

# Take out your PHONES!

We're taking a survey→ this is ANONYMOUS!!

Help us, help YOU... BE HONEST!

We will not see WHO answered WHAT!

<http://jfkhealth126.weebly.com>



## *SURVEY*

Click on your class period link to answer the survey on substance abuse.

- [Period 1](#)
- [Period 2](#)
- [Period 4](#)
- [Period 5](#)
- [Period 6](#)
- [Period 7](#)
- [Period 8](#)

# Alcohol and Drugs

**Aim:** How are our decisions about alcohol and other drugs influenced by social norms?

# SOCIAL NORMS

- ★ Standards of acceptable behaviors or attitudes within a community or peer group. Social norms come in two varieties
  - Actual norms
  - Perceived Norms



# ACTUAL NORMS

- ★ True social norms for a particular attitude or behavior
  - EXAMPLE: The majority of JFK students go to LaPiazza for pizza= actual norm
    - If you are a JFK student but you go to Carlo's Pizza= "non-normative"



# PERCEIVED NORMS

- ★ What someone believes to be the social norm for a group.
  - If you believe that all your peers at JFK ONLY eat the buffalo chicken slice from LaPiazza that would be the perceived NORM.
    - What you think people are doing



# MISPERCEPTIONS

- ★ Occur when there is a discrepancy between the actual norm and the perceived norm
  - example : believing that your peers ONLY eat the Buffalo slice from LaPiazza when they actually eat all different things from there



# SOCIAL NORMS PREVENTION STRATEGIES

- ★ Any of a variety of approaches designed to decrease risky behaviors by reducing misperceptions of healthy norms.

Where have you seen social norm preventing strategies?



# SOCIAL MARKETING

- ★ Application of commercial marketing techniques to programs designed to influence the behavior of people in order to improve their personal welfare and that of their society

