

Positive Social Norms Marketing Ad Campaign 2010/2011



What is social norms marketing? “Misperceptions are formed when a minority of individuals are observed engaging in highly visible problem behavior (such as public drunkenness or smoking) and when this extreme behavior is remembered more than responsible behavior that is more common but less visible. Scores of studies (www.edc.org/hec/socialnorms/theory/appendix.html) have validated the theory that through environmental strategies and public campaigns to correct the commonly held misperceptions with accurate, regionally-relevant information, related behaviors in targeted populations can be significantly altered to reflect healthier lifestyle choices. These approaches are called *Social Norms Marketing* campaigns.

What is being done locally? For the past several years, The “Do You REALLY Know?” campaign has been ongoing in numerous public and private schools in Jefferson County. Students in these schools have developed positive social norms posters tailored with tobacco related statistics relevant to that particular school. These posters are then displayed in the schools as a part of the ongoing campaign.

Who is sponsoring the campaign? The Kentuckiana Health Alliance and the Louisville Metro Tobacco Free Coalition, whose primary partners are the Louisville Department of Public Health and Wellness and the Greater Louisville Medical Society, are sponsoring these efforts in collaboration of the Jefferson County Safe & Drug Free Schools. Other organizations leading these efforts include the American Cancer Society, Healthcare Excel, Jefferson County Health Promotion Schools of Excellence, Norton Healthcare, Seven County Services Regional Prevention Center, and UAW/Ford Community Healthcare Initiative.

What are the ultimate goals of the campaign? The long term goal of the campaign is to correct misperceptions of the number of teens who smoke thereby diminishing the social acceptability of teen tobacco use with the ultimate goal of decreasing the number of youth who smoke. Short term goals include assessment of reach of marketing campaign and increasing the percentage of students who have accurate perceptions regarding youth tobacco use.

Requirements for Participation:

1. Get support/approval from your school’s administrator.
2. Return *Intent to Participate* form by Friday, September 10, 2010.
3. SNMC Ad Campaign Pre-Survey will be delivered by September 17, 2010.
4. Have at least 150 randomly chosen students (may be 5 randomly chosen homerooms of 30 students each) complete the 10-question pre-test prior to campaign implementation and post-test after campaign completion (see sample survey at www.kentuckianahealthalliance.org).
5. Pre-test surveys must be completed by September 24, 2010.
6. Choose posters (at least 4 - up to 8). It is preferable to have two different posters displayed at all times throughout the campaign.
7. Hang chosen posters (they will be tailored with your school’s tobacco use statistics, printed and delivered to you) in highly visible locations in your school.
8. Change displayed posters four times (twice in fall, and twice in spring) throughout the campaign. Dates will be agreed upon with your committee contact.
9. Return completed pre- and post-tests to Louisville Metro Tobacco Free Coalition.

To sign your school up in the program, contact Elizabeth Eisinger at (502) 547-5278 or elizabeth.eisinger@louisvilleky.gov .

Louisville Metro Tobacco Free Coalition
Schools & Youth Task Group
Social Norms Marketing Campaign
2010-2011 School Year

Intent to Participate

Please complete form and fax to Elizabeth Eisinger at (502) 574-6810 by September 10, 2010.
 Thank you for helping us to prevent and reduce teen tobacco use!

Contact Information

School Name: _____

Contact Name: _____ Title: _____

Phone Number: _____ Email: _____

Is the faculty contact the same person who will be leading the project?

Yes ___ No ___ (If no, please list the name and title of the faculty person leading this project.)

Choose Your School's Posters

For each time frame (September/October), please write the poster number to be displayed in your school. Each time frame must have at least 1 poster chosen. A second poster may be displayed during the same time frame, but is not required. Each school will receive 15 copies of each poster chosen.

Time Frame optional)	Poster #	Poster # (2 nd poster
Example:	<u> 2 </u>	<u> 4 </u>
September/October	_____	_____
November/December	_____	_____
January/February	_____	_____
March/April	_____	_____

Faculty Leader: _____ Date: _____

School Administrator: _____ Date: _____

Thank you!

