

Data to Message Tool Introduction

This tool will be your go-to resource for Positive Community Norms (PCN) Messages. Use these materials as a guide to finding positive norms in the Washington State Healthy Youth Survey (HYS) data and any other local data you may have access to. Taking the time to look through data in this way will help: 1) uncover the positive norms that exist in the data, 2) understand and measure the misperception gaps in the data, and 3) turn the normative data into Positive Community Norms messages.

- This tool was created as a guide to help uncover Positive Community Norms that are found in the Washington State Healthy Youth Survey.
- This tool can be used as a guide for uncovering Positive Community Norms messages in other surveys as well by following these basic concepts.
- This tool consists of:
 1. Data to Message Tool Introduction: This is the document you are reading right now and is intended to introduce each component of the tool.
 2. Data to Message Guide for the 2021 Washington State Healthy Youth Survey: This guide will uncover specific data points in the HYS that can lend themselves well to Positive Community Norms messages focused on growing positive norms around substance non-use.
 3. Creating PCN Messaging from Data Tool BLANK: This is a blank table that can be used to create a data-to-message resource. Use one page per data point/message.
 4. Creating PCN Messaging from Data Tool SAMPLE: This is an example of how each column of the table can be filled in.
 5. Creating PCN Messaging from Data Video: [This video](#) is a short explanation of how to use this tool to find PCN messages in your data.



Please note: these tools can be utilized for message development. These tools are not a comprehensive guide to implement Positive Community Norms as a Social Norms Marketing strategy per DBHR guidance.

Data to Message Guide for Positive Community Norms Messaging 2021 Washington State Healthy Youth Survey Frequency Report

Lifetime Use:

Have you ever, even once in your life:

- Smoked a cigarette, even just a puff?
- Used an electronic cigarette, also called e-cigs, JUUL, or vape pens?
- Drank more than a sip or two of beer, wine or hard liquor?
- Used marijuana?

(Norm calculation at NO)*

Message Example: MOST (%) of XYZ students have never used_____.

30-Day Use:

During the past 30 days, on how many days did you:

- Smoke cigarettes?
- Use chewing tobacco, snuff, or dip?
- Use an electronic cigarette, also called e-cigs, JUUL, or vape pens?
- Drink a glass, can or bottle of alcohol?
- Use marijuana or hashish?
- Use prescription drugs not prescribed to you?

(Norm calculation at NONE)*

Message Example: MOST (%) of XYZ students have not used_____ in the past 30 days.

Tobacco Related Questions:

If one of your best friends offered you a cigarette would you smoke it?

(Norm calculated at Definitely No)*

Message Example: MOST (%) of XYZ students would definitely not smoke a cigarette if a friend offered it.

Risk of harm:

How much do you think people risk harming themselves if they use electronic cigarettes, also called e-cigs, JUUL, or vape pens?

(Norm calculated adding great and moderate risk)*

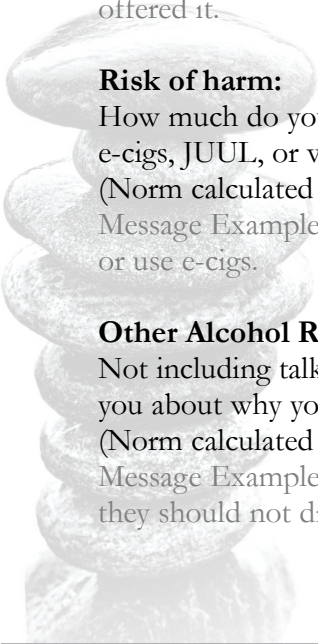
Message Example: MOST (%) of XYZ students think people risk harming themselves if they vape or use e-cigs.

Other Alcohol Related Questions:

Not including talks on drinking and driving, in the past year have your parents or guardians talked to you about why you should not drink alcohol?

(Norm calculated adding Yes, a number of times and Yes, once)*

Message Example: MOST (%) XYZ students say their parents have talked with them about why they should not drink alcohol.



Other Marijuana Related Questions:

In the past year, have your parents or guardians talked to you about why you should not use marijuana?

(Norm calculated adding Yes, a number of times and Yes, once)*

Message Example: MOST (%) XYZ students say their parents have talked with them about why they should not use marijuana.

Poor Family Management Questions:

When I am not home, one of my parents knows where I am and who I am with.

(Norm calculated adding yes and YES!)*

Message Example: MOST (%) XYZ students say when they are not home, at least one parent knows where they are and who they are with.

The rules in my family are clear.

(Norm calculated adding yes and YES!)*

Message Example: MOST (%) XYZ students say the rules in their family are clear.

My family has clear rules about alcohol and drug use.

(Norm calculated adding yes and YES!)*

Message Example: MOST (%) XYZ students say their family has clear rules about alcohol and drug use.

Opportunities for Prosocial Involvement questions:

My parents give me lots of chances to do fun things with them.

(Norm calculated adding yes and YES!)*

Message Example: MOST (%) XYZ students say their parents give them lots of chances to do fun things together.

Favorable Attitudes Toward Drug Use questions:

How wrong do YOU think it is for someone your age to:

- Drink beer, wine, or hard liquor regularly?
- Smoke cigarettes?
- Use marijuana?

(Norm calculated adding very wrong and wrong)*

Message Example: MOST (%) XYZ students think it's wrong for someone their age to

*If there is not a norm, do not proceed with creating a Positive Community Norms message using this data point.

<p>UNCOVER THE POSITIVE Find the norms in your data</p> <p>Document the survey question and the positive norm that exists</p> <p>Include your source, total number of respondents, response rate, and confidence intervals when applicable and reported.</p>	<p>MEASURE GAPS Uncover misperceptions of norms in your data -or- in your community story.</p> <p>Document the misperception gap found in your survey. If there is not a matched perception question to the norm on the left, then document what the narrative is that you are hearing in your community around this norm?</p>	<p>CHALLENGE MISPERCEPTIONS Turn your norms data into Positive Community Norms messages.</p> <p>Brainstorm the potential norms messages you could use to correct the misperception of this norm:</p>
<p>Lifetime MARIJUANA Use: Have you ever, even once in your life used marijuana?</p> <p>94% of 8th graders have never 84% of 10th graders have never 66% of 12th graders have never</p> <p>2021 Washington State HYS 8th: n=7004, CI +-1.1, 64% response rate 10th: n=8442, CI +-2.1, 63% response rate 12th: n=5085, CI +-3.6, 39% response rate</p> <p>Note: Add the word “surveyed” to your messaging in “challenge misperceptions” column if response rate is lower than 70%, further guidance provided by DBHR.</p>	<p>General Community Conversations Around Perceived Lifetime Use: The general feeling around the school and community is that students are using marijuana frequently and that so many kids are doing it, it's legal, it's available, it comes in all kinds of forms that are attractive to kids, they say it's easy to get, so most kids must be using it.</p>	<p>Ways to frame the norm in messaging:</p> <p>MOST Washington students surveyed have NEVER used marijuana.</p> <p>84% of Washington 10th graders surveyed have never used marijuana, not even once in their life.</p> <p>84% of Washington 10th graders surveyed have NEVER used marijuana.</p> <p>8 out of 10 Washington 10th graders surveyed have NEVER used marijuana.</p> <p>4 out of 5 Washington 10th graders surveyed have NEVER used marijuana.</p>

SAMPLE
For demonstration only



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