



# THE NORM PROJECT

MOST LEE COUNTY TEENS CHOOSE  
TO BE ALCOHOL & DRUG FREE



## What?

Design a poster that sends the message that the majority of Lee County students choose not to drink alcohol, vape, smoke cigarettes, or use other drugs.

## Why?

The Norm Project Poster Contest is a district-wide initiative that challenges the misperceptions students may have about their peers by giving them data and facts.

Young people frequently overestimate how many of their peers think it is okay to use alcohol, tobacco, and other drugs. This is known to increase the chance that they will also choose to use alcohol, tobacco, and other drugs.

## Prize?

Your design will be printed as a poster to be displayed in Lee County Schools and you will receive a \$100 Target gift card.

**Due Date: March 17th, 2022**

To learn more about social norming and the poster entry guidelines, go to The Norm Project web page on [www.leeschools.net](http://www.leeschools.net).

(Type norm project in the search field at the upper right area of the website.)

The Norm Project is sponsored by the United Way of Lee,  
Hendry, Glades, and Okeechobee Counties

