



# Social Norms and The Norm Project Poster Contest Lesson

## Health Standards:

- **HE.68.SUA.2.3:** Describe how external factors can influence behaviors related to tobacco, nicotine use, and/or vaping.
- **HE.68.SUA.3.4:** Explain how family, peers and multi-media messages over time can influence the use of marijuana/THC.
- **HE.68.SUA.5.5:** Encourage peers to model healthy choices related to goals, communication, friendship and peer pressure.

## Objectives:

Students will be able to:

- Understand how their perceptions of what their peers do can be very different from what their peers are actually doing.
- Analyze how their perceptions of their peer's behavior can influence their own behavior.
- Demonstrate how students can positively influence the behaviors of their peers.

**Materials Needed:** Attached Social Norms survey and The Norm Project video

## Directions:

1. Pass out the attached Social Norms survey on page 3. Tell students to not write their names on the paper as the surveys should remain anonymous.
2. Ask students to circle their answers. **Remind them to answer honestly and that their names will not be on them.** Once they are done, ask them to wad their paper up into a ball. Then walk around the room with a bag to collect their wadded-up surveys. Tell students that you will finish the activity after the video.
3. Play "**The Norm Project Poster Contest**" video. (Length of the video is 8:05 minutes.) Link to video: <https://www.youtube.com/watch?v=cGNIPgMCG8I>
4. After the video, walk around the room and ask students to reach into the bag, grab one wadded-up survey, and open it up. After all students have someone else's survey and the bag is empty, project the table on page 4 onto the Promethean or Smart Board. Read Question 1 from the survey and ask students to raise their hands if answer A was circled on the survey they now have (not their own), if answer B was circled, and so on. Mark the number of students who raised their hand for each answer choice into the appropriate cell on the projected table. Make sure the number of responses equals the number of students in the classroom.

**\*\*The number of hours that the majority of students report using technology on a daily basis should be very similar, if not the same, as the number of hours the majority of students believe their peers use technology on a daily basis.**

**\*\*The number of days that the majority of the students report either drinking at least one alcoholic beverage or smoking marijuana in the past 30 days should be lower than the the number of days the majority of students believe their peers either drank alcohol or smoked marijuana in the past 30 days.**

**Discussion Questions: Ask students the following questions:**

- 1. Do you notice an interesting pattern in the recorded answers? The number of days in the chosen responses for the odd numbered questions might be less than the even numbered questions.**
- 2. Why do you think the responses for questions 1, 3, and 5 are more likely to be A and/or B than the responses for questions 2, 4, and 6? We think (perceive) that our peers are using vapes, alcohol, and marijuana more often than we are.**
- 3. Does anyone remember from the video why we focus on 30-day use of a substance? 30-day use is an indicator of a regular user.**
- 4. Do you think perceived social norms affect choices that people make? Give an example that is not on this survey. Answers will vary.**

# DO NOT PUT YOUR NAME ON THIS PAPER

## Social Norms Survey

1. During the past 30 days, how many days did **you** use a vape?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 days
- F. More than 20 days

2. During the past 30 days, how many days do you think the **average student** at your school used a vape?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 hours
- F. More than 20 days

3. During the past 30 days, how many days did **you** have at least one alcoholic beverage?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 days
- F. More than 20 days

4. During the past 30 days, how many days do you think the **average student** at your school had at least one alcoholic beverage?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 days
- F. More than 20 days

5. During the past 30 days, how many days did **you** smoke marijuana?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 days
- F. More than 20 days

6. During the past 30 days, how many days do you think the **average student** at your school smoked marijuana?

- A. 0 days
- B. 1-2 days
- C. 3-8 days

- D. 9-15 days
- E. 16-20 days
- F. More than 20 days

Questions	<b>A.</b> 0 Days	<b>B.</b> 1-2 Days	<b>C.</b> 3-8 Days	<b>D.</b> 9-15 Days	<b>E.</b> 16-20 Days	<b>F.</b> More than20 Days
Vape (You)						
Vape (Average Student)						
Alcohol (You)						
Alcohol (Average Student)						
Marijuana (You)						
Marijuana (Average Student)						