



Smoke Signals to Twittering

Social Norms

Marketing in Wyoming



Connecting with Students



Social Norms
Marketing
Campaign

Positive Community Norms

Current Elements of the Campaign

- Direct mail to parents
- Decals on school buses & vehicles
- Mobile billboard



Current Elements of the Campaign

- Text messaging
- Facebook/MySpace
- Posters



Taking the Message to the People

- Avoiding public criticism through environmental advocacy.
- Exploiting “the Gap.”



CAMPBELL COUNTY



MOST high school students (70%) **DON'T** drink in a typical week*



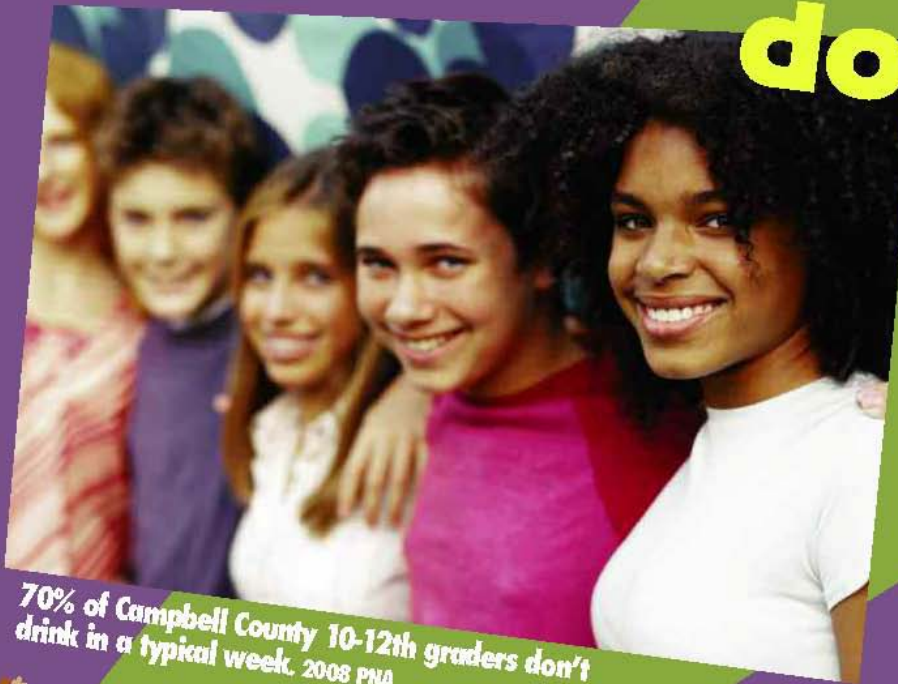
*According to Campbell County 10th-12th graders, 2008 Prevention Needs Assessment

MOSTof us[®]

Most Of Us[®] is a registered servicemark of Montana State University



most CCHS Students



don't drink
in a typical
week.

70% of Campbell County 10-12th graders don't drink in a typical week. 2008 PNA



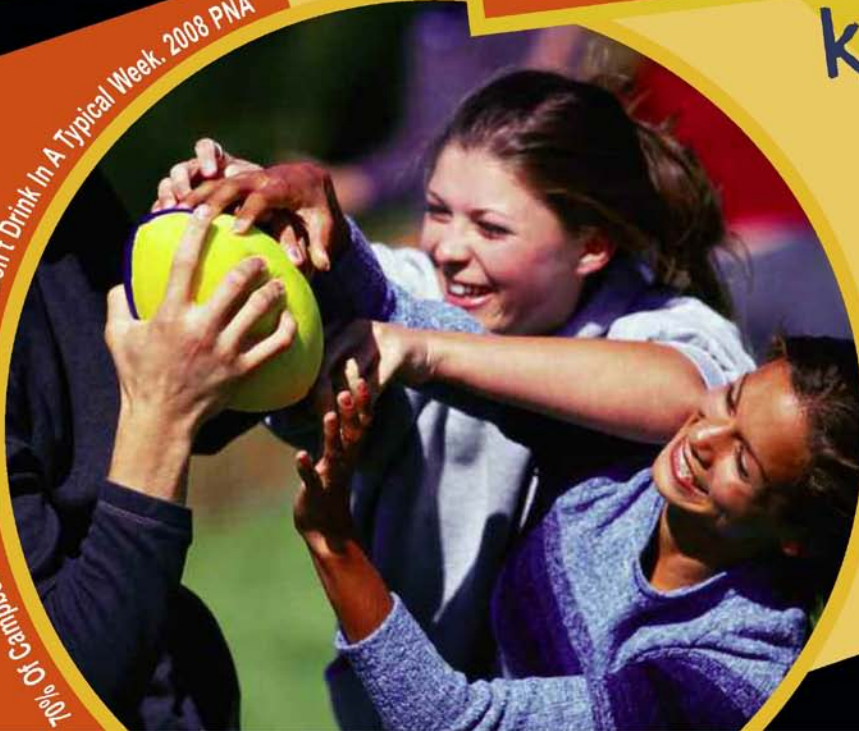
MOST of us
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most

CCHS Students

know how to
have fun
without
alcohol

70% Of Campbell County 10th - 12th Graders Don't Drink In A Typical Week. 2008 PNA



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CAMPBELL COUNTY



According to Campbell County 10th - 12th graders, 2008 PNA

**Most
Campbell
County families
(84%)
have clear rules
about drugs
& alcohol.**

Most students
(7 out of 10) are
alcohol free in a
typical week*



Contact: Susan Shippy
307-682-7593

*2008 Prevention Needs Assessment Results
from Campbell County
10th—12th grade students

**Most families
(84%) have clear
rules about drugs
and alcohol***



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*According to Campbell County
10th—12th graders.
2008 Prevention Needs Assessment

Have Message, Will Travel!

➤ Mobile Billboard



In Plain Sight



Reinforcing the Message

- Direct Mailing
- Informing Parents



Social Networks

- Facebook/MySpace
- Texting
- Twittering



Choosing the Best Media Channels

- Collaborations
- Experience
- Mobility
- Opportunity

Evaluation

- State wide contract with “Most of Us.”
- Prevention Needs Assessment added Social Norms Marketing questions.
- WySAC Evaluation for Prevention Framework.



Student Support Services

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