

Achieving and Demonstrating Impact from an ATOD Social Norms Intervention with Survey Research in Diverse Secondary Schools

H. Wesley Perkins, Ph.D.
Dept. of Anthropology and Sociology

David W. Craig, Ph.D.
Dept. of Chemistry

Hobart and William Smith Colleges
Geneva, New York 14456

Alcohol Education Project
www.AlcoholEducationProject.org

Youth Health and Safety Project
www.YouthHealthSafety.org

Abstract

This presentation demonstrates that reduction in ATOD use can be achieved in diverse secondary school settings, but intensive exposure to positive norm messages is essential for positive effect. Demonstrating impact based on survey research can be strengthened in secondary school case studies by: 1) including multiple ATOD measures of personal behaviors and perceived norms, 2) including a range of program exposure measures, and 3) obtaining comparable samples at each survey time period. Four secondary schools (grades 9-12) using the same standardized anonymous online survey and located in diverse regions of the US with school populations ranging from less than 100 to over 1,500 students provide case studies. Each school conducted a baseline survey and subsequently conducted a post intervention survey during the same term one or two years later after having introduced a social norms intervention providing positive norm messages about the majority avoiding alcohol, tobacco, and other drug use. The survey sampling frame was the entire school population in each instance and demographically comparable pre-post intervention survey data were obtained. An additional battery of questions assessing program exposure through a variety of venues was included in the school survey following the intervention. Results indicate ATOD use reductions occurred following the social norms intervention in all but one site where, compared to the other schools, a much lower overall exposure to the intervention program was measured.

Requirements for School Selection

- Included grades 9-12
- Used standardized anonymous online survey provided by the Alcohol Education Project
- Conducted social norms intervention with positive norms messages about ATOD use
- Conducted post-intervention survey 1-2 years later in same academic term as initial baseline survey
- Provided comparable demographic profiles in baseline and post-intervention samples
- Included assessment of multiple communication venues in post-intervention survey

School demographics

	School A	School B	School C	School D
Population Size	Small (<100)	Large (800+)	Midsize (500-700)	Large (800+)
School Type	Public Alternative	Parochial	Public	Public
Region	Mid-Atlantic	Midwest	Northeast	Southwest
Environment	Urban/ suburban	Urban/ suburban	Rural	Suburban
Racial Diversity (% minorities)	69	15	4	22
Survey Season	Fall	Fall	Spring	Fall

Program Exposure Measurement

48. Where did you see or hear this survey information about what most students do or think about alcohol, tobacco, or other drug use?

(Check 'Never' or how often seen/heard for each item a through l)

	Never	Once	More than once
a. On posters at school...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. In school newsletters...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. On a computer screen saver...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. On a school web page...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. On other printed material (t-shirts, flyers, gift cards, give-away items)...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. On a school TV or computer video...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. In school announcements over school PA (speaker system)...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. In school assemblies...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. From teachers in class...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. From talking with other students...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. From talking with parents...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sample demographics

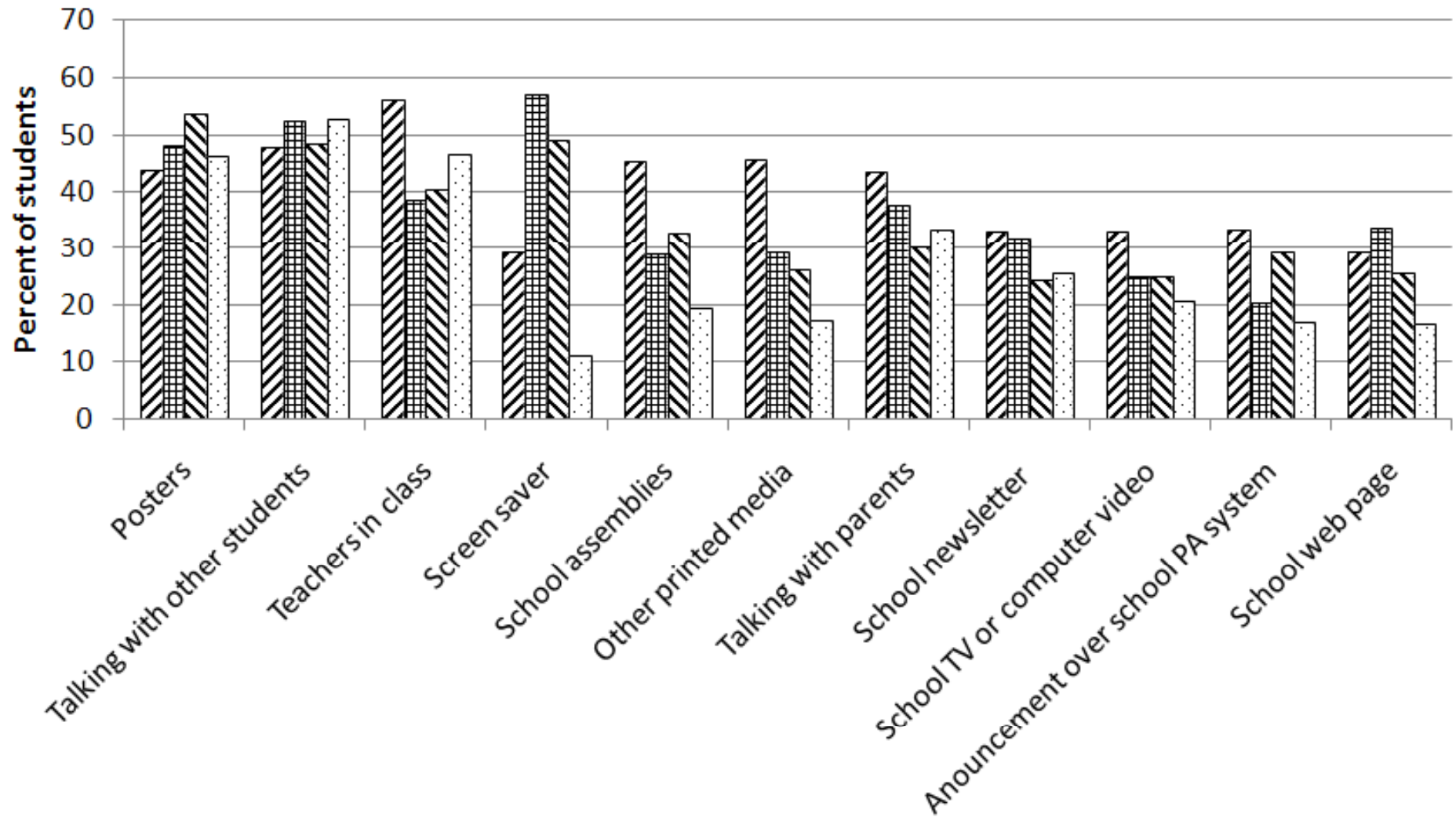
	School A		School B		School C		School D	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
N	30	29	772	794	242	304	1588	1524
Response rate (%)	63.8	61.7	96.3	97.7	40.2	52.5	85.8	86.9
% Female	20	21	50	51	57	53	50	51
Mean age	16.0	16.3	15.9	15.8	16.0	15.8	15.6	15.8

Pre-Intervention Substance Use Norms and Peer Misperceptions by School

	School A		School B		School C		School D	
	Pre-intervention norm	Percent misperceiving exaggerated use	Pre-intervention norm	Percent misperceiving exaggerated use	Pre-intervention norm	Percent misperceiving exaggerated use	Pre-intervention norm	Percent misperceiving exaggerated use
Alcohol use frequency	Once a month	86	1-2 per year	80	Never	92	Never	96
Tobacco use frequency	Monthly	89	Never	90	Never	91	Never	92
Marijuana use frequency	Once a year	96	Never	90	Never	89	Never	91
Other drug use frequency	Never	85	Never	76	Never	70	Never	87

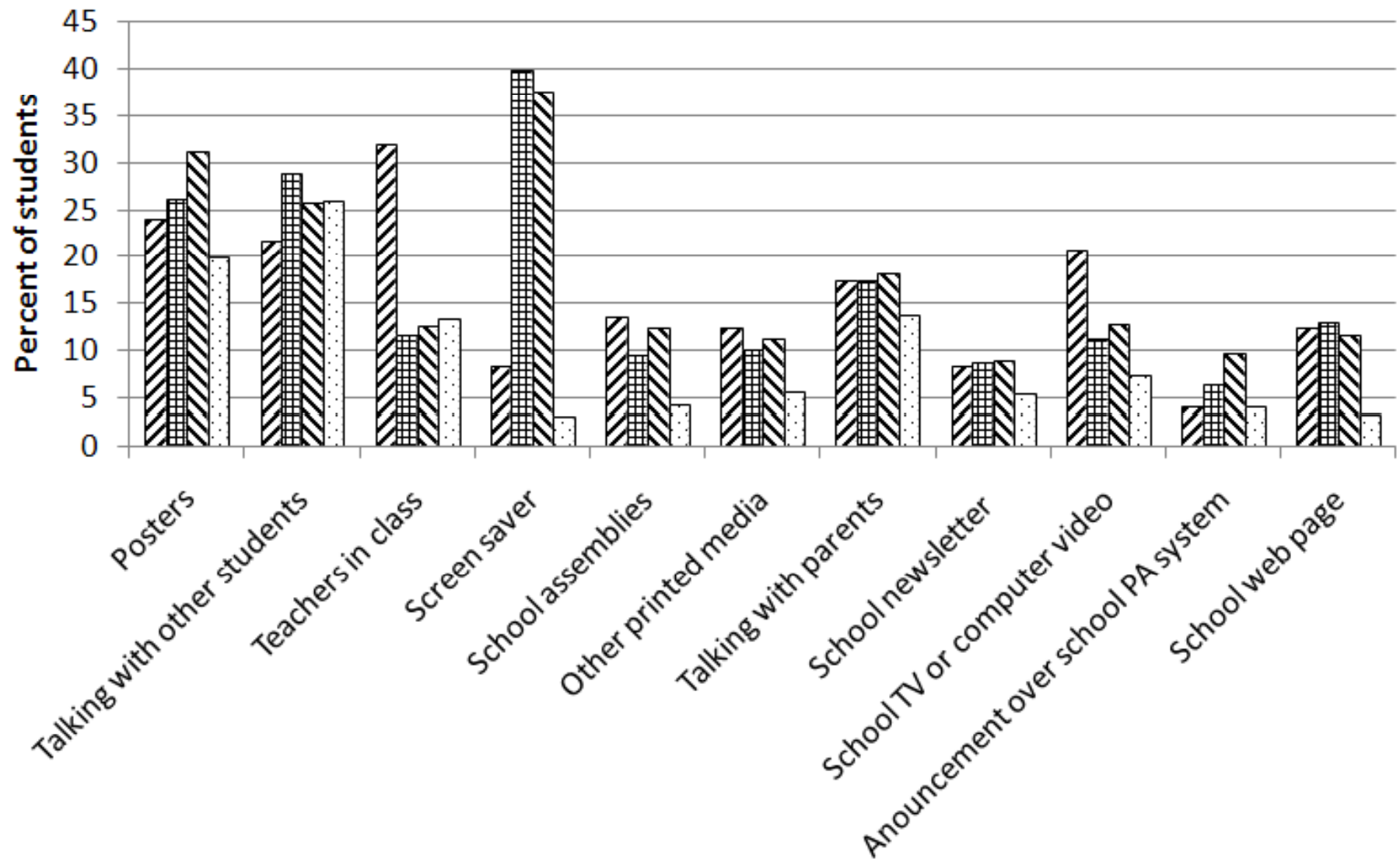
Percent of students recalling exposure to ATOD norms messages by program venue (at least once)

School A
 School B
 School C
 School D

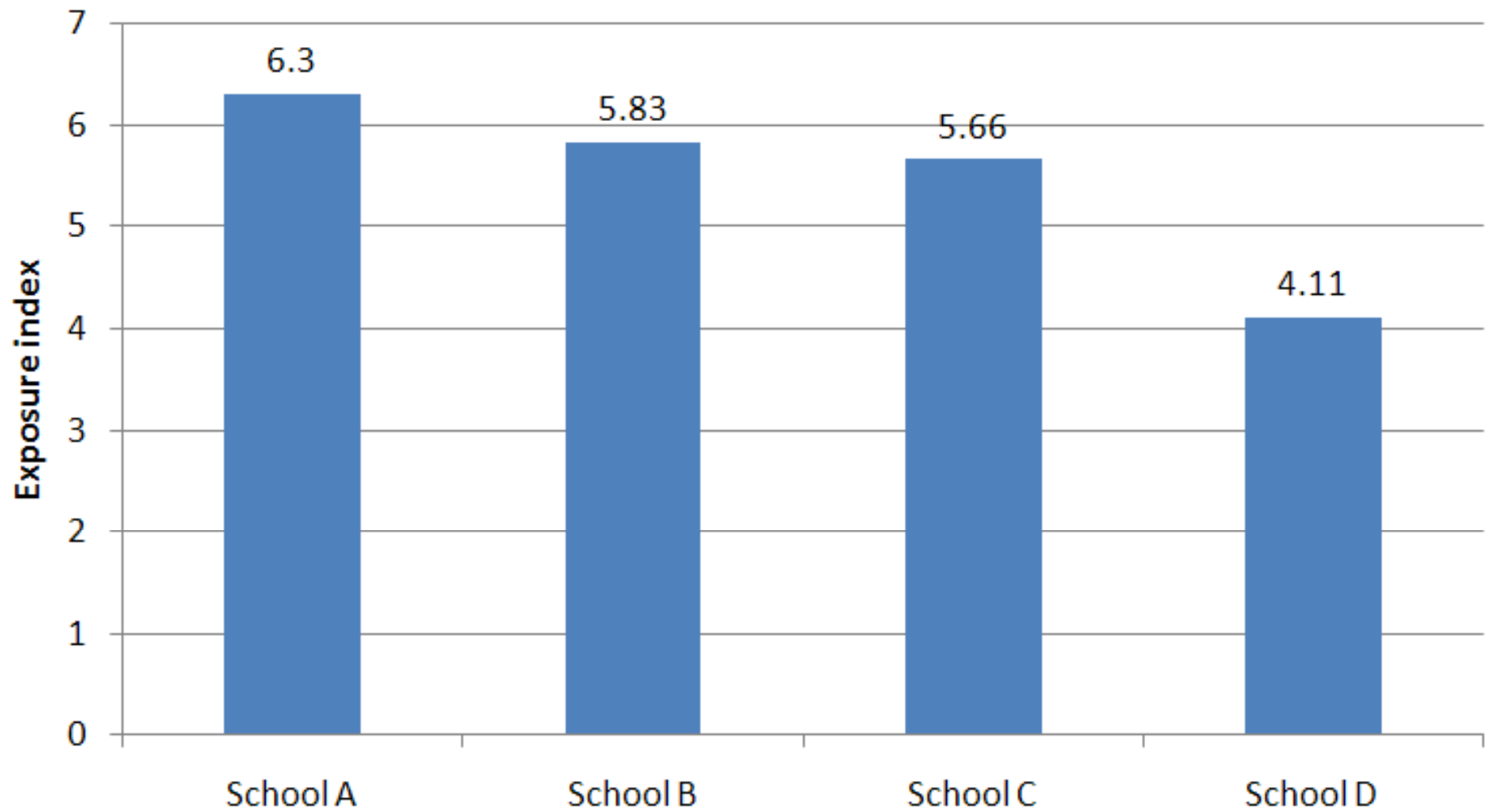


Percent of students recalling exposure to ATOD norms messages by program venue (multiple times)

▨ School A ▩ School B ▤ School C □ School D

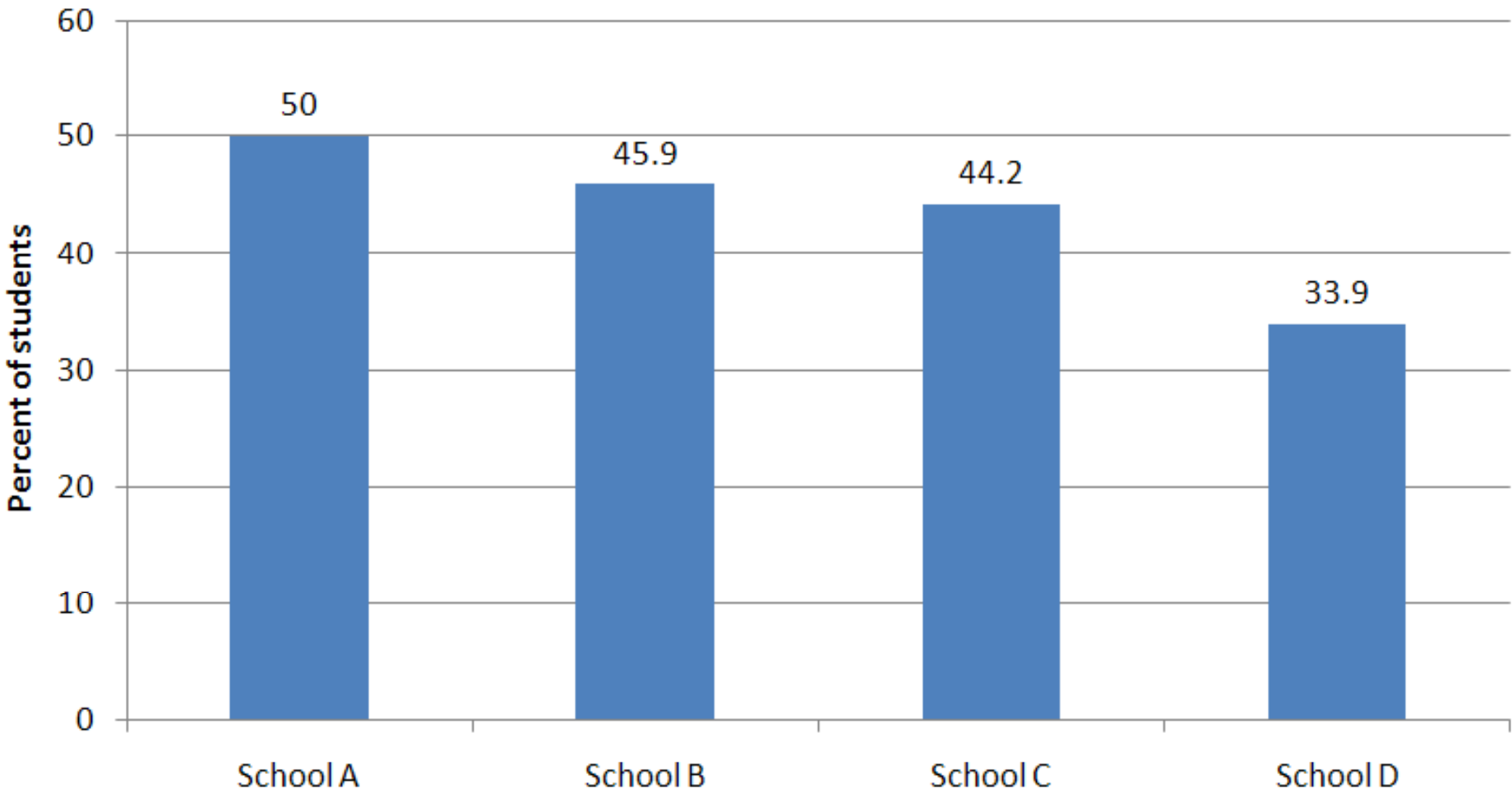


Mean score for norms message exposure index by school



Index score is computed as the sum of all venue items where never=0, once=1, and more than once=2 for each item.

Percent of respondents recalling four or more norms message venues by school



Pre/post change in substance use by school

School A
 School B
 School C
 School D

Pre/post change

-35 -30 -25 -20 -15 -10 -5 0 5 10

ALCOHOL

Alcohol use monthly (%)

Alcohol use weekly (%)

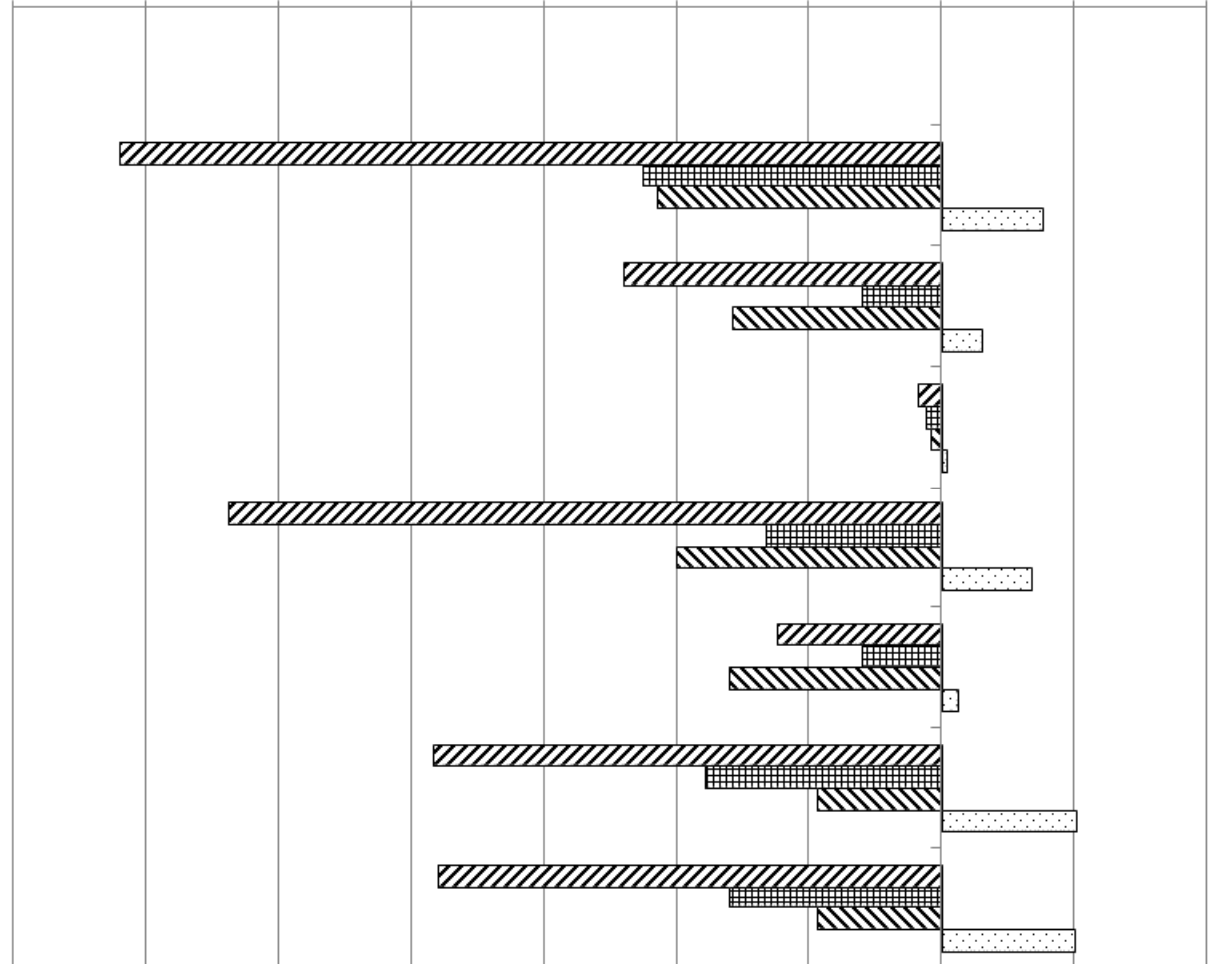
Number of drinks at parties (mean)

Drunk in last 30 days (%)

Drunk in last 7 days (%)

Any alcohol consequence in last 12 months (%)

Multiple alcohol consequences in last 12 months (%)

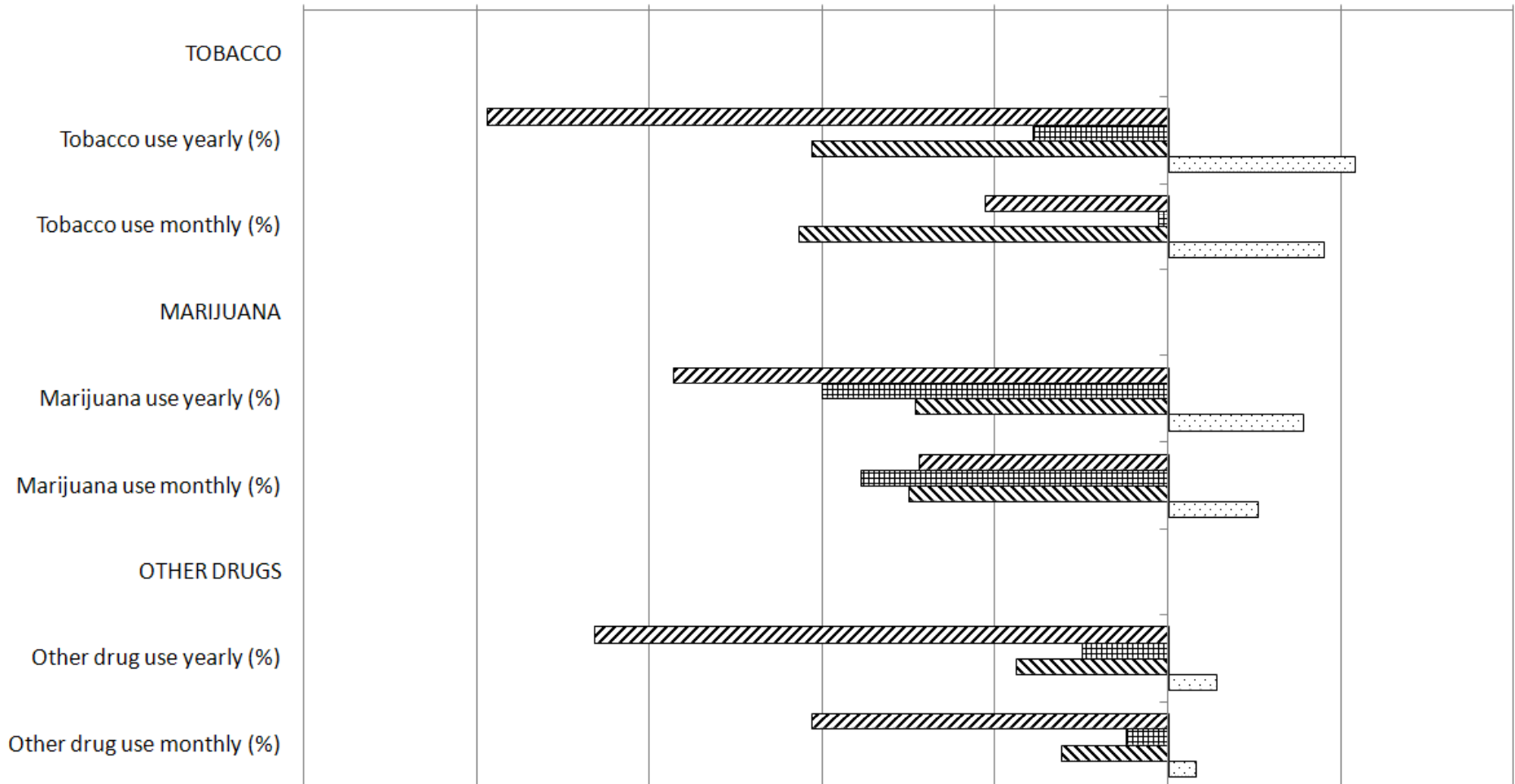


Pre/post change in substance use by school

School A
 School B
 School C
 School D

Pre/post change

-25 -20 -15 -10 -5 0 5 10



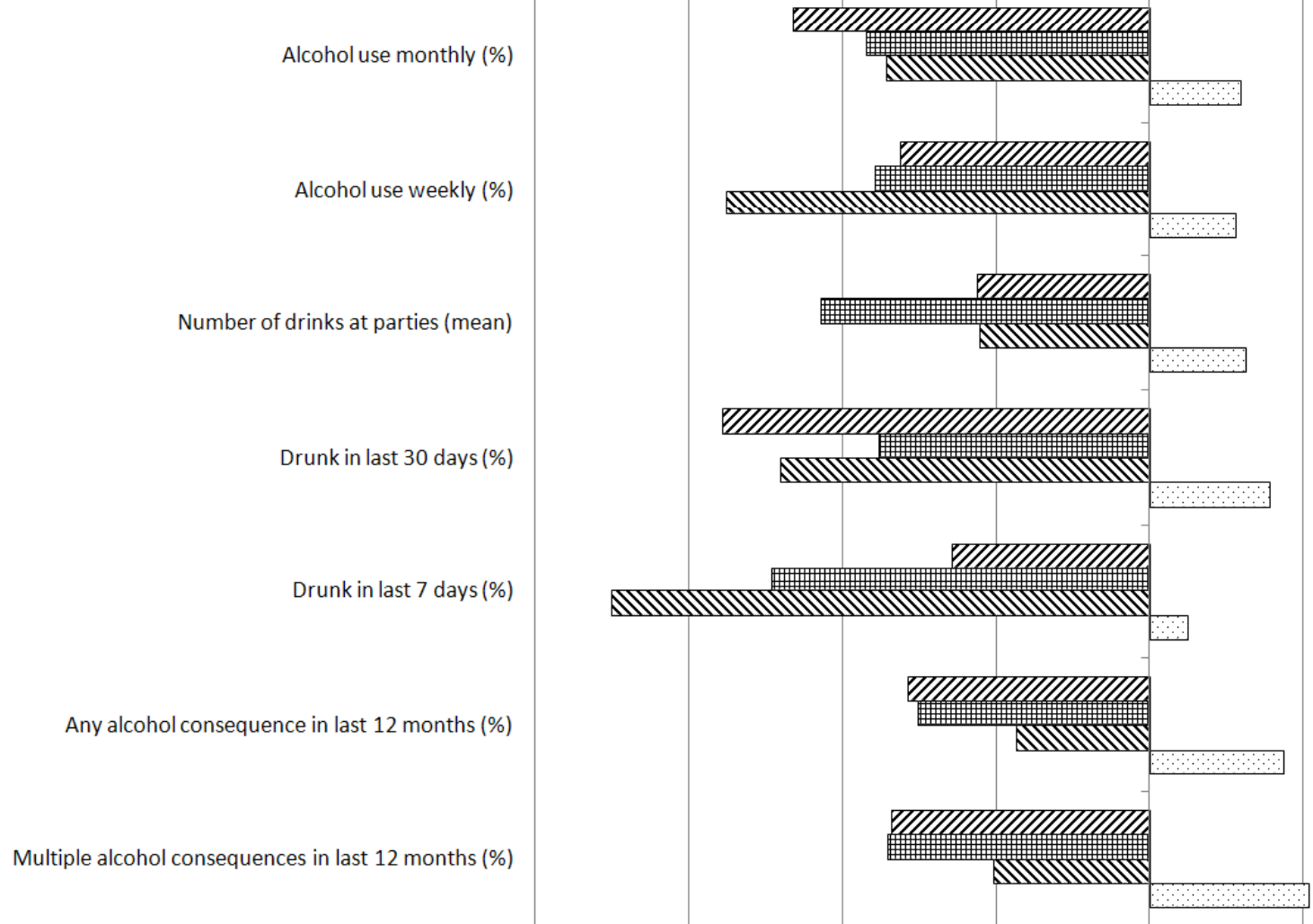
Pre/post rate of change in substance use by school

▨ School A ▩ School B ▧ School C □ School D

Pre/post rate of change (%)

-80 -60 -40 -20 0 20 40

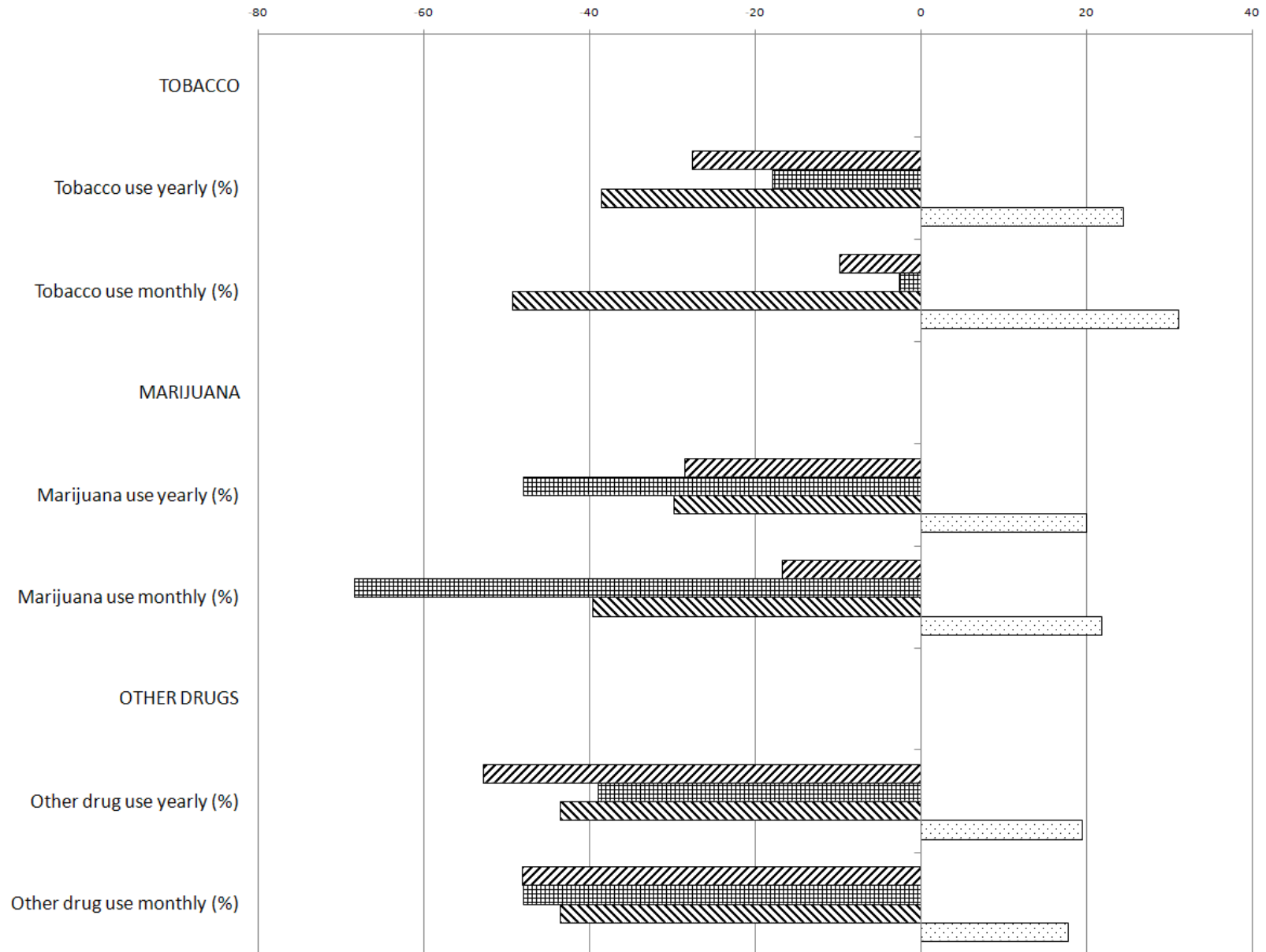
ALCOHOL



Pre/post rate of change in substance use by school

▨ School A ▩ School B ▤ School C □ School D

Pre/post rate of change (%)



Pre/Post Change in Perceived ATOD Norms

School	Change in perceived ATOD norm standardized Index
School A	-1.90
School B	-2.62
School C	-1.75
School D	-1.21