

# Norms and Their Relationship to Behavior in Worksite Settings: An Application of the Jackson Return Potential Model

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**Objectives:** To measure health norms and assess their influence on behavior among 2541 employees in 16 manufacturing worksites using an adapted Jackson's Return Potential Model (RPM). **Methods:** Worksite-level norm intensity, crystallization, and normative power were calculated for several behaviors; linear regression analyses tested whether normative power was related to each health behavior. **Results:** Norms about safe work practices and smoking were most intense;

norms about safe work practices were most crystallized. Safe work practices and smoking held the highest normative power; healthy eating held the least normative power. **Conclusions:** Comparing norm characteristics across health behaviors leads to important leverage points for intervening to influence norms and improve worker health.

**Key words:** health norms, worksite health, health promotion, occupational health

*Am J Health Behav.* 2005;29(3):258-268

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