

Evidenced Based Strategies Series



Social Norms Marketing Campaigns

Learning Objectives

PARTICIPANTS WILL INCREASE THEIR KNOWLEDGE OF SOCIAL NORMS AND SOCIAL NORMS MARKETING CAMPAIGNS

PARTICIPANTS WILL ASSESS THEIR CAPACITY TO IMPLEMENT SOCIAL NORMS MARKETING CAMPAIGNS THAT ADDRESS THEIR SUBSTANCE MISUSE PRIORITIES/GOALS

PARTICIPANTS WILL LEARN THE STEPS TO DEVELOP A LOGIC MODEL FOR THEIR SOCIAL NORMS MARKETING CAMPAIGN

PARTICIPANTS WILL RECEIVE A TEMPLATE TO USE IN DEVELOPING A SOCIAL NORMS MARKETING PLAN

PARTICIPANTS WILL LEARN TIPS ON EVALUATING THE IMPACT OF YOUR SOCIAL NORMS CAMPAIGN



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#PreventionHappensHereCT

NATIONAL PREVENTION WEEK
May 9th - May 15th, 2021



Talk with your friends and family about the risks of drinking alcohol

Learn more at drugfreeot.org

Let's **#MentionPrevention**

Not UNDER Our Roof
WE DON'T SERVE ALCOHOL TO MINORS.
#LifeNotWasted

Lock Your Liquor

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What are Social Norms, Social Norms Marketing Campaigns, v. Awareness Campaigns

Social Norms refers to a pattern of behavior in a particular group, community, or culture accepted as normal and to which an individual is expected to conform.

For example, a negative social norm would be kids should learn how to handle drinking alcohol before leaving for college.

Social Norms Marketing is the use of evidence-informed marketing campaigns to educate individuals on positive social norms with the goal of correcting misconceptions and decreasing undesirable behavior or increasing desirable behavior and norms.

- Social Marketing is a useful method that relies on research about the audience(s) as well as established sociological theories to guide messaging and tactics that encourage positive, voluntary attitude and behavior change.
- Social marketing campaigns are evaluated for both implementation efficacy and effectiveness. Exposure to high-quality social marketing campaigns effectively changes perceptions and behaviors
- For example, 55% of 12th graders report not drinking alcohol in the last 30 days. Parents, make sure you express your rules on underage drinking and consequences for breaking them.

Awareness Campaigns aim to educate a specified population. An example is a campaign to educate the adults and parents on Connecticut's Social Host Law. Awareness can be a part of both Social Norms and Social Norms Marketing Campaigns.



Strategic Prevention Framework (SPF)

The five steps and two guiding principles of the SPF offer prevention planners a comprehensive approach to understanding and addressing the substance misuse and related behavioral health problems facing their states and communities.

The SPF includes these five steps:

- 1 . **Assessment:** Identify local prevention needs based on data. What is the problem?
- 2 . **Capacity:** Build local resources and readiness to address prevention needs. What do you have to work with?
- 3 . **Planning:** Find out what works to address prevention needs and how to do it well What should you do and how should you do it?
- 4 . **Implementation:** Deliver evidence-based programs and practices as intended. How can you put your plan into action?
- 5 . **Evaluation:** Examine the process and outcomes of programs and practices (Is your plan succeeding?)

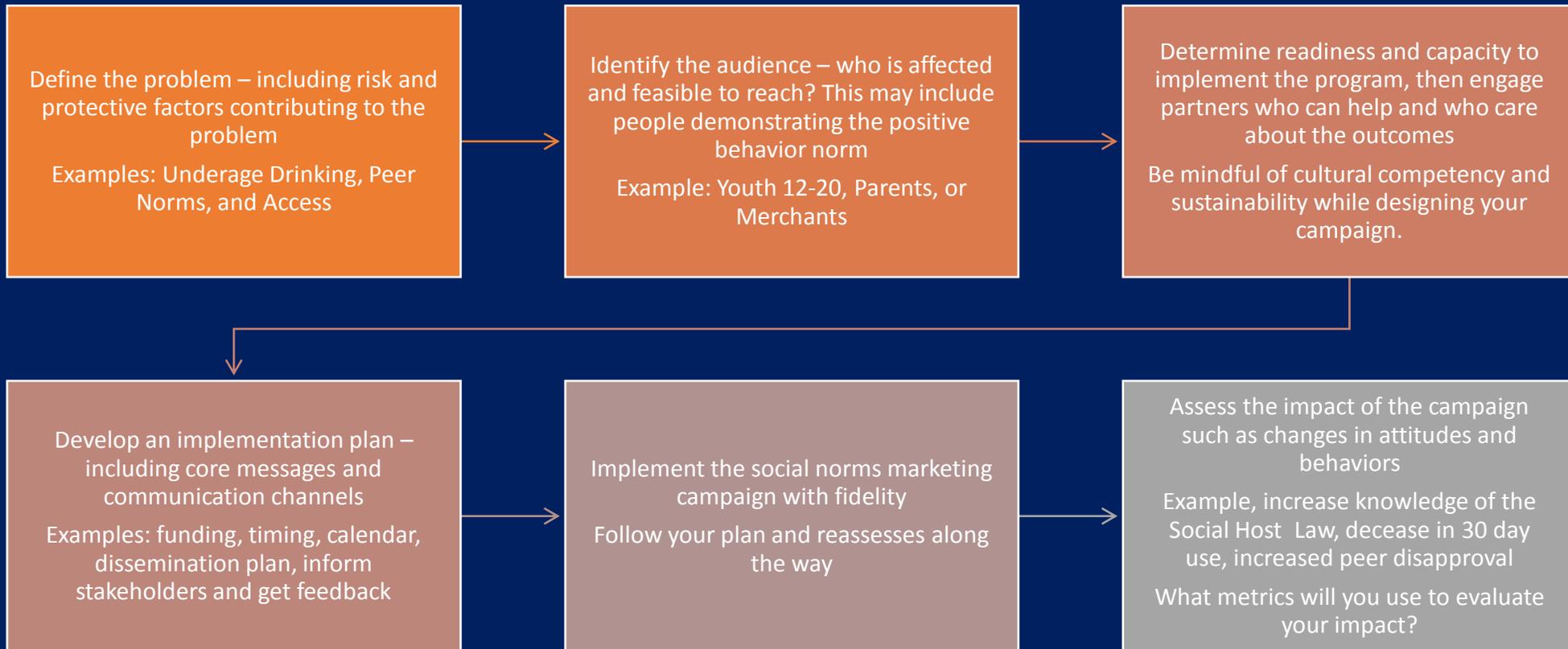
The SPF is also guided by two cross-cutting principles that should be integrated into each of the steps:

Cultural Competence. The ability of an individual or organization to understand and interact effectively with people who have different values, lifestyles, and traditions based on their distinctive heritage and social relationships.

Sustainability. The process of building an adaptive and effective system that achieves and maintains desired long-term results

Organizing and Conducting a Social Norms Marketing Campaign

A social norms marketing campaign involves several steps with the goal of positively changing attitudes, beliefs and behaviors.



When Considering Working with a Marketing Partner

Working with a marketing partner on your campaign is not a requirement to conducting a successful social norms marketing campaign. Should you explore the option, here are some items to consider how a marketing partner can assist you and what to include in your considerations:



TO CONDUCT RESEARCH AND RECOMMEND MESSAGING FOR NARROW AUDIENCE(S) UNTIL YOU BUILD THE CAPACITY INTERNALLY.



CHECK THEIR PORTFOLIO FOR PREVENTION EXPERTISE AND REQUEST AT LEAST ONE REFERENCE FROM THE PREVENTION FIELD.



ENSURE THEIR FAMILIARITY WITH YOUR COMMUNITY, INCLUDING YOUR PRIORITY POPULATIONS AND SUBSTANCES.



ASK ABOUT THEIR CAPACITY TO COMPLETE THE WORK ON TIME



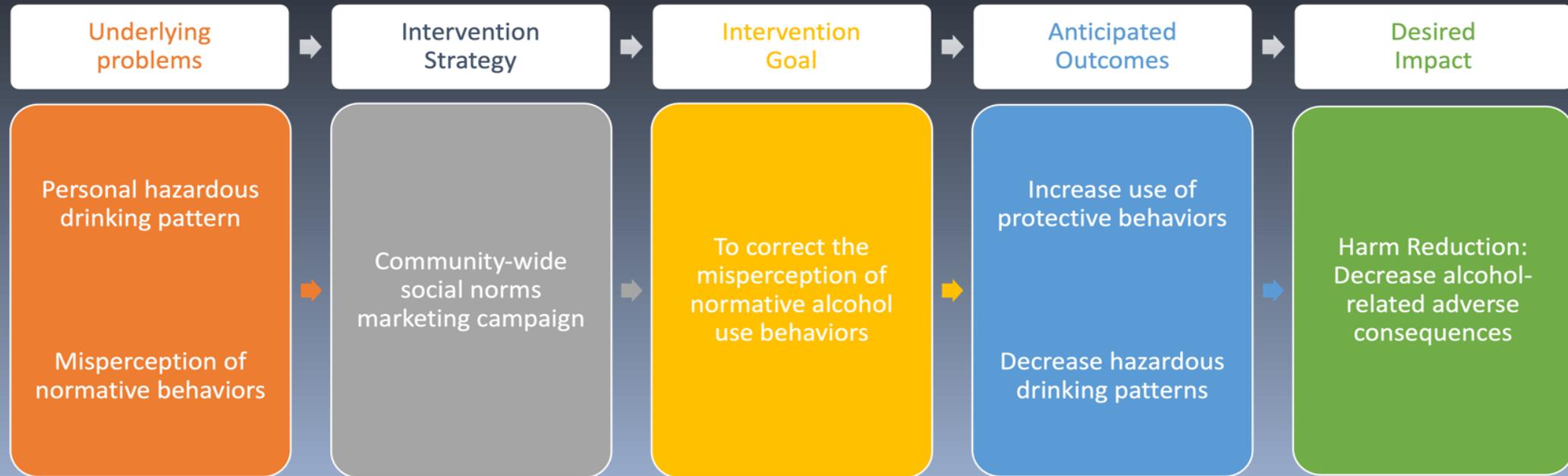
WHAT ARE THE RESOURCES, HUMAN, FISCAL, MATERIAL YOU WILL NEED TO DEVELOP IMPLEMENT YOUR CAMPAIGN?

Alternatives to Using a Marketing Partner

- Utilize or borrow existing campaigns from State or National Resources
- Reminder to cite materials if borrowed or from another source
- Use publishing platforms such as Canva, Adobe, Publisher
- Recruit coalition members or youth to assist in creating campaign materials and items
- Reach out to local businesses to see if they would assist at a free or reduced rate

Develop a Logic Model

Sample Logic Model of Social Norms Intervention for Alcohol Misuse by Teens.



Data Needed to Support Logic Model Stage



Below is a guide to collecting and using data to create an effective campaign.

Collecting strong, audience-specific data is necessary to develop and implement an effective Social Norms Marketing Campaign. Your campaign will require a commitment of several months or longer.

Having a logic model ahead of time will help you evaluate your impact later.

Identify the problem and the population

What underage drinking problem behaviors are occurring? How often? Where?
How are youth obtaining alcohol?
What do youth believe about their peers' drinking habits?
What risk and protective factors contribute to this problem?
Who is most affected by this problem? Most likely to change their behavior? Most feasible to reach?

Conduct audience research

What are perceived benefits of underage drinking?
What are perceived benefits of abstaining from underage drinking?
What are perceived barriers and benefits of the desired behavior change?
How might we make abstaining from alcohol appealing?
How ready is your audience to change?
What are their preferred channels of communication?

Design your key message

What is the behavior you hope to encourage?
What are the perceived benefits and barriers to engaging in that behavior?
Choose a single perceived benefit to elevate and emphasize how it outweighs perceived barriers.
What simple, culturally-appropriate language best demonstrates that perceived barriers can be overcome?

Select communication channels

Based on audience research, you know where they get news and information. Select the communication channels most likely to reach your target audience.
Design the message for each platform. A text message needs to be short and to-the-point, a poster should be attention-grabbing, and a TV spot requires the right spokesperson.

Implement and monitor your campaign

Use focus groups to test the message before it's published and during the campaign.
Fine tune messaging and delivery as you learn what does and does not resonate.
Bake adjustments into your plan.
Deliver the message frequently and across a variety of channels.
Measure everything.

Social Marketing Logic Model for Insert Name Community Coalition

Situation Analysis	Goal	Objectives	Primary Activities	Anticipated Outcomes
Summarizes in measurable terms the nature, scope, and magnitude of the issue as well as resources available to address the situation	A general statement that describes intended accomplishments or a description of a desired state or general condition	Measureable statements that describe what program staff and partners will do during the identified time period.	Descriptions of broad tasks or clusters of smaller tasks that represent important deliverables or milestones toward successful implementation. May include partner and/or anticipated completion date.	Statements that define the impact or specific intended results of the program (e.g., behaviors, practices, policies, actions). Often outcomes relate to specific measures and/or community indicators.
<p data-bbox="68 592 397 615"><u>Nature, scope, & magnitude of issue</u></p> <ul data-bbox="68 632 96 906" style="list-style-type: none"> • • • • • <p data-bbox="68 949 326 972"><u>Available Resources (inputs)</u></p> <ul data-bbox="68 989 96 1263" style="list-style-type: none"> • • • • • 	Add social marketing goal statement(s)	1. Add SMART objective	Add Activities Here <ul data-bbox="1378 592 1403 749" style="list-style-type: none"> • • • 	Add Anticipated Outcomes Here <ul data-bbox="1933 592 1959 678" style="list-style-type: none"> • •
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		1. Add SMART objective	<ul data-bbox="1378 1049 1403 1263" style="list-style-type: none"> • • • • 	<ul data-bbox="1933 1049 1959 1135" style="list-style-type: none"> • •

Who you can seek input from during development.

Seek out input from those it makes sense to depending on your campaign.

Coalition Members

Youth Committee/Youth Groups/YPA's

Community Leadership

School Personnel

Enforcement and other Sector Representatives

Don't surprise your community stakeholders! Let them know what you are developing and your goals.

Language Matters: be cognizant of your use of language and terms in your campaigns

Stigma is one of the biggest barriers to treatment and recovery for substance use disorders today. Often the language we use contributes to stigma by perpetuating negative perceptions.

Examples of stigmatizing language and other options:

Say This

- Substance Abuse Disorder
- Person with a substance use disorder
- Person living with an addiction
- Person arrested for a drug violation
- Had a setback
- Maintained a recovery

Not that

- Substance Abuse
- Addict
- Battling addiction
- Drug offender
- Relapsed
- Stayed clean

Launch and Implementation

Press Release: Craft a strong press release with links to your campaign

Media: Decide which media outlets you will share your press release with or who to invite to a launch event

Dissemination contacts: Develop the list of who you will send the press release and materials to once ready. What sectors or community groups have you partnered with to share your campaigns messaging and materials?

Dissemination locations/events: Where will you place campaign materials? Consider online and physical presence locations. What events will you host, in person and/or virtually, to support your campaign?

Panel speakers, tabling events, co-hosting another organization's event, film screenings coupled with a panel, collaborating with school events (back to school, course selection, conferences), public trainings, disposal days, merchant highlights and trainings, swag). Have you included items and events for youth? Have you built in cultural competency to reach underserved or harder to engage community members and populations?

Social Media Cheat Sheet



Facebook

Used for: Connecting with friends and family, event invites, news and information

Used by: Almost everyone (1.6 billion people and counting!)

Best for: Most nonprofits



Instagram

Used for: Visual inspiration, connecting with friends and family, storytelling

Used by: Everyone except people 65+; leans female and millennial

Best for: Nonprofits with strong visual media content (i.e. animal orgs, art museums, etc)



Twitter

Used for: Industry networking, news and information

Used by: Professionals, activists, thought leaders; college educated people under 50

Best for: Networking, public relations (most journalists are on Twitter), advocacy organizations, nonprofit leaders



Snapchat

Used for: Storytelling, connecting with friends and family

Used by: Teens and young adults

Best for: Forward-thinking nonprofits trying to connect with young people; nonprofits with strong story or visual content



LinkedIn

Used for: Networking; business to business sales, professional development

Used by: College graduates aged 30-64

Best for: Advocacy organizations, hiring talent, finding volunteers, recruiting board members



Pinterest

Used for: Planning projects, visual inspiration, discovery & sharing of new content and style

Used by: Women (71%), mobile users (75%)

Best for: Nonprofits with great images to share (low-quality images won't receive traction) or products to sell

Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 68% Male	442 Million users Ages 30-49 78% Female	2.3 Billion users All ages	740 Million users Ages 46-55	1.2 Billion users Ages 25-34	689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook- ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

Evaluation

- **Evaluation** is the key to knowing how well your work is, well, working. Monitoring your campaign is different than evaluating your work to ensure you're having the desired influence on your priority population. SAMHSA created an excellent tip sheet for evaluating substance use.

Outcome measure example: Parents increased their knowledge of the Social Host law by 6% as measured by a pre- and post exit survey of attendees to the parent panel event.

Process measure example: Visits to the coalition website increased 10% post campaign launch over a 60 day period.

Impact Measure example: 30 day use of underage alcohol by youth decreased by 3% in a post campaign student survey.



Process Evaluation Tools

Tracking Numbers and Audience Reach

Number of attendees at events. Include demographics for reporting

Number of materials distributed

New members recruited

New Key Collaborations that were developed

Media coverage impressions: Track circulation or viewer numbers for media outlets that published stories about your systems of care community or campaign.

Social media engagement: Review across social media platforms the actions of your audiences, such as likes, comments, shares, votes, links, retweets, video views, content embeds, etc.

Tweet Reach for measuring Twitter reach and engagement

Facebook Page Insights for assessing likes and engagement on Facebook

Website content views/visits: Track the number of people engaging with your website and web content and identify which content is most popular.

Google Analytics: for tracking and understanding your website views, visits, and audiences

Video views: Track the number of times a video is played, as well as how long a video was watched. Determine how viewers found your video and any demographic details about your viewers.

YouTube Analytics for monitoring the performance of your channel and videos with up-to-date metrics and reports

Outcome Evaluation Tools

Analyzing Changes in Audience Knowledge, Attitudes, and Beliefs

- **Audience understanding:** Determine if audience changed knowledge, attitudes, or beliefs over the course of the campaign through pre- and post-campaign surveys and focus groups.
- **Student, Parent, and Community Surveys results and changes over time.**
- **Google Forms:** for developing simple surveys to gather audience feedback
- **Survey Monkey:** for creating and distributing more detailed, complex audience research surveys
- **Event feedback:** Provide post-event surveys to event attendees to assess the likelihood of applying the messages, information, or resources shared during the event.
- Revert to your logic model to assess impact metrics.

Some Examples of Increasing Knowledge and Behavior Changes addressed in Social Norms Marketing Campaigns

Increase education and knowledge of Social Host Law

Increase perception of harm of specific substances

Increase knowledge and accessibility of proper medication storage and disposal

Decrease DUI's

Increase Merchant Compliance

Decrease home access to substances

Increase knowledge of youth brain development and impacts of substance use

To increase protective factors and decrease risk factors

To target special populations such as dentists, athletes/coaches

To raise awareness of mental health resources and populations who are at higher risk

To build coalition capacity and membership

To recruit and engage sectors within the community

Pitfalls and Challenges

- Not sharing the overall aim of the campaign
- Not tying the campaign to your goals and objectives
- Not bringing leadership and key stakeholders along in the process
- Not including youth in determining messaging
- Avoidance to acknowledging issues confronting the community
- Concerns around painting the community in a negative light
- Not having the resources (human and fiscal) to design and sustain the campaign
- Not incorporating cultural competency within the campaign
- Low engagement of community sectors

Breakout session

Sharing Ideas, Experiences, and Questions



What were your goals and objectives?

What activities did you do?

Who did you seek input from along the way?

Who did you partner with?

How did you disseminate your campaign?

How did you evaluate your impact towards meeting your goals and objectives?

What were the challenges?
What were the successes?

What questions do you have?

Resources

- [TTASC Social Norms Marketing Guide](#)
- Presentation and Logic Model Template
- [Using a Social Norms Approach to Prevent Youth Substance Use](#)
- [National Social Norms Center at Michigan State University](#)
- [Understanding Social Marketing: Encouraging Adoption and Use of Valued Products and Practices](#)
- [Conducting a Social Marketing Campaign](#)
- [SAMHSA Social Marketing Evaluation Tip Sheet](#)
- [Prevention Solutions Guide to Social Marketing Campaigns](#)

- [Evaluation Survey Link: https://www.surveymonkey.com/r/FYJ2H6G](https://www.surveymonkey.com/r/FYJ2H6G)