



# Culture, Perceptions and Social Norms

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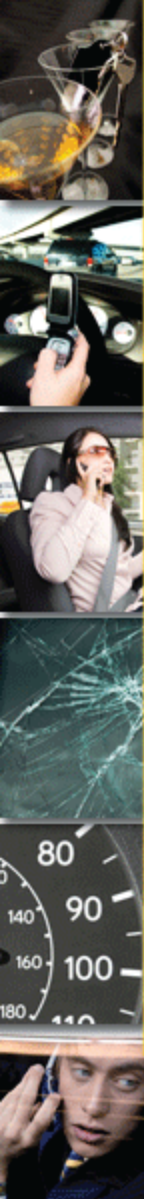
# Are you getting the results that you want?

To change your results you must transform your paradigm



# Why Safety Culture?





# Because it works!

Decades of research demonstrating how to positively impact culture by correcting misperceptions



“Organizations with a safety culture are characterized by communications founded on mutual trust, by shared perceptions of the importance of safety and by confidence in the efficacy of prevention measures.”

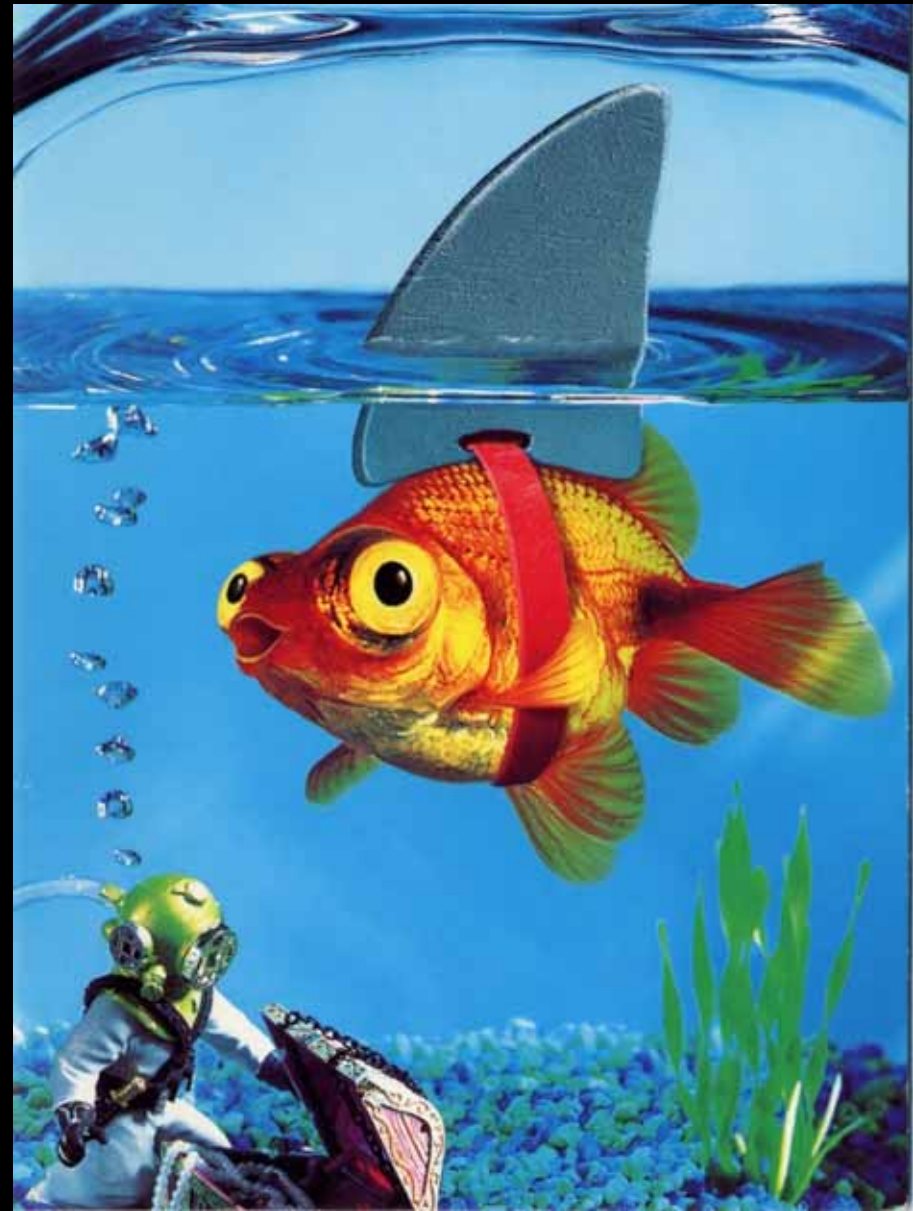
Advisory Committee on the Safety of Nuclear Installations (U.K.)

“People live with a lot of wrong perceptions, ideas, and notions, and when they invest their lives in them, it is dangerous.”

*Ticht Nhat Hanh*

**“Perception is everything, but so too is Misperception”**

Linkenbach, 1999



# Social Norms Theory

## The Norm

The actual behavior or attitude of the majority of a population; what **most people** do or believe.

How often do you smoke?"

The  
GAP

## The Perceived Norm

The perceived behavior or perceived attitude of most people; what we think **most people** do or believe.

How often do most students in your school smoke?"



# What is a Norm?

**Norms are majority data (51% or better)**

- 54% of MN high school senior girls (51% boys) report not drinking alcohol in the past 30 days. (MN Student Survey, 2007)
- 75% of MN high school senior girls (65% boys) report not binge drinking in the last 2 weeks. (MN Student Survey, 2007)
- 92% of MN high school senior girls (72% boys) report not smoking tobacco in the past 30 days. (MN Student Survey, 2007)
- 99% of MN high school senior girls (97% boys) have not used methamphetamines in the past year. (MN Student Survey, 2007)

# Positive Community Norms (PCN) Frames Data for Changing Perceptions

<b>Traditional Frame</b>	<b>MN</b>
Senior males who sometimes or never wore a seat belt when riding in a car driven by someone else	25%
<b>Positive Community Norms Frame</b>	<b>MN</b>
Senior males who often or always wore a seat belt when riding in a car driven by someone else	75%

Source: MN Student Survey, 2007.

# What's the norm?



# What is a Non Norm?

**Non-norms are minority data (49% or less)**

- 4% of MN high school senior boys reported smoking half a pack or more per day of cigarettes during the past 30 days. (MN Student Survey, 2007)
- 27% of MN high school senior girls reported smoking marijuana one or more times in the past year. (MN Student Survey, 2007)
- 17.6% of MN adults reported binge drinking in the past 30 days. (BRFSS, 2006)
- 18.3% of MN adults are current cigarette users. (BRFSS, 2006)

# What is a normative misperception?

A normative misperception is over-estimating or under-estimating norms.

# Misperceptions of Norms for RISK and PROTECTION

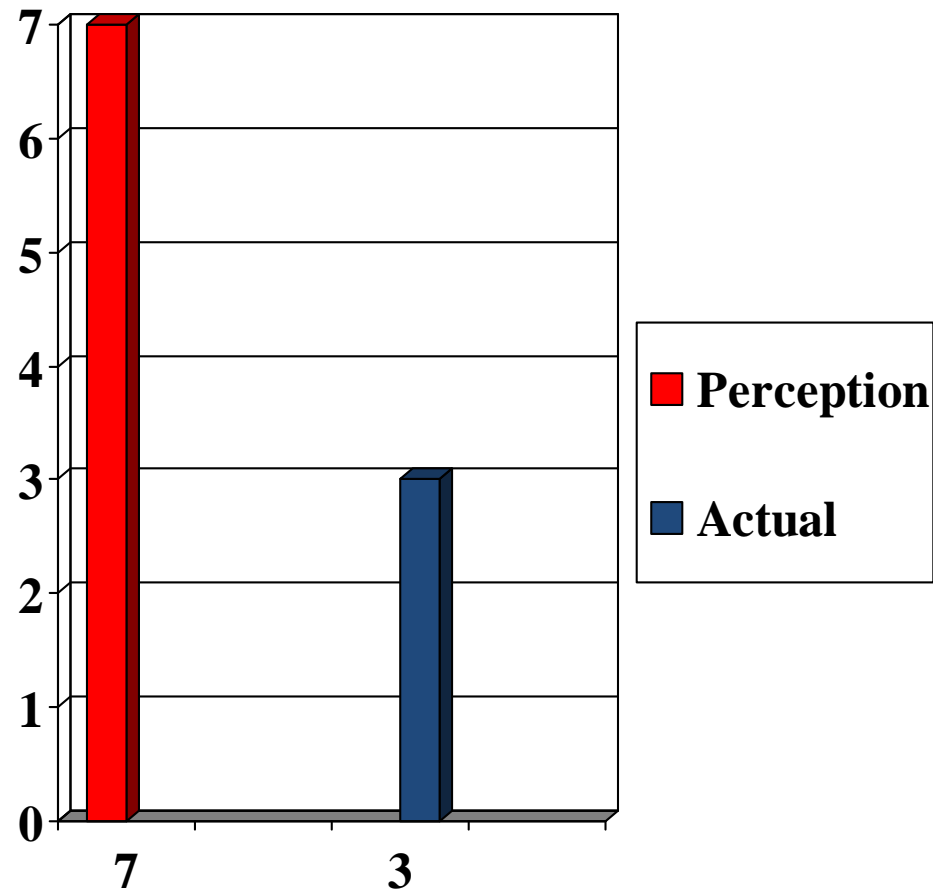
- Over-estimate the amount of risky or harmful behaviors in their “peers.”
- Under-estimate the amount of healthy or protective behaviors

# Actual Norms and Perceptions

## Montana Young Adults

*Number of drinks consumed on average per occasion, 18 – 24 year old males.*

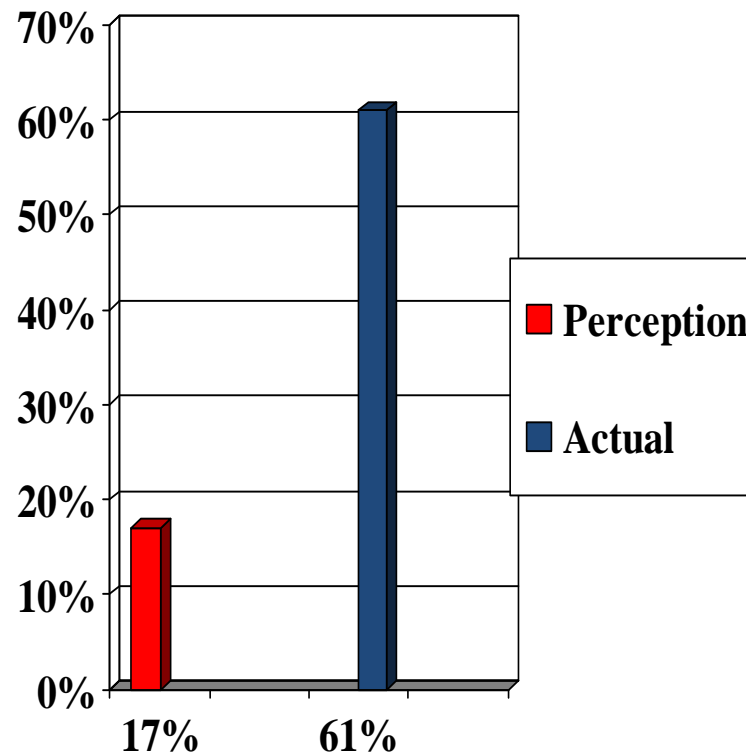
*(Linkenbach & Perkins - 1999)*



# Actual Norms and Perceptions

## Montana Young Adults

*Percent of 18 – 24 year olds who had intervened to stop someone they knew from driving after the person consumed 2+ drinks within an hour.*

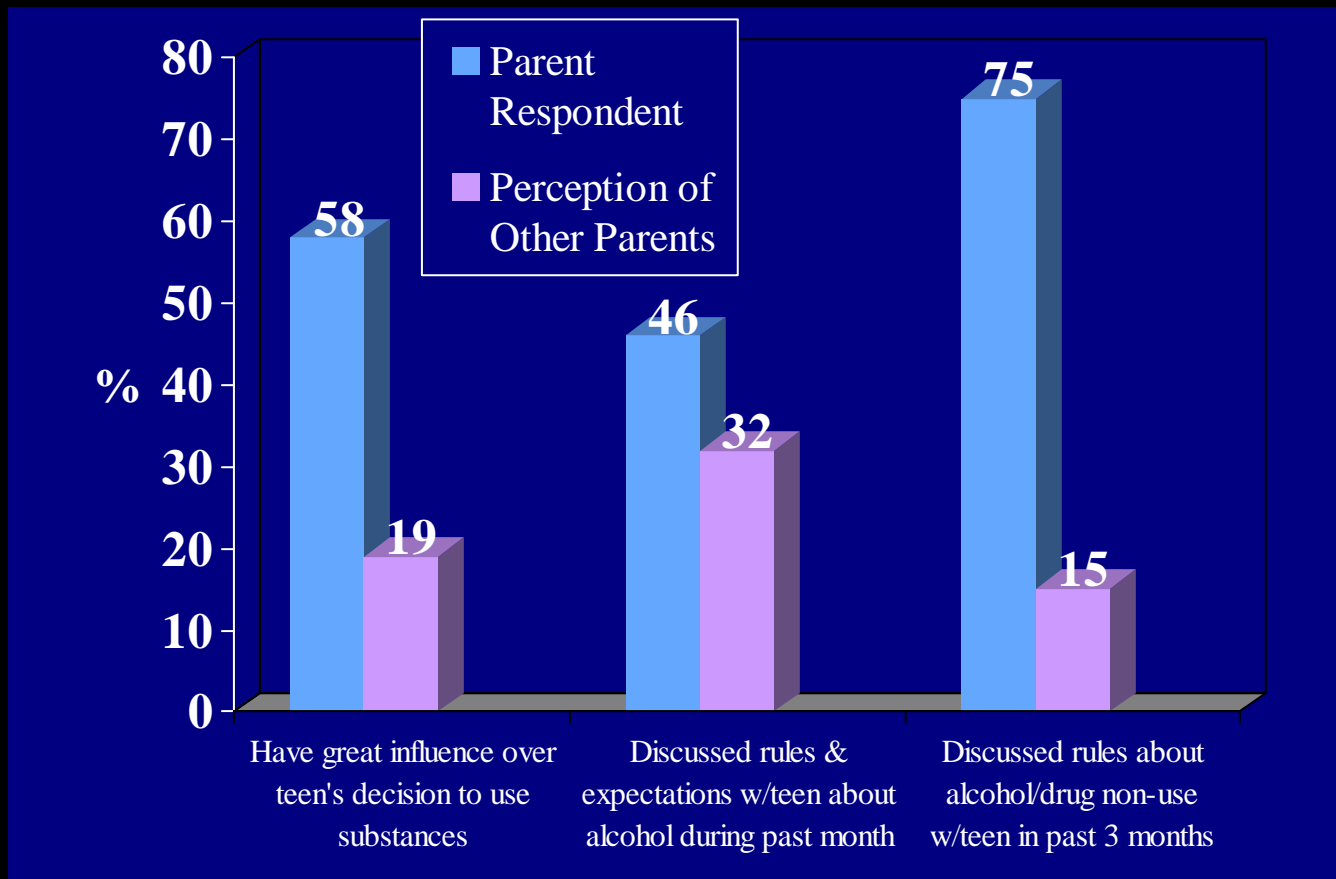


*(Linkenbach & Perkins - 1999)*



# Montana Parent Norms Survey

% of Parent Respondents





# Norms Frame Policy

**Actual:** Most (67.6%) wanted to see the state BAC law changed to .08% BAC (down from .10%)

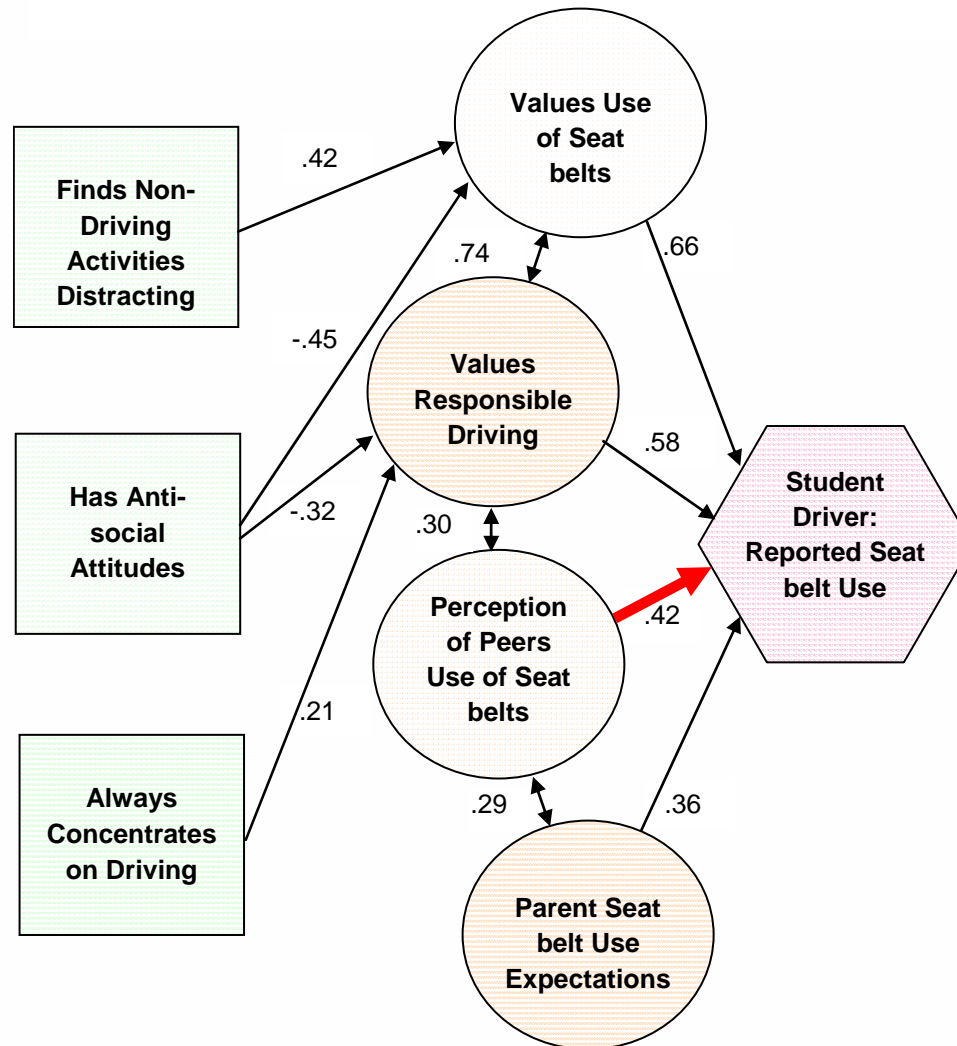
**Misperception:** Most (84.8%) of respondents did not perceive such support as being the norm.

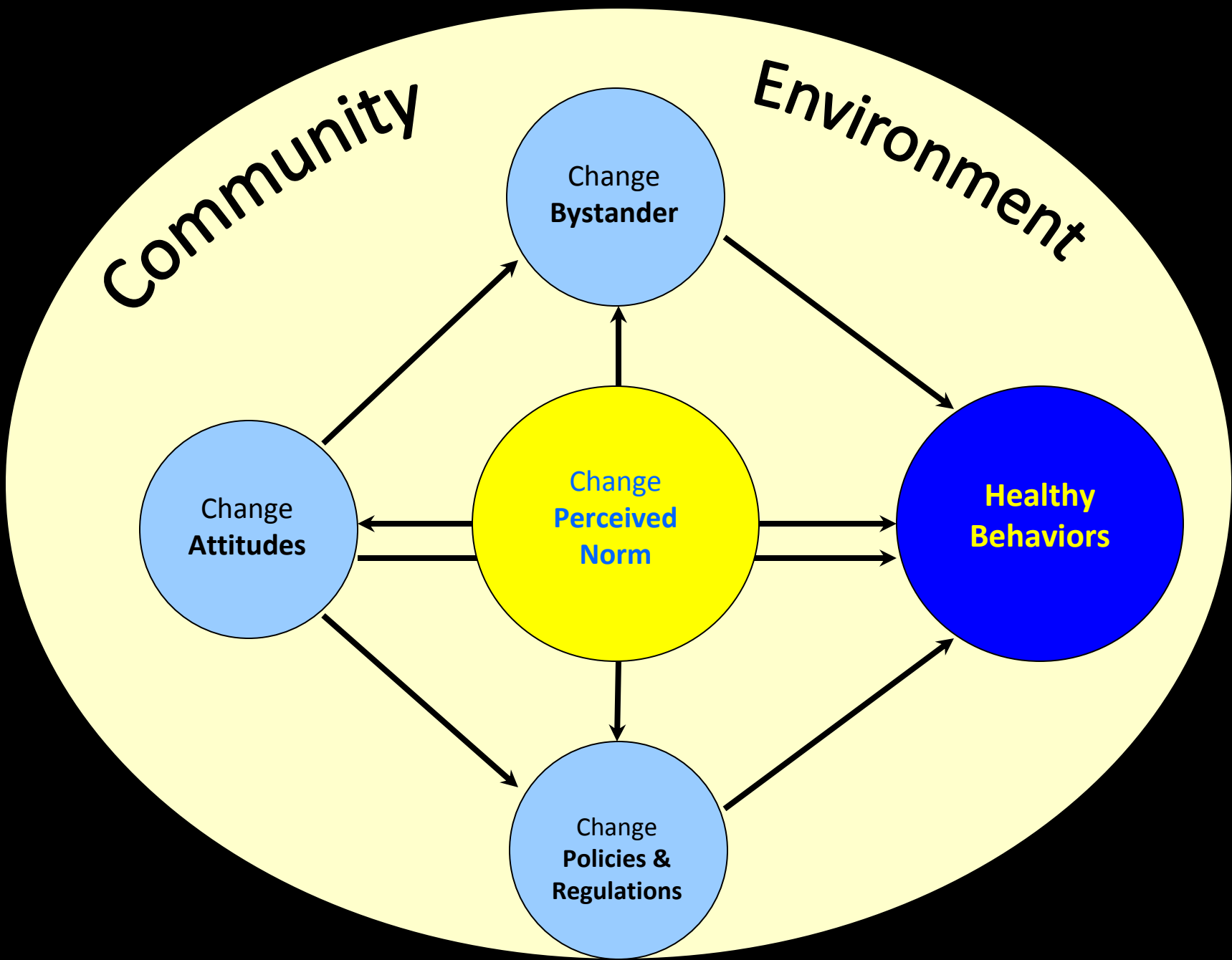
# Misperceptions are Pervasive

- Alcohol, tobacco, drugs (all ages)
- Traffic safety (seatbelts, laws, dui,...)
- Different populations
- Energy consumption, paying taxes,...
- Self report, triangulated and observed
- Worldwide for various issues

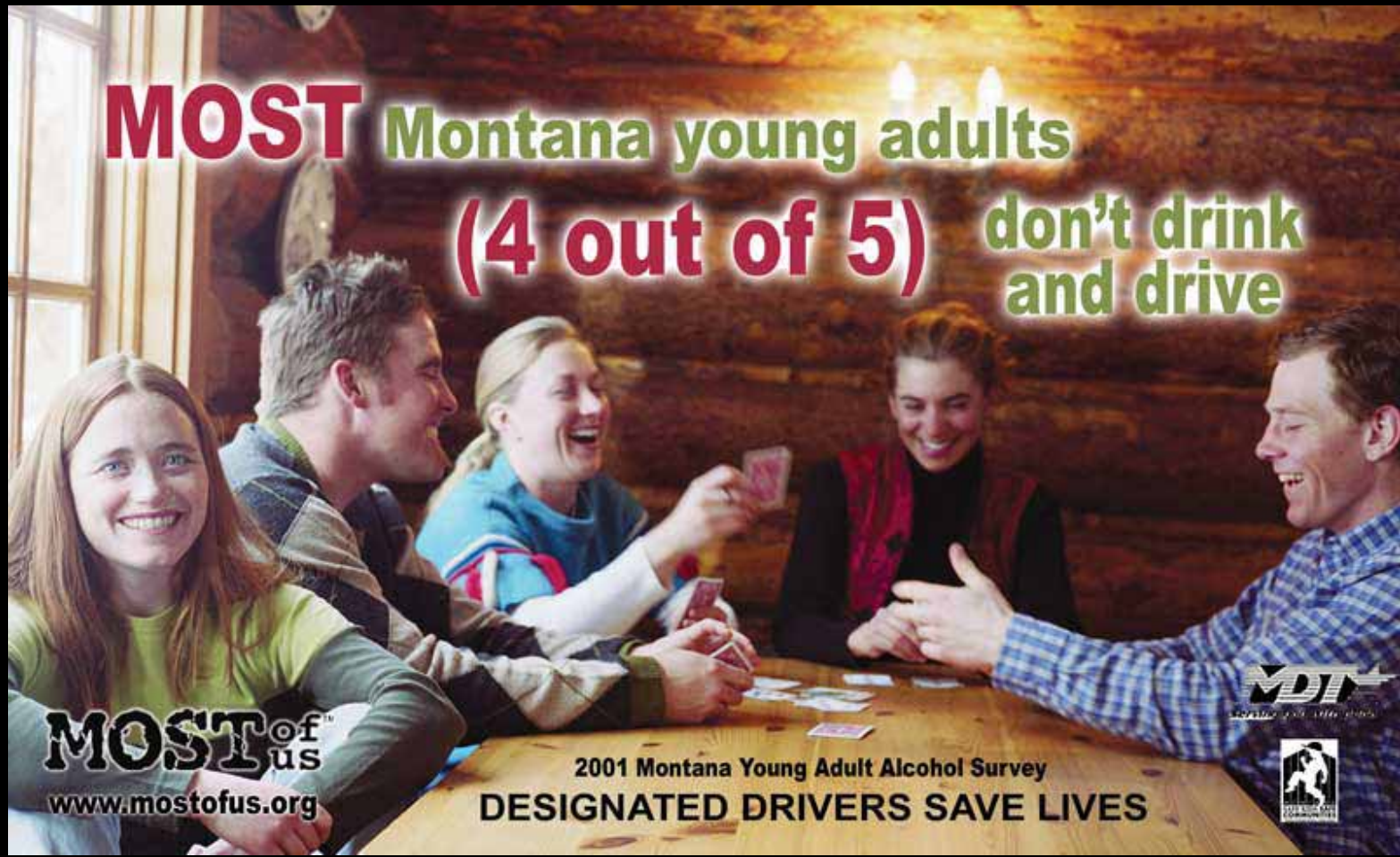
What can we do to correct  
misperceptions of norms  
and change behavior?

## Pathways of Influence on Seat Belt Use of Student Drivers





# Billboard from Montana Project




**MOST** Montana young adults  
**(4 out of 5)** don't drink  
and drive

**MOST** of us  
[www.mostofus.org](http://www.mostofus.org)

2001 Montana Young Adult Alcohol Survey  
**DESIGNATED DRIVERS SAVE LIVES**

**MDT**  
Montana Department of Transportation



Arizona Teen  
Seatbelt Research  
Project

Funded by NHTSA



Ironwood Ridge Survey Shows:

**MOST** of Us  
value responsible driving  
and wear seatbelts.




2/3 of us think cell phones  
are distracting while driving.



# Poster from Minnesota Project


RCW SCHOOL DISTRICT  
**MOST of Us**®



would rather not drink alcohol while hanging out with friends.

234 RCW Students took the MOST of Us Survey (2008)

Funded by MN Dept. Of Human Services, Chemical Health Division and PACI & Families Collaborative



Most of Us is a registered service mark of Montana State University

# Table tent from Edmonton Project

**87%** of us think it's  
**Not** okay to drink  
to the point of being  
**Out Of Control.**

2008 SURVEY OF  
534 YOUNG WOMEN  
ON WHYTE AVENUE.

**night  
gone  
Right**

AADAC.COM

Alberta Health Services

# Billboard from Montana Project

**Most Montanans**

**(3 out of 4)**

**Wear Seatbelts**

[www.MOSTofUS.org](http://www.MOSTofUS.org)  
MONTANA SOCIAL NORMS PROJECT

MDT  
Montana Department of Transportation

Data Source: Montana Observational Seatbelt Survey 2002 (n=17,000)

College  
Newspaper  
ad from  
University of  
Arizona

@alcohol

83% of UA  
students  
refuse to  
ride with a driver  
who has been  
drinking.



we got the facts from you.  
Health & Wellness Survey 2003 (1,792 respondents), administered  
to a random sample of undergraduate classes at the UA.

 **CAMPUS  
HEALTH  
SERVICE**  
[www.health.arizona.edu](http://www.health.arizona.edu)

# Navajo Nation





National Rural Summit on **TRAFFIC SAFETY CULTURE**

# Results

# Reduction of Rate in Heavy Drinking at different schools over 2 year periods (early research)

- Northern Illinois University -18%
- University of Arizona -21%
- Western Washington University -20%
- Hobart & Wm. Smith, Geneva, NY -21%
- University of Missouri, Columbia -21%
- Rowan University -20%
- Others -same...

# Impaired Driving Among Young Adults in Montana

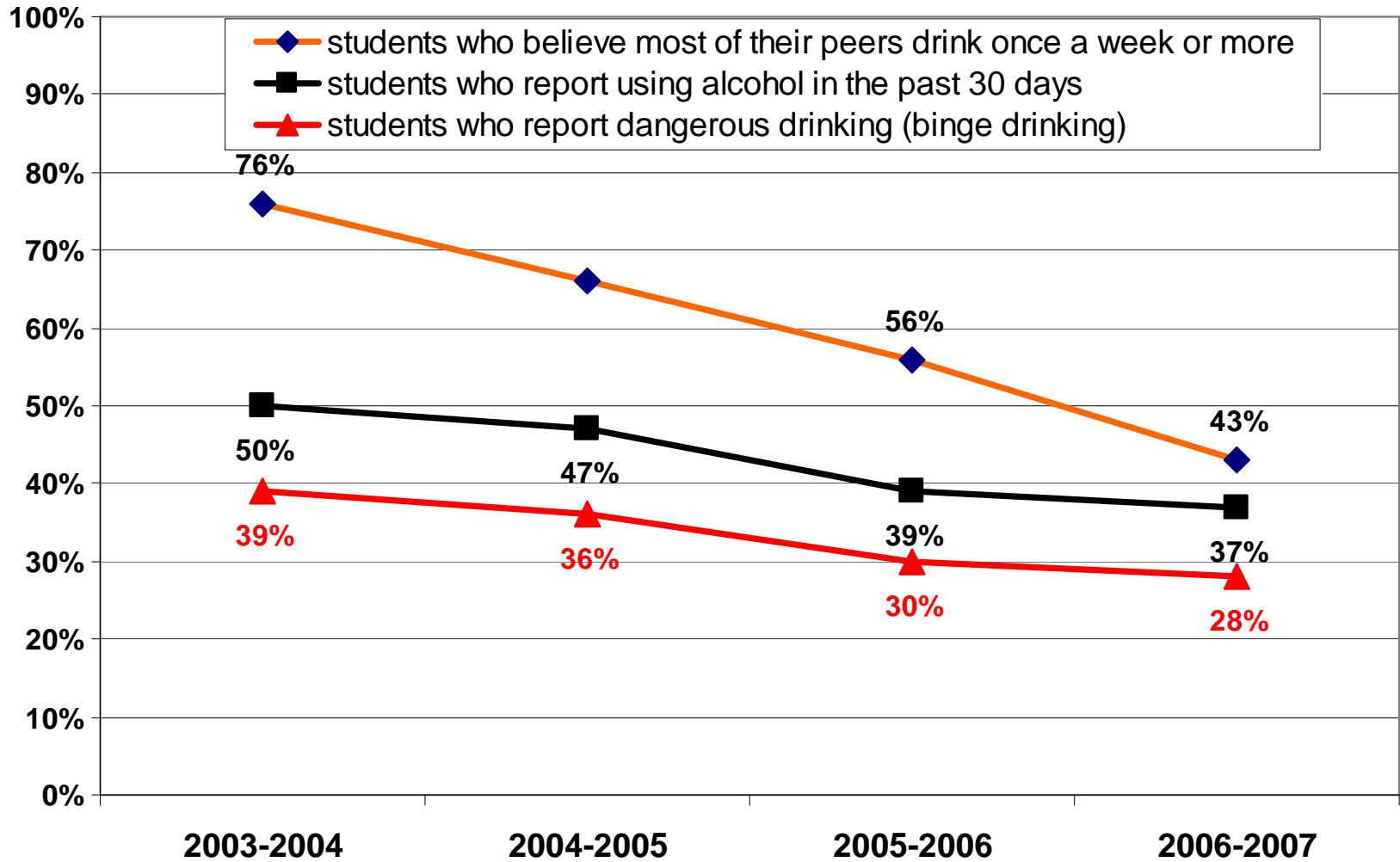
## Results of Western vs. Eastern Montana after 15 month campaign

- 16.5% increase in support of .08 BAC law
- 13.7% decrease in driving after 2+ drinks then driving w/in one hour in past month
- 15% increase in use of non-drinking designated drivers when drinking



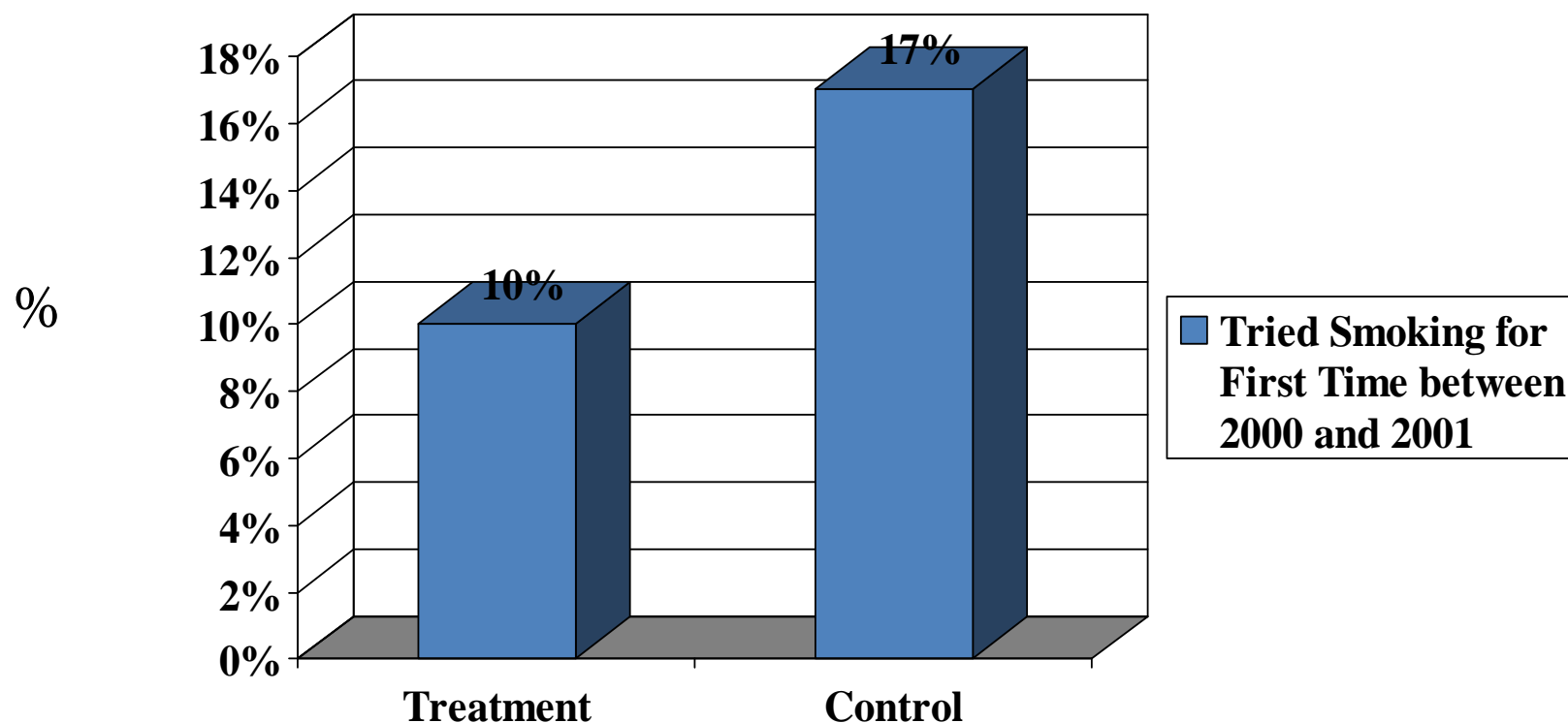
# Alcohol Perceptions and Behaviors at Powell High School

Sources: PNA 2004, 2006; Youth Survey 2003; YRBS 2005, 2007; RAA 2006, 2007



# MT Youth Trying Smoking for the First Time Between 2000-2001

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41% difference in proportion \*Statistically significant at  $p < .05$

*“If you are here to help me,  
then you are wasting your  
time – But, if you have  
come because your  
liberation is tied up in mine  
then let us begin”*

Lilly Walker, Australian Aborigine

**“By investing in correcting misperceptions, we change behavior and transform community norms.”**



Montana Summer  
Institute  
July 9<sup>th</sup>-11<sup>th</sup>, 2009