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We are honored to share it in the spirit of improving community health.

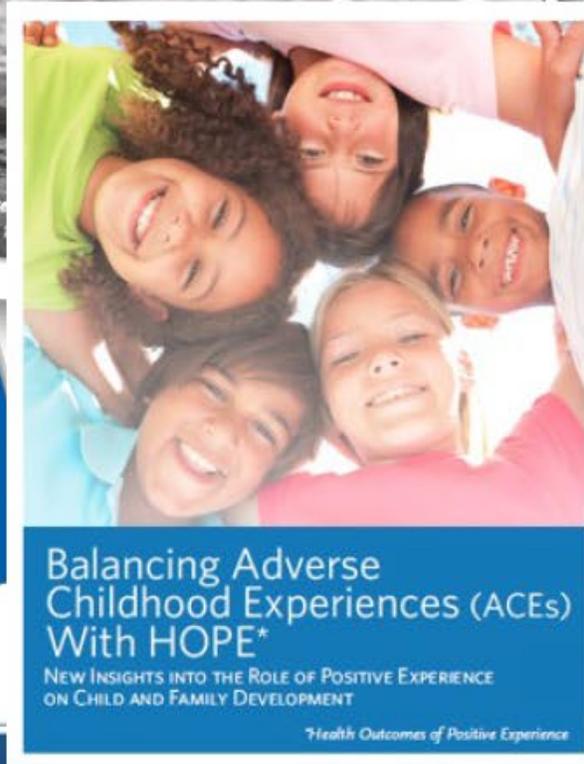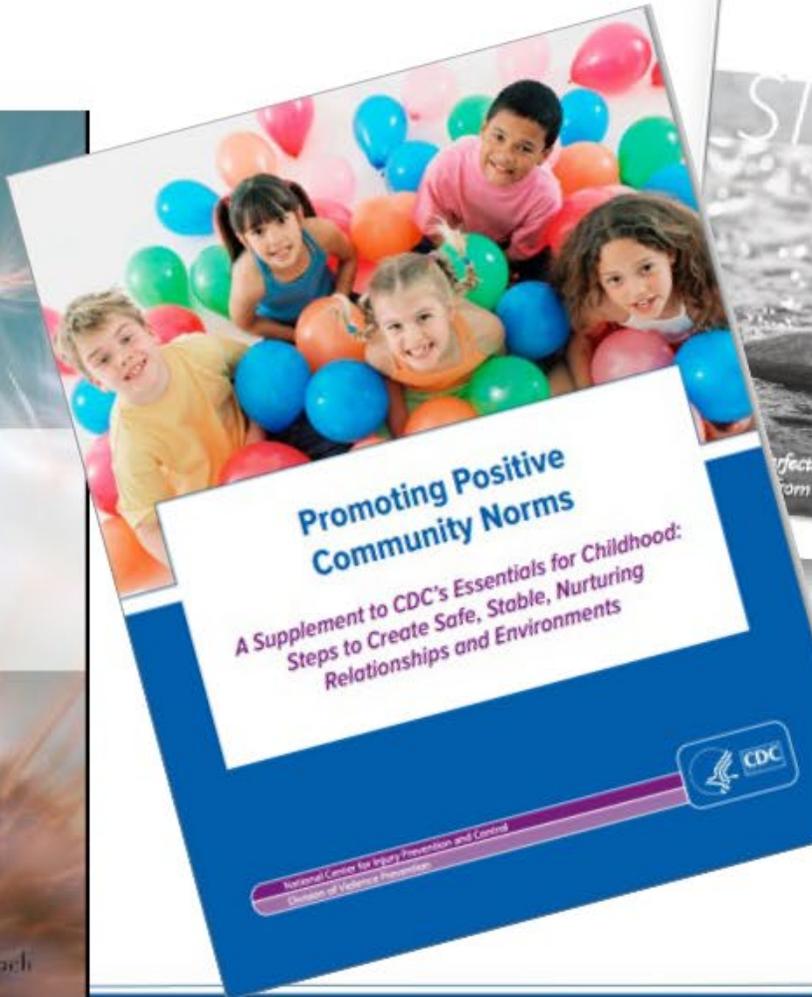Please do not remove the copyright information or edit or reformat its contents or PPT template.

Thank you so much for helping us ensure the consistency and accuracy of our materials and for making sure we stay connected to our work.

Objectives of this Workshop

Spirit: Experience the energy of the Science of the Positive Framework;

Science: Explore the Seven Steps of Positive Community Norms;

Action: Brainstorm ways we can integrate these ideas into our work;

Return: Reflect on ways to apply ideas both personally and professionally.

www.MontanaInstitute.com

THE POSITIVE COMMUNITY NORMS FRAMEWORK

STEP 5

PILOT TEST AND REFINE MATERIALS

SEEDS OF *Fire*
ROOTS OF *Hope*

seven principles of inspiration
for the courageous leader

By Jeffrey W. Linkenbach

Promoting Positive Community Norms

A Supplement to CDC's Essentials for Childhood:
Steps to Create Safe, Stable, Nurturing
Relationships and Environments

National Center for Injury Prevention and Control
Division of Violence Prevention

CDC

Balancing Adverse Childhood Experiences (ACEs) With HOPE*
NEW INSIGHTS INTO THE ROLE OF POSITIVE EXPERIENCE ON CHILD AND FAMILY DEVELOPMENT

*Health Outcomes of Positive Experience

science positive

Effective transformational leaders start with **SPIRIT.**

– Linkenbach, 2010

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The Science of the Positive Framework

What is the Science of the Positive?

The Science of the Positive is the study of how positive factors impact culture and experience.

The focus is on how to measure and grow the positive, and is based upon the core assumption that <u>the positive is real</u> and is worth growing – in ourselves, our families, our workplaces and our communities.

THE SCIENCE OF THE POSITIVE FRAMEWORK

A Core Assumption

Linkenbach, J. (2007). The Seven Core Principles of the Science of the Positive Workbook: A publication of The Montana Institute, LLC.

WWW.**MONTANA**INSTITUTE.COM

A Core Assumption?

Def: The deep central, core of all beliefs. The root of all assumptions, perceptions, values, worldviews and identities...

Linkenbach, J. (2010) Introducing The Science of the Positive.

Core Assumption
of The Science of the Positive:

The POSITIVE exists, it is real, and is worth growing

Linkenbach, J. (2007, 2018). The Science of the Positive: The Seven Core Principles Workbook: A Publication of The Montana Institute, LLC.

science positive

The Cycle of Transformation

Science of the Positive

Cycle of Transformation

SPIRIT

SCIENCE

ACTION

RETURN

Energy-giving
Positive
Hopeful

Rest
Reflection
Evaluation

Learning
Planning
Effectiveness

Integrating
Change and
Transformation

Linkenbach, 2015

science·positive

Guiding Questions

Spirit

What will be the spirit of our work?

Science

How will we approach the science?

Action

What will be our actions?

Return

What returns will we seek?

SPIRIT

Energy-giving
Positive
Hopeful

Rest
Reflection
Evaluation

Learning
Planning
Effectiveness

Integrating
Change and
Transformation

RETURN

SCIENCE

ACTION

Linkenbach, 2015

science positive

What will be the "**spirit**" of our work?

Montana Meth Project. Billings Gazette Newspaper. 2009

Evanston Township High School, Evanston, Illinois, 2001

What will be the "**Context**" of our work?

Montana Meth Project. Billings Gazette Newspaper. 2009

Evanston Township High School, Evanston, Illinois, 2001

Spirit

Science

Action

Return

How might you apply this cycle of transformation in your work?

Public Health 101

Risks

Protections

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science positive

The Science of the Positive

Concern

Hope

science positive

Increase Positive Community Norms

Improve Health & Safety
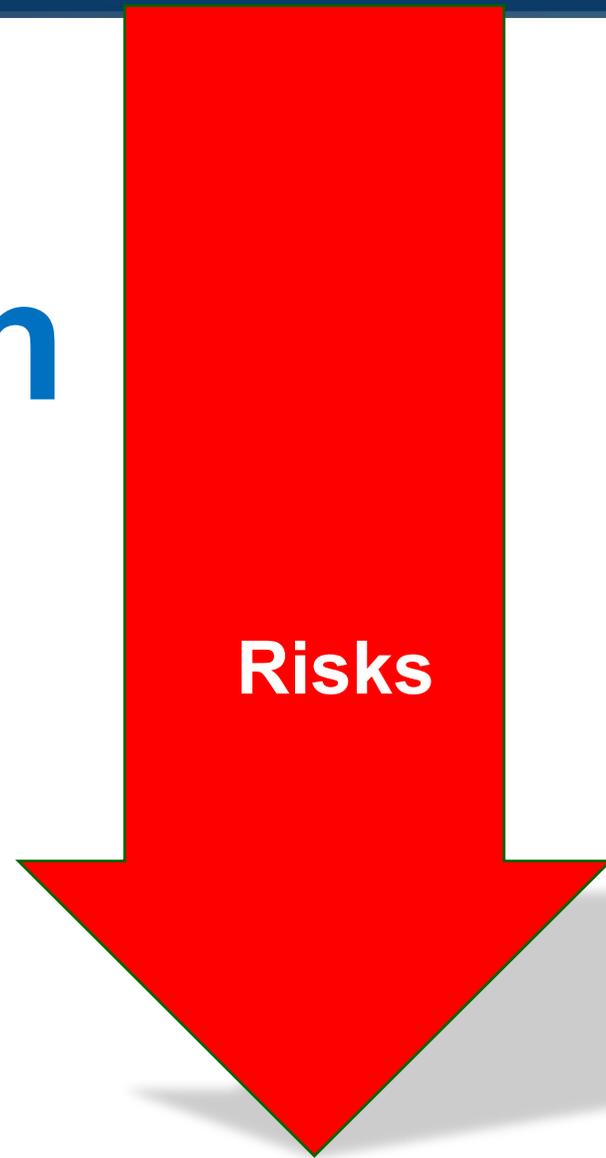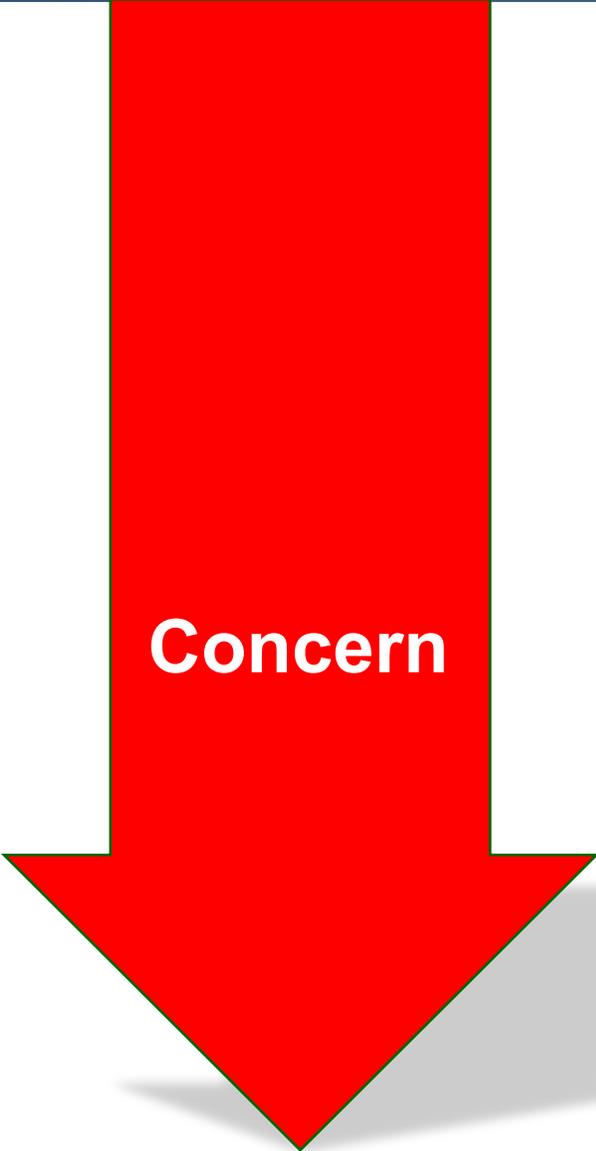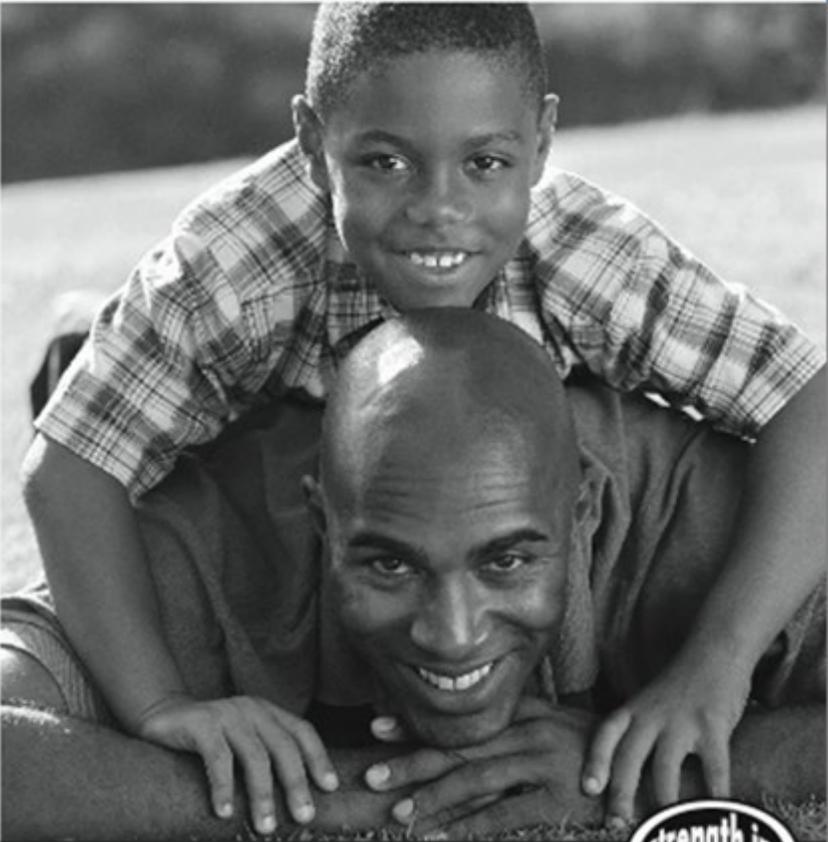
What's In Your Green Arrow?

Returns?

Linkenbach, 2016

"If we want **HEALTH,** we must promote **HEALTH.**"

Linkenbach, J. (2001) "Cultural Cataracts: Identifying and Correcting Misperceptions in the Media." The Report on Social Norms: Working Paper No (1). Paper Clip Communications.

Be a Role Model.

Provide children with positive examples.
78% of ETHS parents don't think it's okay to give alcohol to their own children, even if they're there to supervise.

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-ND-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.

For more information and resources, visit www.peerservices.org

Perception is Everything...
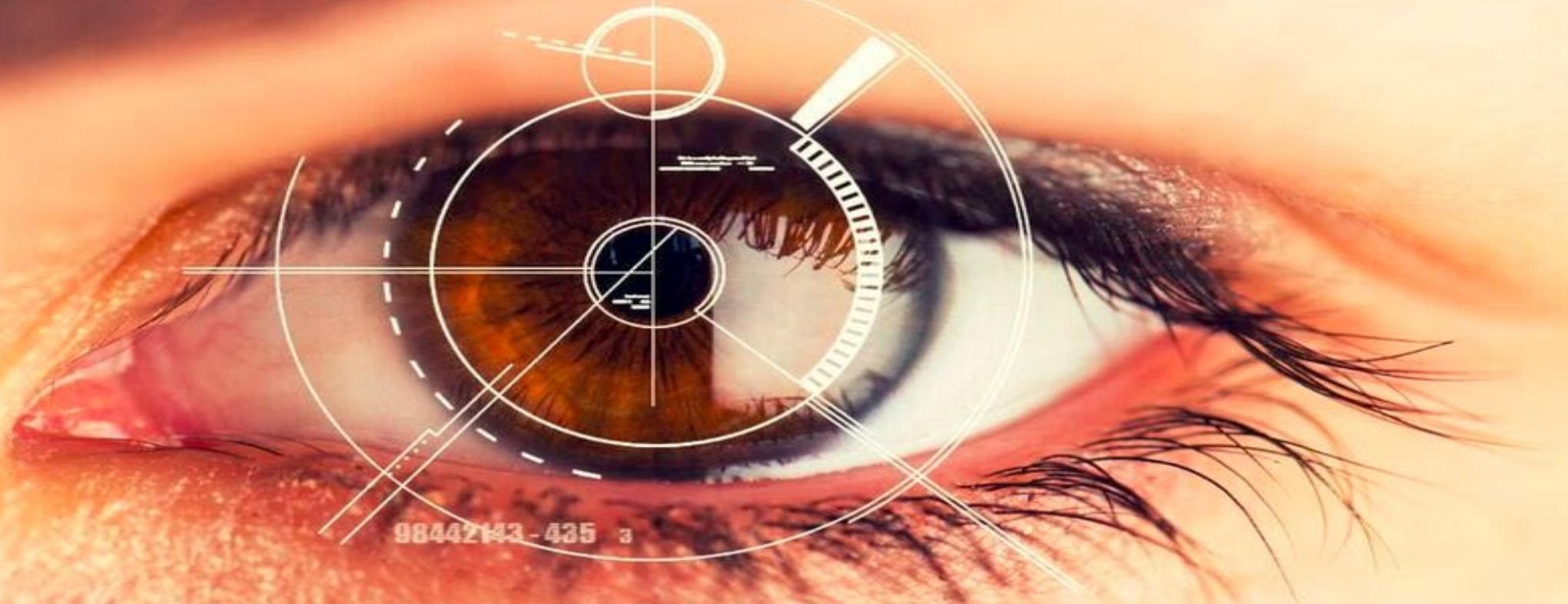
Linkenbach, J.W. "The Eye of the Beholder." The Prevention Connection: A Publication of the Montana Prevention Resource Center and the Addictive and Mental Disorders Division of the Montana Department of Public Health and Human Services. Spring (2008). Vol. XIII (1), 17.
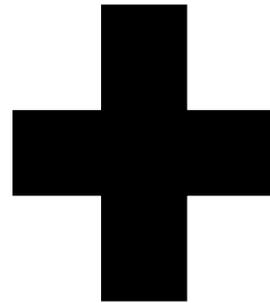
science·positive

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What We Focus On Becomes Our Reality

WWW.**MONTANA**INSTITUTE.COM

science positive

Concern + Hope

Perceptions Pull Narratives

The solutions are in community.

Linkenbach, J. (2007, 2009-2011,2015-2016). The Science of the Positive: The Seven Core Principles Workbook.

science of the positive™

The Positive Community Norms Approach

science:positive

Increase Positive Community Norms

Improve Health, Safety, & Positive Experiences

What Positive Community Norms Do You Want to Grow?

science positive

Positive Community Norms Logic Model
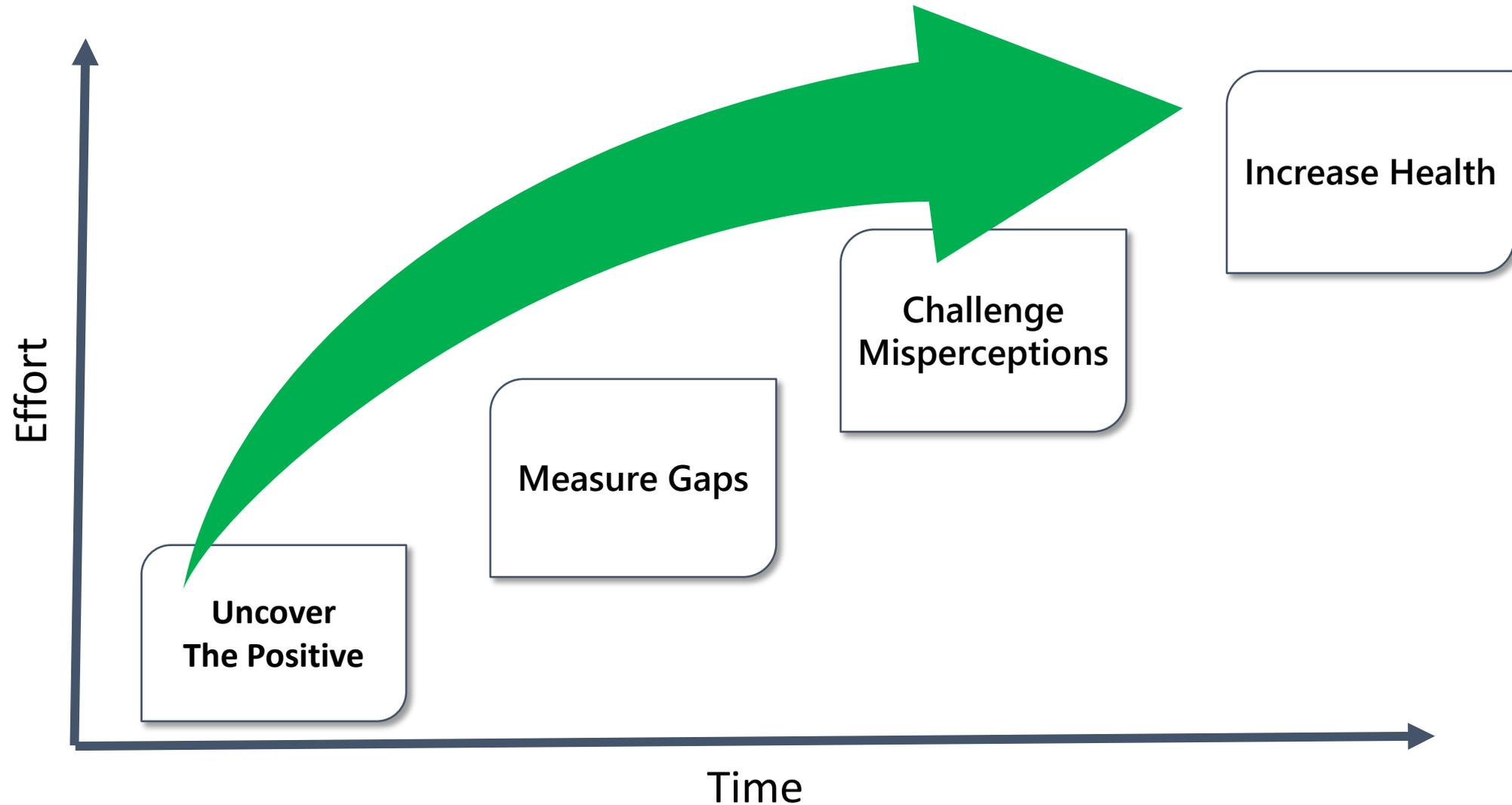
Effort (vertical axis) — Time (horizontal axis)

- Uncover The Positive
- Measure Gaps
- Challenge Misperceptions
- Increase Health

Norms Theory says...

**we tend to do (or believe)
what we think**
MOST people do (or believe).

(the perceived norm)

and often what we think
most other people do is wrong!

Positive Community Norms

The Norm

MOST Wisconsin adults, **(70%),** strongly agree that improving the well-being of children and families is important for healthy, strong communities.

Wisconsin Children's Trust Fund Survey, 2014

The GAP

The Perceived Norm

However, only **(28%)** thought most other Wisconsin adults felt the same way.

science positive

BE NEEDED.

Improving the well-being of kids and families is something over 70% of Wisconsinites agree on. So let's do what it takes to make Wisconsin a safe, stable, nurturing place for *every* kid. Because we're all in this together.

WISCONSIN'S IN IT FOR KIDS | INITFORKIDS.ORG

©WCTF and CAP Fund WI

science positive

Safe Sleeping *(Injunctive Norm)* *WV Study*

Most parents, **70% strongly agree**: "Babies should only sleep or nap in safety-approved cribs, bassinets or 'pack and play' with a firm mattress that fits close to the sides."

- However, **83%** of parents did **<u>not</u>** think most parents would strongly agree.

- And, **97%** of Home Visit service providers did **<u>not</u>** think most parents would strongly agree. (Q27)

TEAM for West Virginia Children

www.teamwv.org • www.preventchildabusewv.org

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What is the MAIN purpose of Positive Community Norms Messages?

MOST (89%) YOUNG ADULTS DO NOT DRINK AND DRIVE.*

Neighborhood House
WA TRAFFIC SAFETY COMMISSION

MOSTSTEERCLEAR.ORG

*88.9% of 18-25 year olds in Washington State reported not driving after alcohol use (WA Young Adult Health Survey 2021, n=1,756).

most steer clear

66% OF YOUNG ADULTS DID **NOT USE** MARIJUANA IN THE PAST MONTH.*

Neighborhood House

WA TRAFFIC SAFETY COMMISSION

MOSTSTEERCLEAR.ORG

* 66.2% of 18-25 year olds in Washington State either do not use marijuana at all or use it less than once per month (WA Young Adult Health Survey 2021, n=1,756).

most steer clear

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86% OF PARENTS TALK WITH THEIR CHILDREN ABOUT PERSONAL BOUNDARIES.

Everyday conversations help prevent child sexual abuse.
SomethingWeAgreeOn.Org

86% OF PARENTS TALK WITH THEIR CHILDREN ABOUT PERSONAL BOUNDARIES.

Everyday conversations help prevent child sexual abuse.
SomethingWeAgreeOn.Org

The Ohio State University

pharmacy.osu.edu (2012)

Ohio State University

pharmacy.osu.edu (2012)

The Positive Community Norms Approach

science positive

7 Steps of PCN Communications

science positive

Overview:
Seven-Step Montana Model for PCN Communications

Key distinctions of Seven-Step Montana Model for PCN Communications

- Based on The Science of the Positive

- Key skill of The Positive Community Norms Approach

- Connects with 7 Core Principles

- Proven process for correcting misperceptions

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Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS FRAMEWORK

Science of the Positive Framework &
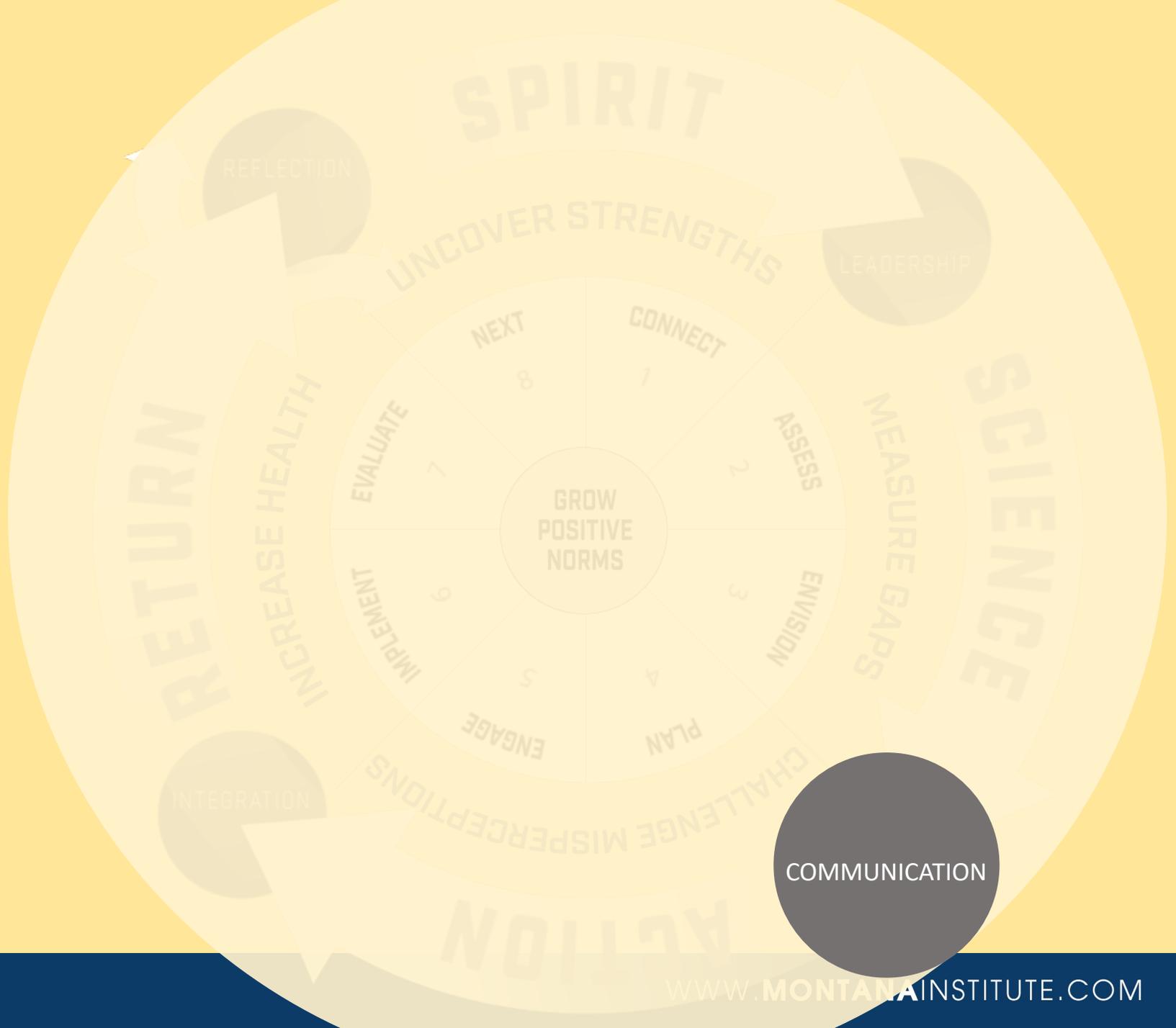
THE POSITIVE COMMUNITY NORMS APPROACH

COMMUNICATION

WWW.**MONTANA**INSTITUTE.COM

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &
THE POSITIVE COMMUNITY NORMS Framework

POSITIVE
PRESENT
PERCEPTIVE
PURPOSEFUL
PERFECTED
PROACTIVE
PASSIONATE
8TH "P"

GROW POSITIVE NORMS

1 Planning & Enviro. Advo.
2 Baseline Data
3 Message Development
4 Communication Planning
5 Pilot Testing & Refining
6 Implementation
7 Evaluation
8

COMMUNICATION

INSTITUTE.COM
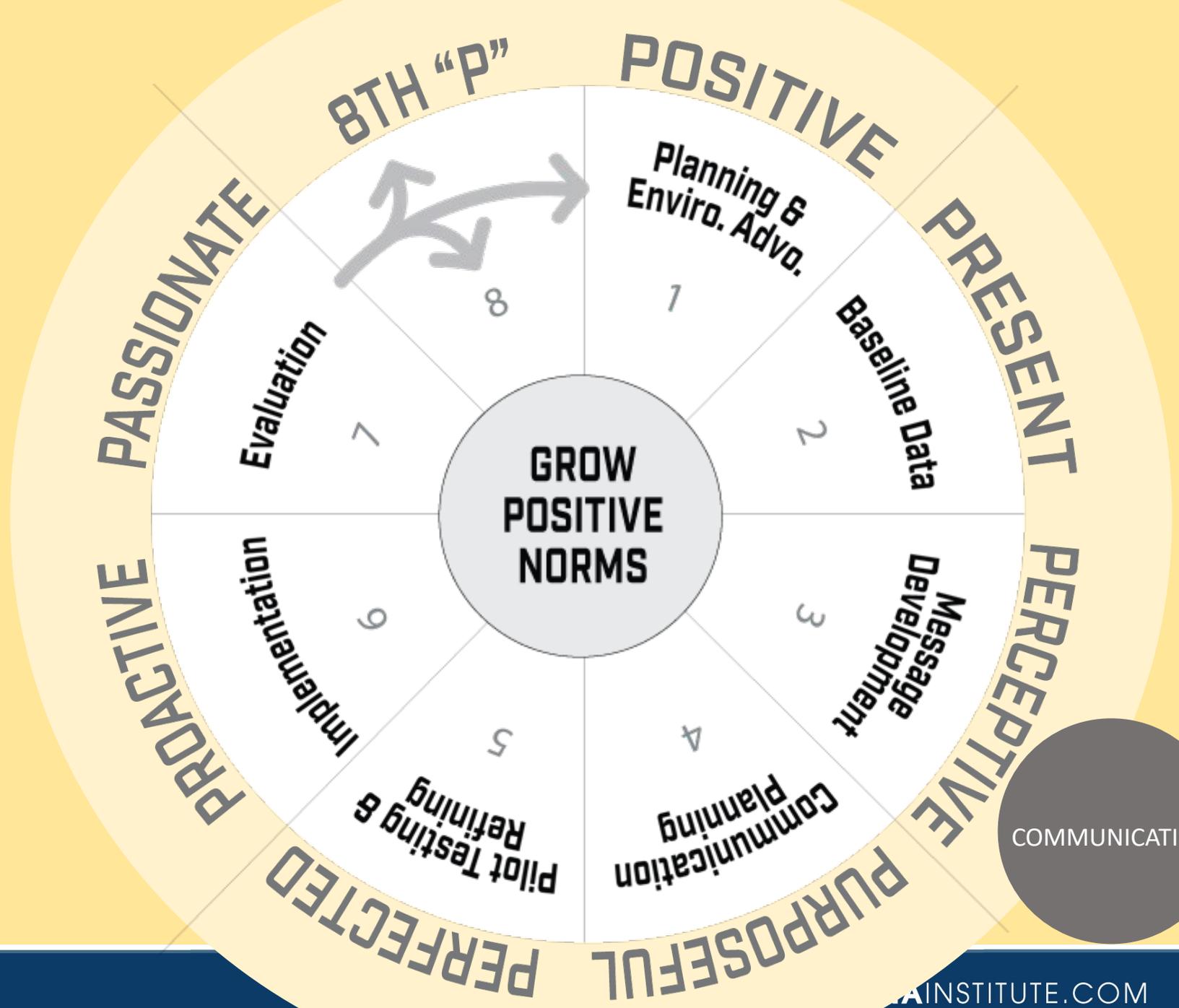
Strategic process for correcting misperceptions of norms.

Begin with the end in mind...

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS FRAMEWORK

8TH "P"

POSITIVE

PRESENT

PERCEPTIVE

PURPOSEFUL

PERFECTED

PROACTIVE

PASSIONATE

Planning & Enviro. Advo. — 1

Baseline Data — 2

Message Development — 3

Communication Planning — 4

Pilot Testing & Refining — 5

Implementation — 6

Evaluation — 7

8

GROW POSITIVE NORMS

COMMUNICATION

INSTITUTE.COM
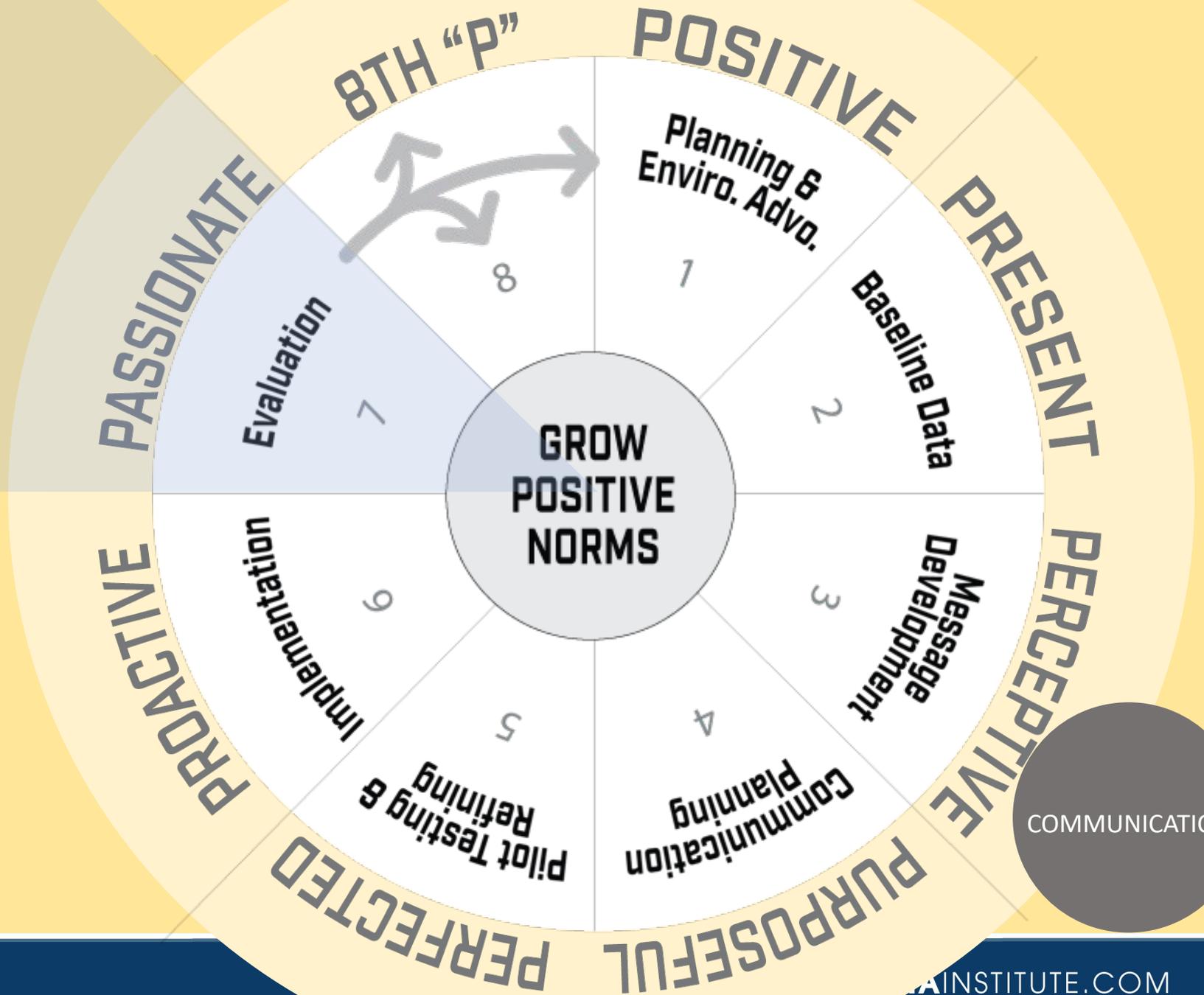
Key elements of STEP 7:

- Core Principle #7 – BE PASSIONATE

- Remember the importance of STORY

The importance of
STORY

Reflection Part 1:
Step 7—Evaluation

In five years, what are the NEW stories you want to hear in your campus community?

Reflection Part 2:
Step 7—Evaluation

How can you capture these stories as part of your evaluation efforts?

Homework:

Who else needs to be part of these conversations...

Have a conversation with 1 or two other people in your community...

Ask them:

- Why is it important to have a growing number of having healthy, substance free youth in our community?
- In five years, what positive stories do you want to hear about our youth?
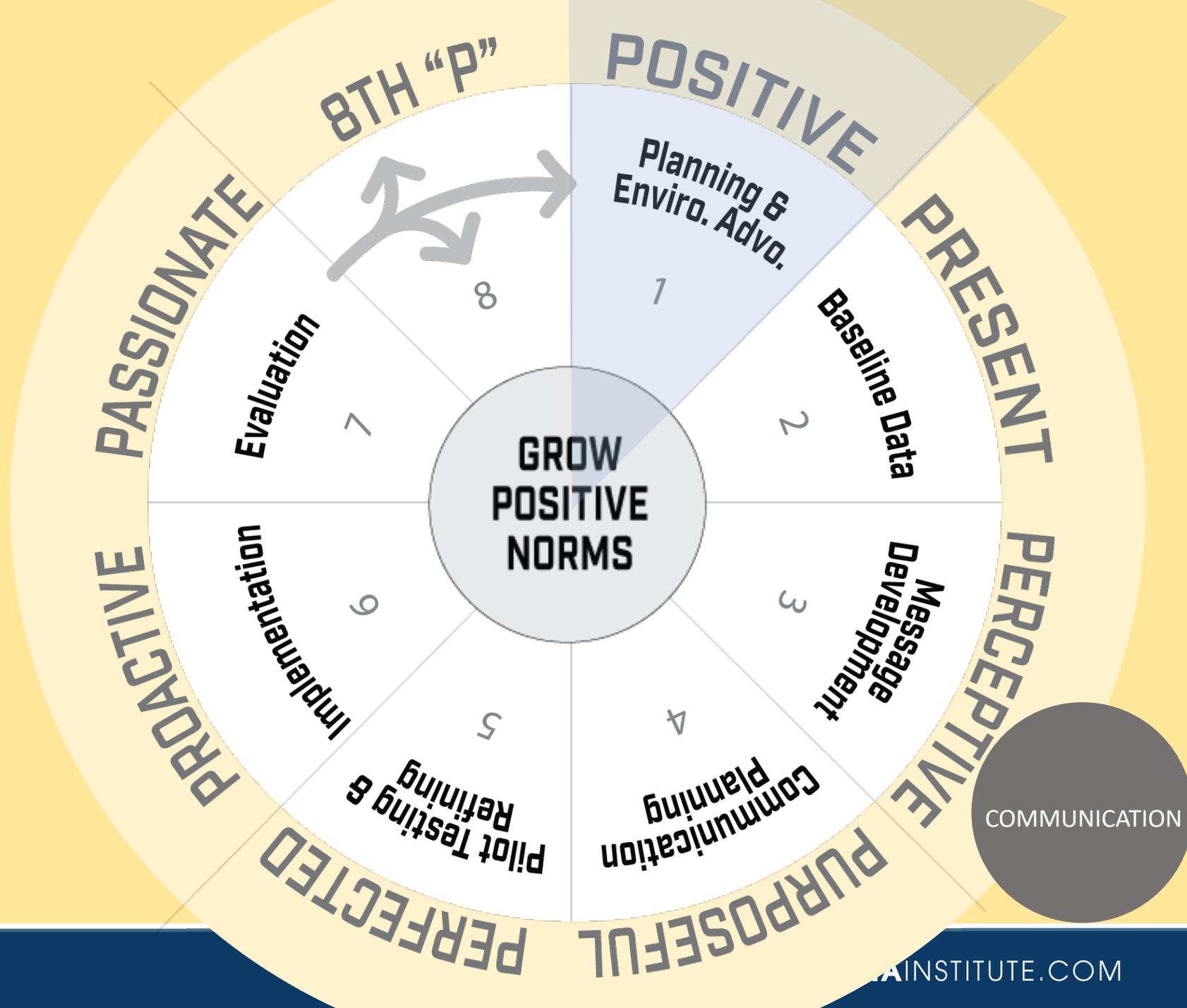
STEP 1: Planning and Environmental Advocacy

Seven-Step Montana Model for PCN Communications

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS FRAMEWORK

POSITIVE

PRESENT

PERCEPTIVE

PURPOSEFUL

PERFECTED

PROACTIVE

PASSIONATE

8TH "P"

COMMUNICATION

GROW POSITIVE NORMS

1 — Planning & Enviro. Advo.
2 — Baseline Data
3 — Message Development
4 — Communication Planning
5 — Pilot Testing & Refining
6 — Implementation
7 — Evaluation
8 — Evaluation

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Key elements of STEP 1:

- Core Principle #1 – BE POSITIVE

- Identify your Core Principles

- Invest in Positive Community Norms

- Build your capacity to implement a successful campaign

Core Assumption

The **POSITIVE** exists and is worth growing.

Seven Core Principles

- Shape our experience
- Train our minds
- Guide our actions
- Direct our reflections

OUR 7 CORE PRINCIPLES
The guiding principles of our work.

TOGETHER WE ARE STRONG

BE POSITIVE:	There is no limit to what we can achieve together.
BE PRESENT:	We learn from the past, live in the present, and strive for the future.
BE PERCEPTIVE:	We honor all perceptions and focus on healthy solutions.
BE PURPOSEFUL:	We strive for a healthy community.
BE PERFECTED:	We become complete by seeking to make a positive change for the future.
BE PROACTIVE:	Take Charge, be part of the solution.
BE PASSIONATE:	Dedicated to the physical and mental well-being of our community.

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &
THE POSITIVE
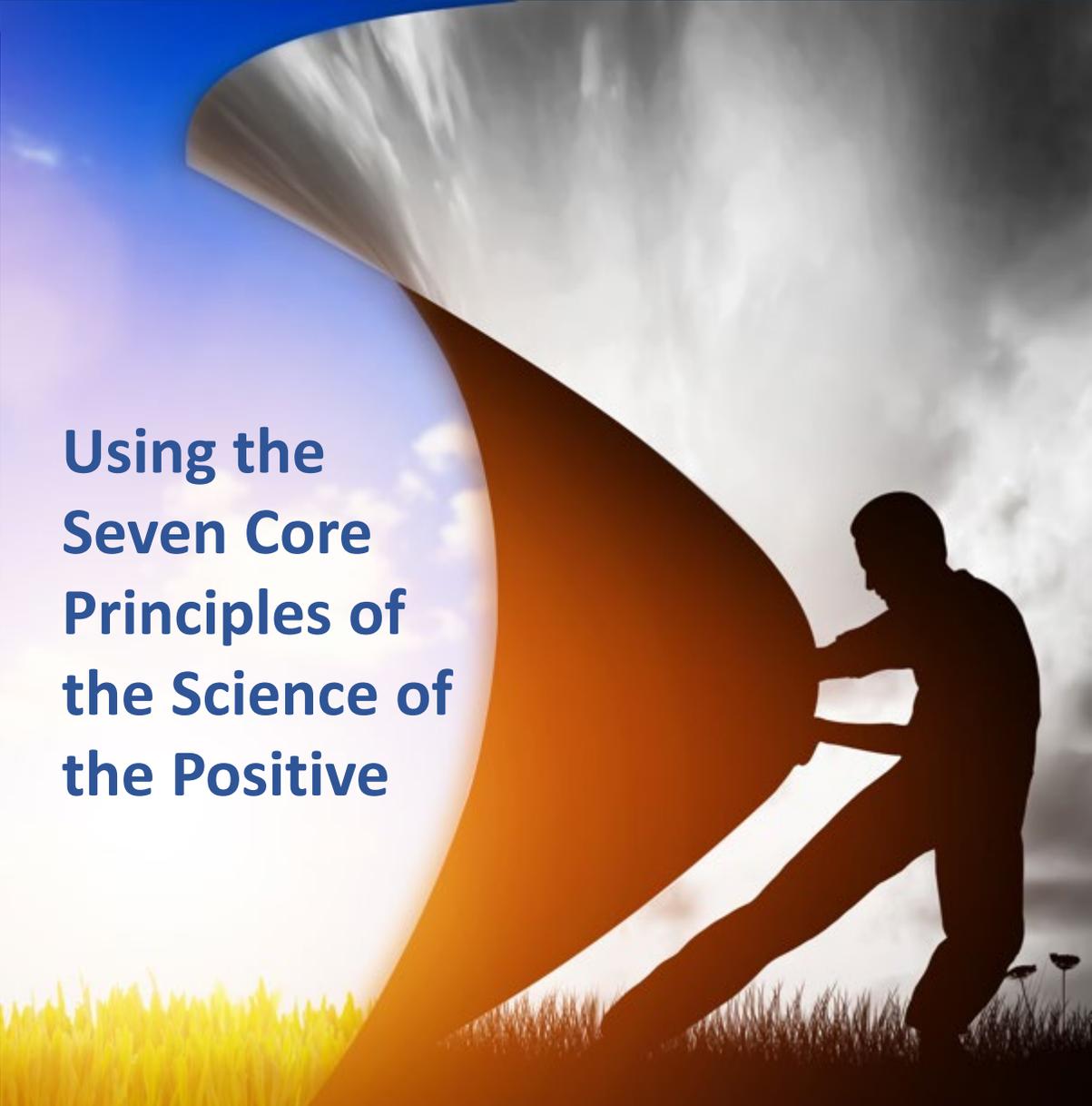COMMUNITY NORMS
FRAMEWORK

MAINSTITUTE.COM

Core Principle 2:

Be Present

Uncovering
The Positive

Using the Seven Core Principles of the Science of the Positive

Viewing PCN Data Through 7 Core Principles of the Science of the Positive

7 Core Principles		Data Considerations
1	Be Positive	Uncover 'The Positive' As Foundation
2	Be Present	Explore Current Normative Environment
3	Be Perceptive	Gather Data on Perceptions of Norms
4	Be Purposeful	Assess Gaps, Perceptions, Attitudes & Behaviors
5	Be Perfected	Refine and Improve Data Gathering Methods
6	Be Proactive	Utilize Data To Frame Hopes & Concerns
7	Be Passionate	Analyze Data Quality, Reliability & Validity

When building a house, what is The most important part?

What is the purpose of collecting baseline data?

science positive

About Data

- Data Just Are (not bad, not good, but neutral)

- Data Tell the Community Story

- Data Focus on Concern and Hope

- Collect Data that uncovers misperceptions.

Concern
+
Hope

science positive

Positive Community Norms Surveys measure:

- **Actual norms**
(what most do or believe)

- **Perceived norms**
(what most think most others do or believe)

Actual and Perceived norms question example:

How do you think the following people feel about this statement?
"Drinking alcohol to the point of being out of control is never a good thing to do."

	Strongly agree	Agree	disagree	Disagree	Strongly disagree
a. You	○	○	○	○	○
b. Most adults in your community	○	○	○	○	○

Framing
Survey
Questions

Survey Question:

How do you feel about the following statement:

"Drinking alcohol to the point of being out of control is never a good thing to do."

Sample Message:

"MOST XXX College students (85%) agree that drinking alcohol to the point of being out of control is never a good thing to do."

Identify norms, perceptions & **Gaps**

The Norm

85% of XXX College students AGREE drinking alcohol to the point of being out of control is never a good thing to do.

The GAP

Misperception of Norm

60% of students think MOST other students at XXX college would NOT agree with that statement.

Understanding the Purpose

- Connect and Grow "The Positive"

- Correct Misperceptions.
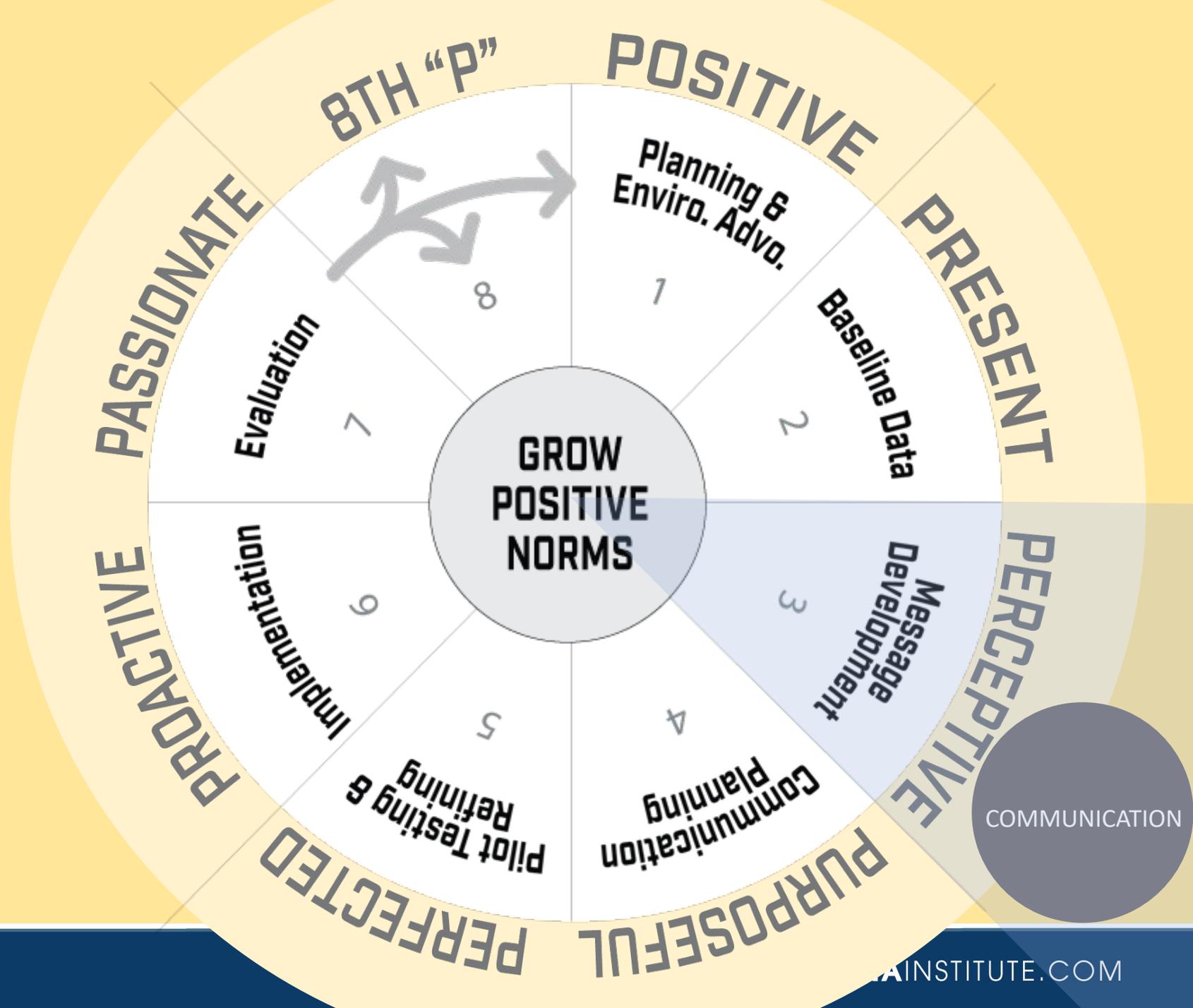
- Impact Behavior.

Looking for Norms & Gaps:

- Where are the norms?

- Do we know the misperceptions of those norms?

- What is the current narrative around this topic in your community?

How do we phrase the message??

STEP 3: Message Development

Seven-Step Montana Model for PCN Communications

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &
THE POSITIVE COMMUNITY NORMS FRAMEWORK

8TH "P"

POSITIVE PRESENT PERCEPTIVE PURPOSEFUL PERFECTED PROACTIVE PASSIONATE

Planning & Enviro. Advo. 1
Baseline Data 2
Message Development 3
Communication Planning 4
Pilot Testing & Refining 5
Implementation 6
Evaluation 7
8

GROW POSITIVE NORMS

COMMUNICATION

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Key elements of STEP 3:

- Core Principle #3 – BE PERCEPTIVE

- Main Purpose of a PCN Message

- Link to the 7 Core Principles of the Science of the Positive

- Guidelines of PCN Message Development

What energizes you about sharing the Positive Community Norms you uncovered in your data?

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Main Purpose of a PCN Message

Norms Theory says...

we tend to do (or believe)
what we think
MOST people do (or believe).

(the perceived norm)

and often what we think
most other people do is wrong!

EXAMPLE: VAPING-past 30 days

The Actual Norm

The GAP

The Perceived Norm

76% of Stoughton High School students have NOT used an electronic vaping product in the past 30 days.

Only 18% correctly perceive that most students have NOT used a vaping product.

2020 PCN Student Survey-Stoughton High School

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Risk Factor

Stoughton students who believe their peers have vaped in the past 30 days are 8.6 times more likely to vape.

In the past 30 days 76% of Stoughton High students DID NOT VAPE.

Data gathered from the 2020 Stoughton High Positive Community Norms Survey of 9-12 graders. n=786. Posters produced by the Stoughton OASIS Coalition.

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What is the MAIN purpose of a Positive Community Norms Message?

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RAINN
Rape, Abuse & Incest National Network

(social norms marketing - national campaign)

www.rainn.org/gcpost.html

Guidelines of PCN Message Development

Be Perfected: Seek to be Inclusive

Be Passionate: Clear & Understandable

Be Present: Data-based and Source-specific

Be Proactive: Neutral Tone

Be Perceptive: Reflective of audience

Be Purposeful: Normative Context

Be Positive: Positive images

Draw the Line.

Establish clear rights, rules and limits within the family.
83% of ETHS parents have talked to their children at least once in the past year about family rules and consequences related to alcohol, tobacco and other drug use.

strength in numbers

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2009-ND-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.

For more information and resources, visit www.peerservices.org

DID YOU KNOW?

LWPC — LAKE OF THE WOODS PREVENTION COALITION

STUDs — TEACHING STUDENTS UNIFORM DECISIONS

COMMUNITY ENGAGEMENT TRAINING ALLIANCE

84% OF LAKE OF THE WOODS ADULTS DON'T SHARE Rx PAIN MEDICATION

Data from 2021 Lake of the Woods PCN Community Survey

WWW.MONTANAINSTITUTE.COM

The
THUNDERHAWK
way

MOST Grand Rapids High School students **DON'T drink alcohol** in a typical month.

RAPIDS RISING

Data from the 2017 PCN Student Survey of 700 Grand Rapids 9-12 grade students. Funded by MN DHS-ADAD.
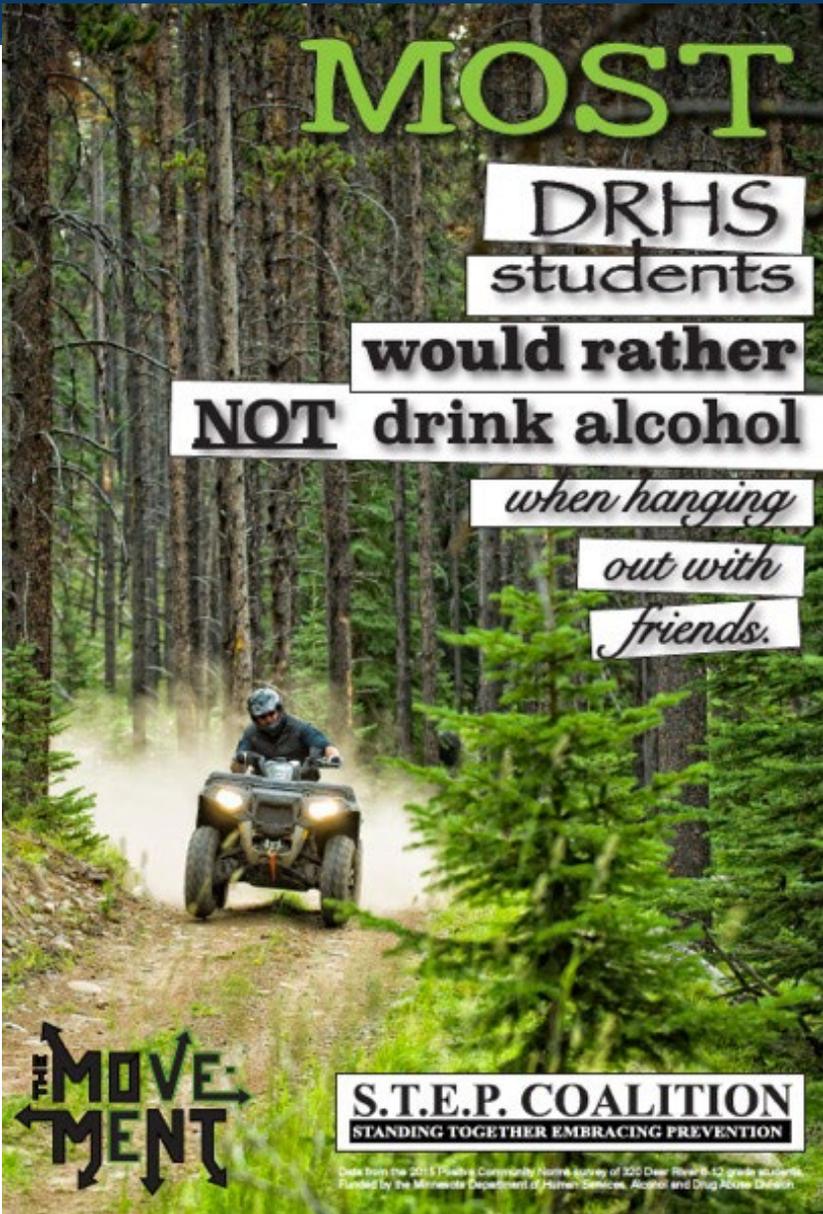
MOST
DRHS students
would rather NOT drink alcohol
when hanging out with friends.

THE MOVEMENT

S.T.E.P. COALITION
STANDING TOGETHER EMBRACING PREVENTION

Data-based:

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Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS FRAMEWORK

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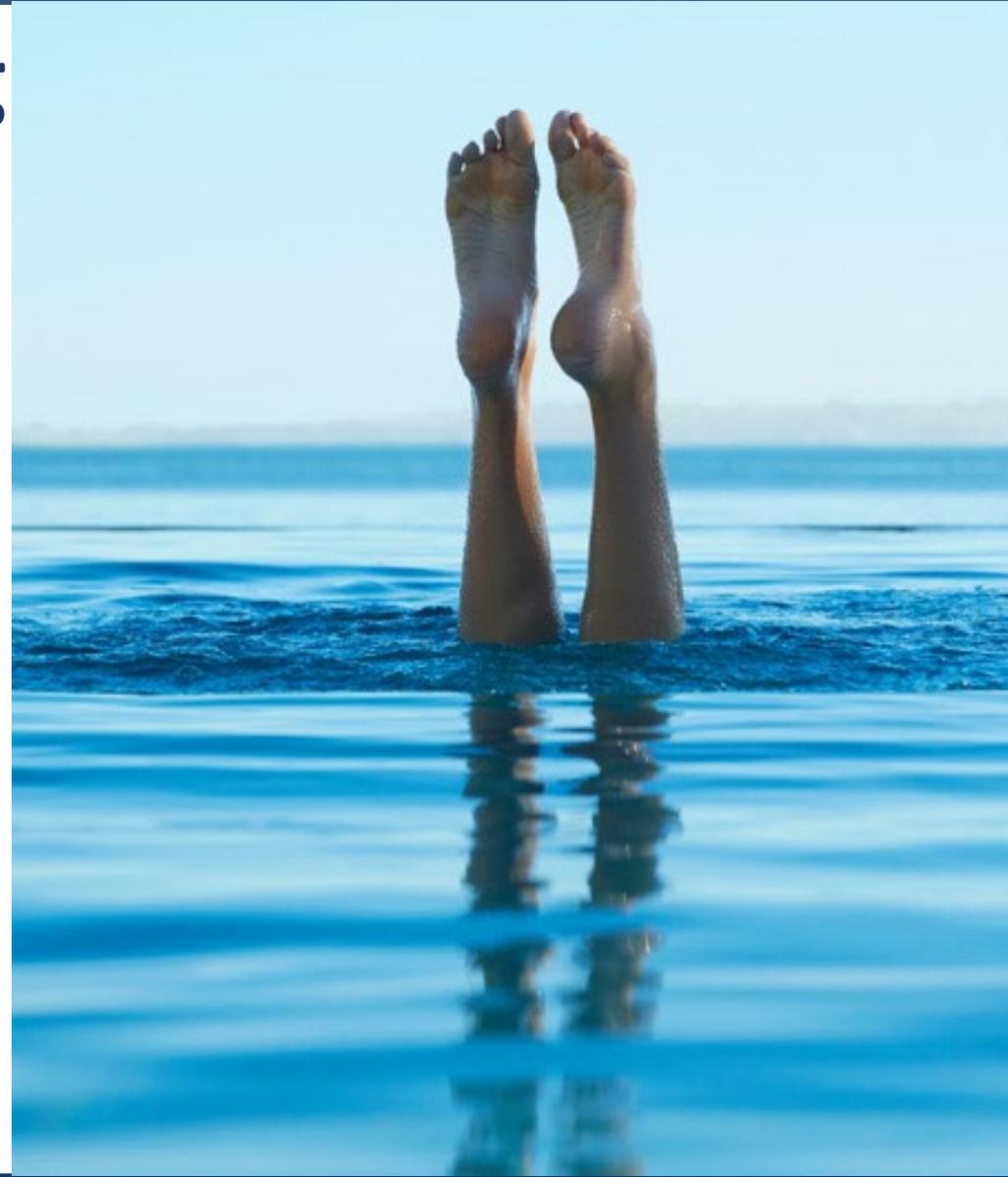
COMMUNICATION

GROW POSITIVE NORMS

8TH "P"

POSITIVE

PRESENT

PERCEPTIVE

PURPOSEFUL

PERFECTED

PROACTIVE

PASSIONATE

1 — Planning & Enviro. Advo.
2 — Baseline Data
3 — Message Development
4 — Communication Planning
5 — Pilot Testing & Refining
6 — Implementation
7 — Evaluation
8 — Evaluation

Core Principle 4:

Be Purposeful

Step 4: Communication Planning

- Direct Mail
- School Banners
- Social Media Posts
- Student orientation meetings
- Back-to-School Open House
- Player/Parent Athletic Meetings
- Homecoming Week
- Parades/Pep Fests

- Info to parents from the district
- School Board Meeting
- School Staff Development Meetings
- Red Ribbon Week
- Fall Festivals
- Halloween
- Thanksgiving

How do we know the best way to reach our focus audience?

We ask them!

- Where do you get your info?
- How believable is this source?

Communication Channel Surveys…

6. How often do you use the following as sources of information?

	Rarely	Sometimes	Frequently	Very Frequently
Parents	1	2	3	4
Teachers/School staff	1	2	3	4
School Announcements	1	2	3	4
Posters/Flyers	1	2	3	4
School Apps	1	2	3	4
Community Ed Flyer	1	2	3	4
Postcards (mailed to you at home)	1	2	3	4
Snap Chat	1	2	3	4
Instagram	1	2	3	4
Movie theater ads	1	2	3	4
Friends	1	2	3	4
You Tube	1	2	3	4
Local Radio	1	2	3	4
Billboards	1	2	3	4
Doctors and Nurses	1	2	3	4
OTHER_____	1	2	3	4

7. **How believable are the following sources of information?**

	Unbelievable	Somewhat Believable	Believable	Very Believable
Parents	1	2	3	4
Teachers/School staff	1	2	3	4
School Announcements	1	2	3	4
Posters/Flyers	1	2	3	4
School Apps	1	2	3	4
Community Ed Flyer	1	2	3	4
Postcards (mailed to you at home)	1	2	3	4
Snap Chat	1	2	3	4
Instagram	1	2	3	4
Movie theater ads	1	2	3	4
Friends	1	2	3	4
You Tube	1	2	3	4
Local Radio	1	2	3	4
Billboards	1	2	3	4
Doctors and Nurses	1	2	3	4
OTHER_____	1	2	3	4

Develop a Communication Plan...

XYZ Coalition Communication Plan

2021-22	Events	Student Audience	Parent Audience	Community Audience	Presentations	Other
July	4th of July Parade Float			2 quarter-page Newspaper ads		
August	Back to School Open House	T-shirts for School Staff		2 quarter-page Newspaper ads	School Staff	
September	Homecoming Red Ribbon Week	New Poster in School Social Media campaign	School Sports Program	New Billboard Napkin Holders at Restaurants	School Board	
October	Halloween Health Fair	New Poster in School Announcements every Friday morning Halloween treats with messages	Direct Mail home to parents about conferences	Booth at Community Health Fair	Parent Teacher Association	
November	Conferences	New Poster in School Social Media campaign	Banner, booth, and refreshments at conferences			
December	Holiday Break	New Poster in School Hot Chocolate/Candy Cane before break	Direct Mail Postcard Series begins Facebook Messages	2 quarter-page Newspaper ads	Women of Today	

PCN Prevention Portfolio

A portfolio of assets invested to improve the health and safety of the community

Every strategy is integrated into our Positive Community Norms Approach.

Communication Plans include:

Audience

(know your focus audience, adjust messages accordingly for each audience)

Media

(posters, social media, billboards, promotional items, apparel, videos, banners, signs, radio, tv, etc.)

Publicity

(brochures, school announcements, press releases, radio interviews, podcast interviews, TV interviews, etc.)

Opportunity for Conversations

(school events, classroom or community presentations, etc.)

Tools for others

(PowerPoint presentations, social media, talking points, brochures, etc.)

Dosage

GOAL: at least 80% of your audience experiencing your message monthly or more often.
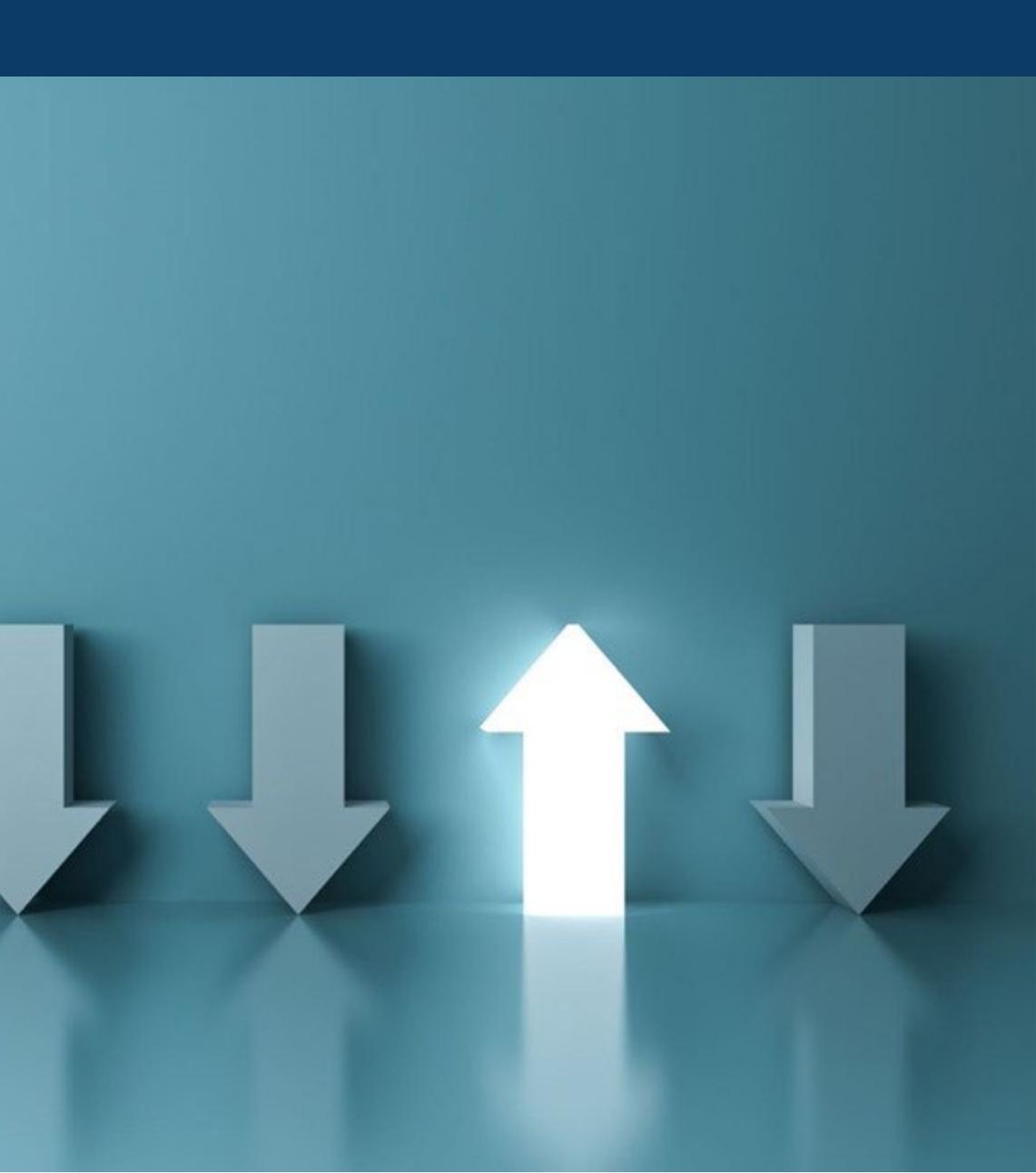
Pilot Testing and Refining
Positive Community Norms Messages

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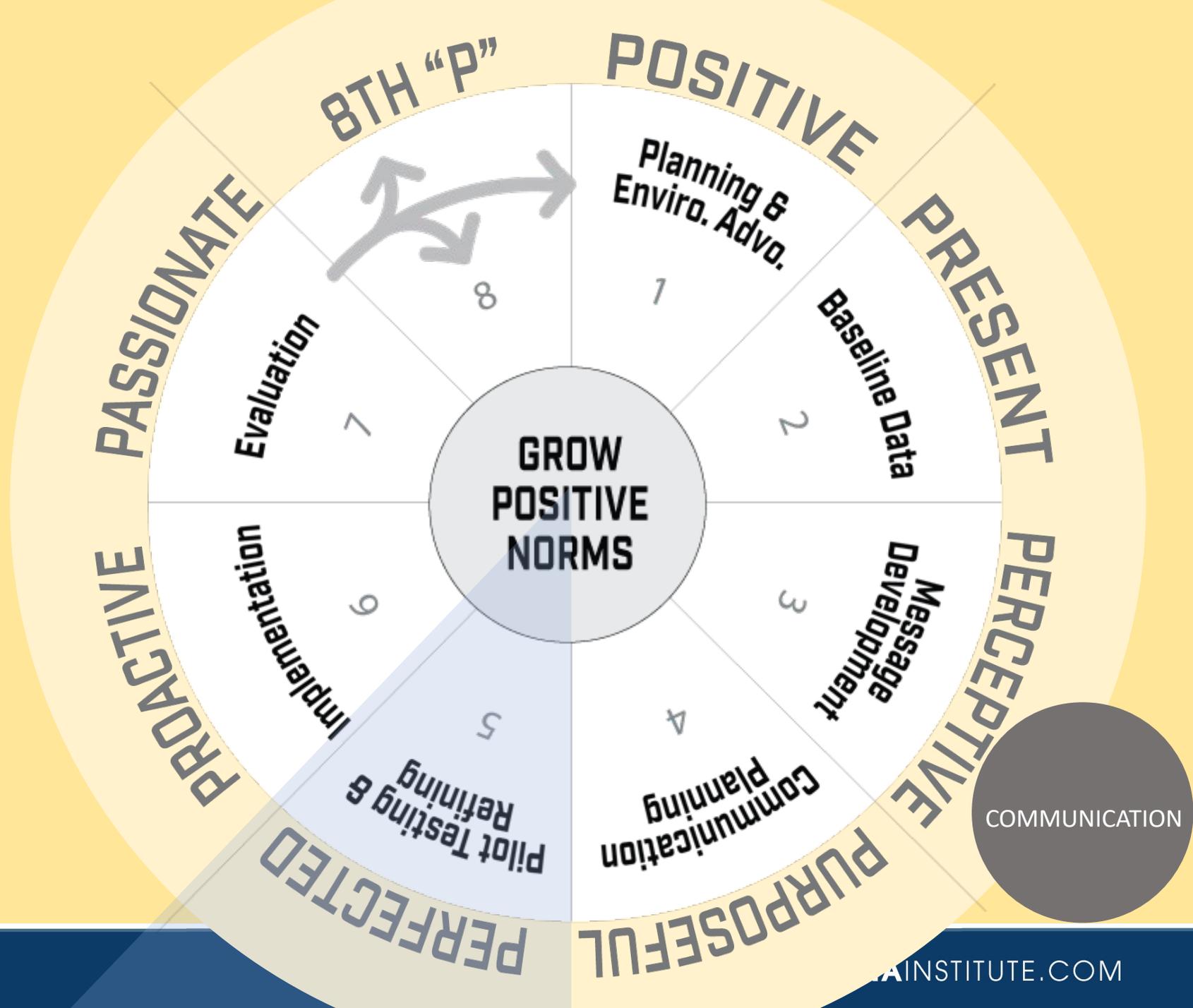
Core Principle 5:
Be Perfected

Why Pilot Test???

Why Pilot Test and Refine?

PERSPECTIVE...
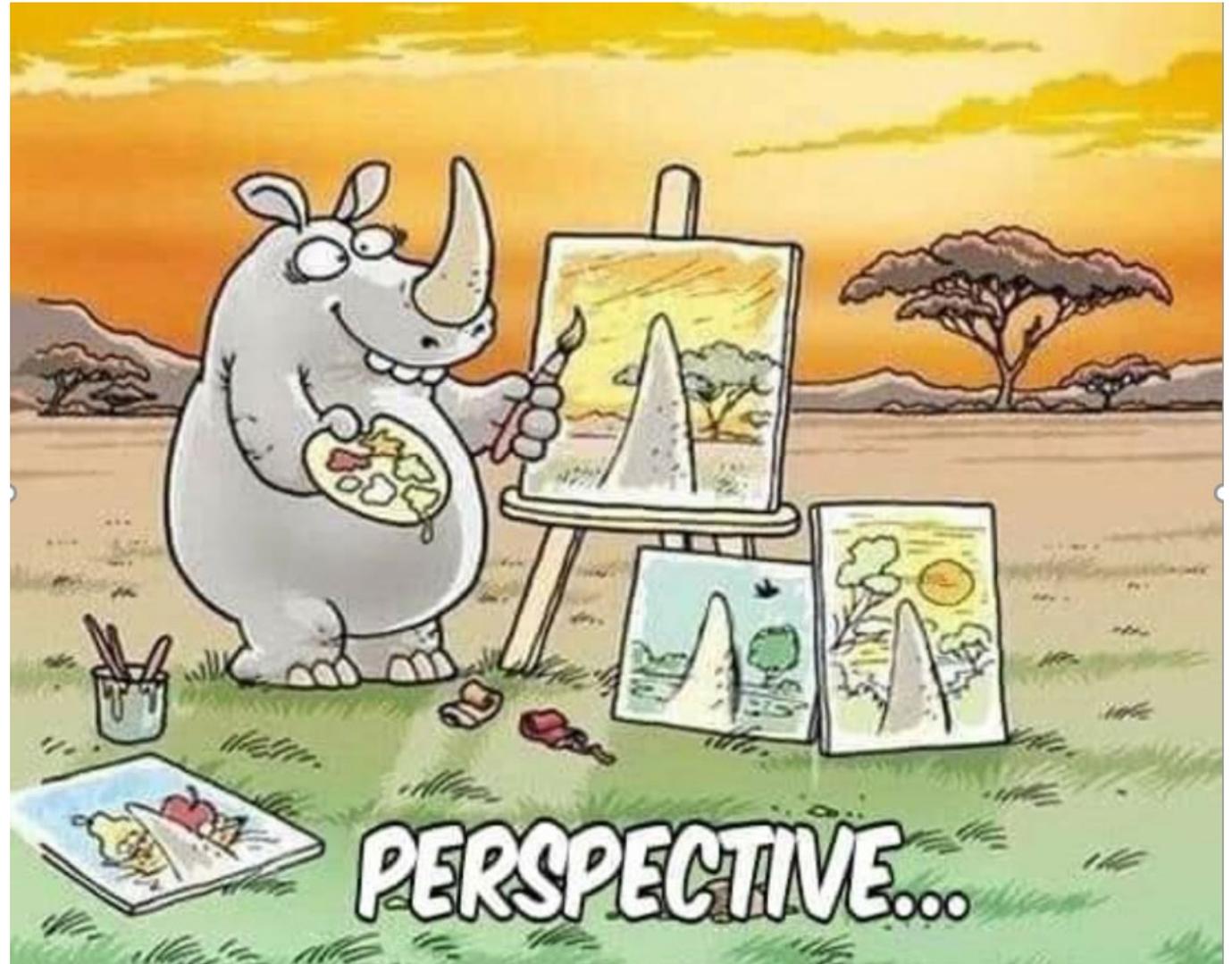
FISH DON'T BLINK & MOST TEENS DON'T DRINK

RCPC
PREVENTION
COALITION

www.rcpcoalition.com

MOSTof us®

Pilot Test in similar media channel

ie: Billboards get 2.5 second viewing for main message

Minimal Wording = Effective!

WEAR A SEAT BELT. NMDOT

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Have you seen 'Positive Norm?'

'The Grizz' Oakland University in Rochester, Michigan
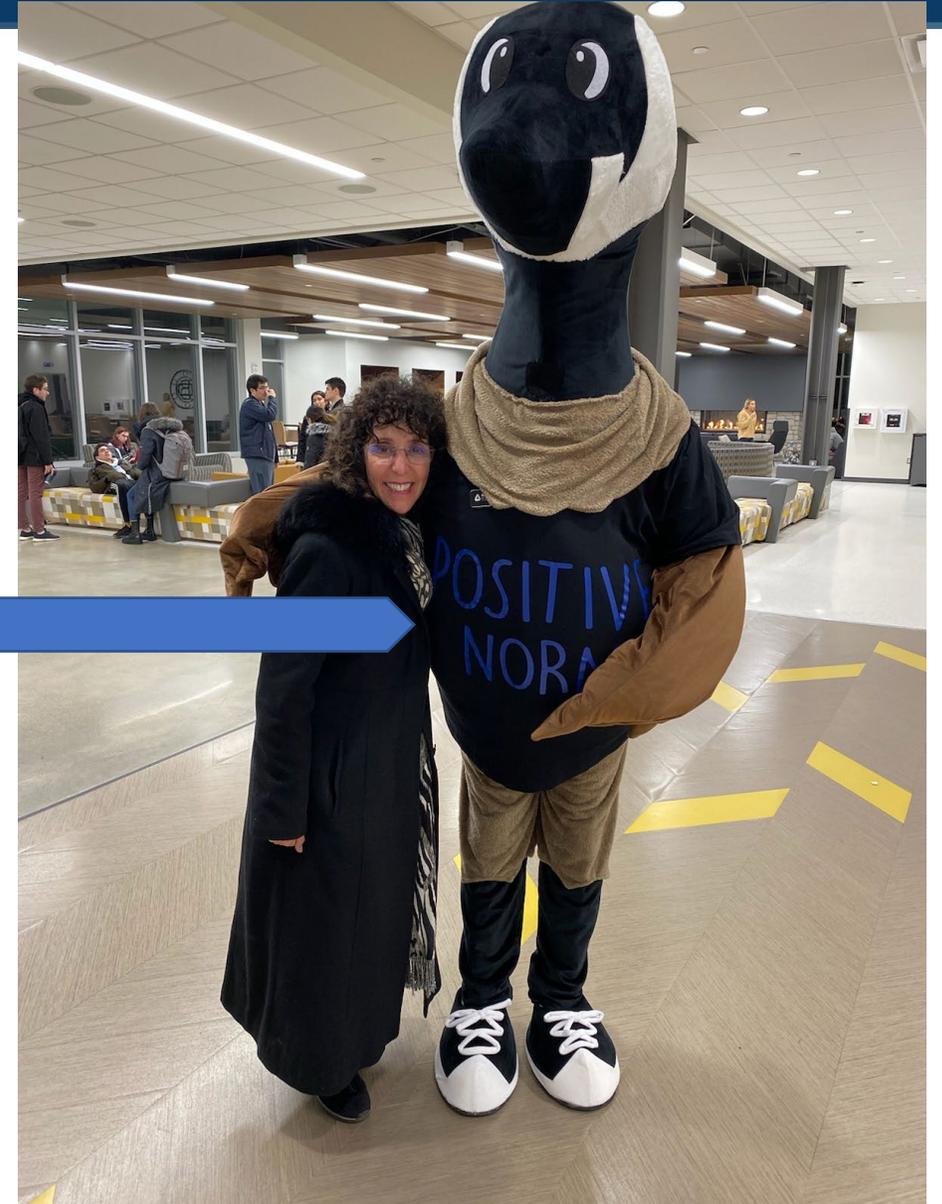
thepositivenorm • Following
Oakland University

thepositivenorm Had an awesome time hanging out with students at #GrizzFest! I know this is going to be everyone's best semester yet. #oaklanduniversity #PositiveNorm

23w
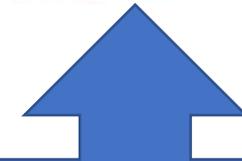
'The Positive Norm' says awesome positive stuff.

15 likes

JANUARY 11

Add a comment...   Post

Using fear appeals can make the problem worse

Unwanted Behavior Increased

United Press International (2007). Ads focused on 'drinking stories' may backfire. *United Press International*, December 11, 2007

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Why pilot test?

- Listening & Learning
- Is our message being received the way we intended it?
- Is the Main Norms message being heard?
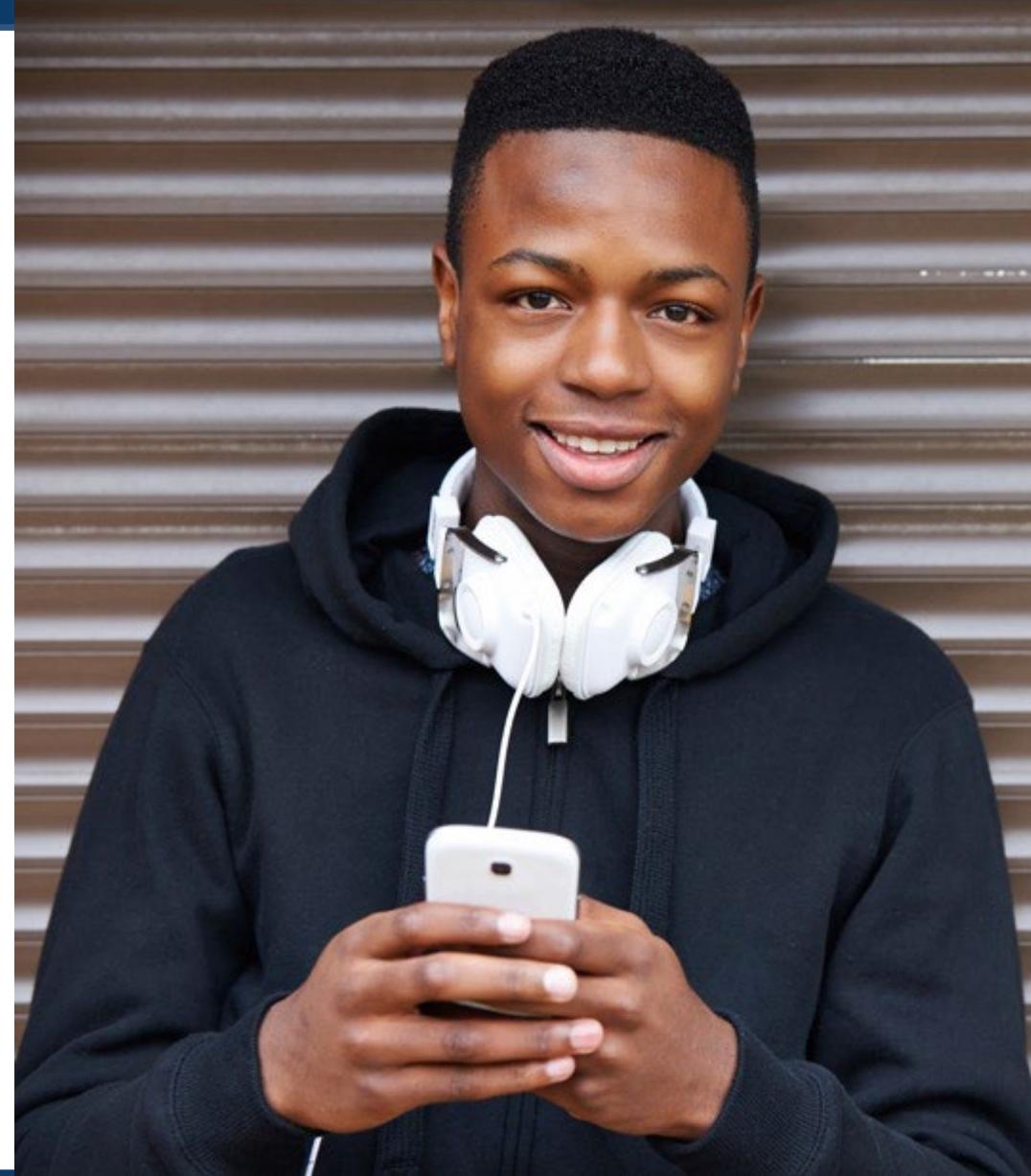- How can we make it better

science·positive

Who do we pilot test?

- Stakeholders
- Focus Audience
- Secondary Audience
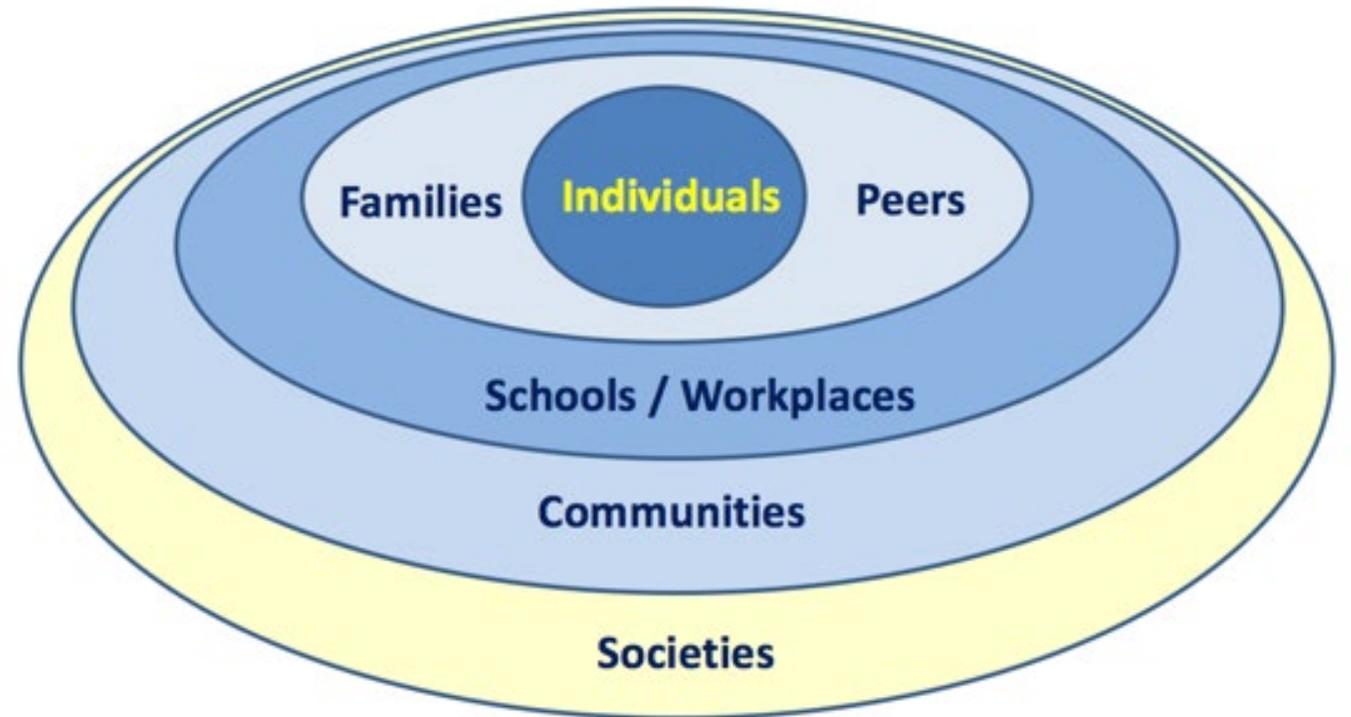
How to Pilot Test?

- Intercept Interview

- Post survey on Social Media, Text or Email

- Group polling (Zoom poll)

- Focus Group
  (In-person/Zoom/Google Meet)

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What to ask?

- Use a rating scale to find out how much they like the materials

- How attractive, eye catching, positive, and understandable is this material?

Also ask open ended questions like...

What's the first thing you noticed?

What message is the poster sending?

Could this offend or make anyone feel excluded?
Why?

What do you like?

What do you dislike?

What would you change?

Three phases of Pilot Testing :

-Image
-Message
-Final Design

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Image Testing

Message Testing

Pilot Test: MESSAGE

(NOTE: Text in RED below indicates areas to insert information specific to your message and data)

Gender: Male   Female

MOST (%) EASTON students DON'T drink alcohol in a typical month.	not believable	1	2	3	4	5	believable
	not understandable	1	2	3	4	5	understandable
	offensive	1	2	3	4	5	not offensive

Which beginning to the message above do you prefer?

A. 72% of   B. 7 out of 10   C. MOST

What main message do you get from this?
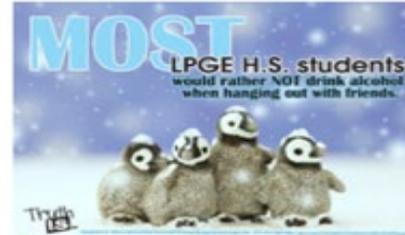
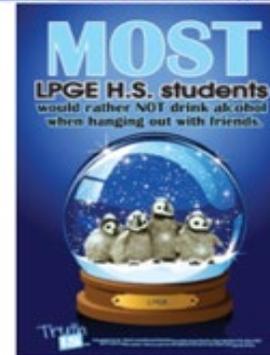Any additional comments or suggestions?

Final Testing

How long do we pilot test our campaign?

- Until you stop hearing something new.

- Until you feel like you have a good sampling of your audiences with clear direction. (focus, secondary, and stakeholders)

- Until you have heard enough to refine the design or message OR move to print, etc.

How to analyze the response

- Rating: strive for an average score of 3.5 or higher

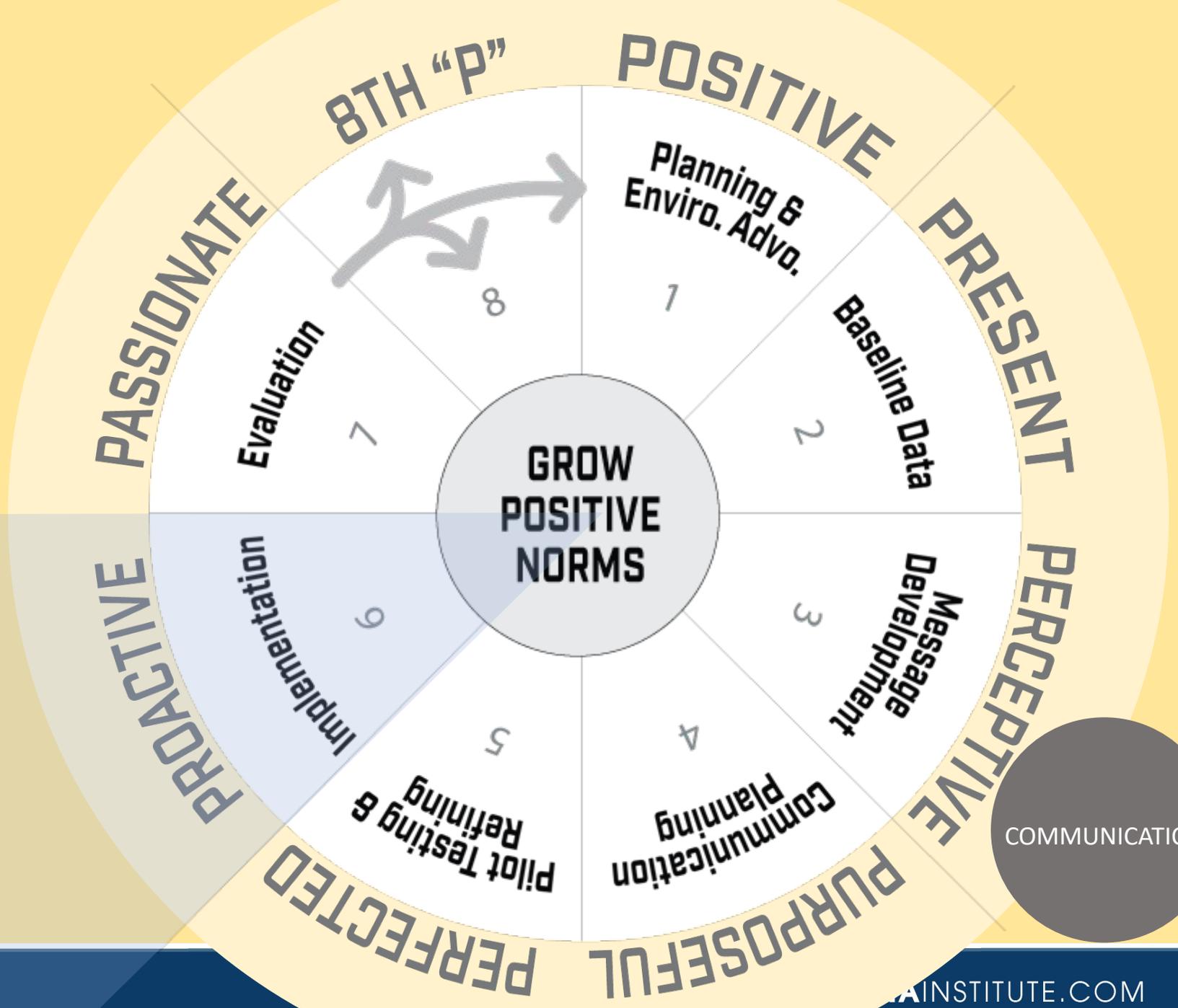- Is the audience understanding the main norms message?

When to adjust the materials

- Rating: lower than 3
- Norms message not coming through
- Hearing important themes of changes
- Deal breakers

STEP 6: IMPLEMENTATION

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &
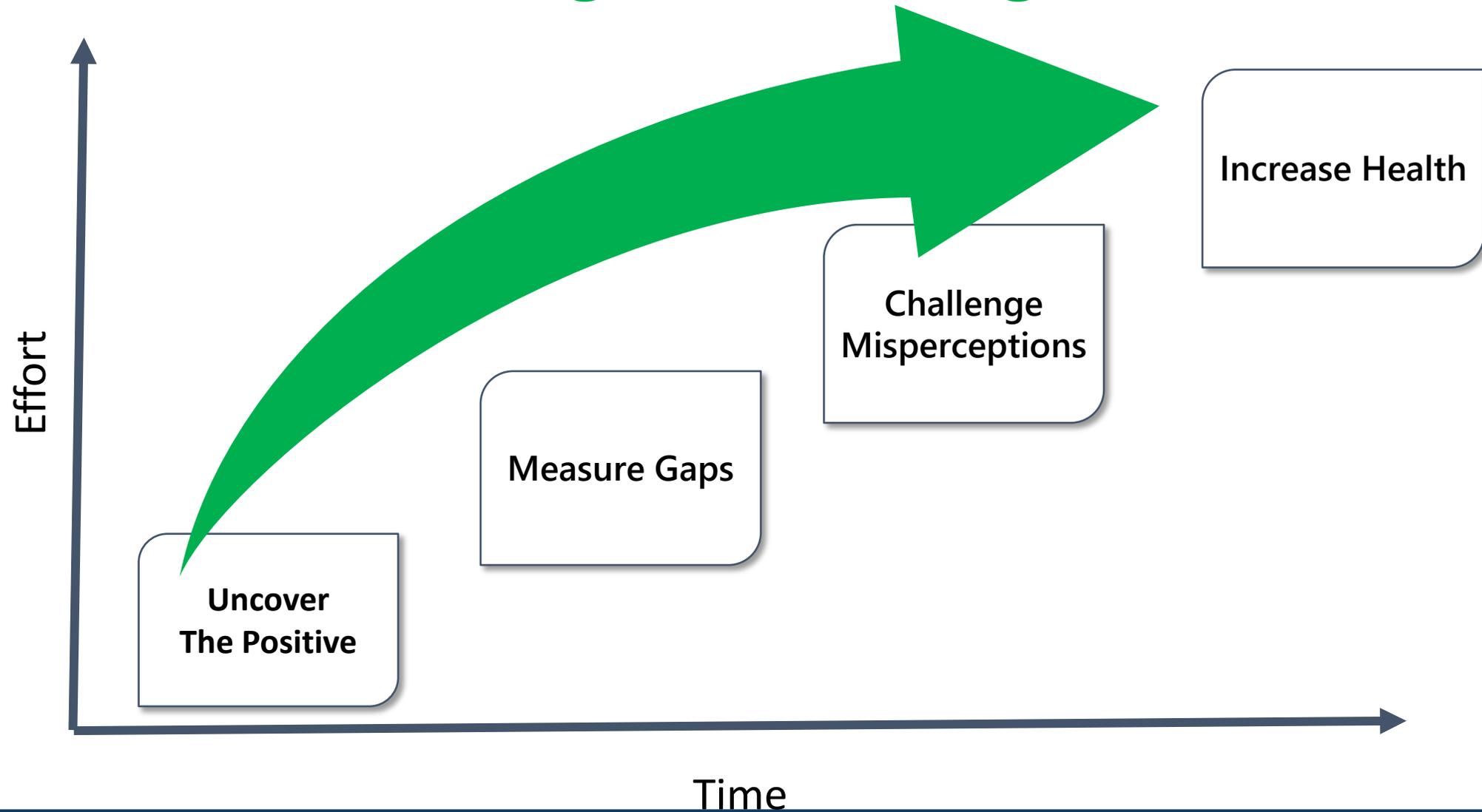THE POSITIVE
COMMUNITY NORMS
FRAMEWORK

8TH "P"

POSITIVE PRESENT PERCEPTIVE PURPOSEFUL PERFECTED PROACTIVE PASSIONATE

GROW POSITIVE NORMS

Planning & Enviro. Advo. — 1
Baseline Data — 2
Message Development — 3
Communication Planning — 4
Pilot Testing & Refining — 5
Implementation — 6
Evaluation — 7

COMMUNICATION

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Core Principle 6:

Be Proactive

Adequate Dosage

- Reach
- Frequency
- Duration
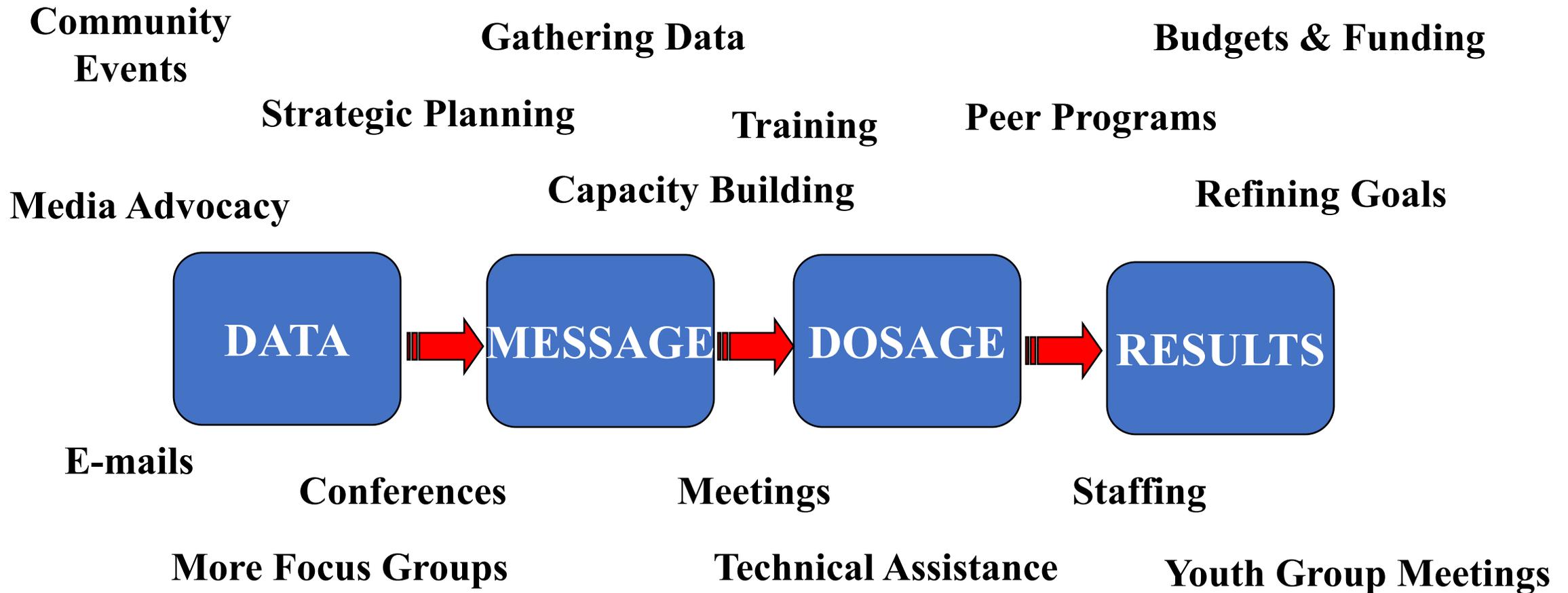
Focus on Fidelity

Community Events

Gathering Data

Budgets & Funding

Strategic Planning

Training

Peer Programs

Media Advocacy

Capacity Building

Refining Goals

DATA → **MESSAGE** → **DOSAGE** → **RESULTS**

E-mails

Conferences

Meetings

Staffing

More Focus Groups

Technical Assistance

Youth Group Meetings
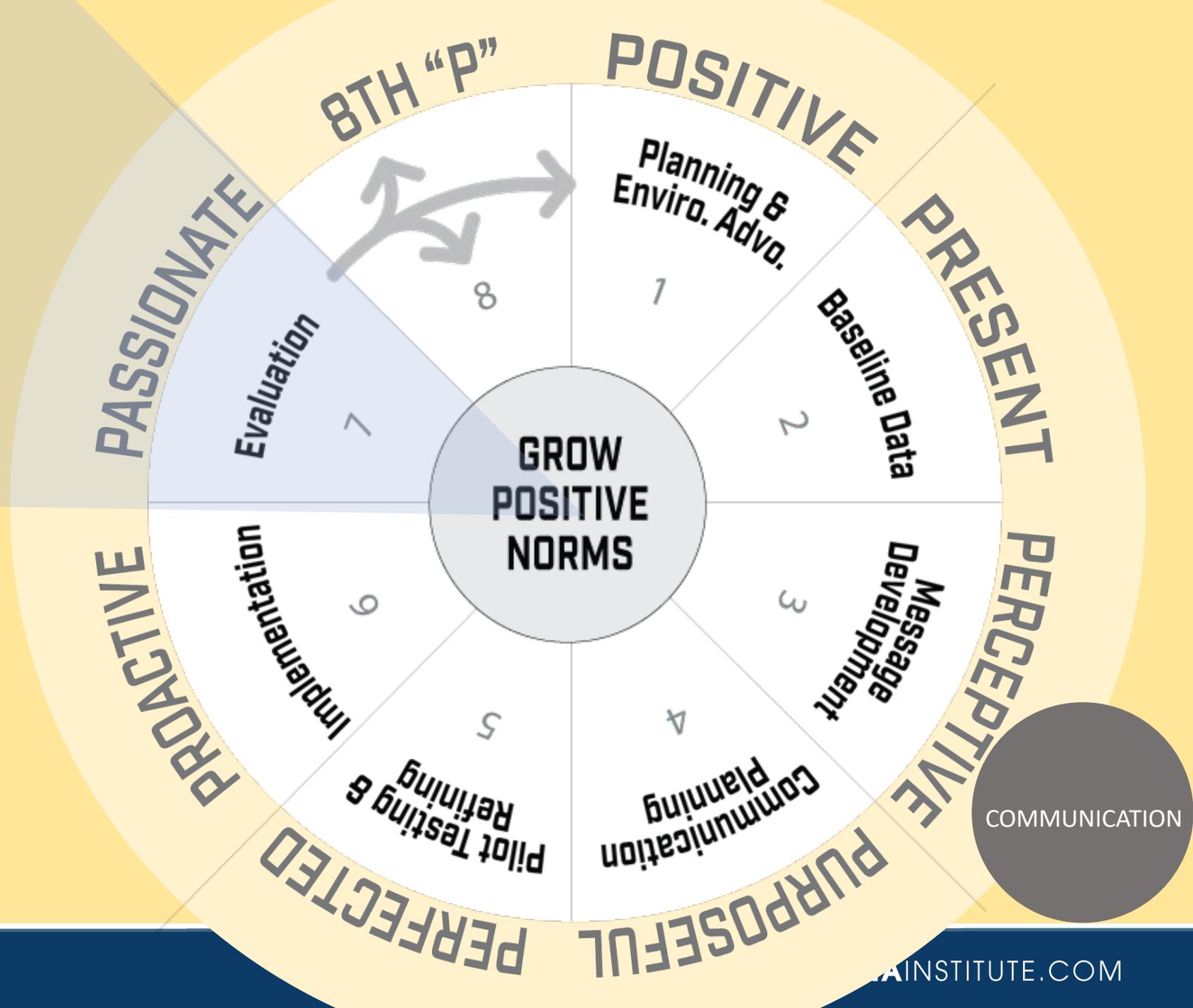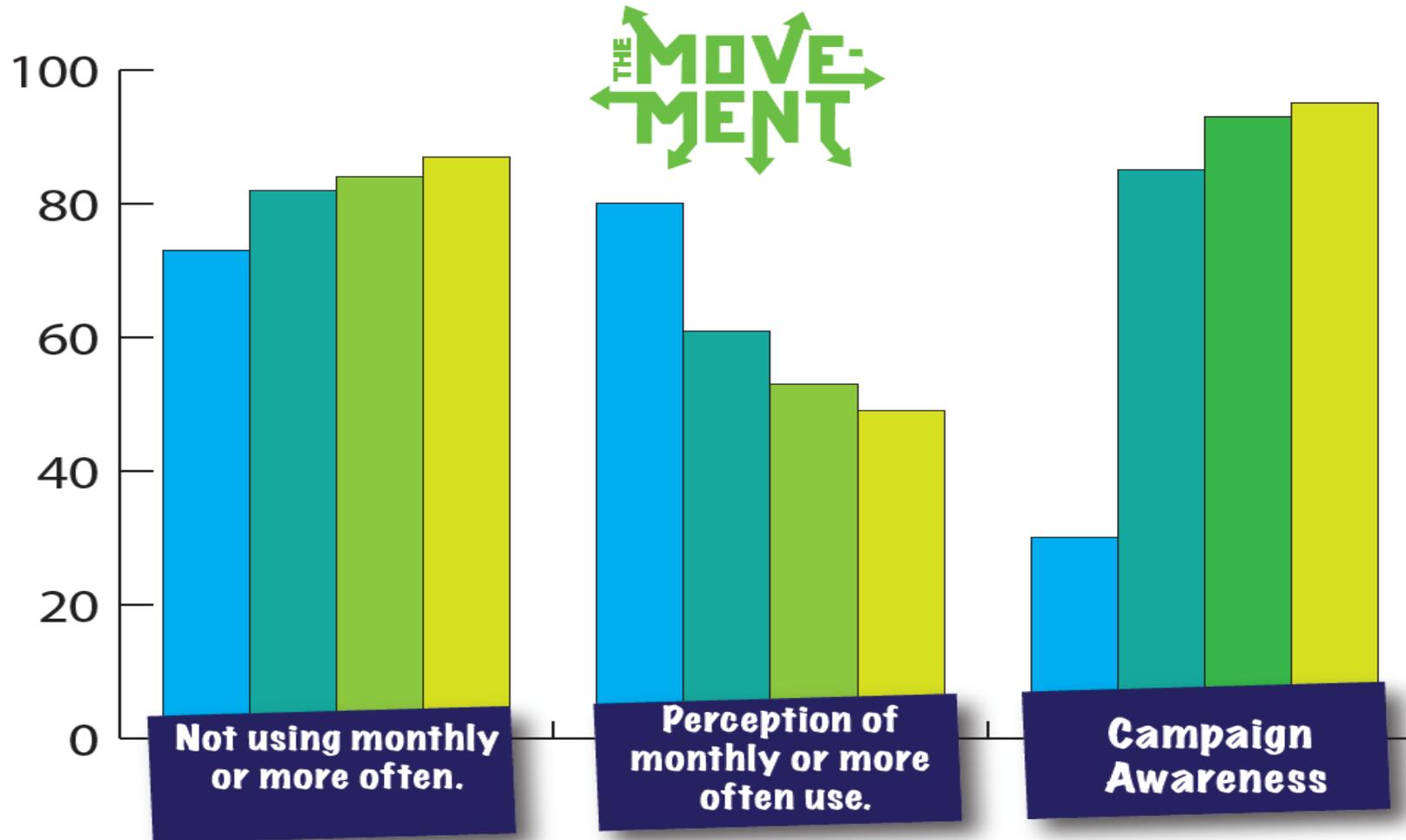
Linkenbach, 2000

Seven-Step Montana Model for PCN Communications

Science of the Positive Framework &
THE POSITIVE COMMUNITY NORMS FRAMEWORK

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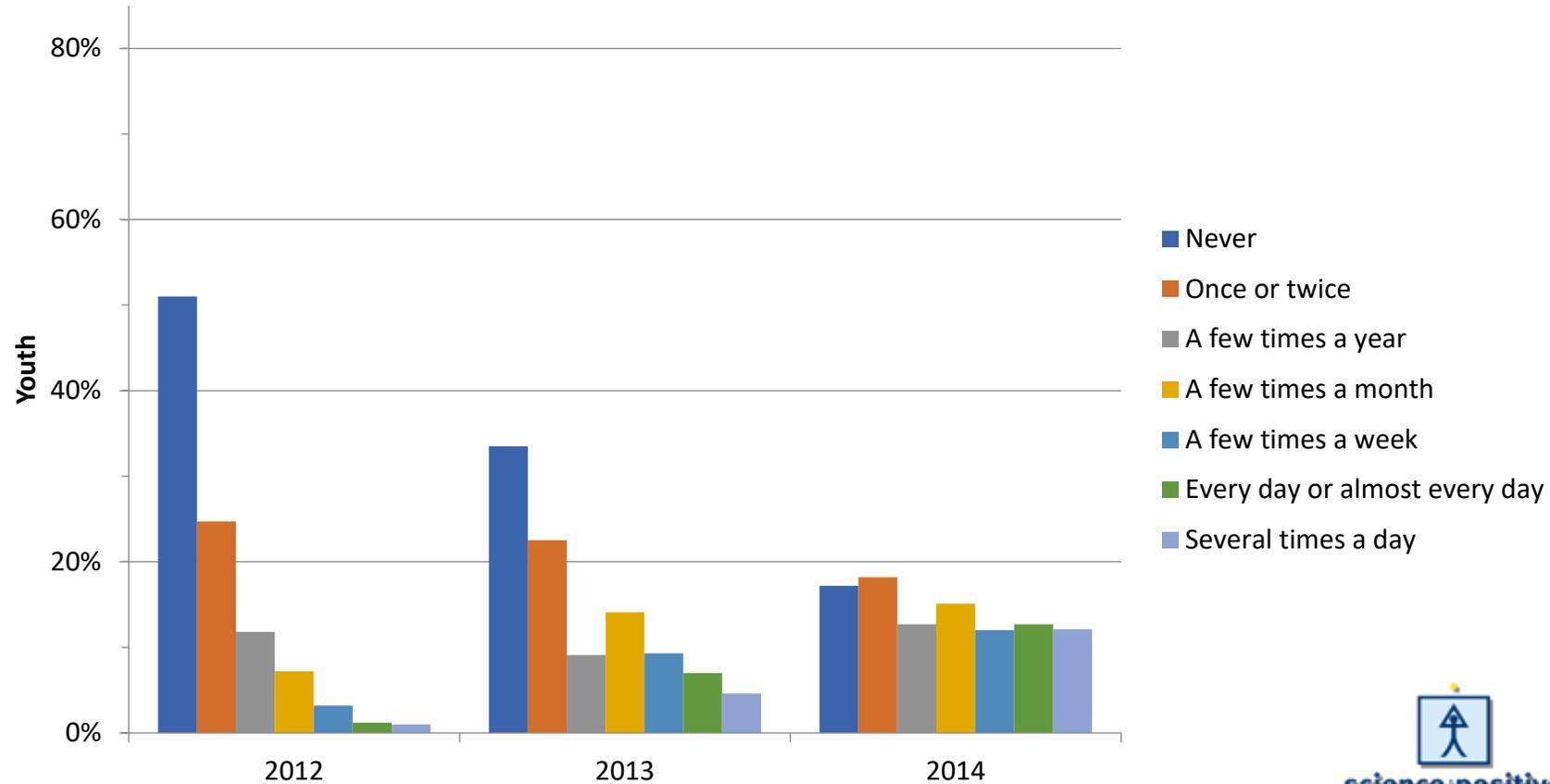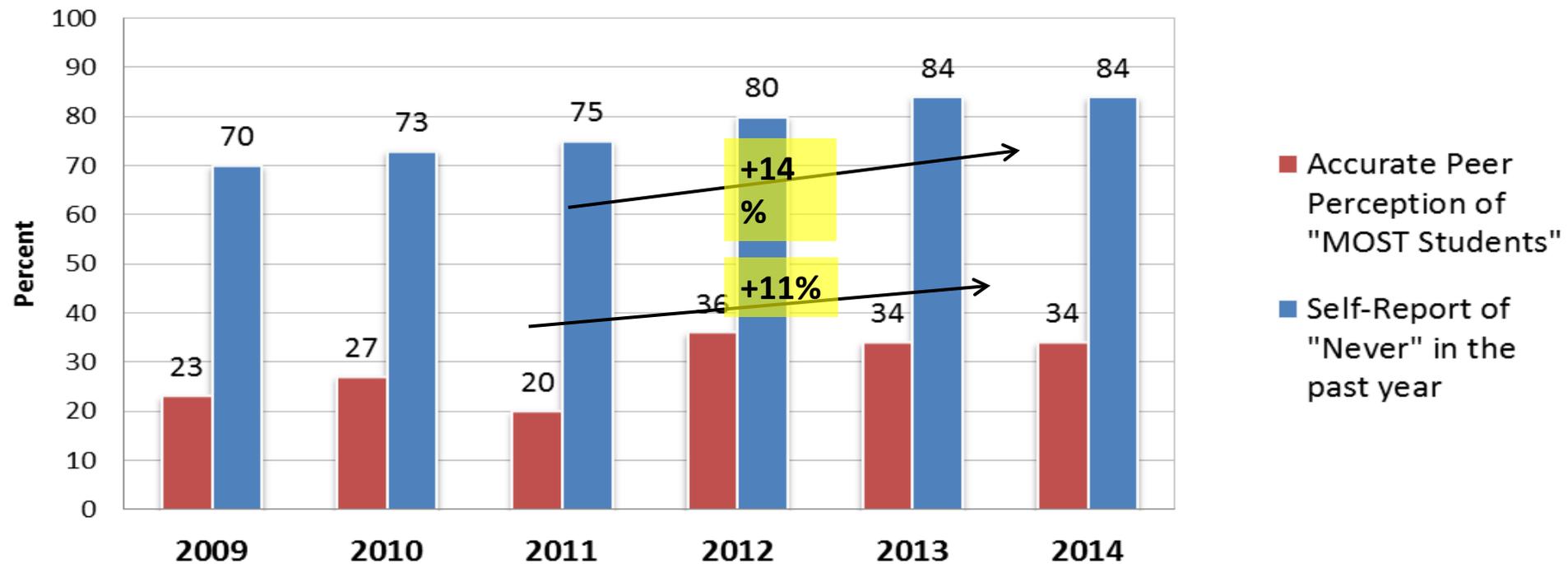
Frequency of Campaign Messages

(Q33) In the past 12 months, on average, how often have you seen or heard a "The Movement" campaign message?

Legend:
- Never
- Once or twice
- A few times a year
- A few times a month
- A few times a week
- Every day or almost every day
- Several times a day

Norms are verbs too... that are always emerging



Did **NOT** Drink & Drive, Past 12 months - Shiprock

Data Source: Youth Survey Career Prep, Shiprock High & Northwest High Schools (2009, n=738; 2010, n=698; 2011, n=676; 2012, n=628, 2013, n=520)

Evaluation is necessary

We need to reflect with curiosity and honesty, asking and answering questions like:
1. How are we doing?
2. Did we stick to the Model with fidelity?
3. Were we busy or were we effective?
4. What has changed?
5. What outcomes did we see?
6. What impacts have occurred?
7. And what's next?
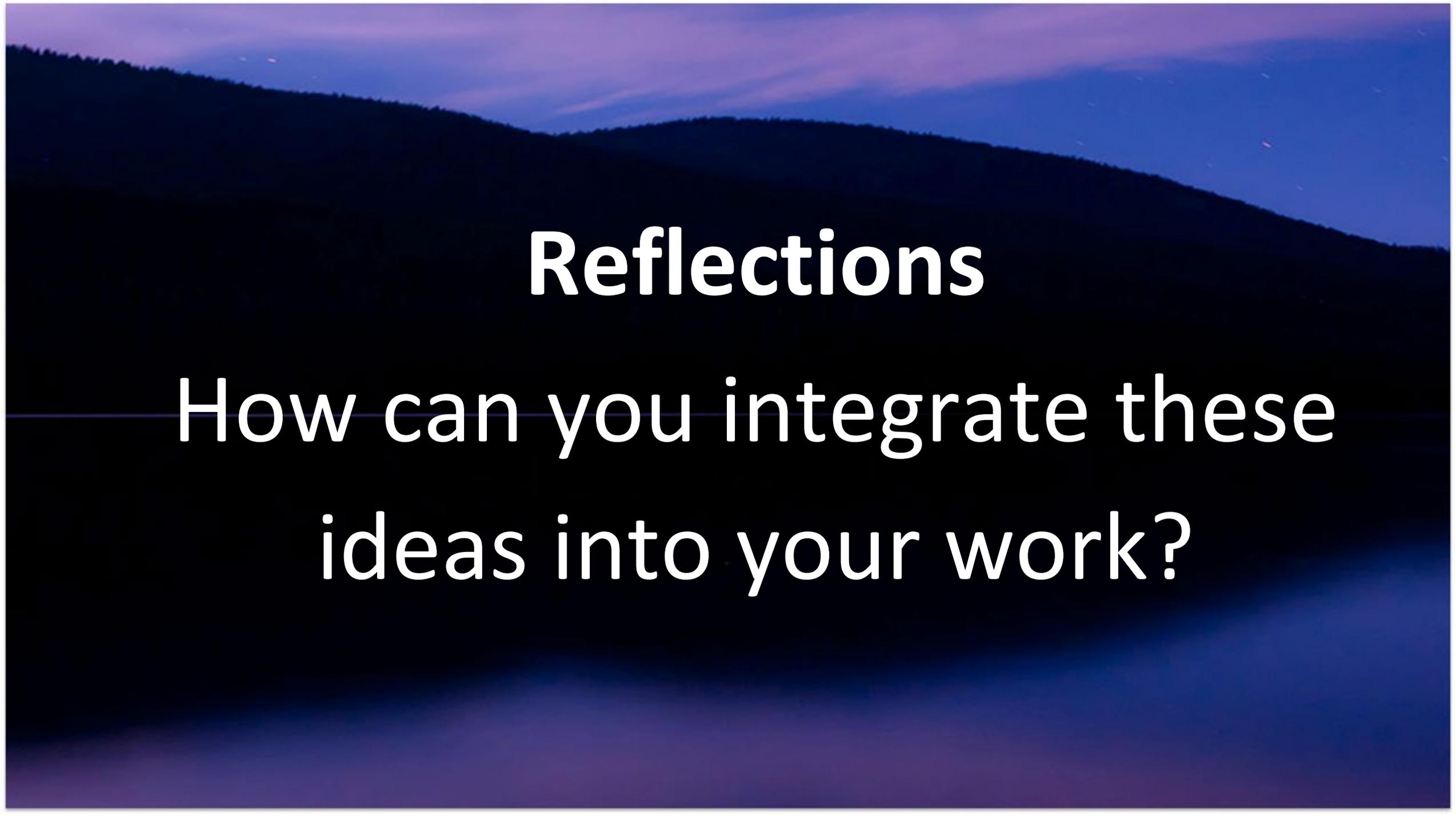
Reflections

How can you integrate these ideas into your work?

What can you apply both personally and professionally?

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