



UNIVERSITY COUNSELING CENTER

University at Albany State University of New York

# There's Strength in Numbers: Training Students to Deliver Social Norms Interventions within an Evidence-Based Framework

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## Social Norms Research

- Perceived peer norms are a strong predictor of college student behavior
- College students typically overestimate unhealthy behaviors by peers
  - Alcohol use
  - Marijuana use
  - Use of prescription medication not prescribed to user



## Goals of Social Norms Campaign

1. Correct Misperceptions about students
2. Indicate that Healthy Behaviors are the Norm
3. Empower students to make well informed decisions about their health



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# Getting Started



## Getting Started

- 1) Determine target population
- 2) Determine survey
- 3) Determine method of administration
- 4) Calculate sample size needed to generalize to larger population
- 5) Be aware of potential obstacles
- 6) Get IRB approval
- 7) Check survey results against broader campus demographics to ensure generalizability



## 1) UAlbany's Target Populations

- Student body
- Student athletes
- 1<sup>st</sup> Year students





## 2) UAlbany's Survey

- Mixed Survey (UAlbany Health Survey) with questions inspired from:
  - NCHA-I
  - NCHA-II
  - Core
  - Our staff, Wes Perkins
- 4 pages
- Takes 10 minutes to complete







## 3) UAlbany's Administration

- Stratified randomly selected classes by school
  - Higher & lower level courses
  - Various class times throughout day and across the week
- Paper & pencil during class time
- We tried the online version with little success
  - Also, not a randomly selected sample
- We administer the survey annually each spring





## 4) Calculate Needed Sample Size

- ...if getting entire population isn't possible
- Raosoft:
  - [www.raosoft.com/samplesize.html](http://www.raosoft.com/samplesize.html)
- Institutions won't need more than 400 students in their sample if the sample is randomly selected



## 4) UAlbany's Sample Size

- We need 373
  - Margin of Error:  $\pm 5$
  
- We get 1,000
  - Margin of Error:  $\pm 3$



## 5) Potential Obstacles

- Do you have administrative support?
- Do you have access to graphic designers?
- Are enough faculty/staff on board as evaluators & public supporters?
- Do you have enough people to hang posters?
- Do you have money?
- Is there any resistance from students?



## 5) UAlbany Obstacles

- Lack of Faculty Support
- UAlbany Administration Bans Poster
- Person Power
- \$





## 6) IRB Approval

- Can assist in the project
  - Best ways to sample
  - Best time of year to sample



## 7) Check demographics

- Regardless of how sample is selected, confirm that the results are generalizable to target population by determining if the demographics of the sample match the larger population
  - age, gender, race, year in college



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# Student Involvement in NORM EXPOSURE

Presented as a  
“Health Awareness Campaign”





## Exposure

1. New student orientation
2. Social norms posters
3. Alcohol Awareness Week (AAW)
4. In-class presentations
5. Trained peer educators talking with other students
6. Media
7. Giveaways



## (1) New Student Orientation

- Facilitated by Brian Freidenberg
- Middle Earth Players play incoming students over 3 acts
- Content: Stereotypes, norms, survey, campus activities
- **RESULTS:**
- N=2219
- 94% useful info
- 95% program was valuable
- 3/4 made aware of own misperceptions or perceptions already in line w/ data shown
- 4/5: stats discussed were believable



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## New Student Orientation





## (2a) Off-Campus Social Norms Posters

- Postcard mailings
- Posters in stores
- Pre- & post-survey mailings

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State University of New York

**YOUR GOOD  
NEIGHBORS** 

## **MOST UALBANY STUDENTS DRINK RESPONSIBLY, IF THEY CHOOSE TO DRINK.**

Helping UAlbany Students  
Be Your Good Neighbors.



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State University of New York

**YOUR GOOD  
NEIGHBORS** 

## **UALBANY STUDENTS ARE HERE TO STUDY.**

Helping UAlbany Students  
Be Your Good Neighbors.

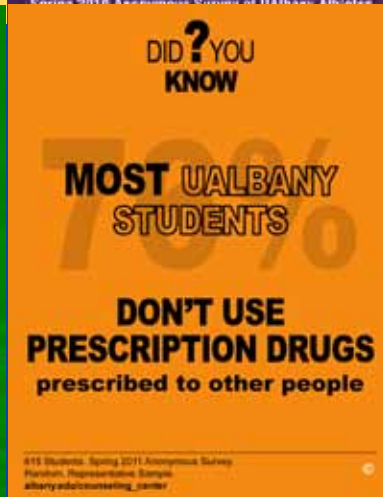
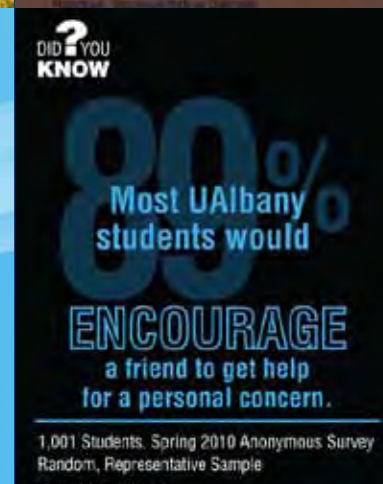
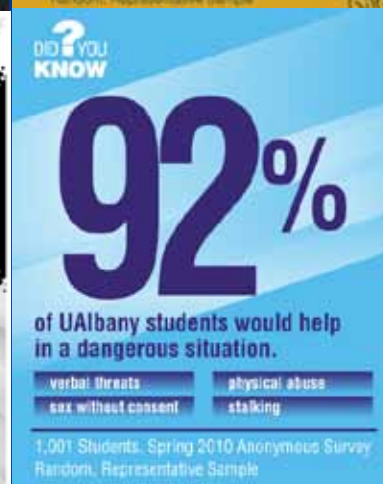
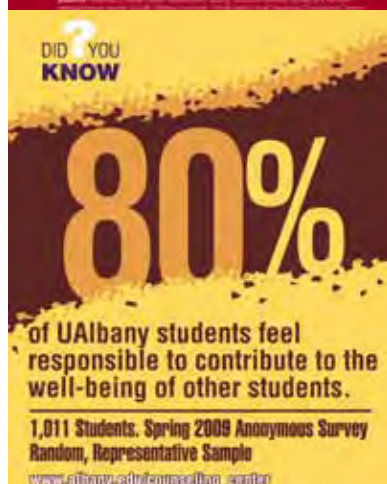
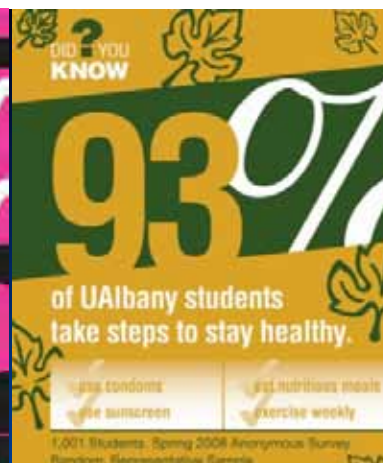
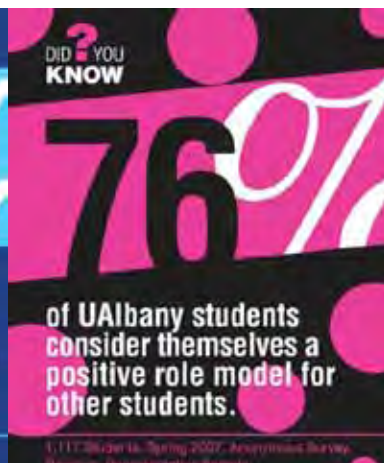






## (2b) On-Campus Social Norms Posters

- High visibility areas
- 11x17 posters posted above classroom blackboards
- Protected under glass
- High exposure







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# Provocative Posters



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DID **?** YOU  
KNOW

**MOST** UALBANY  
STUDENTS

**DON'T LET ALCOHOL  
GET IN THE WAY OF  
PRACTICING SAFER SEX**

615 Students. Spring 2011 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)





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DID **?** YOU  
**KNOW**

**MOST** UALBANY  
STUDENTS

**DON'T USE  
PRESCRIPTION DRUGS**  
prescribed to other people

615 Students, Spring 2011 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)





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DID **?** YOU  
KNOW

**MOST** UALBANY  
STUDENTS

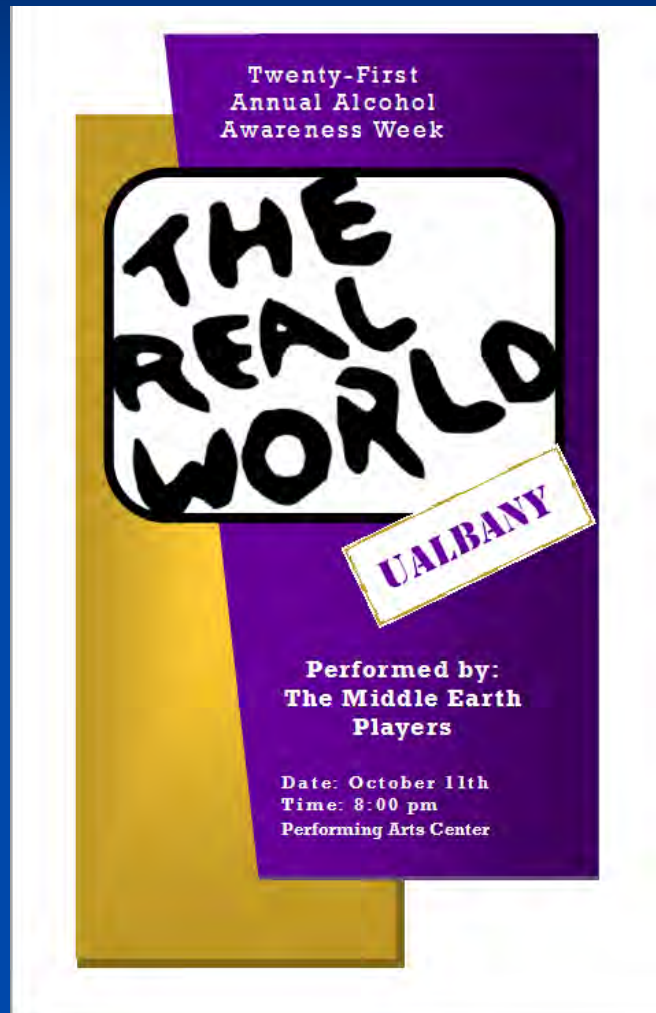
**CHOOSE NOT  
TO USE  
MARIJUANA**

615 Students. Spring 2011 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)





## (3a) AAW: The Real World: UAlbany



- M.E. actors in 4 act play
- Autograph After-party
- BACCHUS *Best Peer-Delivered College Program in U.S.*
- RESULTS: N=240
- 89% useful info
- 98% prog was valuable
- 88% stats discussed were believable





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## (3b) AAW: Games After Dark



- RESULTS:
- N=190
- 90% useful info
- 95% prog was valuable
- 2/3 made aware of own misperceptions or perceptions already in line w/ data shown
- 81% stats discussed were believable



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A photograph of three students, two young women and one young man, standing in a well-lit indoor space, likely a university common area. They are all smiling and holding several informational brochures. The brochures are primarily purple and blue, with large yellow and white text. One prominent brochure on the left says "DID YOU KNOW MOST UALBANY STUDENTS DRINK ALCOHOL 0-2 TIMES A WEEK". Another brochure in the center says "94% of UALBANY student athletes have partied without using alcohol in the past year." A third brochure on the right says "88% of UALBANY students have partied without using alcohol." The students are dressed in casual attire, including hoodies and jeans. The background shows large windows and other people in the distance.



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## (4) In-Class Presentations

- 26 Classes (21 Courses)
- Stats, Psych, Soc
- Experimental Psychology
- Freshman Yr Experience
- Instructional Psychology
- Communication
- Health Psychology
- Cultural Diversity
- Motivational Psychology
- Public Relations
- RESULTS:
- N=1407 students
- 95% useful info
- 95% prog was valuable
- 3/4 made aware of own misperceptions or perceptions already in line w/ data shown
- 4/5 stats discussed were believable





## (5) Peer Education Presentations

- 15 programs annually
- N=200
- 88% useful info
- 92% prog was valuable
- 3/4 made aware of own misperceptions or perceptions already in line w/ data shown
- 4/5 said stats discussed were believable





## (6) Media

- Social Norms Facebook Fan Page
- Copycat Contest & Prizes
- Top 10 Tuesdays
- Live Chats
- Discussions
- Polls, Photos, Videos, Events
- Ahead of UAlbany NCAA Tournament Story

# University Counseling Center Webpage

[About](#) [Academics](#) [Admissions](#) [Libraries](#) [Research](#) [Student Life](#) [Athletics](#) [News Center](#) [Giving](#)

[Home](#)  
[Counseling Services](#)  
[Prevention and Health Promotion](#)  
[Sexual Assault Resources](#)  
[Peer Services](#)  
[For Faculty & Staff](#)  
[For Families](#)  
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[Research to Service](#)  
[About Us](#)



## Counseling Center

Welcome to the Counseling Center webpage. We offer a broad range of psychological services including counseling, prevention, and health promotion to help students succeed. Our culturally inclusive and accessible services are tailored to the evolving needs of our diverse University community.

[Social Norms](#)

[News & Events](#)



**Social Norms Campaign**  
Enter the Copycat



**First Year Student Campaign**  
Also, check out the Go Green



**Student Athlete Campaign**

**EMERGENCY?**  
[Public Service Announcements](#)  
[Online Screening & Resources](#)  
[FAQ](#)



**University Counseling Center**  
  
Suite 104  
400 Patroon Creek Blvd  
Albany, NY 12206  
PHONE (518) 442-5800  
  
**Hours**  
Weekdays 9am-4:30pm  
8am-3:30pm Summer & Intersession  
  
[Contact Us](#)  
 




44

# Facebook Page




facebook   Search


University at Albany Social Norms Campaign Timeline ▾ 2012 ▾ Highlights ▾ ✓ Liked Admin Panel

University at Albany Social Norms Campaign shared a link via Robert Lancaster.  
February 29 · 


March is approaching fast! One month left until the poster showdown ends! Submit posters to [snccontest@gmail.com](mailto:snccontest@gmail.com) see video below for details!! March 30th is new deadline!

 **UAlbany SocialNorms CopyCat Poster Contest!!!!**  
[www.youtube.com](http://www.youtube.com)  
Examples video soon to follow!!


Unlike · Comment · Share


University at Albany Social Norms Campaign  
February 9 · 

Check out the video below for details!!




Unlike · Comment · Share


Robert Lancaster shared a link.  
January 29 · 


Julia Schuettensberg  
February 14 · 

Hey Brian, you should update your power point! our decorations using the posters is much better than those guys



Unlike · Comment · Share

University at Albany Social Norms Campaign  
January 30 · 







## (7) Giveaways

- T-shirts
- Water bottles
- Highlighters
- Stress balls
- Pens
- Magnets





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# OUTCOME

Campus Impact





# Defaced Posters

**DID YOU ? KNOW**

**73%**

**of UAlbany students drink  
alcohol once or twice a week,  
less often, or not at all.**

*80% lie*

**Source:** National College Health Assessment Spring 2006 survey of a random, representative sample of 549 UAlbany students. Conducted by the University Counseling Center.

The contents of this poster were developed under a grant from the U.S. Department of Education. However, these contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the federal government.


DID **?** YOU  
**KNOW**

**MOST** UALBANY  
STUDENTS

**DON'T USE  
PRESCRIPTION DRUGS**  
prescribed to other people

**LIARS!**

615 Students. Spring 2011 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)

 printed on recycled paper



DID ? YOU  
KNOW

Not  
on  
this  
floor

**MOST UALBANY  
STUDENTS**

**CHOOSE NOT  
TO USE  
MARIJUANA**

615 Students. Spring 2011 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)



printed on recycled paper



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# Our Posters On Display





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## Fountain Day





Jenna Cohen

HA!



Mobile Uploads



Like · Comment · 3 hours ago via mobile · ✱



Alex Talamo, Yasmani Isaac and 3 others like this.



Gerald Marichal who the fuck are they tryina foool!

3 hours ago · Like · 2 people



Patrick Lewis LMFAO!!!

2 hours ago · Like



Jenna Cohen this made me laugh so hard

2 hours ago · Like



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# Copycat Posters





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**DID ? YOU  
KNOW**

**MOST UALBANY  
STUDENTS**

**Don't Graduate.**

615 Students, Spring 2011 Anonymous Survey  
Random, Representative Sample  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)

# Fun Kegs and Eggs Merchandise!

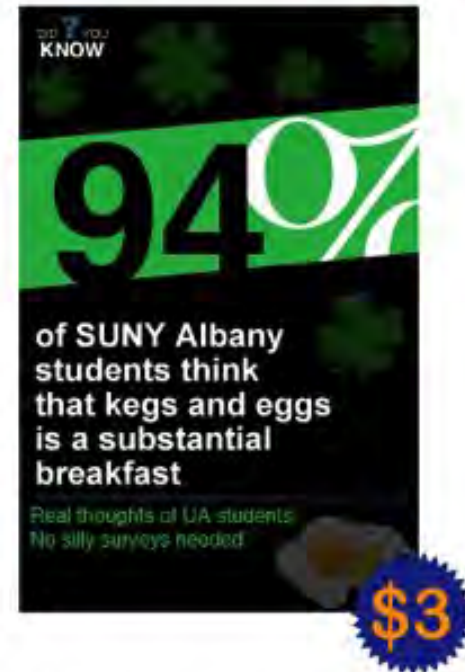
**BIG** 22oz. ALBANY KEGS AND EGGS BEER CUP!



THIS CUP IS SPORTING A BRIGHT ST.PATTY'S DAY GREEN COLOR WITH CUSTOM WHITE KEGS AND EGGS THEMED PRINTING. BIG ENOUGH TO HOLD TWO REGULAR SIZED BEERS. ORDER ONE FOR YOURSELF, YOUR FRIENDS, OR A WHOLE BUNCH FOR EVERYONE AT YOUR PARTY.

LIMITED QUANTITY AVAILABLE. \$5 EACH.

11.25" x 17.30" "FAKE FACTS" POSTER!



EVER SEE THOSE "REAL FACT" POSTERS AROUND OUR CAMPUS? WELL WE MADE ONE JUST FOR KEGS AND EGGS. THE POSTER MEASURES 11.25" by 17.30" AND IS PRINTED ON FANCY GLOSSY PAPER. MAKES THE PERFECT DECORATION FOR YOUR KEGS AND EGGS PARTY OR A NICE SOUVENIR THAT YOU CAN KEEP TO REMEMBER THOSE WILD COLLEGE DAYS.

LIMITED QUANTITY. \$3 EACH.

Wanna order some? Go to <http://tinyurl.com/kegs2010>

DID YOU  
KNOW

99%

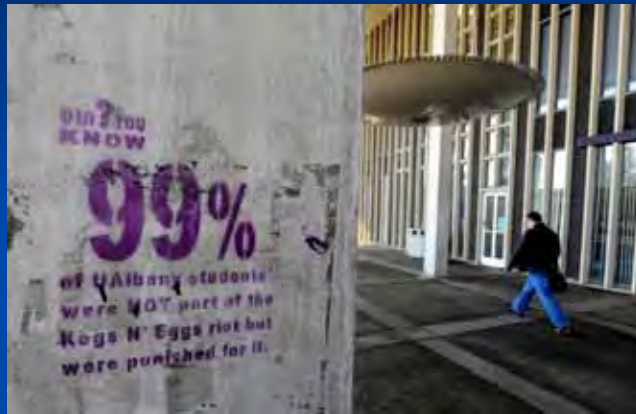
of UAlbany students  
were NOT part of the  
Kegs N' Eggs riot but  
were punished for it.





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# OUTCOME

Changes Since Campaign  
Began in 2004





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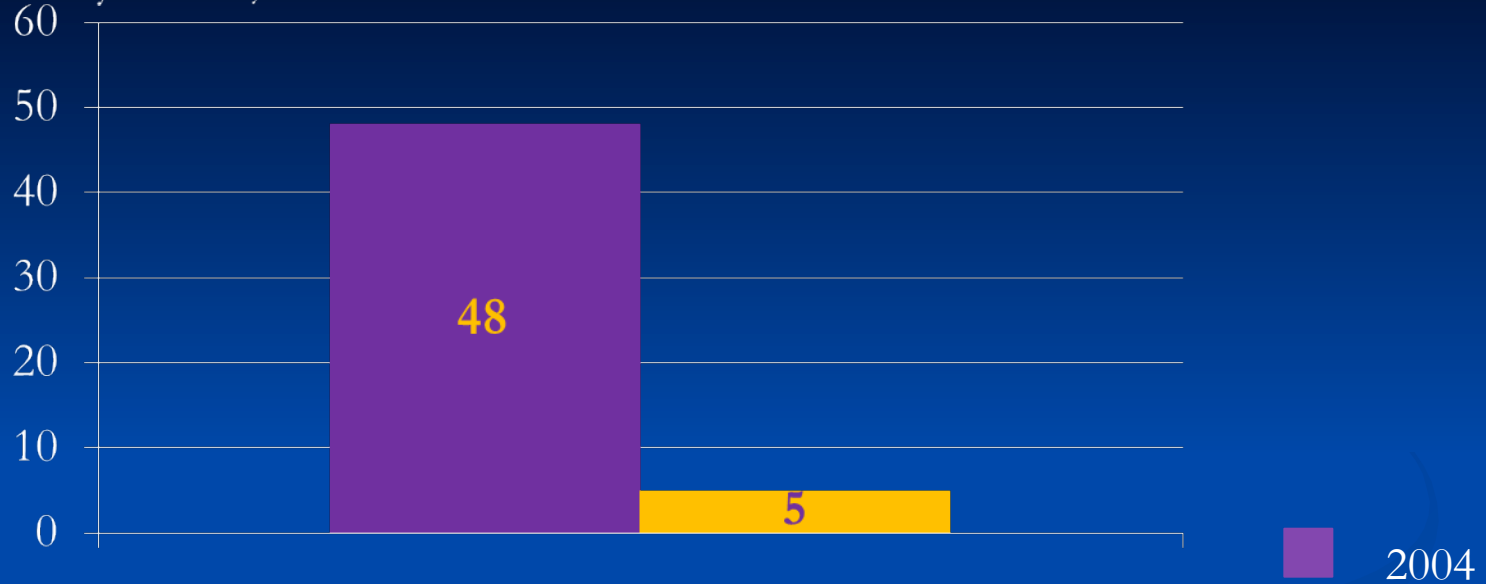
# Changes in Perceptions



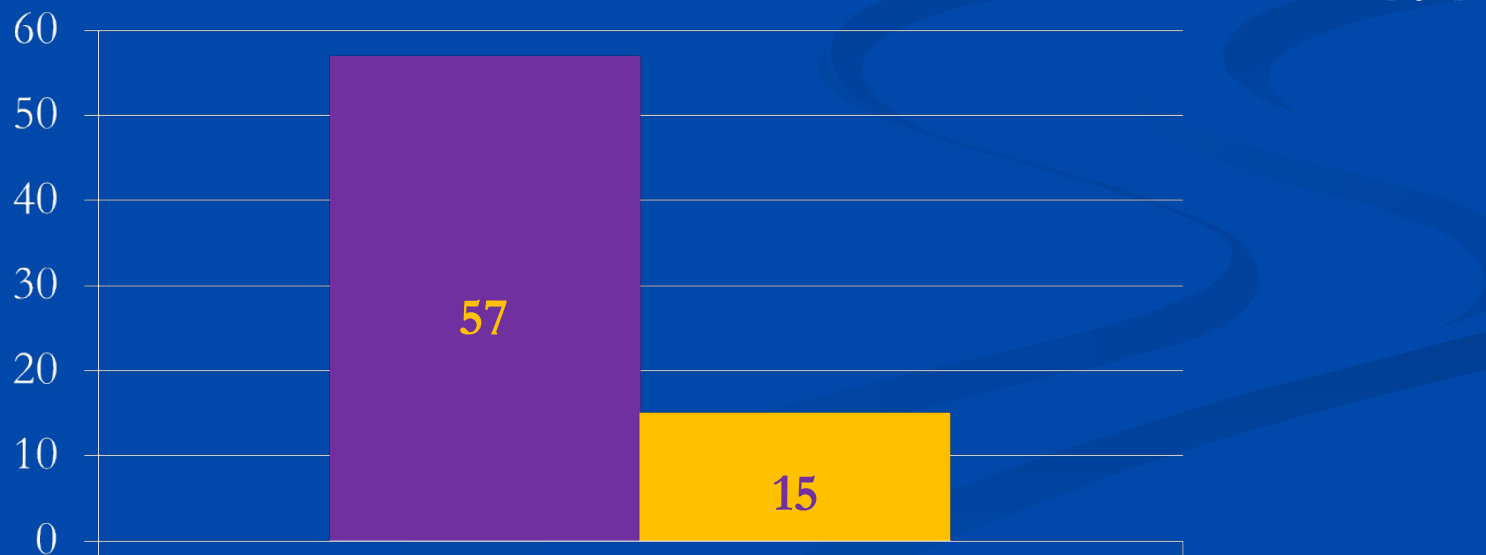
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% who believe the typical student drinks daily



% who believe typical student smokes cigarettes daily





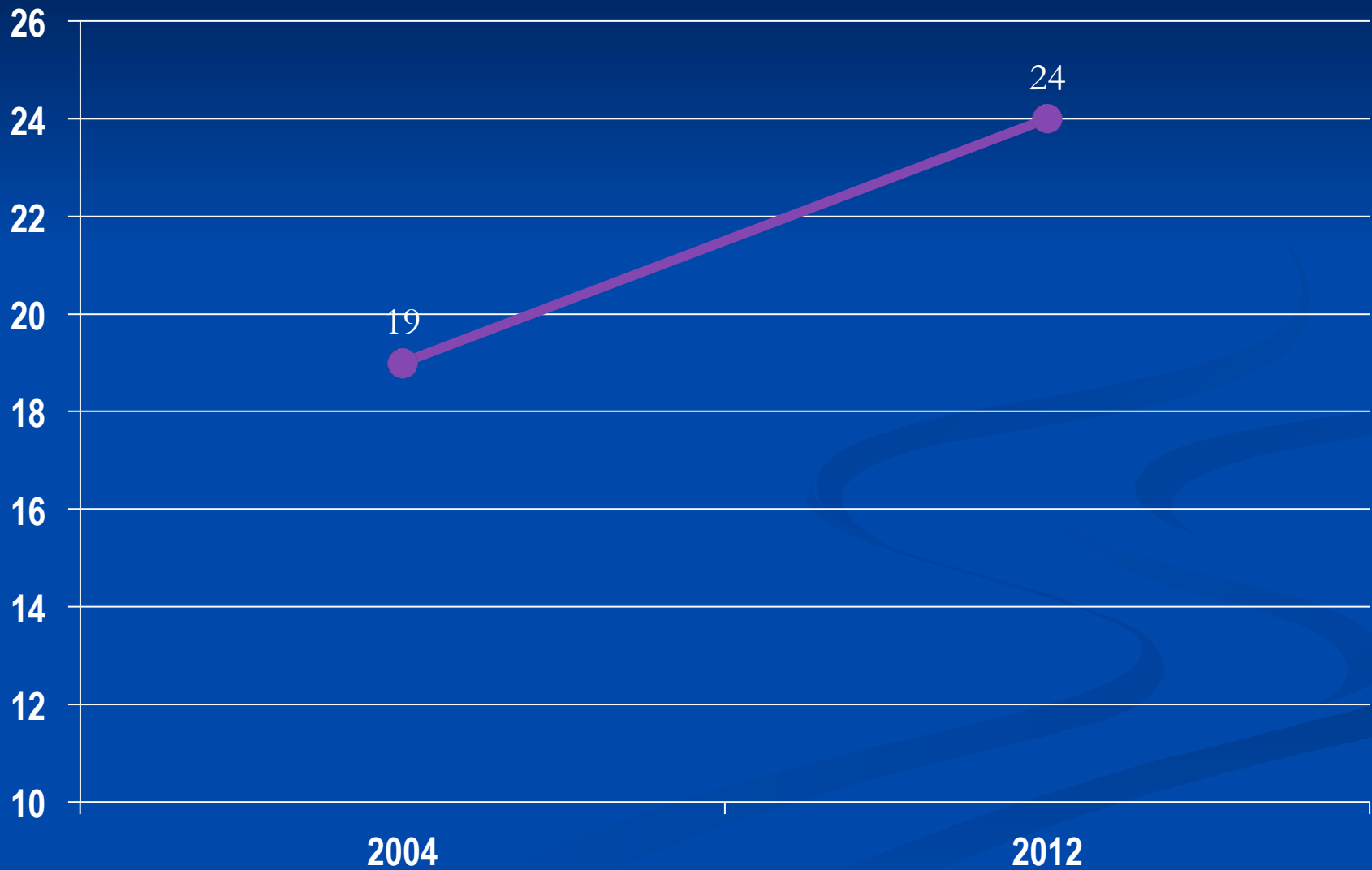
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# Changes in Reported Behaviors



## Non-Drinkers





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## Changes Since 2004

DID **?** YOU  
KNOW

70% 2004  
73% 2006  
75% 2008  
77% 2010

**MOST UALBANY  
STUDENTS**  
83%

**DRINK ALCOHOL  
0-2 TIMES A WEEK**

1215 Students. Spring 2012 Anonymous Survey.  
Random, Representative Sample  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)



DID **?** YOU  
**KNOW**

70% 2004  
75% 2006  
74% 2008  
76% 2010

**MOST UALBANY  
STUDENTS**  
**800%**

**ARE  
NON – SMOKERS**

1215 Students. Spring 2012 Anonymous Survey.  
Random, Representative Sample.  
[albany.edu/counseling\\_center](http://albany.edu/counseling_center)

Changes Since  
2004



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# Drinks Consumed During Last Time Partied

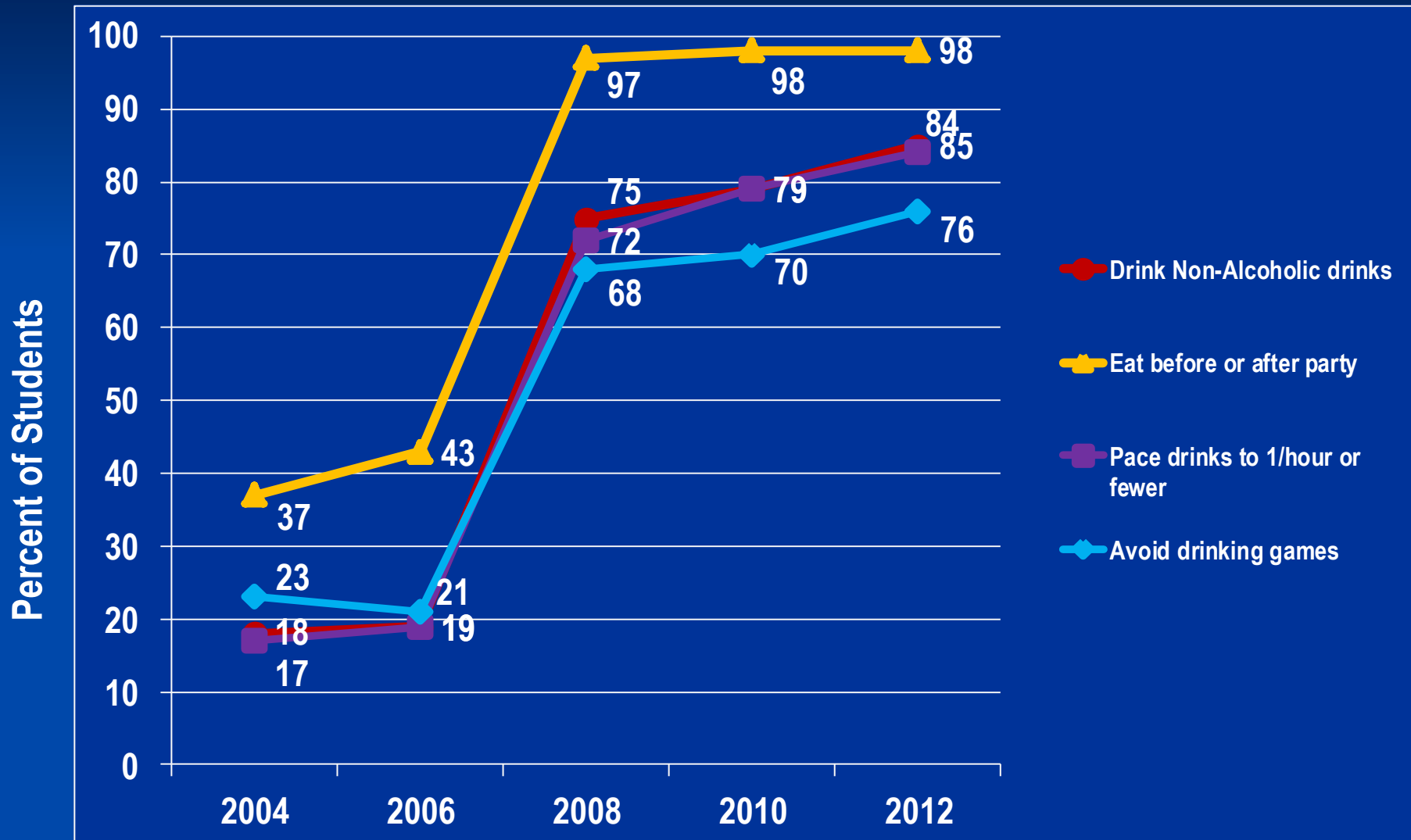




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## Protective Behaviors: 2004-2012

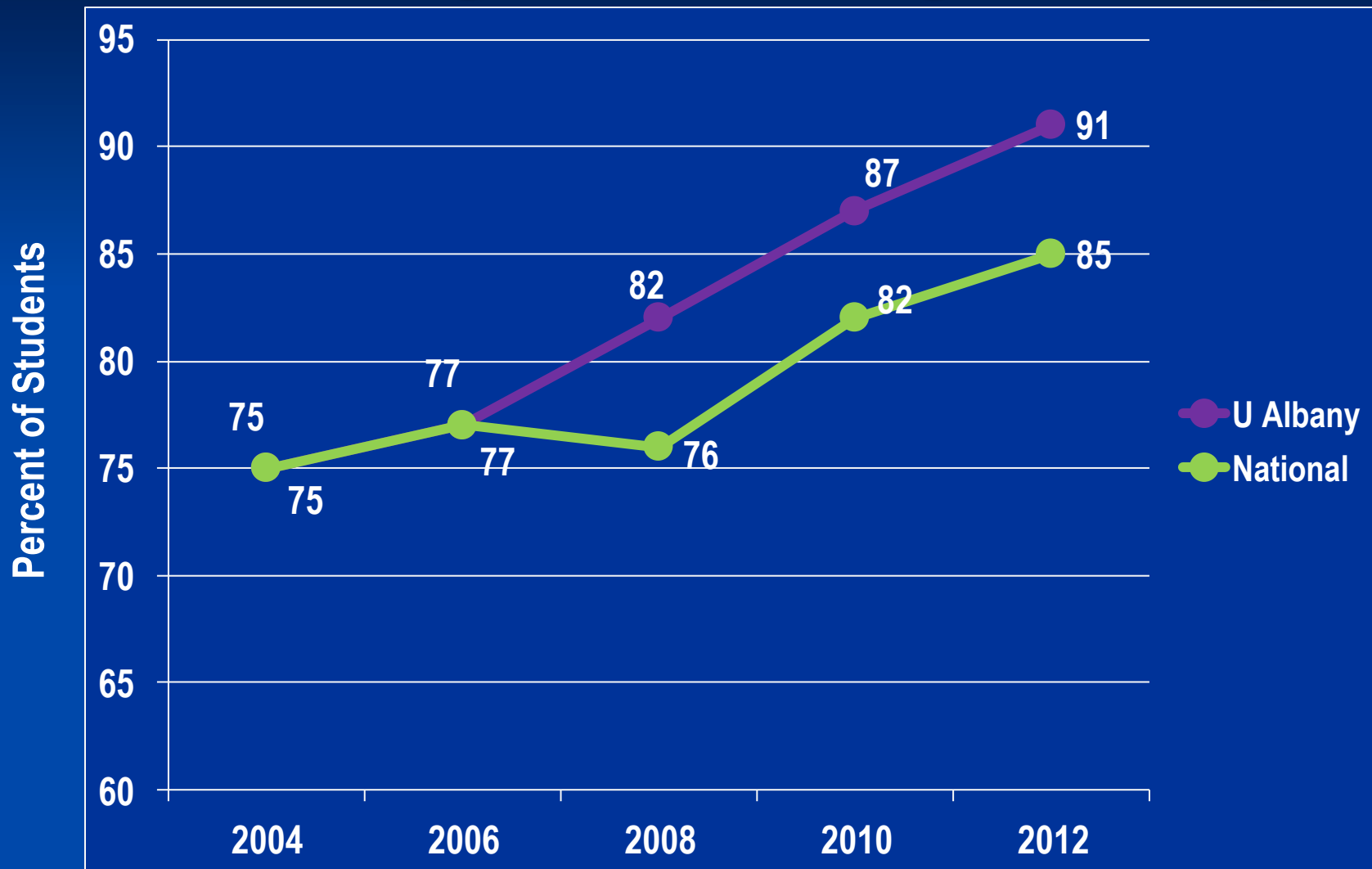




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## Abstaining from Drinking & Driving







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Questions?



Thank You!



## Conclusions from 2012 data

- Misperceptions are being corrected
- Students are drinking less alcohol
- Students are drinking less often
- More students are practicing protective behaviors
- 230% increase in avoiding drinking games
- 21% increase in non-drinkers
- 14% increase in non-smokers
- 56% reduction in drinking & driving



## Contact information

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[www.albany.edu/counseling\\_center/](http://www.albany.edu/counseling_center/)