

H. WESLEY PERKINS, Ph.D.

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Project Director

Alcohol Education Project ([www.Alcohol EducationProject.org](http://www.AlcoholEducationProject.org))
Youth Health & Safety Project (www.YouthHealthSafety.org)
Post-Collegiate Life Project (<http://people.hws.edu/perkins/PCLrep.htm>)

Contents

Education, Areas of Specialization and Professional Academic Affiliations.....	2
Teaching Experience (Positions and Courses).....	3
Major Committee/Administrative Experience.....	4
Honors and Awards.....	4
Books and Monographs.....	5
Journal Publications and Book Chapters.....	5
Video Presentation, Computer Software, and Reprinted Publications.....	10
Conference Presentations, Invited Lectures, and Workshops.....	11
Consulting Specialist Activities.....	44
Postdoctoral Study Awards and Research Grants.....	50
Other Postdoctoral Study	52
Pre-doctoral Fellowships, Training, Research Awards.....	52
Service for Professional Associations and Academic Journals	53

Education

Ph.D., Department of Sociology, Yale University, 1979.

M.Phil., Department of Sociology, Yale University, 1976.

M.A., Department of Sociology, Yale University, 1976.

M.Div., Yale Divinity School, Yale University, 1975.

B.A., Sociology Major, Mathematics Minor, Purdue University, 1972.

Areas of Specialization

Social Psychology

Alcohol and Drug Abuse

College Student Development

Adolescent/Adult Development

Research Methodology and Statistics

Health and Well-Being

Sociology of Religion

Professional Academic Affiliations

American Sociological Association

American Public Health Association

American College Personnel Association

Association for the Sociology of Religion

Religious Research Association

Society for the Scientific Study of Religion

Teaching Experience (Positions and Courses)

Hobart & William Smith Colleges

Department of Anthropology and Sociology

Professor of Sociology, 1990-present

Associate Professor of Sociology (promoted with tenure), 1984-90

Assistant Professor of Sociology, 1978-84

Affiliation with Interdisciplinary Programs

Public Policy Program, faculty steering committee member, 2004-present

The Sacred in Cross-Cultural Perspective, program coordinator, 2007-present

Director, Edinburgh Term Abroad Program at the University of Edinburgh, Scotland, Spring 1999

Courses:

Sociology courses

Introductory Sociology

Social Psychology

Research Methods

Research Practicum

Data Analysis

Advanced Quantitative Methods in Social Science

Religion, Politics and Life Style: What is Sacred in Modern Western Societies?

Religion in Contemporary American Society

Religion, State, and Society in Modern Britain

Theories of Religion: Religion, Power, and Social Transformation

Sociology of the Life Course

Generations

Interdisciplinary courses

Alcohol Use and Abuse: Causes and Consequences (sociology/biochemistry)

Adult Development (psychology/sociology)

Since 1945 (general education course on post war America)

The "Me Generation"? Current Dilemmas Over Values and Directions (team taught course for senior social science majors)

Colgate Rochester Divinity School

Visiting Professor of Sociology, Fall 1990, Spring 1992

Courses:

Sociology of Religion

Ethics and Contemporary Social Problems

Yale University

Department of Sociology

Instructor, 1976-77

Teaching Assistant, 1974-76

Courses:

Statistical Analysis for Sociologists: I and II (graduate level courses taught as a two semester requirement for all beginning graduate students in sociology). Teaching duties as instructor included supervision of a graduate teaching assistant.

Major Committee/Administrative Experience (Hobart & William Smith)

Committee on the Faculty (institution-wide faculty governance committee), 1994-97, 2009-2012

Chair, 1995-97

Chair-elect 2009-10

Chair, 2010-2012

Department of Anthropology and Sociology (11 faculty members),

Department Chair, 1987-91, 2005-07.

Institutional Review Board (committee on human subjects research reviewing all proposals for research on according to federal regulations), 2005-2011

Chair, 2006-2009

Committee on Tenure and Promotion (college-wide committee of six faculty making final recommendations to the President), 1986-87.

Dean's Committee on Students (advisory committee on academic and disciplinary review), 1979-82.

Honors and Awards

2005 Project Director of Alcohol Education Project that received a U.S. Department of Education "Model Programs in Higher Education" award for the development of a program with demonstrated effectiveness in prevention of alcohol abuse among college student-athletes at Hobart and William Smith Colleges. This is the second time the award was given to the Project under Perkins' direction.

1999 Outstanding Service Award given by the Network of Colleges and Universities Committed to the Elimination of Alcohol and Other Drug Abuse. This national award is given to the person who has made a significant career contribution to prevention work in higher education at both the local and national level. The person is selected in a vote by network members from among yearly nominees.

1999 Project Director of Alcohol Education Project that received a U.S. Department of Education "Model Programs in Higher Education" award for the development of a program with demonstrated effectiveness in prevention of alcohol abuse among college students at Hobart and William Smith Colleges.

1997 Faculty Prize for Community Service at Hobart and William Smith Colleges. The award honors a faculty member from this institution who is nominated for outstanding service to the college community and selected by college-wide peer review. This award was shared with Professor David Craig of the Chemistry Department for their innovative efforts to raise awareness about alcohol use and abuse and to reduce misperceptions of student norms in the college community.

1993 Faculty Prize for Scholarship at Hobart and William Smith Colleges. The award honors one faculty member from this institution who is nominated for outstanding scholarship and selected by college-wide peer review.

Books and Monographs

Perkins, H. Wesley and David W. Craig. 2014. U.S. Air Force Social Norms Intervention to Reduce Alcohol Abuse 2012-2014. USAF AFMOA Final Report. Alcohol Education Project, Hobart and William Smith Colleges, Geneva, NY.

Linkenbach, Jeff and H. Wesley Perkins. 2005. Montana's MOST of Us® Don't Drink and Drive Campaign: A Social Norms Strategy to Reduce Impaired Driving Among 21-to-34 Year-Olds. National Highway Traffic Safety Administration (Report No. DOT HS 809 869), Washington, DC.

Haines, Michael P., H. Wesley Perkins, Richard M. Rice and Gregory Barker. 2005. A Guide to Marketing Social Norms for Health Promotion in Schools and Communities. National Social Norms Resource Center. Northern Illinois University, DeKalb IL.

Perkins, H. Wesley (Editor). 2003. The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass.

Perkins, H. Wesley and David W. Craig. 2002. A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges. The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education. Newton, MA.

Perkins, H. Wesley. 1979. Alienation, Social Institutions, and Age: A Conceptual and Empirical Study. Yale University, Unpublished Ph.D. Dissertation.

Journal Publications and Book Chapters

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2015. "Misperception of Peer Weight Norms and Its Association with Overweight and Underweight Status Among Adolescents." Prevention Science. Vol. 16, No. 1, pp. 70-79. DOI: 10.1007/s11121-014-0458-2.

Perkins, H. Wesley, Jessica M. Perkins, and David W. Craig. 2014. "No Safe Haven: Locations of Harassment and Bullying Victimization in Middle Schools." Journal of School Health, Vol. 84, No. 12, pp. 810-818.

Perkins, H. Wesley. 2014. "Misperception is Reality: The "Reign of Error" About Peer Risk Behaviour Norms Among Youth and Young Adults." Pp. 11-36 in M. Xenitidou and B. Edmonds. (eds.) The Complexity of Social Norms, Computational Social Sciences. Switzerland: Springer International Publishing.

Perkins, H. Wesley and David W. Craig. 2012. "Student-Athletes' Misperceptions of Male and Female Peer Drinking Norms: A Multi-Site Investigation of the 'Reign of Error'." Journal of College Student Development, Vol. 53, No. 3, pp. 367-382. DOI: 10.1353/csd.2012.0046.

Perkins, H. Wesley. 2012. "Misperceptions of Peer Substance Use among Youth Are Real: Commentary." Addiction, Vol. 107, pp. 888-889. DOI: 10.1111/j.1360-0443.2012.03782.x.

Perkins, H. Wesley, David W. Craig, and Jessica M. Perkins. 2011. "Using Social Norms to Reduce Bullying: A Research Intervention in Five Middle Schools." Group Processes and Intergroup Relations, Vol. 14, No. 5, pp. 703-722. DOI: 10.1177/1368430210398004.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2010. Misperceptions of Peer Norms as a Risk Factor for Sugar-Sweetened Beverage Consumption among Secondary School Students." Journal of the American Dietetic Association, Vol. 110, No. 12, pp. 1916-1921. DOI: 10.1016/j.jada.2010.09.008.

Perkins, H. Wesley, Jeff Linkenbach, Melissa Lewis, and Clayton Neighbors. 2010. "Effectiveness of Social Norms Media Marketing in Reducing Drinking and Driving: A Statewide Campaign." Addictive Behaviors, Vol. 35, pp. 866-874. DOI: 10.1016/j.addbeh.2010.05.004.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2010. "Peer Weight Norm Misperception as a Risk Factor for Being Over- and Underweight Among UK Secondary School Students." European Journal of Clinical Nutrition, Vol. 64, pp. 964-971. DOI: 10.1038/ejcn.2010.106.

Craig, David W., and H. Wesley Perkins. 2008. "Learning about Student Alcohol Abuse and Helping to Prevent It through Service Learning Initiatives: The HWS Alcohol Education Project." In C.A. Rimmerman (ed.), Service Learning and the Liberal Arts: How and Why It Works, New York: Lexington Books, pp. 151-169.

Turner, James, H. Wesley Perkins, and Jennifer Bauerle. 2008. "Declining Negative Consequences Related to Alcohol Misuse Among Students Exposed to a Social Norms Marketing Intervention on a College Campus." Journal of American College Health, Vol. 57, No. 1 (July/August), pp. 85-93. DOI: 10.3200/JACH.57.1.85-94.

Perkins, Jessica M., Kristi S. Multhaup, H. Wesley Perkins, and Cole Barton. 2008. "Self-Efficacy and Participation in Physical and Social Activity among Older Adults in Spain and the United States." The Gerontologist, Vol. 48, No. 1, pp. 51-58.

Perkins, H. Wesley. 2007. "Misperceptions of Peer Drinking Norms in Canada: Another Look at the 'Reign of Error' and Its Consequences among College Students." Addictive Behaviors, Vol.32, No. 11, pp. 2645-2656. DOI: 10.1016/j.addbeh.2007.07.007.

Perkins, H. Wesley, and David Craig. 2006. "A Successful Social Norms Campaign to Reduce Alcohol Misuse among College Student-Athletes." Journal of Studies on Alcohol, Vol. 67, No. 6 (November), pp. 880-888.

Perkins, H. Wesley. 2006. "Success and Failure in Social Norms Interventions" (author response to Clapp and Lange). Journal of Studies on Alcohol, Vol. 67, No. 3 (May), pp. 483-484.

Perkins, H. Wesley, Michael P. Haines, and Richard M. Rice. 2005. "Misperceiving the College Drinking Norm and Related Problems: A Nationwide Study of Exposure to Prevention Information, Perceived Norms, and Student Alcohol Misuse." Journal of Studies on Alcohol, Vol. 66, No. 4 (July), pp. 470-478.

Perkins, H. Wesley. 2005. "Critical Concerns for Evaluating Social Norms Interventions with Survey Data." The Social Norms Review, Vol. 1, Issue 1 (August), pp. 1-6.

Perkins, H. Wesley. 2004. "Getting Social Norms Results by Improving Implementation and Assessment," The Report on Social Norms, Vol. 3, Issue 9, pp. 5, 8.

Fabiano, Patricia M., H. Wesley Perkins, Alan Berkowitz, Jeff Linkenbach, and Christopher Stark. 2003. "Engaging Men as Social Justice Allies in Ending Violence Against Women: Evidence for a Social Norms Approach." Journal of American College Health, Vol. 52, No. 3, pp. 105-112. DOI: 10.1080/07448480309595732.

Perkins, H. Wesley. 2003. "The Emergence and Evolution of the Social Norms Approach to Substance Abuse Prevention." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Perkins, H. Wesley, and David W. Craig. 2003. "The Hobart and William Smith Colleges Experiment: A Synergistic Social Norms Approach Using Print, Electronic Media and Curriculum Infusion to Reduce Collegiate Problem Drinking." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Linkenbach, Jeff, and H. Wesley Perkins. 2003. "Misperceptions of Peer Alcohol Norms in a Statewide Survey of Young Adults." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Perkins, H. Wesley, and David W. Craig. 2003. "The Imaginary Lives of Peers: Patterns of Substance Use and Misperceptions of Norms among Secondary School Students." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Linkenbach, Jeff, and H. Wesley Perkins. 2003. "Most of Us Are Tobacco Free: An Eight-Month Social Norms Campaign Reducing Youth Initiation of Smoking in Montana." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Linkenbach, Jeff, H. Wesley Perkins, and William DeJong. 2003. "Parents' Perceptions of Parenting Norms: Using the Social Norms Approach to Reinforce Effective Parenting." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Perkins, H. Wesley. 2003. "The Promise and Challenge of Future Work on the Social Norms Model." In H. W. Perkins (ed.), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians, San Francisco: Jossey-Bass.

Perkins, H. Wesley. 2002. "Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts." Journal of Studies on Alcohol, Supplement No. 14, pp. 164-172.

Perkins, H. Wesley. 2002. "Surveying the Damage: A Review of Research on Consequences of Alcohol Misuse in College Populations." Journal of Studies on Alcohol, Supplement No. 14, pp. 91-100.

Perkins, H. Wesley. 2002. Review of Michael E. McCullough, Kenneth I. Pargament, and Carl E. Thoresen (eds.), Forgiveness: Theory, Research, and Practice. Journal for the Scientific Study of Religion. Vol. 41, No. 2, pp. 378-379.

Perkins, H. Wesley, William DeJong, and Jeff Linkenbach. 2001. "Estimated Blood Alcohol Levels Reached by 'Binge' and 'Non-Binge' Drinkers: A Survey of Young Adults in Montana." Psychology of Addictive Behaviors. Vol. 15, No. 4, pp. 317-320. DOI: 10.1037/0893-164X.15.4.317.

Perkins, H. Wesley. 2000. "Drinking Motivated by the Desire to Reduce Stress: Life Course and Gender Patterns among College-Educated Young Adults." Alcoscope: International Review of Alcoholism Management, Vol. 3, Issue 4, pp. 10-14.

Perkins, H. Wesley. 2000. "Alcohol Use, Collegiate Patterns and Problem Of." Pp. 143-145 in Clifton Bryant (ed.), Encyclopedia of Criminology and Deviant Behavior, Volume IV. Philadelphia: Taylor and Francis.

Perkins, H. Wesley. 2000. "Research on Women's Drinking Patterns." Catalyst, Vol. 6, No. 1, pp. 6-7.

Perkins, H. Wesley, Philip Meilman, Jami S. Leichter, Jeffrey R. Cashin, and Cheryl Presley. 1999. "Misperceptions of the Norms for the Frequency of Alcohol and Other Drug Use on College Campuses." Journal of American College Health, Vol. 47, No. 6, pp. 253-258. DOI: 10.1080/07448489909595656.

Perkins, H. Wesley. 1999. "Stress-Motivated Drinking in Collegiate and Post-Collegiate Young Adulthood: Life Course and Gender Patterns." Journal of Studies on Alcohol, Vol. 60, No. 2, pp. 219-227.

Perkins, H. Wesley. 1998. Review of Mark J. Rozell and Clyde Wilcox, Second Coming: The New Christian Right in Virginia Politics. Sociology of Religion, Vol. 59, No. 1, pp. 95-96.

Perkins, H. Wesley. 1997. "College Student Misperceptions of Alcohol and Other Drug Norms among Peers: Exploring Causes, Consequences, and Implications for Prevention Programs." Pp. 177-206 in Designing Alcohol and Other Drug Prevention Programs in Higher Education: Bringing Theory into Practice. The Higher Education Center for Alcohol and Other Drug Prevention, U.S. Department of Education.

Perkins, H. Wesley and Henry Wechsler. 1996. "Variation in Perceived College Drinking Norms and Its Impact on Alcohol Abuse: A Nationwide Study." Journal of Drug Issues, Vol. 26, No. 4., pp. 961-974.

DeMeis, Debra K. and H. Wesley Perkins. 1996. "'Supermoms' of the Nineties: Homemaker and Employed Mothers' Performance and Perceptions of the Motherhood Role." Journal of Family Issues, Vol. 17, No. 6, pp. 777-

792.

Perkins, H. Wesley and Debra K. DeMeis. 1996. "Gender and Family Effects on the 'Second Shift' Domestic Activity of College-Educated Young Adults." Gender & Society, Vol. 10, No. 1, pp. 78-93.

Perkins, H. Wesley. 1995. "Prevention through Correcting Misperceptions of Alcohol and Other Drug Norms: Notes on the State of the Field." Catalyst (A Publication of The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education). Vol. 1, No. 3, pp. 1-2.

Perkins, H. Wesley. 1994. "The Contextual Effect of Secular Norms on Religiosity as Moderator of Student Alcohol and Other Drug Use." Pp. 187-208 in Monty L. Lynn and David O. Moberg (eds.), Research in the Social Scientific Study of Religion, Vol. 6. Greenwich, CT: JAI Press.

Perkins, H. Wesley. 1993. Review of Phillip E. Hammond, Religion and Personal Autonomy: The Third Disestablishment in America. Sociology of Religion, Vol. 54, No. 3, pp. 327-328.

Perkins, H. Wesley. 1993. Review of Robert Wuthnow, Acts of Compassion: Caring for Others and Helping Ourselves. Journal for the Scientific Study of Religion, Vol. 32, No. 1, pp. 83-84.

Perkins, H. Wesley. 1992. "Gender Patterns in Consequences of Collegiate Alcohol Abuse: A 10-Year Study of Trends in an Undergraduate Population." Journal of Studies on Alcohol, Vol. 53, No. 5, pp. 458-462.

Perkins, H. Wesley. 1992. "Misperceptions of Peer Drug Use Norms: An Alternative Campus Intervention Strategy." In-Service Bulletin, National Organization of Student Assistance Programs and Partners, Number 8.

Perkins, H. Wesley. 1992. "Gender Differences in Campus Drug Use Patterns and Problems." Insights, National Organization of Student Assistance Programs and Partners, Vol. V, Issue 1 (Spring), pp. 5-8.

Perkins, H. Wesley. 1992. "Student Religiosity and Social Justice Concerns in England and the United States: Are They Still Related?" Journal for the Scientific Study of Religion, Vol. 31, No. 3, pp. 353-360.

Perkins, H. Wesley. 1992. Review of Margaret M. Poloma, The Assemblies of God at the Crossroads: Charisma and Institutional Dilemmas. Sociological Analysis, Vol. 53, No. 1, pp. 113-115.

Perkins, H. Wesley. 1991. "Confronting Misperceptions of Peer Drug Use Norms Among College Students: An Alternative Approach for Alcohol and Other Drug Education Programs." Pp. I 11-29 in Peer Prevention Program Resource Manual. Fort Worth, TX: The Higher Education Leaders/Peers Network, Texas Christian University.

Perkins, H. Wesley. 1991. "Religious Commitment, Yuppie Values, and Well-Being in Post-Collegiate Life." Review of Religious Research, Vol. 32, No. 3, pp. 244-251.

Perkins, H. Wesley. 1991. Review of William H. Swatos, Jr. (ed.), Religious Politics in Global and Comparative Perspective. Review of Religious Research, Vol. 32, No. 3, pp. 287-288.

Perkins, H. Wesley, and Alan D. Berkowitz. 1991. "Collegiate COAs and Alcohol Abuse: Problem Drinking in Relation to Assessments of Parent and Grandparent Alcoholism." Journal of Counseling and Development, Vol. 69, No. 3, pp. 237-240. DOI: 10.1002/j.1556-6676.1991.tb01495.x.

Perkins, H. Wesley. 1990. Review of David Eversley, Religion and Employment in Northern Ireland. Journal for the Scientific Study of Religion, Vol. 29, No. pp. 420-421.

Perkins, H. Wesley, and Lynne B. Harris. 1990. "Familial Bereavement and Health in Adult Life Course Perspective." Journal of Marriage and the Family, Vol. 52, pp. 233-241.

Perkins, H. Wesley, and Alan D. Berkowitz. 1989. "Stability and Contradiction in College Students' Drinking Following a Drinking-Age Law Change." Journal of Alcohol and Drug Education, Vol. 35, No. 1, pp. 60-77.

Berkowitz, Alan D., and H. Wesley Perkins. 1988. "Personality Characteristics of Children of Alcoholics." Journal

of Consulting and Clinical Psychology, Vol. 56, No. 2, pp. 206-209. DOI: 10.1037/0022-006X.56.2.206.

Perkins, H. Wesley. 1988. Review of Roger L. Dudley, *Passing the Torch: How to Convey Religious Values to Young People*. Review of Religious Research, Vol. 29, No. 3, pp. 329-331.

Berkowitz, Alan D., and H. Wesley Perkins. 1987. "Recent Research on Gender Differences in Collegiate Alcohol Use." Journal of American College Health, Vol. 36, No. 2, pp. 123-129. DOI: 10.1080/07448481.1987.9939003.

Perkins, H. Wesley. 1987. "Parental Religion and Alcohol Use Problems as Intergenerational Predictors of Problem Drinking Among College Students." Journal for the Scientific Study of Religion, Vol. 26, No. 3, pp. 340-357.

Berkowitz, Alan D., and H. Wesley Perkins. 1987. "Current Issues in Effective Alcohol Education Programming." Pp. 69-85 in Joan Sherwood (ed.), Alcohol Policies and Practices on College and University Campuses. Columbus: National Association of Student Personnel Administrators Monograph Series.

Perkins, H. Wesley, and James L. Spates. 1986. "Mirror Images? Three Analyses of Value Patterns in England and the United States." International Journal of Comparative Sociology, Vol. 27, Nos. 1-2, pp. 31-52.

Berkowitz, Alan D., and H. Wesley Perkins. 1986. "Problem Drinking among College Students: A Review of Recent Research." Journal of American College Health, Vol. 35, No. 1, pp. 21-28. DOI: 10.1080/07448481.1986.9938960.

Berkowitz, Alan D., and H. Wesley Perkins. 1986. "Resident Advisers as Role Models: A Comparison of Resident Adviser and Student Peer Drinking Patterns." Journal of College Student Personnel, Vol. 27, No. 2, pp. 146-153.

Perkins, H. Wesley, and Alan D. Berkowitz. 1986. "Perceiving the Community Norms of Alcohol Use Among Students: Some Research Implications for Campus Alcohol Education Programming." International Journal of the Addictions, Vol. 21, Nos. 9 & 10, pp. 961-976.

Perkins, H. Wesley, and Alan D. Berkowitz. 1986. "Using Student Alcohol Surveys: Notes on Clinical and Educational Program Applications." Journal of Alcohol and Drug Education, Vol. 31, No. 2, pp. 44-51.

Perkins, H. Wesley. 1985. Review of Robert J. Ackermann, *Religion as Critique*. Contemporary Sociology, Vol. 14, No. 6, pp. 770-771.

Perkins, H. Wesley. 1985. Review of Petur Petursson, *Church and Social Change: A Study of the Secularization Process in Iceland 1830-1930*. Sociological Analysis, Vol. 46, No. 2, pp. 190-192.

Perkins, H. Wesley. 1985. "Religious Traditions, Parents, and Peers as Determinants of Alcohol and Drug Use among College Students." Review of Religious Research, Vol. 27, No. 1, pp. 15-31.

Berkowitz, Alan D., and H. Wesley Perkins. 1985. "Correlates of Stress Symptoms among Farm Women: A Research Note on Farm and Family Functioning." Journal of Human Stress, Vol. 11, No. 2, pp. 76-81.

Perkins, H. Wesley. 1985. "A Research Note on Religiosity as Opiate or Prophetic Stimulant among Students in England and the United States." Review of Religious Research, Vol. 26, No. 3, pp. 269-280.

Berkowitz, Alan D., and H. Wesley Perkins. 1984. "Stress among Farm Women: Work and Family as Interacting Systems." Journal of Marriage and the Family, Vol. 46, No. 1, pp. 161-166.

Perkins, H. Wesley. 1984. "Religious Content in American, British, and Canadian Publications from 1937 to 1979." Sociological Analysis, Vol. 45, No. 2, pp. 159-165.

Perkins, H. Wesley. 1983. Review of Richard K. Fenn, *Liturgies and Trials: The Secularization of Religious Language*. Journal for the Scientific Study of Religion, Vol. 22, No. 3, p. 290.

Perkins, H. Wesley. 1983. "Organized Religion as Opiate or Prophetic Stimulant: An Exploratory Study of British and American Assessments of Social Justice in Two Urban Settings." Review of Religious Research, Vol. 24, No.

3, pp. 206-224.

Perkins, H. Wesley, and James L. Spates. 1982. "American and English Student Values." Pp. 245-265 in Richard F. Tomasson (ed.), Comparative Social Research, Vol. 5, Greenwich, CT: JAI Press.

Perkins, H. Wesley. 1982. "On the Specificity of Social Alienation: An Exploratory Investigation in England and the United States." Sociology and Social Research, Vol. 66, No. 4, pp. 399-417.

Perkins, H. Wesley, and Wendell Bell. 1980. "Alienation and Social Justice in England and the United States: The Polity and Economy." Pp. 71-101 in Richard F. Tomasson (ed.), Comparative Social Research, Vol. 3, Greenwich, CT: JAI Press.

VIDEO Interview

Professor H. Wesley Perkins Speaks about the Social Norms Approach to Promoting Health and Preventing Problem Behaviors. Video interview filmed at a social norms master class in Darlington, England (2009) and produced by Big RD productions in consultation with Professor Perkins.

WMV file version: <http://www.alcoholeducationproject.org/SocialNormsPerkinsInterview.wmv>

MOV file version: <http://www.alcoholeducationproject.org/SocialNormsPerkinsInterview.mov>

YouTube version: <http://www.youtube.com/watch?v=WVIBfY35dGw>

Computer Software Program and Manual

David W. Craig and H. Wesley Perkins, Campus Factoids:™ Promoting Social Norms Education, Software (version 4) and Administration Manual, 2000.

Reprinted Publications

Perkins, H. Wesley. 2000. "Research on Women's Drinking Patterns." Higher Education, Kansas State University, Vol. 25, pp. 1-3.

Perkins, H. Wesley. 2000. "Research on Women's Drinking Patterns." The Peer Educator, Vol. 23, No. 2, pp. 9-14.

Perkins, H. Wesley. 1995. "Confronting Misperceptions of Peer Drug Use Norms Among College Students: An Alternative Approach for Alcohol and Other Drug Education Programs." Pp. 469-490 in Lavona M. Grow (ed.), FIPSE Drug Prevention Programs in Higher Education Training Institute Manual (5th edition), Fund for the Improvement of Post Secondary Education, U.S. Department of Education.

Perkins, H. Wesley. 1994. "Confronting Misperceptions of Peer Drug Use Norms Among College Students: An Alternative Approach for Alcohol and Other Drug Education Programs." Pp. 453-473 in Lavona M. Grow (ed.), FIPSE Drug Prevention Programs in Higher Education Training Institute Manual (4th edition), Fund for the Improvement of Post Secondary Education, U.S. Department of Education.

Conference Presentations, Invited Lectures, and Workshops

Workshop Leader, "Is Everybody Really Doing It? Using a Social Norms Approach to Successfully Reduce Youth Risk Behaviors," training session for the HFM Prevention Council (The Alcoholism and Substance Abuse Council of Hamilton, Fulton and Montgomery Counties), Johnstown, NY, November 21, 2014.

Guest Speaker, "Social Norming: Utilization in Family Advocacy Behavioral Health Prevention, Education, and Public Awareness," U.S. Air Force Family Advocacy Prevention Staff Training, San Antonio, TX July 29, 2014.

Keynote Speaker, "The Social Norms Approach to Student Substance Abuse Prevention: Successful Intervention Practices and Current Research Issues," for the 4th European Symposium on Substance Use & Abuse among University Students (ESSUS 2014), Bremen, Germany, June 26-27, 2014.

Presenter, "Impact Assessment of a Multi-Site Social Norms Intervention Targeting Student-Athlete High Risk Drinking," at the 4th European Symposium on Substance Use & Abuse among University Students (ESSUS 2014), Bremen, Germany, June 26-27, 2014.

Guest Speaker, "Best Practices and Current Issues for Successful Social Norms Interventions Among College Students," Extended Training Session presented at the 2014 Meeting of the Minds (Higher Education Conference), Kansas City, Missouri, April 5, 2014.

Guest Speaker, "Student Alcohol Abuse: What's Gender Got to Do With It?" presented at the 2014 Meeting of the Minds (Higher Education Conference), Kansas City, Missouri, April 4, 2014.

Guest Speaker, "Using Social Norms to Promote Health and Well-Being Among Student-Athletes," presented at the 2014 Meeting of the Minds (Higher Education Conference), Kansas City, Missouri, April 4, 2014.

Guest Speaker, "What Do Heavy Drinking and Misperceived Norms Have To Do with Student Retention: Uncovering the Connections," presented at the 2014 Meeting of the Minds (Higher Education Conference), Kansas City, Missouri, April 4, 2014.

Guest Speaker, "Current Topics in the Social Norms Approach to Preventing Problem Drinking and Promoting Student Health," Webinar presented for The National College Health Improvement Program (consortium of 32 universities of the Learning Collaborative on High-Risk Drinking), The Dartmouth Institute for Health Policy & Clinical Practice, February 12, 2014.

Presenter, "USAF Social Norms Project: Reducing Alcohol Abuse Among Airmen Age 18-24," at the AFMOA Mental Health Division Annual Research Review Meeting, San Antonio, Texas, January 31, 2014.

Presenter, "Forgiveness, Religious Commitment, and Well-Being in Adulthood: Persistent Associations Over Time and Life Stage," Annual Meeting of the Society for the Scientific Study of Religion, Boston, MA, November 8-10, 2013

Presenter (with David W. Craig), "Accuracy of Drinking Behavior Recall: Comparing Late Night BAC by Breath Analysis to Estimated BAC from Linked Survey Responses in a Residential College Environment," in a poster session on College-Age Drinking: Injuries, Offences & Interventions at the American Public Health Association Annual Meeting, Boston, MA, November 2-6, 2013.

Presenter (with Jessica M. Perkins and David W. Craig), "Reporting of Weapon Carrying at School among US Youth: Personal Attitudes and Perceptions of Peers' Attitudes," presented in a session on School Health Related Student Research at the American Public Health Association Annual Meeting, Boston, MA, November 2-6, 2013.

Guest Speaker, "The Social Norms Approach to Alcohol Consumption and Harm Reduction," plenary address at the 5th International Conference on Alcohol and Harm Reduction, Frankfurt, Germany, March 7-8, 2013.

Presenter (with David W. Craig), "USAF Social Norms Project: Reducing Alcohol Abuse Among Airmen Age

18-24," at the AFMOA Mental Health Division Annual Research Review Meeting, San Antonio, Texas, January 30 - February 1, 2013.

Workshop Leader, "Is Everybody Really Doing It?' Using a Social Norms Approach to Successfully Reduce Youth Risk Behaviors," for coalitions and substance abuse prevention service providers in Western New York, sponsored by the WNY Prevention Resource Center, Batavia, NY January 28, 2013.

Workshop Leader, Higher Education Meeting on Substance Abuse Prevention: "Training on the Social Norms Approach" sponsored by the Prevention Network (Michigan higher education state-wide coalition), University of Michigan, Ann Arbor, M.I., November 30, 2012.

Workshop Leader, "Social Norming: A How-to Workshop with Dr. Wesley Perkins," for the Shenendehowa Community Coalition, in cooperation with the Prevention Council of Saratoga Springs, Clifton Park, NY., October 4, 2012.

Presenter, "Using Social Norms to Promote Well-Being," presentation for the Leadership Summit on Workforce Well-Being: Driving, Measuring, and Sustaining Engagement, National Business Group on Health, Washington, D.C., June 28, 2012.

Guest Speaker, "Social Norms Theory and Practice: Reducing Alcohol Abuse and Promoting Health Campus Environments," for Cornell University staff sponsored by Mental Health Initiatives, Gannett Health Services, Cornell University, May 9, 2012.

Workshop Leader, "Social Norms 101," workshop for the Central Region Prevention Resource Center, Syracuse, New York, April 20, 2012.

Presenter (with Jessica Perkins and David Craig), "Bullying Behavior Norms, Perceived Bullying Norms, and Personal Victimization Among UK Youth as Predictors of Self-Assessed Isolation at School," presentation at The British Sociological Association Annual Conference, University of Leeds, United Kingdom, April 11-13, 2012.

Presenter (with Jessica Perkins and David Craig), "Risks Associated with Distorted Perceptions of Body Weight Norms Among UK Youth," presentation at The British Sociological Association Annual Conference, University of Leeds, United Kingdom, April 11-13, 2012.

Presenter (with Renee Monson), "Age and Cohort Differences in Post-College 'Second Shift' Work," presentation at the Eastern Sociological Society Annual Meeting, New York City, New York, February 23-26, 2012.

Guest Speaker, "The Power of Positive Peer Pressure and Positive Messaging," District-Wide presentation at Honeoye Falls-Lima Schools, Honeoye Falls, New York, February 15, 2012.

Presenter (with David Craig), "Confronting the 'Reign of Error': The Social Norms Approach to Drug and Alcohol Prevention," presentation at the 2012 Annual US Air Force Mental Health Division Research Meeting, San Antonio, Texas, February 7-9, 2012.

Workshop Leader, "The Social Norms Approach to Promoting Health and Safety: Research, Theory, and Practice," two-day workshop for Coram Life educators based throughout the United Kingdom, London, UK, December 15-16, 2011.

Workshop Leader, "The Social Norms Approach to Promoting Health and Safety: An Introduction to Social Norms Theory and Practice," workshop for the faculty and staff of Russel I. Doig Middle School, Trumansburg, New York, September 29, 2011.

Guest Speaker, "Is Everybody Really Doing It? Misperceptions of Risk Behavior and the Social Norms Approach to Promoting Healthy Schools," presentation for the Honeoye Falls-Lima School Board, Honeoye Falls, New York, September 13, 2011.

Presenter (with David Craig), "Using Social Norms to Prevent Bullying in Middle Schools," presentation at the Office of Safe and Drug Free Schools National Conference, Making the Connection - Creating and

Maintaining Conditions for Learning, sponsored by the U.S. Department of Education in Washington, DC, August 9, 2011.

Workshop Leader, (with Michael Haines), "Midwest Social Norms Institute," two-day training workshop sponsored by the Maine Community Youth Assistance Foundation, Chicago, IL, July 25-26, 2011.

Guest Speaker, "Social Norms: What Are They—What Do They Mean for Our Kids, Their Families and Our Communities?" presented at the "Taking Control Part 2" Council on Addiction Prevention and Education's Spring Conference, Poughkeepsie, NY, March 4, 2011.

Presenter, "Nation-Wide Findings from the Campus Survey of Alcohol and Other Drug Norms," research presented at the NASPA (Student Affairs Administrators in Higher Education) National Conference on Alcohol and Other Drug Abuse Prevention, Miami, FL, January 15, 2011.

Presenter, "Impact Assessment of a Multi-Site Social Norms Intervention Targeting Student-Athlete High-Risk Drinking," research presented at the NASPA (Student Affairs Administrators in Higher Education) National Conference on Alcohol and Other Drug Abuse Prevention, Miami, FL, January 14, 2011.

Workshop Leader, "Using Social Norms in Bullying and Violence Prevention," workshop for primary and secondary school personnel of Croydon, UK schools, sponsored by the Croydon Department of Children, Young People and Learners, Croydon, England, September 20, 2010.

Guest Speaker, "The Social Norms Model and Relevant Research in Assessing Effective Strategies for Reducing Teen Risk Behaviour," presented at the Programme Development Group Meeting for Personal, Social, Health and Economic Education, National Institute for Health and Clinical Excellence, The Royal College of Anaesthetists, London, England, September 17, 2010.

Workshop Leader, "Using Social Norms in Bullying Prevention," workshop presented at The Truth About Youth Conference, University of Bedfordshire, Bedford Campus, Bedford, England, September 16, 2010.

Keynote Speaker, "The Social Norms Approach to Health Promotion: Talking Truth about Youth," address at The Truth About Youth Conference, University of Bedfordshire, Bedford Campus, Bedford, England, September 16, 2010.

Panel Speaker (with Ellen Bass and Linda Hancock), "How to Engage the Academic, Researcher and Practitioner in the Social Norms Approach," panel presentation at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11-13, 2010.

Seminar Leader (with David Craig), "Alcohol Use and Sexual Risk Taking: Survey Methods to Examine Misperceived Norms in a College Population," breakout session presented at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11-13, 2010.

Seminar Leader (with David Craig), "Achieving and Demonstrating AOD Prevention Impact from a Social Norms Intervention with Survey Research in Diverse Secondary Schools," breakout session presented at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11-13, 2010.

Seminar Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," Pre-conference intensive seminar presented at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11, 2010.

Guest Speaker, "Using Social Norms in Alcohol and Substance Abuse Prevention," presented at the Annual Union County School Task Force Conference sponsored by Prevention Links, Clark, NJ, May 14, 2010.

Guest Speaker, "Using Social Norms in Bullying Prevention," presented at the Annual Union County School Task Force Conference sponsored by Prevention Links, Clark, NJ, May 14, 2010.

Workshop Leader, "'Is Everybody Really Doing It?' Using a Social Norms Approach to Successfully Reduce Risk Behaviors," training workshop sponsored by the Huntingdon County Communities That Care, Huntingdon, PA, April 7, 2010.

- Guest Speaker, "Confronting the 'Reign of Error': The Social Norms Approach to Alcohol and Drug Abuse Prevention," opening plenary session presentation at the United States Air Force Annual World Wide Conference for Alcohol and Drug Abuse Prevention and Treatment (ADAPT) and Drug Demand Reduction (DDR) Programs, Orlando, FL, March 29, 2010.
- Guest Speaker (with David Craig), "Emerging Topics in the Social Norms Approach to Problem Drinking and Health Promotion in College," presentation at the New England Deans Meeting, Hobart and William Smith Colleges, Geneva, NY, March 25, 2010.
- Panel Speaker (with Cindy Berg, Lewis Sanborne, and Michael Shonrock), "The Impact of Alcohol on Student Retention," panel session presentation at the Annual Meeting of the National Association of Student Personnel Administrators, Chicago, IL, March 9, 2010.
- Guest Speaker, "Is Everybody Really Doing It? Using a Social Norms Approach to Reduce Problem Behaviors," presentation for the faculty of Geneva Middle School, Geneva, NY, January 4, 2010.
- Seminar Leader, "Is Everybody Really Doing it? Using a Social Norms Approach to Successfully Reduce Risk Behaviors," presented as a full day workshop for health educators, risk behavior prevention professionals, and student development personnel working in colleges, secondary schools, and community settings (sponsored by the Crawford County Drug and Alcohol Executive Commission), Allegheny College, Meadville, PA, November 20, 2009.
- Presenter (with Jessica Perkins and David Craig), "Where Does Bullying Take Place among Adolescents When They are at School?" presented in a research session on Family Structure, Communication and Health at the American Public Health Association Annual Meeting, Philadelphia, PA, November 11, 2009.
- Presenter (with Jessica Perkins and David Craig), "Misperceptions of Weight Norms as a Risk Factor for Overweight and Underweight Status among Secondary School Students," presented in a research session on Child and Adolescent Health at the American Public Health Association Annual Meeting, Philadelphia, PA, November 10, 2009.
- Presenter (with David Craig and Jessica Perkins), "Misperceptions of Bullying Norms as a Risk Factor Associated with Violence among Middle School Students," research presented in a roundtable session at the American Public Health Association Annual Meeting, Philadelphia, PA, November 10, 2009.
- Presenter, "Exploring the Persistent Links among Religious Commitment, Forgiveness, and Personal Well-Being in Adulthood," presented in a research session on Religion, Health, and Well-Being at the Annual Meeting of the Society for the Scientific Study of Religion, Denver, Colorado, October 23-25, 2009.
- Presenter, "Forgiveness, Religious Commitment and Well-Being in Adulthood: A Life Stage and Cohort Assessment," presented in a research session on Religious (In)Tolerance and Forgiveness at the Congress of the International Association for the Psychology of Religion, Vienna, Austria, August 23-27, 2009.
- Panel Speaker (with Deborah Lewis, Becky Clarke, Deborah Harper, Rich Peagler, and Robin Forrester) "Strategies Used by Colleges to Reduce Underage Drinking on Campus," panel discussion at the regional networking meeting of upstate NY coalitions sponsored by Tompkins County's Community Coalition for Healthy Youth, Ithaca, NY, July 22, 2009.
- Seminar Leader (with Jessica Perkins and David Craig), "Misperceptions of Sweet Drink Consumption Norms as a Risk Factor for Personal Consumption and Overweight Status among Secondary School Students," breakout session presented at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 14, 2009.
- Panel Speaker (with James Turner, John McCardell, and Linda Hancock) "Policy, Prevention, Practice: What's Age Got to Do With It?" lunch panel discussion at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 14, 2009.
- Seminar Leader (with Shannon O'Neill), "Successful Application of the Social Norms Approach in a Small College Setting with Multiple Strategies," breakout session presented at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 13, 2009.

- Seminar Leader (with David Craig), "Multi-site Social Norms Intervention for Student Athletes: An Analysis of the Effect of Program Exposure on High Risk Drinking," breakout session presented at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 13, 2009.
- Seminar Leader (with Kristin Bennett and Judy Epstein), "Ten Tips to Implementation of a Middle School Social Norms Campaign," breakout session presented at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 12, 2009.
- Seminar Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," Pre-conference intensive seminar at the 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 11, 2009.
- Keynote Speaker, "Social Norms Approach to Reducing Risk Behaviour and Promoting Health," at the Darlington and Middleborough Teenage Pregnancy Social Norms Master Class, Darlington, England, May 22, 2009.
- Guest Speaker, "Is Everybody Doing It? Misperceptions of Risk Behaviour and the Social Norms Approach to Promoting a Healthy School Environment," at the Rotherham Healthy Schools Annual Conference, Sheffield, England, May 21, 2009.
- Seminar Leader, "Social Norms Approach to Health Promotion and the Prevention of Youth Risk Behavior," conference training seminar for the 2009 Partners in Prevention Conference, NDSU Extension Research Center, Williston, ND, April 23, 2009.
- Guest Speaker, "'Is Everybody Really Doing It?' Using a Social Norms Approach to Successfully Reduce Risk Behaviors," community seminar, Williston State College, Williston, ND, April 23, 2009.
- Workshop Leader, "Social Norms Marketing Training," workshop for Tennessee colleges, universities, and secondary school district student health professionals, sponsored by the Coalition for Healthy and Safe Campus Communities and Tennessee Independent Colleges and Universities Association at the Scarritt-Bennett Center, Nashville, TN, April 1-2, 2009.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," presentation for academic faculty representatives, deans, and administrative directors of Siena College, sponsored by the Office of Student Affairs, Siena College, Loudinville, NY, February 17, 2009.
- Keynote Speaker, "Is Everybody Really Doing it? Using a Social Norms Approach to Successfully Reduce Risk Behaviors," Five-Town Summit Conference on Social Norms, sponsored by the Healthy Communities – Healthy Youth 5-Town Alliance representing the Brighton, Fairport, Penfield, Pittsford, and Webster school districts, Rochester, NY, February 9, 2009.
- Workshop Leader, "Let's Stop the 'Reign of Error': How the Truth about Social Norms Can Reduce Substance Abuse and Other Problem Behavior," training workshop for health advocacy and youth risk prevention professionals in Rochester, New York City schools and community agencies, sponsored by the HEART Coalition for a Drug Free Rochester, Metro Council for Teen Potential, Rochester, NY, August 28, 2008.
- Workshop Leader, "Using Survey Data in Social Norms Interventions and Program Evaluations," advanced training workshop for college health professionals, sponsored by the Finger Lakes College Consortium, Finger Lakes Community College, Canandaigua, NY, July 28, 2008.
- Seminar Leader (with David Craig), "Ten-Years of Risk Behavior Results from an Online Survey Assessing Secondary School Norms and Misperceptions: The Pervasive 'Reign of Error' Among U.S. 6 -12th Graders" breakout session presented at the 2008 National Conference on the Social Norms Approach, Burlingame, San Francisco, CA, July 22, 2008.
- Seminar Leader (with Jessica Perkins and David Craig), "Assessing Weight Norms, Misperceptions, and Body Mass Index: Comparing the Importance of School Context and Composition Versus Individual Perception" breakout session presented at the 2008 National Conference on the Social Norms Approach, Burlingame, San Francisco, CA, July 22, 2008.

- Seminar Leader (with David Craig), "Assessing Bullying In New Jersey Secondary Schools: Applying The Social Norms Model To Adolescent Violence," breakout session presented at the 2008 National Conference on the Social Norms Approach, Burlingame, San Francisco, CA, July 21, 2008.
- Seminar Leader, "Social Norms Research on School Violence in England: Another Look at Misperceived Peer Norms as the Biggest Bully of All," breakout session presented at the 2008 National Conference on the Social Norms Approach, Burlingame, San Francisco, CA, July 21, 2008.
- Seminar Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," Pre-conference intensive seminar presented at the 2008 National Conference on the Social Norms Approach, Burlingame, San Francisco, CA, July 20, 2008.
- Keynote Speaker, "Social Norms Approach to Health Promotion," at a conference on the Social Norms Approach for youth work and health professionals and risk prevention specialists, sponsored by the Middlesbrough Teenage Pregnancy Strategy and Primary Care Trusts of the Northeast Region, Middlesbrough, England, June 11, 2008.
- Keynote Speaker, "Theory and Research of the Social Norms Approach," Social Norms Meeting for youth workers and health promotion specialists in Northeast England sponsored by the Government Office of the North East, Newcastle upon Tyne, England, June 10, 2008.
- Workshop Leader, "Social Norms Marketing Training" for faculty and staff of Tennessee colleges and universities, sponsored by Coalition for Healthy and Safe Campus Communities and Tennessee Independent Colleges and Universities Association at the Scarritt-Bennett Center, Nashville, TN, May 20-21, 2008.
- Guest Speaker, "Beyond Social Norms 101: Addressing Common Issues & Concerns in Social Norms Intervention Work to Promote Healthy Environments," presentation for health educators, college and secondary school administrators, and prevention specialists in Western New York, sponsored by the Finger Lakes Collegiate Task Force On Alcohol and Other Drugs in Rochester, NY, May 15, 2008.
- Guest Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting Healthy Campus Environments" for faculty and staff at Oswego State University of New York, Oswego, NY, April 10, 2008.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," seminar sponsored by at the Northeast Consortium of Colleges and Universities in Massachusetts, Merrimack College, Beverly, MA, February 29, 2008.
- Keynote Speaker, "*Is Everybody Really Doing It?* Using a Social Norms Approach to Successfully Reduce Risk Behaviours," for a conference addressing teenage pregnancy and related risk behaviour organized by the Government Offices for the North East and for Yorkshire and The Humber, in association with Brook, York, England, January 10, 2008.
- Guest Speaker and Workshop Leader, "Curriculum Infusion and the Social Norms Approach to Promoting a Healthy Campus Environment," for faculty and staff at Indiana University of Pennsylvania, Indiana, PA, November 8, 2007.
- Workshop Leader, "The Social Norms Approach to Health Promotion and Substance Abuse Prevention," a seminar on Looking at a New Approach to Substance Misuse and Health Improvement in Orkney, sponsored by the Drug Alcohol Smoking Action Team, Orkney, Scotland, October 24, 2007.
- Workshop Leader, "Strategies for Stopping the 'Reign of Error': Applications of the Social Norms Approach to Prevention Work," for a seminar on A New Approach to Preventing Substance Misuse in Scotland, sponsored by the Scottish Association of Alcohol and Drug Action Teams, Edinburgh, Scotland, October 22, 2007.
- Keynote Speaker, "Is Everybody Really Doing It? Using a Social Norms Approach to Successfully Reduce Alcohol Abuse and Other Risk Behaviours," seminar on A New Approach to Preventing Substance Misuse in Scotland, sponsored by the Scottish Association of Alcohol and Drug Action Teams, Edinburgh, Scotland, October 22, 2007.

- Panel Speaker, "Experiences in Effective Prevention: Listening to the Voices of Practitioners and Evaluators," at the 21st Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Omaha, NE, October 18, 2007.
- Workshop Leader, "Encouraging Faculty Leadership in Alcohol Misuse Prevention," presentation for faculty curriculum development workshop, at Elon University, Elon, NC, August 15, 2007.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," for faculty and staff at Elon University, Elon, NC, August 14-15, 2007.
- Seminar Leader (with David W. Craig) "The 'Reign of Error' in Student-Athlete Alcohol Use: A Multi-Site Study at Institutions of Higher Education in the U. S.," break-out session at The National Conference on the Social Norms Model, Cambridge, MA, July 17, 2007.
- Seminar Leader (with Erin Kaplan and Laura Stenson Wynne), "Preventing Alcohol Misuse, Smoking and Bullying Among Summer Camp Campers and Counselors Using the Social Norms Approach," break-out session at The National Conference on the Social Norms Model, Cambridge, MA, July 16, 2007.
- Seminar Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," presented as a pre-conference intensive seminar at The National Conference on the Social Norms Model, Cambridge, MA, July 15, 2007.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment" for faculty and staff at the University at Albany, Albany, NY, May 4, 2007.
- Guest Speaker, "The Social Norms Approach to Health Promotion and the Prevention of Youth Risk Behavior" for teachers and administrative staff of the Hilton Central School District, Hilton, NY, April 20, 2007.
- Guest Speaker, "Let's Stop the 'Reign of Error': How the Truth about Students Can Reduce Substance Abuse and Other Problem Behavior" for teachers, staff, and parents of the Hopewell Valley School District, Pennington, NJ, April 17, 2007.
- Keynote Speaker, "Social Norms and College Student Drinking: Current Issues and New Horizons for Research and the Prevention of Alcohol Misuse," address at the Social Norms on College/University Campuses Conference, Montclair State University, Montclair, NJ, April 17, 2007.
- Panel Speaker, "Sociology Beyond the Academy," at the "One Hundred and Thirty-Three Years of Sociology at Yale" conference, sponsored by the Yale Graduate School, Yale University, New Haven, CT, April 15, 2007.
- Seminar Leader (with Erin Kaplan and Laura Stenson Wynne) "Using the Social Norms Approach to Prevent Underage Drinking Among Counselors and Campers," at the Tri-State Camp Conference, Atlantic City, NJ, March 29, 2007.
- Keynote Speaker, "Using Social Norms Approach to Reduce Risk," address at a conference sponsored by the Department for Education and Skills, Government Office for the North East, Darlington, England, March 23, 2007.
- Workshop Leader, "Strategies for Stopping the 'Reign of Error' among Youth: Applications of the Social Norms Approach to Risk Behavior Prevention," presentation at a conference sponsored by the Department for Education and Skills, Government Office for the North East, Darlington, England, March 23, 2007.
- Guest Lecturer, "Social Norms Approach to Health Promotion and Prevention of Youth Risk Behavior," for teachers, students, staff and parents of the Catalina School District, Tucson, AZ, February 28, 2007.
- Workshop Presenter, "Social Norms Approach to Health Promotion and Prevention," at a conference sponsored by the Clearfield-Jefferson Drug-Free Communities Coalition, DuBois, PA, February 16, 2007.
- Guest Lecturer, "The Social Norms Approach to Promoting a Healthy Campus Environment," for student resident advisers, faculty and staff at Siena College, Loudonville, NY, February 6, 2007.

Workshop Presenter, "Using Normative Approaches to Promote Health and Well-being; A Master Class for Practitioners Working with Children and Young People," at a conference sponsored by the National Children's Bureau, London, England, December 8, 2006.

Keynote Speaker, "From Theory to Practice, a Social Norms Approach to Promoting Emotional and Social Development and Health and Well-being," address at the Personal, Social and Health Education Conference: Is Everyone Doing It?, sponsored by the Centre for HIV & Sexual Health, Sheffield, England, December 7, 2006.

Keynote Speaker, "Using Normative Approaches to Promote Health and Well-being," address at the National Children's Bureau Conference, London, England, December 6, 2006.

Workshop Leader, "The Social Norms Approach to Promoting Healthy School and Community Environments," presentation to public health educators and prevention specialists throughout South Carolina sponsored by the South Carolina Campaign to Prevent Teen Pregnancy, Columbia, SC, November 21, 2006.

Presenter (with David W Craig), "Successful Social Norms Campaign to Reduce High Risk Drinking and Tobacco Use Among Intercollegiate Student-Athletes," poster presentation at the American Public Health Association 134th Annual Meeting and Exposition, Boston, MA, November 7, 2006.

Presenter (with David W Craig), "Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes," poster presentation at the U.S. Department of Education's 20th Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Arlington, VA, October 19-22, 2006.

Workshop Leader (with Jeff Linkenbach), "MOST of US Don't Drink and Drive: A Successful Statewide Social Norms Campaign to Reduce Impaired Driving," break-out session at the U.S. Department of Education's 20th Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Arlington, VA, October 19-22, 2006.

Presenter (with David W Craig), "Differential Discrimination between Five+ Heavy Drinking Measure and Estimated Blood Alcohol Concentration as Measures of Risk Due to Alcohol Consumption in a College Population," poster presentation at the U.S. Department of Education's 20th Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Arlington, VA, October 19-22, 2006.

Guest Speaker, "Targeting Misperceived Social Norms to Reduce High-Risk Drinking and Other Problem Behaviours" at a conference sponsored by the London School of Hygiene and Tropical Medicine, London, England, October 19, 2006.

Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," for the Committee on University and Community Relations at the University of Albany, Albany, NY, October 12, 2006.

Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," for the Capital District Regional Consortium on Alcohol and Other Drugs, at the University of Albany, Albany, NY, October 12, 2006.

Workshop Leader (with David W. Craig), "Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2006", presentation at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006.

Workshop Leader (with Jeff Linkenbach) "Montana's MOST Of Us Don't Drink & Drive Campaign: A Successful Strategy to Reduce Impaired Driving in Young Adults", break-out session at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006.

Workshop Leader (with David W. Craig) "Assessing Bullying in Secondary Schools with a New Online Survey: Applying the Social Norms Model to Adolescent Violence," break-out session at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006.

- Workshop Leader (with David W. Craig) "Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes: Results from a U. S. Department of Education 2005 Model Program", break-out session at The National Conference on the Social Norms Model, Denver, CO, July 27, 2006.
- Seminar Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," presentation at the pre-conference intensive seminar at The National Conference on the Social Norms Model, Denver, CO, July 26, 2006.
- Guest Speaker, "The Promise and Practice of Social Norms Interventions to Reduce Substance Abuse and Promote Healthy Environments for Youth," plenary session at the Commonwealth Prevention Alliance Annual Conference, State College, PA, June 8, 2006.
- Workshop Leader, "What's Gender Got To Do With It? Myths and Realities About Gender Differences In Drinking Patterns," at the Commonwealth Prevention Alliance Annual Conference, State College, PA, June 8, 2006.
- Seminar Leader, "The Social Norms Approach to Alcohol Abuse Prevention and the Promotion of Healthy Campuses," for deans, student life, and counseling staff at Siena College, Loudonville, NY, May 10-11, 2006.
- Workshop Leader, "Let's Stop the 'Reign of Error': Using a Social Norms Approach to Reduce Substance Abuse and Promote Healthy Environments For Youth," for school staff and community health and prevention professionals, sponsored by Mifflin County Communities That Care and Mifflin County Children & Youth Services, Lewistown, PA, May 4-5, 2006.
- Guest Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting Health," seminar presentations for directors of summer youth camps in New York state sponsored by the American Camp Association—New York, New York, NY, March 30-31, 2006.
- Presenter (with David W. Craig), "Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes," session presented at the American College Personnel Association Conference, Indianapolis, IN, March 20, 2006.
- Guest Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting a Health," seminar for faculty and staff at Dowling Catholic High School, Des Moines, Iowa, February 27, 2006.
- Guest Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting Health," seminar presentation for executive staff and council members of the American Camp Association—New York, New York, NY, January 27, 2006.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy School and Community Environment," seminar for school administrators and community health professionals at the National Council of Voluntary Organizations, sponsored by the National Children's Bureau of the UK, London, England, January 24, 2006.
- Seminar Leader, "The Theory and Current Practical Applications of the Social Norms Approach in Substance Abuse and Risk Behavior Prevention," day-long workshop presented for school and community health agency professionals, sponsored by The Reality Check County Collaborative (Monroe, Livingston, Ontario, Seneca, Wayne, and Yates) of New York State, Hobart and William Smith Colleges, Geneva, New York, December 9, 2005.
- Presenter, "Forgiveness, Religious Commitment and Well-Being among Young to Middle-Aged Adults," paper presented at the Annual Meetings of the Society for the Scientific Study of Religion and the Religious Research Association, Rochester, NY, November 4-6, 2005.
- Presenter, "Religious Commitment, Egoistic Success Orientation, and Alcohol Abuse in the Post-Collegiate Life Course," paper presented at the Annual Meetings of the Society for the Scientific Study of Religion and the Religious Research Association, Rochester, NY, November 4-6, 2005.
- Guest Speaker, "Most Valuable Players: A Health Dose of Reality about Student-Athletes," for the coaching staff at the State University of New York at Albany, NY, October 25, 2005.

- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," for deans, student life staff, and counseling center staff at the State University of New York at Albany, NY, October 25, 2005.
- Guest Speaker, "The Social Norms Approach to Promoting a Healthy Campus Environment," for student leaders at the State University of New York at Albany, NY, October 24, 2005.
- Guest Speaker, "The Social Norms Approach to Promoting Healthy School and Community Environments," for a seminar on gun violence and child safety hosted by the Johns Hopkins University School of Public Health, Baltimore, MD, October 19, 2005.
- Guest Speaker, "Using the Social Norms Approach to Promote a Healthy Campus Environment" at York College of PA, York, PA, October 6, 2005.
- Seminar Leader, "Beyond Social Norms 101: Addressing Common Issues and Concerns In Social Norms Intervention Work," an advanced day-long workshop for prevention professionals working at Missouri colleges and universities, sponsored by Partners in Prevention, Wellness Resource Center, University of Missouri-Columbia, Columbia, MO, September 9, 2005.
- Presenter (with David W. Craig), "Body Weight and the Effects of Misperceived Norms on Personal Body Image in Adolescence: Results from an Online Assessment Tool for Secondary Schools," breakout session at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 15, 2005.
- Presenter (with Frances Wdowczyk, Maria Locacciatto and Jeff Linkenbach), "The Story of the Canadian Experiment: Dispelling Myths and Misperceptions About Alcohol on Campuses Using Social Norms Theory," breakout session at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 15, 2005.
- Presenter (with David W. Craig), "Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2005," breakout session at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 14, 2005.
- Presenter, "Canadian Student Perceptions of Peer Drinking: Another Look at the 'Reign of Error' on College and University Campuses," breakout session at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 14, 2005.
- Seminar Leader, (with Michael Haines and Jeff Linkenbach) "Introduction to Social Norms Theory and Practice," presented as a pre-conference intensive seminar at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 13, 2005.
- Keynote Speaker, "A Social Norms Perspective on Confronting Campus Violence," address at the Violence Goes to College Conference, Regis University, Denver, CO, May 24, 2005.
- Presenter, "Most Valuable Players: Using a Social Norms Approach to Reduce Substance Abuse and Promote Positive Campus Engagement among Student-Athletes," breakout session at Violence Goes to College Conference, Regis University, Denver, CO, May 24, 2005.
- Seminar Leader, "Social Norms Approach to Health Promotion and Prevention" presented for school staff and community health and prevention professionals, sponsored by Clearfield County Collaboration Board and Cen Clear Child Services, Philipsburg, PA, April 15, 2005.
- Guest Speaker, "The Social Norms Approach: Pursuing Science-based Strategies to Reduce Alcohol Abuse Among College Students," for the Student Peer Education Staff at the State University of New York, Albany, NY, April 8, 2005.
- Seminar Leader, "Social Norms Approach to Health Promotion and Substance Abuse Prevention," presented for school educators and staff and community health agency professionals, sponsored by The Rees Foundation, The Genesis Family Center, and the University of Pittsburgh at Titusville, University of Pittsburgh at Titusville, Titusville, PA, March 7, 2005.

- Keynote Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting Healthy School and Community Environments," address at The Birmingham Bloomfield Community Coalition Summit 2005, Birmingham, MI, February 4, 2005.
- Guest Speaker, "Social Norms Approach to Alcohol Abuse Prevention on the College Campus," seminar presented for administrators, health educators, and community prevention specialists at Eastern Tennessee State University, Johnson City, TN, January 28, 2005.
- Guest Speaker, "Using Social Norms to Promote Health Among College Student-Athletes" presented for student athlete advisors and sports medicine staff at Eastern Tennessee State University, Johnson City, TN, January 27, 2005.
- Seminar Leader, "Positive Social Norms Approach to Reducing Substance Abuse and Promoting a Healthy School Environment," program presented as a Safe Schools Fall Regional Training sponsored by the Pennsylvania Department of Education, Bureau of Community and Student Services, Division of Safe and Drug Free Schools in partnership with the Center for Safe Schools, Scranton, PA, October 28, 2004.
- Guest Speaker, "Social Norms Approach to Alcohol Abuse Prevention on the College Campus," at the American Campus and Alcohol Regional Conference, St. Louis, MO, October 25, 2004
- Presenter (with Richard Rice), "Reducing Misperceptions of the College Student Drinking Norm Lowers Risk: Results of a Nationwide Evaluation of Alcohol Abuse Prevention Efforts," session at the National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Washington, DC, October 18, 2004.
- Panelist, "On the Horizon in College Alcohol and Violence Prevention: Five Experts Talk About Civic Engagement and Service Learning as Prevention Strategies," invited panel discussion at the National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Washington, DC, October 17, 2004.
- Seminar Leader, "Positive Social Norms Approach to Reducing Substance Abuse and Promoting a Healthy School Environment," program presented as a Safe Schools Fall Regional Training sponsored by the Pennsylvania Department of Education, Bureau of Community and Student Services, Division of Safe and Drug Free Schools in partnership with the Center for Safe Schools, Meadville, PA, October 7, 2004.
- Keynote Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," presentation at the Coming to the Crossroads Conference (BACCHUS Canada Central Regional Conference) for student life professionals and students from universities in Central Canada, Toronto, Ontario, September 30, 2004.
- Keynote Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," presentation at the Coming to the Crossroads Conference (BACCHUS Canada Eastern Regional Conference) for student life professionals and students from universities in Eastern Canada, Halifax, Nova Scotia, September 24, 2004.
- Keynote Speaker, "A Healthy Dose of Reality: Reducing High-Risk Behavior Using Social Norms," opening address at the North Dakota Alcohol and Substance Abuse Summit sponsored by North Dakota Division of Mental Health and Substance Abuse Services, Mandan, ND, September 8, 2004.
- Workshop Leader, "Getting Out the Word About Positive Peer Norms: Strategies for Delivering Social Norm Messages," at the North Dakota Alcohol and Substance Abuse Summit sponsored by North Dakota Division of Mental Health and Substance Abuse Services, Mandan, ND, September 8, 2004.
- Guest Speaker (with David W. Craig), "The Social Norms Approach to Promoting a Healthy School Environment," address for faculty and staff at the Brebeuf Jesuit Preparatory School, Indianapolis, IN, August 13, 2004.
- Workshop Leader, "Social Norms Data: How to Get It and What To Make of It," seminar at the National Conference on the Social Norms Model, Chicago, IL, July 23, 2004.

- Presenter (with Jeff Linkenbach), "MOST OF US Don't Drink and Drive: A Successful Social Norms Campaign to Reduce Drinking and Driving Among Young Adults in Western Montana," breakout session at the National Conference on the Social Norms Model, Chicago, IL, July 23, 2004.
- Presenter (with Michael Haines, Greg Barker, H. Wesley Perkins and Linda Langford), "Surveying High School Students for Social Norms," breakout session at the National Conference on the Social Norms Model, Chicago, IL, July 23, 2004.
- Presenter (with Michael Haines), "Reducing Misperceptions of the College Student Drinking Norm Lowers Risk: Results of a Nationwide Evaluation of Alcohol Abuse Prevention Efforts," breakout session at the National Conference on the Social Norms Model, Chicago, IL, July 22, 2004.
- Keynote Speaker, "Core Concepts and Devilish Details," address delivered at the National Conference on the Social Norms Model, Chicago, IL, July 22, 2004.
- Presenter (with David W. Craig and Sarah MacInnis), "Using Social Norms to Promote Health Among College Student-Athletes: Results from the HWS Most Valuable Players Project and the NCAA STARR Project," breakout session at the National Conference on the Social Norms Model, Chicago, IL, July 22, 2004.
- Workshop Leader (with Michael Haines), "Introduction to Social Norms Theory and Practice," pre-conference session at the National Conference on the Social Norms Model, Chicago, IL, July 21, 2004.
- Guest Speaker, "Key Issues for Implementing a Social Norm Approach to Substance Abuse Prevention," seminar sponsored by Prevention First Incorporated for prevention assistance providers throughout Illinois, Springfield, IL, May 25, 2004.
- Workshop Leader, "Social Norms Approach to Promoting a Healthy School Environment," at the Safe Schools Spring Regional Trainings sponsored by the Pennsylvania Department of Education, Bureau of Community and Student Services, Division of Safe and Drug Free Schools in partnership with the Center for Safe Schools, Summerdale, PA, May 4, 2004.
- Workshop Leader, "Social Norms Approach to Promoting a Healthy School Environment," at the Safe Schools Spring Regional Trainings sponsored by the Pennsylvania Department of Education, Bureau of Community and Student Services, Division of Safe and Drug Free Schools in partnership with the Center for Safe Schools, Downingtown, PA, April 30, 2004.
- Workshop Leader, "Getting Out the Word about Positive Peer Norms: Venues for Delivering Social Norms Messages," breakout session at A Meeting of the Minds: Networking for Success in Prevention Spring Conference sponsored by Partners in Prevention, Partners in Environmental Change, Bacchus & Gamma Peer Education Network, and The Network Addressing Collegiate Alcohol and Other Drug Issues in Kansas City, MO, April 17, 2004.
- Workshop Leader, "Who Should Be the Target Group of Social Norms Programs?" breakout session at A Meeting of the Minds: Networking for Success in Prevention Spring Conference sponsored by Partners in Prevention, Partners in Environmental Change, Bacchus & Gamma Peer Education Network, and The Network Addressing Collegiate Alcohol and Other Drug Issues in Kansas City, MO, April 17, 2004.
- Workshop Leader, "Gathering and Interpreting Data for Social Norms Interventions," breakout session at A Meeting of the Minds: Networking for Success in Prevention Spring Conference sponsored by Partners in Prevention, Partners in Environmental Change, Bacchus & Gamma Peer Education Network, and The Network Addressing Collegiate Alcohol and Other Drug Issues in Kansas City, MO, April 16, 2004.
- Guest Speaker, "Strengths and Weaknesses of Current Prevention Approaches in Peer Intensive College Environments," Presentation at the Bringing Theory into Practice Action Conference on Addressing Depression and Substance Abuse Among Youth Through Engaged Learning and Service (coordinated by the Association of American Colleges and Universities), Chicago, Illinois, April 16, 2004.
- Workshop Leader, "Social Norms 101: Pursuing a Science-based Strategy to Reduce Substance Abuse and Promote Healthy Student Environments," Pre-conference session at A Meeting of the Minds: Networking for

Success in Prevention Spring Conference sponsored by Partners in Prevention, Partners in Environmental Change, Bacchus & Gamma Peer Education Network, and The Network Addressing Collegiate Alcohol and Other Drug Issues in Kansas City, MO, April 15, 2004.

Guest Speaker, "Social Norms Approach to Alcohol Abuse Prevention and the Promotion of Healthy Campuses: Pursuing Science-based Strategies," lecture for senior marketing students at the Orfalea College of Business at California Polytechnic State University, San Luis Obispo, CA, February 9, 2004.

Guest Speaker, "Social Norms Approach to Alcohol Abuse Prevention and the Promotion of Healthy Campuses: Pursuing Science-based Strategies," presented to residence life and health center staff at California Polytechnic State University, San Luis Obispo, CA, February 9, 2004.

Workshop Leader (with Jeff Linkenbach), "Changing High-Risk Behaviors Using Social Norms Strategies," presentation at the Community Anti-Drug Coalitions of America's National Leadership Forum in Washington, DC, January 21, 2004.

Guest Speaker (with Jeff Linkenbach), "MOST OF US: The Montana Social Norms Project to Reduce Impaired Driving and Increase Seatbelt Usage," for staff of the National Highway Traffic Safety Administration at the U.S. Department of Transportation, Washington DC, November 20, 2003.

Guest Speaker, "The Social Norms Approach to Alcohol Abuse Prevention on the College Campus," presentation at the American Campus and Alcohol Regional Conference hosted by Eastern Connecticut State University and the University of Hartford, Mystic, CT, November 3, 2003.

Guest speaker, addressing students, faculty, and administrative staff at the University of Minnesota, Crookston, about the social norms approach to alcohol abuse prevention, October 29-30, 2003.

Guest Speaker, "The Social Norms Debate: Pursuing Science-Based Strategies to Reduce Alcohol Abuse among Youth and Young Adults," for the National Alcohol Beverage Control Association Administrators Conference, Sun Valley, Idaho, October 23-26, 2003.

Meet the Author session with H. Wesley Perkins (editor), "The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians" (Jossey-Bass, 2003) at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Austin, TX, October 18, 2003.

Workshop Leader (with David W. Craig and David Diana), "Most Valuable Players -- Using Social Norms to Target Athletes as a High-Risk Sub-Population," presented at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Austin, TX, October 18, 2003.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presented for student life professionals from universities throughout Maritime Provinces at the BACCHUS Canadian Eastern Regional Conference, Fredericton, New Brunswick, September 18, 2003

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presentations for the college deans, residence life staff, and counseling services staff of Trinity College, Hartford, Connecticut, August 27, 2003.

Seminar Leader, "The Social Norms Approach to Health Promotion," presented for staff of the Puckett Institute of North Carolina working on strategies to enhance child development and effective parenting, St. Johns, U.S. Virgin Islands, August 14-15, 2003.

Keynote Speaker, "Sociological Vision: An Essential Ingredient for Social Norms Recipes in Health Promotion." The 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.

- Seminar Leader, “Social Norms Data: How to Get it and What to Make of It,” presented at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with David Craig), “Most Valuable Players – Using Social Norms to Target Student-Athletes as a High-Risk Subpopulation,” workshop presented at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with David Craig), “Using a Web-Survey Strategy to Expose Actual and Perceived Social Norms among Middle and High School Students,” workshop presented at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with Pat Fabiano, Alan Berkowitz, and Jeff Linkenbach), “Engaging Men as Social Justice Allies in Ending Violence against Women: Evidence for a Social Norms Approach,” workshop presented at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with Jeff Linkenbach), “MOST of Us Wear Seatbelts: The Process and Outcomes of a 3 Year Statewide Adult Seatbelt Campaign in Montana,” workshop presented at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with Michael Haines), “Introduction to Social Norms Theory and Practice,” Preconference workshop at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.
- Workshop Leader (with David W. Craig), “Year 2 Assessment of NCAA STARR Social Norm Campaign” for project staff of Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program designed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Rochester, New York, July 11-12, 2003.
- Workshop Leader (with Jeff Linkenbach), Workshop presented for student life administrators and health educators of colleges and universities throughout Canada participating in a project of the Canadian Centre for Social Norms Research sponsored by The Student Life Education Company of Toronto, Ontario, Canada, June 25-26, 2003.
- Institute Leader (with Jeff Linkenbach), Montana Summer Institute for Social Norms Practitioners, sponsored by the Montana Social Norms Project at Montana State University, Bozeman, Montana, June 19-21, 2003.
- Guest Speaker, “The Social Norms Approach to Health Promotion Among Youth,” at meeting of Planned Parenthood of New York convened to implement a project to delay the initiation of sexual intimacy among Latino middle school youth in New York City, New York, New York, May 9, 2003.
- Keynote Speaker, “Pursuing Science-Based Strategies To Reduce Campus Alcohol Abuse: The Promise and Challenge of Social Norms Interventions,” Address presented at the 2nd Annual Conference of the California State University Alcohol Advisory Councils, Sacramento, California, April 25, 2003.
- Workshop Leader (with David W. Craig), “Using Social Norms to Improve the Lives of Student-Athletes,” Presentation at the Annual Meeting of the American College Personnel Association, Minneapolis, Minnesota, April 2, 2003.
- Workshop Leader (with Alan Berkowitz), “Social Norms Approach III: Evidence of Effectiveness and Common Controversies,” Presentation at the Annual Meeting of the American College Personnel Association, Minneapolis, Minnesota, April 1, 2003.

Workshop Leader (with Alan Berkowitz, Kim Dude, Michael Haines and Jeff Linkenbach), "Social Norms Approach II: Small Group and All-Campus Implementation Strategies," Presentation at the Annual Meeting of the American College Personnel Association, Minneapolis, Minnesota, April 1, 2003.

Workshop Leader (with Alan Berkowitz and Michael Haines), "Social Norms Approach I: Theory and Research," Presentation at the Annual Meeting of the American College Personnel Association, Minneapolis, Minnesota, April 1, 2003.

Keynote Speaker, "The Social Norms Approach to Substance Abuse Prevention on the College Campus: Current Issues and Challenges," Presented at the American Campus and Alcohol Regional Conference, sponsored by Syracuse University, the Syracuse Area College Community Coalition and the Distilled Spirits Council of the United States, Syracuse, NY, March 10, 2003.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presentation for the college deans, residence life staff, security personnel and counseling services staff of Colgate University, Hamilton, New York, January 31, 2003.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presentation for the college deans, residence life staff, security personnel and counseling services staff of the Loyola College of Maryland, Baltimore, Maryland, January 29, 2003.

Workshop Leader (with David W. Craig and David Diana), "Most Valuable Players -- Using Social Norms to Target Athletes as a High-Risk Sub-Population," Presented at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Seattle, Washington, November 21-24, 2002.

Guest Speaker, "Social Norms Programs for Substance Abuse Prevention: Current Issues and Future Challenges," Invited presentation for the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Seattle, Washington, November 21-24, 2002.

Presenter, "Comparing High-Risk Drinking Measures and Estimated BAC Levels as Predictors of Negative Consequences in a State-Wide Survey of Young Adults," Research by H. Wesley Perkins, David W. Craig, and Jeff Linkenbach presented at the American Public Health Association National Meeting, Philadelphia, Pennsylvania, November 9-13, 2002.

Guest Speaker, "A Healthy Dose of Reality: The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Student-Athlete Environments," Presented for counselors and coaches of Louisville area high schools, sponsored by the Frazier Rehab Institute of the Jewish Hospital, Louisville, Kentucky, October 24, 2002.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presentations for Student Affairs and Student Life staff members, students in a course on alcohol use and abuse, SAC representatives and student-athlete peer educators, the Athletics Department Performance Team, University of Louisville, Louisville, Kentucky, October 23-24, 2002.

Guest Speaker, "Social Norms Theory and Its Application in Prevention Work," Presentation to Student Affairs staff members, the President's Advisory Council on Alcohol and Other Drug Prevention, faculty, professional staff, and graduate students of the University at Albany, SUNY, Albany, New York, October 16, 2002.

Guest Speaker, "Positive Social Norming Ten Years Later: What we've Learned about How to Be Effective in Prevention," Presentation at the 24th Annual Utah Fall Conference on Substance Abuse, sponsored by the Department of Human Services of the Utah State Division of Substance Abuse, Ogden, Utah, October 3, 2002.

Guest Speaker, "Myths and Realities about Gender Differences in Youth and Young Adult Drinking," Session presented at the 24th Annual Utah Fall Conference on Substance Abuse, sponsored by the Department of Human Services of the Utah State Division of Substance Abuse, Ogden, Utah, October 3, 2002.

Workshop Leader, "Practical Applications of Positive Social Norming in the Community," Session presented at the 24th Annual Utah Fall Conference on Substance Abuse, sponsored by the Department of Human Services of the Utah State Division of Substance Abuse, Ogden, Utah, October 3, 2002.

Keynote Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion in Schools and Communities," Address at the Northern Tier Providers (Chemical Dependency Programs of Northern New York) 5th Annual Conference, Lake Placid, New York, September 26, 2002.

Workshop Leader, "Social Norming for Positive Change & Action Planning," provided for student support staff of North Country Community College, Saranac Lake, New York, September 26, 2002.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," Community Forum Presentation for administrators, teachers, and community residents of the Saranac Lake Central School District, Saranac Lake High School, Saranac Lake, New York, September 26, 2002.

Guest Speaker, "The Social Norms Approach to Alcohol Abuse Prevention on the College Campus," Presented at the American Campus Regional Alcohol Conference, University of Central Florida, Orlando, Florida, September 9, 2002.

Workshop Leader (with David W. Craig), "The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Student-Athlete Environments," presented for the Athletic Association's Center for Academic & Tutorial Services at the University of Kentucky, Lexington, Kentucky, August 20, 2002.

Keynote Speaker, "Social Norms 101," Plenary session at the Social Norms Conference sponsored by the Aspen Valley Medical Foundation, Aspen Valley Partnership, and Mesa County Build a Generation, Glenwood Springs, Colorado, August 8, 2002.

Workshop Leader, "National Youth Data on Norms Collected in a Web-Based Survey," presented at the Social Norms Conference sponsored by the Aspen Valley Medical Foundation, Aspen Valley Partnership, and Mesa County Build a Generation, Glenwood Springs, Colorado, August 8, 2002.

Plenary Speaker, "What Do We Look For and What Do We Say? The Complexity of Social Norms Measurement and Message," Address at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

Workshop Leader (with Jeff Linkenbach), "'MOST OF US' Are Tobacco-Free: Reducing 1st Time Tobacco Use in Teenagers in a Multi-County Setting," presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

Workshop Leader (with David W. Craig), "Exposing Substance Use Misperceptions Among Middle And High School Students Using A Web-Survey Strategy" presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

Workshop Leader (with David W. Craig, "Using Social Norms To Target Athletes As A High-Risk Sub-Population," presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

Workshop Leader (with Michael Haines), "Introduction to Social Norms Theory," Preconference workshop at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 10, 2002.

Workshop Leader (with David W. Craig) "The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," presented for faculty, athletic staff, counselors, health educators, and student services administrators, Rockford College, Rockford, Illinois, July 9, 2002.

- Workshop Leader (with David W. Craig), "The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," presented for faculty, counselors, health educators, and student services administrators at Goucher College, Baltimore, Maryland, June 21, 2002.
- Workshop Leader (with David W. Craig), "The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," presented for faculty, counselors, health educators, and student services administrators at Nebraska Wesleyan University, Lincoln, Nebraska, June 6, 2002.
- Guest Speaker and Workshop Leader, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," for college and university faculty, counselors, health educators, and student services administrators sponsored by the North Carolina/South Carolina Higher Education Center Regional Network for the prevention of alcohol and other drug abuse, Davidson College, Davidson, North Carolina, May 15, 2002.
- Presenter, "Forgiveness as a Stress Moderator among Young to Middle-Aged Adults," research presented at the Eighth International Conference on Social Stress Research, Portsmouth, New Hampshire, April 21-23, 2002
- Guest Lecture, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," for students, faculty, administration, and health service staff of Susquehanna University, Selinsgrove, Pennsylvania, April 18, 2002.
- Keynote Speaker, "Positive Social Norming Ten Years Later: What We've Learned About How to Be Effective in Prevention" for the statewide SUNY Personal Safety Symposium, SUNY Institute of Technology, Utica, New York, February 6, 2002.
- Guest Speaker "Using Campus Factoids™ in Social Norms Campaigns to Reduce Substance Abuse and Promote Positive Campus Cultures," for faculty, deans and directors of student life, and health service staff of the University of Arizona, Tucson, Arizona, January 24, 2002.
- Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and the Promotion of Healthy Campuses," Presentations for faculty, deans and directors of student life, and the Health Service staff of Dartmouth College, Hanover, New Hampshire, December 10-11, 2001.
- Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention Among Young Adults," Distinguished Visiting Scholar Series, symposium on Alcohol and Drug Problems Among American Youth, sponsored by the Center for Research on Behavioral Health and Health Services Delivery, Institute for Behavioral Research, University of Georgia, Athens, Georgia, December 3, 2001.
- Guest Speaker, "The Social Norms Approach to Reducing Substance Abuse and Promoting Positive School Environments," Presentation for faculty and staff of Elizabethtown Area High School, Elizabethtown, Pennsylvania, November 12, 2001.
- Invited Speaker, "Social Norms Programs: Current Issues and Future Challenges," for the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Washington, DC, November 9, 2001.
- Workshop Leader (with David W. Craig), NCAA STARR Social Norm Campaign for Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program designed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Rochester, New York, November 4, 2001.
- Guest Speaker, "A Healthy Dose of Reality: Social Norms Applied to Prevention," at the Partners in Prevention Conference, Golden, Colorado, November 2, 2001.
- Panel speaker (with Jeff Linkenbach), "Social Norms Approach to Alcohol Abuse Prevention on the College Campus," at the American Campus Regional Alcohol Conference, Trinity University, San Antonio, Texas, November 1, 2001.
- Workshop Leader, "Promoting Social Norms Approaches to Reducing Substance Abuse in Higher Education,"

sponsored by the New Hampshire Higher Education Alcohol and Other Drug Committee, University of New Hampshire, Durham, New Hampshire, October 19, 2001.

Keynote Speaker, "The Social Norms Approach to Reducing Alcohol Abuse and Creating a More Positive Academic Environment," address for presidents of New Hampshire colleges and universities at the Presidents' Gathering sponsored by the New Hampshire Higher Education Alcohol and Other Drug Committee, Southern New Hampshire University, Manchester, New Hampshire, October 18, 2001.

Panel speaker (with Jeff Linkenbach), "Social Norms Approach to Alcohol Abuse Prevention on the College Campus," at the American Campus Regional Alcohol Conference, Louisiana State University, Baton Rouge, Louisiana, October 15, 2001.

Keynote Speaker, "A Healthy Dose of Reality: The Social Norms Approach to Reducing Substance Abuse and Promoting Positive School Environments," for the "Building the Heart of Successful Schools" Program Sharing Conference sponsored by the Wisconsin Department of Public Instruction, Wisconsin Dells, Wisconsin, October 10, 2001.

Workshop Leader (with David W. Craig), NCAA STARR Social Norm Campaign for Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program designed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Indianapolis, Indiana, October 6-7, 2001.

Guest Speaker, "Creating a Positive Campus Culture: Perceptions of Alcohol and Drug Use and Their Impact on Behavior," Campus-wide lecture at Middlebury College, Middlebury, Vermont, September 27, 2001.

Workshop Training Leader, "Translating Social Norms Theory into Alcohol Abuse Prevention and Health Promotion Strategies," presented for Deans and Student Affairs Staff of Middlebury College, Middlebury, Vermont, September 27, 2001.

Workshop Leader, "The Social Norms Approach to the Substance Abuse Prevention," presented for the Syracuse Onondaga Drug & Alcohol Abuse Commission, Syracuse, New York, September 12, 2001.

Keynote Address, "The State of the Field: Current Criticism and Challenges for the Social Norms Model," Opening Plenary Address at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

Workshop Leader (with Jeff Linkenbach), "Going Big: Key Findings and Lessons Learned from Statewide Applications of the Social Norms Approach to a Variety of Issues," presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

Workshop Leader (with David W. Craig), "Using a Web-Based Survey to Rapidly Assess Middle School and High School Students' Norms for Substance Use and Other Health and Safety Concerns," presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

Workshop Leader (with David W. Craig), "Using Electronic Media in Social Norms Campaigns to Promote Health," presented at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

Workshop Leader (with Michael Haines), "Introduction to Social Norms Theory," preconference training session at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 18, 2001.

Workshop Leader, "Evaluation of Social Norms Survey Data for New Jersey Higher Education Consortium Institutions," sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education Social Norms Project, Rowan University, Glassboro, New Jersey, June 8, 2001.

Presenter (with Michael Haines), "Current Data and Trends from Effective Social Norm Strategies," General session presentation at the Annual Meeting of the American College Health Association, Las Vegas, Nevada, June 2, 2001.

Workshop Leader (with David W. Craig), "Social Norms 101...Science-Based Prevention: The Social Norms Model" and "Social Norms: Applied Examples, Methods & Campaign Strategies," workshops presented at the Ninth Annual Western New York Regional Prevention Education Conference, Amherst, New York, May 24, 2001.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion," Training presentation for faculty and counseling staff of the School District of Waukesha, Wisconsin, May 21-22, 2001.

Workshop Leader (with David Craig), "The Social Norms Approach to Substance Abuse Prevention and Health and Safety Promotion," presented for student health peer educators of the University of California at San Diego sponsored by Student Health Services and the Student Safety Awareness Program, UCSD, La Jolla, California, May 12, 2001.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health and Safety Promotion," Presentations for student life staff and student peer educators of the University of California at San Diego sponsored by Student Health Services and the Student Safety Awareness Program, UCSD, La Jolla, California, May 11, 2001.

Workshop Leader, "Strategies for Applying the Social Norms Approach," Illinois Social Norms Training Workshop, Two -day seminar for higher education professionals in Illinois sponsored by the Office of Safety Programs of Eastern Illinois University and convened in Urbana, Illinois, May 2-3, 2001.

Workshop Leader, Social Norms Seminar for higher education professionals sponsored by the New Hampshire Higher Education Alcohol and Other Drug Committee, Durham, New Hampshire, April 6, 2001.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion," Address for secondary education professionals and community leaders sponsored by the Town of Wellesley Health Department, Wellesley, Massachusetts, April 5, 2001.

Keynote Address, "Using Social Norms Marketing to Address Under Age and High-Risk Drinking," Mini-Summit for secondary and higher education professionals sponsored by the New Jersey Division of Alcoholic Beverage Control, St. Peter's College, Jersey City, New Jersey, March 30, 2001.

Guest Speaker, "The Social Norms Approach," seminar for secondary and higher education professionals sponsored by the Cooperative Educational Service Agency #1, West Allis, Wisconsin, March 13, 2001.

Workshop Leader, "Using Electronic Media in Social Norms Campaigns to Promote Health," program presented at the Annual Meeting of the American College Personnel Association, Boston, Massachusetts, March 7, 2001.

Workshop Leader, "The Social Norms Approach to Substance Abuse Prevention in Higher Education," Association of College Administration Professionals' national workshop on Successful Campus Strategies to Reduce Alcohol and Drug Abuse, Tampa, Florida, February 26, 2001.

Guest Speaker, "Science-Based Prevention: The State of the Field of Social Norms Theory," presented for student affairs staff, students, and faculty, Miami University, Oxford, Ohio, February 5-6, 2001.

Guest Speaker, "Overview of the Social Norms Approach to Substance Abuse Prevention and Its Application in Middle School Settings," presented for teachers and professional staff of Talawanda Middle School, Oxford,

Ohio, February 6, 2001.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," presented for student services staff and faculty of Herkimer County Community College, Herkimer, New York, January 19, 2001.

Guest Speaker, "Developing Curricular Initiatives for Alcohol and Other Drug Education," presented for faculty of Herkimer County Community College, Herkimer, New York, January 19, 2001.

Guest Speaker, "Changing Social Norms Through Social Marketing," seminar for college administrators, staff, faculty and students in higher education state-wide in Connecticut, sponsored by the Governor's Prevention Partnership, University of Hartford, West Hartford, Connecticut, November 29, 2000.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion," presented for the faculty of Phillips Academy, Andover, Massachusetts, November 20, 2000.

Workshop Leader, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion among Middle and High School Students," presented for teachers and staff of Elizabethtown Middle and High Schools, Elizabethtown High School, Elizabethtown, Pennsylvania, November 10, 2000.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion among Middle and High School Students," Address for parents and local community members at Elizabethtown College, Elizabethtown, Pennsylvania, November 9, 2000.

Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion," presentation for deans, faculty, student life and health services staff at the University of Vermont, Burlington, Vermont, October 30, 2000.

Invited Panel Speaker, "The Social Norms Approach to Alcohol Abuse Prevention on the College Campus," The American Campus and Alcohol Conference, Washington, DC, October 23-25, 2000.

Presenter, "Exploring Forgiveness, Religious Commitment and Well-Being among Young to Middle-Aged Adults." Paper presented at the Annual Meeting of the Society for the Scientific Study of Religion and the Religious Research Association, Houston, Texas, October 19-22, 2000.

Workshop Leader (with David Craig), "Cutting Edge Issues for Social Norms Research and Prevention Initiatives," National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Pittsburgh, Pennsylvania, October 14-17, 2000.

Workshop Leader (with David Craig), "Conceptual and Empirical Problems with 'Binge' and Other High Risk Drinking Measures in Student Populations," National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Pittsburgh, Pennsylvania, October 14-17, 2000.

Guest Speaker, "Using Electronic Media in a Social Norms Program to Promote Campus Health." Presentation for deans, faculty, student life and health services staff of George Mason University, Fairfax, Virginia, October 4, 2000.

Workshop Leader, "Social Norms Model Training Seminar" for deans, faculty, student life and health services staff of Lehigh University, Bethlehem, Pennsylvania, October 3, 2000.

Workshop Leader (with David Craig), "The Social Norms Prevention Model in Theory and Practice," Western Region Summer Institute for Addiction and Prevention Studies, Las Vegas, Nevada, August 3, 2000.

Keynote Plenary Address, "State of the Field of Social Norm Theory," The National Conference on the Social Norms Model: Science-Based Prevention from Theory to Practice sponsored by the BACCHUS and GAMMA Peer Education Network, Denver, Colorado, July 26-28, 2000.

Workshop Leader, "New Innovations in the Design and Implementation of Social Norms Campaigns," The National Conference on the Social Norms Model: Science-Based Prevention from Theory to Practice

sponsored by the BACCHUS and GAMMA Peer Education Network, Denver, Colorado, July 26-28, 2000.

Invited Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," nationwide audio-teleconference panel on Social Norms: Changing the Playing Field produced by OJJDP and the Pacific Institute for Research and Evaluation, July 17, 2000.

Keynote Speaker, "Managing the Environment Through Social Norming," A Duty to Care: A Statewide Symposium On ATOD Prevention in Higher Education, The Illinois Higher Education Prevention Project, Sponsored by the Illinois Department of Human Services, Bloomington, Illinois, June 19, 2000.

Workshop Leader, "The Social Norms Approach to Substance Abuse Prevention and Health Promotion," Counseling Centers of New York Eighteenth Annual Conference, St. John Fisher College, Rochester, New York, June 6, 2000.

Guest Lecture and Workshop, "Creating a Positive Campus Climate: Perceptions, Norms, and Behaviors," National Technical Institute for the Deaf, Rochester Institute of Technology, Rochester, New York, April 28, 2000.

Keynote Address, "A Solution for Prevention: Addressing Norms Misperceptions," Regional Conference on Changing Social Norms: An Answer for Workplace and Community Wellness, Berkshire Community College, Pittsfield, Massachusetts, April 27, 2000.

Workshop Leader (with David Craig), "Social Norms ATOD Prevention from Theory to Practice: A Workshop on Building a Strong and Healthy Campus Community," Sponsored by the Student Health & Living Well Centers and The Alcohol Review Board 2000, University Inn & Conference Center, State University of New York at Buffalo, Amherst, New York, April 19, 2000.

Workshop Leader, "The Social Norms Approach to Counter Marketing Tobacco," 6th Annual Tobacco Control Conference, Vermont Department of Health, Capital Plaza Hotel, Montpelier, Vermont, April 13, 2000.

Invited Guest Lecture, "The Social Norms Approach to Substance Abuse," Sociology Department, School of Social Work Faculty and Wellness Center Staff, Denver University, Denver, Colorado, April 12, 2000.

Invited Keynote Address, "Social Norms Marketing as a Cutting Edge Approach on College Campuses," 14th Annual Alcohol and Drug Abuse Division Conference, Colorado Department of Human Services, Pueblo, Colorado, April 11, 2000.

Workshop Leader, "Putting the Social Norms Model into Practice," 14th Annual Alcohol and Drug Abuse Division Conference, Colorado Department of Human Services, Pueblo, Colorado, April 11, 2000.

Invited Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," Lecture for faculty and student services administrators sponsored by the Center for Health and Counseling Services, Ramapo College of New Jersey, Mahwah, New Jersey, April 7, 2000.

Workshop Leader (with David Craig), "Implementation of Screen Saver Programs for Social Norms Media Campaigns," New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, April 7, 2000.

Workshop Leader (with David Craig), "Implementation of Screen Saver Programs for Social Norms Media Campaigns," New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Ramapo College of New Jersey, Mahwah, New Jersey, April 6, 2000.

Invited Keynote Speaker, "A Healthy Dose of Reality," Students Empowering Students Conference, Sponsored by the BACCHUS and GAMMA Peer Education Network, Lafayette College, Easton, Pennsylvania, April 1, 2000.

Workshop Leader, "Creative Approaches to Reducing Student Misperceptions," Students Empowering Students Conference, Sponsored by the BACCHUS and GAMMA Peer Education Network, Lafayette College,

Easton, Pennsylvania, April 1, 2000.

Invited Guest Speaker, "Developing Curricular Initiatives in Higher Education for Alcohol and Other Drug Education," presentation for faculty at Lafayette College, Easton, Pennsylvania, March 31, 2000.

Invited Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," presentation for the Shippensburg Community Coalition for the Prevention of Alcohol and Drug Abuse, Shippensburg University, Shippensburg, Pennsylvania, March 24, 2000.

Invited Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," presentation for administration and student services staff of Elizabethtown College, Elizabethtown, Pennsylvania, March 23, 2000.

Workshop Leader, "Using Electronic Media in the Social Norms Approach to Substance Abuse Prevention," workshop for colleges and universities sponsored by the Susquehanna Valley Consortium for Substance Abuse Prevention, Elizabethtown College, Elizabethtown, Pennsylvania, March 22, 2000.

Invited Keynote Speaker, "The Application of Social Norms Intervention Theory to Alcohol and Drug Education in Middle Schools and High Schools," Educating Students About Alcohol and Drugs- The Social Norms Intervention Approach, Sponsored by the Susquehanna Valley Consortium For Substance Abuse Prevention, Elizabethtown College, Elizabethtown, Pennsylvania, March 22, 2000.

Invited Guest Speaker, "The Social Norms Approach to Substance Abuse Prevention," lectures for faculty, student services staff and students at Franklin and Marshall College, Lancaster, Pennsylvania, March 21, 2000.

Invite Panel Speaker, "Social Norms Strategies for Prevention," Reducing Underage Drinking Through Coalitions and A Matter of Degree Annual Meeting, Baton Rouge, Louisiana, February 10, 2000.

Invited Keynote Address, "Social Norms Strategies for Alcohol Abuse Prevention," The Illinois Campus Alcohol and Traffic Safety Conference, Sponsored by The Office of Safety Programs at Eastern Illinois University and the Illinois Department of Transportation, Springfield, Illinois, February 7, 2000.

Workshop Leader, "Implementing a Social Norms Approach in Prevention Work: Strategies to Reform the Norm," The Illinois Campus Alcohol and Traffic Safety Conference, Sponsored by The Office of Safety Programs at Eastern Illinois University and the Illinois Department of Transportation, Springfield, Illinois, February 7, 2000.

Exhibit (with David Craig), "The HWS Alcohol Education Project," Partnerships for Health in the New Millennium: Launching Healthy People 2010 Conference, Washington, D.C., January 25-27, 2000.

Invited Guest Speaker, "The Social Norms Approach to Reducing High Risk Drinking," Lafayette College, Easton, Pennsylvania, January 20, 2000.

Workshop Leader (with David Craig), "The Social Norms Approach to Prevention in Theory and Application," Sponsored by the Office of the Provost, Wagner College, Staten Island, New York, January 18, 2000.

Workshop Leader, "Changing the Drinking Culture on Campus: A Social Norms Approach," Student Affairs and Campus Life Staff Development Committee, Ithaca College, Ithaca, New York, January 11, 2000.

Workshop Leader, "The Social Norms Approach to Prevention in Theory and Application" Task Force on Alcohol and Student Affairs Office, State University of New York, College at Brockport, Brockport, New York, December 8, 1999.

Invited Keynote Speaker, "Reform the Norm...The Social Norms Approach to Prevention in Theory and Practice," Annual Meeting of the North Carolina Initiative to Reduce Underage Drinking, Raleigh, North Carolina, November 30, 1999.

- Keynote Speaker and Workshop Leader, "The Social Norms Approach to Prevention in Theory and Application: A Day of Learning" sponsored by Temple University DARE Program and Community Coalition for area college and university health enhancement programs, Temple University, Philadelphia, Pennsylvania, November 12, 1999.
- Invited Guest Speaker, "The Social Norms Model as a Science-based Prevention Strategy for Student Alcohol Abuse," at Millersville University, Millersville, Pennsylvania, November 11, 1999.
- Invited Guest Speaker, "What's Gender Got to Do With It?- Myths and Realities About Sex Differences in Student Drinking," Campus-wide address at Corning Community College, Corning, New York, November 10, 1999.
- Workshop Leader (with David Craig), "The Social Norms Prevention Model in Theory and Practice," 1999 National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Albany, New York, November 6-9, 1999.
- Consultation/Workshop, "Curriculum Infusion," (with David W. Craig), Corning Community College, Corning, New York, November 3, 1999.
- Workshop Leader (with David Craig), "Social Norms Prevention Programs: Theory and Practice," Geneva City School District Staff, Geneva, New York, November 2, 1999.
- Invited Guest Speaker "The Social Norms Approach to Alcohol Abuse Prevention in Higher Education," Symposium for Senior Administrators on "Environmental Change Regarding Alcohol," College Student Personnel Association of New York, Silver Bay, New York, October 4, 1999.
- Invited Keynote Speaker, "Reform the Norm...Not Everybody is Doing It," Address for the the National Alcohol Education Symposium sponsored by the National Alcohol Beverage Control Association, Washington, DC, October 1, 1999.
- Workshop Leader (with David Craig), "Social Norms Prevention Programs: Theory and Practice," for superintendents and staff of Seneca County School Districts, Geneva, New York, September 28, 1999.
- Invited Keynote Speaker, "Welcome to the Social Norms Model: Science-Based Prevention," Opening keynote address for the National Conference on the Social Norms Model, Big Sky, Montana, July 28-30, 1999.
- Invited Guest Speaker, "Prevention through Correcting Misperceptions of Alcohol and Other Drug Norms--A Message From Research," Campus-wide address at Corning Community College, Corning, New York, March 9, 1999.
- Workshop Leader, "Curriculum Infusion Workshop for Faculty: Alcohol and Other Drug Education, Corning Community College, Corning, New York, March 9, 1999.
- Invited Keynote Speaker, "The Theoretical Foundation for Positive Social Norms" and "Examples of Campus Intervention," Post Secondary Conference, Alcohol and Other Drugs: Creating Positive Social Norms, sponsored by the Minnesota Prevention Resource Center, Minneapolis, Minnesota, February, 18, 1999.
- Invited Guest Speaker, "What's Gender Got to Do with It? Myths and Realities of Gender Differences in Student Alcohol Use and Abuse." Reed College, Portland, Oregon, January 22, 1998.
- Invited Keynote Speaker, "Research and Prevention: Where Should They Be Headed," Research Panel at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Washington, DC, October 15-18, 1998.
- Workshop Leader (with David W. Craig), "Encouraging Faculty Leadership in Alcohol and Other Drug Prevention," conducted at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Washington, DC, October 15-18, 1998.

- "Campus-Wide Multimedia Campaigns to Reduce Student Misperceptions of AOD Norms," workshop presented (with David W. Craig) at the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Washington, DC, October 15-18, 1998.
- Invited Guest Speaker, "The 'Reign of Error' on Campus: Student Misperceptions of Peer Drinking Norms," Middlebury Alcohol Symposium, Middlebury College, Middlebury, Vermont, October 1, 1998.
- Invited Keynote Speaker, "Theoretical Perspectives for Prevention Strategies," presented at the Safety and Injury Prevention Conference on the Social Norms Model, Big Sky, Montana, September 3-4, 1998.
- "Misperceptions of the Norms for the Frequency of Alcohol and Other Drug Use on College Campuses" (with Philip Meilman, Jami S. Leichter, Jeffrey Cashin, and Cheryl Presley). Paper presented at the Annual Meeting of the American Sociological Association, San Francisco, California, August 21-25, 1998.
- Invited Panel Speaker, Review of Encyclopedia of Religion and Society (edited by W.H. Swatos, et al.), Author Meets Critics Session, Annual Meeting of the Association for the Sociology of Religion, San Francisco, California, August 20-22, 1998.
- "Stress and Alcohol Abuse in Post-Collegiate Young Adulthood." Paper presented at the Seventh International Conference on Social Stress Research, Budapest, Hungary, May 27-29, 1998.
- Workshop Leader, "Misperceptions of Peer Norms for Alcohol and Other Drug Use in High School and College: Causes, Consequences, and Prevention Strategies." County College of Morris, Randolph, New Jersey, May 17, 1998.
- Presenter, "Religious Commitment and the Well-Being of Mind and Body: Avoiding Alcohol Abuse in Post-Collegiate Young Adulthood." Paper presented for the Sociology of Religion Study Group at the British Sociological Association Conference, Edinburgh, Scotland, April 6-9, 1998.
- Invited Guest Speaker, "Student Misperception Theory of Student Drinking Norms," presented at Atlantic Community College, Mays Landing, New Jersey, April 24, 1998.
- Keynote Panel Speaker, "Correcting Misperceptions," at The Cutting Edge: New Perspectives in Alcohol and Other Drug Prevention in Higher Education Conference, Temple University, Philadelphia, Pennsylvania, April 17, 1998.
- Workshop Leader, "Multimedia and Curriculum Infusion Approaches to Reducing Misperceptions," at The Cutting Edge: New Perspectives in Alcohol and Other Drug Prevention in Higher Education Conference, Temple University, Philadelphia, Pennsylvania, April 17, 1998.
- Workshop Leader (with Tom Colthurst and David Craig), "Encouraging Faculty Leadership in Alcohol and Other Drug Prevention," sponsored by the Higher Education Center for Alcohol and Other Drug Prevention and presented at the Annual Meeting of the American College Personnel Association, St. Louis, Missouri, March 17, 1998.
- Keynote Speaker, "Student Misperceptions of Peer Alcohol and Other Drug Use Norms," for the 8th Annual Georgia Network Training Institute sponsored by the Georgia Network of Colleges and Universities, the U.S. Dept. of Education, and the Georgia University System Board of Regents, St. Thomas Island, Georgia, February 26, 1998.
- Invited Guest Speaker, "College Women: Alcohol and Other Drug Use," Center Associates Annual Meeting sponsored by the Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Dept. of Education, Charleston, South Carolina, January 23, 1998.
- Presenter, "Religious Commitment, Success Orientation, Drinking, and Well-Being in the Life Course of College Educated Young Adults," presented at the Annual Meetings of the Society for the Scientific Study of Religion and the Religious Research Association, San Diego, California, November 7-9, 1997.

Keynote Speaker, "Misperceived Norms, Difficult Conversations, and Self-Fulfilling Prophecies: Dilemmas and Opportunities for Creating Healthy Campuses," at the New York Statewide College Conference on Networking for Healthy Campuses at Albany, New York, October 26-28, 1997.

Invited Guest Speaker, "The Reign of Error on Campus: Misperceptions About Alcohol Norms," for faculty and staff at the Philadelphia College of Textiles and Science, Philadelphia, Pennsylvania, October 23, 1997.

Workshop Leader, "Misperception of Peer Norms for Alcohol and Other Drug Use: Implications for Prevention Strategies," presented for staff at Widener University, Chester, Pennsylvania, October 22, 1997.

Invited Guest Speaker, "The Reign of Error on Campus: Drinking and the Misperception of Peer Norms," Campus-wide lecture presented at Widener University, Chester, Pennsylvania, October 21, 1997.

Keynote Panel Speaker, "Where Are We Now in AOD Prevention? Where Should We Be Headed?" at the National Meeting on Alcohol, Other Drugs, and Violence Prevention in Higher Education, San Antonio, Texas, September 18-21, 1997.

Workshop Leader (with Philip Meilman), "A New Survey for Prevention Program Development and Evaluation: Assessing Student Misperceptions of AOD Norms," at the National Meeting on Alcohol, Other Drugs, and Violence Prevention in Higher Education, San Antonio, Texas, September 18-21, 1997.

Workshop Leader (with David W. Craig), "Campus-Wide Multimedia Campaigns to Reduce Student Misperceptions of AOD Norms," presented at the National Meeting on Alcohol, Other Drugs, and Violence Prevention in Higher Education, San Antonio, Texas, September 18-21, 1997.

Invited Panel Speaker, "Women, Men, and AOD Use," presented at the National Meeting on Alcohol, Other Drugs, and Violence Prevention in Higher Education, San Antonio, Texas, September 18-21, 1997.

Guest Speaker (with David Craig), "A Model Course for Alcohol Abuse Prevention in Higher Education," presented at the national symposium on Faculty Leadership in Preventing Alcohol and Other Drug Problems in Higher Education sponsored by the U.S. Department of Education and the Robert Wood Johnson Foundation, University of Massachusetts, Boston, July 17-19, 1997.

Invited Workshop Leader, "Changing Campus Norms" (full-day workshop for deans, faculty, counseling psychologists, residence life administrators and health educators of New Jersey colleges and universities), sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, June 18, 1997.

Invited Guest Speaker, "Challenging the Norm and Changing the Environment," Workshop on Alcohol and Other Drug Prevention for prevention specialists and other college personnel of Pennsylvania State University campuses, Broadcast to regional campus sites from the Beaver Campus of Pennsylvania State University, April 28, 1997.

Invited Workshop Leader, "Evaluation Strategies for Prevention Programs in Higher Education" (full-day workshop with individual consultations for deans, faculty, counseling psychologists, residence life administrators and health educators of New Jersey colleges and universities), sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, April 11, 1997.

Invited Guest Speaker, "Stress-Motivated Drinking in Collegiate and Post-Collegiate Young Adulthood: Life Course and Gender Patterns," Bronfenbrenner Life Course Center Colloquia Series, Cornell University, Ithaca, New York, April 7, 1997.

Invited Guest Speaker, "Changing Students' Misperceptions of Alcohol and other Drug Norms," Amethyst Peer Network Conference (Eastern Pennsylvania Consortium of College and University Alcohol and other Drug Prevention Programs), Saint Joseph's University, Philadelphia, Pennsylvania, February 8, 1997.

Invited Guest Speaker, "Student Norms and Misperceptions: The National Perspective," Building Responsibility:

- Campus/Community Coalition Retreat, University of Delaware, Newark, Delaware, November 13, 1996.
- Invited Guest Speaker, "Student Misperceptions of Alcohol and Other Drug Norms: The 'Reign of Error' on Campus," Campus-Wide Address for Colby College, Waterville, Maine, November 7, 1996.
- Workshop Leader (with Philip Meilman), "A New Tool for Looking at Student Misperceptions of Substance Abuse," presented at the National Meeting on Alcohol, Other Drugs and Violence Prevention in Higher Education, Park City, Utah, October 10-13, 1996.
- Presenter (with Henry Wechsler), "Variation in Perceived College Drinking Norms and Its Impact on Alcohol Abuse: A Nationwide Study," paper presented at the Annual Meeting of the American Sociological Association, New York City, New York, August 16-20, 1996.
- Invited Conference Workshop Leader, "Targeting Groups and Tailoring Strategies to Reduce Students' Misperceptions of Alcohol and Other Drug Norms," Conference on Advanced Professional Training in Substance Abuse Prevention in Higher Education sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, June 20-21, 1996.
- Presenter, "Stress-Motivated Drinking in Collegiate and Post-Collegiate Young Adulthood: Life Course and Gender Patterns." Paper presented at the Sixth International Conference on Social Stress Research, Paris, France, May 27-29, 1996.
- Presenter, "Patterns and Problems of Stress-Motivated Drinking in Collegiate and Post-Collegiate Young Adulthood." Paper presented at the International Conference on Social and Health Effects of Different Drinking Patterns, Toronto, Ontario, Canada, November 13-17, 1995.
- Invited Keynote Address, "Myths and Misperceptions of Student Drinking Norms: Challenging the Reign of Error on Campus," Day of Discovery and Design Conference, Mid-Hudson College Alcohol and Other Drugs Consortium, Culinary Institute of America, Hyde Park, New York, October 28, 1995.
- Invited Workshop Leader, "Drinking Norms on Campus: Myths and Misconceptions." Presented at the National Symposium for College Newspaper Journalists on Covering Alcohol and Other Drug Issues on Campus sponsored by the U.S. Department of Education in Washington, DC., September 8-10, 1995.
- Invited Guest Speaker, "Student Misperceptions of Peer Alcohol and Other Drug Norms: An Overview of Issues and Strategies for AOD Prevention." Presented for the Maryland Area Regional Resource Center Consortium Meeting, Towson State University, Baltimore, Maryland, June 15, 1995.
- Invited Workshop Leader, "Are You Being Fooled? Peers and Misperceptions About Alcohol and Other Drug Use On Campus." Presented for students who are peer health educators at the annual meeting of the New Jersey College Student Conference on Drug and Alcohol Abuse Prevention, Rowan College, New Jersey, April 21, 1995.
- Invited Guest Speaker, "Correcting Peer Misperceptions: An Innovative Approach to Promoting Alcohol and Other Drug Prevention on Campus." Presented for faculty, administrators, counselors, and drug abuse program coordinators from institutions of higher education at the annual meeting of the New Jersey College Student Conference on Drug and Alcohol Abuse Prevention, Rowan College, New Jersey, April 21, 1995.
- Invited Guest Speaker, "Enriching Campus Life for Moderate- and Non-Drinkers." Presented at the Annual Western Missouri Regional Conference sponsored by the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse, Kansas City, Missouri, April 9-10, 1995.
- Invited Workshop, "Implementing Strategies for Changing Students' Misperceptions of Campus Alcohol and Other Drug Norms." Presented at the New Grantee Training Institute for Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., February 9-12, 1995.

Invited Workshop, "Gender Differences in Student Alcohol and Other Drug Abuse: Misperceptions and Realities." Presented at the New Grantee Training Institute for Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., February 9-12, 1995.

Presenter, "Religious Commitment and Well-Being in the Life Course of College-Educated Young Adults." Presented at the Annual Meetings of the Society for the Scientific Study of Religion and the Religious Research Association, Albuquerque, New Mexico, November 4-6, 1994.

Invited Workshop, "Targeting Groups and Tailoring Strategies to Reduce Students' Misperceptions of Alcohol and Other Drug Norms." Presented at the National Meeting on Alcohol and Other Drug Prevention in Higher Education ("Campus Norms: New Perspectives"), U.S. Department of Education, Washington, DC, September 29-October 2, 1994. (This workshop was subsequently chosen by conference participants as one of the seven best presentations from among the 55 workshops originally selected for this national meeting and he was invited to give a special "encore" presentation of the workshop on the final day of the conference.)

Invited Keynote Address, "The Future of Research and Intervention Programs on Drug Norm Misperceptions: What We Know and Where We Should Be Headed," presented to an audience of about 1,000 college and university administrators, counselors, health educators and researchers at the National Meeting on Alcohol and Other Drug Prevention in Higher Education ("Campus Norms: New Perspectives"), U.S. Department of Education, Washington, DC, September 29-October 2, 1994.

Presenter, "Gender and Family Effects on the 'Second Shift' Domestic Activity of College-Educated Young Adults" (with Debra K. DeMeis). Paper presented at the Annual Meeting of the American Sociological Association, Los Angeles, CA, August 5-9, 1994.

Presenter, "Resilience Among Children of Alcoholics in Young Adult Life Course Perspective." Paper presented for the Mental Health Group at the World Congress of the International Sociological Association, Bielefeld, Germany, July 18-23, 1994.

Invited Guest Speaker, "Reducing the 'Reign of Error' on Campus: Confronting Students Misperceptions of Alcohol and Other Drug Norms." Presented at the Networking for Healthy Choices Conference sponsored by the Leatherstocking Regional Alcohol and Other Drug Prevention College Consortium and the New York State College Health District 5, State University of New York, Oneonta, NY, June 7, 1994.

Invited Workshop, "Misperceptions and Realities of Gender Differences in Student Alcohol and Other Drug Abuse." Presented at the Networking for Healthy Choices Conference sponsored by the Leatherstocking Regional Alcohol and Other Drug Prevention College Consortium and the New York State College Health District 5, State University of New York, Oneonta, NY, June 7, 1994.

Invited Workshop, "Environmental Approaches to Prevention: Implementing Strategies for Changing Students' Misperceptions of Campus Alcohol and Other Drug Norms." Presented at the New Grantee Training Institute for Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., February 11-13, 1994.

Invited Workshop, "Misperceptions and Realities of Gender Differences in Student Alcohol and Other Drug Abuse." Presented at the New Grantee Training Institute for Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., February 11-13, 1994.

Invited Workshop, "Student Misperceptions of Peer Drug Use Norms: An Introduction to Theory and Research." Presented at the New Grantee Training Institute for Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., February 11-13, 1994.

Presenter, "Resilience Among Collegiate Children of Alcoholics." Paper presented at the Annual Meeting of the American Public Health Association, San Francisco, CA, October 24-28, 1993.

- Invited Panelist, Conference on "Altering Social Norms: Preventing Alcohol and Other Drug Problems through Social Marketing of Prevention on College Campuses," sponsored by the U.S. Department of Education (Fund for the Improvement of Post-Secondary Education) and the National Intramural-Recreational Sports Association, Charleston, South Carolina, June 5-6, 1993.
- Invited Plenary Session Speaker, "Is There Anything New Under the Prevention Sun?" Presented at the Fifth Annual Higher Education Conference of the Coalition of Alcohol and Drug Educators (Colorado, Wyoming and New Mexico), University of Northern Colorado, Greeley, Colorado, October 8-9, 1992.
- Invited Keynote Address, "The 'Reign of Error' on Campus: Student Misperceptions of Peer Drug Use Norms." Presented at the Fifth Annual Higher Education Conference of the Coalition of Alcohol and Drug Educators (Colorado, Wyoming and New Mexico), University of Northern Colorado, Greeley, Colorado, October 8-9, 1992.
- Panelist, "Author Meets Critics" session on Acts of Compassion: Helping Each Other and Helping Ourselves by Robert Wuthnow (Princeton University Press, 1991), Annual Meeting of the Association for the Sociology of Religion, Pittsburgh, August 18-20, 1992.
- Invited Workshop, "The 'Reign of Error' on Campus: Student Misperceptions of Peer Drug Use Norms" (with Michael Haines). Presented at the Annual Conference of the National Organization of Student Assistance Programs and Partners, Chicago, April 22-25, 1992.
- Organizer and Discussant for session on "Alcohol and Other Drugs: Special Risk Populations." Annual Meeting of the Southern Sociological Society, New Orleans, Louisiana, April 9-11, 1992.
- Presenter, "The Contextual Effect of Secular Norms on Religiosity as Moderator of Student Alcohol and Other Drug Use." Paper presented at the Annual Meetings of the Society for the Scientific Study of Religion and the Religious Research Association, Pittsburgh, November 8-10, 1991.
- Invited Workshop, "Time Trends and Gender Differences in Student Values and Behaviors." Presented at the Annual Conference on Alcohol and Other Drug Problems in Oregon Higher Education, Sunriver, Oregon, November 2-4, 1991.
- Invited Keynote Address, "The 'Reign of Error' on Campus: Student Misperceptions of Peer Drug Use Norms." Presented at the Annual Conference on Alcohol and Other Drug Problems in Oregon Higher Education, Sunriver, Oregon, November 2-4, 1991.
- Invited Workshop, "Changing Student Misperceptions of Drug Use Norms: Educational, Program, and Clinical Strategies" (with Alan Berkowitz and Michael Haines). Presented at the Fifth Annual Meeting of Drug Prevention Programs in Higher Education sponsored by the Office of Postsecondary Education, U.S. Department of Education, Washington, D.C., September 19-22, 1991.
- Invited Workshop, "Student Misperceptions of Peer Drug Use Norms: Exploring Causes, Consequences, and Potential Resolutions." Presented at the Fifth Annual Meeting of Drug Prevention Programs in Higher Education sponsored by the Office of Postsecondary Education, U.S. Department of Education, Washington, D.C., September 19-22, 1991.
- Presenter, "Gender Patterns in Consequences of Collegiate Alcohol Abuse: A Ten Year Study of Trends in an Undergraduate Population." Paper presented at the Annual Meeting of the American Sociological Society, Cincinnati, August 23-27, 1991.
- Presenter, "Student Religiosity and Social Justice Concerns in England and the United States: Are They Still Related?" Paper presented at a joint session of the Annual Meetings of the Society for the Study of Social Problems and the Association for the Sociology of Religion, Cincinnati, August 21-23, 1991.
- Presenter, "Collegiate Alcohol and Other Drug Use Patterns in Transition to a Pro-Enforcement Era." Paper presented at the Annual Meeting of the Southern Sociological Society, Atlanta, April 11-14, 1991.

Presenter, "Patterns and Problems of Stress-Motivated Drinking in Collegiate and Post-Collegiate Life." Paper presented at the Annual Meeting of the New York State Sociological Association, LeMoyne College, Syracuse, October 12-13, 1990.

Invited Workshop, "Student Misperceptions of Peer Drug Use Norms: Exploring Causes, Consequences, and Potential Resolutions." Presented at the national meeting on Drug Prevention Programs in Higher Education sponsored by the Office of Postsecondary Education, U.S. Department of Education, Washington, D.C., September 21-24, 1990.

Presenter, "Stress and Alcohol Abuse in Collegiate and Post-Collegiate Life." Paper presented at the International Conference on Social Stress Research, Regent's College, London, June 18-20, 1990.

Presenter, "Applying Research Findings to Campus Alcohol Education Programming" (with Alan D. Berkowitz). Presented at the New York State College Alcohol and Other Drugs Program Conference on Teamwork for Healthy Campuses, Albany, New York, April 16-17, 1990.

Chair and Discussant for research paper session on "Alcohol and Other Drugs." Annual Meetings of the Southern Sociological Society and the North Central Sociological Association, Louisville, Kentucky, March 21-25, 1990.

Invited Guest Speaker, "Campus Based Research: What are the Implications for Practitioners?" Second National Forum on Substance Abuse Issues in Higher Education, sponsored by the Network of Colleges and Universities Committed to the Elimination of Drug and Alcohol Abuse and by the Office of Educational Research and Improvement, U.S. Department of Education. Washington, D.C., November 15-17, 1989.

Discussant, Session on Churches and Social Justice, Annual Meeting of the Religious Research Association, Salt Lake City, October 27-29, 1989.

Presenter, "Gender Differences in Alcohol and Other Drug Use Among Collegians: A Ten Year Trend Study." Paper presented at the Annual Meeting of the American Public Health Association, Chicago, October 22-26, 1989.

"Gender Trends in Collegiate Alcohol Abuse." Paper presented at the Annual Meeting of the New York State Sociological Association, City College, City University of New York, New York, October 6-7, 1989.

Invited Keynote Speaker, "Perceived Norms in the College Environment as Influences Upon Student Alcohol Abuse and Other Problem Behaviors." Presented for the Vermont College Student Personnel Association, Middlebury College, Middlebury, Vermont, November 2, 1988.

Presenter, "Religious Commitment, Yuppie Values, and Well-Being in Post-Collegiate Life." Paper presented at the Annual Meeting of the Religious Research Association, Chicago, October 28-30, 1988.

Invited Guest Speaker, "Current Research and Implications for Campus Alcohol Programming" (with Alan D. Berkowitz). Presented at the Capital District Regional Alcohol Consortium Conference, Albany, New York, October 14, 1988.

Invited Guest Speaker, "What Do 'Student Involvement' and 'Campus Role Modeling' Have to Do with Collegiate Alcohol Use?" Presented at Annual Conference of the New England College Alcohol Network, Mount Holyoke College, September 28-29, 1988.

Presenter (with Alan D. Berkowitz), "Campus Involvement, Role Modeling, and Health-Related Behaviors: Are They Related?". Presented at the Annual Convention of the American College Health Association, Denver, Colorado, May 25-28, 1988.

Presenter (with Alan D. Berkowitz), "Campus Involvement, Role Modeling, and Health-Related Behaviors." Presented at the Annual Convention of the American College Personnel Association, Miami, Florida, March 20-23, 1988.

Presenter (with Alan D. Berkowitz), "Parental Alcohol Abuse and Extended Family Alcoholism as Predictors of Problem Drinking Among College Youth," Presented at the Annual Meeting of the Southern Sociological Society, Nashville, Tennessee, March 17-20, 1988.

Invited Plenary Session Speaker, "Perceived College Norms of Substance Abuse vs. Reality" (with Alan D. Berkowitz). Conference for Alcohol and Drug Prevention Programs in Higher Education sponsored by the Fund for the Improvement of Postsecondary Education, U.S. Department of Education, Washington, D.C., November 20-23, 1987.

Presenter (with Alan D. Berkowitz), "Family Alcohol Abuse and Problem Drinking Among College Youth." Presented at the Annual Meeting of the New York State Sociological Association, State University of New York at Albany, October 2-3, 1987.

Invited Guest Speaker, "Perceptions, Norms, and Behaviors" (with Alan D. Berkowitz)." Presented at the Annual Conference of the New England College Alcohol Network, Mount Holyoke College, October 1-2, 1987.

Panel speaker on "Shaping Assistance for At-Risk Populations." Panel session at the Annual Conference of the New England College Alcohol Network, Mount Holyoke College, October 1-2, 1987.

Presenter, "Recent Research on Collegiate Children of Alcoholics: Implications for Counselors and for the Design of Outreach Programs" (with Alan D. Berkowitz). Presented at the Annual Meeting of the American College Health Association, Chicago, May 27-30, 1987.

Presenter, "Familial Bereavement and Health in Adult Life Course Perspective" (with Lynne B Harris). Presented at the Annual Meeting of the Southern Sociological Society, Atlanta, April 9-12, 1987.

Organizer and Chair of paper session on "Alcohol and Drug Use Patterns." Presented at the Annual Meeting of the Southern Sociological Society, Atlanta, April 9-12, 1987.

Presenter, "Stability and Contradiction in College Students' Responses to a Drinking-Age Law Change" (with Alan D. Berkowitz). Presented at the Joint Annual Meetings of the National Association of Student Personnel Administrators and the American College Personnel Association, Chicago, March 15-18, 1987.

Presenter, "Problems and Patterns of Alcohol Use in Fraternities in Campus Perspective: Implications for Alcohol Awareness Programming" (with Alan D. Berkowitz). Presented at the Joint Annual Meetings of the National Association of Student Personnel Administrators and the American College Personnel Association, Chicago, March 15-18, 1987.

Presenter, "Research on Collegiate Children of Alcoholics: Implications for Counseling and Program Activities" (with Alan D. Berkowitz). Presented at the Joint Annual Meetings of the National Association of Student Personnel Administrators and the American College Personnel Association, Chicago, March 15-18, 1987.

Discussant, Religion and Moral Issues. Session at the Annual Meeting of the Society for the Scientific Study of Religion, Washington, D.C., November 13-16, 1986.

Discussant, Ecumenical Movements: Potentials and Limitations. Session at the Annual Meeting of the Religious Research Association, Washington, D.C., November 13-16, 1986.

Presenter, "Personality Characteristics of Male and Female Children of Alcoholics" (with Alan D. Berkowitz). Presented at the National Council on Alcoholism Annual Forum, San Francisco, April 18-21, 1986.

Presenter, "Family Drinking Environment and Intergenerational Familial Alcoholism as Predictors of Problem Drinking Among College Youth" (with Alan D. Berkowitz). Presented at the National Council on Alcoholism Annual Forum, San Francisco, April 18-21, 1986.

Presenter, "Continuity and Change in the Content of Magazines in Western Societies: An Analysis of Social Values in American, Canadian, and English Publications, 1937-79." Presented at the Annual Meeting of the

Southern Sociological Society in New Orleans, April 9-12, 1986.

Presenter, "Parental Religion and Problem Drinking as Intergenerational Predictors of Problem Drinking among College Youth." Presented at the Annual Meetings of the Religious Research Association and the Society for the Scientific Study of Religion, Savannah, Georgia, October 24-27, 1985.

Presenter, "College Students' Attitudinal and Behavioral Responses to a Drinking-Age Law Change: Stability and Contradiction in the Campus Setting" (with Alan D. Berkowitz). Presented at the Annual Meeting of the New York State Sociological Association, Rochester Institute of Technology, Rochester, New York, October 18-19, 1985.

Presenter, "Trends and Alcohol Use Patterns among Male and Female Collegians: Implications for Campus Alcohol Education Programming" (with Alan D. Berkowitz). Presented at the National Collegiate Alcohol Awareness Week Conference, New York University, New York, New York, October 17-18, 1985.

Discussant, The Changing Nature of Ecumenism: Premises, Promises, and Prospects. Session at the Annual Meeting of the Association for the Sociology of Religion, Washington, D.C., August 23-26, 1985.

Presenter, "Attitudinal and Behavioral Responses to Changes in the Legal-Drinking Age in a College Population (with Alan D. Berkowitz). Presented at the Annual Conference of the Alcohol and Drug Problems Association, Washington, D.C., August 18-21, 1985.

Presenter, "Children from Alcohol-Abusing Families as College Students: Their Drinking Patterns and Problems" (with Alan D. Berkowitz). Presented at the Annual Meeting of the American College Health Association, Washington, D.C., May 29 - June 1, 1985.

Presenter, "Conceptual and Methodological Difficulties in Defining Problem Drinking among College Students: Research Findings from an Extensive Campus Survey" (with Alan D. Berkowitz). Presented at the Annual Meeting of the American College Health Association, Washington, D.C., May 29 - June 1, 1985.

Presenter, "Problem Drinking among College Students: A Review of Recent Research" (with Alan D. Berkowitz). Presented at the Annual Meeting of the American College Health Association, Washington, D.C., May 29 - June 1, 1985.

Presenter, "Gender Differences in Student Values in England and the United States" (with James L. Spates). Presented at the Annual Meeting of the Southern Sociological Society, Charlotte, North Carolina, April 10-13, 1985.

Presenter, "Male and Female Drinking Patterns in the College Setting: Longitudinal and Developmental Trends" (with Alan Berkowitz). Presented at the American College Personnel Conference, Boston, Massachusetts, March 24-27, 1985.

Presenter, "Using Student Alcohol Surveys: Notes on Clinical and Educational Program Applications." Presented at the Annual Meeting of the American Sociological Association, San Antonio, Texas, August 27-31, 1984.

Organizer and Chair, Conducting Alcohol and Drug Surveys in Student Populations: Potential Uses and Methodological Concerns. Discussion session at the Annual Meeting of the American Sociological Association, San Antonio, Texas, August 27-31, 1984.

Presenter, "Alcohol on the College Campus: An Overview of Recent Studies and Research" (with Alan Berkowitz). Program presentation at the Annual Conference of the College Student Personnel Association of New York State, Silver Bay, New York, October 3-5, 1983.

Presenter, "Religious Identification and the Perception of Others as Determinants of Alcohol and Drug Use among College Students." Presented at the Annual Meeting of the Association for the Sociology of Religion, Detroit, Michigan, August 28-30, 1983.

- Presenter, "Mirror Images? Three Analyses of Value Patterns in England and the United States" (with James L. Spates). Presented at the Annual Meetings of the Southern Sociological Society, Atlanta, Georgia, April 6-9, 1983.
- Presenter, "Alcohol Surveys and Their Use" (with Alan Berkowitz). Presented at the Conference on Alcohol and Substance Use on the College Campus, Hobart and William Smith Colleges, Geneva, New York, January 27-29, 1983.
- Presenter, "Patterns of Student Drinking: Implications for Campus Programming" (with Alan Berkowitz). Presented at the Conference on Alcohol and Substance Use on the College Campus, Hobart and William Smith Colleges, Geneva, New York, January 27-29, 1983.
- Presenter, "Religiosity as Opiate or Prophetic Stimulant among Students in England and the United States." Presented at the Annual Meeting of the Society for the Scientific Study of Religion, Providence, Rhode Island, October 21-24, 1982.
- Presenter, "Religiosity in the Popular Press: A Content Analysis of American, British, and Canadian Publications from 1937 to 1979." Presented at the Annual Meeting of the Association for the Sociology of Religion, Providence, Rhode Island, October 21-24, 1982.
- Discussant, Aging and the Life Course. Session at the Annual Meeting of the New York State Sociological Association, Hobart and William Smith Colleges, Geneva, New York, October 15-16, 1982.
- Presenter, "Psychological Stress among Farm Women" (with Alan Berkowitz and Dalva Hedlund). Presented at the National Conference on Social Stress Research, University of New Hampshire, October 11-12, 1982.
- Presenter, "Perceiving the Community Norms of Alcohol Use: Implications for Campus Alcohol Education Programming" (with Alan Berkowitz). Presented at the National Council on Alcoholism Forum, Washington, D.C., April 2-5, 1982.
- Discussant, Sociology of Communication and Language. Session at the Annual Meeting of the New York State Sociological Association, State University of New York at Oswego, October 9-10, 1981.
- Discussant, The Moral Majority. Session at the Annual Meeting of the Association for the Sociology of Religion, Toronto, Ontario, August 21-24, 1981.
- Presenter, "Identification with Organized Religion as Opiate of Prophetic Stimulant: Assessments of Social Justice in England and the United States." Presented at the Annual Meeting of the Association for the Sociology of Religion, Toronto, Ontario, August 21-24, 1981.
- Presenter, "The Achievement Orientation: An Analysis of the Effects of Class and Nationality in Britain and America" (with James L. Spates). Presented at the Annual Meetings of the Southern Sociological Society, Louisville, Kentucky, April 8-11, 1981.
- Discussant, The Life Cycle. Session at the Annual Meeting of the New York State Sociological Association, Syracuse University, October 16-17, 1980.
- Presenter, "British and American Student Values in Comparative Perspective: An Empirical Analysis" (with James L. Spates). Presented at the Annual Meetings of the Southern Sociological Society, Knoxville, Tennessee, March 26-29, 1980.
- Presenter, "Social Institutions and Alienation in England and the United States" (with Wendell Bell). Presented at the 18th Annual Convention of the International Studies Association, St. Louis, Missouri, March 16-20, 1977.

Consulting Specialist Activities

Consultant, University of Pittsburgh at Bradford, training for administrators, counselors, and student health services staff on theory and implementation of the social norms approach to reducing risk behaviors and promoting health among college students, July 24, 2014.

Consultant, Twin County Recovery Services, Hudson, New York, advising in creating and implementing a social norms media campaign to reduce substance abuse at Hunter-Tannersville Middle and High Schools, 2014.

Consultant, International Center for Alcohol Policies, Washington, DC, evaluating research and advising on the creation of an online Alcohol Education Guide for Reducing Underage and other Harmful Drinking, 2014.

Evaluation Consultant, Finger Lakes Community College, Canandaigua, New York providing data analysis of local results of National College Health Assessment Survey in longitudinal assessment of social norms intervention, 2013.

Review Panel Member, New York Registry of Evidence-Based Programs and Practices, Office of Alcoholism & Substance Abuse Services, New York State, 2010-2012.

Consultant, Children, Families and Learning, Croydon Schools (Greater London Borough), Croydon, Surrey, United Kingdom, consulting with local agency staff and school staff of schools throughout the Greater London Borough of Croydon regarding the administration of the Survey of Bullying at Your School and the use of survey data in a social norms approach to reducing bullying, 2010-2012.

Evaluation Consultant, Finger Lakes Community College, Canandaigua, New York providing data analysis of local results of National College Health Assessment Survey in longitudinal assessment of social norms intervention, 2011.

Advisory Board Member, National Social Norms Institute, University of Virginia, Charlottesville, Virginia, 2008-present.

Consultant to State University of New York at Albany health service and peer education staff, Albany, New York, providing guidance on program strategies, providing assistance interpreting and integrating NCHA Survey data on student drinking patterns in a social norms approach to alcohol abuse prevention, constructing customized student survey instruments, and creating scored survey data base files, 2005-2010.

Evaluation Consultant, Finger Lakes Community College, Canandaigua, New York providing data analysis of local results of National College Health Assessment Survey in longitudinal assessment of social norms intervention, 2008-09.

Expert Commentator for My Student Body (www.mystudentbody.com student health education web site available nationally for colleges and universities) providing occasional commentaries on alcohol use for student questions in the “Ask the Experts” series, 2008-09.

Consultant, Siena College, Loudonville, New York, on implementing and evaluating a Social Norms Approach to Substance Abuse Prevention and Health Promotion for student life and health services staff, 2006-09.

Consultant, King Philip Regional School District, Wrentham, Massachusetts, on implementing and evaluating a Social Norms Approach to Student Risk Prevention and Health Promotion for administrators, counselors, and student health services staff, August 12, 2009.

Review Panel Member for the National Institute on Alcohol Abuse and Alcoholism Special Emphasis Panel for Alcohol Education Project grant applications, National Institute of Health, Bethesda, Maryland, July 26, 2007.

Lead Consultant, American Camping Association—New York, providing training in the social norms model, assistance in project design and evaluation assessment for a project to reduce alcohol misuse and related problems and reinforce healthy behavior among summer camp campers and counselors, 2006-07.

Consultant, Catalina School District, Tucson, Arizona, Social Norms Project to assess and reduce substance abuse in middle and high schools, 2006-07.

Consultant, Center for Addictions Studies, Rowan University, and the New Jersey Department of Education, Social Norms Project to reduce substance abuse in high schools and bullying and intimidation in middle schools, 2005-07.

Consultant to University of Virginia providing strategies for merging and assessing annual survey data on student drinking patterns in evaluations of program impact (provided for health service staff), Office of Health Promotion, UVA, Charlottesville, VA, 2005-06.

Evaluation Consultant, New Jersey Higher Education Consortium's Social Norms Project on Alcohol and Other Drug Prevention, Center for Addictions Studies, Rowan University, Glassboro, NJ, 2000-06.

Researcher and Evaluation Consultant, The Canadian Centre for Social Norms Research (a division of the Student Life Education Company), Toronto, Ontario, Canada. Designing and conducting survey research collecting data for social norms interventions and evaluating drinking patterns among Canadian college and universities students attending ten colleges and universities throughout Canada, , 2002-06.

Consultant to Michigan State University, providing strategies for interpreting and integrating NCHA Survey data on student drinking patterns in a social norms approach to alcohol abuse prevention (provided for health service staff), Health Education, Olin Health Center, MSU, East Lansing, Michigan, 2005.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms and for implementing a school-wide social norms approach to substance abuse prevention and health promotion for faculty and staff at the Brebeuf Jesuit Preparatory School, Indianapolis, IN, August 12-13, 2004.

Lead Consultant to Montana Social Norms Project, Montana State University, Bozeman, Montana providing methodological advice on survey construction, data analyses, program message development, and project impact evaluation for social norms initiatives to reduce drinking and driving and tobacco use among adolescents and young adults in Montana (Jeff Linkenbach, Project Director, Montana State University, Bozeman, Montana), 1997-2004.

Consultant to Planned Parenthood of New York City assisting in the implementation and assessment design of a social norms approach in projects to delay the initiation of sexual activity among Latino middle school youth and reinforce positive parenting norms among Latino parents of teens in New York City, 2003-04.

Consultant to Valley Partnership of Aspen Colorado for the design of school and community survey research on substance abuse and other risk behaviors in secondary schools and community settings, 2003.

Review Panel Member for the National Institute on Alcohol Abuse and Alcoholism Special Emphasis Panel on grant applications for research on Alcohol-Related Problems among College Students: Epidemiology and Prevention, National Institute of Health, Bethesda, Maryland, April 3, 2003.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, University of Kentucky, Lexington, Kentucky, August 19, 2002.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Center for Alcohol and Related Issues Education, Baldwin-Wallace College, Berea, Ohio, August 15, 2002.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, State University of New York at Cortland, Cortland, New York, August 6, 2002.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, Rockford College, Rockford, Illinois, July 9, 2002.

- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, Carroll College, Waukesha, Wisconsin, July 8, 2002.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, Linfield College, Linfield, Oregon, July 1, 2002.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Student Health and Counseling Services, Goucher College, Towson, Maryland, June 21, 2002.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms among student-athletes, Athletics Department, Eastern Connecticut State University, Connecticut, June 20, 2002.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms, Nebraska Wesleyan University, Lincoln, Nebraska, June 6, 2002.
- Review Panel Member for the National Institute on Alcohol Abuse and Alcoholism Special Emphasis Panel on grant applications for research on Alcohol-Related Problems among College Students: Epidemiology and Prevention, National Institute of Health, Bethesda, Maryland, May 1-2, 2002.
- Consultant providing strategies for interpreting and integrating Core Survey data on student drinking patterns in a social norms approach to substance abuse prevention (provided for administrators and health service staff) and on using social norms approaches in promoting health among athletes (for the coaches and other athletic department staff), Susquehanna University, Selinsgrove, Pennsylvania, April 18, 2002.
- Advisory Board, Social Norms Marketing to Reduce High Risk Drinking (National Institute of Health grant funded research project), Health and Human Development Programs, Educational Development Center, Newton, MA, 1999-2001.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms, Health Promotion, University of Arizona, Tucson, Arizona, January 25, 2002.
- Consultant on implementing a Social Norms Approach to Substance Abuse Prevention and Health Promotion for student life and health services staff at Dartmouth College, Hanover, New Hampshire, December 10-11, 2001.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms, Wellness Center, University of Hartford, West Hartford, Connecticut, November 16, 2001.
- Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms, Elizabethtown College and Elizabethtown Area High School, Elizabethtown, Pennsylvania, November 12, 2001.
- Review Group Consultant for the Higher Education Center for Alcohol and Other Drug Prevention, advising the Center on assessment and establishing future directions for Center initiatives sponsored by the U.S. Department of Education, 1997-2001.
- Consultant providing expert assessment of school survey data on student substance use patterns and applications to social norms interventions for the Office of Student Services, School District of Waukesha, Wisconsin, May 21-22, 2001.
- Consultant providing expert assessment of Core Survey data on student alcohol and other drug use patterns and applications to social norms interventions for colleges and universities of the Illinois Higher Education Prevention Project sponsored by the Office of Safety Programs of Eastern Illinois University, Champaign, Illinois, May 3-4, 2001.
- Outside Consultant specialist in sociology for Overseers Visiting Committee evaluating and advising the Sociology Department of Colby College, Waterville, Maine, February, 11-13, 2001.

Consultant providing expert assessment of over-time Core Survey data collected on student drinking patterns at Miami University, Oxford, Ohio, February 5-6, 2001.

Consultant providing expert assessment of Core Survey data on student alcohol and other drug use patterns at Herkimer County Community College, Herkimer, New York, January 19, 2001.

Consultant for installation and use of Campus Factoids™ software for the promotion of positive social norms, Department of Athletics, University of Arizona, Tucson, Arizona, November 3-5, 2001.

Consultant on implementing a Social Norms Approach to Substance Abuse Prevention and Health Promotion for student life and health services staff at the University of Vermont, Burlington, Vermont, October 30, 2000.

Consultant on implementing electronic media for use in a social norms approach to substance abuse prevention, George Mason University, Fairfax, Virginia, October 4, 2000.

Consultant, "Implementation of Screen Saver Programs for Social Norms Media Campaigns," New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College and Ramapo College of New Jersey, April 6-7, 2000.

Consultant on developing electronic media for use in a social norms approach to substance abuse prevention, Shippensburg University, Shippensburg, Pennsylvania, March 24, 2000.

Consultant on developing electronic media for use in a social norms approach to substance abuse prevention, Elizabethtown College, Elizabethtown, Pennsylvania, March 23, 2000.

Consultant on Social Norms Approaches to Substance Abuse Prevention for the Educational Services Division of Franklin and Marshall College, March 21, 2000.

Panel Consultant/Contributing Author, Panel on College Student Drinking, Prevention and Treatment, National Institute of Alcoholism and Alcohol Abuse, Bethesda, Maryland, February 8-9, 1999.

Consultant/Workshops, "Research: Surveys and the Data" and "Using Electronic Media in a Social Norms Program," Millersville University, Millersville, Pennsylvania, November 11, 1999.

Panel Consultant/Contributing Author, Panels on Causes and Consequences and Prevention of College Student Drinking, National Institute of Alcoholism and Alcohol Abuse, Bethesda, Maryland, October 11-12, 1999.

Consultant and Workshop Leader, Part I: Misperceptions of Alcohol and Other Drug Norms on Campuses Nationwide and at Reed College; Part II: Developing a Social Norms Approach to Prevention through Reducing Misperceptions. Reed College, Portland, Oregon, January 22-23, 1999.

Member of Core Survey Methods Panel of Experts convened to assist in the design of a research initiative to administer the Core Alcohol and Drug Survey to a nationwide probability sample of college students. Meeting sponsored by the U.S. Department of Education, Washington, DC, January 19-20, 1999.

Consortium Consultant and Workshop Leader, "Using the 'Alcohol and Other Drug Norms Survey' Data in Local Campus Prevention Campaigns" (full-day workshop with project directors and prevention staff of New Jersey consortium colleges and universities), sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, August 27, 1998.

Consortium Consultant and Workshop Leader, "Reducing Student's Misperceptions of Peer AOD Norms: Implementing a Prevention Campaign" (full-day workshop with project directors and prevention staff of New Jersey colleges and universities), sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, November 12, 1997.

Center Associate, The Higher Education Center for Alcohol and Other Drug Prevention, consulting on programs and

publications of the Center sponsored by the U.S. Department of Education, Fund for the Improvement of Post-Secondary Education, 1996-97.

Consortium Consultant and Workshop Leader, "Evaluation Strategies for Prevention Programs in Higher Education" (full-day workshop with individual consultations for deans, faculty, counseling psychologists, residence life administrators and health educators of New Jersey colleges and universities), sponsored by the New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, Brookdale Community College, Lincroft, New Jersey, April 11, 1997.

Conference Consultant, Technical Assistance Meeting for Grantee Institutions of Higher Education in the "A Matter of Degree" Program to reduce college binge drinking sponsored by the American Medical Association and the Robert Wood Johnson Foundation, Wilmington, Delaware, November 14-15, 1996.

Consultant for "A Collaborative Plan to Reduce Irresponsible Drinking at the University of Delaware," Newark, Delaware, November 12-13, 1996.

Consultant and Workshop Leader, "Using Core Alcohol and Drug Survey Data: Assessment and Planning Prevention Strategies," South Bay and Peninsula College and University Consortium Meeting of Alcohol and Other Drug Educators, San Francisco, California, May 5-6, 1996.

Consultant for developing intervention strategies and measurement techniques to address student misperceptions of alcohol and other drug norms, Substance Abuse Prevention Project, Office of Student Affairs, Syracuse University, Syracuse, New York, January, 1995 and August, 1996.

Consultant, Program Outcome and Analysis Grantee Meetings, Drug Prevention Program, Fund for the Improvement of Post-Secondary Education, U.S. Department of Education, Panel convened to evaluate the findings of Analysis Projects funded to assess the impact of drug programs in higher education, Washington, DC, 1995.

Key Consultant, "Capturing and Analyzing Data on Student Misperception of Substance Abuse," Analysis Grant Project to design a nationally applicable survey assessment instrument sponsored by the Drug Prevention Program, Fund for the Improvement of Postsecondary Education, U.S. Department of Education, 1994-96.

Consultant, Drug Prevention Program, Fund for the Improvement of Higher Education, U.S. Department of Education, Working Group on identifying strategies for national agenda of drug prevention programs in colleges and universities, 1994.

Invited Panel Participant, U.S. Dept. of Education, Fund for the Improvement of Higher Education, Drug Prevention Program, Working Group Meeting on "Students' Misperceptions of Peer Drug Norms: Moving Theory into Action." The meeting was convened to consider Perkins' FIPSE sponsored theory paper on normative misperceptions, other recent work on the topic, and how the theory can be applied in substance abuse prevention programs nationally. Washington, DC, January 6, 1994.

Invited Expert Testimony for Senate Public Hearing in Washington, DC for the Commission on Substance Abuse at Colleges and Universities, sponsored by the Center on Addiction and Substance Abuse of Columbia University, June 21, 1993.

Special Review Committee Member for the National Institute of Drug Abuse and the U.S. Alcohol, Drug Abuse, Mental Health Administration. This committee conducted a site evaluation visit at the Center for Prevention Research, University of Kentucky, Lexington, KY, March 19-20, 1992.

Evaluation Specialist and Consultant, Skills Training for Education and the Prevention of Substance Abuse, Project of Hobart and William Smith Colleges funded by the State of New York, Task Force on Integrated Projects for Youth and Chemical Dependency, 1988-91.

Evaluation Specialist and Consultant, Cooperative Science and Mathematics Institute for Secondary Teachers, Hobart and William Smith Colleges. Sponsored by the New York State Education Department, Summer, 1989.

Invited Participant, New York State Planning Conference sponsored by the Division on Alcoholism and Alcohol

Abuse and the Research Institute on Alcoholism (convened to establish research objectives in the state for the development of a five year plan), June, 1988.

Postdoctoral Study Awards and Research Grants

Project Director (with David W. Craig), U.S. Air Force, "Implementing and Assessing the Effectiveness of a U.S. Air Force Social Norms Intervention to Reduce Alcohol Abuse", USAF grant through the USDA to Kansas State University and Hobart and William Smith Colleges (\$222,335). Project designed, implemented, and demonstrated effectiveness of a social norms marketing intervention targeting Airmen age 18-24 at eight US Air Force bases located in the US and at international sites, 2011-2014.

Project Co-Director (with David W. Craig), U.S. Department of Education, Safe and Drug-Free Schools Program Grant (\$95,500), "Model Programs in Higher Education" grant recognizing and rewarding the Hobart and William Smith Alcohol Education Project as a program with demonstrated effectiveness in prevention of abuse among college students at Hobart and William Smith. Funding supports the continuation and enhancement of "Most Valuable Players – A Project Reinforcing Positive Norms, Correcting Misperceptions, and Reducing High Risk Drinking among Student-Athletes" and its dissemination to other colleges and universities, 2005-2007.

Project Co-Director (with David W. Craig), U.S. Department of Education, Safe and Drug-Free Schools Program Grant (\$250,104), for development and implementation of "Most Valuable Players – A Project Reinforcing Positive Norms, Correcting Misperceptions, and Reducing High Risk Drinking among Student-Athletes" at Hobart and William Smith Colleges, 2001-2004.

Project Director, U.S. Department of Education, Safe and Drug-Free Schools Program Grant (\$75,944), "Model Programs in Higher Education" grant recognizing and rewarding the Hobart and William Smith Alcohol Education Project as a program with demonstrated effectiveness in prevention of abuse among college students at Hobart and William Smith. Funding supports the continuation and enhancement of Project initiatives and the dissemination of strategies to other colleges and universities, 1999-2001.

Project Director, "Forgiveness, Health and Well-Being in the Lives of Post-Collegiate Young Adults." Campaign for Forgiveness Research Grant (\$124,976), John Templeton Foundation, 1998-2001.

Project Director, U.S. Department of Education, Safe and Drug-Free Schools Program Grant (\$22,681), for preparing a report "Disseminating Strategy and Results of a Theory-Based Program to Prevent Student Alcohol Abuse by Reducing Misperceived Norms," 1998-2000.

Project Director, U.S. Department of Education, Fund for the Improvement of Secondary Education, Drug and Violence Prevention Program Grant (\$63,953), for development and implementation of a program for "Reducing Misperceptions and Raising Curricular Interest about Drinking and Other Drug Use and Violence on Campus" at Hobart and William Smith Colleges, 1996-98.

Project Director, Christopher D. Smithers Foundation Grant (\$8,000) supporting Curriculum and Prevention Program Development and Professional Presentations on Alcohol Education and Collegiate Alcohol Abuse, 1997.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$12,000) supporting program development and professional presentations on "Alcohol Education and Collegiate Alcohol Abuse", 1996.

Grant Preparation Collaborator and Key Consultant, "Analysis Grant: Capturing and Analyzing Data on Student Misperception of Substance Abuse" (project directed by Dr. Philip Meilman, College of William and Mary). Drug Prevention Program Grant (\$137,664), Fund for the Improvement of Postsecondary Education, U.S. Department of Education, to design a nationally applicable survey assessment instrument, 1994-96.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$8,000) supporting program development and professional presentations on "Alcohol Education and Collegiate Alcohol Abuse", 1995.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$14,700) supporting program development and professional presentations on "Alcohol Problems in the Collegiate and

Post-Collegiate Years of Young Adults", 1994.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$15,500) continuing support of research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults", 1993.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$11,500) continuing support of research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults", 1992.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$11,300) continuing support of research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults", 1991.

Hobart and William Smith Summer Research Grant (\$900) supporting continuation of survey research on "Alcohol Use and Abuse in the Post-Collegiate Years," 1991.

Project Director, U.S. Department of Education, Fund for the Improvement of Secondary Education, Drug Prevention Program Grant (\$14,904), for development and presentation of paper on "Drug Abuse Prevention in Higher Education Based on Attribution Theory and Peer Norm Perception Theory," 1990-91.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$10,000) continuing support of research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults", 1990.

Project Director, Christopher D. Smithers Foundation Grant (\$10,000) continuing support of research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults," 1989.

Project Director, Christopher D. Smithers Foundation Grant (\$9,300) supporting research and presentations on "Alcohol Problems in the Collegiate and Post-Collegiate Years of Young Adults," 1988.

Hobart and William Smith Summer Research Grant (\$1,300) supporting continuation of survey research on "Alcohol Use and Abuse in the Post-Collegiate Years," 1987.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$9,600) supporting "Educational Presentations on Collegiate Alcohol Problems for Public and Professional Audiences," 1986-87.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$50,000) for continuation of 1982-84 alcohol abuse project activities , 1984-85.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$35,500) for an ongoing research and education project on alcohol abuse among college students (see 1983-84 below). This grant supported the continuation of educational and counseling services and additional research focusing on family relationships and legal influences in 1983-84.

Project Co-Director (with Alan D. Berkowitz), Christopher D. Smithers Foundation Grant (\$29,240) for a project designing educational programs and conducting research on alcohol abuse among college students. This grant supported curriculum development and counseling services at Hobart and William Smith Colleges and an extensive survey research project on attitudes, behaviors, and perceptions of norms with regard to alcohol consumption in the college setting in 1982-83.

Special Junior Faculty Sabbatical Leave Award for research on the social psychology of the life course, Hobart and William Smith Colleges. Fall, 1981.

Hobart and William Smith Summer Research Grant Recipient for research on "British and American Values in Comparative Perspective: A Theoretical and Empirical Perspective" (with James L. Spates), Hobart and William Smith Colleges. Summer, 1980.

Institute Scholar Fellowship, "Life-Span Human Development: Interdisciplinary Perspectives," Center for Advanced Study in the Behavioral Sciences, Stanford, California (sponsored jointly by the Center and the Social Science Research Council). Summer, 1980.

Other Postdoctoral Study

Council on International Educational Exchange, Faculty Development Seminar, "Northern Ireland: Images of a Divided Society," University of Ulster, Coleraine, Northern Ireland, November 21-27, 1993.

American Sociological Association Teaching Workshop Participant, "Teaching About Substance Abuse and Prevention Efforts," Washington, D.C., October 19-21, 1989.

New England Educational Institute Summer Symposium Participant, "Clinical Approaches to Alcohol and Drug Abuse" (15 CE credit hours) conducted by Roger Weiss, M.D., August, 1989.

New England Educational Institute Summer Symposium Participant, "Adult Development: Reality or Fantasy" (15 CE credit hours) conducted by Dr. George Vaillant, July, 1988.

Predoctoral Fellowships, Training, Research Awards

Roothbert Fellow, Roothbert Fund, New York, New York (graduate fellowship awarded for concern with values in higher education), 1977-78.

Assistant in Research, Department of Sociology, Yale University, Summer 1976.

Comparative Sociology Program Fellowship, Yale University, (sponsored comparative research in England and the United States), 1975.

Assistant in Research, Institution of Social and Policy Studies, Yale University, Summer 1974.

U.S. Public Health Service Fellowship, Center for Health Services Research, Yale University (provided interdisciplinary graduate training in fields related to health care and community health problems), 1974-76.

Alcohol Dependency Unit Counselor (trainee program field experience), Out-Patient Clinic of the Connecticut Department of Mental Health, New Haven, Connecticut, 1973-74.

Service for Professional Associations and Academic Journals

Journal of College Student Psychotherapy, editorial board, 2011-present.

American Sociological Association, Section on the Sociology of Religion, Book Award Committee, 2004.

Association for the Sociology of Religion

Executive Council Member, 1993-1996.

Program Chair, Annual Meeting (Pittsburgh, PA), 1992;

Finance Committee, 1983-85;

Southern Sociological Society

Program Committee, 1992 Annual Meeting (New Orleans, LA).

Journal Manuscript Reviewer

Addictions, 1994;

Addictive Behaviors, 2007;

Alcohol and Alcoholism, 2008;

American Journal of Political Science, 1981;

Group Processes & Intergroup Relations, 2010;

Health Communication, 2011

Journal for the Scientific Study of Religion, 1985, 1988, 1990-93, 1997, 2004;

Journal of Alcohol and Drug Education, 1992-94;

Journal of Applied Social Psychology, 2001, 2002;

Journal of Counseling and Clinical Psychology, 2006;

Journal of Drug Issues, 2007;

Journal of Health Communications, 2006, 2008-2010;

Journal of Research on Adolescence, 2004;

Journal of Studies on Alcohol, 1994, 1996-2001, 2004-2007, 2009;

Journal of Studies on Alcohol and Drugs, 2010-12, 2014;

Journal of Urban Health, 2007;

Nicotine and Tobacco Research, 2005-2006;

Preventive Medicine, 2014;

Psychological Reports, 2001;

Psychology of Addictive Behaviors, 2001, 2003, 2004, 2008, 2011, 2013;

Psychology, Health & Medicine, 2015.

Psychology of Religion and Spirituality, 2011;

Public Health Nutrition, 2011, 2012;

Review of Religious Research, 1984, 2008, 2009;

Social Science and Medicine, 2005;

Sociological Inquiry, 1984, 2002;

Sociology of Religion (formerly Sociological Analysis), 1985, 1987, 1993-95, 1998-2000;

Social Influence, 2007;

Social and Personality Psychology Compass, 2007;

Social Science Quarterly Review, 1988;

Sociological Focus, 1991;

Sociological Spectrum, 1995, 2014.

Ordained Minister, Christian Church (Disciples), 1975-present

Commission on the Ministry, Northeastern Association of Christian Churches, 1976-78.

New York State Council of Churches, Higher Education Committee, 1983-1985.

Western New York Area Commission on the Ministry, Northeastern Region, 2011-present (Chair 2011-12).