

An Introduction to Positive Community Norms

Community Prevention Wellness Initiative

Washington State Department of Social and Health Services (DSHS) - Division of Behavioral Health and Recovery (DBHR)

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Montana Summer Institute

July 6-9, 2016 Big Sky, MT



**Think Back 30 Years
Ago This Month....**

April 1986

“Safety Culture”



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It's about shared **NORMS**

“Its who we are,
What we believe
and how we do
things around here.”



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Into the classroom....

Prevention



Increase
Awareness
of Risks

Improve
Health &
Safety



**“Dude!
That’s not
who we
are...”**



“Best Practices” = Deficit Models

**We’re okay -
you’re at risk!**



And...???

**College Student
Binge Drinking
Increased...**



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Using fear appeals can make the problem worse



United Press International (2007). Ads focused on 'drinking stories' may backfire. *United Press International*, December 11, 2007







Look Closer

Hidden in Plain Sight



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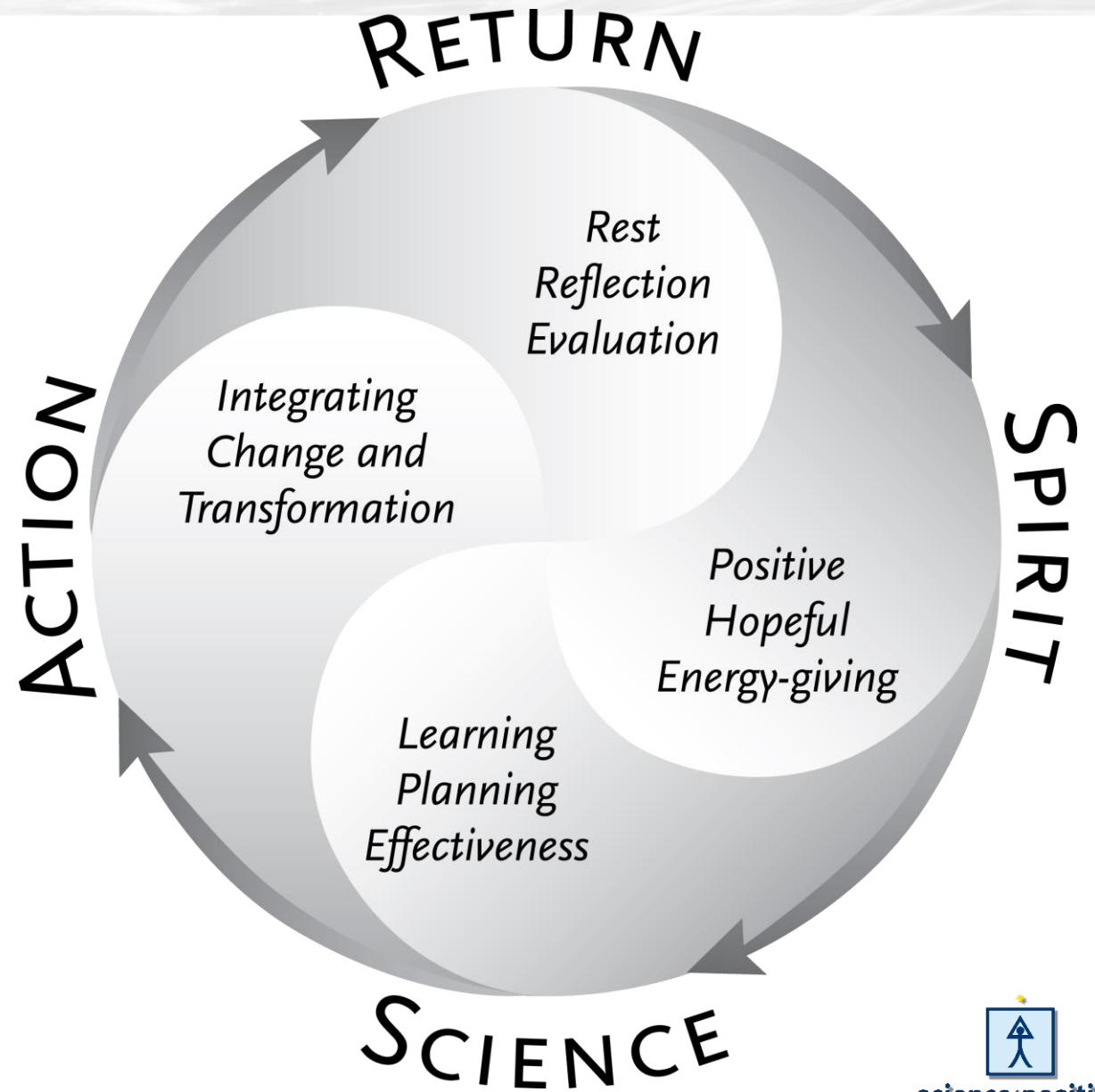




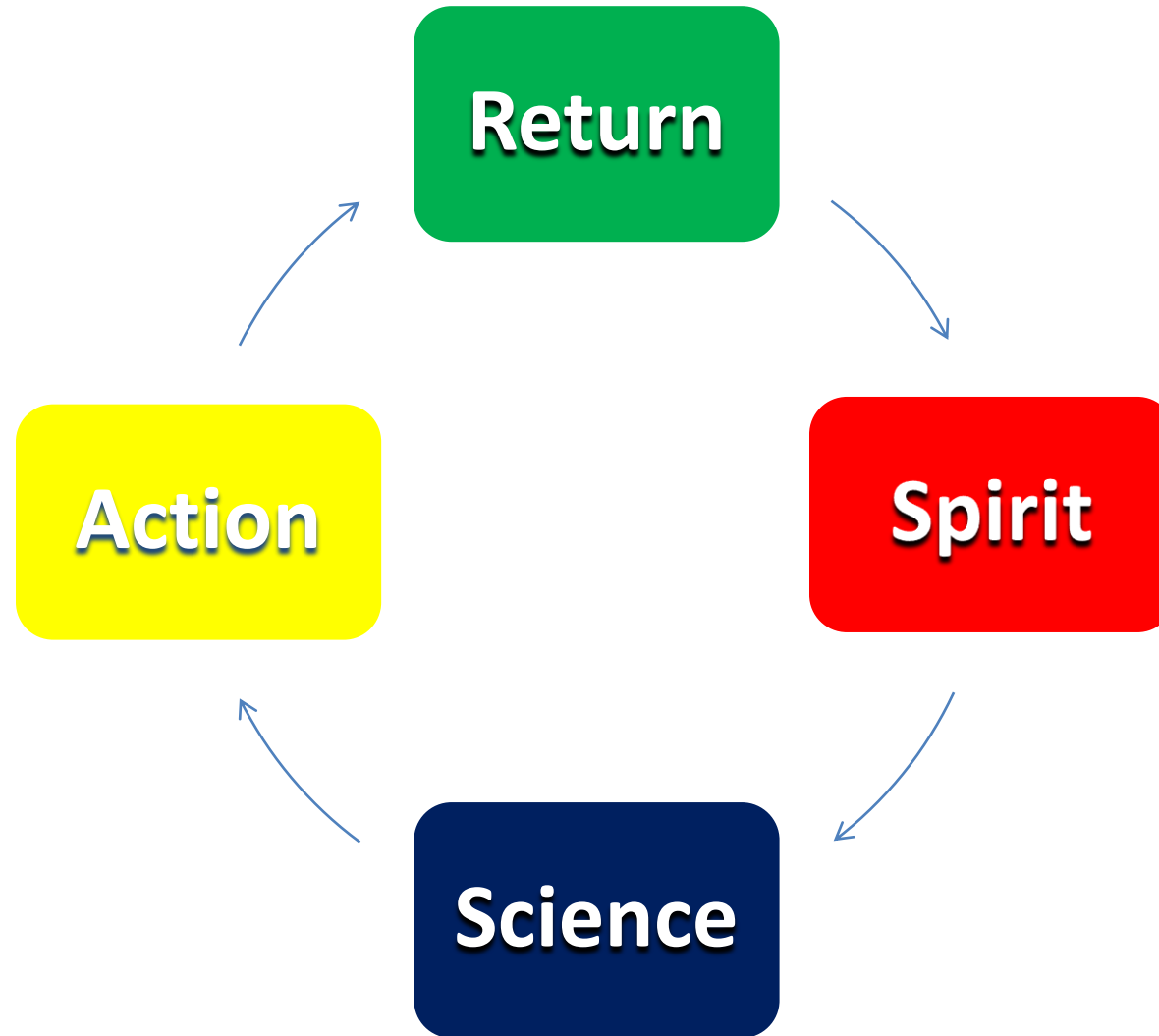


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Science of the Positive Cycle of Transformation



Science of the Positive Process



Guiding Questions

Spirit

What will be the spirit of our work?

Science

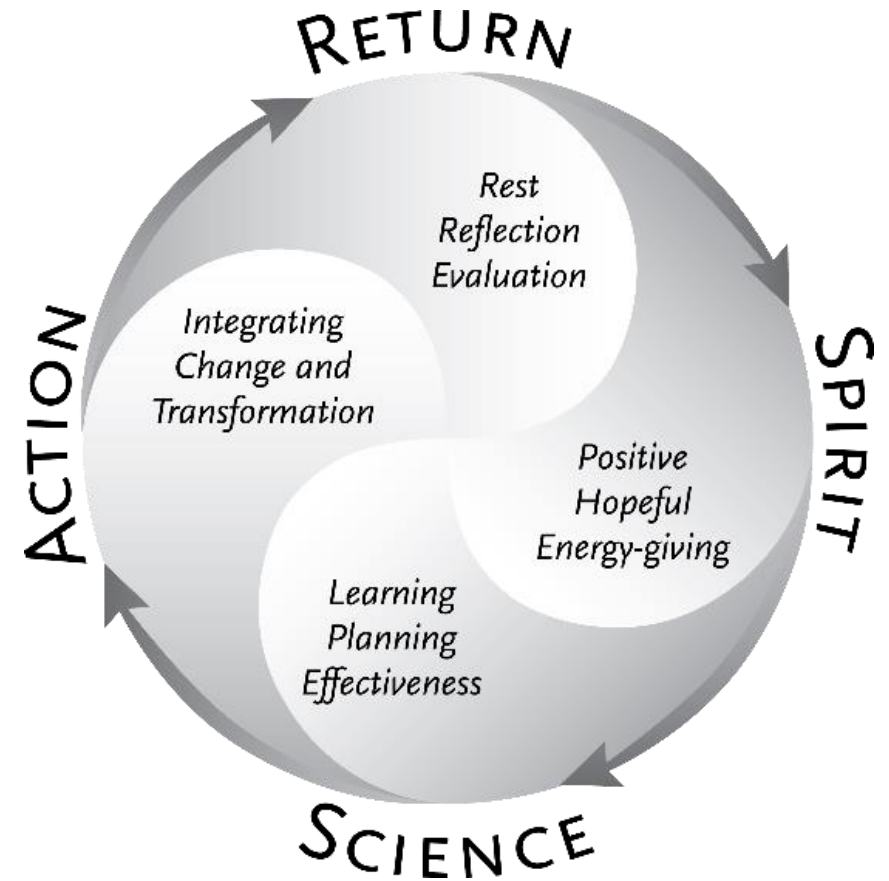
How will we approach the science?

Action

What will be our actions?

Return

What returns will we seek?



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What will be the “spirit” of our work?



Draw the Line.

Establish clear rights, rules and limits within the family.
83% of ETHS parents have talked to their children at least once in the past year about family rules and consequences related to alcohol, tobacco and other drug use.

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-MD-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Esplanade Lighthouse & Tobacco Settlement Funds.

For more information and resources, visit www.peerservices.org

strength in numbers



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What will be the “Context” of our work?



Draw the Line.

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strength in numbers



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“If we want
HEALTH,
we must
promote
HEALTH.”

- Linkenbach, 2000



Draw the Line.

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strength in numbers

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-ND-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.

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Core Assumption

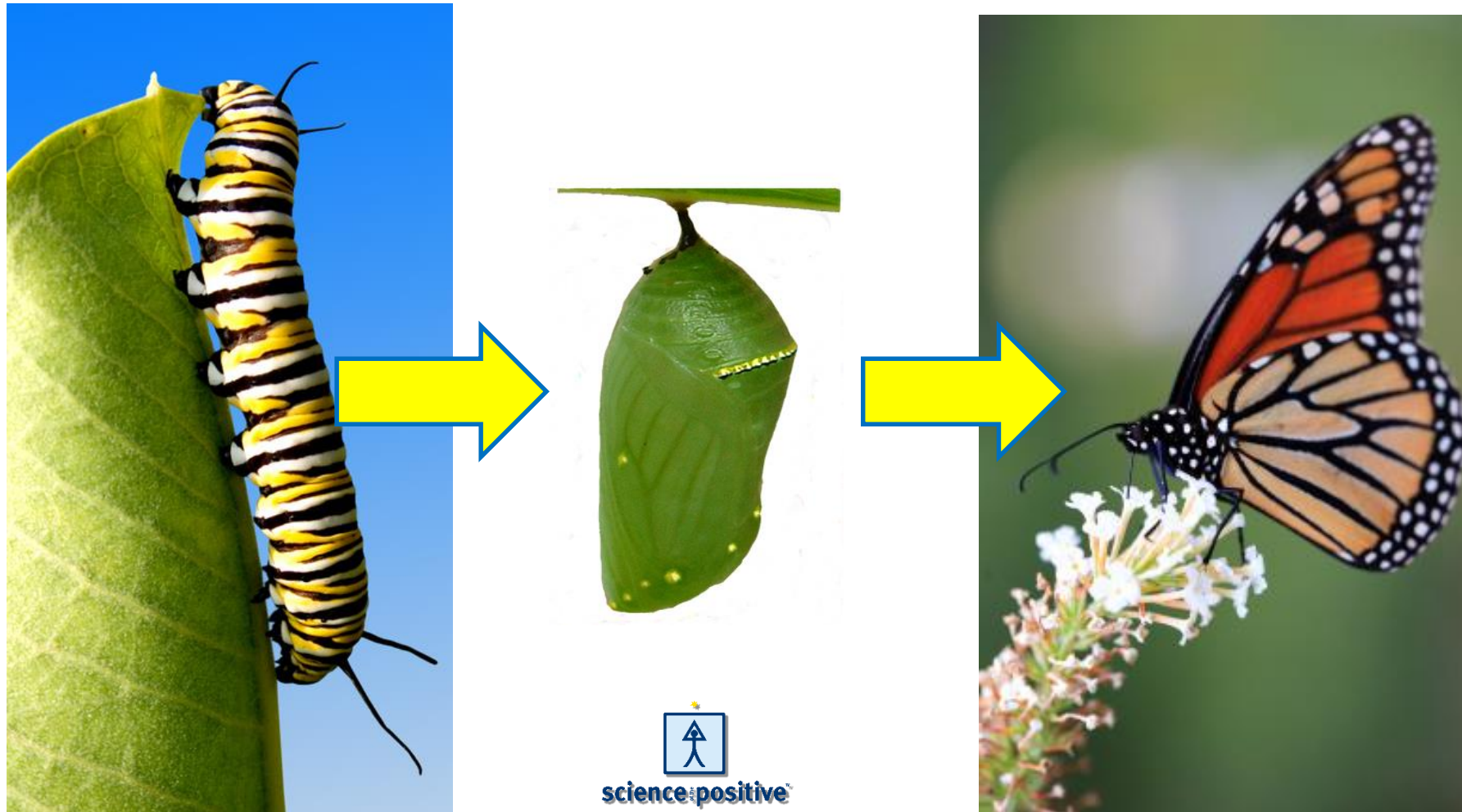
The **POSITIVE** exists
and is worth growing



The solutions are in community



Change and Transformation



Focus of Actions

Change (PCN)

- Temporary
- Surface level
- Combines same elements-new formats
- More common
- Easier to measure
- Linear & stages
- Current paradigm

Transformation

- Lasting
- Deep core
- New elements, synergistic reactions
- More rare
- Difficult to measure
- Cyclical & quantum leaps
- Paradox & shifts





whyatt.com.au

© Tim Whyatt

What's a norm?



Norms Are Culture







BREAKING NEWS!!!



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Examples of Norms

Norms are majority data (51% or better)

- 54% of MN high school senior girls (51% boys) report not drinking alcohol in the past 30 days. (MN Student Survey, 2007)
- 75% of MN high school senior girls (65% boys) report not binge drinking in the last 2 weeks. (MN Student Survey, 2007)
- 92% of MN high school senior girls (72% boys) report not smoking tobacco in the past 30 days. (MN Student Survey, 2007)
- 99% of MN high school senior girls (97% boys) have not used methamphetamines in the past year. (MN Student Survey, 2007)



Social Norms Theories

Norm

**The
GAP**

Perceived Norm



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Key Terms

Actual Norm

The actual behavior or attitude of the majority of a population; what most people do or believe.

Perceived Norm

The perceived behavior or perceived attitude of most people; what we think most people do or believe.



Norms Theories say...

We tend to do (or believe) what we think MOST people do (or believe).



...and often what we think **most** other people do is wrong!



THINK

THE

GAP

Misperceptions of Norms

- What causes misperceptions?
- What are the consequences?
- Can they be corrected to change attitudes and behaviors?



Normative Misperceptions

A normative misperception can be **over-**
estimating norms

or

Under -estimating norms.



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Our **BIG** Idea?

Misperceptions of norms
operate as “hidden risk AND
Hidden protective factors.”



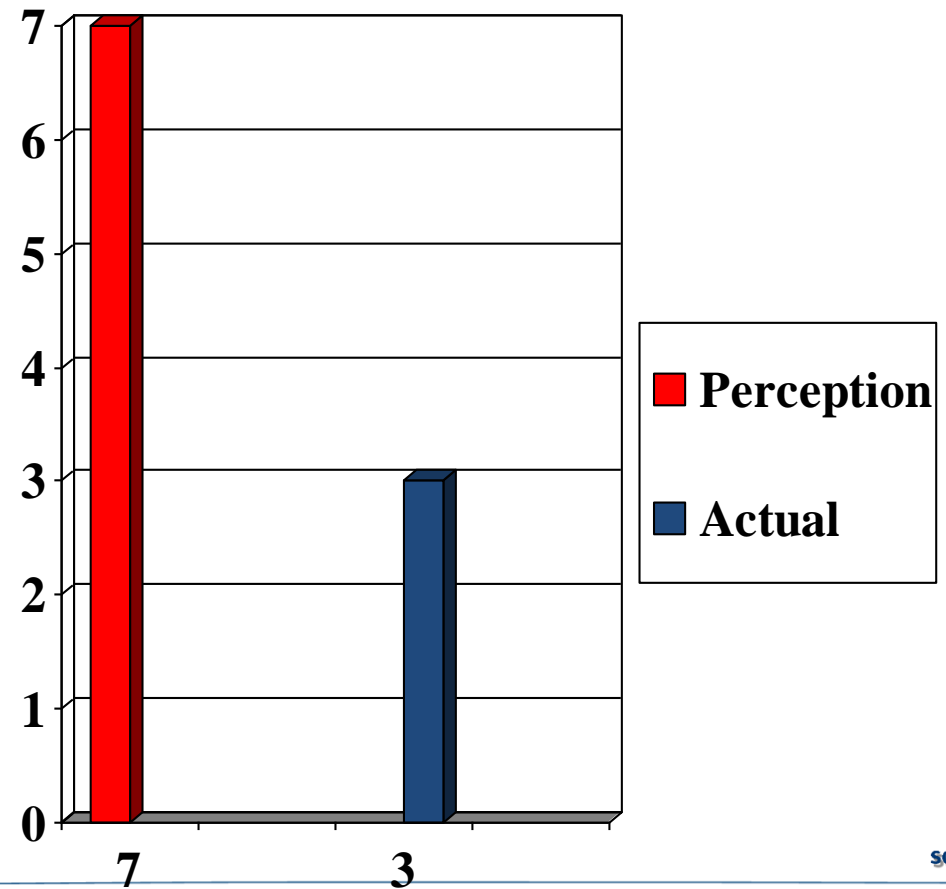
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Actual Norms and Perceptions

Montana Young Adults

*Number of drinks
consumed on
average
per occasion,
18 – 24 year old
males.*

(Linkenbach & Perkins - 1999)



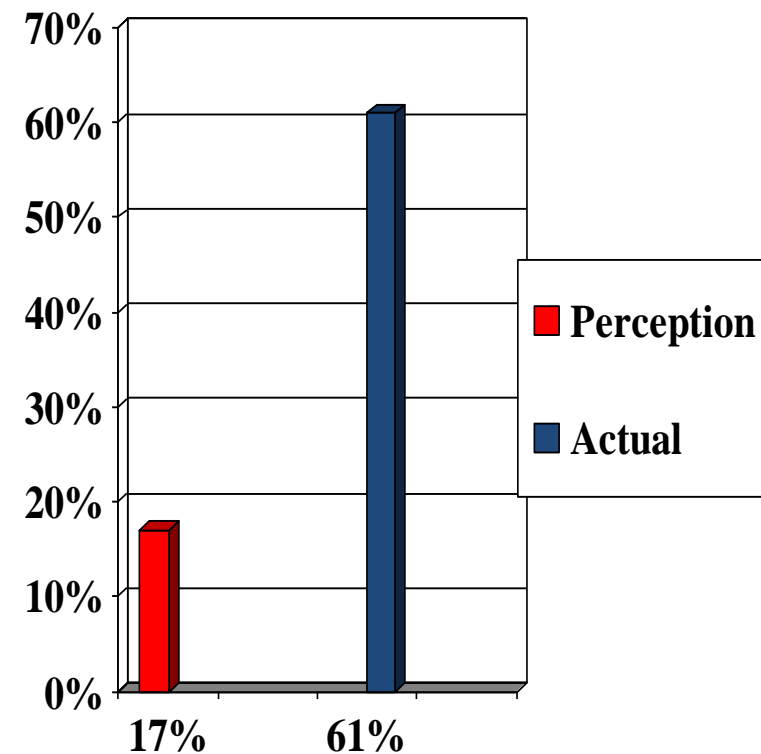
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Actual Norms and Perceptions

Montana Young Adults

*Percent of 18 – 24
year olds who had
intervened to stop
someone they knew
from driving after the
person consumed 2+
drinks within an hour.*

(Linkenbach & Perkins - 1999)



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

MOST of
us
www.mostofus.org

DESIGNATED DRIVERS SAVE LIVES



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Impaired Driving Among Young Adults in Montana

Results of Western vs. Eastern Montana after 15 month campaign

- 16.5% increase in support of .08 BAC law
- 13.7% decrease in driving after 2+ drinks then driving w/in one hour in past month
- 15% increase in use of non-drinking designated drivers when drinking

MOST Of Us Don't Drink and Drive --Linkenbach & Perkins, 2005



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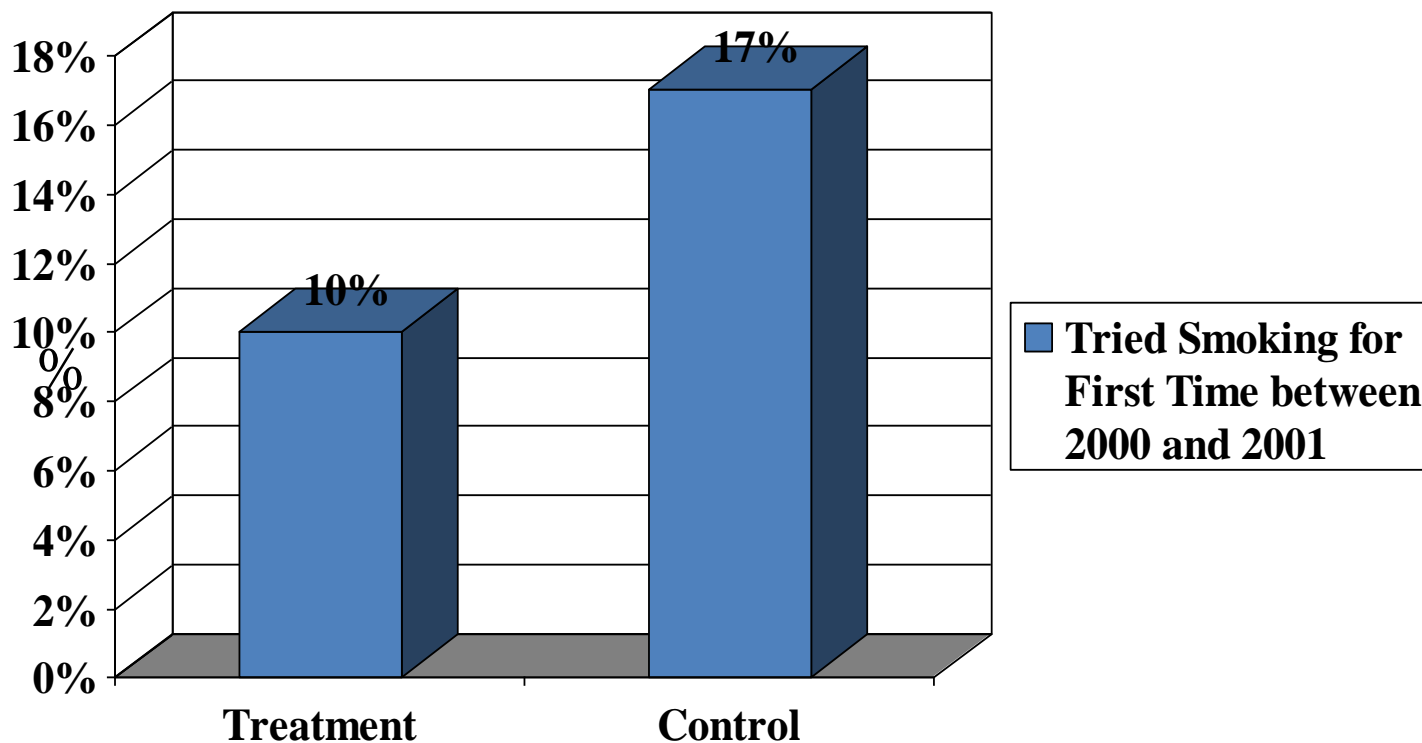
MOST
Native
American
teens
keep
tobacco
SACRED

MOST of us™
MONTANA SOCIAL NORMS PROJECT
www.mostofus.org
A MESSAGE FROM THE MONTANA DEPARTMENT
OF PUBLIC HEALTH AND HUMAN SERVICES

The advertisement features a Native American man in traditional dress on the left and a hand holding a cigar on the right. At the top right, three small portraits of teenagers are shown. The background is a warm orange and red gradient with geometric patterns.



MT Youth Trying Smoking for the First Time Between 2000-2001



41% difference in proportion *Statistically significant at $p < .05$

--Linkenbach & Perkins, 2003



Misperceptions of norms impact BOTH **RISK** and **PROTECTION**

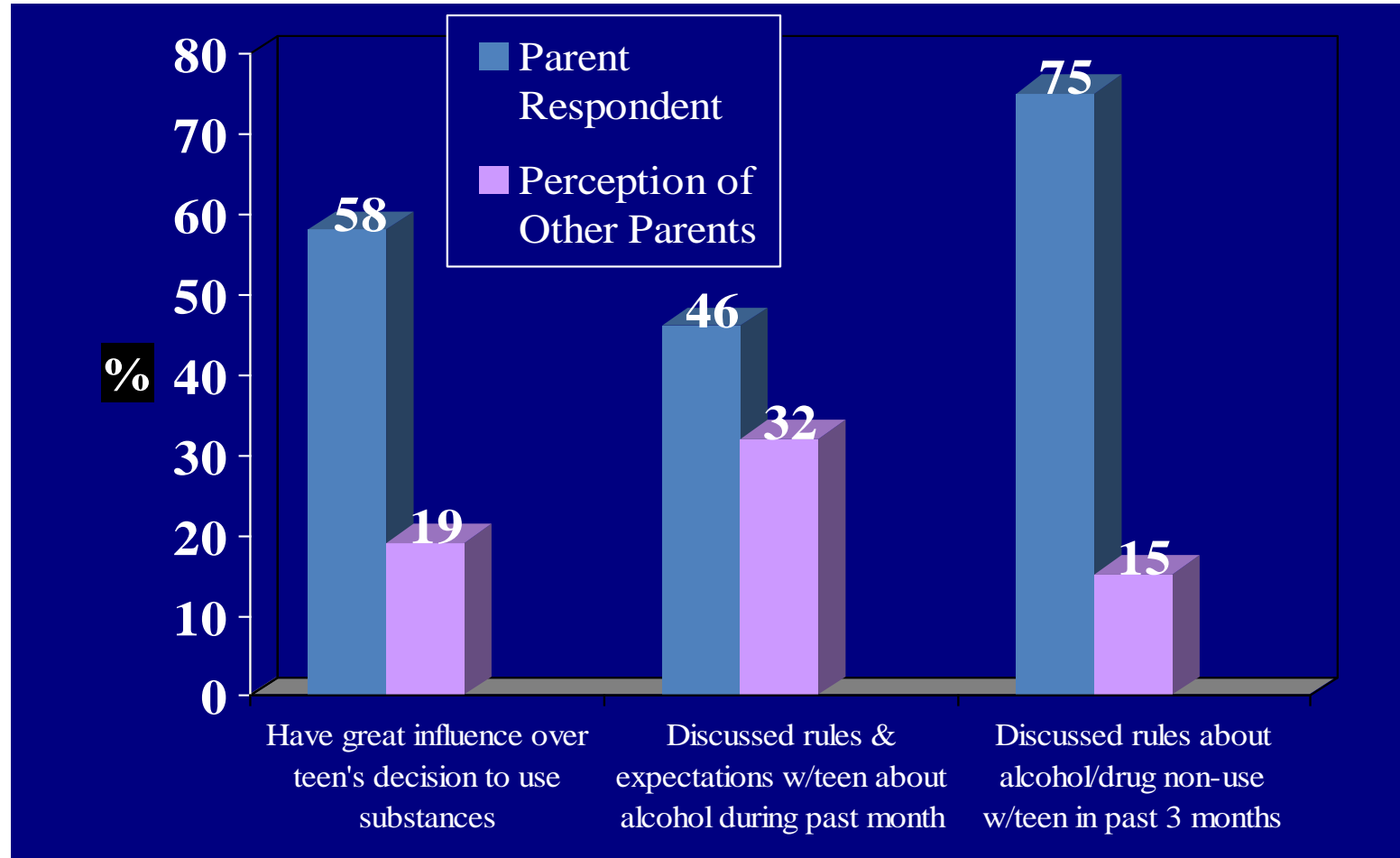
- **Over-estimate the amount of risky or harmful behaviors in their “peers.”**
- **Under-estimate the amount of healthy or protective behaviors.**



Montana Parent Norms Survey

“Not My Little Angel!”

Linkenbach, Perkins & Dejong, 2003



Actual vs. Perceived Norms

MOST (**85%**), Minnesota High School students in 10 schools, reported using alcohol **less than monthly**.

However, **48%** of these same students (mis)perceived that MOST students drink monthly or more often.

These students were 5 times more likely to drink monthly than students who did NOT misperceive the norm.

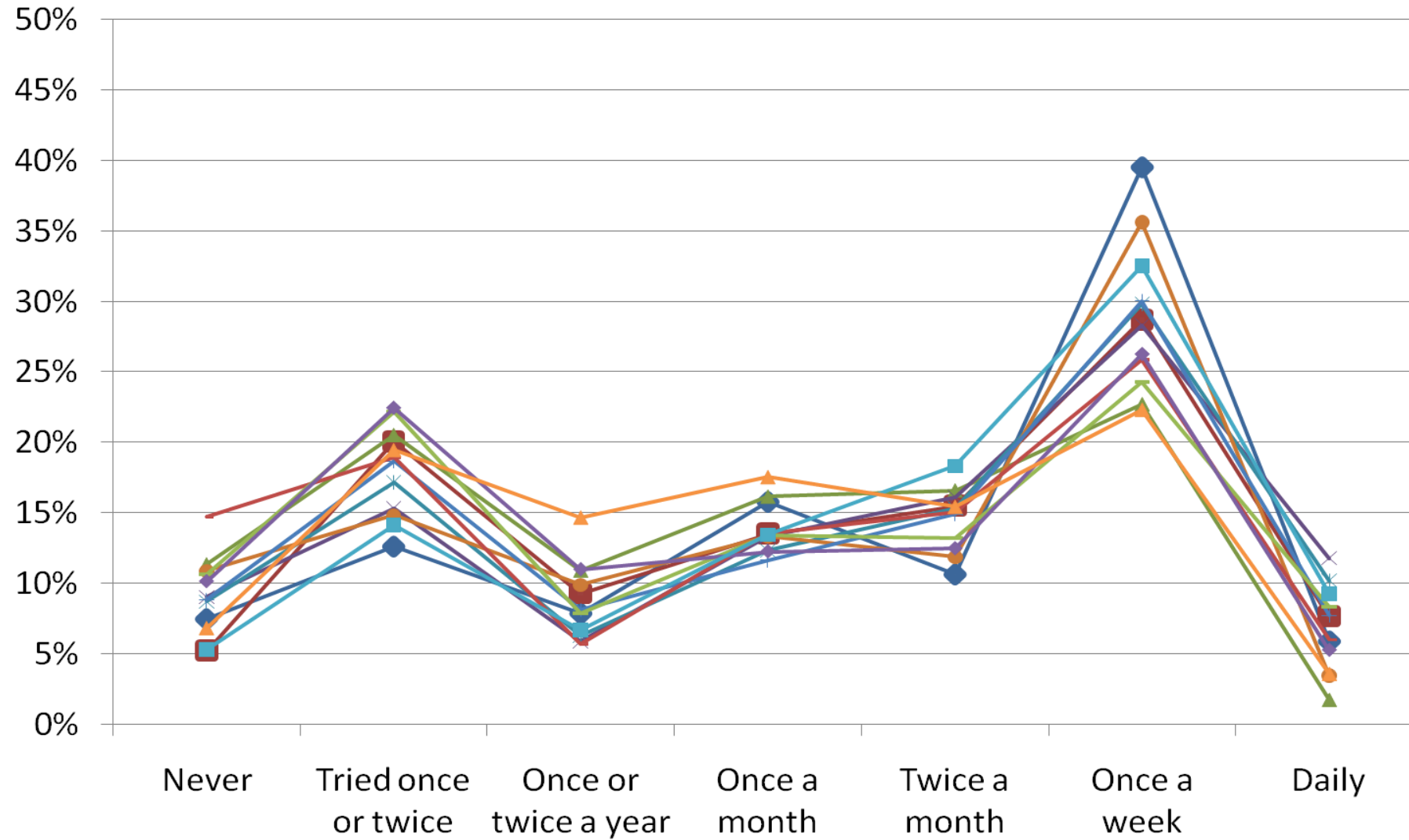
Source: ten schools, MN P&I 2013 PCN Student Survey, grades 6-12, n=5137



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“How often do you think most students in your school use alcohol?”

(Grades 7-12, MN – DHS Data from P&I Project 2009)



More and more students

2012-2015
Deer River

are making healthy choices!

Since 2012, The S.T.E.P. Coalition has partnered with the Deer River School District to engage in strategies to reduce and delay underage drinking among students. **It's working!**

REDUCE

Since 2012,
monthly drinking
use among
Deer River
6-12th graders
has been
reduced
by 51%

&

Since 2012,
6-8th graders
reporting they
NEVER drink
alcohol has
increased
by 70%

DELAY

87% of DRHS students **DON'T** drink alcohol
in a typical month.

Why positive
messaging?

Deer River students who correctly perceive that **MOST** students
DON'T DRINK are **5 TIMES LESS LIKELY** to drink monthly themselves.

In four years, student perception of alcohol use by other students has been reduced by over **38%**



S.T.E.P. COALITION
STANDING TOGETHER EMBRACING PREVENTION

Data from the 2012-2015 Positive Community Norths survey of 6-12 grade Deer River students.
Funded by the Minnesota Department of Human Services, Alcohol and Drug Abuse Division.



Personal
Protective
Equipment

Alcohol &
Drug
Abuse

Seatbelts
& Traffic
Safety

Tax
Compliance

Sexual
Activity

Littering &
Recycling

Re-Using Towels

Sexual Assault
Risks &
Protections

School Policies
& Academic
Integrity

Law
Enforcement

Homophobia
& Acceptance
of Others

Mental Health

Child Abuse &
Protections

Energy Conservation



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Misperceptions of Norms are Pervasive



Perceptions of Low Risk of MJ. Is a Risk Factor

Marijuana Use (Q16f)	How much do you think people risk harming themselves physically or in other ways if they do the following? Smoke marijuana once or twice a week (Q27d)	18.2	Risk	Students who perceive the risk of smoking marijuana one or twice a week as <u>no risk or slight risk</u> are 18.2 times MORE LIKELY to use marijuana monthly compared to students who perceive the risk to be moderate or great.
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Linkenbach & Lubbers, 2016 MN PCN Student Survey. Minnesota DHS -ADAD

Accurate Perceptions of Norms are Protective

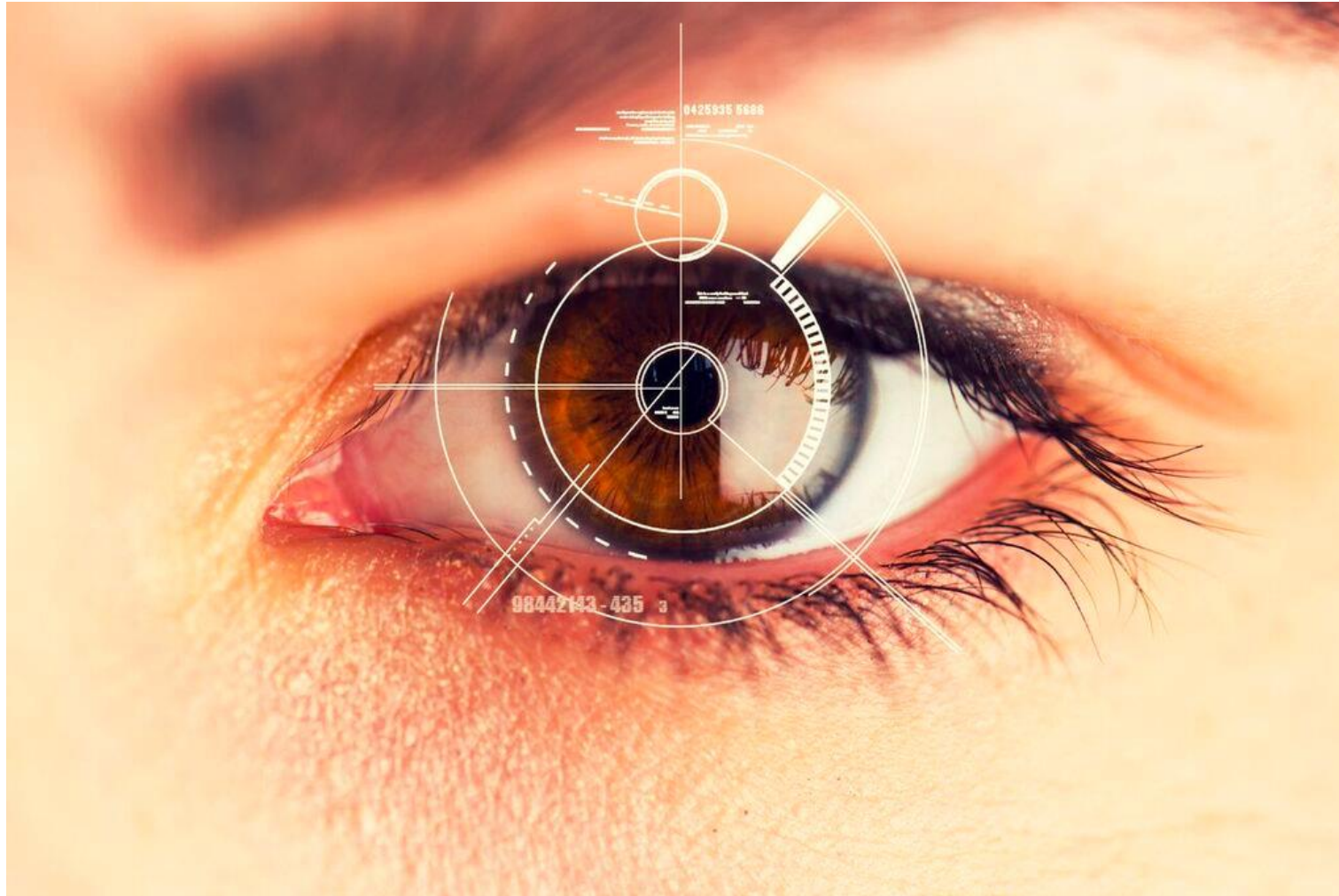
Marijuana Use (Q16f)	How do you think the following people would feel about this statement? “Using marijuana is never a good thing for anyone my age to do.” (Q14a)	89.6	Protective	Students who agree with the statement: “Using marijuana is never a good thing for anyone my age to do” are 89.6 times LESS LIKELY to use marijuana monthly than students who do NOT agree with the statement.
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Linkenbach & Lubbers, 2016 MN PCN Student Survey. Minnesota DHS - ADAD

HOPES AND CONCERNS



Perception is Everything....



Positive Community Norms

The Norm

MOST Wisconsin adults, **(70%)**, strongly agree that improving the well-being of children and families is important for healthy, strong communities.

**The
GAP**

The Perceived Norm

However, **(72%)** did not think most other Wisconsin adults felt the same way.



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Improving the well-being of kids and families is something over 70% of Wisconsinites agree on. So let's do what it takes to make Wisconsin a safe, stable, nurturing place for every kid. Because we're all in this together.

WISCONSIN'S IN IT FOR KIDS | INITFORKIDS.ORG

©WCTF and CAP Fund W





BE NEEDED.



Improving the well-being of kids and families is something over 70% of Wisconsinites agree on. So let's do what it takes to make Wisconsin a safe, stable, nurturing place for every kid. Because we're all in this together.

WISCONSIN'S IN IT FOR KIDS | INITFORKIDS.ORG

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PARENTS...Did You Know?

HIGH SCHOOL STUDENTS

who agree that their
parents would feel it was wrong
for them to drink any amount of alcohol

ARE 5 TIMES LESS LIKELY TO DRINK
alcohol monthly.



Funded by the Minnesota Department of Human Services-Alcohol and Drug Abuse Division.
Data taken from MN P & I 2013 Student Survey of 9-12th graders.



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74% OF COLLEGE MEN WOULD INTERVENE TO PREVENT A SEXUAL ASSAULT

based on survey of 1,000 men at 1 school

Be a Friend

With a few well-timed words or actions, you could save a friend from becoming a victim of sexual assault. Or from committing one.

RAINN operates the National Sexual Assault Hotline. If you need help, or know someone who does, please call 1-800-656-HOPE. Free, Confidential, 24/7.

For survey data or more info, visit rainn.org

RAINN
RAPE,
ABUSE &
INCEST
NATIONAL
NETWORK

RAINN

**Rape, Abuse & Incest
National Network**

**(social norms marketing -
national campaign)**

www.rainn.org/gcpost.html



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93% NIZHONI of High School Students in Shiprock Have NEVER Tried Meth

SHIPROCK NIZHONI PCN YOUTH SURVEY
Shiprock, Northwest & Career Prep High Schools,
March 2013, (n=520)
San Juan County Partnership &
Dine' Ba' Hozha Coalition



Publication of the U.S. Department of
Health and Human Services: May, 2014



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CONGRATULATIONS GRADUATES!



STATISTICS SHOW:

3 out of 4

**San Juan County High School Students
Disapprove of Drinking Alcohol Regularly**

2011 Youth Risk & Resiliency Survey (YRRS), San Juan County (n=2087). New Mexico Department of Health



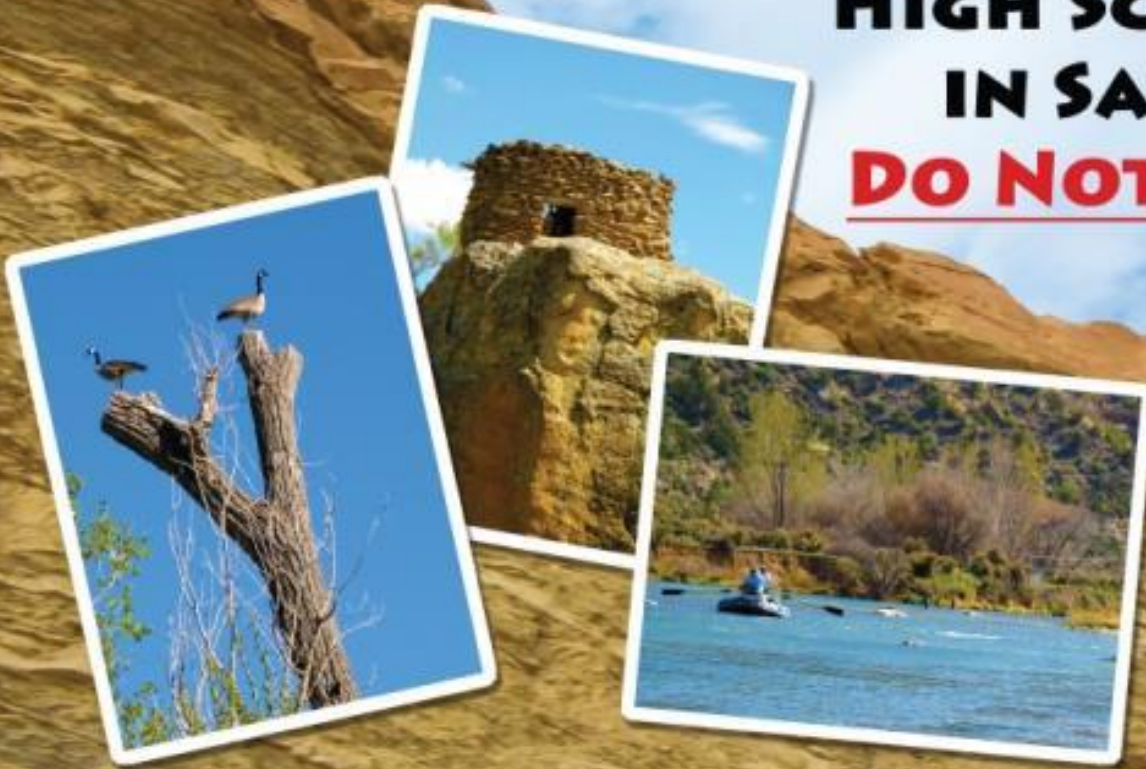
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STATISTICS SHOW:

9 OUT OF 10

**HIGH SCHOOL STUDENTS
IN SAN JUAN COUNTY
DO NOT DRINK & DRIVE**

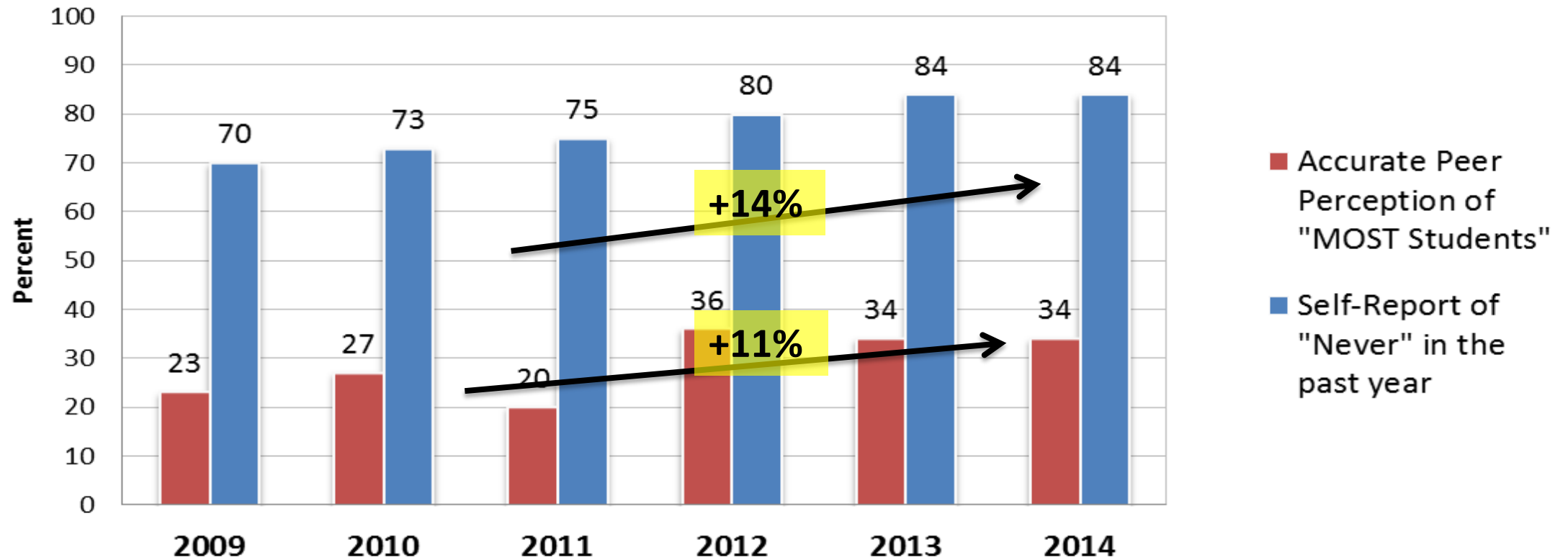
*Have a Safe and
Enjoyable
Summer!*



2011 Youth Risk & Resiliency Survey (YRRS), San Juan County (n=2087). New Mexico Department of Health



Did NOT Drink & Drive, Past 12 months - Shiprock

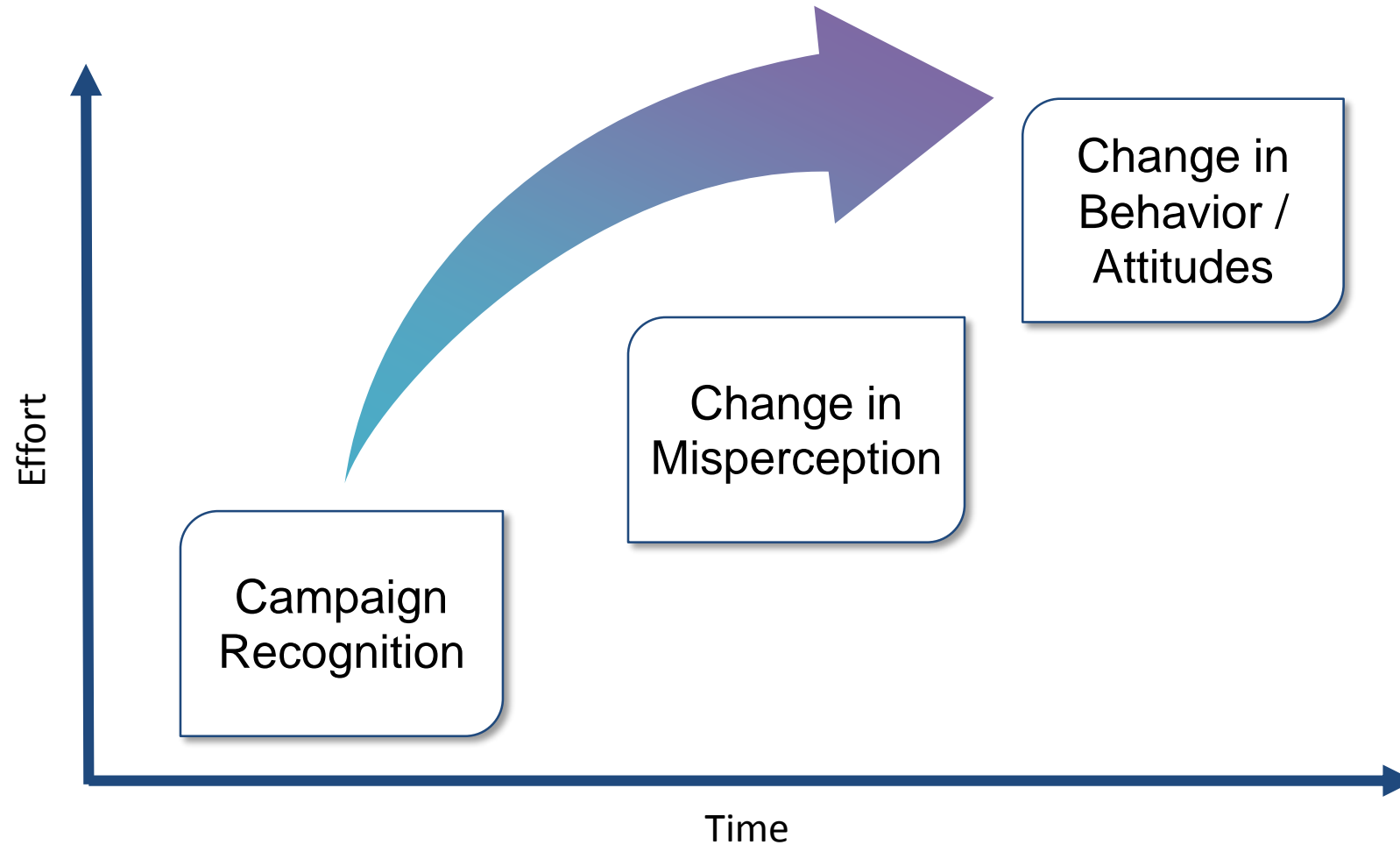


Data Source: Youth Survey Career Prep, Shiprock High & Northwest High Schools
(2009, n=738; 2010, n=698; 2011, n=676; 2012, n=628, 2013, n=520)



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Stages of Evaluation



Perceptions and Misperceptions of Norms are Widespread



Our **BIG** Aha?

Misperceptions of norms
operate as “hidden risk AND
protective factors.”



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We Can Strategically Grow Positive Community Norms



The 7-Step Montana Model

7 Step Montana Model of Positive Community Norms



Guidelines for PCN Message Development

The poster features a red background with a central photograph of a diverse group of students walking outdoors. The text is arranged in sections: a top black banner with the school name, a red banner with a statistic, a central photo, a red banner with a slogan, and a bottom black banner with a logo and website. Yellow callout boxes with blue text and black arrows point to specific elements: 'Normative' points to the statistic, 'Reflective' points to the photo, 'Positive' points to the slogan, 'Data-based and Source-specific' points to the survey citation, 'Neutral' points to the logo, 'Clear' points to the slogan, and 'Inclusive' points to the photo.

SMITH HIGH SCHOOL

MOST
Smith students, 83%,

don't drink in
a typical week.

SMITH
HEALTH
-AND-
SAFETY
OFFICE

(2008 Smith Annual Health Survey, n=541)

smithhighschool.com

Normative

Reflective

Positive

Data-based and Source-specific

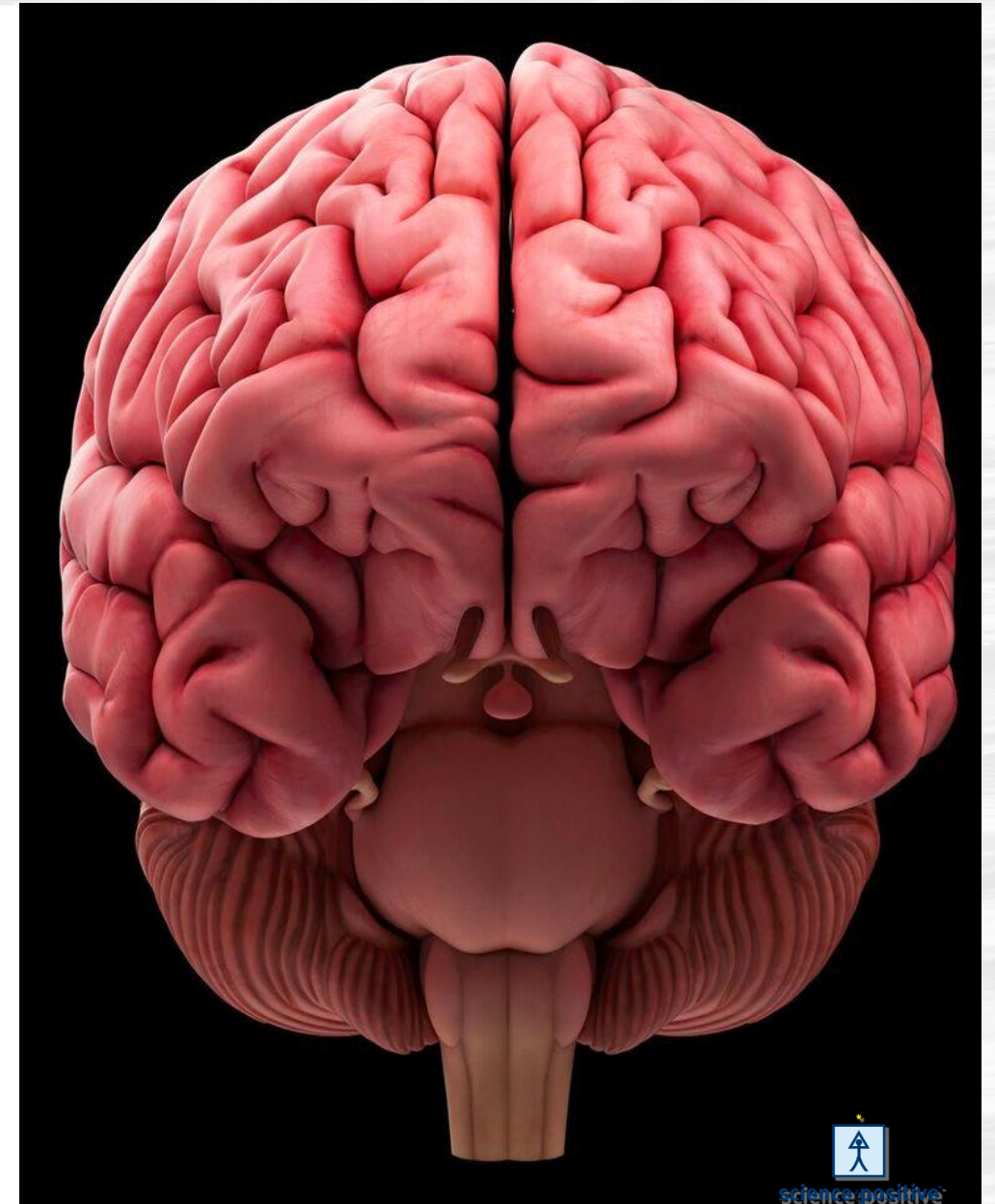
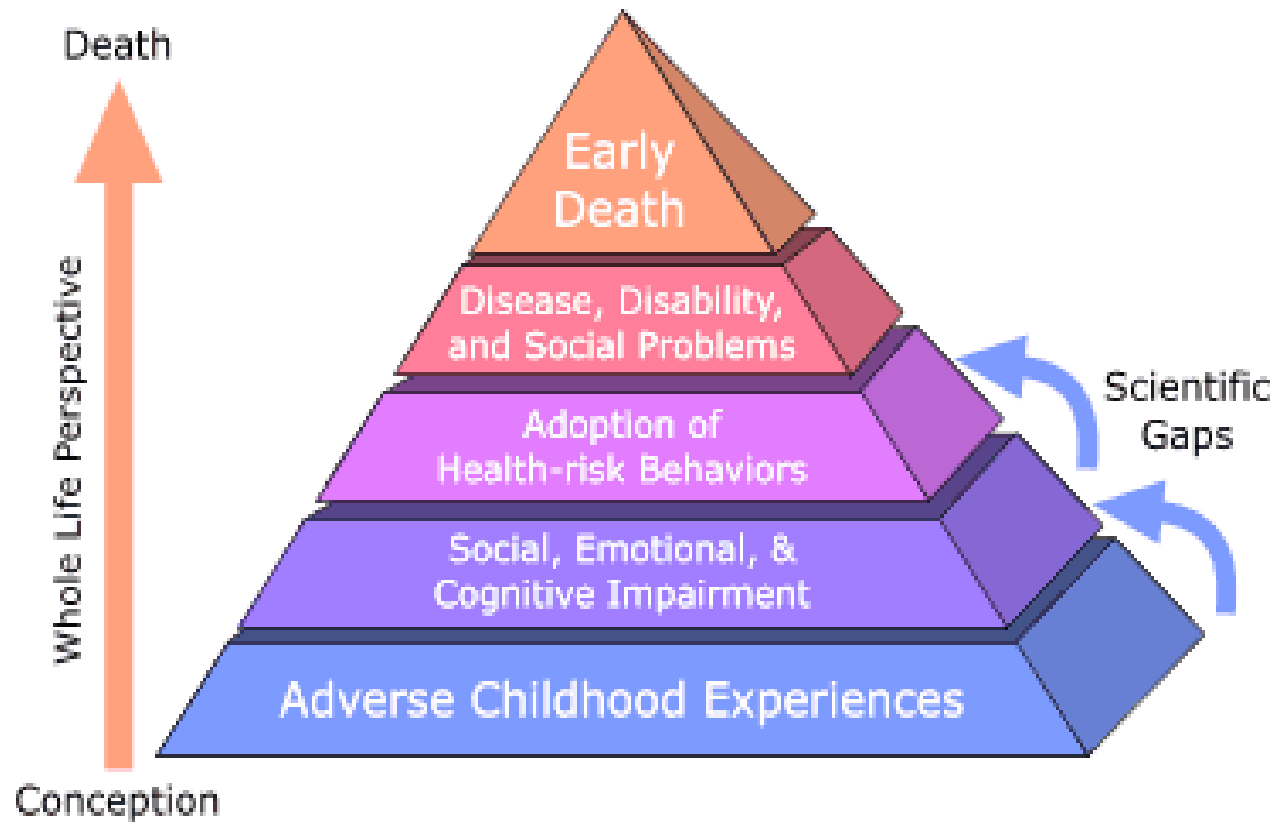
Neutral

Clear

Inclusive

ACES Pyramid

(Adverse Childhood Experiences Study)



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Safe, Stable, Nurturing Relationships and Environments


Safe, Stable, Nurturing



www.cdc.gov/violenceprevention/childmaltreatment/essentials




Download at the CDC



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





We Need to Question our Perceptions



Close the Gap Between Actual and Perceived Norms



What We Focus On Becomes Our Reality



**“Dude...
That’s not who
we are...”**

**Great leaders
challenge core
assumptions**



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MontanaInstitute.com