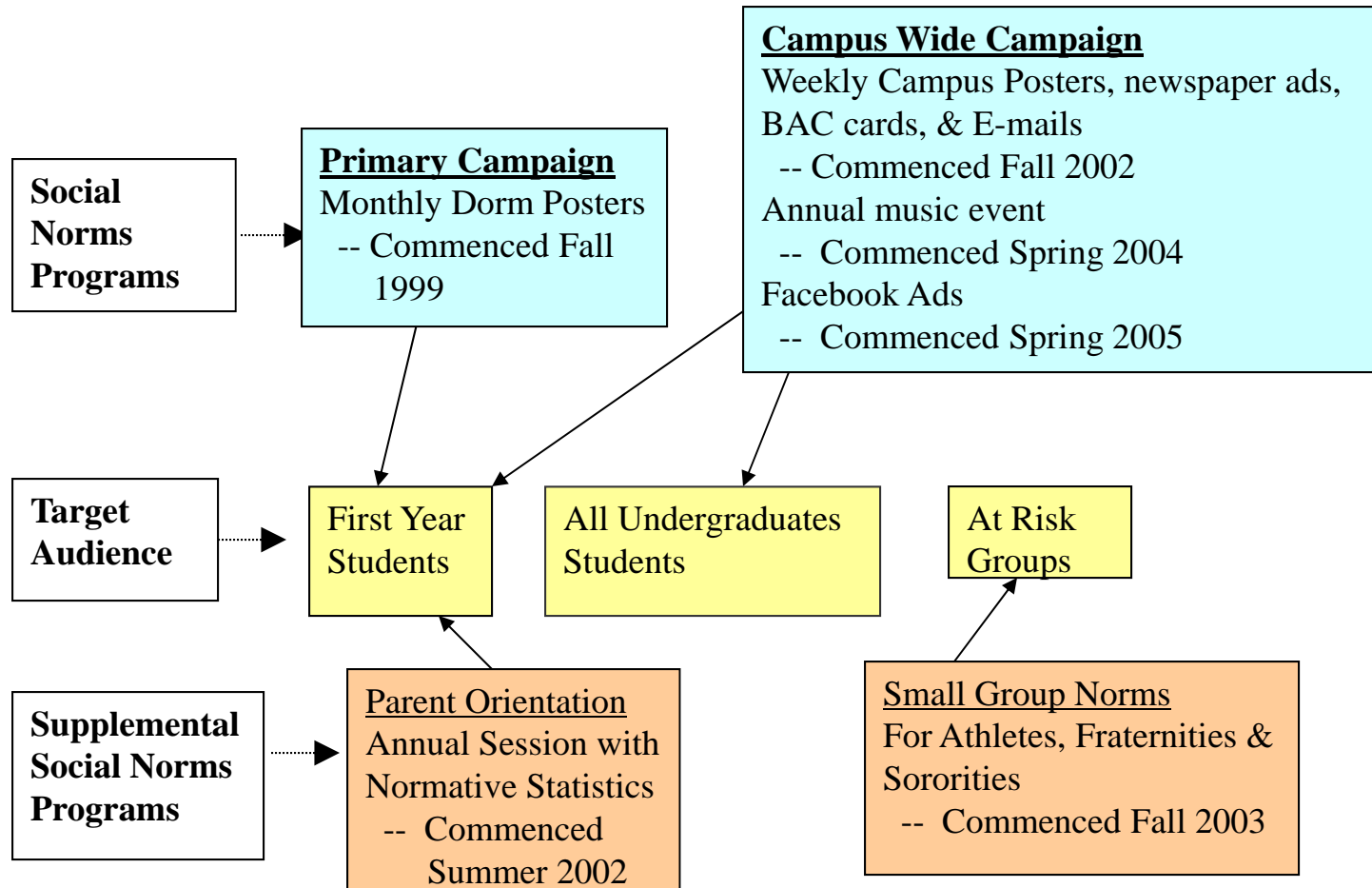
Source: H.W. Perkins and D. Craig. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smit Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

Multi-Year Intervention Impact at HWS on Liquor Law Arrests



Source: H.W. Perkins and D. Craig. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smit Colleges. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education, 2002.

Social Norms Marketing Programs at the University of Virginia



Source: James Turner, H. Wesley Perkins, and Jennifer Bauerle, "Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Marketing Intervention on a College Campus," *Journal of American College Health* 2008.

Six Years of Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Intervention at U of Virginia

Source: J Turner, H W Perkins, J Bauerle, Journal of American College Health, 2008

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
% No Consequences	33	38	44	46	48	51
% Multiple Consequences	44	40	36	34	31	26

Source: James Turner, H. Wesley Perkins, and Jennifer Bauerle, "Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Marketing Intervention on a College Campus," Journal of American College Health 2008.

Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	81 %	37 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	19 %	63 %

Personal Attitudes and Perceived Norms about Alcohol Use among College Students (Source: Perkins and Berkowitz, 1986)

Items	Personal Attitudes	Perceived Norm
1) One should not drink, 2) never get drunk, or 3) never drink to an intoxicating level that interferes with academics or other responsibilities.	92 %	68 %
4) Occasional drunkenness interfering with academics or responsibilities is OK, or 5) a frequent drunk is okay.	8 %	32 %

Students' Misperceptions of the Norm for the Number of Drinks Consumed the Last Time Other Students "Partied"/Socialized at Their School

(NCHA Nationwide Data from 72,719 Students Attending 130 Schools, 2000-03)

Source: HW Perkins, M Haines, and R Rice, Journal of Studies on Alcohol, 2005.

Accuracy of Perceived Drinking Norm				
Under-estimate by 3+ Drinks	Under-estimate by 1-2 Drinks	Accurate Estimate	Over-estimate by 1-2 Drinks	Over-estimate by 3+ Drinks
3%	12%	14%	32%	39%

71% Overestimate Peer Drinking!

Students' Misperceptions of the Norm for the Number of Drinks Consumed at Parties and Social Occasions – 2011 HWS Survey

Actual Norm = 4-5 drinks

Accuracy of Perceived Drinking Norm				
Under-estimate by 3+ Drinks	Under-estimate by 1-2 Drinks	Accurate Estimate	Over-estimate by 1-2 Drinks	Over-estimate by 3+ Drinks
.4%	14%	38%	25%	22%

47% Overestimate Peer Drinking!

When is the Social Norms Approach Most Effective?

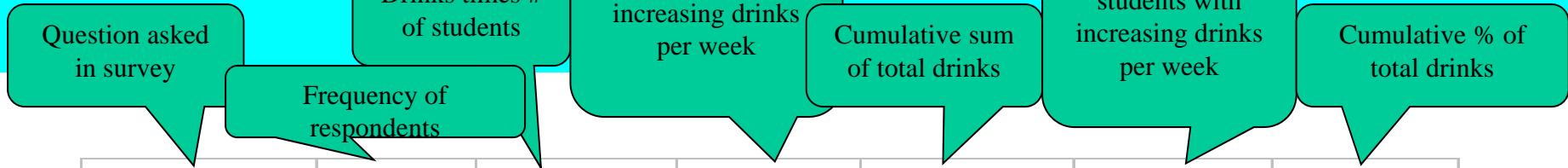
- **Clear positive norm messages**
- **Credible data**
- **Absence of competing scare messages**
- **Dosage is high (ongoing and intense social marketing of actual norms)**
- **Synergistic strategies**
- **Broad student population receives message in addition to any high-risk target groups**



In the year 2000
It's Still True!
 $2/3$
=
 $1/4$
At FWS

Campus Survey Data Demonstrating the Norm for Student Alcohol Consumption

(spreadsheet data revealing the skewed distribution of student drinking patterns supporting the “2/3=1/4” campaign in 2003)



Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students	Cumulative Drinks	Cumulative % of Students	Cumulative % of Drinks
0	55	0	55	0	18%	0%
1	23	23	78	23	25%	1%
2	19	38	97	61	31%	2%
3	11	33	108	94	34%	3%
4	17	68	125	162	40%	5%
5	20	100	145	262	46%	8%
6	11	66	156	328	50%	11%
7	12	84	168	412	54%	13%
8	16	128	184	540	59%	17%
9	7	63	191	603	61%	19%
10	28	280	219	883	70%	28%
11	4	44	223	927	71%	30%
12	12	144	235	1071	75%	35%
13	3	39	238	1110	76%	36%
14	5	70	243	1180	77%	38%
15	12	180	255	1360	81%	44%
16	4	64	259	1424	82%	46%
18	4	72	263	1496	84%	48%
19	2	38	265	1534	84%	49%
20	20	400	285	1934	91%	62%
24	1	24	286	1958	91%	63%
25	3	75	289	2033	91%	65%
26	1	26	290	2059	91%	66%
28	1	28	291	2087	91%	67%
30	10	300	301	2387	96%	77%
32	2	64	303	2451	96%	79%
35	4	140	307	2591	96%	83%
40	1	40	308	2631	96%	85%
45	1	45	309	2676	96%	85%
50	1	50	310	2726	99%	88%
58	1	58	311	2784	99%	90%
60	1	60	312	2844	99%	92%
120	1	120	313	2964	100%	95%
140	1	140	314	3104	100%	100%

70% of students...
...drink only 28% of all alcohol consumed

Source: Alcohol Education Project, Hobart and William Smith Colleges, 2003 survey data presented in lecture on social norms for course on Alcohol Use and Abuse (Professors H.W. Perkins and D.W. Craig)

“ $2/3 = 1/4$ ” in 2013

The 2013 results on drinks per week at HWS show the same consistent skew as found in previous years and at other schools.

Most HWS students consume a relatively small portion of the overall consumption and a minority consume most of the drinks consumed per week.

Average Drinks Per Week	Number of Students					
0	44					
1	59					
2	44					
3	49					
4	50					
5	37					
6	38					
7	20					
8	40					
9	7					
10	65					
11	2					
12	26					
13	1					
14	12					
15	31					
16	6					
17	2					
18	11					
20	25					
21	1					
22	1					
23	1					
24	4					
25	9					
27	2					
28	1					
30	17					
31	1					
35	2					
36	1					
40	7					
45	2					
50	3					
54	1					
60	1					
70	2					

Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students			
0	44	0	44			
1	59	59	103			
2	44	88	147			
3	49	147	196			
4	50	200	246			
5	37	185	283			
6	38	228	321			
7	20	140	341			
8	40	320	381			
9	7	63	388			
10	65	650	453			
11	2	22	455			
12	26	312	481			
13	1	13	482			
14	12	168	494			
15	31	465	525			
16	6	96	531			
17	2	34	533			
18	11	198	544			
20	25	500	569			
21	1	21	570			
22	1	22	571			
23	1	23	572			
24	4	96	576			
25	9	225	585			
27	2	54	587			
28	1	28	588			
30	17	510	605			
31	1	31	606			
35	2	70	608			
36	1	36	609			
40	7	280	616			
45	2	90	618			
50	3	150	621			
54	1	54	622			
60	1	60	623			
70	2	140	625			

Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students	Cumulative Drinks		
0	44	0	44	0		
1	59	59	103	59		
2	44	88	147	147		
3	49	147	196	294		
4	50	200	246	494		
5	37	185	283	679		
6	38	228	321	907		
7	20	140	341	1047		
8	40	320	381	1367		
9	7	63	388	1430		
10	65	650	453	2080		
11	2	22	455	2102		
12	26	312	481	2414		
13	1	13	482	2427		
14	12	168	494	2595		
15	31	465	525	3060		
16	6	96	531	3156		
17	2	34	533	3190		
18	11	198	544	3388		
20	25	500	569	3888		
21	1	21	570	3909		
22	1	22	571	3931		
23	1	23	572	3954		
24	4	96	576	4050		
25	9	225	585	4275		
27	2	54	587	4329		
28	1	28	588	4357		
30	17	510	605	4867		
31	1	31	606	4898		
35	2	70	608	4968		
36	1	36	609	5004		
40	7	280	616	5284		
45	2	90	618	5374		
50	3	150	621	5524		
54	1	54	622	5578		
60	1	60	623	5638		
70	2	140	625	5778		

Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students	Cumulative Drinks	Cumulative % of Students
0	44	0	44	0	7.0%
1	59	59	103	59	16.5%
2	44	88	147	147	23.5%
3	49	147	196	294	31.4%
4	50	200	246	494	39.4%
5	37	185	283	679	45.3%
6	38	228	321	907	51.4%
7	20	140	341	1047	54.6%
8	40	320	381	1367	61.0%
9	7	63	388	1430	62.1%
10	65	650	453	2080	72.5%
11	2	22	455	2102	72.8%
12	26	312	481	2414	77.0%
13	1	13	482	2427	77.1%
14	12	168	494	2595	79.0%
15	31	465	525	3060	84.0%
16	6	96	531	3156	85.0%
17	2	34	533	3190	85.3%
18	11	198	544	3388	87.0%
20	25	500	569	3888	91.0%
21	1	21	570	3909	91.2%
22	1	22	571	3931	91.4%
23	1	23	572	3954	91.5%
24	4	96	576	4050	92.2%
25	9	225	585	4275	93.6%
27	2	54	587	4329	93.9%
28	1	28	588	4357	94.1%
30	17	510	605	4867	96.8%
31	1	31	606	4898	97.0%
35	2	70	608	4968	97.3%
36	1	36	609	5004	97.4%
40	7	280	616	5284	98.6%
45	2	90	618	5374	98.9%
50	3	150	621	5524	99.4%
54	1	54	622	5578	99.5%
60	1	60	623	5638	99.7%
70	2	140	625	5778	100.0%

Average Drinks Per Week	Number of Students	Total Drinks	Cumulative Students	Cumulative Drinks	Cumulative % of Students	Cumulative % of Drinks
0	44	0	44	0	7.0%	0.0%
1	59	59	103	59	16.5%	1.0%
2	44	88	147	147	23.5%	2.5%
3	49	147	196	294	31.4%	5.1%
4	50	200	246	494	39.4%	8.5%
5	37	185	283	679	45.3%	11.8%
6	38	228	321	907	51.4%	15.7%
7	20	140	341	1047	54.6%	18.1%
8	40	320	381	1367	61.0%	23.7%
9	7	63	388	1430	62.1%	24.7%
10	65	650	453	2080	72.5%	36.0%
11	2	22	455	2102	72.8%	36.4%
12	26	312	481	2414	77.0%	41.8%
13	1	13	482	2427	77.1%	42.0%
14	12	168	494	2595	79.0%	44.9%
15	31	465	525	3060	84.0%	53.0%
16	6	96	531	3156	85.0%	54.6%
17	2	34	533	3190	85.3%	55.2%
18	11	198	544	3388	87.0%	58.6%
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22	1	22	571	3931	91.4%	68.0%
23	1	23	572	3954	91.5%	68.4%
24	4	96	576	4050	92.2%	70.1%
25	9	225	585	4275	93.6%	74.0%
27	2	54	587	4329	93.9%	74.9%
28	1	28	588	4357	94.1%	75.4%
30	17	510	605	4867	96.8%	84.2%
31	1	31	606	4898	97.0%	84.8%
35	2	70	608	4968	97.3%	86.0%
36	1	36	609	5004	97.4%	86.6%
40	7	280	616	5284	98.6%	91.5%
45	2	90	618	5374	98.9%	93.0%
50	3	150	621	5524	99.4%	95.6%
54	1	54	622	5578	99.5%	96.5%
60	1	60	623	5638	99.7%	97.6%
70	2	140	625	5778	100.0%	100.0%

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0	44	0	44	0	7.0%	0.0%
1	59	59	103	59	16.5%	1.0%
2	44	88	147	147	23.5%	2.5%
3	49	147	196	294	31.4%	5.1%
4	50	200	246	494	39.4%	8.5%
5	37	185	283	679	45.3%	11.8%
6	38	228	321	907	51.4%	15.7%
7	20	140	341	1047	54.6%	18.1%
8	40	320	381	1367	61.0%	23.7%
9	7	63	388	1430	62.1%	24.7%
10	65	650	453	2080	72.5%	36.0%
11	2	22	455	2102	72.8%	36.4%
12	26	312	481	2414	77.0%	41.8%
13	1	13	482	2427	77.1%	42.0%
14	12	168	494	2595	79.0%	44.9%
15	31	465	525	3060	84.0%	53.0%
16	6	96	531	3156	85.0%	54.6%
17	2	34	533	3190	85.3%	55.2%
18	11	198	544	3388	87.0%	58.6%
20	25	500	569	3888	91.0%	67.3%
21	1	21	570	3909	91.2%	67.7%
22	1	22	571	3931	91.4%	68.0%
23	1	23	572	3954	91.5%	68.4%
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28	1	28	588	4357	94.1%	75.4%
30	17	510	605	4867	96.8%	84.2%
31	1	31	606	4898	97.0%	84.8%
35	2	70	608	4968	97.3%	86.0%
36	1	36	609	5004	97.4%	86.6%
40	7	280	616	5284	98.6%	91.5%
45	2	90	618	5374	98.9%	93.0%
50	3	150	621	5524	99.4%	95.6%
54	1	54	622	5578	99.5%	96.5%
60	1	60	623	5638	99.7%	97.6%
70	2	140	625	5778	100.0%	100.0%