New Orleans Regional Training Workshop

National Social Norms Institute

*at the* University of Virginia

**LaHEC Alcohol/Drug Prevention Workshop**

Hosted by Tulane University

Presenter: Dr. Adrienne Keller (Director of Research, NSNI)

Monday, November 14, 2011

Workshop Time: 8:00 am – 5:00 pm

Continental Breakfast and Sign-In at 7:30

Lunch will be provided.
Workshop Breakdown

Suite 218 of the Lavin-Bernick Center: (total of 7 hours of content sessions)

Morning Session
At the conclusion of the morning workshop, participants will:
1. Be able to discuss how social norms differs from other health promotion approaches
2. Be familiar with the accumulated evidence of effectiveness, and the limitations of the evidence, for social norms campaigns
3. Be able to identify and describe the 6 components of a social norms campaign logic model
4. Have created a logic model for their site

General: Overview and Orienting Information for Social Norms Marketing Campaigns
0800-0830  Introductions
0830-0900  Overview: Social norms compared to other health promotion techniques; theoretical basis
0900-0930 Evidence of effectiveness
0930-1000 Logic Model: An introduction
1000-1015 BREAK
1015-1045 Working through the Logic model
1045-1115 Small group on site-specific logic model
1115-Noon Q&A and Discussion about Orientation information

Noon-100pm LUNCH

Learning Objectives for the Afternoon Session:
At the conclusion of the afternoon workshop, participants will:
1. Be able to identify and describe the 5 steps for implementing and evaluating a social norms campaign
2. Know the meaning and application of the acronym PIE
3. Be familiar with the audience familiarity worksheet
4. Describe at least one method for collecting quantitative and one method for collecting qualitative data
5. Differentiate descriptive and injunctive norms
6. Have had the opportunity to critique marketing materials
7. Understand how to segment the audience for the purpose of evaluation

Afternoon Session
Specific: Five Step Model for Implementing and Evaluating a Social Norms Marketing Campaign, Complete with Dos and Don’ts
100-130pm Choose the audience
130-230pm Collect the data
230-245pm BREAK
245-315pm Craft the message
315-400pm Implement the campaign
400-430pm Evaluate the intervention
430-500pm Q&A and Discussion
Please note:

- The trainer encourages everyone to bring examples of their most problematic partnerships with them to the workshop and biggest student misconceptions about substance use on their campus. The goal will be to collectively define new strategies for implementation that will aid in the reduction of substance abuse on campuses and the surrounding communities.

- At the workshop, the LaCASU Office will provide participants from each school with a copy of the Executive Summary from the 2011 Core Alcohol Survey for their institution, for use in identifying key problem areas.

**Location**

We will meet in Suite 218 LBC of the Lavin-Bernick Center, located at 2-64 McAlister Place, New Orleans, LA 70118, on the campus of Tulane University. Below are links regarding directions, parking and a campus map:

- Parking: All visitors parking in the garage must first park their vehicle, go down to the first floor and enter into the traffic office and purchase a pass. The cost of the parking pass is $5.00. After purchasing a pass, return to their vehicle and place the pass in the designated location of the vehicle. There is also the option of parking at a metered space located near the meeting area. Tulane University Traffic and Parking website: [http://tulane.edu/publicsafety/traffic-office.cfm](http://tulane.edu/publicsafety/traffic-office.cfm)

- Campus Map: [http://tulane.edu/studentaffairs/lbc/building-map.cfm](http://tulane.edu/studentaffairs/lbc/building-map.cfm)

**Opportunity to Earn Continuing Education Units:**

We have applied to offer CEUs through the LSU School of Social Work and the Alcohol and Drug Regulatory Agency (ADRA) for those participants who are licensed in their various professions.

*Please feel free to contact the LaCASU office at 225.578.5958 if you have any questions, comments or concerns.*