HARNESSING THE POWER OF SOCIAL NORMS

Military Health & Energy Behavior Change Campaigns

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LEARNING OUTCOMES
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AFTER ATTENDING THIS SESSION, ATTENDEES WILL UNDERSTAND:

- THE BENEFITS OF INCORPORATING A SOCIAL NORMS APPROACH INTO A LARGER SOCIAL MARKETING STRATEGY

- HOW THE SOCIAL NORMS APPROACH WAS APPLIED TO MILITARY ENERGY AND HEALTH BEHAVIOR CHANGE CAMPAIGNS

- BEST PRACTICES WHEN APPLYING SOCIAL NORMS
SOCIAL NORMS THEORY
SOCIAL NORMS THEORY

Our behavior is guided by the cues we take from those in our peer groups.

- Predictive
- Pluralistic Ignorance
- False Consensus
AUDIENCE CHARACTERISTICS
AUDIENCE DIFFERENCES
SOCIAL NORMS IN THE MILITARY
DOD SOCIAL NORMS APPLICABILITY
HYPOTHESIS

If social norms are applied to military health and energy behavior change programs, service members will be more likely to change their behavior than they would by mandates alone.
THE DICHOTOMIES OF SOCIAL NORMS

PERCEPTION VS. REALITY
LEADER VS. PEER
ENERGY VS. HEALTH
DICHOTOMY 1:
PERCEPTION VS. REALITY
THINGS ARE NOT ALWAYS AS THEY APPEAR. IF YOU ARE COPING WITH INVISIBLE WOUNDS... YOU ARE NOT ALONE.
DICHOTOMY 2:
LEADER VS. PEER
DICHOTOMY 2: LEADER VS. PEER

THE MILITARY IS HIERARCHICAL AND SERVICE MEMBERS LOOK TO THEIR LEADERSHIP AS INFLUENCERS ... IN CERTAIN AREAS.
DICHTOTOMY 3: HEALTH VS. ENERGY
DICHOTOMY 3: HEALTH VS. ENERGY

ENERGY BEHAVIOR CHANGE CAN HAVE MORE IMMEDIATE AND QUANTIFIABLE RESULTS THAN HEALTH. IT CAN TAKE YEARS TO SEE CHANGES IN HEALTH OUTCOMES AND THE RESULTS ARE OFTEN SOMEWHAT INTANGIBLE.
BEST PRACTICES
BEST PRACTICES

- ABOVE ALL, KNOW YOUR AUDIENCE
- USE CHANGE CHAMPIONS
- MAKE IT PERSONAL
QUESTIONS?

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