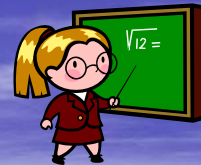


# Using Social Marketing to Create Policy Change

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## Goals and Objectives



- Utilizing Social Marketing
  - Those Who Host Lose The Most
  - Safe Prom/Graduation Partnership
  - Not in Our Town/My House
  - Can you Really Find Popularity in the Bottom of a Bottle?
- Implementing Social Norming
- Passing Environmental Policies
  - Law enforcement, school, business
  - Local or County Ordinances

## Media/Marketing Venues Those Who Host



- Local newspapers
- Radio Ads
- Agency/Civic Group Newsletters
- PTA/PTO Newsletters
- Sports Programs
- School Newsletters/ Websites
- Banners
- Billboards
- Posters
- Magnets
- Decals
- Conveyor Belt Dividers
- Yard Signs



## Safe Prom/Graduation Partnership

- Provides Consistent Messages from the Business Community
  - Hotels and Motels
  - Florists
  - Formal Wear Rentals
  - Limousine Companies
  - Salons



## Safe Prom/Graduation Partnership Letters



- County Prosecuting Attorneys
- After Prom Committee
  - Letters to Parents of Juniors & Seniors
- Prom/Graduation Dates provided to:
  - Law enforcement
  - Hotels/motels
  - Alcohol Retailers
  - Florists/Formal Wear Merchants
  - Transportation Services

## Those Who Host and Safe Prom Partnership Evaluation Tool

- Measures for visibility (exposure)
- Attitudes/beliefs
- Knowledge gained
  - Measure for Behaviors**
- Third Party Sales Transactions/Compliance checks
- Hotel/motel checks

## Social Norming



Behaviors tend to catch up with perceptions

Social norming assumes an individual will act in accordance with perceived social norms.

Markets accurate healthy norms associated with the majority of the population.

## Planning a Social Norming Program

- Identify small group of youth who reflect the target population
- Youth will review current data (from upper grade) and determine what data is "most shockingly" positive
- Youth work with Marketing Specialist to develop a slogan/logo and marketing campaign
- Youth order marketing materials

## Social Norming Campaign (contd.)

- First Week:
  - ✓ Students hang posters, banners, markers, etc. throughout school/community
  - ✓ No hint of what message refers to
- Second Week:
  - ✓ Implement attention getting strategies to draw attention to message
    - Carrot
    - Fortune cookies
    - Pajamas
    - Formal wear

## Social Norming Campaign (contd. )

- Last Day of Campaign:



Students from test group go to target group's school to serve as the prize patrol.

Each student who correctly identifies data is given a prize

## Social Norming Follow-Up

- Press Release of campaign
- Teacher's in-service (encouraged to reinforce data and process with students)
- PTA/PTO presentations about importance of establishing expectations/reinforcing norms of behaviors
- Evaluate and solicit business support for future programs

## Established Norms Lead to Policy Changes

- School:
  - ✓ Use on or off school property
  - ✓ Involvement in extra-curricular activities
  - ✓ Dress code
  - ✓ Consistent enforcement
- Business:
  - ✓ Renting Rooms/limos
  - ✓ Employee Assistance Programs
  - ✓ Drug Testing/referrals
  - ✓ Consequences of use on jobsite



## Law Enforcement Policies



- Zero Tolerance
  - Establish internal policies regarding underage drinking
    - ❖ Issue Citation
    - ❖ Bring to station for parent/guardian pick-up
    - ❖ Call parent/guardian to come to site
    - ❖ Deliver minor to parent/guardian

Be consistent!

## Local, County or State Policies



- Open House Parties
- Keg Registration
- MIP By Consumption
- Responsible Servers  
(Beer gardens at community festivals)
- Social Host Criminal Liability
- Ban of Alcohol Vaporizers
- Ban those under 21 from bars/nightclubs