

# The Norm Project Poster Planning Guide



MOST LEE COUNTY TEENS CHOOSE  
TO BE ALCOHOL & DRUG FREE

## Rules:

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1. There is a limit of 1 entry per student or group.
2. Entries may be produced by an individual, group, class, or club.
3. Both digital and hand drawn entries will be accepted.
  - a. Digital entry specifics:
    - i. Customized size of 12" x 18" with a .25" bleed.
    - ii. Must be submitted in the original file format. (.docx, .psd, .ai, .pub, etc.)
  - b. Hand Drawn entry specifics:
    - i. Must be on an 8.5" x 11" paper.
4. Designs must use original, student-created imagery, concept or design.
  - a. 20% of design may utilize online resources / non-student derived imagery but should be customized by student to avoid copyright infringement.
  - b. Software Brushes, Symbols, Clip Art, and other pre-created resources must also be kept within the 20% maximum and should be customized by student to avoid copyright infringement.
5. The poster must have a social norming message. For example: *"Most Lee County students choose not to vape."* or *"Most Lee County students choose not to use alcohol."* or *"Most Lee County students choose not to use drugs."* or *"Most Lee County students not to use tobacco."*
6. All entries must have information including student name, school name, grade, and teacher.
7. All entries must be submitted by published deadline to Sara Thompson in School Counseling Services via Google Drive, email, mail, or school PONY:

Sara Thompson  
School Counseling Services  
saraet@leeschools.net

## **Poster Creation Toolkit:**

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The next three pages include the following to assist you in creating an appropriate and meaningful poster:

- What is Social Norms Theory?
- 7-Step Montana Model on Social Norms Marketing
- The Four Elements of a Good Poster
- Planning Sheet
- Poster Evaluation

## What is Social Norms Theory?

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Following is an excerpt from a leading researcher in social norms theory and social norms marketing:

*Social norms theory provides a model for understanding human behavior that has important implications for health promotion and prevention. It states that our behavior is influenced by incorrect perceptions of how other members of our social groups think and act. For example, an individual may overestimate the permissiveness of peer attitudes or behavior with respect to alcohol, smoking or other drug use, or underestimate the extent to which peers engage in healthy behavior. The theory predicts that overestimations of problem behavior will increase these problem behaviors while underestimations of healthy behaviors will discourage individuals from engaging in them. Thus, correcting misperceptions is likely to result in decreased problem behavior or increased prevalence of healthy behaviors.*

*These assumptions have been validated by extensive research on teenage and young-adult drinking and cigarette smoking and by interventions to promote safe drinking and tobacco cessation on college campuses and in high schools. Other social norms interventions have been developed to prevent sexual assault, improve academic climate, and reduce prejudicial behavior.*

*Social norms interventions focus on peer influences, which have a greater impact on individual behavior than biological, personality, familial, religious, cultural, and other influences (Berkowitz & Perkins, 1986A; Perkins, 2002). These peer influences are based more on what we think our peers believe and do (the "perceived norm") than on their real beliefs and actions (the "actual norm"). This misperception and the effect it has is the basis for the social norms approach. By presenting correct information about peer group norms in a believable fashion, perceived peer pressure is reduced and individuals are more likely to express preexisting attitudes and beliefs that are health promoting.*

# Montana Model on Social Norms Marketing

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The Montana Model is a science-based approach to prevention. The Montana Model aims to reshape health behavior by marketing positive norms practiced by the majority of a target population, parting ways with more traditional methods that involve the use of scare tactics.

For the purpose of student design, only the first three steps are being shared in this document. A basic overview of each of the steps follows.

**Step 1: Planning and Environmental Advocacy.** Research and planning establish the overall scope and direction for the social norms campaign to promote and encourage a particular health behavior in a targeted population. Issues such as current political climate, economic conditions, current social norms, and existing media campaigns are assessed and placed with the context of the new campaign. The Norm Project focuses on the norms of alcohol and drug use and promoting positive health behaviors.

**Step 2: Baseline Data.** Current and available data is analyzed to determine where additional data is needed to establish a baseline for health behaviors and perceived norms. The Norm Project uses data from the Florida Youth Substance Abuse Survey to identify trends in alcohol and drug use among teens. A copy of the most recent survey results can be found at [www.leeschools.net](http://www.leeschools.net) – search for the norm project.

**Step 3: Message Development.** Campaign messages are derived from the baseline data. The scope of the message is determined by the target population's readiness for change, their current behavioral practices, and normative perceptions. Messages are crafted to support the fact that the majority of the target population is either already practicing the desired behavior or is supportive of specific protective factors, which reduce harm.

# The Four Elements of a Good Poster

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In our modern world, we are surrounded by images or pictures, in fact, almost everywhere we look, we see images. Some of these images move, like those on television, in the movies, or in video games. We are also surrounded by non-moving images. These images appear on billboards, in store windows, at the movies, and in magazines. All of these images have one thing in common: They want you to look at them!

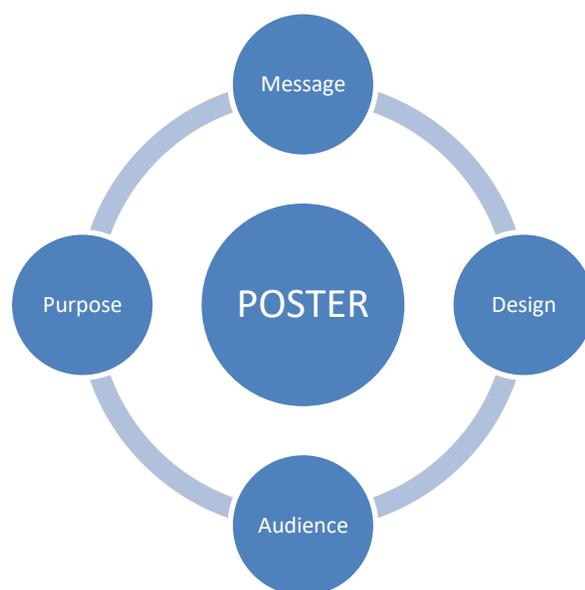
A poster is a piece of graphic literature that combines images or pictures with print. A poster uses these images and words to send a message to an audience. Often, posters try to persuade, or convince an audience to do or buy something. We see posters in the halls of our schools, on bulletins boards, advertising the newest movies, or the latest fashion trends.

People who design posters work very hard to make their posters stand out and be noticed. They concentrate on four main techniques, or “elements” to make you stop and look at their posters.

There are four main elements that poster designers, or “graphic designers”, use to get your attention:

1. **Design:** to draw or prepare, to plan and make with skill.
2. **Message:** a communication embodying important principles or counsel.
3. **Audience:** those who hear or see a performance or communication.
4. **Purpose:** an idea or ideal kept before the mind as an end of effort or action: design or aim.

**Each of these parts is equally important to a graphic designer.**

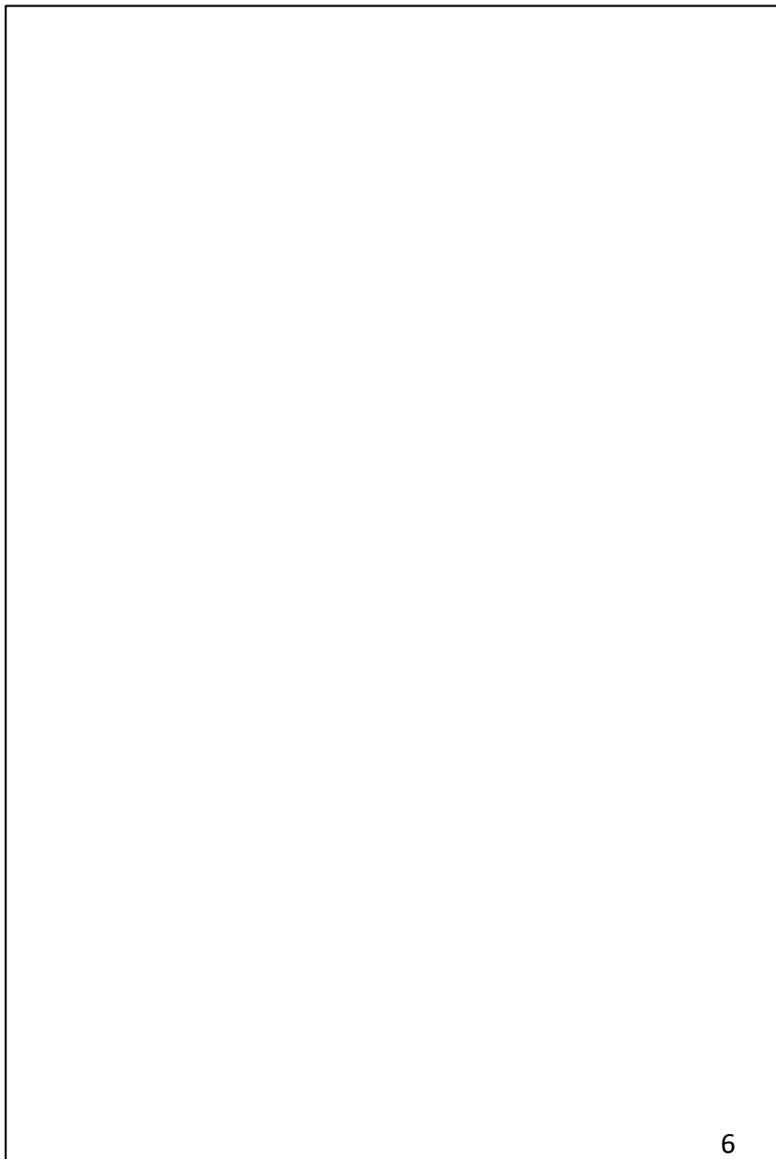


# Planning Sheet

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**Task:** Design and produce an original poster that sends the message that they are in the majority when they choose not to drink or use drugs. Include a positive social norming message like, For example: "Most Lee County students choose not to vape." or "Most Lee County students choose not to use alcohol." or "Most Lee County students choose not to use drugs." or "Most Lee County students not to use tobacco."

Sketch your poster below, paying attention to layout:



**Image**  
What image will you use?  
Describe here and explain why you think this is a good choice.

**Font and Style**  
What fonts are you using?  
Why are some words larger than others?

**Text**  
Write (and rewrite) the text you will include in your poster here:

# Poster Evaluation

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Criteria to Evaluate your Poster	Yes	No
<b>1. Audience</b> <ul style="list-style-type: none"><li>Does it catch the audience's attention?</li></ul>		
<b>2. Purpose</b> <ul style="list-style-type: none"><li>Is your poster effective at advertising the issue?</li><li>Is your poster clear about what you want the viewer to know?</li></ul>		
<b>3. Message</b> <ul style="list-style-type: none"><li>Does your poster clearly present your information?</li><li>Have you included enough text? Is it persuasive?</li><li>Have you used multiple fonts/styles to enhance your text?</li></ul>		
<b>4. Design</b> <ul style="list-style-type: none"><li>Is it creative?</li><li>Does it show effort and care?</li><li>Have you included a creative and attention-grabbing image?</li></ul>		

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## Suggestions for Improvement:

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## Previous Social Norming Posters

