

Instructions and Information for Grantee Presentations
Based on:
Annual Report and Process/Implementation Information

In 2008, we had wonderful presentations and I've had some requests for guidelines for this year's presentations.

Last year, the folks at Michigan State University brought along a CD of all their social norms materials, which was really helpful, so please consider doing this with your program. Please bring enough for the eight other grantee schools, NSNI and Anheuser Busch.

Below are some suggestions; please note that the first agenda item for the meeting will be the presentations each school is making to the group.

- Each school will have 30 minutes to present
- Laptop & LCD are available for power point presentations
- Highlight your program and its findings, using the End of Year template (below) as your guide
- Bring along your media; this will be a good chance to give the group a peek, plus there will be an opportunity on Day II
- Let us know if you have additional A/V needs
- Make it fun!

End Of Year Template

I. DATA

- a. Did you administer the NCHA this year (old or new form)?
 1. If yes, when?
 2. Which format did you use? Paper/pencil, classroom or web-based.
 3. Did you use supplemental questions related to social norms? If yes, what were they?
- b. Did you use any other source of quantitative data? If yes, describe briefly.

II. SAMPLE for NCHA

- a. Was your sample a random sample?
 1. If yes,
 - a) was it stratified?
 - b) by what variables ?
 2. If no, how was your sample chosen?
- b. When was the NCHA administered?
- c. What was the sample size? What is your population size?
- d. What was the response rate?
- e. Did you use incentives? If so, describe briefly.

III. INTERVENTION

- a. Plans
 1. Social marketing campaign
 - a) Target: describe any groups that were specifically targeted (e.g., athletes, Greeks, first year students)
 - b) Timing: when was it initiated and how long did it last
 - c) Market saturation: briefly describe, with quantities, the marketing tools you used (e.g., 1000 posters, 2000 table tents, 6 radio PSAs)
 - d) Market penetration: briefly describe campaign sites (e.g., all dorms, all student cafeterias, student health center, student social center, 2 local radio stations)
 - e) Emphasis: Which of the following was used in your campaign:
 - (a) Statistics about descriptive drinking norms
 - (b) Statistics about injunctive drinking norms
 - (c) Statistics about negative consequences
 - (d) Statistics about protective behaviors

2. Other social norms interventions as part of the grant: Briefly describe any other social norms interventions (e.g., small group social norms interventions) conducted as part of this grant
- b. Implementation fidelity: Based on your experience, rate each of following, using this scale: 0=much worse than usual, 5=about the same as usual, 10=much better than usual
 1. Unexpected problems or barriers:
 2. Support from school administration:
 3. Logistics (e.g., printing, distribution):
 4. Adherence to above plans:
- c. Other relevant interventions occurring at your institution: Did your institution have any of the following:
 1. Other social norms based interventions? (Briefly describe)
 2. Other types of interventions to promote responsible drinking? (Briefly describe)
 3. Programs or issues of competing messages, i.e. scare tactics? (Briefly describe)
- d. Indicators of success (impact and/or outcome): Briefly describe your primary indicators of success. For example, negative consequences, eBAC, drinking quantity and frequency from the NCHA, questions 9D, 10D, 11A-18G, 19B & 44A. These can include both quantitative and qualitative measures.