



Social Norms in Stockton

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Social Norms Refresher...



- ☛ The greatest influence on people's behaviour is the behaviour or perceived behaviour of their direct peer group. Actions often based on misinformation/misperceptions of others' attitudes and/or behaviour.
- ☛ Actions often based on misperceptions of others' attitudes and/ or behaviour. These misperceptions generally caused by the relative salience of negative behaviours.
- ☛ Individuals passively accept misperceptions.
- ☛ Misperceptions are self-perpetuating i.e. discourage the expression of 'non-conforming' opinions, encourage behaviours that are 'normative'
 - ☛ Individuals who do not personally engage in the problematic behaviour may contribute to the problem by the way in which they talk about the behaviour.
- ☛ 'Real' information will encourage individuals to express those beliefs that are consistent with the true, healthier norm and support a reduction in risk taking behaviour.



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Why Social Norms in Stockton...



- ☛ Wanted a project which would delay/prevent the onset of risk taking behaviours, without having a negative impact on anyone who may already be engaging in risky behaviour.
- ☛ Approach had to be evidence based, and developed from authentic data.
- ☛ Wanted to adopt a health promotion approach which was different, to “test the theory”.



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Research Process...



- ☛ Designing a workable research tool (January '09)
- ☛ Getting the schools to opt-in to the project/ Surveying the pupils (March – September '09)
- ☛ Designing a marketing campaign to feed the results back to the pupils which they like/ feel a sense of ownership of (August – December '09)
- ☛ Constantly refreshing the intervention materials to keep the messages visible (December '09 – August 2010)
- ☛ Resurveying the full sample after 2 years to measure effectiveness (September '09 – Current)



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The Questionnaire...



- ☛ “Formative Evaluation - Aim is both to create a baseline measure of behaviour/ attitude and to collect the ‘metadata’ needed to produce effective ‘Social Norms’ messages from this baseline”
– Intervention Research
- ☛ Questionnaire records;
 - ☛ Descriptive norms (Current personal level of risk-taking behaviour)
 - ☛ Injunctive norms (Current personal attitudes towards risk-taking behaviours)
 - ☛ Perceived levels of risk-taking behaviour within your peer group
 - ☛ Wider data such as sources and usefulness of current information



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Achieved Sample...



- ☛ Offered to all 14 main-stream secondary schools in the Borough - taken up by 8

- ☛ Total of 1603 pupils surveyed;
 - ☛ 764 Year 7's (11 to 12 years)
 - ☛ 839 Year 9's (13 to 14 years)



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Baseline results from pupils...



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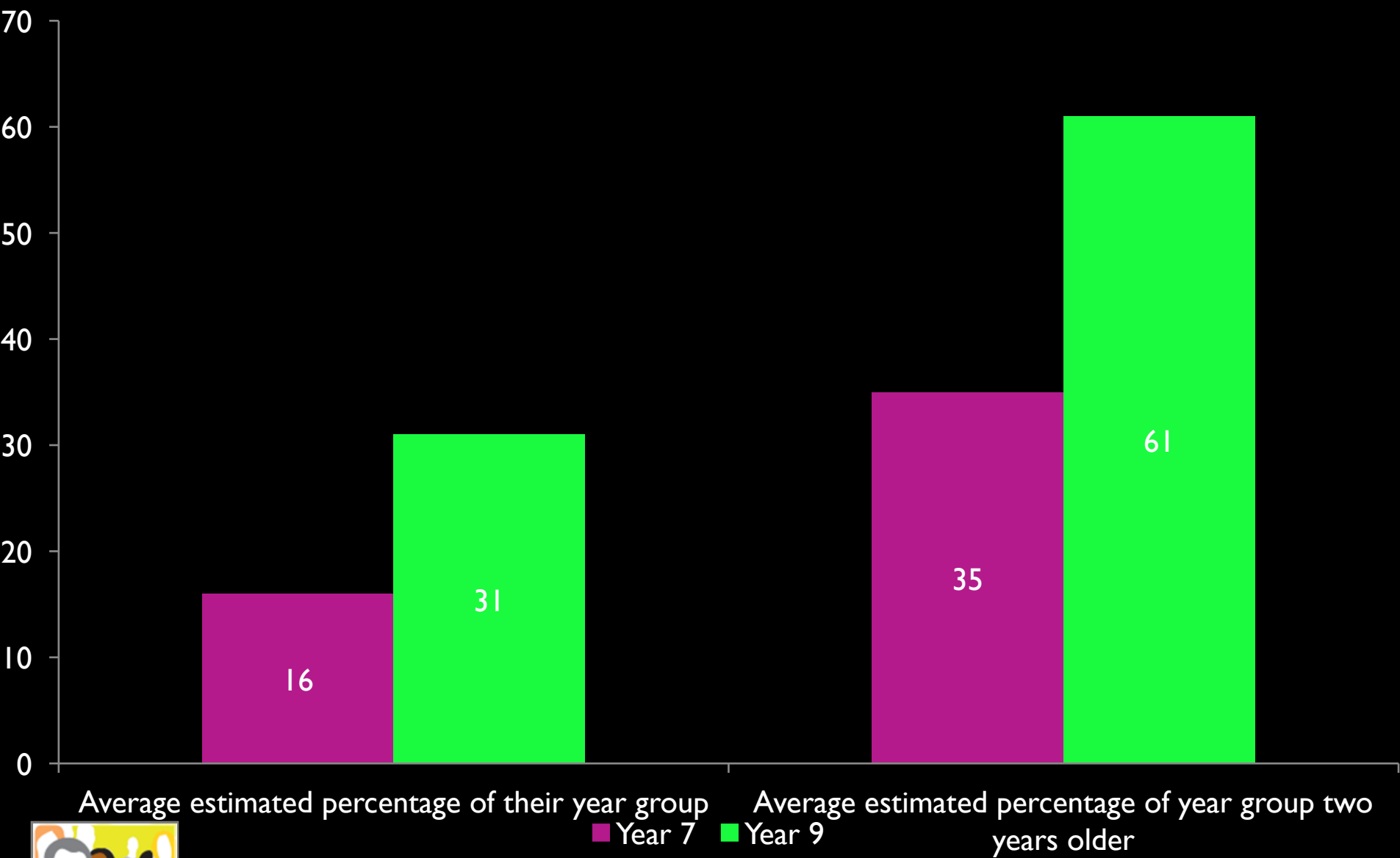


Sex and Relationships...



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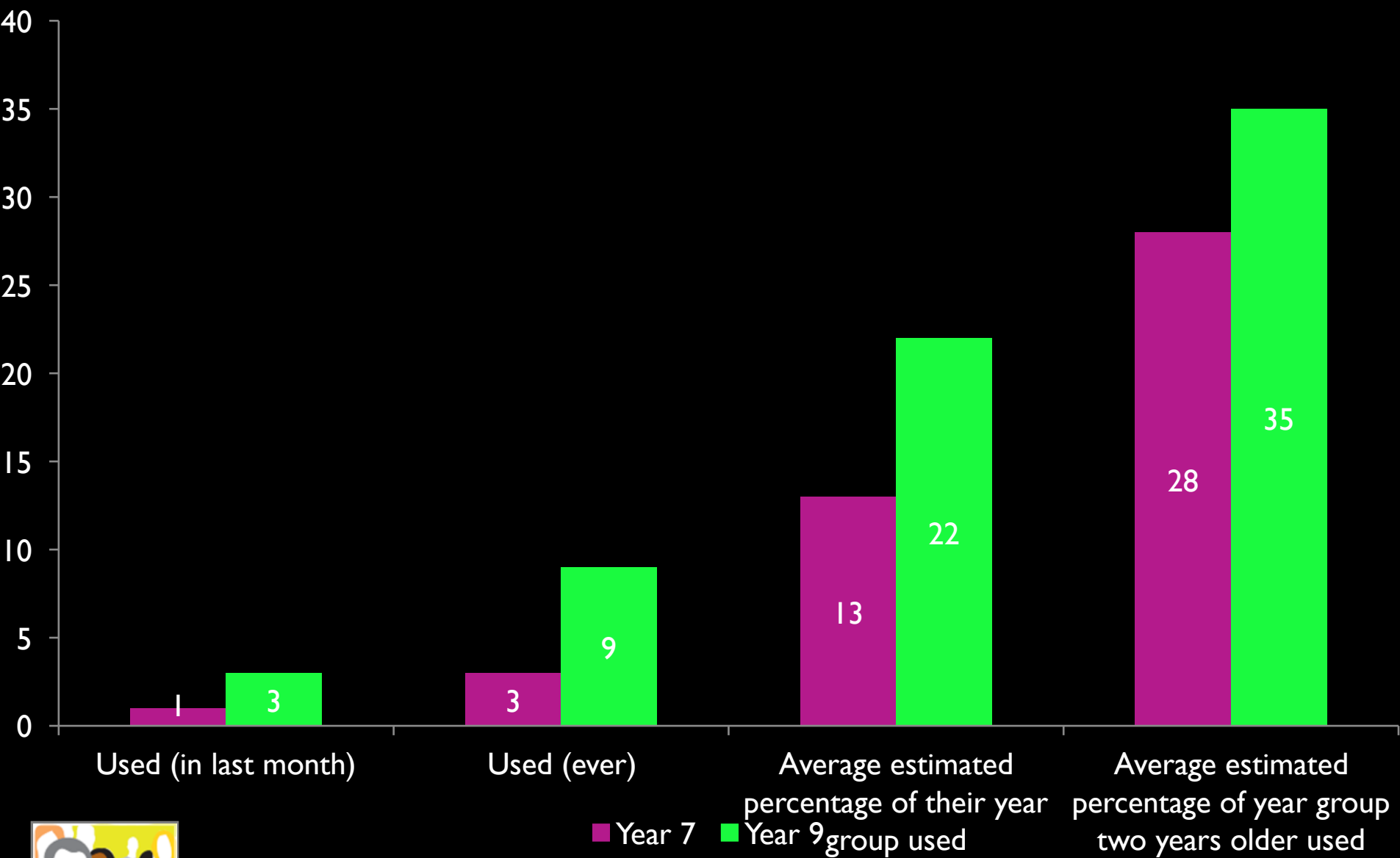


Illegal Drugs...



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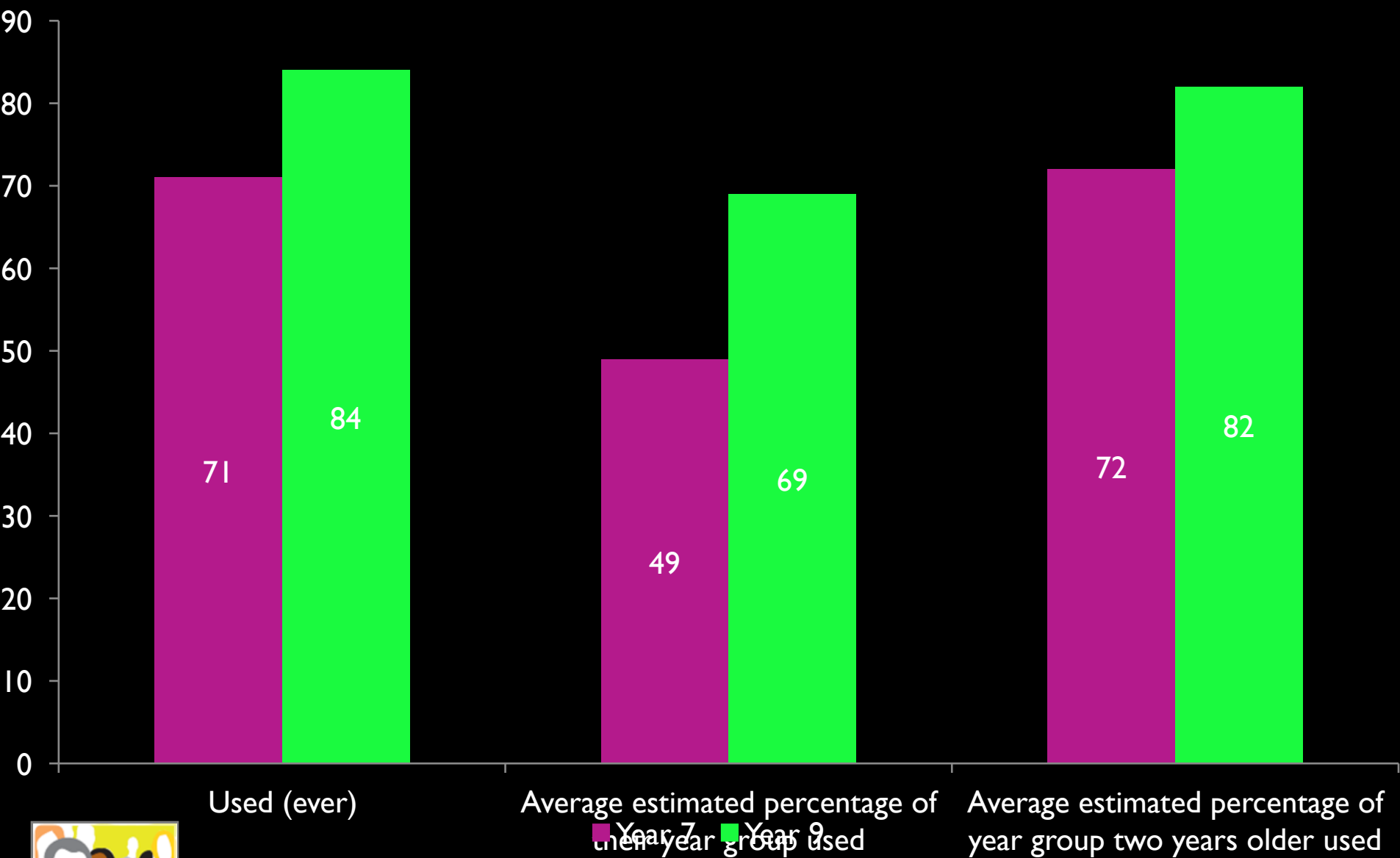


Alcohol...



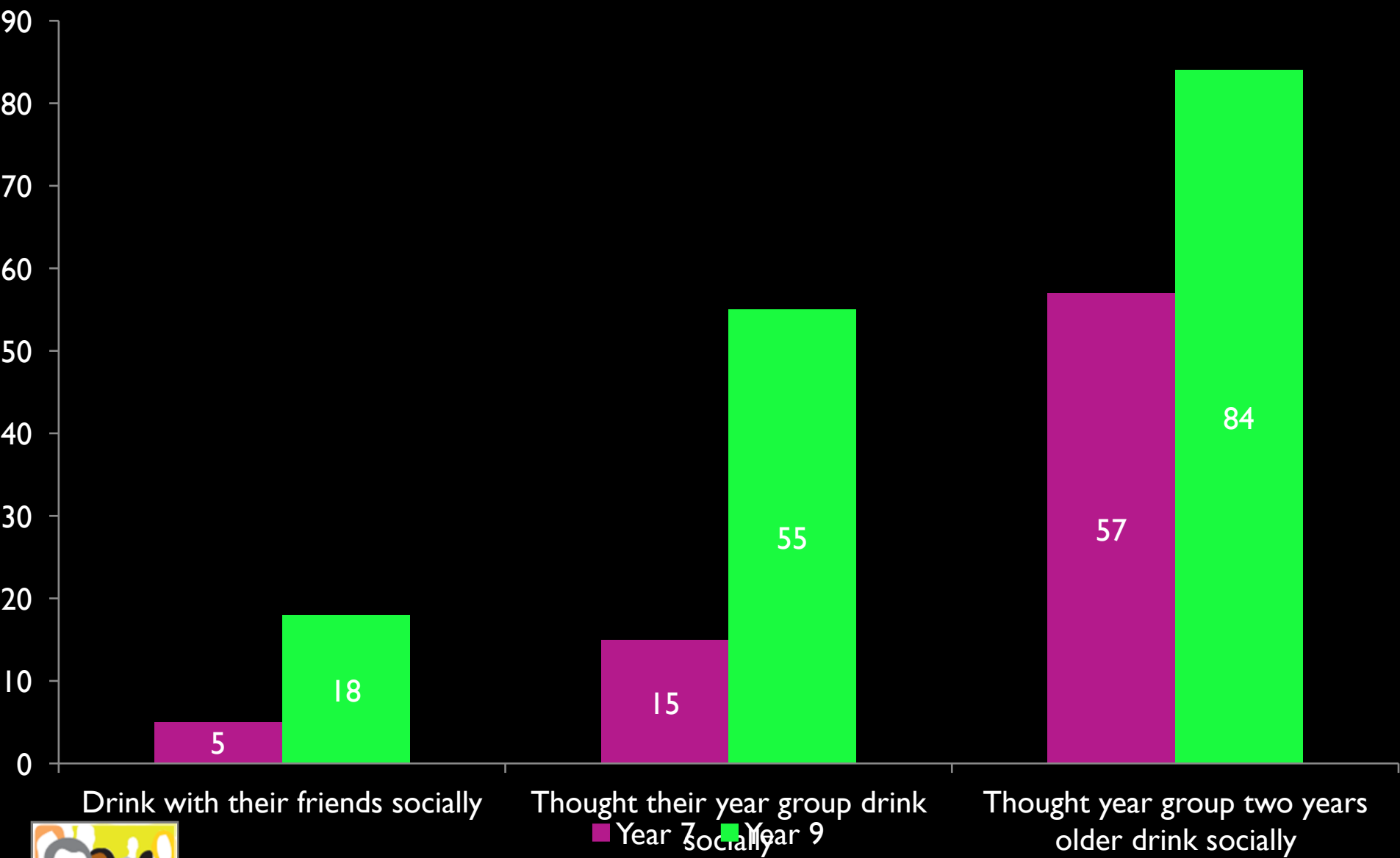
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Intervention Materials...



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Focus groups...



- ☛ Held focus groups with pupils involved in the project to get their input into;
 - ☛ The “brand” identity – the look, the colours, the name
 - ☛ How best to personalise the posters for each school
 - ☛ What forms the marketing should take
 - ☛ Preliminary feedback on the positive messages we had chosen for their school



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12 different designs for different areas of the school i.e. USB memory sticks = ICT in this case

Detailed statistic shown at the bottom



The 'Social Norm'

Pictorial representation of 100% - 100 items, those who agreed in one colour, those who didn't in another

Data on each poster personalised for each school using schools slang name e.g. it's true coz' Blakey told us

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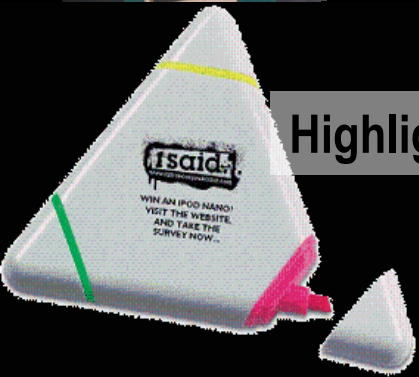
Posters in School



Website and Twitter



Pens



Highlighters

Other Materials...



Email Flyers



Floor stickers



Desktops



Screen savers



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Does it work?...



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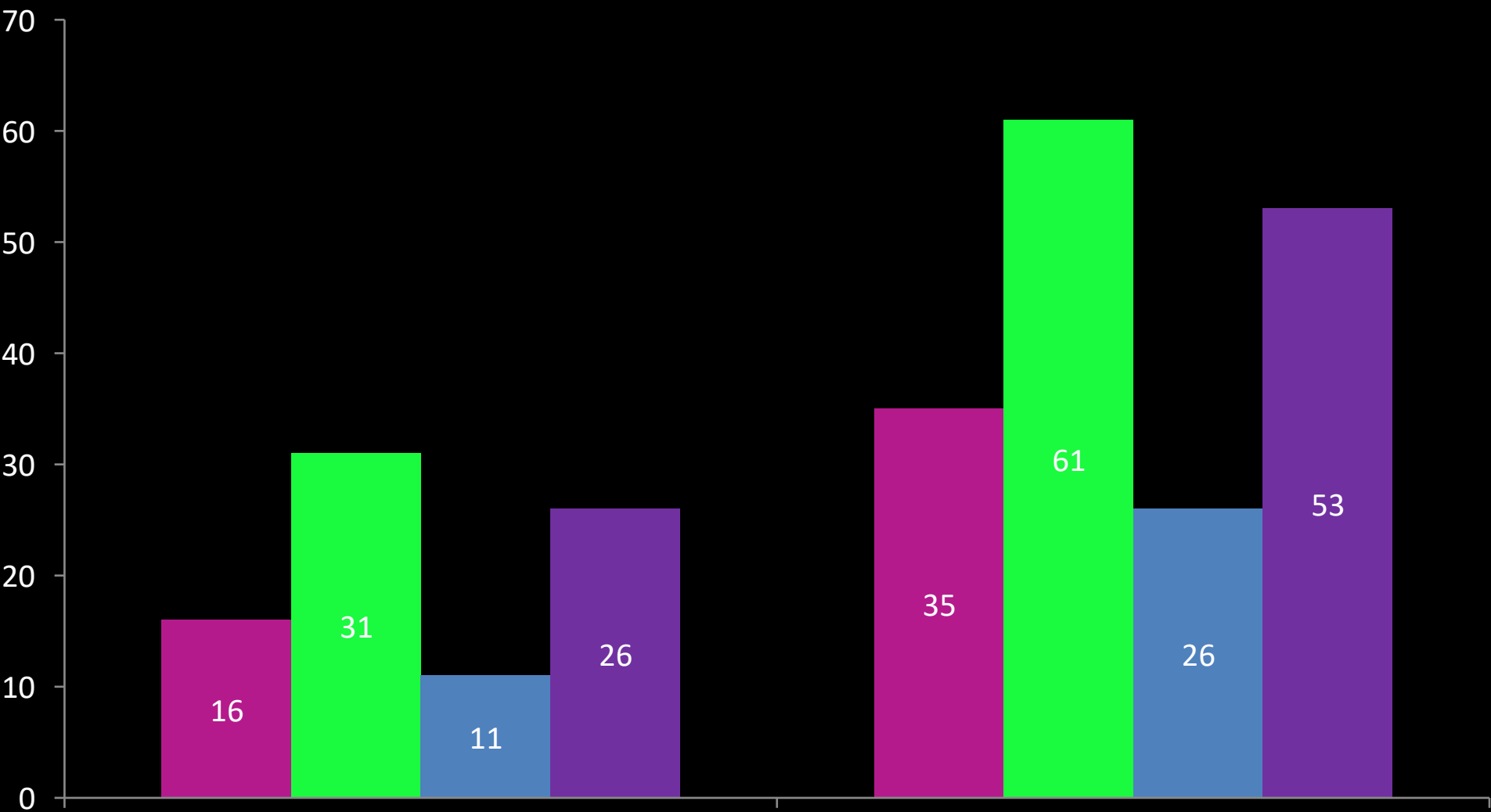


Sex and Relationships...



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Average estimated percentage of their year group

Average estimated percentage of year group two years older

■ Year 7 - before

■ Year 9 - before

■ Year 9 - after

■ Year 11 - after



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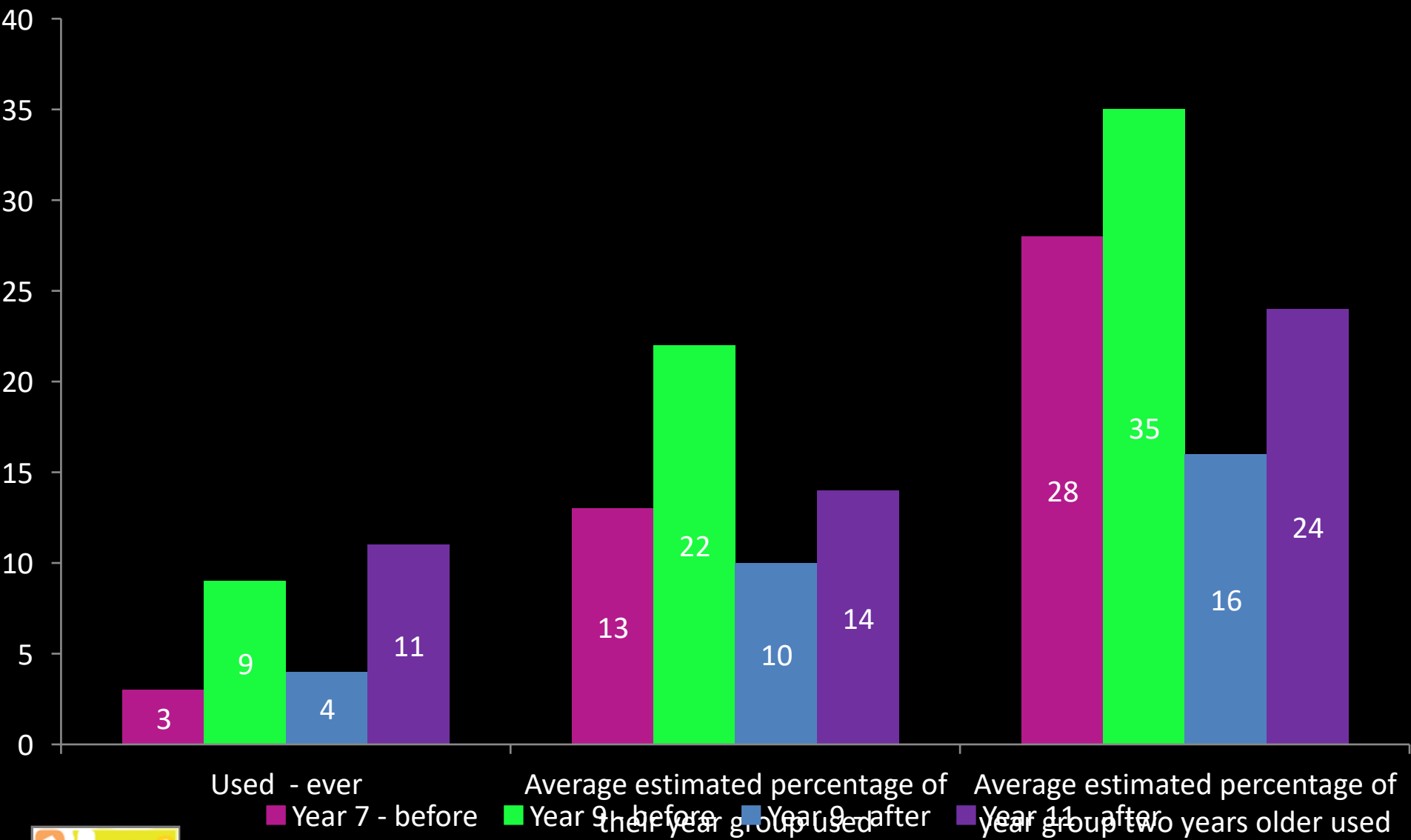


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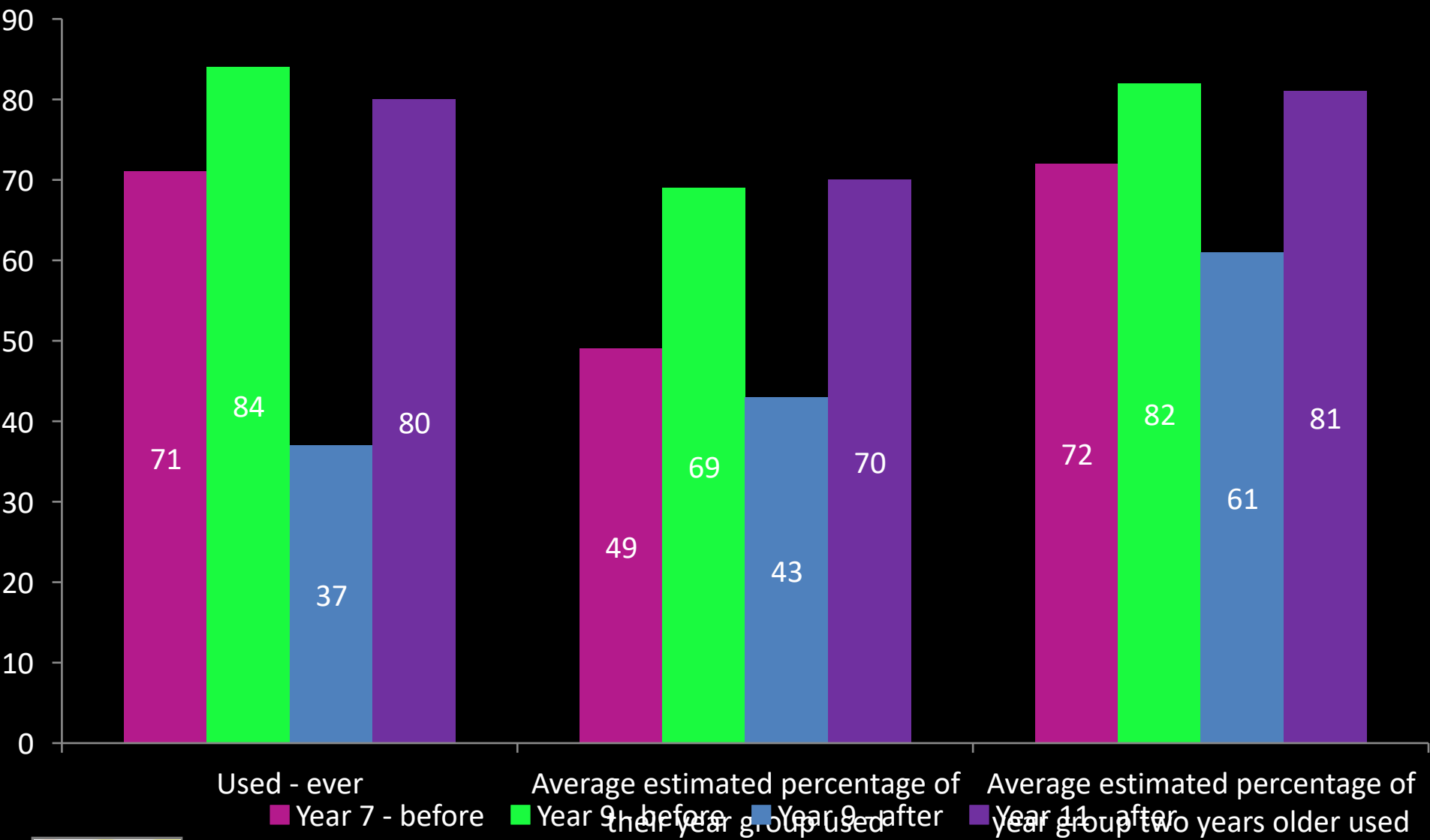


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Lessons learnt...



- ☛ Social Norms is effective!
 - ☛ Particularly when used over a prolonged/ rolling period
- ☛ Value of the Social Norms approach beyond the intervention itself;
 - ☛ Within schools the findings can be used to support applications for enhanced 'Healthy Schools' status
 - ☛ Self-evaluating process
 - ☛ Produces large baseline dataset
 - ☛ Allows for wider planning of resources/ curriculum



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Wider applications...

☛ In addition to our findings, social norms projects have proven effective in reduce diverse problem behaviours including;

- ☛ “Problem” estates
- ☛ Drink driving/ Speeding
- ☛ Bullying
- ☛ Healthy eating/ Increased levels of exercise
- ☛ Cancer screening
- ☛ Body image
- ☛ Recycling
- ☛ Energy conservation



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What happens next ? ...



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