

**Workshop on
The Science of Changing Behavioral Health Social Norms:**

Lessons Learned from Diverse Efforts to Change Social Norms

March 18, 2015

AGENDA

**The National Academies' Keck Center ♦ Room 100
500 5th Street NW ♦ Washington, DC 20001**

[Register for the Workshop](#)

This workshop is an activity of the National Academies' Standing Committee on the Science of Changing Behavioral Health Social Norms to assist the Substance Abuse and Mental Health Services Administration (SAMHSA) in its efforts to implement strategies that improve attitudes and beliefs about mental and substance use disorders. The workshop will explore lessons learned from previous media, communication, and other types of campaigns to change attitudes and behaviors in public health or other arenas. Workshop participants will explore design and outcomes of these campaigns including message development, platforms used for message delivery, targeted audiences, dose of the intervention (messaging), and related incentives. In discussions, we will examine the campaigns in terms of their attention to social determinants; degree of contact; and outcomes related to social inclusion, stakeholder engagement, and sustainability of change in social norms.

8:30 WORKSHOP CHECK-IN

9:00 WELCOME FROM THE NATIONAL RESEARCH COUNCIL

- Barbara Wanchisen, Director, Board on Behavioral, Cognitive, and Sensory Sciences

9:10 WORKSHOP OVERVIEW AND GOALS

- David Wegman, Committee Chair
- Lisa Vandemark, Study Director

9:30 **PANEL I ► Messaging**

Panel Synopsis: Lessons learned about messaging (“What you say”) from previous efforts in relevant fields, about the importance of messaging in efforts to change social norms, including relevant elements of messaging such as dimensionality, concept, definition, and structure.

Moderator: Joanne Silberner

Discussant: Vicky Rideout, Committee Member

Panelists:

- *The good, the bad and the ugly of the effects of normative appeals in public health contexts:* Joseph Cappella/Annenberg School for Communication
- *Influencing attention, memory and response to audio and visual messaging:* Annie Lang/Indiana University
- *Behavioral economics:* Tony Foleno/The Ad Council
- *Efficacy of PSAs:* Bernice Pescosolido/Indiana University

10:45 **BREAK**

11:00 **PANEL II ► Methods**

Panel Synopsis: This session would focus on exploring evidence-based platforms (“How you say it”) that can be used for media/communications efforts, and the strengths and weaknesses of the various media types in the context of the social norms targeted for change.

Moderator: Joanne Silberner

Discussant: Bernice Pescosolido, Committee Member

Panelists:

- Entertainment media: Vicky Rideout/VJR Consulting
- News media: Rebecca Palpant Shimkets/The Carter Center
- *Evaluation Effects of The truth® Campaign:* Donna Vallone/American Legacy Foundation

12:15 **LUNCH**

1:15 **PANEL III ► Big Picture Look at Social Change**

Panel Synopsis: How did social norms on those issues change? What role did mass media campaigns play? What roles did other elements, such as public policy, regulatory changes, or grass-roots campaigns play in influencing change in social norms?

Moderator: Joanne Silberner

Discussant: Rebecca Palpant-Shimkets, Committee Member

Panelists:

- The designated driver: Jay A. Winsten/Harvard University
- HIV/AIDS efforts: Phill Wilson/ Black AIDS Institute
- Legacy 2: Youth Smoking: Robin Koval/American Legacy Foundation
- TBD: Tony Foleno/Ad Council

2:30 PANEL IV ► Case Studies in Changing Social Norms

Panel Synopsis: Media and communications campaigns/strategies used to improve social norms, beliefs, and attitudes in health-related arenas where themes of stigma, chronicity, and behavior change are relevant (e.g., epilepsy, HIV/AIDS, cancer.). **[NOTE: Watch for redundancy here. The cases should link back to earlier panels and illustrate effective messages, methods, and other social/policy influences.]**

Moderator: Joanne Silberner

Discussant: William Holzemer, Committee Member

Panelists:

- Epilepsy: Joan Austin/Indiana University
- HIV/AIDS: Janet Turan/UAB Birmingham
- Lung cancer: Kay Cofrancesco/Lung Cancer Alliance

3:30 BREAK

3:45 Reflections on Lessons Learned and Open Discussion

Panel Synopsis: Discussants will reflect on panel presentations in the context of what we know about the effectiveness of different types of media and communications campaigns/strategies used to improve social norms, beliefs, and attitudes regarding mental illness and access to treatment.

Moderator: David Wegman

Panelists:

- Vicky Rideout, Committee Member
- Bernice Pescosolido, Committee Member
- Beth Angell, Committee Member
- William Holzemer, Committee Member

4:30 CONCLUDING COMMENTS

- David Wegman, Committee Chair

4:45

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