

SOCIAL NORMING

Workshop for the
2009 Michigan Traffic Safety Summit

Presented by

Chief Tom Wibert, East Lansing Police Department

Homer Smith, Executive Director, MADD Michigan

Session Goals

- Social norm messaging – an amateur's perspective
- Michigan examples of social norm messaging
- Practice developing a message
- Data resources





93% OF XHS STUDENTS
WOULD **NOT APPROVE** OF
**THEIR FRIENDS DRIVING HOME
AFTER USING ANY ALCOHOL**

THESE STATS CAME FROM YOU!

In 2008, over 1,000 XHS students took an anonymous survey. Almost 207 surveys were thrown out because people lied. The remaining surveys gave us this data.



**INCREASE YOUR CHANCES
OF GETTING A DATE**

84%

of XHS students said they would
prefer to date a **NON-DRINKER**

92% of XHS students said they would
prefer to date a **NON-SMOKER**

90% of XHS students said they would
prefer to date someone who
DOES NOT USE MARIJUANA

THESE STATS CAME FROM YOU!

In 2008, over 1,000 XHS students took an anonymous survey. Almost 207 surveys were thrown out because people lied. The remaining surveys gave us this data.

70% of GVSU Students have never driven while under the influence of alcohol.



331-2537
alert@gvsu.edu
www.gvsu.edu/alert

75% of GV students drink moderately or not at all.

WARNING: The consumption of alcohol may make you think you are whispering when you're really not.



Duude! *hic*
You finally *hic* get over
that explosive diarrhea?

A
ALERT
LABS

75% of GV students drink moderately or not at all.

331-2537

alert@gvsu.edu

www.gvsu.edu/alert

The Science of the Positive-

“Where the rubber meets the road”



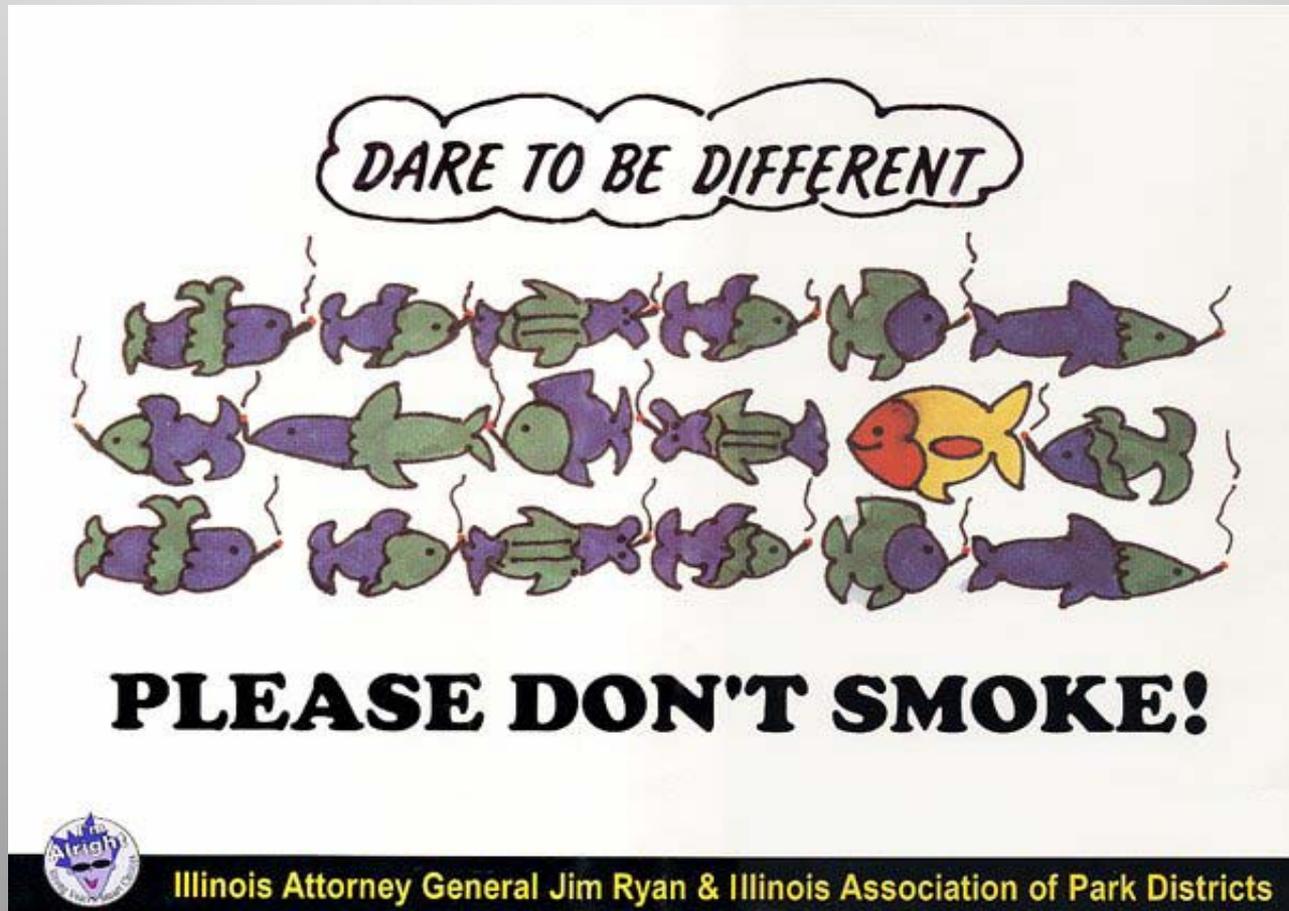
Tom Wibert
East Lansing Police Department
April 2009

Social Norms Marketing

Social norms marketing is based on the central concept of social norms theory - **that much of people's behavior is influenced by their perceptions of what is "normal" or "typical."** Many times, we often severely misperceive the typical behaviors or attitudes of our peers. For example, if people believe that the majority of their peers smoke, then they are more likely to smoke. Using social norms marketing to inform people that the majority of their peers do not smoke, can potentially lead them to avoid smoking.

There are many areas in which people's behaviors, attitudes or opinions could be shifted by using strategic marketing to realign their perceptions with reality. **Informing people that the majority of their peers are acting in a positive or healthy way** can create an environment in which people actively strive to emulate what they believe is typical of their peers.

What not to do:



Illinois Attorney General Jim Ryan & Illinois Association of Park Districts

A Better Approach

I only kiss people whose breath doesn't stink

**I exercise to keep
in shape**

*I take a
deep breath
when I'm
nervous*

**I only eat in the
non-smoking
section at
restaurants**

I DON'T SMOKE

Just like 88% of ETHS students



2002 Social Marketing Survey. N=2,431 ETHS students
Funded by the Chicago Community Trust, Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.



It's not what you say, it's how you say it

“Over 10,000 participate in Student Riot”

Over 90% of MSU Students were not there

Only a small percentage were doing damage, most were spectators

“ Of the 600 students involved, only a small percentage were committing acts of violence.”

Chief Charles Pegg, ELPD Feb 20th, 1970

MSU Social Norms



Addressing the Media

- Use trained personnel to speak for the agency
 - Public Information Officer (PIO)
 - Write press release ASAP
 - Plan speaking points beforehand
 - Don't allow a reporter to sidetrack you
 - Suggest to the reporter who else could give a quote
 - Give those people a “heads up” so that we have a consistent message

Addressing the Media

Treat them with respect

- Call them back immediately
- Respect their deadlines
- Be honest- If you can't say, then say so
- Follow up afterwards- Thank them !
- Reward those who work hard

The Opinion Page

- Great way to place a message
- Be careful about “fall out”- Don’t engage
- Use restraint- Save the opinion page for the big issues

My big issues are:

- Celebrate responsibly- NCAA
- Don’t drink and drive

E.L. Police send warning to those who drink and drive

On Thanksgiving morning at 1:30 a.m. officers of the East Lansing Police Department were called to the scene of a horrible traffic accident on U.S. 127 by the Trowbridge entrance ramp. A drunken driver had lost control of his truck and struck the guardrails on both sides of the expressway, disabling his vehicle in the middle of the road. He then turned off his lights. Driving behind him was a 44-year-old man who was on his way home from work. He witnessed the accident and pulled his car over to the side of the road and got out to help. Within seconds, a third car came up on the incident, swerved to avoid hitting the drunken driver's car and struck the good Samaritan who later died. He left behind a wife and three children. The driver of the third car that struck the victim had not been drinking, and he did all that he could to avoid the accident. Officers at the scene arrested the driver of the first car for drunken driving.

Most people in our community don't drink and drive. In fact, a recent survey shows that 81 percent of MSU students choose to use a designated driver when they drink, and 74 percent choose not to drive after drinking, even if they have only have one drink. Most of us have heard the messages about drunken driving and we "get it." But there are a small number of people who either don't understand or refuse to adjust their behavior, and these oddballs continue to put the rest of us at risk.

Two years ago, the ELPD recommitted itself to focusing on drunken driving education and enforcement. As a result, we are currently at an 18-year high in drunken driving arrests. This increase is not because there are more drunken drivers on the road but because we are trying harder to catch them. If you're one of those people who places their partying needs above the safety and welfare of the rest of us, we at ELPD are committed to bringing misery to your life. After the horrific scene the officers on our midnight shift saw on Thanksgiving morning, and after delivering a holiday message to this man's family that their husband and father wasn't ever coming home, we have little sympathy for those who choose to drink and drive. In fact, it reaffirms that our cause is right, and we are more committed than ever to put an end to drunken driving. If you're one of the few who still drinks and drives, consider this to be your warning. Enough is enough.

Tom Wibert

East Lansing police Chief

Published on Monday, November 26, 2007

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Other Examples

Police crackdown causes increase in drunken driving arrests

By [Kelly House](#)

The State News

Published: February 24, 2008

A month before East Lansing police Chief Tom Wibert's May 2005 appointment, he stood at the scene of a fatal accident on Grand River Avenue and vowed to take on drunken drivers.

About three years later, the East Lansing Police Department's crackdown on drunken driving has led to a nearly 30 percent increase in the number of annual drunken driving arrests. There were 357 arrests in 2004 and 462 arrests in 2007.

"This guy didn't have a chance," Wibert said about the 2005 accident. "Looking at the horrific scene and thinking, 'I'm in a position to do something about this,' I just made a decision right then and there." Okemos resident John Allen Hawkins, 46, was driving to work early on the morning after St. Patrick's Day when he was hit head-on and killed by a drunken driver traveling about 80 mph who wasn't using headlights. The other driver, then-19-year-old Alexander Hamil of Marshall, was convicted of second-degree murder and sentenced to eight to 20 years in prison in July 2005.

"One of the best things you can do to ensure safety is to arrest a drunk driver," Wibert said. The effort to keep drunken drivers off city roads has resulted in a 17-year high in arrests. ["Eighty-one percent of MSU students choose to use a designated driver," he said. "Our goal is not to end drinking and partying in East Lansing ... people are more likely to come downtown and enjoy themselves if they don't have to worry about some bozo running into them."](#) MSU police Sgt. Florene McGlothian-Taylor said although the university doesn't specifically focus on drunken driving, it is a priority. "We're proactive in our patrolling to make certain the streets are safe from intoxicated drivers," she said. "Our officers make consistent arrests." MSU police issued 117 drunken driving citations in 2005, when records were last released. The department cited 144 drivers in 2004, which amounts to an 18 percent decrease between the two years. Wibert said drunken driving is a major concern in East Lansing because of the bars and nightlife.

And finance sophomore Mohnish Das said many students he knows think drunken driving isn't a big deal.

"There's a general apathetic attitude toward it," he said.

For Das, the negative consequences have had a personal impact. The father of one of Das' childhood friends and another friend both died in accidents involving drunken drivers.

Because of his experience, Das said he refuses to let his friends drive drunk.

"It's a personal issue for me," he said. "If a friend of mine is thinking they're going to drive, I'd be happy to pay for a cab for them."

Published on Sunday, February 24, 2008

Other Examples

Police kick off prom night safety initiative

Students urged not to drink and drive during prom season

DEREK WALLBANK

Lansing State Journal

EAST LANSING — "It's a message that never ends," Michigan State Police Sgt. Dwayne Gill said of his advice to students to not drink on prom night.

"We want kids to be safe; we want them to have fun," he said. "These are memories that will last a lifetime, and we want them to be good ones."

Gill was one of about 20 police officers from across mid-Michigan who gathered Thursday for the kickoff of this year's Tri-County Area Safe Prom Initiative.

Nationwide, about 58 percent of traffic fatalities during prom and

LANSING AREA PROM SCHEDULE

| | | | |
|--------------------|-------------------|-------------------------|-------------------|
| April 25 | Olivet | Lansing Catholic Center | Holt |
| Stockbridge | Williamston | | Lansing Christian |
| April 26 | DeWitt | May 10 | Mason |
| Packerville | Pewamo-Westphalia | Hoslett | Mason, Summit HS |
| Fowler | Westphalia | Leslie | May 23 |
| Ovid Elsie | St. Johns | Waverly | Lansing Eastern |
| Webberville | Dansville | Belleue | May 24 |
| May 2 | May 9 | May 16 | Okeanos |
| Hill District Acad | Lansing Sexton | Holt Central All Rd | May 31 |
| May 3 | Charlotte | May 17 | Calton Republic |
| Maple Valley | Grand Ledge | East Lansing | Lansing Everett |

graduation season are alcohol-related, compared to about 41 percent the rest of the year, according to the National Highway Traffic Safety Administration. More than a third of those deaths were people between ages 15 and 20.

"That's our biggest worry, that students will go out there and make poor choices," said Lansing Police

M. Noel Garcia. "The consequences of those choices, be they a serious accident, arrest for drunk driving, they can stay with you for a long time."

East Lansing Police Chief Tom Wibert told a group of East Lansing High School students that, regardless of what they might have heard, most students at prom don't drink.

At the last seven East Lansing proms, 16 students were ticketed for being a minor in possession of alcohol. Only one was arrested for drinking and driving, he said.

"If you start the car after drinking, you're a weirdo and you're different than everyone else there," he said.

East Lansing senior Steve Dragovic said he plans to attend his May 17 prom, but won't drink.

"Getting drunk on prom night is immature, but also illegal and potentially dangerous," he said. "There's nothing fun about vomiting or getting a hangover."

Easton County Sheriff Mike Raines said he hopes kids heed the advice from law enforcement officials.

"In my 32 years, I've seen too many tragedies that came from underage drinking," he said. "You have no idea how bad it feels to tell a loved one their child has been injured in a car accident."

Contact Derek Wallbank at 267-4301 or dwallbank@lsj.com.

MACDOWELL'S Fireplace in Downtown Grand Ledge

100 STOVES & FIREPLACES ON DISPLAY

electraflame

Other Examples

SCHEDULE

| | |
|--------------------------|-------------------|
| Lansing Catholic Central | Holt |
| May 10 | Lansing Christian |
| Haslett | Mason |
| Leslie | Mason, Summit HS |
| Waverly | May 23 |
| Bellevue | Lansing Eastern |
| May 16 | May 24 |
| Holt Central Alt Ed | Okemos |
| May 17 | May 31 |
| East Lansing | Eaton Rapids |
| | Lansing Everett |

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Other Examples

Cedarfest Press Conference

“ A few individuals are responsible for what occurred last night and we will hold them accountable. To paint their actions with a broad brush covering all MSU Students is wrong. We know that a large percentage of the crowd had no affiliation with the University. At most, the crowd was no more than 4,000 people. With a student population of approximately 45,000 it is obvious that well over 90% of MSU Students do not participate in riots, and were not present last night. I graduated from MSU and I am not ashamed for what happened. I’m proud that the vast majority of my fellow Spartans had something better to do.”

Chief Tom Wibert, April 6, 2008



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POWERED BY YOU AND Lansing State Journal

Cedar Fest violence declared a riot

ELSAN VELA, CHRISTINE ROCK AND DEBBE WALLBANK • LANSING STATE JOURNAL • APRIL 6, 2008 • FROM LSJ.COM

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Updated at 7:00 p.m.

EAST LANSING - East Lansing Police Chief Tom Albert said that there was no getting around the use of tear gas Sunday morning to control a violent crowd at the Cedar Village apartments.

"I don't know what we could have done different to avoid it. When 4,000 people suddenly decided that they were to take the streets, it's pretty hard for 50 police officers to stop them," he said during a press conference at East Lansing City Hall this morning.

Police are calling violence that erupted at Cedar Fest overnight a riot.

Albert said suspects involved in the riot could face terrorism, riotous fire and three. Thousands of young people attended a party at the off-campus apartment complex.

The mayor and seven council members also attended the press conference.

"The men and women of ELPD and the other law enforcement agencies that sacrificed, risked and excellent judgment in response to last night's events," said Mayor Mike Lumbis. "It is important to note that they, together, kept the events from last night and this morning from becoming much larger."

Officials said the suspects will be arraigned Monday. A total of 80 officers responded to the scene, according to a release from the City of East Lansing. The agencies involved included East Lansing police, Michigan State University police, Ingham County Sheriff's office, Lansing police, and Michigan State police.

"A few individuals are responsible for what occurred last night and we will hold them accountable," Albert said in the release. "To part their actions with a crowd being created by MSU students is wrong. We know that a large percentage of the crowd had no affiliation with the university. At most, the crowd was no more than 4,000 people. With a student population of approximately 40,000 it is obvious that well over 50 percent of MSU students do not participate in riots and were not present last night. I graduated from MSU and am not ashamed for what happened. I'm proud that the vast majority of my fellow students kept something better in mind."

According to the release those convicted of misdemeanor rioting involving dangerous behavior and only could face suspension but they could be prohibited from attending any other publicly owned school in the city.

quiet this morning

The scene at Cedar Village apartments this morning was quiet.

The laws on River Street were littered with beer cans, drip bags and empty cans of beer.

Tony Carbow, vice president for university relations at MSU, said he couldn't comment this morning on the incident until he got more information on the specifics.

"I don't want this to be an MSU students riot story if it isn't," he said.

This morning police occasionally cruised through the area as 20 or so students made their way quietly to and from businesses such as McDonald's for breakfast.

The area still smelled like beer.

The park, said Dave Schwanky, 20, an MSU junior. He said that he and his friends had gone to McDonald's and were walking around. "We wanted to see the aftermath."



Police: K-9 performing K-9 duties

Part of the crowd of several thousand watched a cloud of tear gas move through the area of Cedar Village early Sunday morning as police asked it to disperse the crowd.

BY THE NUMBERS AND TIMELINE OF EVENTS

By the numbers

3,000 to 4,000 Estimated size of the crowd at Cedar Fest

80 Total number of police officers and sheriff's deputies dispatched

25 Number of arrests

76 The number of MSU students arrested

46 Number of people injured, of which half were given to MSU students

10 Number of cans of tear gas fired. In addition, officers fired 50 milder gas canisters, 20 "tear" batons and 24 smoke grenades

6 Number of reported fires

2 Number of damaged police vehicles. A windshield was smashed in one vehicle. The left rear window was shattered in another.

Timeline

5:45 p.m. 10:25 p.m. Crowd takes over roadway at Cedar Street and Water's Edge.

10:44 p.m. Officers pull on helmets due to bodies being thrown.

Sunday 12:12 a.m. Officers hit by fireworks in the 200 block of Cedar.

1:28 a.m. Reports for additional units at Cedar and Water's Edge, stated five serious victims.

1:27 a.m. Fire reported at River and Water streets.

1:29 a.m. Payment for tow on three units at Cedar and Water's Edge - out of control.



From the State Journal Article

"A few individuals are responsible for what occurred last night and we will hold them accountable," Wibert said in the release. "To paint their actions with a broad brush covering all MSU students is wrong. We know that a large percentage of the crowd had no affiliation with the university. At most, the crowd was no more than 4,000 people. With a student population of approximately 45,000 it is obvious that well over 90 percent of MSU students do not participate in riots and were not present last night. I graduated from MSU and I am not ashamed for what happened. I'm proud that the vast majority of my fellow Spartans had something better to do."

ELPD releases crime statistics; serious crimes at 28-year low

By [Marilyn King](#)

The State News

Published: August 6, 2008

East Lansing is at a 28-year low for serious crimes, according to recent reports conducted by the East Lansing Police Department.

Numbers for serious crimes, or part I crimes, which include murder, non-negligent manslaughter, criminal sexual conduct, rape, robbery, aggravated assault, burglary, larceny, auto theft and arson, been cut nearly in half since 1991. Statistics from 2007 show a 37 percent reduction in crime from the average from 1979 to 2007.

East Lansing police Chief Tom Wibert said a number of community efforts are responsible for the decrease, including stricter admissions requirements at MSU.

"I really think the department of admissions over at MSU needs to be given as much credit as the police department," Wibert said.

The ELPD also has been receiving less calls about noise violations. In 2003, the ELPD was averaging 2,000 calls per year. The number was reduced by nearly half in 2007, with 1,098 calls. A third of the calls end in citations, Wibert said. During the last three years, alcohol-related citations also have decreased. [Wibert said that 81 percent of MSU](#)

[students find a safe way home after drinking.](#)

Psychology sophomore Kerilyn Taraszkiwicz said on-foot transportation around campus could tie in with lower crime rates.

"With MSU as a party school, you'd think there'd be more DUIs and drunk driving charges, but we all walk so I guess that's not an issue," she said.

East Lansing police Capt. Kim Johnson said it may be difficult to notice a crime decrease on a day-to-day basis, but the numbers show that efforts have positively benefited the community.

"When you start pulling numbers from previous years, and talk to officers who work the streets every night, you see noticeable differences," he said.

[Parties in the city end earlier than they used to, Johnson said. In past years, parties would go until 4 or 5 a.m., but now usually end by 2 or 3 a.m.,](#) he said. Wibert said there is still work that needs to be done. "Until this place is Disney World and I'm wearing a Mickey Mouse suit, there's work to be done," he said. "We will continue to go toward better technology and ways to improve."

Staff writer Abby Lubbers contributed to this report.

Published on Wednesday, August 6, 2008

ELPD awarded MADD Lifesaver Award

By [Kyle Feldscher](#)

The State News

Published: February 24, 2009



East Lansing police Chief Tom Wibert takes great pride in his department's work on finding and arresting those who get behind the wheel while intoxicated. **"There is a narrow segment of the population that just doesn't get it," Wibert said. "We want to give them a room without a view downtown."** The department's emphasis on keeping dangerous drivers off East Lansing roads earned it the Mothers Against Drunk Driving, Michigan Lifesaver Award. Betty Mercer, a state operations council member for MADD of Michigan who presented the award to the department, said ELPD has been increasing its drunken driving arrests for the past four years, culminating in an 18-year high in 2008. **"They have changed the climate, making drunk driving unacceptable,"** Mercer said.

Wibert said 81 percent of MSU students choose to use a designated driver rather than drive drunk, with 74 percent choosing not to drive after just one drink. ELPD was the only full department recognized, but MADD also gave Lifesaver Awards to six individual officers from around the state. The reception, held at the Causeway Bay Hotel, 6820 S. Cedar St., in Lansing, was highlighted by a speech from a victim of drunken driving within the MSU community.

Josh Clark, who graduated from MSU in 2007, was hit by a drunken driver in 2000 while he was passing through a green light. Clark said he wore a seat belt but the vehicle hit him so hard he ended up lying on the floor of the passenger side. Because of the extent of his injuries and brain damage, doctors prepared Clark's family for his death. **"The first people my parents saw when they came into the hospital was a pastor,"** Clark said. **"Meanwhile, I was in surgery having my windshield removed from my face."** Clark pulled through, but it took several years to recover to the point where he could enroll at MSU.

Clark thanked the ELPD and the other officers for their work. He said it was vital that all levels of law enforcement work to eliminate drunken driving and prevent more life-changing crashes like his.

"Next time you pull over a drunk driver, just know that you're preventing another family like mine from getting that phone call," he told the officers. Wibert told the assembled officers and their families, along with members of MADD from across Michigan, that his department won't stop working to put an end to drunken driving in East Lansing **"This cause is right,"** he said. **"It is our cause and we're going to keep going."**

Published on Tuesday, February 24, 2009

RHA supports E.L. City Council riot ordinance

By [Chris Vannini](#)

The State News

Published: March 5, 2009

Members of the Residence Halls Association general assembly showed their support Wednesday for an East Lansing City Council ordinance that would clarify riot conduct, following a presentation by East Lansing police Chief Tom Wibert and Assistant City Attorney Tom Yeadon.

Wibert and Yeadon were invited by RHA to give a presentation, which included a 20-minute video of Cedar Fest 2008. Wibert described police actions that night and the reasons for them. Members of the assembly were able to ask questions regarding Cedar Fest.

"I really think that we're fortunate, as students and part of the MSU community, to have someone that's very community oriented," RHA President Mark Dobson said. Because the ordinance — which was introduced two weeks ago — is a response to Cedar Fest, Wibert said it has been viewed as an anti-student ordinance. **"When people see an ordinance involving a riot, they assume it's anti-student. That's not the case," he said. "Most MSU students were not present at Cedar Fest — 95 percent found something better to do. This is an anti-riot ordinance."** Wibert told the assembly the law is not being changed, just clarified.

"We want this to be an informational ordinance," he said. "So far we've seen overwhelming support."

The ordinance would prohibit participants from encouraging riot conduct, taunting the police, and other activities if a situation is declared to be a riot. Dobson said the ordinance is clear.

"It's just really, to me, condemning what I already know is unacceptable and what I think our students understand to be unacceptable," he said. Although this issue has been discussed by City Council, Dobson said it is very important that students be informed about the reasons for the ordinance.

"There are neighborhood associations, but the biggest neighborhood in East Lansing is the MSU community. So although we have another police force, we are part of this community as campus residents," Dobson said. "Chief Wibert and Mr. Yeadon were more than willing to come and speak to us because I think they value the people we represent."

There will be another public hearing about the ordinance March 17, but Dobson was unsure if an RHA official would attend.

The assembly also confirmed supply chain management senior David Averill to be RHA's chief of staff next year. "I'm really excited. There's a lot of opportunity to help the organization grow," Averill said. The RHA chief of staff supervises all nonelected RHA officials and advises the president. Averill said his experience qualifies him for the position.

"I have a lot of experience with RHA. I've experienced being a supervisor, and I really want to bring that to the table with RHA and run with it," he said.

Published on Thursday, March 5, 2009

Scenario One

Situation: Law Enforcement will be conducting a safety belt enforcement mobilization during the Memorial Day holiday

Data: Michigan leads the nation with a over 97% of drivers buckling up.

Media message: ?

Scenario Two

Situation: A local high school student causes a serious injury crash after drinking during a party.

Data: 60% of students at the local high school indicate that they do not attend parties where drinking is involved.

Media message: ?

Student message: ?

Scenario Three

Situation: A summer holiday weekend is approaching. Last year, there was a serious alcohol related traffic crash that claimed the lives of three people.

Data: OWI arrests during this weekend usually increase by 50% over the average non-holiday weekend. Highway travel usually increases by 60% over the average non-holiday weekend.

Media message: ?

www.michigantrafficcrashfacts.org

Data Query Tool
Access Crash Report Forms
Run your own tables & maps
2004 - 2007 crash data

Steve Shreier – shreiers@michigan.gov

Additional Data Resources

- **Michigan Drunk Driving Audit**
 - www.michigan.gov/msp
 - “publications, forms, statistics”
 - “statistical information”
 - “drunk driving audit”
- **Mothers Against Drunk Driving**
 - www.madd.org
 - “statistics”
- **Insurance Institute for Highway Safety**
 - www.iihs.org
 - “research and stats”
- **Local Department Statistics**

Questions

Thank you!

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