

## 4. Social Norms - An approach to drug education

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### Further reading

#### Evidence based drug education

**'The relationship of social context of drinking, perceived social norms, and parental influence to various drinking patterns of adolescents'**

Beck, K., & Treiman, K. (1996) *Addictive Behaviors*, 21(5), 633-644 [18].

**'Peer groups and peer cultures'**

Brown, B. (1990) pp. 171-196). In S. Feldman & G. Elliott (Eds.), *At the threshold: The developing adolescent* Cambridge: Harvard University Press [19].

**'A Social Ecology Theory of Alcohol and Drug Use Prevention Among College and University Students'**

Hansen, W. (1997) In *Designing Alcohol and Other Drug Prevention Programs in Higher Education: Bringing Theory into Practice* (pp. 155-175). Newton: U.S. Department of Education, Higher Education Centre for Alcohol and Other Drug Prevention [20].

**'Resistance to peer group pressure: an inadequate basis for alcohol education'**

May, C. (1993) *Health Education Research*, v.8, n.159-65 [21].

**'Research on alcohol education for young people: a critical review of the literature'**

May, C. (1991) *Health Education Journal*, 50, 195-199 [22].

**'How behaviors are influenced by perceived norms: A test of the theory of normative social behavior'**

Rimal, R., & Real, K. 2005, *Communication Research*, v.32, pp. 389-414 [23].

**'Drug education approaches in secondary schools. Prevention Research Evaluation Report'**

Sanci, L., Toumbourou, J., San, V., Rowland, B., Hemphill, S., & Munro, G. (2002) Melbourne: DrugInfo Clearing House, Centre Adolescent Health and the Centre for Youth Drug Studies, Melbourne [7].

**'Development of alcohol-related expectancies in adolescents: Separating pharmacological from social learning influences'**

Christiansen, B., Goldman, M., & Inn, A. (1982) *Journal for Consulting and Clinical Psychology*, 50(3), 336-344 [24].

**'Youth alcohol consumption: Experiences and expectations'**

Taylor, J & Carroll, T. (2001) 'In P. Williams (Ed.), *Alcohol, Young Persons and Violence* pp. 15-29). Canberra: Australian Institute of Criminology [25].



#### Normative approaches

**'The Social Norms Approach: Theory, Research, and Annotated Bibliography'**

Berkowitz, A. (2004) [27].

**'A Guide to marketing Social Norms for Health Promotion in Schools and Communities'**

Haines, M., Rice, R., Perkins, H., Rice, R., & Barker, G. 2004., Illinois: National Social Norms Research Center [30].

A free copy of the guide book can be downloaded from <http://www.socialnormsresources.org/pdf/Guidebook2.pdf>

**'The Main Frame: Strategies for Generating Social Norms News'**

Linkenbach, J., Berkowitz, A., Cornish, J., Fabiano, P., Haines, M., Johannessen, K., Perkins, H., & Rice, R. (2002) [31].

A free copy of the guide book can be downloaded from <http://www.socialnorm.org/pdf/themainframe.pdf>

**'The international development of the 'Social Norms' approach to drug education and prevention'**

McAlaney, J., Bewick, B., & Hughes, C. (in press), *Drugs: Education, Prevention and Policy* [32].

**'The Social Norms Approach to Preventing School and College Age Substance Abuse: A handbook for educators, counselors and clinicians'**

Perkins, H. (Ed.)(2003) San Francisco: Jossey Bass [33].