

Resources and normative activities

The following may provide some guidance for schools/teachers wishing to undertake social norms activities:

Unitcheck (UK) (NB there may be the potential for an Australian trial. Contact the consultant)

<http://www.unitcheck.co.uk/>

'Snowball Survey' approach with secondary students (low-tech). See page 8 for approach, and page 10 for sample survey

<http://www.socialnormsresources.org/pdf/SNR7-2006.pdf>

Peer theatre social norms intervention

<http://www.nacoa.org/DocumentView.aspx?DocID=84629>

Social norms Guidebook:

<http://www.alcoholeducationproject.org/guidebook.html>

Secondary schools social norms:

<http://www.alcoholeducationproject.org/consultation/schools.htm>

Secondary school SN case studies (UK)

<http://www.rudifferent.co.uk/index.cfm/case-studies/introduction/>

Social Norms Approach Videos:

WMV VIDEO or MOV VIDEO. (Note: MOV files may take several minutes to download on some computers.)

Catalogue of social norms posters from secondary school projects:

<http://www.alcoholeducationproject.org/posters/posterschools.htm>



Electronic media are often used in SN work, and are appropriate for or the secondary school setting.

Ideas include:

- Screen Saver- Broadcasts social norms messages without relying on a user to start the program. Computer self-initiates this screen saver program.
- Multimedia Interactive Campus Factoids and Reactoids- Students can browse previously published Campus Factoids and related student-produced videos, supplementary survey research data, and photos.
- World Wide Web Site Resource for Students and Faculty- Brings social norms information while supporting academic work. Creates research resources for the campus community and deliver prevention messages along the way.