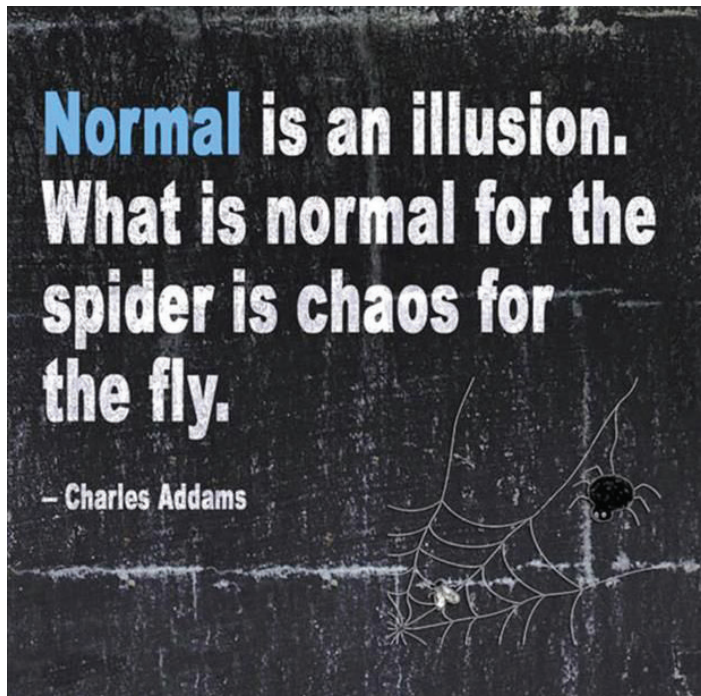


STARTING A SOCIAL NORMS CAMPAIGN



WHAT ARE SOCIAL NORMS?

Social Norms are standards of acceptable behavior shared by groups. They can be rules or laws or an unwritten understanding. Sometimes, beliefs about social norms may not reflect actual behaviors.

WHAT IS A POSITIVE SOCIAL NORMS CAMPAIGN?

A Positive Social Norms Campaign intends to clarify or correct certain misperceptions of norms and promote positive social norms or behavior.

How does your friends behavior affect your thinking?

What are some misconceptions you've seen or experienced about your school or group of friends?

What can affect social norms?

CONDUCT A FOCUS GROUP

A focus group is a diverse group of people gathered to participate in a discussion about a campaign before it is launched.



Which campaign was the most popular?

What attracted your attention?

Where would these messages achieve the most impact?

Create a Survey

Gather information about what the participants of the focus group thought about your campaign.

REFINE YOUR MESSAGE

Use the information gathered from the focus group to refine your message and achieve the most impact!



THE ROLL OUT

Share your action plan with administrators and teachers. Be sure to detail how and where you want the information delivered.

Source materials, begin production, and distribute!



Evaluate the response to your campaign with additional surveys, and pat yourself on the back for a job well done!

