

## The National Conference on the Social Norms Approach

### Monday, July 13

7:30 - 8:30 AM Conference Registration  
7:30 - 8:30 AM Continental Breakfast  
8:30 - 9:15 AM **Welcoming Remarks**  
9:15 - 10:15 AM **General Session**

**Drew Hunter and jennifer bauerle**  
**Alan Berkowitz**

10:30 - 11:45 AM **Breakout Sessions Block 1** (Choice of 5 Breakouts – Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** 10 Tips to Successful Implementation of a Middle School SN Campaign (**Bennett, Perkins**)
- 2. Breakout 2** Personal Normative Feedback (**Neighbors**)
- 3. Breakout 3** Did they see it? Did they believe it? Did they change? (**Schuh, Beckermann**)
- 4. Breakout 4** The International development of the SN Approach (**McAlaney**)
- 5. Breakout 5** **Drew Hunter**

Noon - 1:30 PM **Lunch and Keynote Address**

Bill DeJong

1:45 - 3:00 PM **Breakout Sessions Block 2** (Choice of 5 Breakouts - Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** HS Data (**Haines, Barker**)
- 2. Breakout 2** Multi site sn intervention for student athletes (**Perkins, Craig**)
- 3. Breakout 3** Matters of the Heart (**Berkowitz, Rockett, Martell, Hancock**)
- 4. Breakout 4** From Posters to Paradigm (**Allen**)
- 5. Breakout 5** Audience Segmentation (**Keller**)

3:15 - 4:30 PM **Breakout Sessions Block 3** (Choice of 5 Breakouts - Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** Elements That Lead to Success in High School Social Norm Projects (**Crandall, Campain**)
- 2. Breakout 2** Not Graduated Yet: Campaign that's Overcoming Barriers and Celebrating Successes (**Art**)
- 3. Breakout 3** Lessons Learned (**Hancock and Wattenmaker**)
- 4. Breakout 4** An Associate Director of Housing (**Reff**)
- 5. Breakout 5** Denmark: Where the social norms approach is becoming the norm (**Balvig, Holmberg**)

4:30 - 6:00 PM Conference Reception

### Tuesday, July 14

8:00 - 9:00 AM Continental Breakfast

*Roundtable Discussions*

9:00 - 10:15 AM **Breakout Sessions Block 4** (Choice of 5 Breakouts - Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** Results of a 5-Year Controlled Study on the Effects of an Alcohol-Focused SN Campaign at HS (**Ragain**)
- 2. Breakout 2** Successful application of the SN in a Small College Setting with Multiple Strategies (**O'Neill, Perkins**)
- 3. Breakout 3** Evaluating a Social Norms Project: Questions and Answers (**Hembroff, Martell**)
- 4. Breakout 4** Using audience response technology in large group social norms programs (**Hancock & Wattenmaker**)
- 5. Breakout 5** Survey Methods and Planning (**Barker**)

10:30 - 11:45 AM **Breakout Sessions Block 5** (Choice of 5 Breakouts - Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** The challenges of Culture and Context when targeting Celebratory Drinking (**Martell, Hembroff**)
- 2. Breakout 2** Large Scale Administration of SN at the High School Level (**Howell, Barker**)
- 3. Breakout 3** Greek Data (**Killos**)
- 4. Breakout 4** Using Math Intervention (**Reilly**)
- 5. Breakout 5** Beyond Posters (**Haro, Stockert**)

Noon - 1:30 PM **Lunch and Panel**

John McCardel, Wes Perkins, Linda Hancock & Jim Turner, Moderator

1:45 - 3:00 PM **Breakout Sessions Block 6** (Choice of 4 Breakouts - Breakouts set for minimum of 75 theatre)

- 1. Breakout 1** Normative College Data (**Turner, bauerle**)
- 2. Breakout 2** Misperceptions of Sweet Drinks Consumption Norms (**Perkins, Perkins & Craig**)
- 3. Breakout 3** Lessons learned from 4 Successful Public Schools (**Berkowitz**)
- 4. Breakout 4** Key Issues for Successful High School Social Norms Projects (**Haines**)

4:00 – 6:00 PM *NSNI Advisory Board Meeting*

### Wednesday, July 15

8:00-12:00: *Contiental Breakfast & NSNI Advisory Board Meeting*

12:00-1:30 *NSNI Advisory Board Luncheon*

