

Social Norms



In the Rapidly Changing Social Ecology of Legal Marijuana

Derek Franklin, MA (WASAVP, Mercer Island CTC)

CPWI/ 2-24-16

Overview

1. Marijuana Legalization and Social Norms
2. Marijuana Legalization Narrative
3. Practicing Social Norms approach in the new Marijuana Landscape
4. Coalition Leadership & Impact

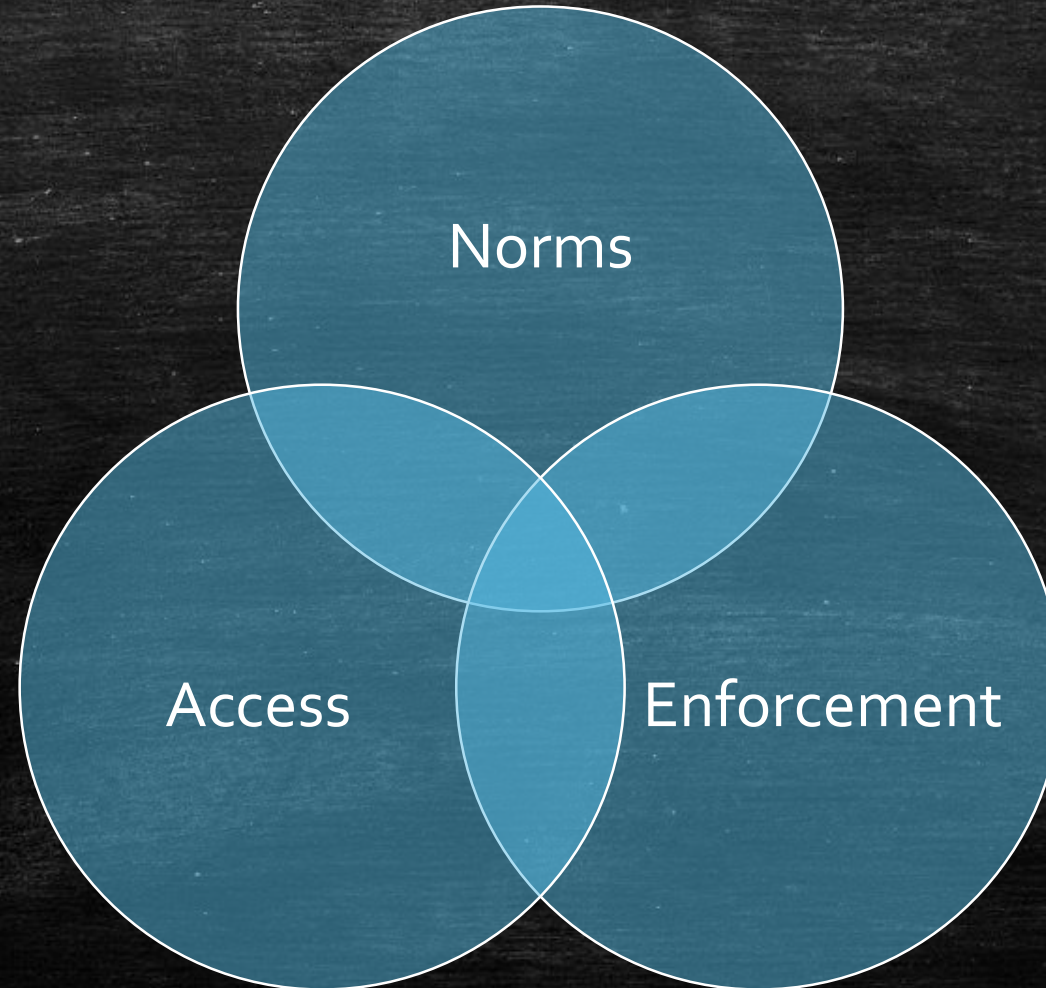
Learning Goals/ Take-Aways

1. Terms: types of norms
2. Identify role of norms across the social ecology
3. How norms help tell the story/ narrative
4. Understand basics of normative messaging
5. Understand risks of social norms messaging
6. Understand concept of leveraging the majority

1. Marijuana Legalization Challenges WRT Community and Individual Norms

1. Youth access to hi-po marijuana, edibles, concentrates; paraphernalia
2. Prevention funding centralized around state/ federal dollars: advocacy difficult
3. Enforcement frustrated, inconsistent, mixed messages from feds
4. Youth exposed to advertising: disinformation, misinformation, media bias
5. Concept of medical marijuana
6. Highly visible industry: Green cross, "living" sections of youth-friendly periodicals, social media
7. Difficult to judge rapidly changing norms and attitudes

Need to Rethink Prevention Strategy?



Social Norms Theory



1. Our behavior is influenced by our perceptions about how other members of our social group think and act.
2. Youth and adult behaviors often based upon misperceptions about what is normative; unhealthy behaviors are typically exaggerated.
3. Correcting misperceptions by messaging actual normative data can influence decisions about engaging in high risk behaviors... *“well, actually, if most of my peers aren’t doing it, then maybe I won’t take a hit of XYZ...”*
4. Central to the effectiveness of the social norms approach is addressing the discrepancy between one’s own views and/or behaviors and those of others.

Practical Social Norms Concepts



Two types of norms to consider (Cialdini 1990):

Descriptive Norm: the perception of other's quality and frequency of behavior XYZ, based largely on observations (the norms of "is")

Injunctive Norm: the perceived approval of behavior XYZ, based largely on perceived moral rules of the peer group (the norms of "ought")

Practical Social Norms Concepts



Peer Influence: If students perceive others' use to be higher than their own, reductions in drinking are unlikely because personal use is viewed as less risky than the social norm. Conversely, if the students perceive personal use to be higher than the norm, then re-evaluation of personal drinking habits is likely.(Perkins, 2002)

Gaps: wrt social norms work, the "gap" between real and perceived norms; minimal gap suggests nothing to change (implication: know your data)

Social Norms Theory Background

Mixed Results: Historical results varied wrt social norms marketing campaign, largely studied on college campuses (reductions in drinking: Hains, Spear 1996; no change Werch et al. 2000)

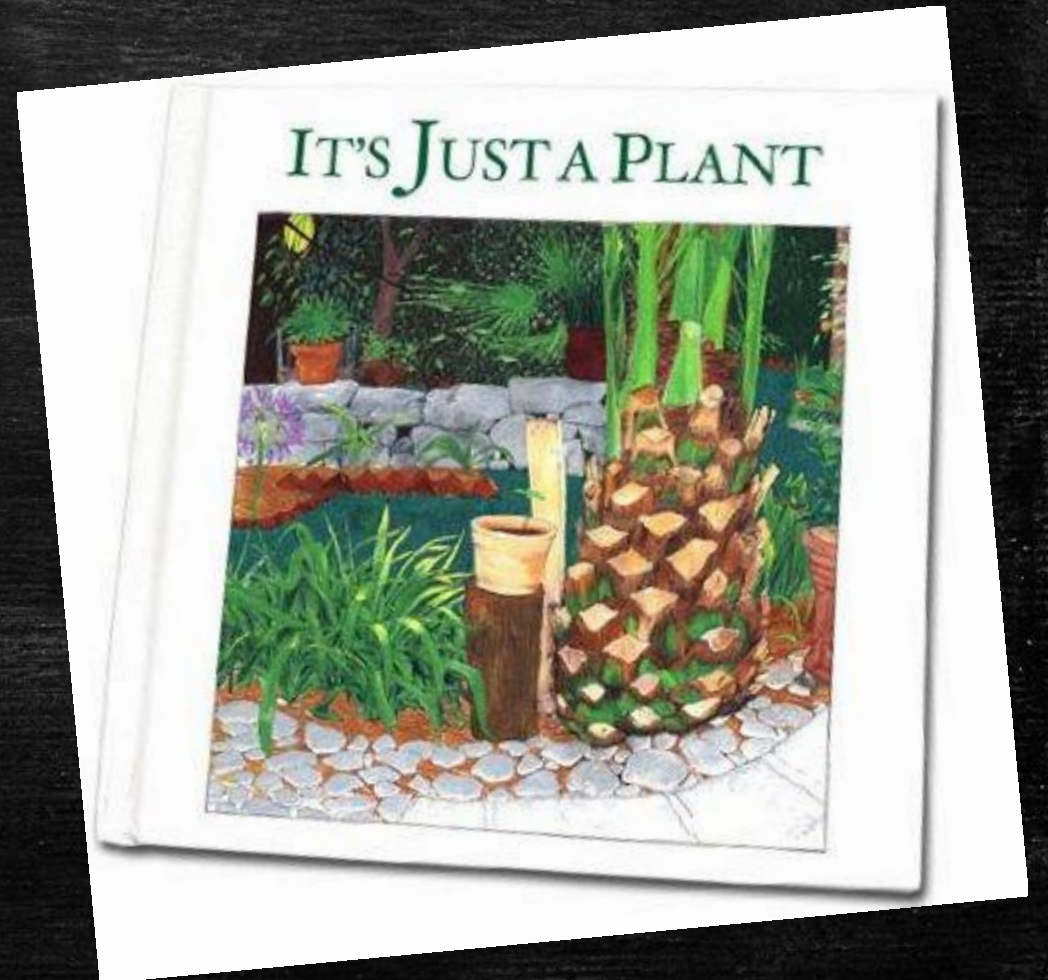
Individual vs. Community Norms: both important, individual normative interventions and community norms messaging

Marijuana: unique substance compared to alcohol wrt to social norms impact

Meta-analysis: [Descriptive and Injunctive Norms in College Drinking: A Meta-Analytic Integration](#) Brian Borsari, Kate B. Carey
J Stud Alcohol. Author manuscript; available in PMC 2008 June 19. Published in final edited form as: J Stud Alcohol. 2003 May; 64(3): 331–341.

2. Community Norms: Importance of Influencing the Marijuana Narrative

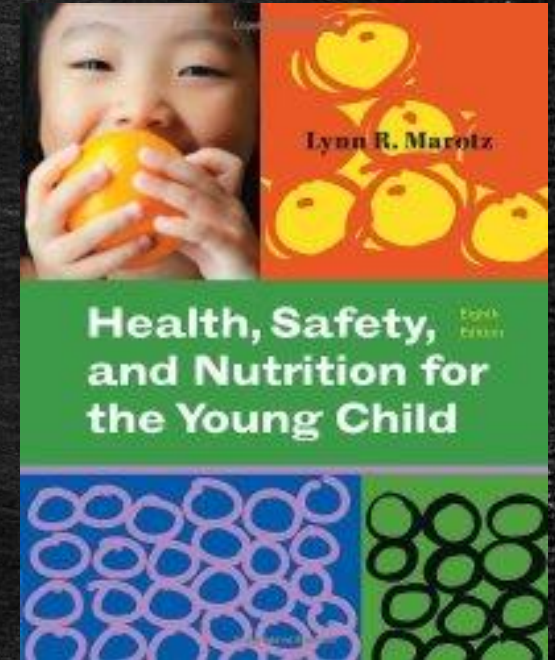
How do we become co-authors of a health-(not problem) saturated outcome of the Marijuana narrative (story) in our communities?



Narrative: What's the Marijuana "Story" for Our Youth?

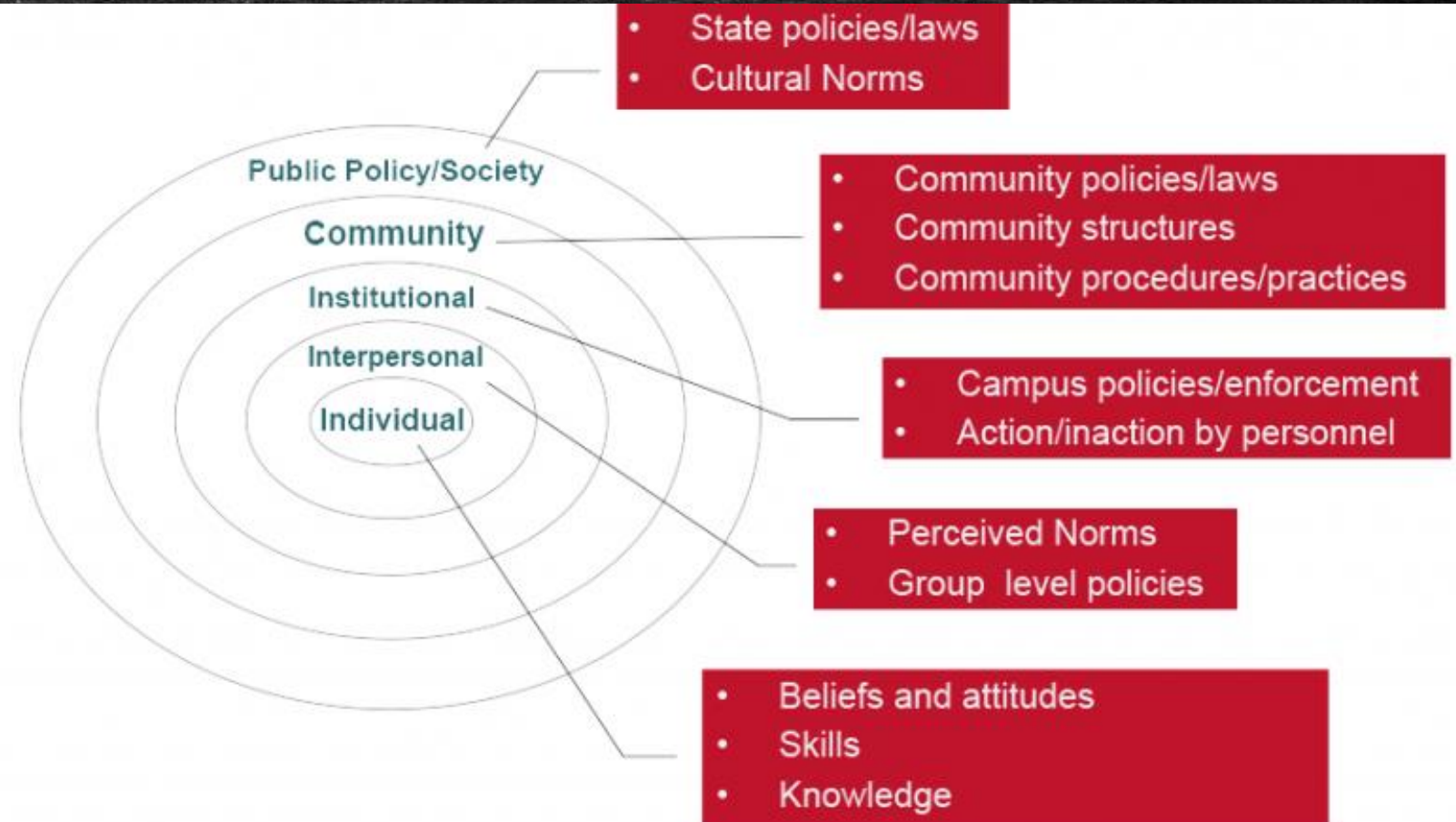
Working with Social Norms or the Positive Community Norms (PCN) **framework** involves influencing the community narrative/story/ "the river":

- Join the Conversation
- Deconstruct problem using Data, Local Examples
- Co-create a positive, health-based narrative using normative messaging
- Evaluate and refine messaging

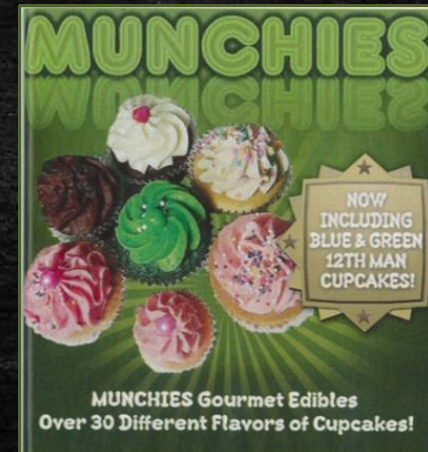
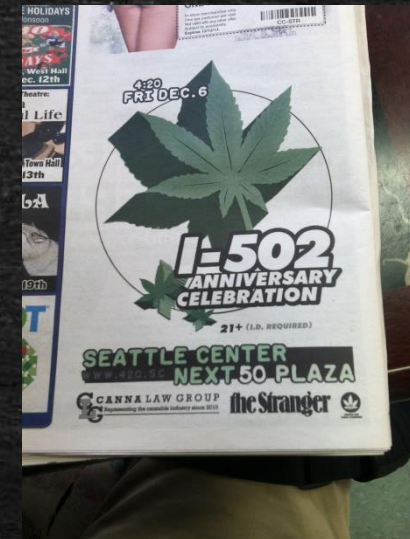


Positive Community Norms ref: Dr. Jeff Linkenbach & the Center for Health and Safety Culture, Montana State University

Legalization Narrative Exists at All Levels Across the Social Ecology



Narrative: Messages to Youth Culture



Narrative: Public Health



Narrative: Public Safety



Narrative: Family Values



**Strict Penalties for
Selling to Minors**

Narrative: Family/ Medical Institutions



Narrative: Community Culture



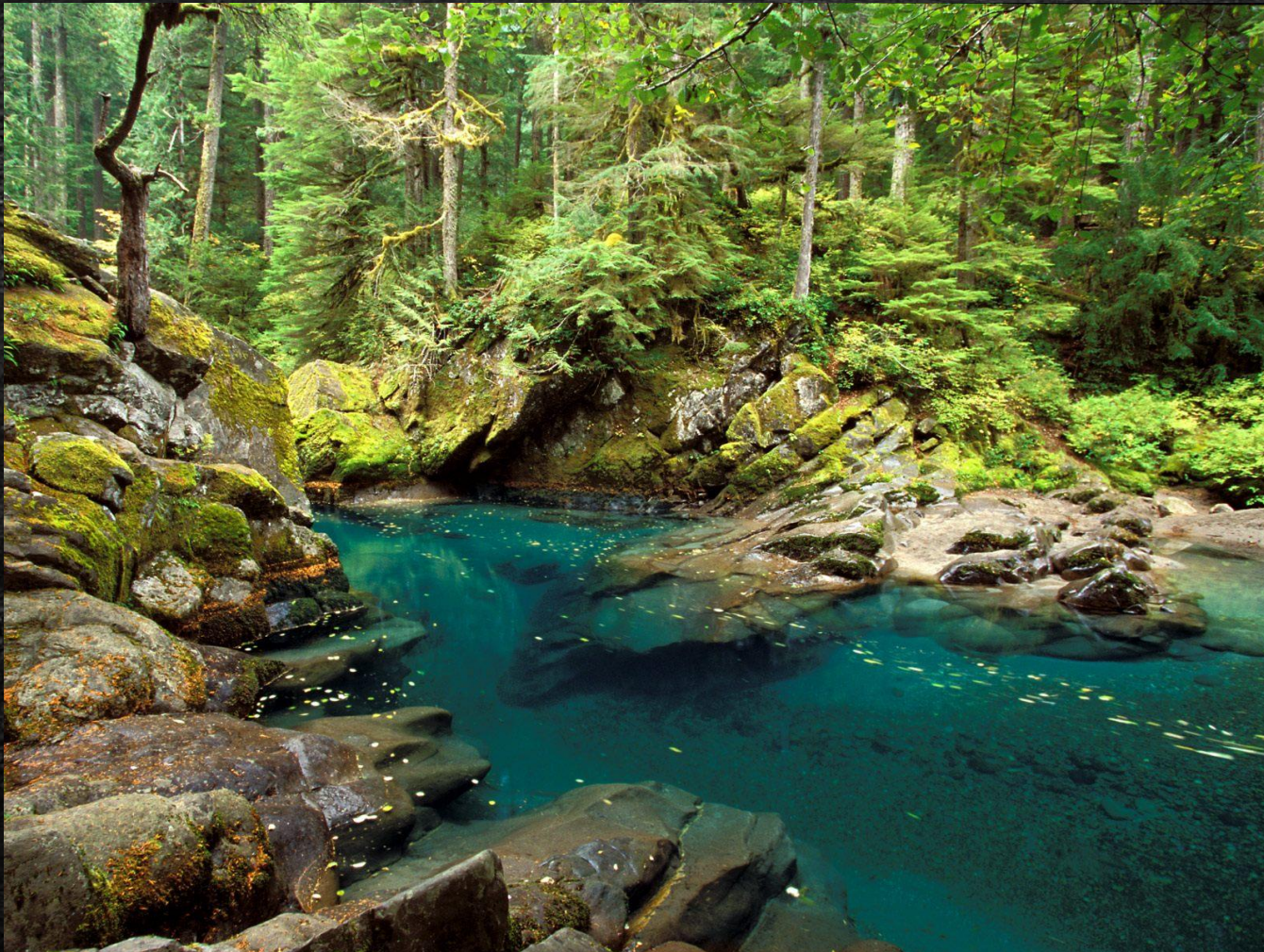
Narrative: Regional Culture



Narrative: State Culture



What is the Dominant Narrative of the Stream (Community) Regarding Marijuana?



Influencing perceptions of COMMUNITY NORMS makes a difference in the "river."

Ohanapecosh River Mt. Rainier National Park

Questions?



3. Practicing Social Norms Marketing in the New Marijuana Landscape

Considerations/ Risks...

1. How fast is the MJ narrative/perception/attitudes changing?
2. Is my data still relevant? Adequate?
3. Buy-in from applicable institutions? Alliances in flux.
4. Need to compliment social norms messaging with social marketing to fill basic info gaps?
5. Assessing capacity for adequate dosage & inimizing competing messages.
6. Complimenting community norms with individual norms?
7. Old parent attitudes from 60's and 70's coming back on line; should I message to parents? What data do I need?
8. Is my prevention portfolio robust enough or over-reliant on information dissemination?
9. MJ/MMJ camps; understand norms and community transformation.

Working with the Narrative: Local Data

HYS Data:

Descriptive: past 30 day use, lifetime use

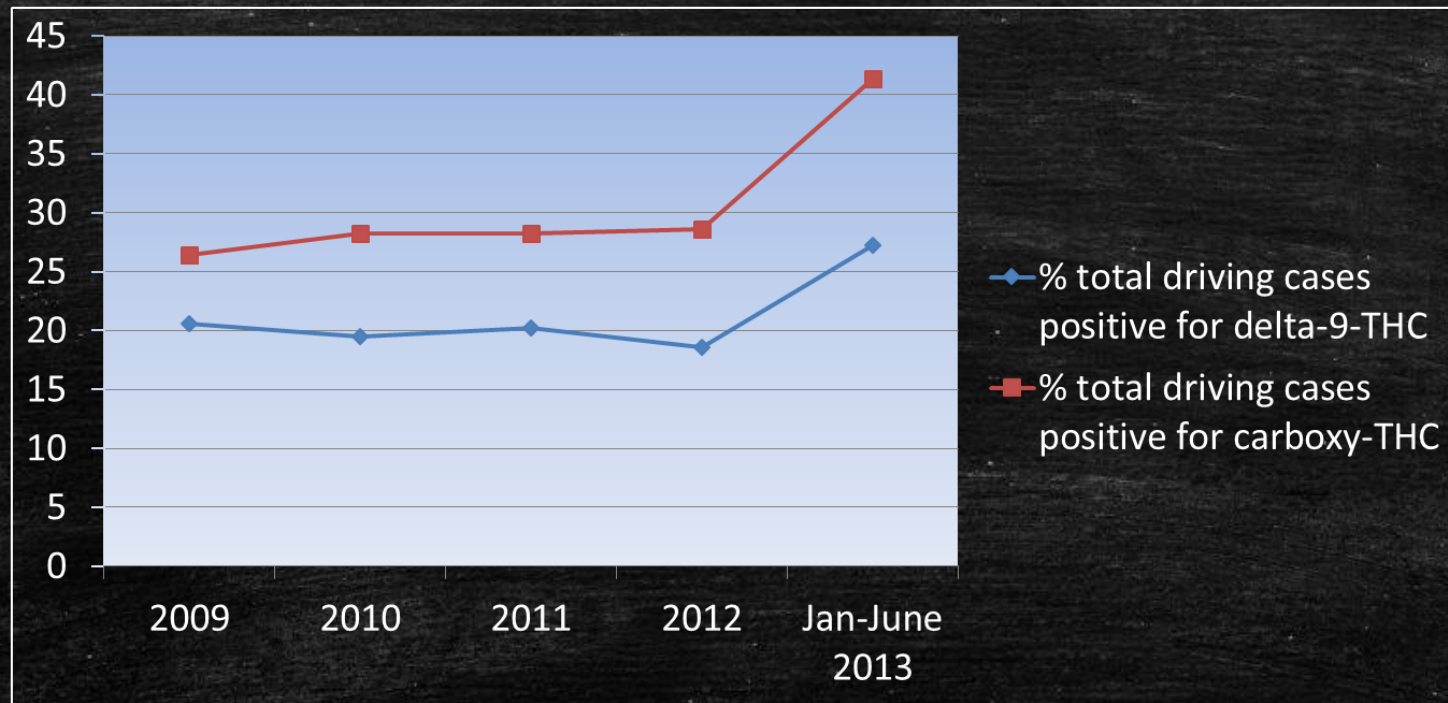
Injunctive: peer or parent attitudes

Matched Perceptual Data: questions stems that ask both how much one uses and how much they perceive their peers use (or other referent group). Own surveys?

Normative Messaging: developing messages around when a significant gap exists between use rates and attitudes

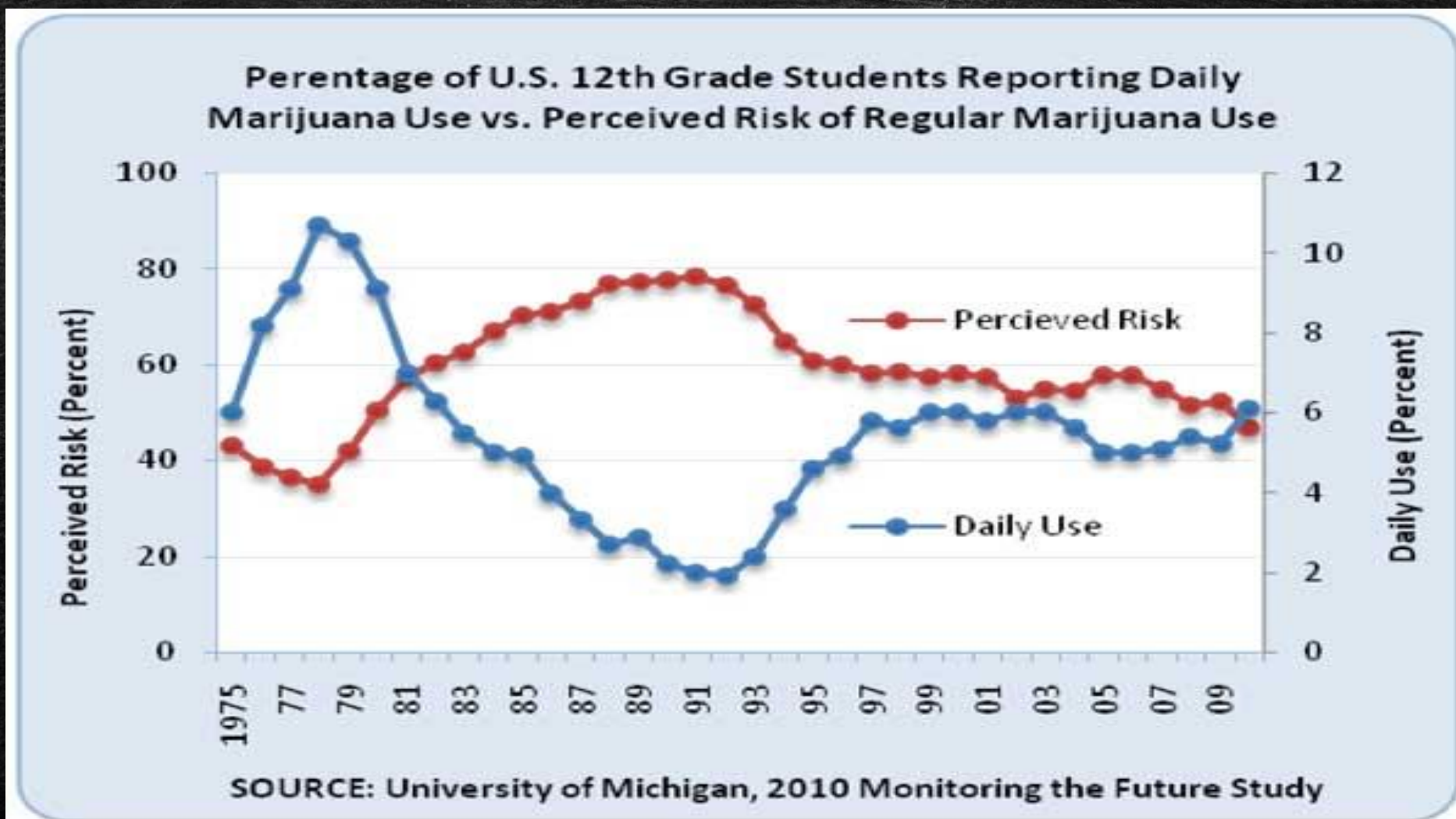
Working with the Narrative: State Data

Total Driving Cases Show Increase in THC and Carboxy THC after legalization



Nov. 5, 2013 WA State Toxicologist Report DUID-MJ

Working with the Narrative: National Data



Awareness/Messaging Efforts



Dr. Leslie Walker, MD, Seattle Children's Hospital:

"Most kids don't use. And I'll tell you, most kids that are real athletes, or that are getting scholarships... don't use either."



Community-based Messaging



Community-based Messaging



Community-based Messaging



School-based Messaging

84%
of MI 6th-12th graders
have **NEVER** used
marijuana!

Frequent teen marijuana
use can lower
I.Q.*

Communities MOST of us
2011 MOST of us survey by Communities That Care, 157 MS students and 1,105 MS students surveyed, students surveyed, 6-15
* Data based on brain scans of 10-year-olds. Researcher: Green, 2011. Percent could vary.
See survey published at www.healthyteen.org. See survey at backus.org.

9 out of 10 IMS students say:
“Using marijuana is never a good thing for anyone my age to do.”

Communities MOST of us
2011 MOST of us survey by Communities That Care, 157 MS students and 1,105 MS students surveyed, students surveyed, 6-15
© 2011 Communities That Care. All rights reserved.

PCN campaigns reflect attempt to adjust to broader narrative that “its medicine.”

MJ messages back to middle school even though gap is small.

Messaging Details/ Positive Community Norms Framework



Considerations

Pilot Testing Image

Pilot Testing Message

Citing Data

Intercept Surveys/Refine Message

Placement

Dosage

Individualized Normative Messaging



Dear Mercer Island High School Senior,

You are being invited to participate in a new project being conducted by Mercer Island High School in conjunction with the University of Washington, the Mercer Island Communities That Care Coalition, and Mercer Island Youth and Family Services.

Why are we doing this project?

The purpose of the Mercer Island Personalized Feedback Project is to provide MIHS 12th graders with personalized information regarding alcohol and marijuana use. Participation does not mean that you use alcohol or marijuana or have alcohol or marijuana-related concerns.

What would I be doing?

You are being asked to complete a 15-20 minute online survey about your use (or non-use) of alcohol and marijuana and your perceptions of use among Mercer Island High School students in general. After you complete the survey, you will immediately receive some personalized information about alcohol and marijuana. After reviewing the information, you will be asked to fill out a very brief survey about your reactions to the information you receive. If you choose to participate, you will have the opportunity to be entered into a drawing to win an iPad mini 3. Once you've completed your participation, you can enter the drawing by filling out and mailing the project postcard provided to you with this invitation. The drawing will be held July 15, 2015.

Are my answers kept confidential?

All the information you provide for the project is strictly confidential. This means that no one but the University of Washington project staff will be able to see your answers. Your answers are anonymous and will not be shared with your parent(s)/guardian(s), your teachers, school, or anyone else. All questionnaires will be completed online using a secure server supporting 128-bit encryption, which provides the highest level of protection of confidentiality. You can access the survey and your personalized feedback by entering the link provided below into your web-browser. Your data will only be identified with a personalized identification number (PIN), and your answers to the survey items will be anonymous. Participation is completely voluntary and you do not have to participate unless you would like to.

What do I need to do?

To begin your participation in the Mercer Island Personalized Feedback Project, please enter the survey URL below into your web-browser to access the survey and view your personalized feedback. You can access the survey and feedback until June 30, 2015. Please feel free to contact us if you have any questions or experience any technical difficulties by calling (206) 685-1499 or by emailing MIHSPF@uw.edu.

Link to the Survey:

https://www.uwhealthprojects.com/illum5Collector/Survey.aspx?Name=MI_Personalized_Feedback_Project

Thank you,

Derek Franklin
Administrative & Professional Services Manager
Project Director, Communities That Care Coalition
Mercer Island Youth & Family Services
Phone: (206) 275-7745; Derek.Franklin@mercergov.org

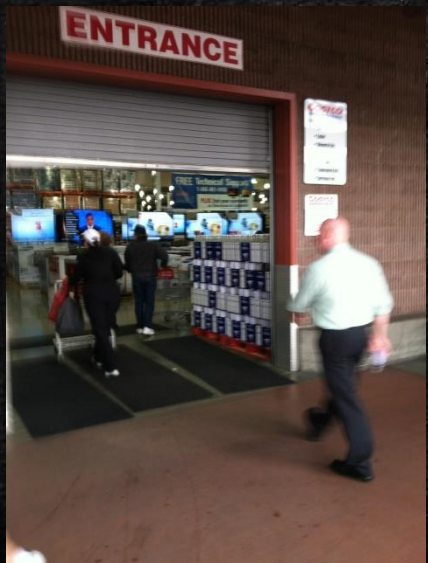
Jason Kilmer, Ph.D.
Center for the Study of Health and Risk
Behaviors
University of Washington

Partnership with
University of
Washington/
CSHRB/ Dr. Kilmer

Using normative
survey data to
inform personalized
normative feedback
protocols for high
school seniors

PCN Compliments Other Coalition Efforts

1. PCN model a framework that includes social norms messaging interventions.
2. Additional role for PCN/Social Norms framework across multiple strategies for community change (i.e. CADCA's Seven Strategies)
3. Challenges coalition leaders to consider their frame of reference and to know their own misperceptions



Questions?



4. Coalition Leadership & Impact

Considerations...

1. Has MJ legalization changed prevention interventions and the level of the social ecology where they are needed? *(Yes and No)*
2. Understand limits/ strengths of approach. *(Avoid boomerang effect.)*
3. Are there new opportunities to share normative messages? *(Yes. MJ legalization has opened the narrative about public health norms in local communities—if prevention doesn't help tell the real story, the MJ industry will... and is.)*

Enter the Dialogue

Derek: "I am not without hope. The fact that a majority of our population, over 90%, does not use marijuana reminds me of the sizeable reservoir of untapped healthy community attitudes and behaviors largely ignored in the prohibition vs. legalization narrative."

Washington State's Marijuana Legalization Law: A Dialogue Between a Proponent and an Opponent

Roger Roffman (www.rofferoffman.com) is a marijuana dependence researcher and professor emeritus of social work, University of Washington. He was a co-sponsor of I-502.

Derek Franklin is President of the Washington Association for Substance Abuse and Violence Prevention (www.wasavp.org), and Project Director of the Mercer Island Communities That Care Coalition.

On November 6, 2012, Washington State voters approved Initiative-502, thus setting in motion planning for a legal regulated marijuana market. The Washington State Liquor Control Board, during a year-long rule-making process, will issue licenses to marijuana growers, processors, and retailers (I-502 Implementation, 2012). By early 2014, adults 21 years or older will be able to purchase marijuana and marijuana-infused products in stand-alone marijuana stores.

We see eye to eye about the very real risks of marijuana abuse and dependence (Hall & Pacula, 2003; Roffman & Stephens, 2006), accidents involving driving under the influence (Hartman & Huestis, 2012), and particularly the harms faced by adolescents who begin use early and subsequently use marijuana regularly (Kuehn, 2012; Rubino, Zamberletti, & Parolaro, 2012). Despite our areas of agreement, in the months leading up to the election we strongly disagreed about the initiative.

Roger: "For me, it added up to prohibition being far-too-ineffective in preventing harm and the initiative offering a compelling alternative via a solid public health approach. The initiative's earmarked tax revenues, a new and substantial revenue stream for science-based marijuana education, prevention, treatment, and research,

led me to feel hopeful that this already widely available and popular drug would be used more safely." (Roffman, 2012)

Derek: "And for me, legalization represented the nuclear option to a problem distorted by rhetoric and misperceived norms. It failed basic prevention principles by creating more problems for enforcement, increasing access to the drug, and eroding protective attitudes and beliefs. I saw the initiative's public health and safety provisions to be inadequate compared to the market forces inherent to a commercialized marijuana industry. It seemed lessons from alcohol and tobacco were being ignored."

Roger: "I guess I'm more optimistic about what we can do in shaping protective attitudes and norms. Look, given the prevalence of use and 'pot's no big deal' attitudes, can we really say we've done even an adequate job under prohibition? With the hefty tax revenues from legal marijuana, youth drug prevention programs that we know are effective will be funded throughout our state. I don't know for certain how access to marijuana by minors will be affected, but I put more stock in accurate education and proven prevention programs in protecting youth."

Derek: "I agree that it is incumbent upon us to now bring to bear all the best science-based prevention strategies. However, that same science suggests that increasing population-level access to another addictive drug will increase its use, and with increased use comes increased harm. No, we do not yet have the social experiment (we have just begun it) to know just how much underage marijuana use will increase under legalization; but I submit we can safely predict it will. Looking at the

California RAND study foreshadowing legalization outcomes (Pacula, 2010), the increase in underage use in "medical" marijuana states (including Washington), our state's proven history of raiding prevention dollars, or reports that 'Big Tobacco' is eyeing fledgling marijuana industry—I feel more concerned than pessimistic. Among other key reasons, youth reported not using marijuana because it was illegal. Indeed, prohibition has problems, but one thing it does right is lower rates of substance use. Instead of legalization, I believe enforcement reforms, adequately funding prevention and treatment, and keeping 'medical' cannabis in the hands of doctors would ultimately have been a better path towards harm reduction and social justice."

Roger: "You paint a pretty bleak picture, Derek. History will tell which of us was more accurate in forecasting. As you know, some of the marijuana tax revenues will be used to evaluate the law's impact over a number of years. When the Washington State Institute for Public Policy reports its findings in 2015, 2017, 2022, and 2032, I expect to see: reductions in marijuana use disorders, fewer automobile accidents in which a driver was impaired by using marijuana, fewer young people initiating marijuana use in their early teens, and fewer marijuana-related dropouts from school. If our state gets it right in how it implements the initiative-funded harm reduction components of this new policy, I think we'll have fewer victims even if marijuana is as or more popular than it is now. I have to admit, though, that people like you and I will need to hold our state officials' feet to the fire when the industry's profit motives fuel efforts to water down the initiative's harm reduction emphases, for example the restrictions on advertising."

Roger: "I'm glad you mentioned the majority who don't use marijuana. It also needs to be said that large percentages of people, both youth and adults, either don't consume alcohol or other drugs or, if they are consumers, do so without adverse consequences."

Majority Positive Norms Still Exist



Ohanapecosh River Mt. Rainier National Park

... And Coalitions Can Foster Their Growth in Communities

- Majority of population still do not use
- Majority youth still do not use
- Majority of parents still disapprove of underage use
- Majority of youth still perceive risk/harm
- Majority of peers still disapprove of regular use

Learning Goals/ Take-Aways

1. Terms: types of norms
2. Identify role of norms across the social ecology
3. How norms help tell the story/ narrative
4. Understand basics of normative messaging
5. Understand risks of social norms messaging
6. Understand concept of leveraging the majority

Questions?



Thank You / End

Derek Franklin

djfranklincmz@gmail.com

