

“ Discussions with students about alcohol, drugs and gaming no longer focus on what is wrong, but what students perceive as “normal”. We use real data about people their age in their region. This causes a major shift in students’ mindsets. ”

euPrevent Social Norms Approach project
The Social Norms Approach (SNA): an effective method for promoting a healthy lifestyle

Human beings are social by nature so our behaviour is primarily influenced by the way we see others behaving and what we perceive to be “normal”. However, as our survey shows, our perceptions of other people’s lifestyles are often mistaken.

As a result, it seems that people aged 12–26 think that their peers consume more alcohol and cannabis, or play more games, than they actually do.

Having a more accurate idea of their peers’ behaviour can be a powerful incentive to change their own behaviour. This is the principle behind the Social Norms Approach (SNA).

The euPrevent SNA project illuminates these perceived and real behaviours through a large-scale survey conducted in the Euroregion Meuse-Rhine region and the West-Eifel region (DE). The data collected makes it possible to promote a healthy lifestyle.

As an educational professional, you can give students additional tools to help adopt healthier lifestyles. Want to get involved?

About the project

The euPrevent Social Norms Approach project focused on the following behaviours in the Euroregion Meuse-Rhine region and the West-Eifel region (DE):

- the consumption of alcohol, cannabis and gaming among young people aged 12–26;
- the consumption of alcohol and medicines among people aged 55+.

The results of this survey are accessible on the Euregional Health Atlas website:

 www.euregionalhealthatlas.eu

The Social Norms Approach in practice

You can use the data collected during this survey as a baseline for your conversations with students.

In this context, responses to the following questions are key:

- What do you think people your age are doing?
- How do you behave?

The Social Norms Approach is an effective way to change behaviours, which complements existing methods of prevention.

Join us and become a partner!

Anyone who wants to contribute to a healthier lifestyle in our region can take part in this project. Starting in early 2021, you will find all of the information about our training for educational professionals on the project website.

During this training, you will learn:

- to effectively implement the Social Norms Approach;
- to use the Social Norms Approach to complement other preventative measures.

Interested?

For more information, visit www.euprevent.eu/sna/. Starting in early 2021, you can download information here. This material makes it possible for peers and professionals to encourage young and seniors alike to adopt a healthier lifestyle.

Subscribe to the newsletter to stay up-to-date with follow-ups to the project.

About euPrevent SNA

We are working together, across borders, to ensure high-quality public health in the Euroregion Meuse-Rhine region. We are educating people and inspiring them to make healthier choices. euPrevent is the result of a collaboration between 11 partners from the Euroregion Meuse-Rhine region (EMR) and the West-Eifel region (DE). The project spans from 1 September 2018 to 28 February 2022 inclusive.

The euPrevent Social Norms Approach project is being carried out within the context of Interreg V-A Euregio Meuse-Rhine, with € 1.065.840,- from the European Regional Development Fund. The project also receives co-financing and project partners pay their own contribution.