



GRISWOLD SCHOOL SURVEY DATA

73%

3 out of 4 of GHS
students have
NEVER drank alcohol

90%

9 out of 10 of GHS
students did not drink
alcohol last month

Grade by Grade:

- **4 out of 5 (82%)**
of GHS Freshmen have never drank alcohol
- **9 out of 10 (92%)**
of GHS Freshmen did not drink alcohol last month
- **4 out of 5 (79%)**
of GHS Sophomores have never drank alcohol
- **9 out of 10 (95%)**
of GHS Sophomores did not drink alcohol last month
- **7 out of 10 (70%)**
of GHS Juniors have never drank alcohol
- **9 out of 10 (91%)**
of GHS Juniors did not drink alcohol last month
- **3 out of 5 (63%)**
of GHS Seniors have never drank alcohol
- **4 out of 5 (82%)**
of GHS Seniors did not drink alcohol last month

Faculty, parents, and students: You are all key stakeholders!

A healthy school environment impacts the entire community. The success of the social norms campaign depends on all of you! PRIDE would like to thank the Student Council members and staff who dedicated their support and time for this campaign.



For more information on the social norms campaign, contact:

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GRISWOLD HIGH SCHOOL SOCIAL NORMS CAMPAIGN

*A Researched-Based Strategy to Combat
Underage Drinking and Substance Use*



griswoldyfs.com/griswold-p.r.i.d.e.html



What is Social Norming?

Social norms marketing is a research-based strategy that aims to correct the misperceptions students have about common behaviors among their peers.

The use of social norming is based on the belief that misperceptions of alcohol norms lead to increased drinking. Once such misperceptions are corrected, drinking rates should gradually decline as healthier drinking norms become accepted.

People have a tendency to misperceive the reality of substance use among their peers. The media, scare campaigns, conversation distortions that say "everyone is doing it," and selective memory of people using substances all contribute to misperceptions about substance use.

However, the facts are that 3 out of 4 Griswold High Students have NEVER drank alcohol. In fact, most GHS students believe it is harmful to drink alcohol regularly. This social norming campaign creates an awareness of the real behavior of the majority. It is important to acknowledge that most teens do not take part in risky behaviors.

Our current social norms campaign is modeled after the "Most of Us" media campaign developed by Jeffrey Linkenbach, PhD at Montana State University with the assistance of Janice Kessler, alcohol and drug counselor at Sacred Heart University.

For more information, please visit:
www.mostofus.org

FAQ's About Social Norming

Where do the statistics come from?

All statistics for the GHS Social Norms campaign are drawn from the 2015 Griswold Youth Core Survey, conducted by SouthEastern Regional Action Council (SERAC).

Why should you believe the survey results?

The survey is conducted every two years and collects responses from Griswold students in grades 7 through 12. All responses are collected anonymously, using rigorous surveying methodology, developed by the UConn Health Center. SERAC staff then compiles the data into a report which is returned to Griswold PRIDE and the Griswold School System for review.

Why should we conduct surveys?

Consistent surveying allows the community to witness trends in substance use, youth perceptions of substance use, and related behaviors. Monitoring these trends and behaviors allows us to tailor prevention efforts to the community's needs.

Why is social norming an effective prevention approach?

It is developmentally appropriate. It doesn't tell students what to do, but educates them about what their peers are actually doing. It focuses on the positive and the healthy decisions of the majority. It allows us to do "more with less". Through focusing on what has been empirically demonstrated to be effective, we can let go of man

The Making of the GHS Social Norms Campaign

- › The PRIDE Coordinator collaborated with the GHS Student Council to involve them in the creation of the campaign.
- › A student sub-committee was formed to brainstorm ideas, themes, slogans, and campaign imagery.
- › PRIDE reviewed the 2015 school survey data to determine which norms to promote.
- › An action plan and timeline were created by the sub-committee, which determined what media outlets/venues would be utilized, the roll-out date, promotional products, graphic design, and radio PSA scripts.
- › Draft posters were designed and presented to student focus groups.
- › After making revisions based on feedback, final versions of the posters were approved by the sub-committee and PRIDE.
- › The sub-committee presented the finished products and their action plan to school administration for Final Approval.
- › GHS Social Norms Media Campaign kick off: 2 weeks before prom, to remind students to be part of the Majority!

