

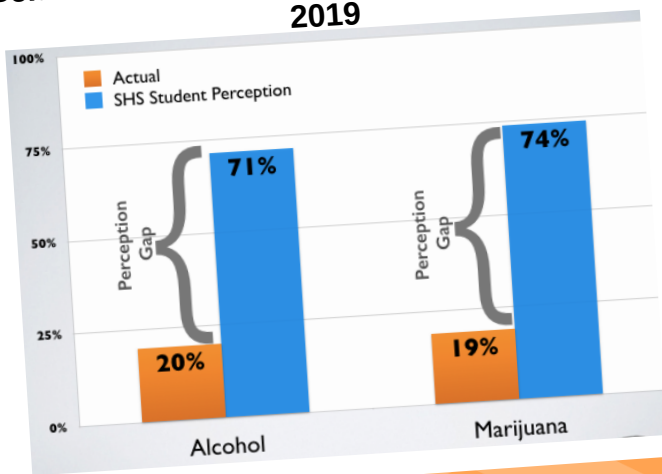
# POSITIVE COMMUNITY NORMS



Most high school students believe EVERYONE is drinking and using marijuana. We know (because we asked them) that MOST high school students actually do NOT drink or use marijuana.

Positive Community Norms (PCN) campaigns focus on those healthy attitudes and behaviors that are held by MOST students. The focus of a PCN campaign is to close the gap between what students *believe* are the behaviors of most other students and the actual behaviors.

## Behaviors & Perceptions at Stoughton High 2019



### Why positive messages?

Misperceiving the norms about behaviors is a risk factor for getting involved in that behavior. As misperceptions about alcohol and marijuana use decrease among students, actual drinking and drug use behaviors decrease as well.

The 2019 *Stoughton Youth Survey* reveals that **Stoughton High students who incorrectly perceive that most students in their school use marijuana monthly are nearly 13 times more likely to use marijuana themselves.**

EXAMPLE

**MOST SHS STUDENTS MAKE HEALTHY CHOICES**

How do we know this? YOU told us in the February 2015 Stoughton High School Youth Health Survey. This message was brought to you by OASIS and U-Knighted for a Healthy Stoughton. Questions? [www.stoughtonoasis.org](http://www.stoughtonoasis.org) or [www.facebook.com/stoughtonoasis](http://www.facebook.com/stoughtonoasis)

PCN message are meant to **spark conversations** that encourage students to think about what's really happening around underage drinking and other drug use. We are working to **challenge the misperceptions** that most Stoughton High School students are using alcohol and drugs and **celebrate the healthy choices** that most students make.

# POSITIVE COMMUNITY NORMS



## Examples of Positive Community Norms at Stoughton High 2019

Most Stoughton High students (80%) do not drink alcohol.

4 out of 5 Stoughton High Students do not use marijuana.

Most SHS students (69%) think it is risky to binge drink.

Most (65%) SHS students prefer hanging out with people are not using marijuana.

MOST SHS students practice safe driving behaviors - they don't drive under the influence of alcohol or marijuana.

EXAMPLE



## We Need Your Help

Successful communications campaigns require a team!

Our PCN team will meet approximately every 3 weeks to tackle the following:

- identifying misperceptions to address
- coming up with positive messages
- market testing campaign messages and images with students
- developing communication strategies

## Get Involved!

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