

# NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

DIVISION OF BEHAVIORAL AND SOCIAL SCIENCES AND EDUCATION  
Board on Behavioral, Cognitive, and Sensory Sciences

500 Fifth Street, NW  
Washington, DC 20001  
Phone: 202 334 3881  
Fax: 202 334 2210  
Email: [lvandemark@nas.edu](mailto:lvandemark@nas.edu)  
[www.nationalacademies.org](http://www.nationalacademies.org)

## COMMITTEE ON THE SCIENCE OF CHANGING BEHAVIORAL HEALTH SOCIAL NORMS

**Workshop: Lessons Learned from Diverse Efforts to Change Social Norms**  
**March 18, 2015**

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

### *FULL AGENDA*

#### DAY ONE - Wednesday, March 18, 2015

8:30 am *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:**

- *Key Principles in the Design of Effective Persuasive Messages: Engagement and Acceptance:* Joseph Cappella, Annenberg School for Communication
- *Making the Most of Your Message: How message structure and content influence attention, cognition, emotion, and intentions:* Annie Lang, Indiana University
- *Behavioral Economics & Social Marketing:* Tony Foleno, The Ad Council

# NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

- *The Context and National Testing of PSAs: The “Schizo” Project*: Bernice Pescosolido, Indiana University

10:45	BREAK
-------	-------

11:00 *Remarks from SAMHSA*: Kana Enomoto, Deputy Administrator, SAMHSA.

11:15 *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:**

- *Using entertainment media to deliver public health messages: A case study of Grey’s Anatomy*: Vicky Rideout, VJR Consulting
- *Reporting Mental Health Issues in a Rapidly Changing Media Landscape: Resources, New Developments, and Future Directions*: Rebecca Palpant Shimkets, The Carter Center
- *National Advertising to Reduce Youth Tobacco Use The truth campaign*: Donna Vallone, American Legacy Foundation

12:30	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 campaign*: Jay A. Winsten, Harvard University
- *When You Know Better You Do Better*: Phill Wilson, Black AIDS Institute
- *Legacy 2: Youth Smoking*: Robin Koval, American Legacy Foundation
- *Gay & Lesbian Bullying Prevention*: Tony Foleno, Ad Council

# NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

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 in which negative social norms, chronicity, and behavior change are relevant (e.g., epilepsy, HIV/AIDS, cancer.).

**Moderator:** Joanne Silberner

**Discussant:** William Holzemer, Committee Member

**Panelists:**

- *Epilepsy: Sources of Stigma and Campaign Efforts:* Joan Austin, Indiana University
- *Reducing HIV-Related Stigma in Healthcare Settings: From Africa to Alabama:* Janet Turan, UAB Birmingham
- *Deserve to Die: A campaign that uprooted long held beliefs:* 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 and substance use disorder 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 ADJOURN

**Meetings and activities of BBCSS are sponsored by:**

*Alfred P. Sloan Foundation; American Psychological Association; Bill & Melinda Gates Foundation; Elsevier; National Aeronautics and Space Administration; National Cancer Institute; National Institute on Aging; National Science Foundation; U.S. Army Research Institute for the Behavioral Sciences; William and Flora Hewlett Foundation; The U.S. Department of Health and Human Services; Office of the Assistant Secretary for Planning and Evaluation (ASPE); Substance Abuse and Mental Health Services Administration (SAMHSA)*