

# 2009 National Conference on The Social Norms Approach



**Hyatt Regency Minneapolis  
Minneapolis, Minnesota**

**Conference Registration Form  
Sunday, July 12 - Tuesday, July 14, 2009**

**B** **TheBACCHUSNetwork**  
Saving Lives Since 1975  
[bacchusnetwork.org](http://bacchusnetwork.org)



[socialnorm.org](http://socialnorm.org)

## 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
- Celebratory Drinking

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 Minneapolis. 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
- 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 ten 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 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.

### 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.

**William DeJong Ph.D.**, is a professor in the Department of Social and Behavioral Sciences at Boston University's School of Public Health. He also serves as director of research and program development for Outside the Classroom, Inc., senior adviser to the Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention, and the principal investigator for the Social Norms Marketing Research Project, a five-year randomized trial funded by the NIAAA.

**Michael Haines, M.S.**, served as the Director of the first 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 Director for the Wellness Resource Center 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.

**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.

**Dennis Martell, Ph.D.**, is the Coordinator of the Health Education Services Department at Olin Health Center of Michigan State University. Dr. Martell's area of expertise includes high-risk drinking behavior, specifically research in Celebratory Drinking and Effective Health Risk Messages.

**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.

**Clayton Neighbors Ph.D.**, is Assistant Professor in the Department of Psychiatry and Behavioral Sciences at the University of Washington. He is currently the Principle Investigator on a 5-year study, "Social Norms and Alcohol Prevention (SNAP)", funded by the National Institute on Alcohol Abuse and Alcoholism.

## 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 an 8 ft. 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. Any additional representatives must register at the conference rate.

# Conference Tentative Schedule

July 12-14, 2009 Hyatt Regency Minneapolis, Minnesota

The Pre-Conference Session takes place on Sunday, July 12 from 1-5 PM. The Conference Program begins early AM on Monday, July 13, so plan to arrive no later than Sunday, July 12. The conference rate is good for three days prior and post event dates.

## Sunday, July 12

10 AM - 6 PM	Conference Registration	Greenway Promenade Foyer
1-5 PM	Pre-Conference Session	Nicollet Ballroom A

## Monday, July 13

7:30 AM - 4:30 PM	Conference Registration & Exhibits	Greenway Promenade Foyer
7:30 - 8:30 AM	Continental Breakfast	Nicollet Ballroom A
8:30 - 9:00 AM	Welcoming Remarks	Nicollet Ballroom A
9:00 - 10:15 AM	General Session	Nicollet Ballroom A

### 10:30 - 11:45 AM Breakout Sessions Block 1 (Choice of 5 Breakouts)

1. Breakout 1	Greenway A
2. Breakout 2	Greenway B
3. Breakout 3	Greenway J
4. Breakout 4	Greenway I
5. Breakout 5	Greenway C-D

Noon - 1:30 PM	Lunch and Keynote Address	Nicollet Ballroom A
----------------	---------------------------	---------------------

### 1:45 - 3:00 PM Breakout Sessions Block 2 (Choice of 5 Breakouts)

1. Breakout 1	Greenway A
2. Breakout 2	Greenway B
3. Breakout 3	Greenway J
4. Breakout 4	Greenway I
5. Breakout 5	Greenway C-D

### 3:15 - 4:30 PM Breakout Sessions Block 3 (Choice of 5 Breakouts)

1. Breakout 1	Greenway A
2. Breakout 2	Greenway B
3. Breakout 3	Greenway J
4. Breakout 4	Greenway I
5. Breakout 5	Greenway C-D

4:30 - 6:00 PM	Conference Reception	Regency Room 2nd Floor
----------------	----------------------	------------------------

## Tuesday, July 14

7:30 - 3 PM	Conference Registration & Exhibits	Greenway Promenade Foyer
8:00 - 9:00 AM	Continental Breakfast	Nicollet Ballroom A

9:00 - 10:15 AM	Breakout Sessions Block 4 (Choice of 5 Breakouts)	
1. Breakout 1		Greenway A
2. Breakout 2		Greenway B
3. Breakout 3		Greenway J
4. Breakout 4		Greenway I
5. Breakout 5		Greenway C-D

10:30 - 11:45 AM	Breakout Sessions Block 5 (Choice of 5 Breakouts)	
1. Breakout 1		Greenway A
2. Breakout 2		Greenway B
3. Breakout 3		Greenway J
4. Breakout 4		Greenway I
5. Breakout 5		Greenway C-D

Noon - 1:30 PM	Lunch and Keynote	Nicollet Ballroom A
----------------	-------------------	---------------------

1:45 - 3:00 PM	Breakout Sessions Block 6 (Choice of 4 Breakouts)	
1. Breakout 1		Greenway A
2. Breakout 2		Greenway B
3. Breakout 3		Greenway J
4. Breakout 4		Greenway I

## 2009 Call for Programs

Submission deadline: March 6, 2009

### HOW TO SUBMIT YOUR PROPOSAL

You can submit your program proposal (to be received no later than March 6, 2009) in one of two ways: as an email attachment to [smc2j@Virginia.EDU](mailto:smc2j@Virginia.EDU) (please enter "2009 National Conference Proposal" in the subject line of your email), or via regular mail to:

National Social Norms Institute  
Attn: Conference Committee  
943 Second Street SE  
Charlottesville, VA 22902

Program Proposals must follow the outline found at <http://www.bacchusnetwork.org/pdf/CP/SNC09CallforPrograms.pdf>

If you have a question about submitting a proposal, please contact Shirley Cauley at the National Social Norms Institute: [smc2j@Virginia.EDU](mailto:smc2j@Virginia.EDU) or 434.982.6688.

The selection committee will begin notifying presenters on April 20, 2009.

Please note:

- Presenters must register for the conference and pay all applicable fees before June 23, 2009
- Presenters requiring the use of Power Point must provide their own laptop and projector
- Breakout programs will be scheduled for either Monday, July 13 or Tuesday July 14, 2009
- All breakout programs are 75 minutes (1 1/4 hour) in length.

Thank you for your interest!  
We look forward to seeing you in Minneapolis!

## Location and Travel

Minneapolis, the largest city in Minnesota, sits along the Mississippi River. There are also 24 lakes within the city, which give it its nickname "City of Lakes". Minneapolis has great parks and neighborhoods, and a vibrant downtown. It is often near the top of national lists of best places to live and work.

### ADDITIONAL POINTS OF INTEREST

- Walker Arts Center/Sculpture Garden
- Guthrie Theater
- Historical State and Orpheum Theaters
- Minneapolis Convention Center
- Nicollet Mall Shopping
- Orchestra Hall
- Mall of America within 20 minutes
- Target Center (Minneapolis Timberwolves)
- Metrodome (Minnesota Vikings/Twins)

### SPORTS AND RECREATION

Golf  
Nearby Water sports: Lake Calhoun and Lake Minnetonka  
Hiking and Walking Trails

### HOTEL ADDRESS

Hyatt Regency Minneapolis  
1300 Nicollet Mall,  
Minneapolis, Minnesota, USA 55403  
Tel: +1 612 370 1234 Fax: +1 612 370 1463  
www.minneapolis.hyatt.com

### CHECK-IN / CHECK-OUT

Check-In Time: 3:00 p.m.  
Check-Out Time: 12 noon

### COSTS

Conference Hotel Room Rates:  
\$159 a night for Single or Double, plus tax  
\$179 a night for Triple or Quad, plus tax  
Please refer to the 2009 Social Norms Conference when booking to receive this rate. Room rate is available 3 days prior and post of actual event dates. Reservation cut-off date at conference rate **Tuesday, June 23, 2009**, or EARLIER if room block fills



## HOTEL SERVICES

The Hyatt Regency Minneapolis is located on Nicollet Mall and lets you easily explore an incredible array of Twin Cities' attractions, from shopping to sports and anything in between. You are at the center of everything.

Take advantage of luxurious onsite amenities and convenience to area attractions when you stay at Hyatt Regency Minneapolis. The new 43,000 square foot fully-equipped spa and health club includes an indoor heated pool, sauna, and exercise classes.

### Hotel Parking

**VALET PARKING:** \$28 per 24hr period.

**SELF PARKING:** \$17 per 24hr period.

\* Includes in/out privileges.

Parking is in a covered parking garage with 6'6" clearance, no RV's, most vans will not clear. No motorcycles. Vans over 6'6" can be accommodated directly across the street. Parking garage managed by the city of Minneapolis. No special rates or arrangements.

### Internet

Stay connected at Hyatt Hotels and Resorts with fast and reliable Internet service. See below for type of access and availability.

### Guest Rooms:

High-Speed Internet - Wired

High-Speed Internet - Wireless

### Meeting Rooms:

High-Speed Internet - Wired

High-Speed Internet - Wireless

### Public Areas:

High-Speed Internet - Wired

T-Mobile Hotspot Wireless Broadband

### Hotel Restaurants

Enjoy elegant surroundings and spectacular food at the sophisticated downtown restaurants within Hyatt Regency Minneapolis. Discover the inviting retro super club at Oceanaire Seafood Room for world-class cuisine. Oceanaire's chef is famous for appearances on the TV Show, Top Chef.

Visit our American-style bistro, Taxxi, for delicious food prepared with the freshest ingredients for breakfast or lunch. At Taxxi, enjoy a great view of Nicollet Mall, along with cocktails and wine. Looking for relaxing evening entertainment? Spike's Bar and Grille is a popular sports bar with casual food, satellite TV, billiards and darts.

### Taxxi: An American Bistro

Hours: Breakfast / Brunch / Lunch

Monday through Sunday, 6:30 a.m. to 2:00 p.m.

### Spike's Dugout

Hours: Opens at 6:00 a.m. daily

### Oceanaire Seafood Room

Oceanaire's Chef Brian graced the setting of the third season of the popular television series Top Chef. In 2007, he was voted "Best Chef in San Diego" for his work as Executive Chef at the Oceanaire Seafood Room. Oceanaire Seafood Room is not owned or operated by Hyatt Regency Minneapolis, but is located within the hotel complex.

Hours: Monday through Thursday,

5:00 p.m. - 10:00 p.m.

Friday through Saturday, 5:00 p.m. to 9:00 p.m.

Sunday 5:00 p.m. to 9:00 p.m.

Reservations: Ties and reservations are suggested at this fine restaurant. Please call: 612-333-2277.



## Local Ground Transportation

### - SuperShuttle Service: \$15.00 one way

From airport to hotel: Runs every half hour between 4:30am and 11:00pm. Follow the signs for Hotel Shuttles and Scheduled Vans to the Ground Transportation Atrium. The SuperShuttle guest service desk is located near the center of the shuttle area.

From hotel to airport: Runs every half hour between 4:55am and 5:05pm. Reservations may be made outside the scheduled times by calling Super Shuttle at 800-258-3826 or Fax # 612-827-6777.

### - Taxi cab: Approx \$30.00

### - Metro Transit Bus/Light Rail from hotel to airport:

At the bus stop directly across the street from Hyatt, take any north-bound bus on Nicollet Mall for \$1.50 (or \$2.00 depending on rush hour times). Be sure to ask the driver for a transfer to the Light Rail as you pay your fare. Depart the bus at 5th street and take the Light Rail to the airport. Keep your transfer handy in case you are asked to present it.

### Greyhound Bus Station: About 7 blocks, approx \$3.00 by Taxi.

### Amtrak Station: In St. Paul, about 8 miles, approx \$15.00 by Taxi.

**Mall of America transportation:** At the bus stop directly across the street from Hyatt, take any number bus north on Nicollet Mall for \$1.50 (or \$2.00 depending on rush hour times). Be sure to ask the driver for a transfer to the Light Rail as you pay your fare. Depart the bus at 5th street and take the Light Rail to the Mall of America. Keep your transfer handy in case you are asked to present it.

**Local bus system:** Major bus lines going to or connecting to all parts of Minneapolis and St. Paul stop in front of the hotel. Buses can be taken from in front of the hotel, all the way down the Nicollet Mall for a special fare of only \$0.50 (called the "downtown zone").

## Driving Directions to the Hyatt Regency Minneapolis

### From 94 West (Maple Grove, St. Cloud):

Exit off 94 to North 4th Street. Continue to 2nd Ave. S. and turn right. Be sure not to turn on 2nd Ave. N. You need to cross Hennepin Ave. and Nicollet Mall. Continue on 2nd Ave. S. past the Convention Center to Nicollet Ave. and turn right. Hotel and parking ramp will be on your left.

### From 35W North (Northern suburbs):

Follow signs for downtown exits. Take the 11th street exit. Follow 11th street to 2nd Avenue south. Turn left onto 2nd avenue and continue past the convention center. Turn right onto Nicollet Ave. the hotel and parking will be on the left.

### From 94 East (St. Paul, Wisconsin):

Follow 94W, stay in far right lane to the 11th St. exit. Take 11th St. to 2nd Ave. Turn left at 2nd Ave. Go past Convention Center. Turn right at Nicollet Ave. Hotel and Parking ramp will be on your left.

### From 35W (South suburbs):

Follow signs for downtown to the 11th St. exit. Take 11th St. to 2nd Ave, turn left. Continue past Convention Center. Turn right at Nicollet Ave. Hotel and parking ramp will be on your left.

### From the Minneapolis/St. Paul Intl Airport:

Exit right out of airport and follow signs to 494 West. Take 494W to 35W North. Follow signs for downtown to the 11th St. exit. Take 11th St. to 2nd Ave, turn left. Continue past Convention Center. Turn right at Nicollet Ave. Hotel and parking ramp will be on your left.

## Costs

### Conference Hotel Room Rates:

\$159 a night for Single or Double, plus tax

\$179 a night for Triple or Quad, plus tax

Please refer to the 2009 Social Norms Conference when booking to receive this rate.

Room rate is available 3 days prior and post of actual event dates.

Reservation cut-off date at conference rate: **Tuesday, June 23, 2009**, or EARLIER if room block fills.

### Conference Registration Fees:

\$385 before or on June 23, 2009

\$435 on or after June 24, 2009

Conference fee includes materials, light reception on Monday, continental breakfast and lunch on Monday and Tuesday.

Out of town participants for the conference should arrive to the hotel on Sun. July 12 and depart no earlier than Tuesday evening, July 14.

### Pre-Conference Registration Fees:

\$100 before or on June 23, 2009

\$150 on or after June 24, 2009

The pre-conference session takes place on Sunday, July 12, 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 12



## CHES Continuing Education Credits

CHES professionals who want to receive CHES credits can for an additional \$30 for each participant.

## Social Norms Conference Registration Form

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](mailto: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. Please check all appropriate boxes.

Attendee Name	Title	E-Mail	Pre-Conference	Conference	CHES	Vegetarian
1.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 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 at \$750 for a draped table exhibit  No  Yes  
 (includes one registration fee—write in name of registrant under conference attendees above) \_\_\_\_\_

### 4. CHES Continuing Education Credits

Add an additional \$30 for each participant who wants to receive CHES credits.  
 # of Participants X CHES Continuing Education Fee of \$30 = \_\_\_\_\_

**TOTAL AMOUNT DUE** (adding lines 1+2+3+4) \_\_\_\_\_  
 BACCHUS Federal ID Number: #59-2021675 \_\_\_\_\_

Please email [admin@bacchusnetwork.org](mailto: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 Minneapolis staff when reservations are made.

### 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 6, 2009.
- 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 and zip code of card holder

### Conference Registration Fees:

\$385 before or on June 23, 2009  
 \$435 on or after June 24, 2009  
 Conference fee includes materials, light reception on Monday, continental breakfast and lunch on Monday and Tuesday.  
 Out of town participants for the conference should arrive to the hotel on Sun. July 12 and depart no earlier than Tuesday evening, July 14

### Pre-Conference Registration Fees:

\$100 before or on June 23, 2009  
 \$150 on or after June 24, 2009  
 The pre-conference session takes place on Sunday, July 12, 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 12  
 The pre-conference session takes place on Sunday, July 12, from 1–5 PM.  
 Pre-Conference fee includes materials and a snack break during the session.  
 You should attend this Sunday afternoon session if you have not studied social norm theory. It will provide the foundation for the conference.

### Conference Registration Refund Policy

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. Conference planners cannot be held responsible for changes of conference plans due to weather, transportation, acts of terrorism, acts of god, or other possible incidents that may result in non-attendance.

**The BACCHUS Network**  
**Social Norms**  
**PO Box 100430**  
**Denver, CO 80250-0430 USA**  
**PH: 303-871-0901, FAX:303-871-0907**