

## 6 Principles for Promoting Positive Norms

### 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

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

## Resources:

- **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>
- **Facts, Test Your Teen Brain** - <http://www.theantidrug.com>
- **Tobacco Facts, Campaign** - <http://www.tobaccofreekids.org>

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