

ABSTRACT

EFFECTIVENESS OF SOCIAL NORMS MARKETING TO REDUCE RISKY DRINKING BEHAVIOR AMONG HISPANICS

The purpose of this study was to assess the effectiveness of attitudinal and behavioral change in a social norms marketing campaign at California State University, Fresno. Baseline data are presented of drinking frequency and quantity for Hispanic students. A diverse campus-wide campaign was implemented in 2004 using posters, newsletters, as well as other media formats. Archival data (2003) was analyzed from 1,500 randomly selected students and compared with the 2004 data. The National College Health Assessment and the Core Institute's Alcohol and Drug Surveys were utilized as pretest (2003) and posttest (2004) measures. The primary focus of this study was to examine risky drinking behavior of Hispanics compared to the general student population. A comparison between Hispanics and the general student population on the effectiveness of the social norms marketing program is presented as well as the most effective channels for communicating health information to Hispanic students.

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