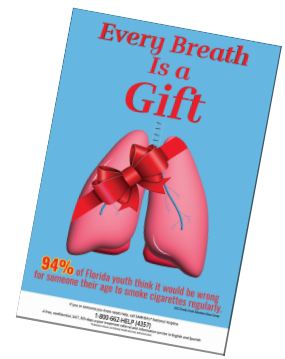


# THE NORM PROJECT

MOST LEE COUNTY TEENS CHOOSE  
TO BE ALCOHOL & DRUG FREE



Who?

All Lee County public school 6<sup>th</sup>-12<sup>th</sup> grade students.

What?

Design a poster that sends a positive message of what the majority of youth actually think about drug use for their age group.

Why?

Young people frequently overestimate how many of their peers think it is okay to use alcohol, tobacco, and other drugs.

The Norm Project posters help correct this misperception by spreading the word that most teens think it would be **wrong** for someone their age to use these substances.

Prize?

Winning designs will be printed as posters to be displayed in Lee County Schools and students will receive a \$100 Target gift card.

**Due Date: February 14th, 2025**

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).



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

