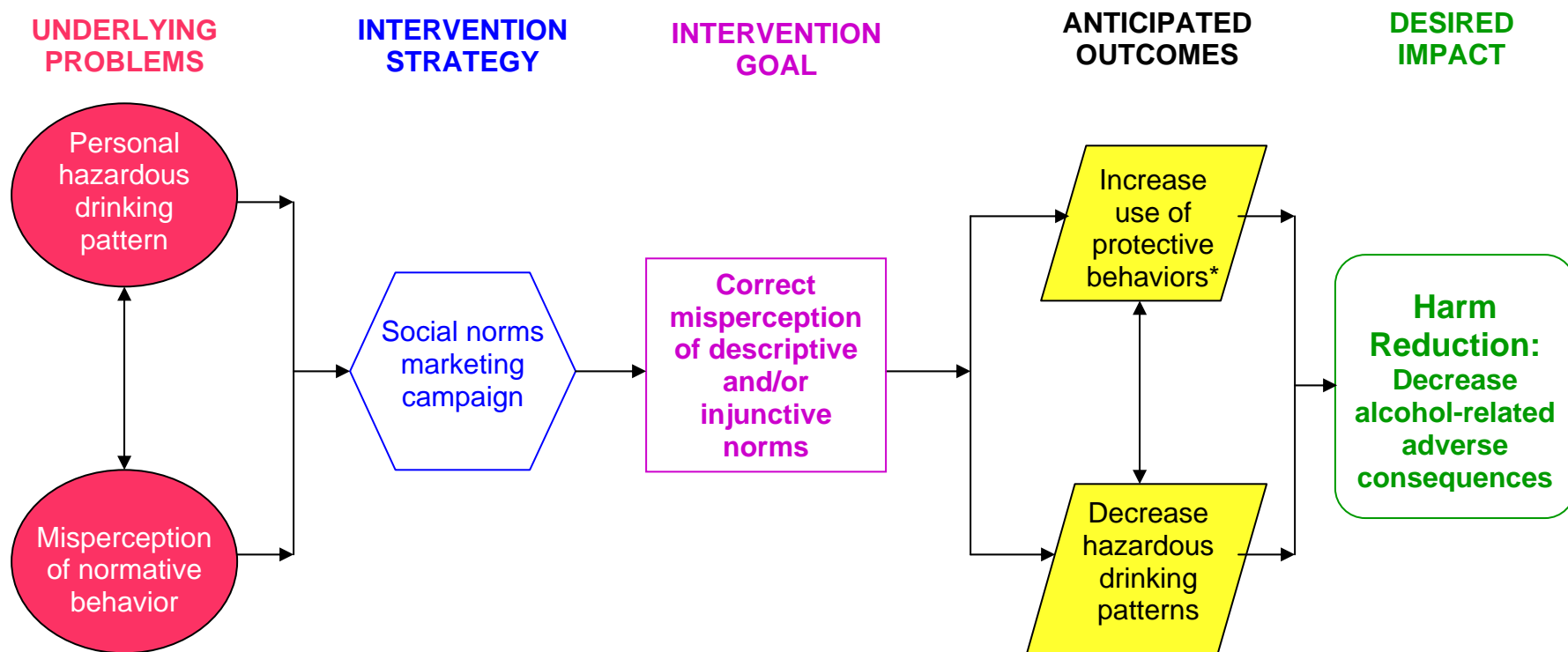


LOGIC OF SOCIAL NORMS INTERVENTIONS



EVIDENCE NEEDED

Prevalence of hazardous drinking patterns**;
prevalence of misperceptions**;
association between the two**

Campaign conformed to social norms principles & reached intended audience

Prevalence and/or degree of misperception decreased**

Prevalence & number of protective behaviors used increased** and hazardous drinking decreased**

Prevalence and/or number of adverse consequences decreased**

*If norms for protective behaviors were included in the marketing campaign
**Baseline assessment needed before intervention & follow-up assessment after intervention