

# Social Norming at Fitch High School

## FAQ's about the Social Norms posters at Fitch High School:

### 1. Who was surveyed to get the statistics on the posters?

The GASP Coalition\* selected specific courses that all FHS students are required to take. The survey was administered during these classes and students were chosen at random. In 2010, over 600 students in grades 9-12 were surveyed.

### 2. How can I be sure that these students represent the student body?

When every student has an equal chance of being selected for a study, and if enough students are sampled (typically, at least 300), the sample that is used will reflect the larger population. Surveying 600 students gave an accurate representation of the student body.

### 3. Why aren't photos of Fitch High School students used on the posters?

We respect FHS students and their legal right to privacy. The use of students' images may be perceived as infringing on this right, and many students do not want their picture associated with any type of alcohol or drug-related campaign, even one that promotes responsible behaviors. To maintain the integrity of the campaign, we chose stock photos that were approved by FHS students.

### 4. How do you know that the students surveyed were telling the truth?

The students took an anonymous, online survey. They were encouraged to be honest and were assured that there would be no consequences if they indicated illegal or irresponsible behavior. While it's true that some students may have lied to make themselves seem like they drink less, other students may have lied to make themselves seem like they drink more.

### 5. Should we be proud of the statistics on the posters?

We would love to have a statistic that shows 100% of FHS students don't drink alcohol, or that 100% of Fitch students don't ride in a car with someone who's been drinking alcohol. The reality is that the majority of Fitch students don't drink alcohol, use marijuana, or ride with a driver who has been drinking alcohol and we should be proud of that!

\*The GASP Coalition is a dedicated group of agencies, parents and youth who work together to prevent substance abuse among Groton youth.

