

**TITLE: A Social Norms Approach to High-Risk Drinking at Florida State University**

**FSU Principal Investigator: Dina Wilke, MSW, PhD, FSU College of Social Work**

**PROJECT ABSTRACT:**

Florida State University (FSU) has historically had an image of a “party school” and data from FSU students indicates a high prevalence of high-risk drinking. This multi-year project utilizes repeated cross-sectional design to test the effectiveness of a social norms marketing intervention designed to change misperceptions about peer drinking attitudes and behaviors about high-risk drinking and related consequences. The intervention is based on social norms theory which posits that individual high-risk behavior results from misperceptions of peer group norms. Social norms interventions, which focus on the healthy choices the majority of students make, help to promote an atmosphere where positive health behavior becomes normative. In 1999 FSU launched The Real Project, a student group modeled after Florida's highly successful Students Working Against Tobacco (SWAT) program with the belief that student attitudes and behaviors are most effectively changed by their peers. The underlying principle of intervention development is reliance on student input at every level of the creative process. Annual data collected on the self-reported behaviors of FSU students are used to develop an advertising campaign by students for their peers that promote healthy choices.

**Funding Sources:**

The National Social Norms Research Center, \$457,000 2002-2005

The National Social Norms Research Center, \$328,000 2006-2009

The National Social Norms Research Center, \$47,000 2010-2012

**Co-Investigators:**

Stephen Brooks, MS, MBA, Director, Florida Center for Prevention Research, Rick

Howell, MS, Associate Director, Florida Center for Prevention Research

**Community Collaborators:**

None

---