

Selected Studies for Social Norms and Smoking

Book Title: **Using social norms to reduce alcohol and tobacco use in two midwestern high schools**

Authors: [Haines,Michael P.](#); [Barker,Gregory P.](#); [Rice,Richard](#)

Source: 2003, 235-244, Jossey-Bass, San Francisco, CA, US

Authors: [Haines,Michael P.](#); [Barker,Gregory P.](#); [Rice,Richard](#)

Abstract: Describes the intervention conducted at 2 Midwestern high schools using social norms media to significantly reduce cigarette smoking and drinking among 10th grade students during a 2-yr period. This project was unique among social norms interventions in that it used media to change parents' and teachers' perceptions of students as well as the students' perceptions of their peers.

Editors: [Perkins,H.Wesley](#)

Series Title: The social norms approach to preventing school and college age substance abuse: A handbook for educators, counselors, and clinicians.

URL: <http://search.ebscohost.com/login.aspx?direct=true&db=psyh&AN=2003-02237-014&site=ehost-live>

Book Title: **Perceptions, norms, and tobacco use of college residence hall freshmen: Evaluation of a social norms marketing intervention**

Authors: [Hancock,Linda C.](#); [Henry,Neil W.](#)

Source: 2003, 135-153, Jossey-Bass, San Francisco, CA, US

Abstract: Evaluates a social norms marketing intervention to reduce the onset of smoking among new college students at a university. It compares the outcome with data from another school acting as a control site. The experiment demonstrated a significant reduction in onset of smoking among students exposed to messages about accurate student norms as compared to students at the control site.

Editors: [Perkins,H.Wesley](#)

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URL: <http://search.ebscohost.com/login.aspx?direct=true&db=psyh&AN=2003-02237-008&site=ehost-live>

Title: **Adolescent smoking behavior: measures of social norms**

Authors: [Eisenberg,M.E.](#); [Forster,J.L.](#)

Source: [Am.J.Prev.Med.](#), 2003, 25, 2, 122-128

Abstract: **BACKGROUND:** Relatively little research has focused on the social norms of teen smoking. This study examined social norms regarding adolescent smoking and their relationship with smoking behavior. **METHODS:** Data were collected in 1998 as part of the follow-up for a randomized trial in 14 rural Minnesota communities. Four aspects of perceived social norms of smoking were measured, and students were classified as nonsmokers, daily smokers, past-week smokers, or past-month smokers. Social norms were compared across four levels of smoking behavior, and multivariate models controlled for personal characteristics and family and peer smoking. **RESULTS:** The sample comprised a total of 3128 girls and 3146 boys in grades 8 to 10. For all four measures, nonsmokers had the most antismoking perceptions of social norms around smoking ($p < 0.001$). In multivariate models, noticing other teens smoking and the perception that adults care about and disapprove of teen smoking remained significantly related to past-month smoking. Using more frequent smoking as the dependent variable, noticing smoking remained significantly associated with smoking in the anticipated direction. Perceived prevalence of smoking did not perform consistently across models. **CONCLUSIONS:** Noticing teens smoking is associated with smoking behavior across three different levels of smoking frequency. The perception that adults care about and disapprove of teen smoking was associated with past-month and past-week smoking. Although perceived prevalence is often used to measure social norms of teen smoking, this measure may have limited utility. Strategies for health promotion and intervention on the issue of youth smoking are discussed.

Title: **An evaluation of a social norms marketing project for tobacco prevention with middle, high, and college students; use of funds from the Tobacco Master Settlement (Virginia).**

Authors: [Martino-McAllister,J.](#); [Wessel,M.T.](#)

Source: [J Drug Educ.](#), 2005, 35, 3, 185-200

Abstract: The Anti-Tobacco Media Blitz (ATMB), a social-norms marketing program, was utilized for tobacco prevention with middle and high school students. University students assisted middle and high school students with the implementation of this campaign, which included a variety of media. Students worked in teams to design, develop, and evaluate tobacco-free messages through posters, radio, television, and peer-led activities. Evaluation of the campaign was constant and included assessment of message retention and demonstration of positive behaviors. This article discusses the procedures of this project, the five-step social norms marketing model, with emphasis on the student-centered evaluation and results.

Title: **Beliefs and social norms about smoking onset and addictions among urban adolescent cigarette smokers.**

Authors: [Peters,R.J.,Jr](#); [Kelder,S.H.](#); [Prokhorov,A.V.](#); [Meshack,A.](#); [Agurcia,C.](#); [Yacoubian,G.](#); [Griffith,J.](#)

Source: [J.Psychoactive Drugs](#), 2005, 37, 4, 449-453, United States

Abstract: Cigarette smoking is a behavior which is most often developed during adolescence. The association between smoking onset and nicotine addiction has not been clearly established among ethnic minorities. To better understand this relationship, this study used a qualitative approach to investigate relevant beliefs and norms associated with cigarette smoking initiation and development of nicotine addiction among 52 high school students who identified themselves as current smokers. In general, it was found that both boys and girls believed nicotine addiction starts during an individual's initial cigarette smoking event. The majority of both groups reported that their second smoking event was initiated during the same or next day after their first event. In addition, this research confirmed that friends and siblings who use tobacco are strong reinforcers in youth smoking initiation.

Title: **Ethnic variation in peer influences on adolescent smoking**

Authors: [Unger,Jennifer B.](#); [Rohrbach,Louise Ann](#); [Cruz,Tess Boley](#); [Baezconde-Garbanati,Lourdes](#); [Howard,Kim Ammann](#); [Palmer,Paula H.](#); [Johnson,C.Anderson](#)

Source: [Nicotine & Tobacco Research](#), 2001, 3, 2, 167, Informa Healthcare

Abstract: Previous research has indicated that the influence of peers on adolescent smoking may differ across ethnic groups. Although many studies have focused on African Americans, Hispanics, and Whites, few studies have included Asian Americans, Pacific Islanders, and multi-ethnic adolescents as distinct groups. Using data from a statewide sample of 5870 eighth-grade adolescents in California, this study examined ethnic differences in the association between peer influence variables and smoking behavior and susceptibility. Informational peer influence (best friends' smoking behavior) and normative peer influence (prevalence estimates of peer smoking) were investigated. We hypothesized that informational peer influences would be stronger among Whites (whose families originate primarily from the individualistic cultures of the USA and Western Europe) than among Asian Americans, Pacific Islanders, Hispanics, and African Americans (whose families originate primarily from collectivist cultures). Conversely, we hypothesized that normative peer influences would be stronger among ethnic minority adolescents from collectivist cultural backgrounds than among Whites. Consistent with previous studies, friends' smoking and prevalence estimates of peer smoking were risk factors for past 30-day smoking and susceptibility to smoking across ethnic groups. The influence of friends' smoking behavior was stronger among Whites than among several other groups: Pacific Islanders, African Americans, and Hispanic/Latinos. The influence of prevalence estimates of peer smoking was stronger among Whites than among multiethnic adolescents. Results indicate that cultural factors may play a role in peer influences on smoking initiation.

Smoking prevention interventions for adolescents should address the differences in peer influences across ethnic groups.

Links: <http://www.informaworld.com/10.1080/14622200110043086>

Title: **The Influence of Group Identification on the Adoption of Peer Group Smoking Norms**

Authors: [Schofield, Penelope Ellen](#); [Pattison, Philippa Eleanor](#); [Hill, David John](#); [Borland, Ron](#)

Source: [Psychol. Health](#), 2001, 16, 1

Abstract: Studies whether smoking is a stereotypical attribute of particular social groups and how it may affect group members' personal smoking involvement. Information on the self categorization theory; Methodology; Results and discussion.

Title: **Most Of Us Are Tobacco-Free: An Eight Month Social Norms Campaign Reducing Youth Initiation Of Smoking In Montana**

Authors: Linkenbach Jeffrey W (with Perkins. H.W.)

Source: In: Perkins, H. Wesley (Ed), *The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians*. San Francisco: Jossey-Bass, 2003.

The following sites may also be of use to you:

1) **Case Study of the University of Arizona's Tobacco Social Norms Marketing Campaign**

http://www.ttac.org/college/campus/case_studies/University_of_Arizona.pdf

2) **Case Study of University of Wisconsin Oshkosh - Social Norms Marketing Campaign (as part of a comprehensive Tobacco Use Reduction plan)**

http://www.ttac.org/college/campus/case_studies/University_of_Wisconsin.html

3) **Jefferson County Smoke Free Coalition: Kentuckiana Health Alliance Social Norms Campaign**

http://www.kentuckianahealthalliance.org/web/documents/Positive_Social_Norms_Frequently_Asked_Questions.pdf

4) **MOST of Us Are Tobacco Free Campaign: 1999-2001**

<http://www.mostofus.org/projectdetail.php?id=4>

5) **Virginia Commonwealth University's Smokefree Campus: Prevention Tools**

<http://www.smokefreecampus.org/prevention.html>