

### **Recommendations regarding the NCHA:**

We recommend that all AB-funded schools switch to the new version of the NCHA as of 2009 at the latest. Although this will mean a loss of some comparability with past data, it will be very important, as we move forward, to be able to compare our information with that of other schools using the NCHA.

We also recommend that each school attempt to have at least one question added to the NCHA to assess the *reach* of the social norms marketing campaign. We realize that there is often intense competition for the limited number of additional questions that the NCHA allows, but such a question is very important to preserve the “inferential line” of logic connecting observed improvements with the social norms intervention. Failing inclusion of such a question (or, ideally, in addition to such inclusion), schools should develop reliable strategies – such as intercept interviews – for assessing the reach of the social norms marketing campaign.

We suggest the following general format for a question assessing the exposure of members of your audience to your marketing campaign:

- *In the past [time frame], how many times have you seen [or heard] the [campaign logo/brand or message or specific campaign material]?*
- NOTES:
  - o Time frame: should correspond to the time your campaign was active
  - o Seen [or heard]: include “or heard” if your campaign included radio spots
  - o Campaign logo/brand: might be best if multiple messages were marketed using the same logo or brand
  - o Campaign message: might be best if the campaign focused strongly on a single message (e.g., amount the typical student drinks when partying or socializing)
  - o Campaign material: might be best if the campaign used predominantly one type of marketing (e.g., Stall Seat Journal, posters, table tents, newspaper ads) rather than multiple types of marketing

Examples:

- In the past 3 months, how many times have you read HooKnew informational materials?
- Since September, how many times have you seen or heard information about how much the typical UVA student drinks?
- This semester, how many times have you read a Stall Seat Journal?

Answer choices should include 0 and can be grouped to reflect low, moderate and high exposure:

0

1-4 times

5-10 times

more than 10 times

We would be happy to work with you in the wording of an NCHA question and/or the design of additional strategies to assess reach.