

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. 6th-12th 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

