

There is **Strength in Numbers...**

- **Most** ETHS students (73%) have never smoked cigarettes.
- **The overwhelming majority** of ETHS students (97%) choose not to use smokeless tobacco.
- Most **ETHS students** (72%) choose options other than drinking alcohol when they're with their friends.
- Most ETHS students (71%) **choose** not to smoke marijuana.
- Students ranked **school** and **parents** as the most **credible** sources of alcohol, tobacco and other drug information.

Drug Perceptions and Use Survey, 2001.
N=2,010 ETHS Students.

The **Evanston Substance Abuse Prevention Council** strives to increase community awareness of problems caused by alcohol, tobacco, and other drugs. The ESAPC has been in existence since 1984. It is a voluntary membership organization. Staff support and consultation are provided to the ESAPC by the staff of the Evanston Mental Health Board.

The ESAPC began the Evanston Social Norms Marketing Campaign in 2000.



Prevention is the Key

If you would like to be a part of this innovative campaign, or for more information, contact:

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THE EVANSTON SOCIAL NORMS MARKETING CAMPAIGN



preventing
alcohol
and
tobacco
use
among
Evanston
teens

**A Project of the Evanston Substance
Abuse Prevention Council**

The Evanston Social Norms Marketing Campaign: **Strength in Numbers**



The Evanston Social Norms Marketing Campaign, **Strength in Numbers**, uses marketing techniques and mass media to reduce alcohol and tobacco use among Evanston Township High School students.

Social Norms Marketing is a research based prevention strategy. It takes into account how perceptions of group norms motivate and influence individual behavior.



Research shows that youth think alcohol, tobacco, and other drug use is more widespread than it actually is. Because of this misperception, many youth feel pressured and justified to use those substances.

SHARE THE TRUTH

If you can reduce the number of students who believe a false norm, then you will increase the number of students who will exhibit behaviors consistent with the "healthy" true norm (Action Newsletter, April/May/June 1998).

MOST ETHS STUDENTS CHOOSE NOT TO USE ALCOHOL, TOBACCO OR OTHER DRUGS.

A *majority* of our Evanston teens practice healthy behaviors *most* of the time. If Evanston teens hear the TRUTH from the media, school, their friends, their parents and other role models in the Evanston community, then the truth will be evident.

Everyone can be a part of this campaign by sharing consistent information and supporting teens' positive choices.

Share the Truth with your friends, family and teenagers!

CAMPAIGN BASICS

The Evanston Substance Abuse Prevention Council and Evanston Township High School conducted a confidential survey of ETHS students in May, 2001. A total of 2,010 students participated.

The Drug Perceptions and Use Survey was developed and processed by the Center for Prevention Research and Development at the University of Illinois.

Marketing materials and the mass media will be utilized throughout the year to publicize the survey data to ETHS students, faculty and staff, parents and Evanston community members.

Strength in Numbers

Marketing Tools:

- Newspaper Ads
- Posters
- Flyers
- Postcards
- Brochures
- Presentations
- Notepads