

The Conference Program

The social norms approach is surely one of the most talked about methods of health promotion today. Widely known for its use by a growing number of colleges and universities that report significant reductions in heavy drinking and related harm among their students, the social norms approach is being used increasingly in other areas as well: by high schools and community coalitions to address adolescent alcohol, tobacco and other drug use, by states to promote traffic safety, by colleges to improve academic performance, and by youth service agencies as a pregnancy prevention strategy. In addition, researchers continue to expand the application of normative strategies to issues such as tax compliance, adolescent weight control behavior, HIV/AIDS prevention, and motivational feedback for high-risk drinkers.

The National Conference on the Social Norms Approach is a unique and exciting opportunity to meet and interact with some of the leading researchers and practitioners in this rapidly expanding area of health promotion. It is the only national conference devoted entirely to this effective approach, and at no other meeting will so many issues and questions about social norms—from its past success to its future development—be so intensively explored and discussed.

The conference program is designed to provide a wide array of presentations especially beneficial to practitioners, administrators, and stakeholders in:

- High Schools
- Colleges and Universities
- Community-Based Health and Service Agencies

Also offered is an optional introductory pre-conference session conducted by two acknowledged experts: H. Wesley Perkins, Ph.D. and Michael Haines, M.S. This intensive seminar is designed for the approximately one-third of conference attendees each year who are relatively new to the approach and seek to gain an understanding of fundamental social norms theory and its application to the field of health promotion. This session has been an extremely popular and highly-rated feature of past conferences.

The optional pre-conference session is followed by the two-day main conference with its stimulating blend of in-depth presentations on current research and practice. Among the topics to be covered include:

- High School Interventions
- Data Collection and Analysis
- Developing and Testing Messages
- Evaluating Impact
- Conducting and Analyzing Focus Groups
- Colleges: Innovative Interventions

If you are new to the social norms approach, this conference will challenge your thinking and provide you with essential information about this effective health promotion strategy. If you are currently involved in a social norms project, you will find many opportunities at the conference to expand your knowledge and sharpen your skills.

Please join us in Cambridge. We hope to see you there!

The Hosts

The BACCHUS Network, a non-profit charitable organization, is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of the organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high risk behaviors. The organization devotes the substantial portion of its resources and activities to:

- Create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety
- Empower students and administrators to voice their opinions and needs to create healthier and safer campus communities
- Develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership and activism on health and safety issues
- Provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies
- Encourage national forums on young adult health and safety concerns
- Promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues



Confirmed Presenters (A partial listing, in alphabetical order)

Jennifer Bauerle, Ph.D., is Director of the National Social Norms Institute at the University of Virginia, from which she received her doctorate in program evaluation.

Alan Berkowitz, Ph.D., is an independent consultant and one of the original theorists of the social norms approach to health promotion.

Michael Haines, M.S., is the Director of the National Social Norms Resource Center. Mr. Haines designed the first successful implementation of the social norms approach at Northern Illinois University.

Linda Hancock, Ph.D., is the Assistant Director for the Office of Health Promotion at Virginia Commonwealth University, where she has implemented social norms projects that have been effective in preventing tobacco use and reducing misperceptions about alcohol use.

- Advocate for effective and sensible policies and practices for campus and community health and safety issues

The BACCHUS Network™ is based in Denver, Colorado. BACCHUS has hosted the Conference on the Social Norms Model for eight years in various locations in North America. BACCHUS has conducted research projects based on the Social Norm Theory through funding from the Centers for Disease Control and Prevention. The areas of focus of these research projects are in tobacco prevention and sexual responsibility.

The National Social Norms Resource Center

The National Social Norms Resource Center is an independent center that supports, promotes and provides technical assistance in the application of the social norms approach to a broad range of health, safety and social justice issues, including alcohol-related risk-reduction and the prevention of tobacco abuse.

The National Social Norms Institute

Located at the University of Virginia, a national leader in alcohol and substance abuse education, the National Social Norms Institute conducts research into the effectiveness of social norms methodology to reduce high-risk drinking among students. The mission of the institute is to research, evaluate and disseminate information on the social norms methodology to the field.

Drew Hunter, M.P.A., is President/CEO of The BACCHUS Network. He and his staff work with student leaders and peer educators at college campuses across the nation to use social norms strategies to enhance the health and safety of students.

H. Wesley Perkins, Ph.D., is a professor of sociology at Hobart and William Smith Colleges, where he also serves as the Director of the Alcohol Education Project. Dr. Perkins is one of the pioneer theorists and leading proponents of the social norms approach to health promotion.

James Turner, M.D., is Executive Director of both Student Health and the National Social Norms Institute, as well as Professor of Clinical Internal Medicine at the University of Virginia.

Social Norms Conference Registration Form

Register online at www.bacchusnetwork.org after March 26 or complete the information below.

A certificate of participation will be awarded at the completion of the conference FOR REQUESTS MADE BY June 24. Participant can submit this certificate as proof of participation for their professional certification agencies. (E-mail request to admin@bacchusnetwork.org)

PLEASE TYPE ONLY, making sure names are spelled correctly and appear as you would want them to on your conference name badge.

Institution/Agency Name: _____

Mailing Address: _____

City/State/Zip: _____

Daytime Phone: _____

Fax: _____

Conference Attendees

Please complete information on your attendees.

Attendee Name	Title	E-Mail	Please check all appropriate boxes.		
			Pre-Conference	Conference	Vegetarian
1. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check method of payment

- check enclosed for full payment
- signed purchase order sent or faxed with registration form, invoice will be sent upon receipt. Payment should be received no later than July 10, 2007.
- wish to pay with credit card
Visa • Mastercard • American Express
(circle one)

_____ card number

_____ expiration date

_____ name of card holder

_____ billing address of card holder
(where credit card statement is mailed)

_____ state/zip code of card holder

Detach, Photocopy, Attach Purchase Order/check if applicable, and send to:

The BACCHUS Network
PO Box 100430
Denver, CO 80250-0430 USA

Fax completed form and purchase order
if applicable to (303) 871-0907

Questions: Call (303) 871-0901 or
admin@bacchusnetwork.org

www.bacchusnetwork.org

Summary of Costs

1. BEFORE OR ON JUNE 23 # of People Attending Pre-Conference x \$100 = _____

OR

ON OR AFTER JUNE 24 # of People Attending Pre-Conference x \$150 = _____

2. BEFORE OR ON JUNE 23 # of People Attending Conference x Conference Fee of \$385 = _____

OR

ON OR AFTER JUNE 24 # of People Attending Conference x Conference Fee of \$435 = _____

3. Check here if you want an agency exhibit \$750 for a draped table exhibit No Yes = _____
(includes one registration fee—write in name of registrant under conference attendees above)

TOTAL AMOUNT DUE (adding lines 1.+2.+3.) _____

BACCHUS Federal ID Number: #59-2021675

Please email admin@bacchusnetwork.org if you have a special need in order to fully participate in this conference. A representative from BACCHUS will contact you to discuss your needs. Advance notice of your needs by June 23 is necessary for special arrangements to be made. Personal hotel room needs should be made directly with the Hyatt Regency Cambridge staff when reservations are made.

Conference Registration Fees: \$385 before or on June 23, 2007
\$435 on or after June 24, 2007

Conference fee includes materials, reception on Monday, continental breakfast and lunch on Monday and Tuesday. Out of town participants for the conference should arrive to the hotel on Sunday, July 15.

Pre-Conference Fees: \$100 before or on June 23, 2007
\$150 on or after June 24, 2007

The pre-conference session takes place on Sunday, July 15, from 1–5 PM.

Pre-Conference fee includes materials and a snack break during the session.

Pre-Conference participants must arrive at the hotel prior to 1 PM on Sun., July 15.

You should attend this Sunday afternoon session if you have not studied social norm theory. It will provide the foundation for the conference.

Deadline for conference fee refund is JUNE 24. After JUNE 24, campuses or agencies can substitute participants, but can no longer receive a refund for someone not attending FOR ANY REASON.

2007 National Conference
on The Social Norms Approach

Registration Form

Science-Based Prevention

**Sunday, July 15–
Tuesday, July 17, 2007**

Hyatt Regency Cambridge
Cambridge, Massachusetts

**For Conference Registration:
www.bacchusnetwork.org**



B The **BACCHUS** Network
Saving Lives Since 1975

www.bacchusnetwork.org

NSNRC
National Social Norms Resource Center

www.socialnorm.org

Conference Tentative Schedule

Pre-Con takes place on Sunday, July 15 from 1-5 PM.
Conference begins on Monday EARLY AM July 16, so plan to arrive on Sunday, July 15.

Sunday, July 15

- 9 AM–Noon Registration for Pre-conference Participants only
- 1–5 PM Pre-conference: “Introduction to Social Norms Theory and Practice,” Optional intensive seminar conducted by H. Wesley Perkins, Ph.D. and Michael Haines, M.S.
- 4–7 PM Social Norms Conference Registration

Monday, July 16

- 7:30–8:30 AM Social Norms Conference Registration
- 7:30–8:30 AM Continental Breakfast for Participants
- 8:30–9 AM Introduction/ Welcoming Remarks
- 9–10:15 AM General Session #1
- 10:30–11:45 AM Breakout Sessions: Block 1 (You will have your choice of 4-5 sessions)
- Noon–1:30 PM Lunch and Keynote Address
- 1:45–3 PM Breakout Sessions: Block 2 (You will have your choice of 4-5 sessions)
- 3:15–4:30 PM Breakout Sessions: Block 3 (You will have your choice of 4-5 sessions)
- 4:30–6 PM Conference Reception for all Participants

Tuesday, July 17

- 8–9 AM Continental Breakfast
- 9–10:15 AM Breakout Sessions: Block 4 (You will have your choice of 4-5 sessions)
- 10:30–11:45 AM Breakout Sessions: Block 5 (You will have your choice of 4-5 sessions)
- Noon–1:30 PM Lunch and Address
- 1:45–3 PM Breakout Sessions: Block 6 (You will have your choice of 4-5 sessions)

Exhibitors

We welcome those companies, resource centers, and service agencies who wish to exhibit a tabletop display and materials about their group offerings. Cost for a draped table for the conference is \$750. There is not an “exhibit hall.” Your display will be in a visible conference participant traffic area. This fee includes one conference registration fee for one exhibitor representative.

Photos Courtesy of MOTT





Location & Travel

Cambridge is the spirited, slightly mischievous side of Boston, located just a bridge away on the other side of the Charles River. Packed with international flair and a youthful vitality, Cambridge is a city where counter-culture still lives, classic culture thrives, and multicultural is a way of life. Cambridge offers an exciting multicultural setting where visitors from around the world mingle in the shadow of two of the world's premier educational institutions: Harvard University and the Massachusetts Institute of Technology (MIT). Teeming with cafes, bookstores, and boutiques, Cambridge is often referred to as "Boston's Left Bank".

Bostonians welcome more than 10 million visitors each year from all over the world as they arrive in Boston to enjoy this exciting and interesting city.

The best way to get around the city is via the subway known as the T. All historical locations are easily accessible and the T is reliable, safe, and inexpensive. Faneuil Hall is one of the many stops on the Freedom Trail, a 2.5 mile red line on the sidewalks that links 18 historic sights downtown. Harvard Square, Newbury Street (shopping), and the North End are all stops on the T.

Take a few days to get to know Boston, or use it as a gateway to the rest of New England. Plymouth's Pilgrim heritage, the historical and literary legacy of Lexington and Concord, the rugged coast and maritime tradition of the North Shore and Maine, Cape Cod's beaches, and the mountains of western Massachusetts, Vermont, and New Hampshire are all within easy driving distance and are well worth exploring.

Hotel Address

Hyatt Regency Cambridge, Overlooking Boston
575 Memorial Drive,
Cambridge, Massachusetts, USA
Tel: +1 617 492 1234 Fax: +1 617 491 6906
<http://cambridge.hyatt.com/hyatt/hotels/index.jsp>

Costs

Conference Hotel Room Rates: \$159 a night plus tax for Single/Double/Triple/Quad

Reservation cut-off date at conference rate

Saturday, June 23, 2007, or EARLIER if room block fills.

Check-In and Checkout Times

Check-In: 4 PM

Check-Out: 12 NOON

Reservations must be guaranteed with major credit card with cancellation at least 48 hrs. prior to arrival.

Parking

Self parking is \$30 per night with in/out privileges (clearance 6'8").

Valet Parking is \$32 per night, RV and van parking available at your own risk in the employee parking lot, based on availability. See the doorman or front desk upon arrival for details.

Rooms and Services

Luxurious Hyatt Grand Beds

City Views & Balconies

Generous Work Desk with High-Speed Internet Access

In-Room Massage Therapy

Express Check-in Kiosk

High Speed & Wireless Internet Access

Fully Equipped Business Center

Complimentary Cambridge Shuttle Service (select destinations)

Dining & Entertainment

Zephyr on the Charles

In Room Dining

Seasonal Outdoor Dining

Live Piano Entertainment

Activities

Indoor Lap Pool with Sundeck

Whirlpool, Sauna & Steam Room

Seasonal Bike Rentals

YogaAway (In-room & Class-room)

Local Attractions

Walking & Jogging Trails Along Charles River

Golf & Tennis Nearby

Sporting Venues (Red Sox, Celtics, Patriots, Bruins)

Major Universities (Boston University, Harvard, MIT, Boston College, Northeastern)

New England Aquarium

Faneuil Hall

Boston Duck Tours

Boston Harbor Cruises

Cambridge Galleria Shopping



Travel & Directions

FROM LOGAN INTERNATIONAL AIRPORT: Driving

Follow signs to the Mass Turnpike: 90 Boston/Williams Tunnel. Pay toll upon exiting airport. You will be heading West on 90. From 90 West, take exit 20 Brighton/Cambridge (pay another toll). Out of the toll booth, bear right following sign for Cambridge/Somerville exit. From this exit ramp, stay straight through two lights and cross over the bridge. Just over the bridge, turn right at the light onto Memorial Drive. Stay in the left lane. Continue up/over overpass keeping in left lane. At the first light on Memorial Drive make a left and then another quick left into the Hyatt front circle.

FROM LOGAN INTERNATIONAL AIRPORT: Taxi

Taxi transportation is approximately \$35 one way.

FROM LOGAN INTERNATIONAL AIRPORT: Subway

Subway (7 stops): 1.5 miles from hotel (taxi available)

Above Ground: BU Central (Green Line), 7 Stops

Underground: Harvard Square or Kendall Square Red Line

Subway is \$1.25

Driving

Driving to the Hotel From the West:

From Mass Pike: Take exit 18 - Allston/Cambridge (left hand exit).

Follow the signs for Cambridge. Cross the River Street Bridge, exit right at the end of the bridge onto Memorial Drive. Hyatt is 1/2 mile up on Memorial Drive (Route 3) on the left hand side. Turn left at the traffic light to access the hotel entrance and parking garage.

Driving to the Hotel From the South:

From I-93: Take exit 26 - Storrow Drive/Back Bay/Cambridge.

Stay in the right lane (Storrow Drive). Go 3/4 mile and take second exit on left, Government Center/Kendall Square. Go up the ramp and stay in the right lane. Turn right at the stop sign; go across the Longfellow Bridge. Take the first right off bridge and turn onto Memorial Drive (Route 3). Stay on Memorial Drive approximately 1 mile on right, at light turn right. Hyatt is on your left.

Driving to the Hotel From the North:

From I-93 or Route 1: Take exit 26 - Storrow Drive and follow "FROM THE SOUTH" directions.

Other Transportation

MBTA Bus Stop:

MBTA Bus Stop is located outside the hotel entrance on Amesbury Street. MBTA Subway is 1.5 miles from hotel.

Amtrak:

Back Bay Station is located 3 miles from the hotel, approximately 10-15 minutes away. Amtrak also stops at South Station in the Financial District, which is approximately 5 miles, 20-30 minutes from the hotel. Taxi is available to and from hotel.

Car Rental Service:

Enterprise Car Rental Service on-site.

Cambridge Shuttle

The hotel provides a complimentary shuttle service to select destinations within Cambridge, whether business or pleasure.

The weekday and weekend shuttle service will take guests from Harvard Square to the Cambridgeside Galleria Mall. For guests who would like to get into the city of Boston, the shuttle will stop at Kendall Square T Stop (Red Line) or the Boston University T-Stop (Green Line). See hotel for hours of operation.

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