

NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

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

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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	<i>Welcome From the National Research Council</i> Barbara Wanchisen, Director, Board on Behavioral, Cognitive, and Sensory Sciences
9:10	<i>Workshop Overview And Goals</i> 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

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

10:45	BREAK
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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
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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

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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

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