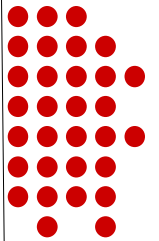




Positive Social Norms Marketing Smoking Prevention Campaign Jefferson County Middle & High Schools



Sample Social Norms Poster

Your school is invited to participate in a smoking prevention program using positive social norms marketing, a proven strategy for changing student perceptions. Schools will be supplied with catchy posters to display the percentage of non-smokers specific to their school using BRFSS data. The goal of the program is to make a positive change in student perception about the number of students that do NOT smoke in their school. Schools will be asked to choose 8 posters to display between September 2010 and March 2011 and to conduct a short pre-test and post-test of a small student sample.

Participation is simple! Just fill out an Intent to participate form by September 10th. You may access the form and learn more about this free community-based program by visiting www.kentuckianahealthalliance.org and clicking on the "Smoking Prevention" tab. You may also contact Stefanie Bramer at Stefanie.Bramer@jefferson.kyschools.us or 502-485-7920.

