



Nebraska Collegiate Consortium Skill-Building Workshop

"Social Norms" **Presented by Adrienne Keller, Ph.D.** **National Social Norms Institute**

October 27, 2010, Wednesday
9:00 am – 3:00 pm
Coffee available at 8:30

NET – Lincoln
1800 North 33rd
Lincoln, NE 68503

Who Should Attend?

Representatives of all NCC member colleges and SPF/SIG community members interested in reducing binge drinking.

Workshop Overview

The purpose of this workshop is to provide participants with the tools and foundational experience needed to design, implement, and evaluate a successful social norms marketing program. Social norms marketing combines social norms theory with social marketing techniques to address public health issues in which the common *perceptions* of attitudes or behaviors differ significantly from the *reality* of attitudes or behaviors. Such issues include alcohol use, safe sex practices, smoking, vaccination and other preventive health practices, as well as cultural and racial/ethnic stereotypes. The workshop begins with social norms theory and the five-step model, derived from marketing research, for conducting a successful social norms marketing program. The workshop will be led by Dr. Adrienne Keller, Research Director of the National Social Norms Research Institute. The five-step model includes identification and characterization of the audience, collection of valid data, design and delivery of the message, implementation issues such as market penetration and saturation, and evaluation of the quality and impact of the intervention. Each of these steps will be thoroughly explored with participants and they will learn protocols for conducting focus groups, criteria for determining the internal and external validity of survey data and sampling strategies. Throughout the day, participants will have the opportunity to apply new information in experiential learning exercises.

Learning Objectives

1. Upon completion of this workshop, the participant will be able to list the five assumptions of social norms theory.
2. Upon completion of this workshop, the participant will be able to explain the importance of each step to designing an effective marketing strategy.
3. Upon completion of this workshop, the participant will be able to apply the Model of Social Norms Marketing to interventions that require systemic coordination of media-based prevention strategies.
4. Upon completion of the workshop, the participant will be able to use a logic model to plan and evaluate social norms marketing interventions.

The Presenter

Adrienne Keller, Ph.D.
Research Director of the National Social Norms Institute
Associate Professor in Department of Public Health Sciences
University of Virginia
943 Second Street SE
Charlottesville, Va. 22902

Education/History

Adrienne Keller, Ph.D. received her doctorate in Medical Sciences with a specialty in Behavioral Medicine from the University of Calgary. Dr. Keller has more than a 25 years experience in clinical and prevention research, at universities in Canada and the United States. She has held funded research projects with Canada Health, NIH, SAMHSA and the CDC.

In 2007, Dr. Keller became the Research Director of the National Social Norms Institute (NSNI) at the University of Virginia. NSNI is becoming the premiere resource for practitioners and researchers in the field of social norms. She currently sits on the Alcohol Advisory Board at the University of Virginia and works closely with the Office of Health Promotion and the Center for Alcohol and Substance Education at the University of Virginia, as well as working with colleges and universities throughout the United States to evaluate their social norms projects.

How to Register

Email your registration to jstroebel2@unl.edu or call Julia Stroebel at 402-472-6046.

We need to know:

- ✓ Who will attend?
- ✓ Contact information for all attendees: mailing address, phone, and email.
- ✓ Let us know if you have already made your hotel reservations so we can release the block by the deadline.

Registration DEADLINES

***** Deadline for workshop and hotel registration OCTOBER 20TH *****

*If your campus is **a member** of the Nebraska Collegiate Consortium:*

- ✓ Contact Julia at jstroebel2@unl.edu with your name and contact information.
- ✓ You can register up to three (3) members from your college coalition at **no cost**.

*If you or your campus is **not a member** of the Nebraska Collegiate Consortium:*

- ✓ Contact Julia at jstroebel2@unl.edu with your name, contact information, and payment method.
- ✓ There is a \$50 registration fee per person and includes lunch and materials. Payment methods: Checks, Purchase (Invoice) Orders. Payable to University of Nebraska - Lincoln.
- ✓ Forward payment to:
 - University of Nebraska - Lincoln
 - Nebraska Prevention Center for Alcohol and Drug Abuse
 - Attn: Julia Stroebel
 - 114 Teachers College Hall
 - PO Box 880345
 - Lincoln, NE 68588-0345

Membership Information

To become a member college of the Nebraska Collegiate Consortium to Reduce High-Risk Drinking on Campus:

1. There is NO COST to be a member of NCC.
2. Review the website www.nebraskaconsortium.org.
3. Have your college president sign the Commitment Form/Memorandum of Agreement located under the College Overview tab on the website.
4. Contact our office at: jstroebel2@unl.edu or 402-472-6046 for additional information.
5. Mail the Memorandum of Agreement to NPCADA (see address above).
6. You will then be added to our membership contact list and included on teleconferences, skill-building workshops, and strategic planning sessions. Your college will then qualify to apply for mini-grant funds and for technical assistance for program development and program evaluation.

Parking Information and Directions

There is parking east of the ETV building through the gate. No permit is required.

Hotel

*****Hotel Reservation Deadline OCTOBER 20TH*****

A block of sleeping rooms is reserved for the nights of October 26 and 27. Contact the Fairfield Inn directly and request the NCC room block. The rate is \$77 night.

Directions to Fairfield Inn

Use Map Quest or Google maps for the most efficient directions.

Fairfield Inn by Marriott
4221 Industrial Ave
(27th & Superior)
Lincoln, NE 68504
402-476-6000
www.marriott.com/lnkfi

Meals

A light breakfast, lunch, and snacks will be provided at the workshop.

Reimbursement Reports

If you **are a NCC member** college and need reimbursement for meals to/from the workshop, mileage, and lodging, you will be given a reimbursement form to complete at the workshop. Save all detailed meal receipts, and chart your mileage.

If You Have Questions, Contact:

Julia Stroebel
Nebraska Prevention Center for Alcohol and Drug Abuse
114 Teachers College Hall
PO Box 880345
Lincoln, NE 68588-0345
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