

## Sample Social Norms Media Timeline: Academic Year 1

Week	Media	Responsible Party(ies)
<b>Week 1 - First week of school</b>	<ul style="list-style-type: none"> <li>Final fall implementation preparations</li> </ul>	
<b>Week 2</b>	<ul style="list-style-type: none"> <li>Teacher and staff training on the social norms approach and media campaign</li> </ul>	
<b>Week 3</b>	<ul style="list-style-type: none"> <li>Monday: Put up 1<sup>st</sup> set of fall posters (<i>replaced every 2-3 weeks</i>)</li> </ul>	
<b>Week 4</b>	<ul style="list-style-type: none"> <li>Friday: Begin morning announcements</li> </ul>	
<b>Week 5</b>	<ul style="list-style-type: none"> <li>Friday: Morning announcement</li> </ul>	
<b>Week 6</b>	<ul style="list-style-type: none"> <li>Monday: Put up 2<sup>nd</sup> set of fall posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 7</b>	<ul style="list-style-type: none"> <li>Monday: Put out 1<sup>st</sup> set of fall table tents</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 8</b>	<ul style="list-style-type: none"> <li>Staff wear button #1</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 9</b>	<ul style="list-style-type: none"> <li>Monday: Put up 3<sup>rd</sup> set of fall posters</li> <li>Friday: Morning announcement</li> <li>Homecoming event: table with media samples and giveaways (e.g., pencils, erasers)</li> </ul>	
<b>Week 10</b>	<ul style="list-style-type: none"> <li>Students receive water bottle stickers</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 11</b>	<ul style="list-style-type: none"> <li>Monday: Put out 2<sup>nd</sup> set of fall table tents</li> <li>Friday: Morning announcement</li> <li>Hold focus groups to gather student feedback</li> </ul>	
<b>Week 12</b>	<ul style="list-style-type: none"> <li>Monday: Put up 4<sup>th</sup> set of fall posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 13</b>	<ul style="list-style-type: none"> <li>Staff wear button #2</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 14</b>	<ul style="list-style-type: none"> <li>Friday: Morning announcement</li> <li>Lunch table with candy prizes for correctly answering quiz questions based on positive norm messaging</li> </ul>	
<b>Week 15: Thanksgiving</b>		

<b>Week 16</b>	<ul style="list-style-type: none"> <li>Monday: Put up 5<sup>th</sup> set of fall posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 17</b>	<ul style="list-style-type: none"> <li>Monday: Put out 3<sup>rd</sup> set of fall table tents</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 18</b>	<ul style="list-style-type: none"> <li>Friday: Morning announcement</li> </ul>	
<b>Winter break</b>		
<b>Week 19</b>	<ul style="list-style-type: none"> <li>Finalize spring implementation preparations</li> </ul>	
<b>Week 20</b>	<ul style="list-style-type: none"> <li>Monday: Put up 1<sup>st</sup> set of spring posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 21</b>	<ul style="list-style-type: none"> <li>Monday: Put out 1<sup>st</sup> set of spring table tents</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 22</b>	<ul style="list-style-type: none"> <li>Monday: Put up 1<sup>st</sup> set of bathroom stall journals</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 23</b>	<ul style="list-style-type: none"> <li>Monday: Put up 2<sup>nd</sup> set of spring posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 24</b>	<ul style="list-style-type: none"> <li>Staff wear button #3</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 25</b>	<ul style="list-style-type: none"> <li>Students receive water bottle stickers</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 26</b>	<ul style="list-style-type: none"> <li>Monday: Put up 3<sup>rd</sup> set of spring posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 27</b>	<ul style="list-style-type: none"> <li>Monday: Put out 2<sup>nd</sup> set of spring table tents</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 28</b>	<ul style="list-style-type: none"> <li>Monday: Put up 2<sup>nd</sup> set of bathroom stall journals</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 29</b>	<ul style="list-style-type: none"> <li>Monday: Put up 4<sup>th</sup> set of spring posters</li> <li>Friday: Morning announcement</li> </ul>	
<b>Week 30</b>	<ul style="list-style-type: none"> <li>Staff wear button #4</li> <li>Friday: Morning announcement</li> </ul>	
<b>Spring Break</b>		
<b>Week 31</b>	<ul style="list-style-type: none"> <li>Monday: Put up 5<sup>th</sup> set of spring posters</li> <li>Monday: Put out 3<sup>rd</sup> set of spring table tents</li> </ul>	

	<ul style="list-style-type: none"> <li>• Friday: Morning announcement</li> </ul>	
<b>Week 32</b>	<ul style="list-style-type: none"> <li>• Friday: Morning announcement</li> </ul>	
<b>Week 33</b>	<ul style="list-style-type: none"> <li>• Students receive water bottle stickers</li> <li>• Friday: Morning announcement</li> </ul>	
<b>Week 34</b>	No positive norms messaging	
<b>Week 35</b>	No positive norms messaging	
<b>Week 36</b>	No positive norms messaging	
<b>Week 37</b>	No positive norms messaging	
<b>Week 38</b>	Administer Year 1 social norms evaluation survey	
<b>Week 39</b>		
<b>Week 40 - Last week of school</b>		