

“MOST Teens Don’t” Social Norming Campaign Program Brief • 2018-2019

WHAT IT IS:

Research shows that actual levels of teen substance use are much lower than perceived, causing teens to feel pressured to use. This universal Livingston County campaign challenges perceptions of teen substance use by informing teens and parents about the true levels of use.

Having accurate information about teen substance use leads to decreased norms that support use, changes in parental attitudes and behaviors about use, decreased peer pressure to use, and ultimately, fewer teens using substances.

HOW IT WORKS:

Since 2014, Project SUCCESS Counselors, members of the Livingston County Community Alliance, and members of Pinckney Youth-Led Prevention groups have been widely distributing MOST campaign materials across the county, with an emphasis on schools and churches. Messages have been shared via social media, email blasts, posters, displays, educational activities, announcements, and parent rack cards.

CSAP STRATEGIES: Information Dissemination, Community-Based Process, and Environmental



CMHPSM Priority Areas	Targeted Primary Problems	Associated Intervening Variables
Reduce Childhood and Underage Drinking	Delinquent/Problem Behavior Traffic Crash Deaths/Injuries Early Addiction	Perceived Peer Pressure Norms that Support Use Parental Norms, Attitudes, and Beliefs
Reduce Prescription Abuse/Misuse	Delinquent/Criminal/Problem Behavior Opiate Related Overdoses and Deaths	
Reduce Illicit Drug Use	Delinquent/Criminal/Problem Behavior Early Addiction	



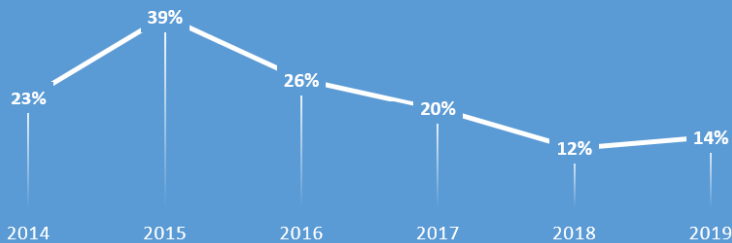
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OUTCOMES:

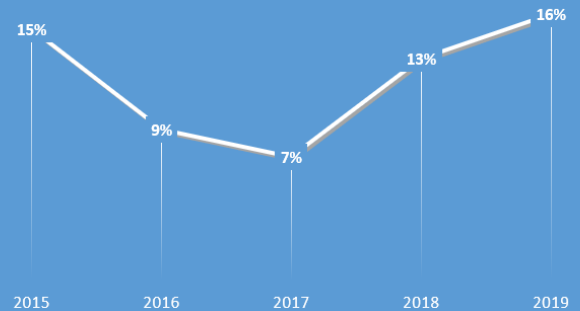
The MOST Teens Don’t Campaign has been evaluated every year using confidential online surveys. There have been 2 surveys—one for youth and one for adults.

Number of ...	Youth	Adults
Completed Survey	4,234	2,626
Recalled Seeing or Hearing of Campaign	2,343	593
Reported Campaign Helpful	1,451	350
Led Youth to Discuss with Other Youth or Led Adults to Discuss with Other Adults	1,030	271
Led Youth to Discuss with Parents or Led Adults to Discuss with Children	702	307

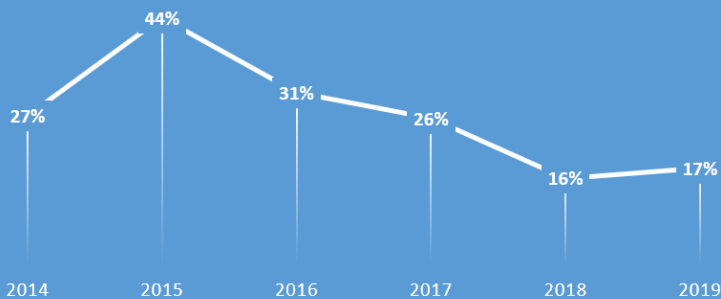
% OF YOUTH WHO REPORT MOST CAMPAIGN CHANGED THEIR BELIEF ABOUT HOW MANY TEENS USE



% OF ADULTS WHO REPORT THE MOST CAMPAIGN CHANGED THEIR BELIEF ABOUT HOW MANY TEENS USE



% OF YOUTH WHO REPORT THE MOST CAMPAIGN REDUCED THEIR PRESSURE TO USE



For more information, please contact:

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