LOGIC OF SOCIAL NORMS INTERVENTIONS **DESIRED** INTERVENTION **UNDERLYING** INTERVENTION **ANTICIPATED IMPACT GOAL OUTCOMES PROBLEMS STRATEGY** Alcohol-related adverse consequences Harm Correct Personal **Behavior** hazardous misperception **Reduction:** Change: Campus-wide drinking of descriptive social norms Decrease **Decrease** and/or pattern hazardous marketing alcohol-related injunctive drinking campaign adverse norms patterns consequences Misperception of normative behavior

EVIDENCE NEEDED

Prevalence of hazardous drinking patterns*; prevalence of misperceptions*; association between the two*

Campaign conformed to social norms principles & reached intended audience

Prevalence and/or degree of misperception decreased*

Prevalence &
number of protective
behaviors used
increased* and
prevalence and/or
degree of hazardous
drinking decreased*

Prevalence and/or number of adverse consequences decreased*

^{*}Baseline assessment needed before intervention & follow-up assessment after intervention



