Announcement for Two Summer Internships: 
University at Albany 
Counseling and Psychological Services (CAPS) 
Social Norms Campaign Assistant Coordinators

Organization: University at Albany Counseling and Psychological Services, 400 Patroon Creek Blvd., Suite 104 Albany, NY 12206

Mentor: Brian M. Freidenberg, Ph.D., MSW Staff Psychologist, Addictive Behaviors Specialist 518-442-5800, bfreidenberg@albany.edu

Positions Available: 2 Positions

Academic Credits: 3 and 6 credits are available

Prerequisites: Graduate student or at minimum Junior status by end of current academic year

Application Deadline: Friday March 24, 2017

To Apply: Send cover letter and resume or CV to bfreidenberg@albany.edu

Project Description:

Background and Goals

This ongoing project is a macro-level health awareness campaign which will continue during the summer of this year. The project is called the Social Norms Campaign. Each spring, University at Albany Counseling and Psychological Services surveys students to learn about their behavior, as well as their perceptions of peer behavior. That data is then analyzed to assess reported behaviors and perceptions about peers. It is important to learn about perceptions given that research has shown that perceptions of peer behavior influence personal behavior.

Actual data on behaviors that are misperceived are presented to students in the form of messages throughout the summer and the following academic year. The messages are shared with students through posters, alcohol prevention awareness events, guest lectures, social media, and giveaways. The following spring, we survey students again to assess personal behavior and perceptions of peer behavior and to determine if there are variables where there are statistically significant differences between students who high report exposure to the campaign and students who report low exposure to the campaign. The goal of the project is to first raise student awareness of how normative healthy behaviors are so that student perceptions of peer behavior are more accurate. Given a change in perceptions, an increase in healthy behaviors by students should follow. Research on
using this campaign has shown such effects at other colleges and universities and we have seen similar results at UAlbany.

**Student's Role**

The Social Norms Campaign provides an excellent opportunity for students to develop leadership skills and explore interests in social marketing, health promotion, research, program planning, and public health. The Social Norms Campaign Internship positions are designed to give students practical experiences in health promotion while under the supervision of a University at Albany CAPS Licensed Psychologist, who also holds an MSW and is an Addictive Behaviors Specialist.

The Social Norms Campaign targets the general student population (“General Campaign”), as well as a specific sub-population – incoming students (“First Year Student Campaign”). This specific population has been found to have an elevated risk for certain health problems, such as those related to substance use. Interns will coordinate each campaign and be involved in the analysis of the effectiveness of the campaigns.

The interns will have responsibilities on a team that delivers multiple educational programs during new student summer orientation. The team is comprised of CAPS psychologists and on-site graduate students. Part of the program involves education that challenges misperceptions that incoming students may have about college student health.

Interns will be trained in SPSS and will be involved in data entry and data analysis.

The interns will work with external vendors to facilitate the creation and printing of campaign posters; order advertisements and promotional items; and coordinate the dissemination of campaign materials and programming. The interns will have the option of co-facilitating public presentations with Dr. Freidenberg. Interns may also assist in the planning and promotion of additional alcohol and other drug awareness programs that are scheduled to take place during the academic year.

Interns will be involved in assisting with the development of this year’s campaign. The interns will help select campaign messages and poster design, and propose new directions for the campaign.

**Expected Student Outcomes and Deliverables**

- Gain valuable experience in health promotion, public health, and program planning
- Become an expert in the social norms approach and serve as a leader and role model to others assisting with the campaign
- Network with UAlbany faculty, staff, and health professionals as a staff member of CAPS
- Gain valuable expertise in understanding systems and politics within and among systems
- Have an opportunity to contribute significantly to the growth and success of UAlbany’s ongoing Social Norms Campaign

**Project Duration and Scheduling Considerations**

Internships will take place after the spring semester, during a 12-week term beginning in May or June so that the interns will meet their goals for course credit. Scheduling is flexible. The positions call for students who can work a **20-hour** work week, yet those who are interested in 6 credits can work a **40-hour** work week.