

The Conference Program

The social norms approach is surely one of the most talked about methods of health promotion today. Widely known for its use by a growing number of colleges and universities that report significant reductions in heavy drinking and related harm among their students, the social norms approach is being used increasingly in other areas as well: by high schools and community coalitions to address adolescent alcohol, tobacco and other drug use, by states to promote traffic safety, by colleges to improve academic performance, and by youth service agencies as a pregnancy prevention strategy.

In addition, researchers continue to expand the application of normative strategies to issues such as tax compliance, adolescent weight control behavior, HIV/AIDS prevention, and motivational feedback for high-risk drinkers.

The National Conference on the Social Norms Approach is a unique and exciting opportunity to meet and interact with some of the leading researchers and practitioners in this rapidly expanding area of health promotion. It is the only national conference devoted entirely to this effective approach, and at no other meeting will so many issues and questions about social norms—from its past success to its future development—be so intensively explored and discussed.

The conference program is designed to provide a wide array of presentations especially beneficial to practitioners, administrators, and stakeholders in:

- High Schools
- Colleges and Universities
- Community-Based Health and Service Agencies

Also offered is an optional introductory pre-conference session conducted by two acknowledged experts: H. Wesley Perkins, Ph.D. and Michael Haines, M.S. This intensive seminar is designed for the approximately one-third of conference attendees each year who are relatively new to the approach and seek to gain an understanding of fundamental social norms theory and its application to the field of health promotion.

This session has been an extremely popular and highly-rated feature of past conferences.

The optional pre-conference session is followed by the two-day main conference with its stimulating blend of in-depth presentations on current research and practice. Among the topics to be covered include:

- High School Interventions
- Data Collection and Analysis
- Developing and Testing Messages
- Evaluating Impact
- Conducting and Analyzing Focus Groups
- Colleges: Innovative Interventions
- Celebratory Drinking

If you are new to the social norms approach, this conference will challenge your thinking and provide you with essential information about this effective health promotion strategy. If you are currently involved in a social norms project, you will find many opportunities at the conference to expand your knowledge and sharpen your skills.

Please join us in Minneapolis. We hope to see you there!

The Hosts

The BACCHUS Network™, a non-profit charitable organization, is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of the organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high risk behaviors.

The organization devotes the substantial portion of its resources and activities to:

- Create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety
- Empower students and administrators to voice their opinions and needs to create healthier and safer campus communities
- Develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership and activism on health and safety issues
- Provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies
- Encourage national forums on young adult health and safety concerns
- Promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues
- Advocate for effective and sensible policies and practices for campus and community health and safety issues

The BACCHUS Network™ is based in Denver, Colorado. BACCHUS has hosted the Conference on the Social Norms Model for ten years in various locations in North America. BACCHUS has conducted research projects based on the Social Norm Theory through funding from the Centers for Disease Control and Prevention.

The National Social Norms Institute

Located at the University of Virginia, a national leader in alcohol and substance abuse education, the National Social Norms Institute conducts research into the effectiveness of social norms methodology to reduce high-risk drinking among students. The mission of the institute is to research, evaluate and disseminate information on the social norms methodology to the field.

Confirmed Presenters

(A partial listing in alphabetical order)

Jennifer Bauerle, Ph.D., is Director of the National Social Norms Institute at the University of Virginia, from which she received her doctorate in program evaluation.

Alan Berkowitz, Ph.D., is an independent consultant and one of the original theorists of the social norms approach to health promotion.

William DeJong Ph.D., is a professor in the Department of Social and Behavioral Sciences at Boston University's School of Public Health. He also serves as director of research and program development for Outside the Classroom, Inc., senior adviser to the Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention, and the principal investigator for the Social Norms Marketing Research Project, a five-year randomized trial funded by the NIAAA.

Michael Haines, M.S., served as the Director of the first National Social Norms Resource Center. Mr. Haines designed the first successful implementation of the social norms approach at Northern Illinois University.

Linda Hancock, Ph.D., is the Director for the Wellness Resource Center at Virginia Commonwealth University, where she has implemented social norms projects that have been effective in preventing tobacco use and reducing misperceptions about alcohol use.

Drew Hunter, M.P.A., is President/CEO of The BACCHUS Network. He and his staff work with student leaders and peer educators at college campuses across the nation to use social norms strategies to enhance the health and safety of students.

Dennis Martell, Ph.D., is the Coordinator of the Health Education Services Department at Olin Health Center of Michigan State University. Dr. Martell's area of expertise includes high-risk drinking behavior, specifically research in Celebratory Drinking and Effective Health Risk Messages.

H. Wesley Perkins, Ph.D., is a professor of sociology at Hobart and William Smith Colleges, where he also serves as the Director of the Alcohol Education Project. Dr. Perkins is one of the pioneer theorists and leading proponents of the social norms approach to health promotion.

James Turner, M.D., is Executive Director of both Student Health and the National Social Norms Institute, as well as Professor of Clinical Internal Medicine at the University of Virginia.

Clayton Neighbors Ph.D., is Assistant Professor in the Department of Psychiatry and Behavioral Sciences at the University of Washington. He is currently the Principle Investigator on a 5-year study, "Social Norms and Alcohol Prevention (SNAP)", funded by the National Institute on Alcohol Abuse and Alcoholism.

Exhibitors

We welcome those companies, resource centers, and service agencies who wish to exhibit a tabletop display and materials about their group offerings. Cost for an 8 ft. draped table for the conference is \$750. There is not an "exhibit hall." Your display will be in a visible conference participant traffic area. This fee includes one conference registration fee for one exhibitor representative. Any additional representatives must register at the conference rate.