

THE NWA SOCIAL NORMS SOLUTION
Tackling the Myth of Young People's Behavior Problems

Our experience of designing and managing behavior-related campaigns in people referral unit (PRU) nurture groups, secondary schools and other settings ensures we know what works, what doesn't, why it works and how to replicate the successful elements of previous campaigns.

As leading specialists in social and market research, our multi-skilled team of professionals have unrivalled expertise in gathering, processing, analyzing and using data.

In December 2012, we undertook a major Social Norms research project involving 8 Teesside schools that gave us the opportunity to refresh our knowledge and techniques and develop a dynamic new model for the delivery of Social Norms projects.

If you are looking for measurable behavior change in your school, college or PRU, NWA has the people and the product to help ensure you achieve your targets

Social Norms – The Concept

People's behavior is strongly influenced by their misconceptions of how other members of their social group think and act.

The Social Norms approach to tackling behavior problems involves challenging these misconceptions by using credible data from a target population in a stream of messages that reveal the truth about how members are behaving.

This relentless exposure tackles the root cause of problem behavior, enabling the population to accept a more accurately perceived norm of health and safety.

The NWA Approach

After carefully researching the various approaches to Social Norms and assessing the outcomes of our own research project involving 8 Teesside schools, we have adapted a model based on the principals established by Wes Perkins.

We take pride in a young-person centred approach that ensures each individual's ideas and perceptions are valued and fed into the project. We also pro-actively encourage the target group to take ownership of the data and the campaign.

Their individual interpretation is the energy to inspire change.

Interventions

Good communication with the target group is central to the success of Social Norms and we can call on a wide range of proven interventions to reach out to the many different types of young people we find in such groups:-

- D.V.D. presentations documenting the process from the young people's view point.

- D.V.D. interpretation of Harlem shake
- Creating t shirt designs
- Graffiti wall
- Giant fruit to grab attention
- Hoodie/ logo design and development
- Events such as Angry Birds demolition
- Acrylic garden
- Giant comic book we are all heroes
- Screen savers and wall papers
- Posters
- Songs
- Displays
- And many more

Delivery

All Social Norms projects are based on a 4-phase delivery cycle:-

1. Gathering data
2. Repeatedly communicating positive messages to the target group
3. Testing to measure impact
4. Sharing results with the target group.

However, no two NWA Social Norms projects are alike. Different groups of young people have different issues and different structures and we design a bespoke structure to ensure each client achieves the optimum outcome.

We have, however, developed two basic packages to provide the framework within which we can customise our projects:-

Package 1 includes the provision of a teacher for 2 ½ days in-school delivery, plus online and telephone support for the project duration. The schedule is:-

- Meeting with steering group in school to discuss the time scale, process, commitments, and agree a target group and a focus area to be developed.
- Questionnaire administered in school
- Data analyzed and an interim report produced headlining target misconceptions of the group.
- Pre campaign poster campaign to raise awareness.
- Focus group of young people and staff to decide how? What? Where? When? an intervention would work in their group.
- Data posters put up around school
- Creation day with the focus group to create the materials for implementing the intervention to the wider group.
- Second questionnaire to collect the attitudes and perceptions from the group.
- A final report, which highlights the changes to be promoted to the whole school community including parents.

Package 1 Costs are;-

Highly qualified and experienced teacher to support 2 ½ days in school delivery, online and telephone support throughout the project	£450
Extra support (per ½ day)	£85
2 points of data collection and data analysis, an interim headline report and a comparable final report between peers and a over time frame.	£550
Options	
Pre campaign posters (12) A3 laminated	£33
Bespoke data posters (15) A3 laminated	£40
Certificates (15)	£6

Package 2

This package is based on the same process as package 1 but without the in school support. Provided as part of the package, is a 2.5 hour training session to enable school staff to deliver the project themselves.

Package 2 costs are:-

2 ½ hr training session for school staff to orientate them through the project milestones and resources. Scheme of work and resources provided.	£200
Extra support (per ½ day)	£85
2 points of data collection and data analysis, an interim headline report and a comparable final report between peers and a over time frame.	£550
Options	
Pre campaign posters (12) A3 laminated	£33
Bespoke data posters (15) A3 laminated	£40
Certificates (15)	£6