

***The GOOD life* programme: How does a social norms based intervention to reduce alcohol and other drug use work in the context of Danish schools?**

Oral presentation

Disease prevention and health promotion in local environments

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Special learning: Normative feedback used to correct misperception about peer substance use is a promising preventive strategy for Danish adolescents.

Background: Research on social norm theory suggests that adolescents often overestimate peer risk behaviour such as alcohol misuse. When adolescents experience such a misperception they tend to adjust their own consumption pattern to align with that of the believed peer consumption leading to higher rates of personal use. *The GOOD life* programme aims at correcting misperceptions on peer binge drinking (more than 5 units at one occasion) and other drug use.

Participants: Pupils in 8th and 9th grade (aged 14-16 years) at public schools in Southern Denmark. A total of 39 schools participated in a cluster-randomised controlled trial.

Central activities: Pupils at intervention schools received the programme consisting of three social norms components representing different communication channels, namely face-to-face (normative feedback), printed (posters) and interactive media (web application). The intervention period of 8 weeks was preceded and followed by data collection, with the follow-up taking place 3 months after baseline. Primary outcomes were binge drinking and perceived frequency of binge drinking among peers, while smoking, marijuana use and alcohol-related harm were assessed as secondary outcomes.

Expected results: *The GOOD life* builds on normative feedback as theory of change. We expect that if misperceptions will be corrected the motivation to use alcohol and other drugs will be reduced and the prevalence of use will decrease.

Actual results: After having participated in the programme, most pupils remembered the social norms messages correctly and expressed positive attitudes regard their engagement and learning outcomes. The effect evaluation showed a positive effect in reducing perceived norms regarding the frequency of binge drinking among peers and a positive trend towards reducing binge drinking among frequent binge drinkers.

Process: Pupils evaluated *The GOOD life* very positively, especially the normative feedback sessions in class and the posters with social norms messages. However the web application was used by pupils less than expected and did not receive as positive feedback as the other two intervention components.

website: <http://www.sdu.dk/detgodeliv>