Explore How to Change Social Norms
Discover the Relationship between Social Norms and Violence

CDC invites you to explore social norms—what they are and how they can be used to promote positive health and well-being.

This new social norms resource shows how attitudes, beliefs, and behaviors based in misperception can create risk for violence.

Learn more about these steps to start your social norms campaign:

1. Define the problem.
2. Collect data and identify social norms.
3. Develop a strategy.
4. Develop and test messages and materials.
5. Disseminate messages and materials.
6. Monitor activities and evaluate outcomes

Learn More

- CDC: Violence Prevention
- VetoViolence: Stopping Violence Before It Starts

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CDC Vitalsigns

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