**6 Principles for Promoting Positive Norms**

[](http://designforsocialchange.weebly.com/uploads/6/1/6/3/6163772/8985537_orig.jpg)

**1** - **Be Positive**

* Promote what is good and healthy in our community.
* Give hope.
* Keep it healthy, legal, and not fear or shame-based.
* Avoid starting a sentence with ‘**Don’t**…’

**2** - **Reflect our community, if possible**

* Showcase our community’s best behavior in a way that can change misperceptions.

***Note:*** *No identifiable faces of local persons may be used.*

**3** - **Be Inclusive**

* Can your target audience “see” themselves in your message?

**4** - **Keep the message Neutral**

* Use a nonjudgmental tone in your message in order to avoid resistance from your audience.

**5** - **Be Clear**

* Be as straightforward as possible
* Keep your message short and simple
* Your audience should be able to hear and recite ***one Big idea***from your message

**6** - **Stick to Truth and Accuracy**

* Print reliable sources, facts or data clearly.

**3 Steps for Creating a Strong Message**

**Step 1** - Use readable Text & Font color

**Step 2** - Avoid pictures of drugs

**Step 3** - Cite your sources

**Step 4** – Make statistic number large than the rest of the text and make the percent symbol superscript

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| * **Teen Brains Wired for Risk** - <http://www.cnn.com/2011/10/19/health/mental-health/teen-brain-impulses/index.html> * **Impulsive Teen Brain** - <http://ngm.nationalgeographic.com/2011/10/teenage-brains/dobbs-text> * **Risk Taker Quiz** - <http://ngm.nationalgeographic.com/2011/10/teenage-brains/risk-quiz> * **Tobacco Companies Marketing to Youth** - <http://legacy.library.ucsf.edu/> * **Facts, Help a Friend, Get Help** -   [http://www.abovetheinfluence.com](http://www.abovetheinfluence.com/)   * **Facts, Test Your Teen Brain** - [http://www.theantidrug.com](http://www.theantidrug.com/) * **Tobacco Facts, Campaign -** [http://www.tobaccofreekids.org](http://www.tobaccofreekids.org/) |

**Step 5** – Select statistics with a clear majority (70% or more)

**Resources:**

For more information go to: <http://designforsocialchange.weebly.com/>