

euPrevent Social Norms Approach Kick-off Conference



@euPrevent #SNA #EuregioMeuseRhine #EMR

Maastricht, 31 January 2019

Crossing borders
in health

Bienvenue!

Herzlich Willkommen!

Hartelijk Welkom!

This project is supported by Interreg V-A Euregio Meuse-Rhine program

**Crossing borders
in health**

Interpreters

Dutch: 1

German: 2

French: 3

Program

Time	
12.30	Welcome with lunch
13.30	Start of plenary program - Statenzaal Today's Moderator is Aude Silvestre, Liège University (BE) <ul style="list-style-type: none">• Opening of the Conference by Hildegard Schneider, Government of the district of Köln (DE)• Hans Dupont, Lead partner Mondriaan (NL) - Introduction of the euPrevent SNA project group• Carolin Scheliga, ASL (BE) - Do you know what Social Norms Approach is? Interactive part with the help of Kahoot!• Guido Van Hal, University of Antwerp (BE) - 'An overview of the Social Norms Approach'
15.00	Break with networking opportunity
15.30	<ul style="list-style-type: none">• Rob Bovens, Tilburg University (NL) - 'Can we imagine wellbeing among elderly without any drop of alcohol?'• Hans Dupont, Lead partner Mondriaan (NL) - Introduction of the euPrevent SNA project : 'SNA as part of the total story'• Official start signal euPrevent SNA project! Paul Blokhuis, Ministry of Health, Welfare and Sport (NL) (video) Hans Teunissen, Province of Limburg (NL)
16.30	Networking drinks

Opening of the conference

Hildegard Schneider



Crossing borders
in health

Introduction of the euPrevent Social Norms Approach (SNA) project group

Hans Dupont

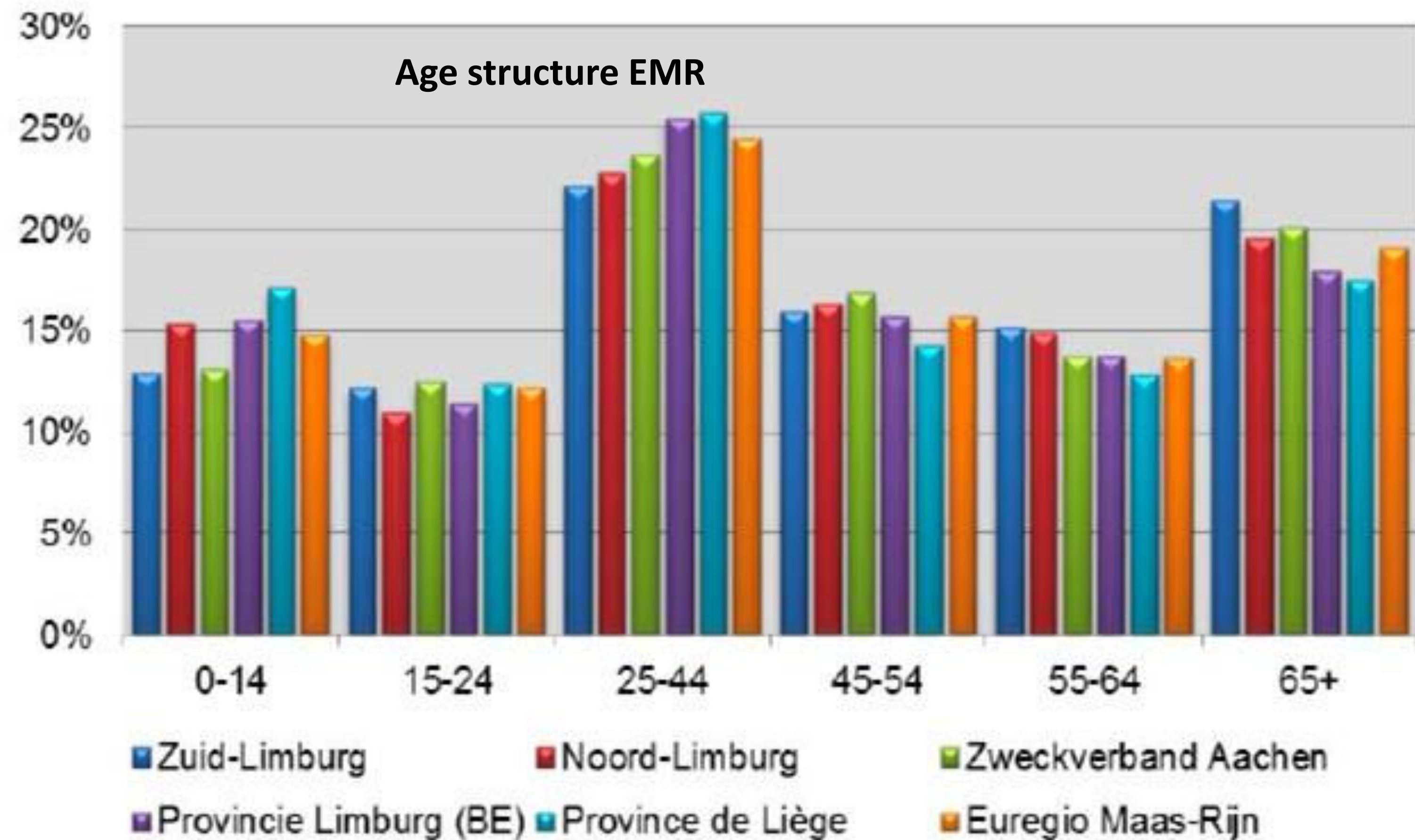


Crossing borders
in health

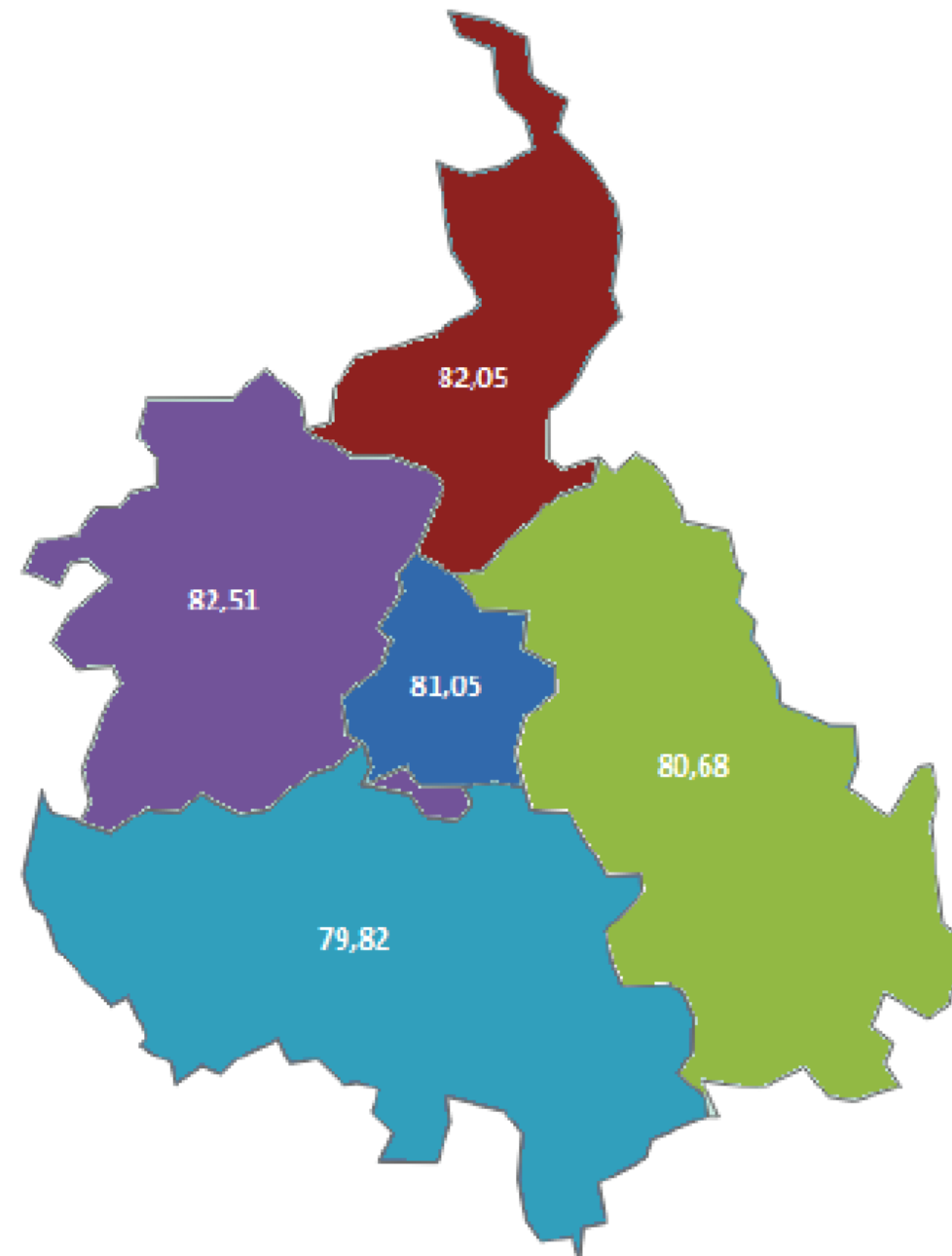




Age structure EMR



Life expectancy EMR



Social norm approach in the EMR

When using alcohol and other drugs, the social norm is an important determinant. The norm is often overestimated.

This knowledge is used in the construction of an information message.

In our region, which has much in common historically/culturally, SNA seems to be a very useful method.

Partners in this project



Do you know what Social Norms Approach is?

Carolyn Scheliga

Interactive part with help of Kahoot!
Free wifi available



**Crossing borders
in health**

Kahoot!

- Go to: www.kahoot.it or use the app
- Game pin: 318705

An overview of the Social Norms Approach

Guido van Hal



Crossing borders
in health

Break with networking opportunity

During the break you are invited to join the table that corresponds with the color mentioned on your name badge.

At this table you can find interesting facts related to consumption in the Euregio Meuse-Rhine.

Please be back on time: 15.30h



Crossing borders
in health

Can we imagine wellbeing among elderly without any drop of alcohol

Rob Bovens



Crossing borders
in health

Introduction of the euPrevent SNA project

‘SNA as a part of the total story’

Hans Dupont



Crossing borders
in health

What is Social Norms Approach?

Individuals believe that their behavior corresponds to that of the majority of people around them. For example, a heavy drinker often thinks that people around him also drink a lot.

The 'Social Norms Approach' uses positive message(s) to correct unhealthy misconceptions, messages based on the actual social norms of the environment. These insights inspire and motivate a healthy lifestyle'.

Our Goal in this project

- Using SNA to influence the population to choose a healthy life style regarding alcohol, drugs and prescription medicines
- And lower their consumption

Social norm approach in the EMR

When using alcohol and other drugs, the social norm is an important determinant. The norm is often overestimated.

This knowledge is used in the construction of an information message.

In our region, which has much in common historically/culturally, SNA seems to be a very useful method.

Unconscious environmental cues

Descriptive Norms – “everybody” does *XY*

Injunctive Norms – *XY is OK and acceptable*

Implicit Cognition – automatic processing of cues



Little bottles of wine



An Example: Maastricht Students



Crossing borders
in health

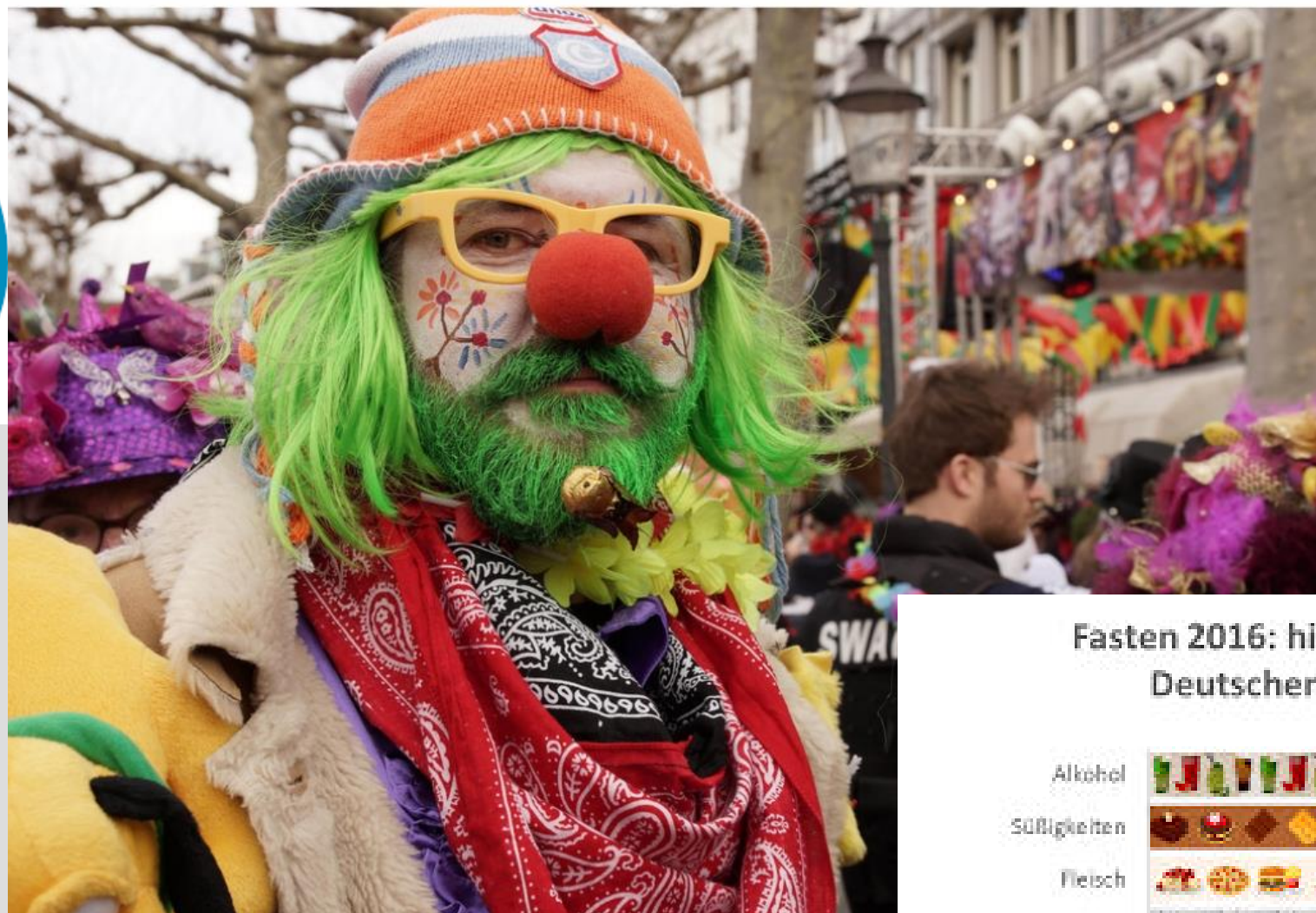
In a Nutshell

- The main target group are the people living in the EMR, more specifically young people (12-26 year olds) and senior citizens (55+).
- We start with an extensive inventory of alcohol, drug and medicine use among these two target groups in the EMR
- On the basis of the findings, a message is then developed and issued.
- Duration 1-9-2018 to 31-8-2021

To start

- Description of the general context of substance (ab)use in the Euregio Meuse-Rhine, within the two target groups (young 12-26; elderly +55)
- Look for previous (un)successful interventions

Intermezzo: restore the old fasting season!



Research question/objectives

- Examine the actual consumption of different substances, such as alcohol, drugs (hard and soft), tobacco, addictive (un)prescribed medication (e.g. pain killers, sleeping pills, etc.) in both target groups, within each regions of EMR
- Examine the perceived social norms regarding “normal” consumption of those substance, in both target group, within each regions of EMR
- Compare the perceived norms and the actual consumption, in order to create relevant SNA intervention in each EMR regions

Materials and methods

- *Type of study*
 - The differences between actual consumption and social norms will be objectified by an online survey questioning the two well-defined target groups.
- *Study population*
 - The main target group is people living in the EMR, more specifically, however, young persons (12–26-year-olds) and older persons (55+ years).
- *Parameters studied and data collection tools*
- *Organization of data collection*
- *Data collection planning*
- *Data processing and analysis methods*
- *Quality controls (quantitative approach) - Quality criteria (qualitative approach)*

Constitution of the research team

The research team consists of 11 partners from the Euregio Meuse-Rhine, each bringing their own expertise either in substance abuse or addiction prevention, in intervention development and promotion, or in research methodology.

The following partners are involved in the project: Mondriaan; Suchthilfe Aachen Träger: Caritasverband und Diakonisches Werk (SHA); Arbeitsgemeinschaft für Suchtvorbeugung und Lebensbewältigung (ASL); Caritasverband Westeifel e.V. (CVW); Caritasverband für das Kreisdekanat Euskirchen e.V (CVE); Centra voor Alcohol- en andere Drugproblemen vzw. (CAD); Geneeskundige Gezondheidsdienst Zuid Limburg (GGD ZL); Kreis Heinsberg – Der Landrat (GA HS); Stichting euPrevent|EMR (euP); Liège Université (ULiège); Gemeente Hasselt (GH)

Advisory Board

- Two main goals: content and implementation
- Scientific members: e.g. Prof. van Hal and prof. Bovens
- Stake holders, politicians, target group representatives
- Maybe you?

Results and publications

- Articles/materials/pr-material/ flyers/reports
- Press releases/social media
- Publications expected out of the project/ media attention
- Final conference in September 2021

Our Goal in this project

- Using SNA to influence the population to choose a healthy life style regarding alcohol, drugs and prescription medicines
- And **hopefully** lower their consumption





EIFELKREIS
BITBURG-PRÜM



provincie limburg



Thank You!

EUROPE

crossing borders
in health

Official start euPrevent SNA Project!

Paul Blokhuis (video)
&
Hans Teunissen



Crossing borders
in health

What's the norm? Check it. Enjoy life.



More information about this project and stay informed?
Check our website **www.euprevent.eu/sna**

This project is supported by Interreg V-A Euregio Meuse-Rhine program

