

“Changing Behavior through Social Norms Marketing”

October 29, 2007
7:45 AM to 3:30 PM

Bucks County Intermediate Unit
Doylestown, PA

Sponsored by:



Contributing Sponsor:

Pyramid Healthcare-Quakertown Adolescent Facility



Co-Sponsors:

Association of Student Assistance Professionals—NJ
Bucks Promise for Youth and Communities
PA Association of Student Assistance Professionals



Trainers:

Scot Crandall

Executive Director
TEAM Ft. Collins, CO

Jim Campain

Student Assistance Coordinator
Poudre School District, CO

Training Objectives

- Discover How Perception Affects Reality
- Learn Causes of Misperceived Norms
- Learn the “Actuality Process”
- Learn Steps to Create and Implement a Successful Social Norms Campaign
- Learn How to Engage Critical Student Involvement
- Learn How to Evaluate Your Campaign
- Learn How to Involve the Community in a Sustainable Effort to Fund Project

“Actuality Training”

How many times have you heard students say “everybody is doing it”, when you know in fact that everyone is not? Social norms campaigns take into account that behavior often is influenced by incorrect perceptions.

Social norms campaigns reinforce the majority who make healthy choices, remedies that incorrect perception and changes unhealthy behavior with a creative and innovative messaging campaign.

Previous campaign results include: 20% reduction in students who drove after drinking alcohol; 29% reduction in students who rode in a car with a driver who had been drinking and 37% reduction in students who think it is OK to miss several days of school!

Registration Information:

PASAP/ASAP-NJ/Bucks Promise Members: \$99 per person

All others- \$119 per person

To register online go to www.nsa.us or complete registration on back

For more information call 215-538-4799 email- info@nsaa.us

**Registration Form–
“Changing Behavior through Social Norms Marketing”
October 29, 2007**

Name _____

Agency/District _____

Address _____

City _____ State _____ Zip _____

Phone(_____) _____

email _____

Please charge my credit card: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa
Card # _____ Exp. Date _____

Check Enclosed Purchase Order Enclosed Bill Me

Registration: 7:45 AM **Training Times:** 8:00 AM to 3:30 PM

Cost: \$99 per person (PASAP/ASAP-NJ/Bucks Promise Members)
\$119 per person (All Others)

Make checks payable to: “National Student Assistance Association”

Mail to: justCommunity, c/o NSAA Seminar, PO Box 258, Quakertown, PA 18951

Phone: 215.538.4799 Fax- 215.538.4798

Training Site: Bucks County Intermediate Unit
705 N. Shady Retreat Road
Doylestown, PA

Directions: <http://www.bucksiu.org/aboutus/maps/> (map will be mailed)

Cancellations: Accepted within 72 hours of training, (less \$50.00 fee)
Substitutions are welcomed.

Credits:

6 PDE Act 48 Credit Hours provided by the Bucks County Intermediate Unit.
To register for Act 48 hours go to www.bucksiu.org and click on "Online Course Catalog." Cost is \$10 payable to BCIU #22. Call 215.348.2940 x1341 for more information.

6 PA CAC/CPS and NJ CAC/CPS Hours (Pending Approval)