Poster Campaign
Information

The Norm Project

Get Informed.
Get Involved.
Stay Connected.
**Rules:**

1. There is a limit of 1 entry per student.
2. Entries may be produced by an individual, group, class, or club.
3. All entries must be student created and designed.
4. The poster must have a positive social norming message. Planning sheets must be approved by the teacher before an entry may be submitted.
5. Posters can be submitted electronically or by mail.
6. All entries must have information including student name, school name, grade, and teacher.
7. All entries must be submitted by March 24, 2016 to April Thompson in Student Services.

**Entry Specifications:**

**Electronic:** Customize size to 16x20 with a .25 inch bleed.

Entries must be submitted in original file format (.ai, .docx, .pub, etc.)

**Hand Drawn:** Entries must be on 8.5x11 paper.
Poster Creation Toolkit:

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?

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.

7-Step Montana Model on Social Norms Marketing

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 is available at [http://studentservices.leeschools.net/thenormproject.htm](http://studentservices.leeschools.net/thenormproject.htm).

**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

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 bulletin 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.
The School District of Lee County is looking for creative students to produce a new poster series for The Norm Project. The best poster’s will be chosen and published for county-wide distribution.

**Task:**
Design, write, and produce an advertisement poster for the school district. Begin with this planning sheet and then create your final version on a piece of poster paper. Your poster must:
- Advertise one of the issues the school district is concerned with (ATOD, mental health, bullying)
- Include a positive social norming message
- Show effective use of layout, image, text and font/style

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

Directions: Evaluate your poster(s) according to four criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Audience</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Does it catch the audience’s attention?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Does it have an impact on the audience?</td>
<td></td>
<td></td>
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<tr>
<td><strong>2. Purpose</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Is your poster effective at advertising the issue?</td>
<td></td>
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<tr>
<td>♦ Is it clear from your poster what you want the viewer to know?</td>
<td></td>
<td></td>
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<tr>
<td><strong>3. Message</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Does your poster clearly present your information?</td>
<td></td>
<td></td>
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<tr>
<td>♦ Have you included enough text? Is it persuasive?</td>
<td></td>
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<tr>
<td>♦ Have you used multiple fonts/styles to enhance your text?</td>
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<td></td>
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<tr>
<td><strong>4. Design</strong></td>
<td></td>
<td></td>
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<tr>
<td>♦ Is it creative?</td>
<td></td>
<td></td>
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<tr>
<td>♦ Does it show effort and care?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Have you included a creative and attention-grabbing image?</td>
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</tbody>
</table>

Suggestions for Improvement:

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
Previous Social Norming Poster Campaigns:

- Bake, don’t get baked.
  Most Lee County students disapprove of the use of illegal drugs.

- You don’t need alcohol to have a wild night.
  The majority of you say you don’t need alcohol to have a good time.

- I would rather be clean than wasted.
  Survey says: The majority of Lee County teens do not approve of alcohol use.