

Faculty, staff and students: You are all key stakeholders!

A healthy school environment impacts the entire community.

The success of the social norms marketing campaign depends on all of you!

The GASP Coalition thanks the Social Marketing Committee members, Janice Kessler, Dr. Archie Swindell and the Groton Board of Education for their dedication and support for this campaign.

Majority Rules!



For more information about the social norms marketing campaign, contact:

Michelle Hamilton
GASP Program Coordinator

Phone: (860) 448-4882 ext. 305

Fax: (860) 448-4885

Email: mhamilton@ledgelighthd.org

www.gaspcalition.org 

Funded by the Substance Abuse and Mental Health Services Administration's Drug Free Communities Support Program.

Social Norms at Fitch High School



A Researched-Based Strategy to Combat Underage Drinking and Substance Use



What is Social Norming?

Social norming is a research-based marketing strategy that aims to correct the misperceptions students have about common behaviors among their peers.

The current social norms campaign is modeled after the “Most of Us” media campaign developed by Jeffrey Linkenbach, PhD at Montana State University with the assistance of Janice Kessler, alcohol and drug counselor at Sacred Heart University.

70% of FHS Students Don't Drink Alcohol

80% of FHS Students Don't

Ride With Someone Who's Been Drinking Alcohol

FAQ's About Social Norming

Where do the statistics come from?

The 2010 Groton Youth Survey was the basis for the norm statistics. Over 600 9th-12th grade students at Fitch High School were surveyed.

Students were asked to estimate the approximate percentage of their classmates who drink and use marijuana, and the results were compared.

Actual reported prevalence versus estimates by drinkers and non-drinkers reveal a discrepancy. Fitch student drinkers tended to overestimate alcohol and substance use by their peers much more than non-drinkers, confirming the social norm principle.

How do you know the students surveyed were telling the truth?

The surveys were administered online using SurveyMonkey® thus ensuring complete anonymity. There was no way that a survey could be traced back to a certain student. Survey administrators were also trained to inform students that their surveys were completely anonymous.

Where does the statistic on parents come from?

Most Fitch students who were surveyed reported that their parents had clear rules against drinking alcohol. We use this data to encourage parents to join together in solidarity against social hosting, underage drinking and substance use.

79% of FHS parents have clear rules against drinking alcohol

The Real Majority

People misperceive the accurate norms related to substance abuse for a lot of reasons. Some of these include the media, scare campaigns, conversation distortions that say everyone is doing it and selective memory of people using substances.

So what's the real majority at Fitch High School? Most Fitch students don't drink or use drugs. The majority of students report they haven't consumed alcohol in the last 30 days.

The social norming campaign creates an awareness of the real behavior of the majority. It is important to acknowledge that most teens do not take part in risky behaviors.

80% of FHS students don't use marijuana

¹ MOSTofUS.org

² It is illegal to drink alcohol under the age of 21 in CT.