

The Conference Program

The social norms approach is surely one of the most talked about methods of health promotion today. Widely known for its use by a growing number of colleges and universities that report significant reductions in heavy drinking and related harm among their students, the social norms approach is being used increasingly in other areas as well: by high schools and community coalitions to address adolescent alcohol, tobacco and other drug use, by states to promote traffic safety, by colleges to improve academic performance, and by youth service agencies as a pregnancy prevention strategy. In addition, researchers continue to expand the application of normative strategies to issues such as tax compliance, adolescent weight control behavior, HIV/AIDS prevention, and motivational feedback for high-risk drinkers.

The National Conference on the Social Norms Approach is a unique and exciting opportunity to meet and interact with some of the leading researchers and practitioners in this rapidly expanding area of health promotion. It is the only national conference devoted entirely to this effective approach, and at no other meeting will so many issues and questions about social norms—from its past success to its future development—be so intensively explored and discussed.

The conference program is designed to provide a wide array of presentations especially beneficial to practitioners, administrators, and stakeholders at:

- High Schools
- Colleges and Universities
- Community-Based Health and Service Agencies

Also offered is an optional introductory pre-conference session conducted by two acknowledged experts: H. Wesley Perkins, Ph.D. and Michael Haines, M.S. This intensive seminar is designed for the approximately one-third of conference attendees each year who are relatively new to the approach and seek to gain an understanding of fundamental social norms theory and its application to the field of health promotion. This session has been an extremely popular and highly-rated feature of past conferences and we are pleased to offer it again this year.

The optional pre-conference session is followed by the two-day main conference with its stimulating blend of in-depth presentations on current research and practice. Among the topics to be covered include:

- High School Interventions
- Data Collection and Analysis
- Developing and Testing Messages
- Evaluating Impact
- Conducting and Analyzing Focus Groups
- Colleges: Innovative Interventions

If you are new to the social norms approach, this conference will challenge your thinking and provide you with essential information about this effective health promotion strategy. If you are currently involved in a social norms project, you will find many opportunities at the conference to expand your knowledge and sharpen your skills.

Please join us in Denver. We look forward to seeing you there!

The Hosts

The BACCHUS Network, a non-profit charitable organization, is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of the organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high risk behaviors. The organization devotes the substantial portion of its resources and activities to:

- Create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety
- Empower students and administrators to voice their opinions and needs to create healthier and safer campus communities
- Develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership and activism on health and safety issues
- Provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies
- Encourage national forums on young adult health and safety concerns

- Promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues
- Advocate for effective and sensible policies and practices for campus and community health and safety issues

The BACCHUS Network™ is based in Denver, Colorado. BACCHUS has hosted the Conference on the Social Norms Model for eight years in various locations in North America. BACCHUS has conducted research projects based on the Social Norm Theory through funding from the Centers for Disease Control and Prevention. The areas of focus of these research projects are in tobacco prevention and sexual responsibility.

The National Social Norms Resource Center is an independent center at Northern Illinois University that supports, promotes and provides technical assistance in the application of the social norms approach to a broad range of health, safety and social justice issues, including alcohol-related risk-reduction and the prevention of tobacco abuse. It is the only national center devoted exclusively to the understanding and use of the social norms approach.

Confirmed Presenters (A partial listing, in alphabetical order)

Patricia Fabiano, Ph.D., serves as Specialty Faculty in Educational Leadership Department of Western Washington University's Woodring College of Education, where she teaches assessment and research.

Michael Haines, M.S., is the Director of the National Social Norms Resource Center. Mr. Haines designed the first successful implementation of the social norms approach at Northern Illinois University.

Linda Hancock, Ph. D., is the Assistant Director for the Office of Health Promotion at Virginia Commonwealth University, where she has implemented social norms projects that have been effective in preventing tobacco use and reducing misperceptions about alcohol use.

William Hansen, Ph.D., of Tanglewood Research, is a recognized expert in alcohol and drug prevention. He has written numerous curricula for school and community-based prevention, including Project SMART, Project STAR, and All Stars.

Drew Hunter, M.P.A., and President/CEO of The BACCHUS Network. He and his staff work with student leaders and peer educators at college campuses across the nation to build comprehensive prevention programs which include peers and social norm strategies to enhance the health and safety of students.

Koreen Johannessen, M.S.W. is the Senior Advisor for Prevention, Campus Health, University

of Arizona, and is a national consultant and trainer in the social norms approach.

Jeff Linkenbach, Ed.D., is Director of the Montana Most of Us Social Norms Project, where his focus has been on the application of the social norms approach to community and statewide populations.

Dennis Martell, Ph.D., is Director of the Health Education Services Department at Olin Health Center at Michigan State University, where he directs MSU's innovative, multi-tiered social norms approach to student alcohol use, which has a special emphasis on celebratory events.

Clayton Neighbors, Ph.D. is a researcher who has published widely in the areas of motivational and social influences as related to etiology, prevention, and treatment of addictive, compulsive, and high-risk behaviors.

H. Wesley Perkins, Ph.D., is a professor of sociology at Hobart and William Smith Colleges, where he also serves as the Director of the Alcohol Education Project. Dr. Perkins is one of the pioneer theorists and leading proponents of the social norms approach to health promotion.

James Turner, M.D., is Executive Director of Student Health and Professor of Clinical Internal Medicine at the University of Virginia, which under his direction has implemented a successful social norms project focused on the reduction of alcohol misuse and related harm among undergraduate students.

Social Norms Conference Registration Form

Register online at www.bacchusnetwork.org after March 10 or complete the information below.

A certificate of participation will be awarded at the completion of the conference FOR REQUESTS MADE BY JULY 5. Participant can submit this certificate as proof of participation for their professional certification agencies. (E-mail request to admin@bacchusnetwork.org)

PLEASE TYPE ONLY, making sure names are spelled correctly and appear as you would want them to on your conference name badge.

Institution/Agency Name: _____

Mailing Address: _____

City/State/Zip: _____

Daytime Phone: _____

Fax: _____

Conference Attendees

Please complete information on your attendees.

Attendee Name	Title	E-Mail	Please check all appropriate boxes.		
			Pre-Conference	Conference	Vegetarian
1. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. _____			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check method of payment

- check enclosed for full payment
- signed purchase order sent or faxed with registration form, invoice will be sent upon receipt. Payment should be received no later than July 17, 2006.
- wish to pay with credit card
 Visa • Mastercard • American Express
(circle one)

_____ card number

_____ expiration date

_____ name of card holder

_____ billing address of card holder
(where credit card statement is mailed)

_____ state/zip code of card holder

Summary of Costs

- BEFORE OR ON JULY 5 # of People Attending Pre-Conference x \$100 = _____
OR
 ON OR AFTER JULY 6 # of People Attending Pre-Conference x \$150 = _____
 - BEFORE OR ON JULY 5 # of People Attending Conference x Conference Fee of \$385 = _____
OR
 ON OR AFTER JULY 6 # of People Attending Conference x Conference Fee of \$435 = _____
 - Check here if you want an agency exhibit \$750 for a draped table exhibit No Yes = _____
 (includes one registration fee—write in name of registrant under conference attendees above)
- TOTAL AMOUNT DUE** (adding lines 1.+2.+3.) _____

BACCHUS Federal ID Number: #59-2021675

Please check here if you have a special need in order to fully participate in this conference. A representative from the planning committee will contact you to discuss your needs. Advance notice of your needs by July 5 is necessary for special arrangements to be made. Personal hotel room needs should be made directly with the Grand Hyatt Denver staff when reservations are made.

Conference Registration Fees: \$385 before or on July 5, 2006
 \$435 on or after July 6, 2006

Conference fee includes materials, reception on Thursday, continental breakfast and lunch on Thursday and Friday. Out of town participants for the conference should arrive to the hotel on Wednesday, July 26.

Pre-Conference Fees: \$100 before or on July 5, 2006
 \$150 on or after July 6, 2006
 The pre-conference session takes place on Wednesday, July 26, from 1–5 PM.
 Pre-Conference fee includes materials and a snack break during the session.
 Pre-Conference participants must arrive at the hotel prior to 1 PM on Wed. July 26.
 You should attend this Wednesday afternoon session if you have not studied social norm theory. It will provide the foundation for the conference.

Deadline for conference fee refund is JULY 5. After JULY 5, campuses or agencies can substitute participants, but can no longer receive a refund for someone not attending for any reason.



The National Conference on the Social Norms Approach Registration Form Science-Based Prevention

July 26-28, 2006
 Grand Hyatt Denver
 Colorado
For Registration:
www.bacchusnetwork.org



www.bacchusnetwork.org



www.socialnorm.org

Tentative Schedule

Pre-Con takes place on Wednesday, July 26 from 1-5 PM.
Conference begins Thursday EARLY AM July 27, so plan to arrive Wednesday, July 26.

Wednesday, July 26

9 AM–Noon Registration for Pre-Conference Participants only

1–5 PM Pre-Conference: "Introduction to Social Norms Theory and Practice" Optional intensive seminar conducted by H. Wesley Perkins and Michael Haines.

4–7 PM Social Norms Conference Registration



Denver Metro Chamber of Commerce ©Pro-Pix Photography

Thursday, July 27

7:30–8:30 AM Social Norms Conference Registration

7:30–8:30 AM Continental Breakfast for Participants

8:30–9 AM Introduction/ Welcoming Remarks

9–10:15 AM General Session #1

10:15–10:30 AM AM BREAK

10:30–1:45 AM Breakout Sessions: Block 1 (You will have your choice of 5 sessions)

Noon–1:30 PM Lunch and Keynote Address

1:45–3 PM Breakout Sessions: Block 2 (You will have your choice of 5 sessions)

3:15–4:30 PM Breakout Sessions: Block 3 (You will have your choice of 5 sessions)

4:30–6 PM Conference Reception for all Participants

Friday, July 28

8–9 AM Continental Breakfast

9–10:15 AM Breakout Sessions: Block 4 (You will have your choice of 5 sessions)

10:30–11:45 AM Breakout Sessions: Block 5 (You will have your choice of 5 sessions)

Noon–1:30 PM Lunch and Address

1:45–3 PM Breakout Sessions: Block 6 (You will have your choice of 5 sessions)



Visiting Denver and Colorado

Denver is truly the *Mile High City* and the 15th step on the west side of the State Capitol Building is exactly 5,280 feet above sea level. Contrary to popular belief, Denver is not in the mountains—it is near them. The "Foothills," a gentle series of peaks ranging from 7,000 to 11,000 feet high start to rise 15 miles west of the city. Slightly beyond that is the Continental Divide with peaks soaring to heights of 14,000 feet. Denver itself is located on high, rolling plains.

Denver is a clean, young and green city with over 200 parks and dozens of tree-lined boulevards. The architecture reflects the city's three boom periods: Victorian, when silver was discovered in Leadville; turn-of-the-century, when gold was discovered in Cripple Creek; and contemporary, when the energy boom added 16 skyscrapers to the downtown skyline.

Unlike some Western cities, Denver has a central downtown area. Here, within easy walking distance, are the performing arts complex, a wide variety of shops, department stores, restaurants, and nightspots. Also within easy walking distance are some of the city's top attractions including the Denver Pavilions, Denver Art Museum and Colorado History Museum. A mile-long pedestrian walkway called the 16th Street Mall cuts through the heart of downtown Denver and is surrounded by a series of parks and plazas that soften the towering skyscrapers and provide viewpoints from which to see and appreciate the modern architecture.

Denver Website: www.denver.org



Denver's Climate

Nothing about Denver is more misunderstood than the city's climate. Located just east of a high mountain barrier and a long distance from any moisture source, Denver has a mild, dry and arid climate and records 300 days of sunshine a year—more annual hours of sun than San Diego or Miami Beach. In summer, dry relative humidity makes Denver feel cool and comfortable, offering natural air conditioning.

Recreation

The city offers over 450 miles of paved, designated bike paths and over 70 golf courses in the area. Within an hour and a half drive from Denver, there are opportunities for skiing, river running, hiking, fishing, camping, horseback riding, sailing or mountain biking.

Day trip Excursions from Denver

Georgetown is a delightful Victorian village from the 1870's, set in a spectacular mountain valley. The main street has shops and restaurants and many of the old homes have been turned into antique stores. The Georgetown Loop Railroad operates in the summer months with narrow gauge steam locomotives curling down a mountain ledge. The town is located 42 miles west of Denver.

Mount Evans has the highest paved auto road in North America snaking its way to the 14,260 foot summit. The free road is open only from June through Labor Day and frequently has snow on it, even in August. The view from the top takes in the entire Front Range. The summit is 60 miles from downtown Denver.

Pikes Peak Country is located 60 miles south of Denver and features more than 40 attractions centered around 14,000-foot high Pikes Peak. Things to see include the Air Force Academy, the famous Broadmoor Resort and Garden of the Gods which has gigantic 500-foot (152 m) high red sandstone rock monuments at the base of Pikes Peak.

Rocky Mountain National Park is located 71 miles northwest of Denver and features 400 square miles of scenic beauty, including Trail Ridge Road, the highest continuous highway in the world crossing the Continental Divide at over two miles above sea level. The park has two information centers, hundreds of miles of hiking trails, tranquil lakes, waterfalls, wildlife and horseback riding. Estes Park is a resort town on the edge of the park with restaurants and shops.

Getting to Denver

Denver International Airport

Located, about 40 minutes from Downtown, DIA is the fifth-busiest airport in the United States and the 10th-busiest in the world. Twenty-two airlines offer 1200 flights including non-stops to 120 American cities and according to the Federal Aviation Administration, for the past three years, DIA had the fewest delays of any of the nation's 15 busiest airports.

Grand Hyatt Denver is accessible from Denver International Airport via several modes of transportation:

Super Shuttle:

Cost is \$19 per person each way, \$34 round trip. Shuttles run 6:00 a.m. to Midnight, approximately every 20 minutes.

Shuttle ticket counters are located on Terminal Level 5, across from the rental car agencies. Reservations are not required.

For ticket information, call 800-258-3826 or 303-316-3865. Super Shuttle features blue vans with SUPER SHUTTLE printed on the side.

Car Service:

Yellow Cab Taxi – Approximate cost is \$45 one way
Limo Service – Approximate cost is \$40–100 (one way, dependant upon company and number of passengers)

All ground transportation services at Denver International Airport are located in Jeppesen Terminal, level 5. For information, call 303 342 2000.

Directions to Grand Hyatt Denver

From Denver International Airport (40 minutes): Exit Pena Blvd. to I-70 West. Proceed to I-25 South. Exit at Speer Blvd. South (exit 212A) and proceed on Speer Blvd. Turn left on Lawrence St. Turn right on 17th St. Turn left on Welton, we are located on the right.

To Hotel From I-70 West:

Take I-70 East to I-25 South. Take Speer Blvd South exit off of I-25 South. After approximately 1 mile, turn left on Lawrence. Four blocks on Lawrence to 17th Street turn right. Stay on 17th for 7 blocks to Welton. Left on Welton, we are located on the right.



The Hotel

Grand Hyatt Denver
1750 Welton Street, Denver, Colorado, USA
Tel: 303 295 1234 Fax: 303 292 2472
www.granddenverhyatt.com



Check-In and Checkout Times

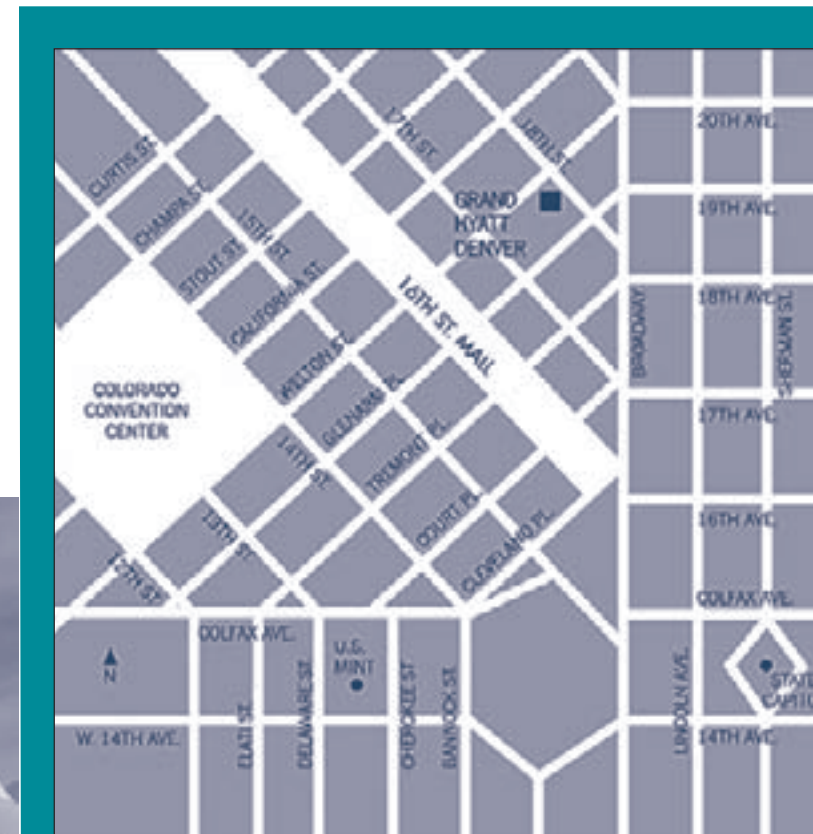
3:00 PM; 12:00 PM
Reservations must be guaranteed with major credit card with cancellation at least 48 hrs. prior to arrival.

Parking

For the convenience of our guests, we offer Valet Parking in our covered garage.

- Overnight Parking Weekdays (Sunday–Thursday) for \$24/night
- Overnight Parking Weekends (Friday–Saturday) for \$20/night
- Daytime only parking is available seven days/week for \$14/day

Rates include in/out privileges. Please note, due to the limited height clearance of garage (6' 9"), we cannot accept any oversized vehicles, toppers or trailers. If you prefer, self parking is available at several parking lots close to the hotel.



Hotel Services & Amenities

- | | |
|--|---|
| 24-hour FedEx/Kinko's Business Center | AM/FM alarm clock |
| T-Mobile Hotspot | Hair dryer |
| Wireless Internet | Coffee maker |
| TV with remote control, cable movie channels, in-room pay movies | Concierge |
| Voice mail, computer hook-up | Gift shop, florist, hair and manicure salon |
| Video messages, video account review, video check-out | Laundry and dry cleaning |
| Individual climate control | Room service 18 hours per day |
| High-speed Internet access | Valet parking |
| Electronic door locks | Valet service |
| Full bath amenities | Covered parking |
| Grand Bed | Multilingual staff |
| Turndown service upon request | Secretarial support services |
| Irons, ironing board | Currency exchange |
| | Baby-sitting |
| | Safe-deposit boxes located at front desk |
| | Soda, ice machines |

Hotel Recreation Facilities

Take a swim in our rooftop indoor, heated pool. Work out the details of your presentation while you workout on the treadmill. Open daily from 5:00 a.m. through 10:00 p.m.

- Indoor heated pool
- Tennis court
- 1/8 mile rooftop jogging track
- Treadmills
- Free weights
- Stair steppers
- Exercise cycles
- Whirlpool



Hotel Dining

The Pinnacle Club – Enjoy elegant dining in a one-of-a-kind setting, featuring stunning 38th floor views of the Rocky Mountains and Denver.

Fireside Terrace – Relax in front of the fireplace and enjoy refreshing drinks and light fare.

Costs

Conference Hotel Room Rates: \$139 a night plus tax for Single/Double/Triple/Quad

(Local tax at time of publication is 14%)

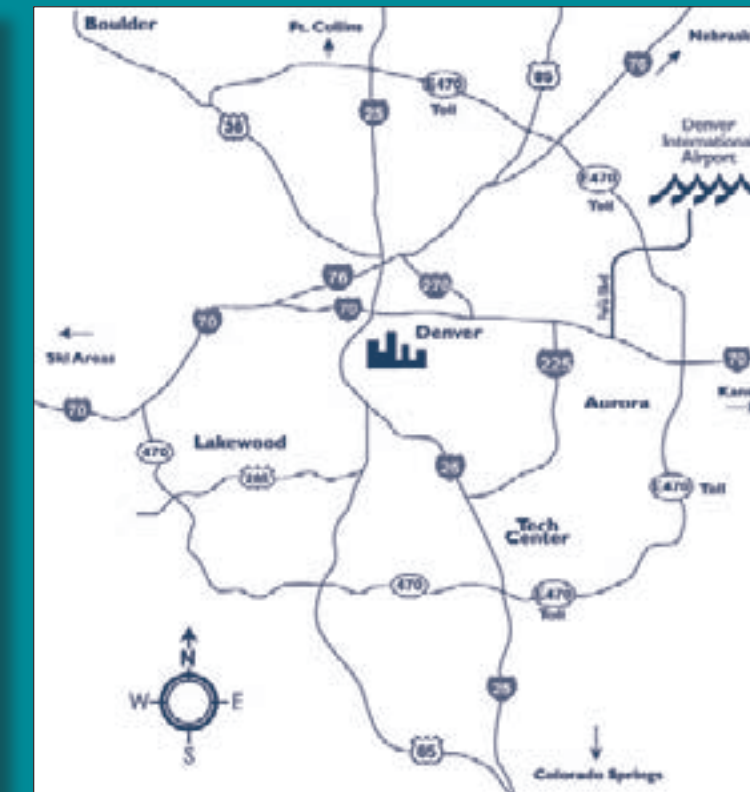
Reservation cut-off date at conference rate **Wednesday, July 5, 2006**, or EARLIER if room block fills.

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Breakout Session Proposals

If you are interested in submitting a breakout session proposal, please visit the website of the National Social Norms Resource Center (www.socialnorm.org) for information. Submissions must be received by the National Social Norms Resource Center by close of business **Friday, March 24, 2006**. Please be aware that presenters must still register for the conference and pay all applicable fees.

Exhibitors

We welcome those companies, resource centers, and service agencies who wish to exhibit a tabletop display and materials about their group offerings. Cost for a draped table for the conference is \$750. There is not an "exhibit hall." Your display will be in a visible conference participant traffic area. This fee includes one conference registration fee for one exhibitor representative.

