

Social Norming

Most students **engage** in positive, healthy behaviors



Most young people **believe** most of their peers engage in negative, unhealthy behaviors



Because most young people have a social urge to conform, they are therefore more likely to engage in what they **perceive** as the typical, negative behaviors of group members



Social Norming **educates** students on positive behaviors that are the typical behaviors of their peers



Social Norming acts as a "**positive peer pressure**" for students to continue healthy behaviors

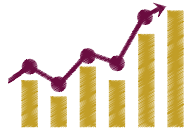
WHAT IS SOCIAL NORMING?

Social Norming prevents teen dating violence and sexual assault by reducing risk factors & building protective factors. We begin by identifying gaps between actual & perceived norms of acceptable behavior within a specific population.

By educating young people on actual social norms of behavior, we help to reduce the level of physical, verbal & emotional violence in schools & create a culture of peace & non-violence.

How Does it Work?

I d e n t i f y



- Analyze data gathered from whole-school students survey.
- Study our audience's interests (slang, social trends).
- Identify six gaps to focus on throughout the year.

E n g a g e

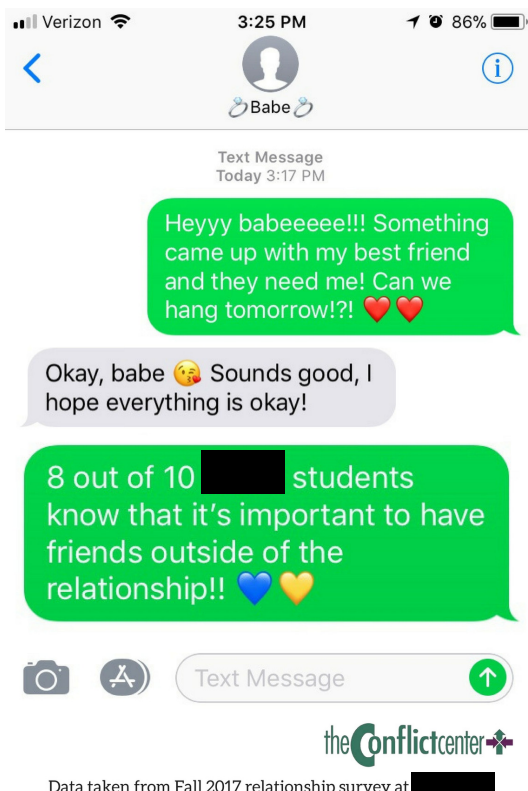


- A group of student interns design campaigns.
- Intercept with a group of 25-30 students for feedback on the design.
- Revise, then hang posters intentionally in high trafficked areas.

I m p a c t



- Posters hang for two weeks.
- Gather 25-30 students to determine effectiveness of each campaign.
- Recall rate determines the impact messaging had on students.



When young people have a more accurate perception of positive behaviors that are acceptable by their peers, it is less likely they will engage in negative, harmful or violent behavior to seek peer acceptance. These efforts produce short-term and long-term results as young people learn that violence is never an acceptable part of relationships.

Contact Us



303.433.4983

conflictcenter.org

info@conflictcenter.org

4140 Tejon Denver, Co 80211

*Campaign from 2017.