

**The National Conference on the Social Norms Approach**  
**July 20-22, 2008**  
**Schedule at a Glance**

**Sunday, July 20**

10 AM - 7 PM Conference Registration

*Regency Ballroom Foyer*

**Monday, July 21**

7:30 - 8:30 AM Conference Registration

*Regency Ballroom Foyer*

7:30 - 8:30 AM Continental Breakfast

*Regency Ballroom*

8:30 - 9:00 AM **Welcoming Remarks**

*Regency Ballroom*

9:00 - 10:15 AM **General Session**

*Regency Ballroom*

10:30 - 11:45 AM **Breakout Sessions Block 1** (Choice of 5 Breakouts)

1. **Peer Educators, Student Leaders, and Social Norms**
2. **Six Years Later: A Retrospective on Florida State University**
3. **Correcting Misperceived Norms to Foster Bystander Interventions**
4. **Clickers: The Secret Weapon of Small Group Social Norming**
5. **Integration of Protective Behaviors into a Social Norms Campaign**

*Grand Peninsula A*  
*Harbour B*  
*Grand Peninsula B*  
*Grand Peninsula C*  
*Harbour A*

Noon - 1:30 PM **Lunch and Keynote Address**

*Regency Ballroom*

1:45 - 3:00 PM **Breakout Sessions Block 2** (Choice of 5 Breakouts)

1. **There's Strength in Numbers**
2. **Evidence of Success Using a Logic Model Approach**
3. **Assessing Bullying in New Jersey Secondary Schools**
4. **ACTUALITY High School Campaign**
5. **The Challenge of Targeting Campus "Celebratory Events"**

*Grand Peninsula A*  
*Grand Peninsula B*  
*Grand Peninsula C*  
*Harbour A*  
*Harbour B*

3:15 - 4:30 PM **Breakout Sessions Block 3** (Choice of 5 Breakouts)

1. **Using Qualitative Data Collection Methods**
2. **Social Norms Marketing Council**
3. **Student Conducted Research on Alcohol as Service Learning**
4. **Survey Methods and Planning: Critical Issues**
5. **Social Norms Research on School Violence in England**

*Grand Peninsula B*  
*Harbour B*  
*Grand Peninsula C*  
*Grand Peninsula A*  
*Harbour A*

4:30 - 6:00 PM Conference Reception

*Poolside Pavilion*

**Tuesday, July 22**

8:00 - 9:00 AM Continental Breakfast

*Regency Ballroom*

9:00 - 10:15 AM **Breakout Sessions Block 4** (Choice of 5 Breakouts)

1. **How to Use Personal Normative Feedback in a Social Norms Program**
2. **Incorporating Estimated Blood Alcohol Concentration Information**
3. **Evaluating a Social Norming Project: Questions and Answers**
4. **Assessing Weights Norms, Misperceptions and Body Mass Index**
5. **Maintaining the Momentum: The Future of Social Norms in Australia**

*Grand Peninsula B*  
*Grand Peninsula A*  
*Harbour B*  
*Grand Peninsula C*  
*Harbour A*

10:30 - 11:45 AM **Breakout Sessions Block 5** (Choice of 5 Breakouts)

1. **A Nationwide Social Norms Intervention in the UK**
2. **Bumps and Bruises in Evaluating a Social Norming Project**
3. **Taking the Cyber-Leap: Administering the Online NCHA**
4. **Digging Deeper: Examining Data**
5. **High School Social Norm Projects**

*Grand Peninsula B*  
*Harbour B*  
*Grand Peninsula C*  
*Grand Peninsula A*  
*Harbour A*

Noon - 1:30 PM **Lunch and Keynote Address**

*Regency Ballroom*

1:45 - 3:00 PM **Breakout Sessions Block 6** (Choice of 4 Breakouts)

1. **The Pervasive "Reign of Error" Among U.S. 6<sup>th</sup>-12<sup>th</sup> Graders**
2. **How to Work with the Media to Increase Your Campaign Exposure**
3. **Using the Social Norms Approach as a Violence Prevention Strategy**
4. **Individual, Group and Web-Delivered Brief Interventions**

*Grand Peninsula C*  
*Harbour B*  
*Grand Peninsula A*  
*Grand Peninsula B*

