

The North-American Conference
on the Social Norms Approach

Registration Form

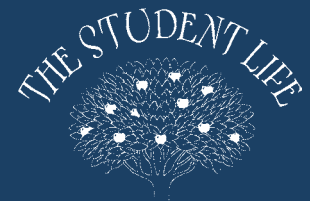
Science-Based Prevention



www.bacchusgamma.org

NSNRC
National Social Norms Resource Center

www.socialnorm.org



www.studentlifeeducation.com



July 13-15, 2005

Toronto Marriott Downtown
Eaton Centre

For Registration:
www.bacchusgamma.org

The Conference Program

Due largely to the growing number of colleges and universities that report significant reductions in heavy drinking and related harm among their students, the social norms approach is certainly one of the most talked about methods of health promotion today. But the social norms approach is also being used increasingly in other areas as well: by community coalitions to address adolescent alcohol and tobacco use, by states to promote traffic safety, and by colleges to improve academic performance and to reduce intimate partner violence. When properly implemented, the social norms approach is an evidence-based, data-driven process, and a very cost-effective method of achieving widespread, positive results.

The North-American Social Norms Conference is a unique and exciting opportunity to meet and interact with the leading researchers, theorists, and practitioners in this rapidly expanding area of health promotion. It is the only international conference devoted entirely to this effective approach, and at no other meeting will so many issues and questions about social norms—from its past success to its future development—be so intensively explored and discussed.

This year's conference program is designed to provide a wide array of presentations especially beneficial to practitioners, administrators, and stakeholders at:

- High Schools
- Colleges and Universities
- Community-Based Health Agencies

The conference offers an optional introductory session conducted by two of the leading experts in the field: H. Wesley Perkins and Michael Haines. This intensive seminar is designed for the approximately one-third of conference attendees each year who are relatively new to the approach and seek to gain a solid understanding of fundamental social norms theory and its application to the field of health promotion. This session has been an extremely popular feature of past conferences and we are pleased to be able to offer it again this year.

The optional introductory session is followed by the two-day main conference with its stimulating blend of in-depth presentations on current theory, research, and practice. Among the topics to be covered include:

- High School Interventions
- Community-Based Interventions
- Data Collection and Analysis
- Developing and Testing Messages
- Using Web-Based Surveys
- Alcohol: Model Programs
- Evaluating Impact
- Conducting and Analyzing Focus Groups
- Using Social Norms to Reduce Tobacco Use

If you are new to the social norms approach, this conference will challenge your thinking and provide you with essential information about this effective health promotion strategy. If you are currently involved in a social norms project, you will find many opportunities at the conference to expand your knowledge and sharpen your skills.

Please join us in Toronto. We hope to see you there!

The Hosts

The BACCHUS & GAMMA Peer Education Network, a non-profit charitable organization, is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of the organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high risk behaviors. The organization devotes the substantial portion of its resources and activities to:

- Create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety
- Empower students and administrators to voice their opinions and needs to create healthier and safer campus communities
- Develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership and activism on health and safety issues
- Provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies
- Encourage national forums on young adult health and safety concerns
- Promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues
- Advocate for effective and sensible policies and practices for campus and community health and safety issues

The BACCHUS and GAMMA Peer Education Network is based in Denver, Colorado. BACCHUS has hosted the Conference on the Social Norms Approach for seven years. BACCHUS has conducted research projects based on the Social Norm Theory through funding from the Centers for Disease Control and Prevention. The areas of focus of these research projects are in tobacco prevention and sexual responsibility.

The National Social Norms Resource Center is an independent center at Northern Illinois University that supports, promotes and provides technical assistance in the application of the social norms approach to a broad range of health, safety and social justice issues, including alcohol-related risk-reduction and the prevention of tobacco abuse. It is the only national center devoted exclusively to the understanding and use of the social norms approach.

The Local Host and Co-Sponsor

Established in 1986 as BACCHUS Canada, **The Student Life Education Company** is a registered charity and not-for-profit organization dedicated to saving the lives of Canadian students. Made up of three divisions, BACCHUS Canada, Student Life NOW!, and The Canadian Centre for Social Norms Research, The Student Life Education Company's mission is to be the leader in the promotion of healthy decisions on the use or non-use of alcohol and other health issues. This is done by increasing awareness, challenging unhealthy attitudes, and by providing students and student advisors with resources, training, and educational materials.

First of its kind in Canada, The Canadian Centre for Social Norms Research is in the final year of a three year Social Norms project. The Student Life Education Company is pleased to welcome all delegates to the city of Toronto for the North-American Conference on the Social Norms Approach.

Confirmed Presenters

(A partial listing, in alphabetical order.)

Alan Berkowitz, Ph.D. is an independent consultant and the editor of The Report on Social Norms. Dr. Berkowitz is one of the pioneer theorists of the social norms approach to health promotion.

Kim Dude, M.A., is the Director of the Wellness and ADAPT (Alcohol and Drug Use Prevention Team) at the University of Missouri-Columbia.

Jan Gascoigne, Ph.D., CHES, is the Director of Health Promotion for The BACCHUS & GAMMA Peer Education Network, where she oversees the tobacco initiatives, among them a CDC Cooperative Agreement from the Office on Smoking Health and Health and a Statewide Colorado grant working with multiple campuses.

Michael Haines, M.S., is the Director of the National Social Norms Resource Center. Mr. Haines designed the first successful implementation of the social norms approach at Northern Illinois University.

Linda Hancock, FNP, Ph.D., is the Assistant Director for the Office of Health Promotion at Virginia Commonwealth University, where she has implemented social norms projects to prevent tobacco use and to promote the reduction of alcohol-related harm.

David Hellstrom is the Director of Education for The BACCHUS & GAMMA Peer Education Network. He is known for his educational and creative efforts as the force behind BACCHUS educational and training efforts. His remarks are guaranteed to touch your heart, make you laugh, awaken your emotions and, most of all, help you to gain an even greater enthusiasm for how you make a difference in the lives of so many!

Koreen Johannessen, M.S.W., is the former Director and current consultant to the social norms project at the University of Arizona.

Jeff Linkenbach, Ed.D., is the Director of the Montana Most of Us Social Norms Project, where his focus has been the application of the social norms approach to community and statewide populations.

H. Wesley Perkins, Ph.D., is a professor of sociology at Hobart and William Smith Colleges, where he also serves as the Director of the Alcohol Education Project. Dr. Perkins is one of the pioneer theorists and leading proponents of the social norms approach to health promotion.

James Turner, MD, is Executive Director of Student Health at the University of Virginia which, under his direction, has implemented a social norms marketing project focused on the reduction of alcohol abuse among undergraduates.

Fran Wdowczyk is the Executive Director of The Student Life Education Company of Canada. Involved in student affairs for over 12 years, she was instrumental in the development of The Canadian Centre for Social Norms Research, and has successfully worked to increase the opportunities available to The Student Life Education Company and its three divisions.

Breakout Session Proposals

A limited number of openings may still be available for breakout sessions at the conference. If you are interested in submitting a proposal, please visit the website of the National Social Norms Resource Center (www.socialnorm.org) for information. Submissions must be received by the National Social Norms Resource Center by Friday, March 25, 2005. Please be aware that all presenters must still register for the conference and pay all applicable fees.

Exhibitors

We welcome those companies, resource centers, and service agencies who wish to exhibit a tabletop display and materials about their group offerings. Cost for a draped table for the conference is \$600 USD. There is not an "exhibit hall." Your display table will be placed in a visible conference participant traffic area. This exhibitor fee includes one conference registration fee for one exhibitor representative.

Visiting Toronto

With 5 million Canadians within an hour's drive of Toronto and 60% of the U.S. population less than an hour away by air, there's no excuse not to visit!

Travel

Directions From Airport

Toronto - Toronto Pearson International Airport (TPIA) is located 27 km (16 miles) northwest of downtown Toronto and within the Greater Toronto Area (GTA) which includes the regions of Durham, York, Halton, Peel and Toronto.

Driving directions from airport: Take Highway 427 South to the Queen Elizabeth Way, (Q.E.W.) East, to the Gardiner Expressway East. Take Gardiner eastbound and exit York/Bay Streets. Take Bay Street north. Hotel is on right just North of Queen Street.

Bus and Subway service, fee: \$2.50 CAD/\$2.03 USD (one way)

Estimated taxi fare: \$40 CAD/\$32.01 USD (one way)

By rail: VIA Rail and AMTRAK bring visitors into the heart of the city each day. Toronto's Union Station is located centrally downtown and connects to the underground subway.

By road: Several highways, including 2, 401, 407 and the Queen Elizabeth Way, link surrounding cities to Toronto. Nearest Canada-U.S. border crossings are at Niagara Falls, Fort Erie and Windsor.

Entry into Canada

From the United States: U.S.-born citizens should carry a passport or a birth certificate plus photo I.D.; naturalized citizens need naturalization certificates with photo I.D.; permanent residents (who are not citizens) need an alien-registration card.

From Countries Other Than the United States: In general, passports are required however visitors from countries other than the U.S. should call for further information:

from outside Canada, 1-800-992-7037

from within Canada, 1-888-242-2100

Public Transit

Explore Toronto on one of North America's finest transportation systems – the TTC. With easy to navigate subways, buses and "red rocket" streetcars, getting around the city is a snap.

Driving Around Town

- Toronto's streets follow a basic grid pattern and are fairly easy to navigate, although some of the one-way streets can be confusing
- Visitors from across the pond may have trouble getting used to the fact that North Americans drive on the right-hand side of the road
- Speed limit signs are posted on each street
- The city's 'rush hour' is more than an hour long – count on heavy traffic from 7:00-9:00 AM and again from 4:00-6:00 PM

The Underground City

PATH is downtown Toronto's underground walkway linking 27 kms (16 miles) of subterranean shopping, services and entertainment. Follow the brightly coloured PATH signs and you'll reach your downtown destination easily in weatherproof comfort.

Area Information

Attractions & Landmarks

- Ontario Science Centre
- Elgin & Winter Garden Theatre Centre
- Air Canada Centre
- Casa Loma
- Royal Alexandra Theatre
- Sky Dome
- City TV/Much Music
- Ontario Place
- Toronto Zoo
- Fort York

Currency

Toronto offers visitors world-class products without battling world-class prices. For international visitors, the favourable rate of exchange means the dollar goes a long way. Here's what you need to know to spend money in Toronto:

- Toronto's currency is the Canadian Dollar
- Coins are used for denominations under five dollars, including the 'Loonie' (one dollar coin) and 'Two-nie' (two dollar coin)
- U.S. dollars are accepted in most Toronto establishments, although change from transactions will be given in Canadian currency and exchange rates will differ with each merchant
- You'll find cash machines/ATM's in most banks, hotels and shopping malls – cash is dispensed in Canadian currency
- Traveler's cheques and credit cards are accepted at most (but not all) major retailers
- Currency exchange is available at banks and kiosks throughout the city, as well as in the airport

Tentative Schedule

Pre-Con takes place on Wednesday, July 13 from 1-5 PM. Conference begins Thursday EARLY AM July 14, so plan to arrive Wednesday, July 13.

Wednesday, July 13

9 AM - Noon	Registration for Pre-Conference Participants only
1-5 PM	Pre-Conference: "Introduction to Social Norms Theory and Practice" Optional intensive seminar conducted by H. Wesley Perkins and Michael Haines.
4-7 PM	Social Norms Conference Registration

Thursday, July 14

7:30 - 8:30 AM	Social Norms Conference Registration
7:30 - 8:30 AM	Continental Breakfast for Participants
8:30 - 9 AM	Introduction/Welcoming Remarks
9 - 10:15 AM	General Session #1
10:15 - 10:30 AM	BREAK
10:30 - 11:45 AM	Breakout Sessions: Block 1 (You will have your choice of 5 sessions)
Noon - 1:30 PM	Lunch and Keynote Address
1:45 - 3 PM	Breakout Sessions: Block 2 (You will have your choice of 5 sessions)
3:15 - 4:30 PM	Breakout Sessions: Block 3 (You will have your choice of 5 sessions)
4:30-6 PM	Conference Reception for all Participants

Friday July 15

8 - 9 AM	Continental Breakfast
9 - 10:15 AM	Breakout Sessions: Block 4 (You will have your choice of 5 sessions)
10:30 - 11:45 AM	Breakout Sessions: Block 5 (You will have your choice of 5 sessions)
Noon - 1:30 PM	Lunch and Address
1:45 - 3 PM	Breakout Sessions: Block 6 (You will have your choice of 5 sessions)

The Hotel

Toronto Marriott Downtown Eaton Centre

525 Bay Street
Toronto, Ontario M5G 2L2 Canada
Phone: 1 416 597 9200
Fax: 1 416 597 9211

Two Ways to Make Your Hotel Reservation

1. Call Toll-Free: 1 800 905 0667
Use conference code "SOCIAL NORMS" to get conference rate.

2. Reserve online at www.marriottteatoncentre.com use special rate promotional code "bacbac" to get conference rate.

The Toronto Marriott Downtown Eaton Centre is located in the heart of downtown Toronto at Bay and Dundas Streets within walking distance to the city's major attractions. It is connected to the Eaton Centre Shopping complex and is a short walk from theatres, sports venues and fine restaurants. Eaton Centre is on the Yonge subway line offering immediate access to Toronto transit.



Each of the hotel's 459 guestrooms is equipped with remote control TV, voice mail, high speed Internet access, coffee maker with complimentary coffee, hair dryer, and ironing equipment. Guests can sample the tasteful options in one of four in-house restaurants and lounges or experience a refreshing change of pace in the pool and 24 hour fitness room on the 18th floor overlooking the city. Travelers can meet business objectives with the help of full business centre services.

Check-In and Checkout Times

3:00 PM; 12:00 PM

Reservations must be guaranteed with major credit card with cancellation at least 48 hrs. prior to arrival.

Parking

On-site parking, fee: \$5 CAD/\$4.01 USD hourly, \$19 CAD/\$15.21 USD daily

Valet parking, fee: \$24 CAD/\$19.21 USD daily

Costs

Conference Hotel Room Rates: \$169 CAD/\$137.24 USD night plus tax for Single/Double.

For additional person: \$20 CAD/\$16.24 USD

Reservation cut-off date at conference rate Tuesday, June 21, 2005, or earlier if room block fills.

Conference Registration Fees:

\$370.00 USD on or before June 21

\$420.00 USD on or after June 22

Conference Begins Thursday early AM July 14 and concludes Friday, July 15 at 3:00 PM

Conference fee includes materials, reception on Thursday, continental breakfast and lunch on Thursday and Friday.

Pre-Conference Fees:

\$100.00 USD on or before June 21

\$150.00 USD on or after June 22

The pre-conference session takes place on Wednesday, July 13, from 1-5 PM. Pre-Conference fee includes materials and a snack break during the session.

Social Norms Conference Registration Form

Register online at www.bacchusgamma.org after March 21 or complete the information below.

A certificate of participation will be awarded at the completion of the conference FOR REQUESTS MADE BY JUNE 21 to admin@bacchusgamma.org. Participant can submit this certificate as proof of participation for their professional certification agencies.

PLEASE TYPE ONLY, making sure all names are spelled correctly and appear as you would want them to on your conference name badge.

Institution/Agency Name: _____

Mailing Address: _____

City/State/Zip: _____

Daytime Phone: _____

Fax: _____

Conference Attendees

Please complete information on your attendees.

Please check all appropriate boxes.

Attendee Name	Title	E-Mail	Pre-Conference	Conference	Vegetarian	1st Time Attending
1. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check method of payment

The BACCHUS & GAMMA Peer Education Network is happy to accept payment in Canadian currency at the current exchange rate.

- check enclosed for full payment
- signed purchase order sent or faxed with registration form, invoice will be sent upon receipt. Payment should be received no later than June 22.
- wish to pay with credit card
 Visa • Mastercard • American Express
(circle one)

_____ card number

_____ expiration date

_____ name of card holder

_____ billing address of card holder
 (where credit card statement is mailed)

_____ state/zip code of card holder

Detach, Photocopy, Attach Purchase Order/check if applicable, and send to:

The BACCHUS and GAMMA Peer Education Network
 PO Box 100430
 Denver, CO 80250-0430

Fax completed form and purchase order if applicable to (303) 871-0907

Questions: Call (303) 871-0901 or admin@bacchusgamma.org
www.bacchusgamma.org

Summary of Costs

1. ON OR BEFORE JUNE 21 # of People Attending Pre-Conference x \$100.00 USD = _____
OR

ON OR AFTER JUNE 22 # of People Attending Pre-Conference x \$150.00 USD = _____

2. ON OR BEFORE JUNE 21 # of People Attending Conference X Conference Fee of \$370.00 USD = _____
OR

ON OR AFTER JUNE 22 # of People Attending Conference x Conference Fee of \$420.00 USD = _____

3. Check here if you want an agency exhibit \$600.00 USD for a draped table No Yes = _____
 (includes one registration fee - write in name of registrant under conference attendees above)

TOTAL AMOUNT DUE (adding lines 1.+2.+3.) _____

BACCHUS Federal ID Number: #59-2021675

Please check here if you have a special need in order to fully participate in this conference. A representative from the planning committee will contact you to discuss your needs. Advance notice of your needs is necessary for special arrangements to be made. Personal hotel room needs should be made directly with the Toronto Marriott Downtown Eaton Centre staff when reservations are made.

Conference Registration Fee: \$370.00 USD on or before June 21
 \$420.00 USD on or after after June 22

Pre-Con takes place on Wednesday July 13 from 1-5 PM. Conference begins Thursday early AM July 14.
 Conference fee includes reception on Thursday, continental breakfast and lunch on Thursday and Friday.

Pre-Conference Fee: Pre-Conference Fee: \$100.00 USD (includes snack) on or before June 21
 \$150.00 USD (includes snack) on or after June 22
 You should attend this Thursday afternoon session if you have not studied social norm theory. It will provide the foundation for the conference.

Deadline for conference fee refund is JUNE 21, 2005. After June 21, you can substitute participants, but can no longer receive a refund for someone not attending.