

**Interested in learning
how to apply the social norms approach to bring about
behavioral change with your intended audience?**

Consider attending:

**LI 1007.0: SOCIAL NORMS APPROACH:
An Evidence-based Strategy to Change
Health-Related Behaviors**

***A short course offered by the Learning Institute of the
137th Annual Meeting of the American Public Health Association***

SAVE THE DATE

***SATURDAY, NOVEMBER 7, 2009
1:30 AM – 5:00 PM***

PHILADELPHIA, PENNSYLVANIA

Workshop overview

The purpose of this Institute is to provide participants with the tools and foundational experience needed to design implement and evaluate a successful social norms marketing intervention. Social norms marketing combines social norms theory with social marketing techniques to address public health issues in which the common *perceptions* of attitudes or behaviors differ significantly from the *reality* of attitudes or behaviors. Such issues include alcohol use, safe sex practices, smoking, vaccination and other preventive health practices, as well as cultural and racial/ethnic stereotypes. The course begins with social norms theory and the five-step model, derived from marketing research, for conducting a successful social norms marketing intervention, taught by Jennifer Bauerle, Ph.D., Director of the National Social Norms Research Institute and former Social Norms Coordinator at the University of Virginia. Together with Dr. Bauerle, Lydia Killos, PhD, will focus on social norms marketing at the institutional (e.g., school, workplace) and community (including statewide) level. Dr. Killos, Research Coordinator of the National Social Norms Institute has been working with nine schools across the country to expand the application of social normative theory to prevention practice. Adrienne Keller, Ph.D., Research Director of the National Social Norms Research Institute will teach evaluation of a social norms marketing intervention, including qualitative and quantitative strategies to assess process, impact and outcome, as well as the creation of a logic model to guide evaluation and integrate evaluation into project design and delivery. Participants will learn protocols for conducting focus groups, criteria for determining the internal and external validity of survey data and sampling strategies.

Faculty

jennifer bauerle, Ph.D.
Director, National Social Norms Institute
Assistant Professor
Department of Public Health Sciences
University of Virginia
Contact: bauerle@virginia.edu

Adrienne Keller, Ph.D.
Director of Research, National Social Norms Institute
University of Virginia
Contact: aek3a@virginia.edu

Lydia Killos, Ph.D.
Research Coordinator, National Social Norms Institute
University of Virginia
Contact: lgy4y@virginia.edu

This course will prepare participants to:

- 1) List the 5 assumptions of social norms theory.
- 2) Explain the importance of each step to designing an effective marketing strategy.
- 3) Apply the 5-step of the Social Norms Approach to interventions that require systemic coordination of media-based prevention strategies.

Intended Audience

- ❖ ***Public Health Researchers & Educators***
- ❖ ***Program Planners***

How to Register

To attend the APHA-LI courses, a **separate registration fee of \$200** is required. Detailed information about the Learning Institute (LI Course # 1007.0) can be found at

<http://apha.confex.com/apha/137am/webprogram/Session26837.html>

For an additional processing fee of \$50 course participants can earn CE credits for CME, CNE or CHES.

The APHA 2009 Annual Meeting registration opened June 1st.

Registration information may be accessed from

<http://www.apha.org/meetings/registration>