

HOPE for Child Maltreatment Prevention in Missouri: Using the Science of the Positive to Identify & Increase Protective Norms

**Bob Sege, MD, PhD
Jennifer Jones, MSW
Jeff Linkenbach, EdD**

**Jefferson City, MO
November 2019**

Dr. Jeff Linkenbach, Director and Research Scientist

- Founder of Science of the Positive Framework and the Positive Community Norms Approach
- 30 years experience in research & health promotion
- Developed award-winning programs to change norms



Jennifer Jones

Director, Change in Mind Institute, Alliance for Strong Families and Communities

- The Change in Mind Institute aims to advance a common understanding of the core story of brain development and integrate this knowledge into the social and public sectors.
- Jones consults and advises organizations on brain science, child welfare, and child and family well-being issues.
- Jones served as the Executive Director of Wisconsin's Children's Trust Fund and a child welfare policy advisor at the Wisconsin Department of Children and Families.

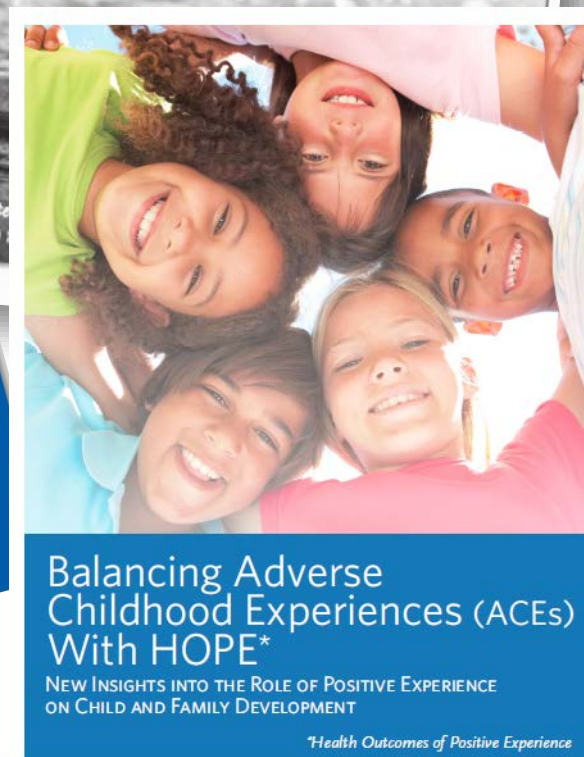
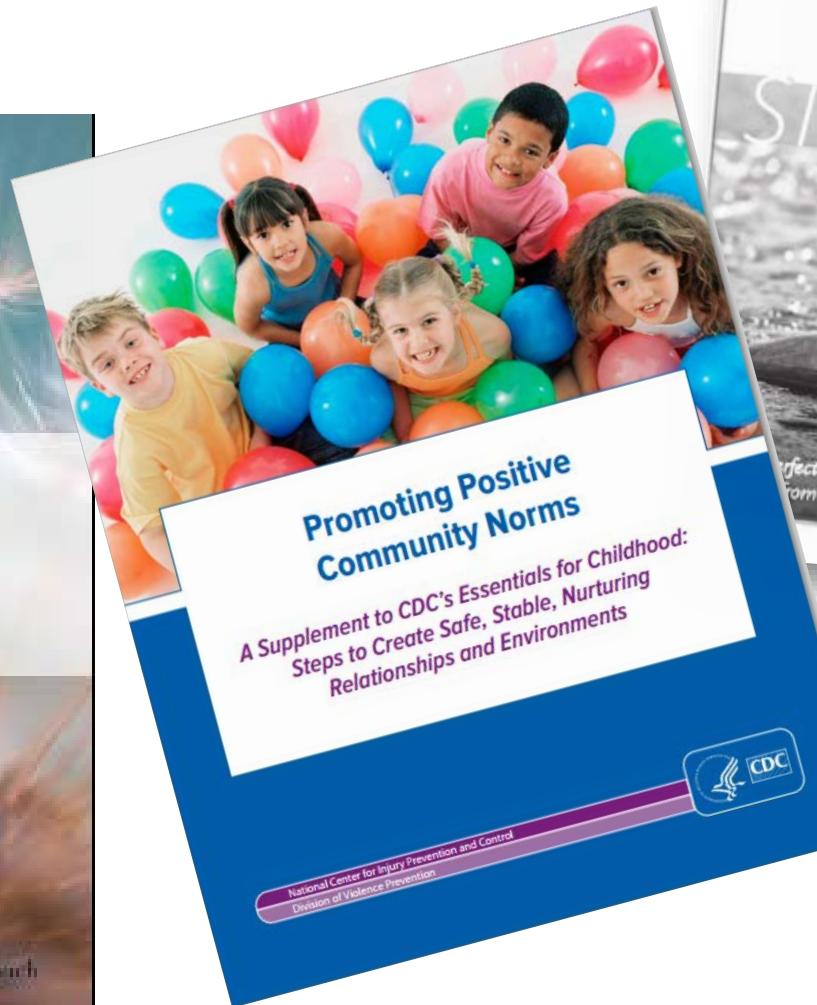


Robert Sege, MD, PhD: Director, Center for Community-Engaged Medicine

- Professor of Medicine and Pediatrics, Tufts University School of Medicine
- Research and program development in the prevention of child abuse and neglect; author of multiple policy statements for the American Academy of Pediatrics
- Member of the Boards of Prevent Child Abuse America and the Massachusetts Children's Trust



www.MontanaInstitute.com





The
MONTANA
SUMMER
institute

**Transform Community Norms & Narratives
with the Science of the Positive:**

Re-framing messages and public
dialogues for bigger impacts

Registration is open at [MONTANAINSTITUTE.COM](https://www.MONTANAINSTITUTE.COM)

TUESDAY-THURSDAY, JUNE 23-25, 2020 IN BIG SKY, MONTANA

The **MONTANA** **SUMMER** **PRE-institute**

- Positive Community Norms Intensive Seminar
- Healthy Outcomes from Positive Experiences (H.O.P.E.) Seminar
- Positive Community Norms Message Development and Social Media Lab.

Choose from **THREE** Pre-institute tracks!



MONDAY JUNE 22, 2020 IN BIG SKY, MONTANA

SESSION GUIDELINES

Based upon the Seven Core Principles of the Science of the Positive

1. **BE POSITIVE** - Speak words that encourage.
2. **BE PRESENT** - Be here now. Phones off. Stay engaged.
3. **BE PERCEPTIVE** - See, hear & experience new things.
4. **BE PURPOSEFUL** - Make meaningful connections.
5. **BE PERFECTED** - Dare to improve. Seek a growth mindset.
6. **BE PROACTIVE** - Imagine new ways of being effective.
7. **Be PASSIONATE** - Enjoy this time and share your inspiration.



science of the positive



Objectives of this Institute

Spirit: Experience a new way engaging in child abuse prevention and health promotion that is hopeful, effective and rejuvenating.

Science: Discover how the Science of the Positive framework can establish a shared process for growing positive community norms related to child abuse prevention in Missouri.

Action: Initiate a learning community focused on applying Science of the Positive and HOPE concepts, language, research and skills.

Return: Reflect upon new ideas that can enhance our personal lives and the effectiveness of our work.

THE SCIENCE OF THE

Day 1 – Wednesday – Nov 6, 2019

10:00 – 10:30	Welcome, Introductions and Your BIG WHY
10:30 – 11:40	Science of the Positive & Positive Community Norms
11:40 – 12:00	Discussion on Norms in Missouri
12:00 – 1:00	Lunch Onsite
1:00 – 2:00	Answering ACEs with HOPE
2:00 – 2:15	---Break---
2:15 – 3:00	Change in Mind – Change in Norms
3:00 – 4:00	Integrating Knowledge to Action
4:00 – 4:30	Reflections Day 1 / Evaluations / Day 2 Overview
4:30	End

Day 2 – Thursday – Nov 7, 2019

9:00 – 9:30	Welcome, Reflections from Day 1
9:30 – 10:30	Putting Science of the Positive into Action
10:30 – 10:45	---Break---
10:45 – 12:00	Focusing on Norms & Strategic Planning
12:00 – 1:00	Lunch Onsite
1:00 – 2:30	Community Spirit Messages
2:30 – 3:00	Reflections & Evaluations
3:00	End – <i>Happy Trails...Until We Meet Again!</i>

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4:30	End



restaurant + bar

Swatch

PLANET HOLLYWOOD

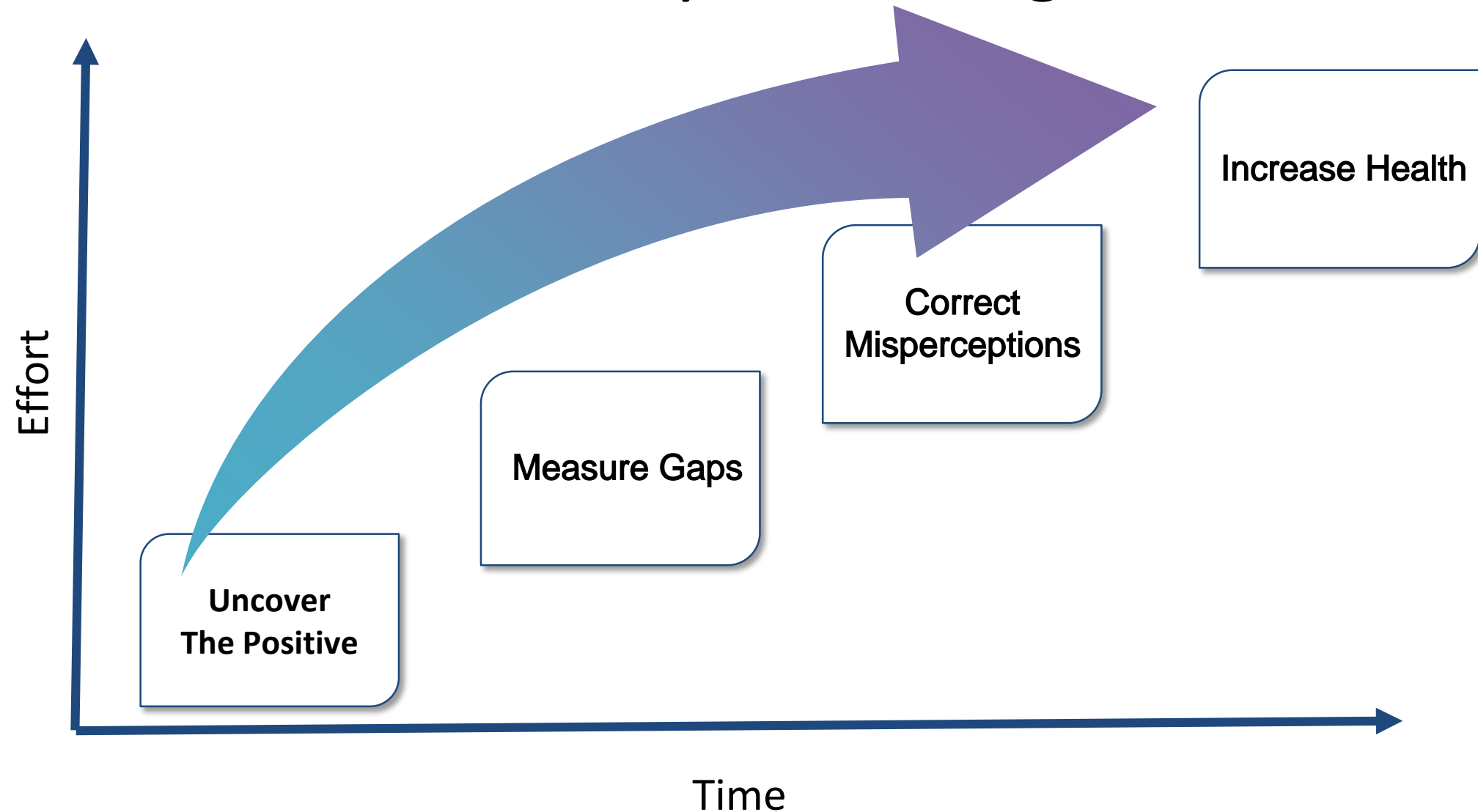
Broadway

RIGHT LANE
MUST
TURN RIGHT

You're a Grand Old Flag
Over There



Positive Community Norms Logic Model

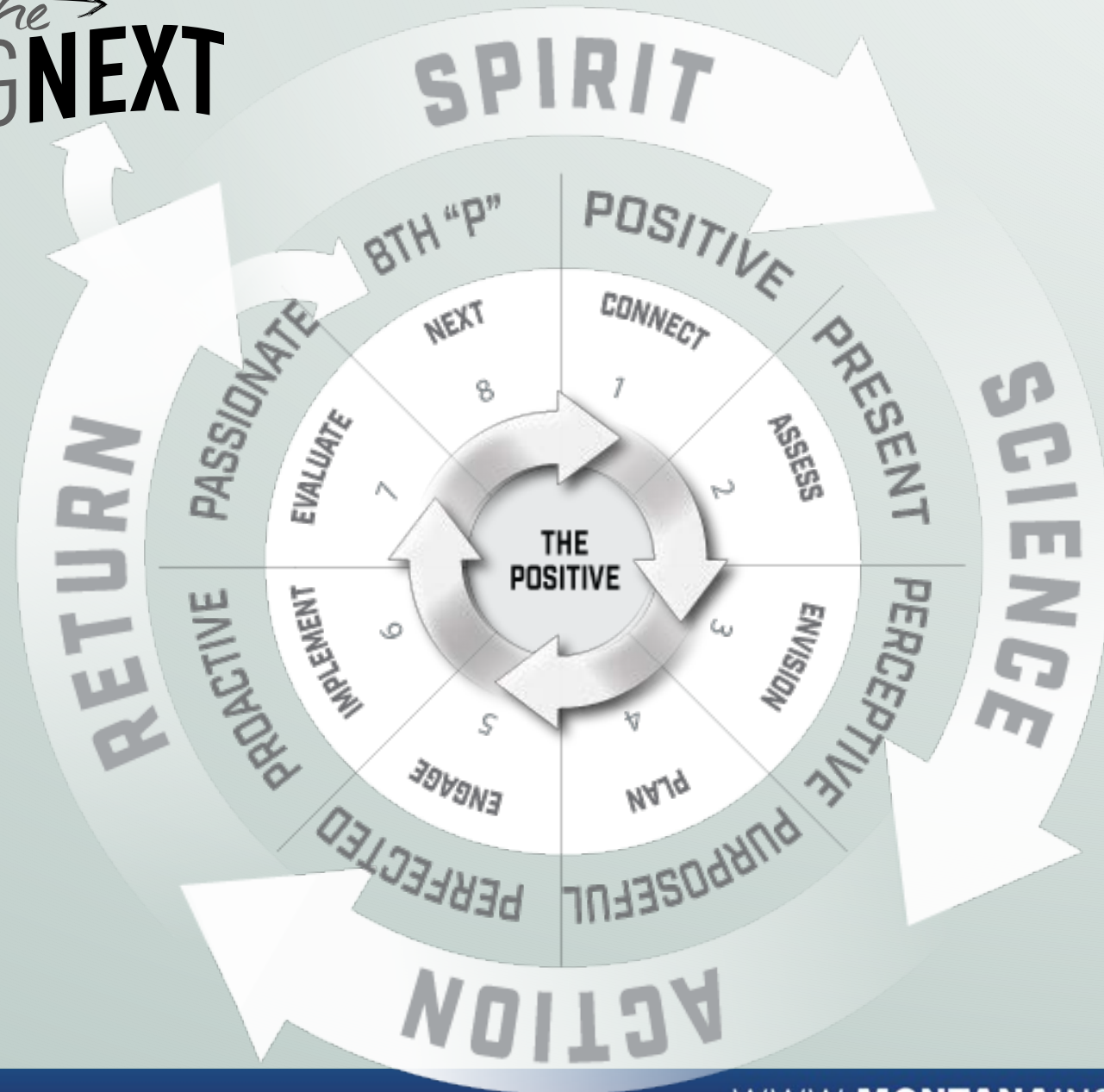


The Science of the Positive Framework



the
BIGNEXT

Science of the Positive Framework



What is the Science of the Positive Framework?

The Science of the Positive is the study of how The Positive impacts culture and experience.

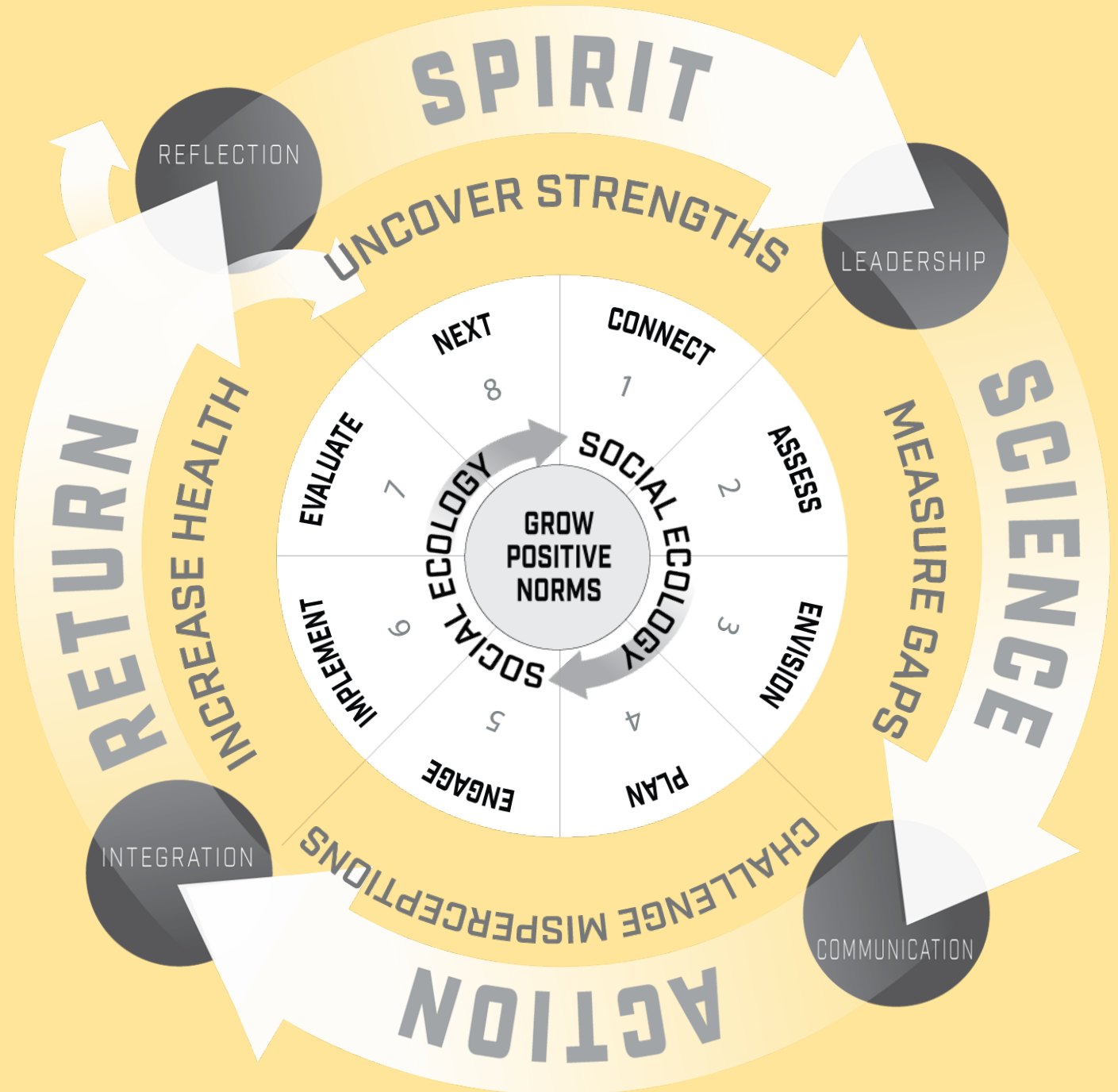
The focus is on how to measure and grow the positive, and is based upon the core assumption that the positive is real and is worth expanding – in ourselves, our families, our workplaces and our communities.



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Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS APPROACH



A Core Assumption



A Core Assumption



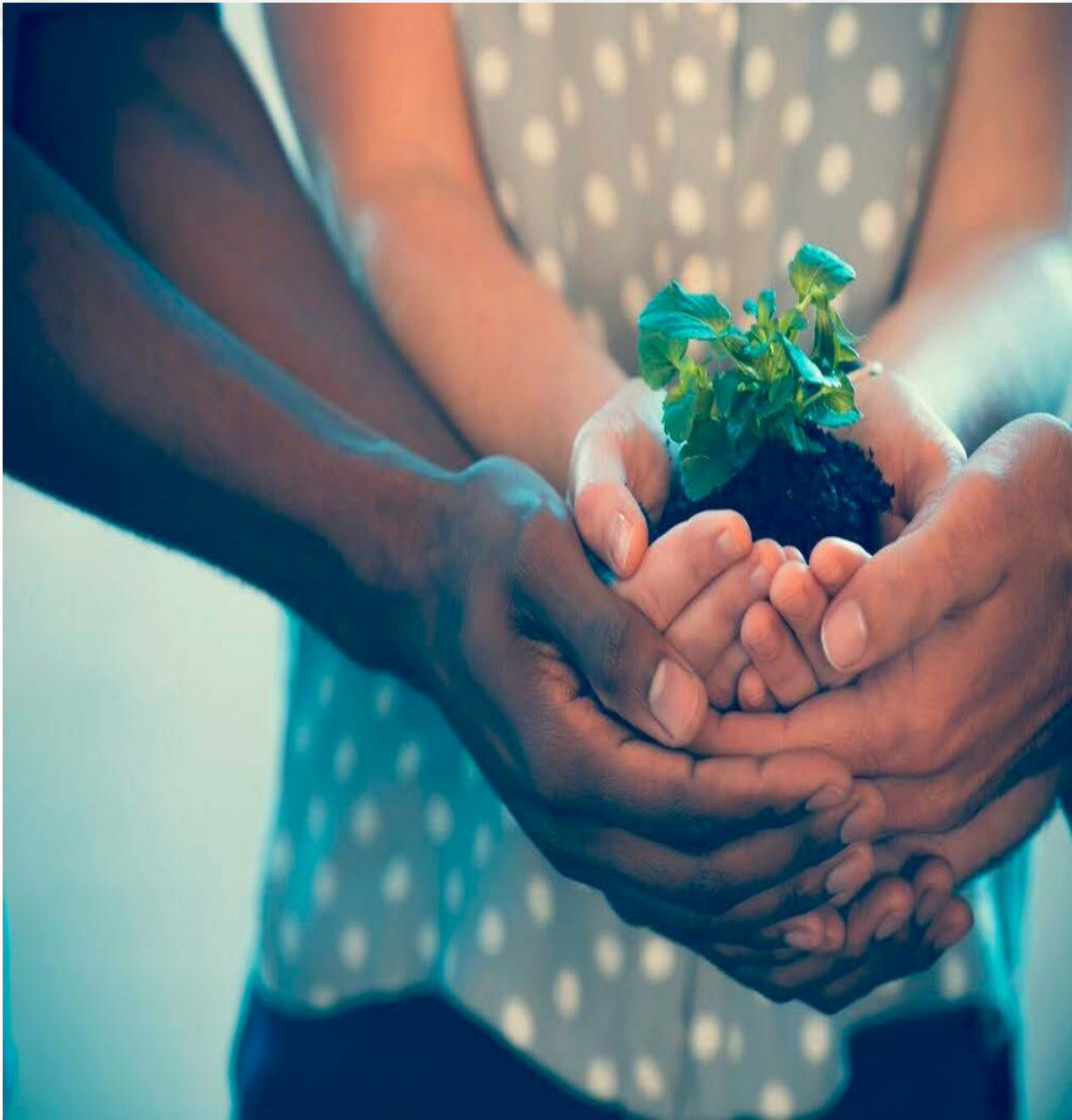
Linkenbach, J. (2007). The Seven Core Principles of the Science of the Positive Workbook: A publication of The Montana Institute, LLC.

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, 2009-2011, 2015-2016). The Science of the Positive: The Seven Core Principles Workbook: A Publication of The Montana Institute, LLC.

The solutions are in community.



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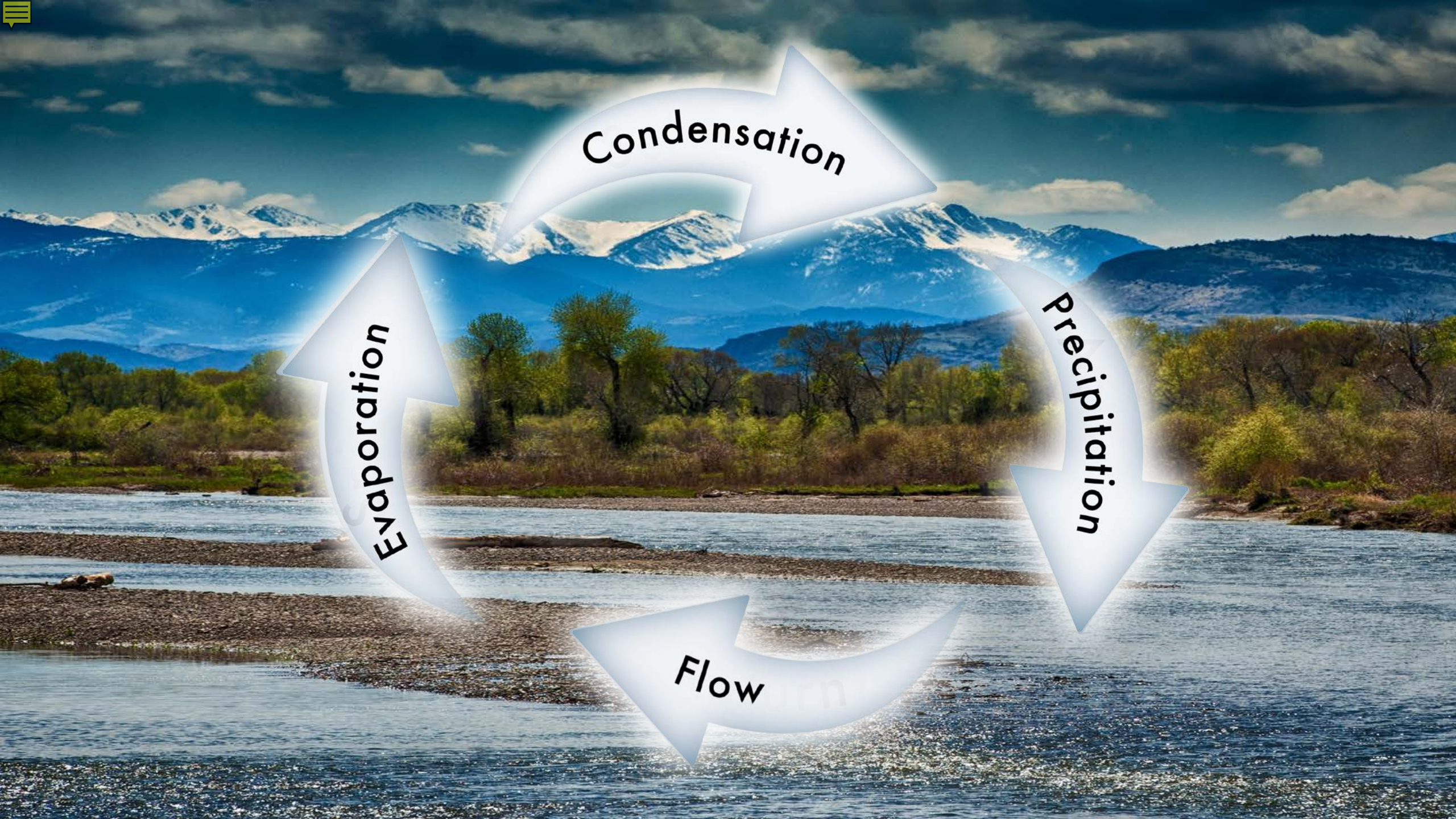
Effective
transformational
leaders start with
SPIRIT first!

The Cycle of Transformation



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Condensation

Precipitation

Flow

Evaporation

Science of the Positive

Cycle of Transformation



Linkenbach, 2015



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?

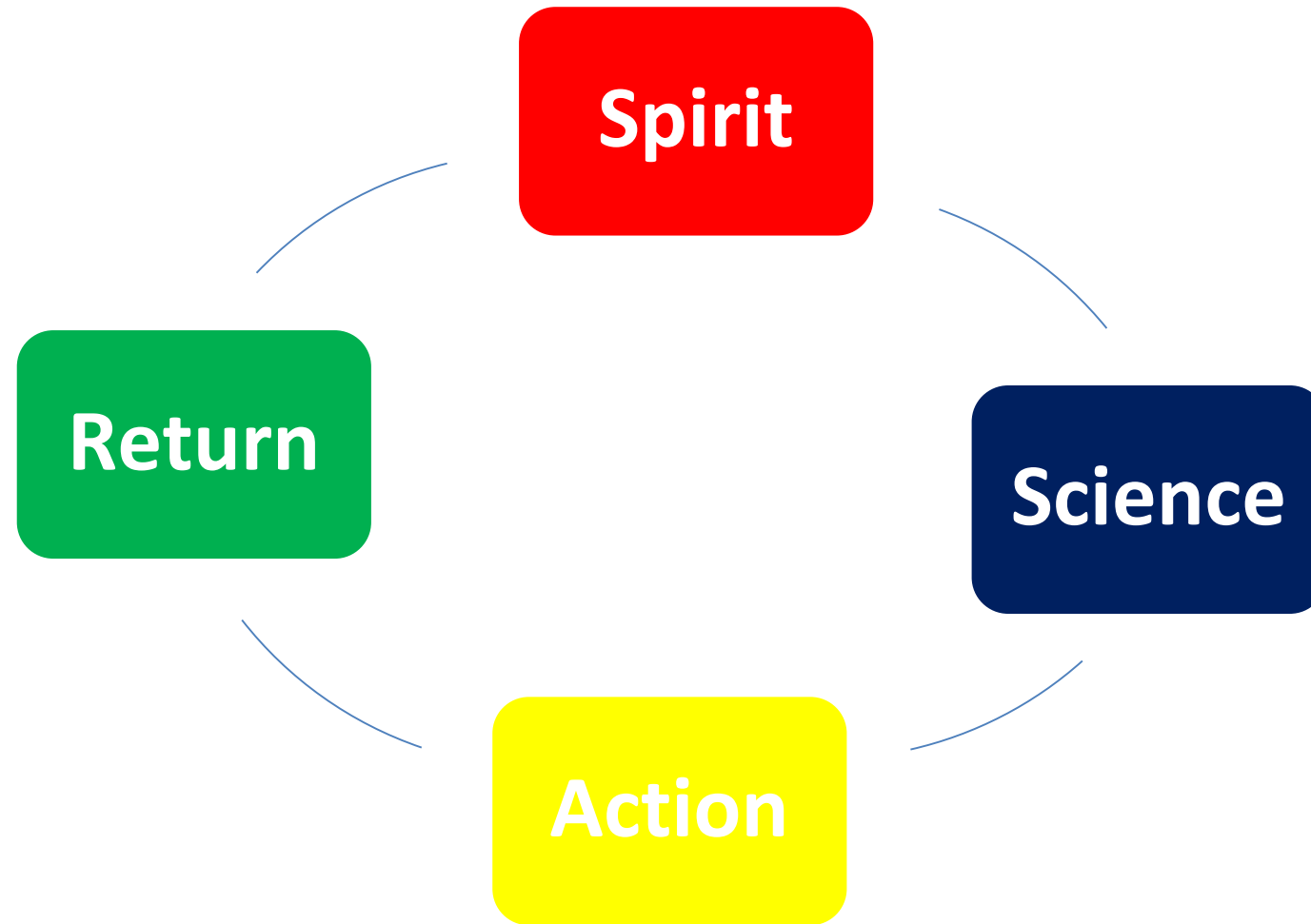


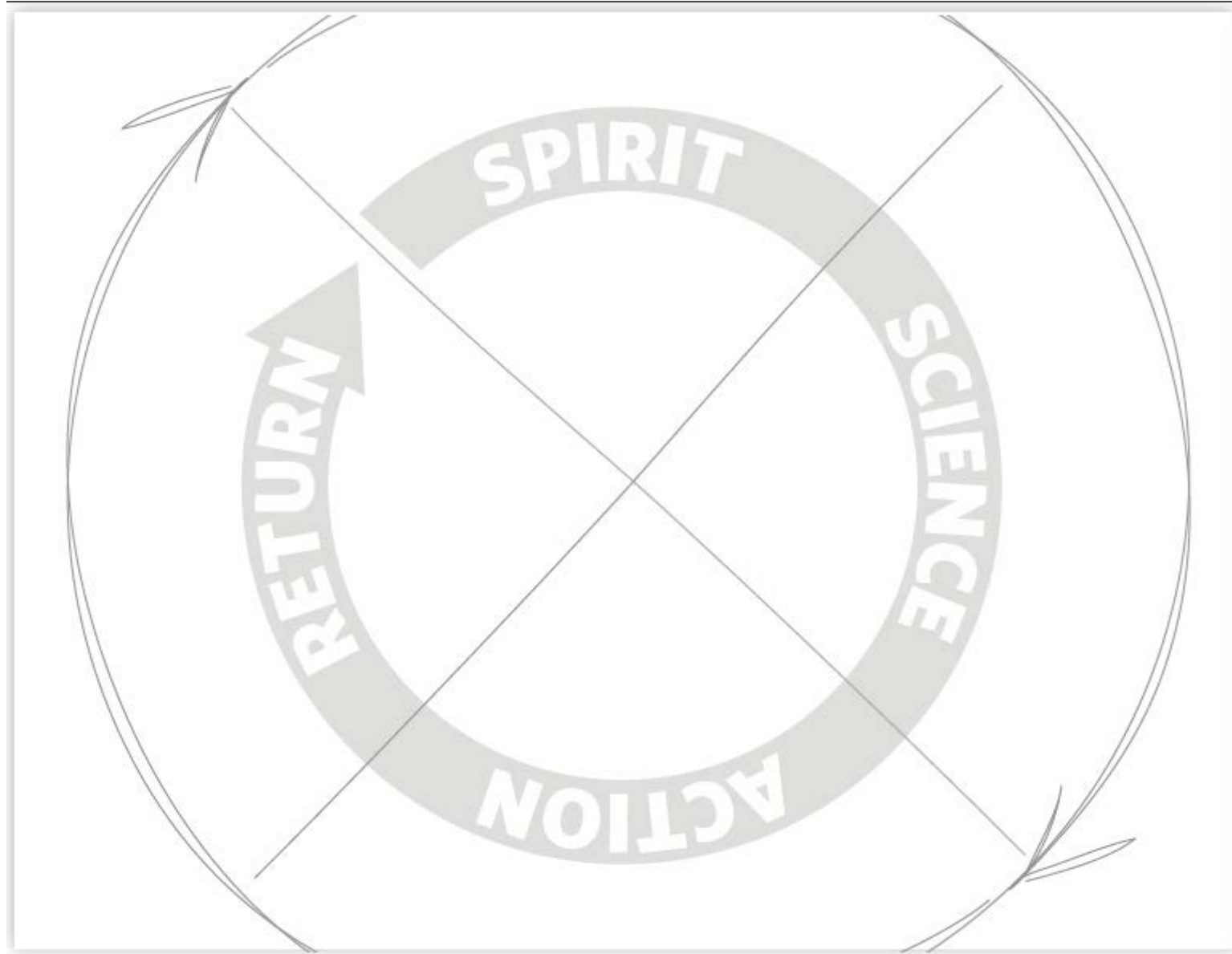
Linkenbach, 2015



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Science of the Positive Process

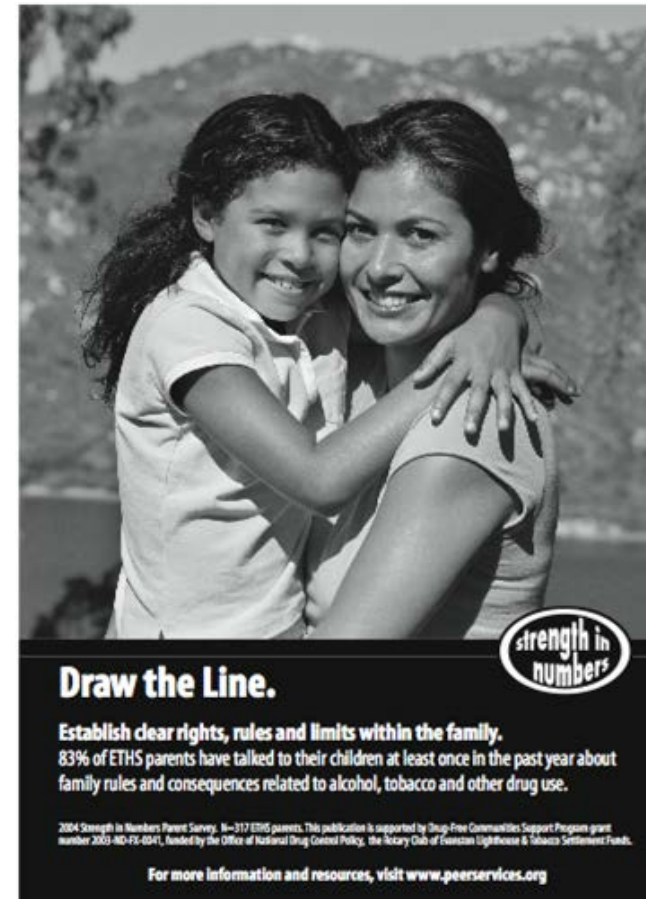




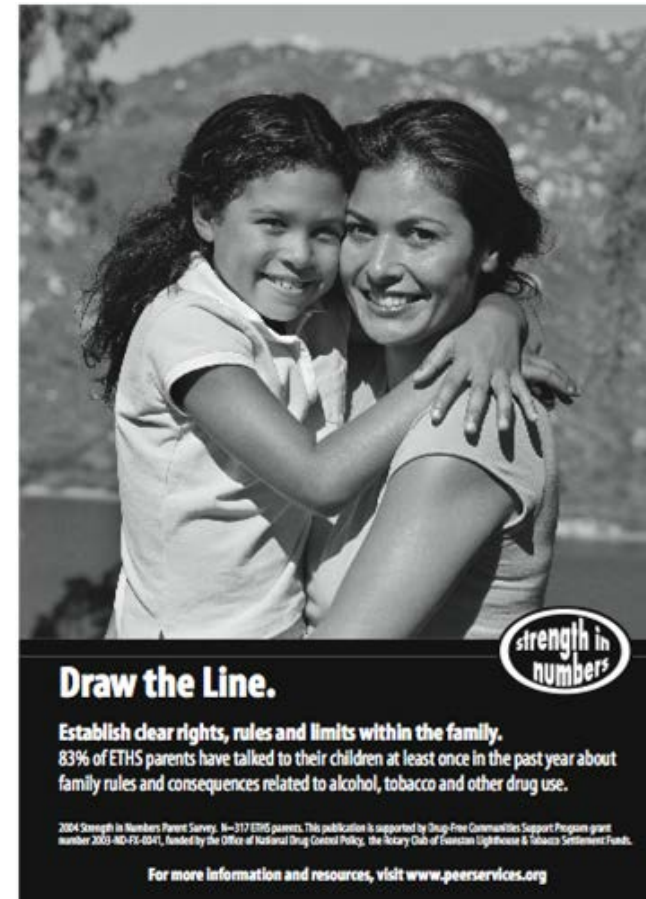
Spirit is Context



What will be the “**spirit**” of our work?



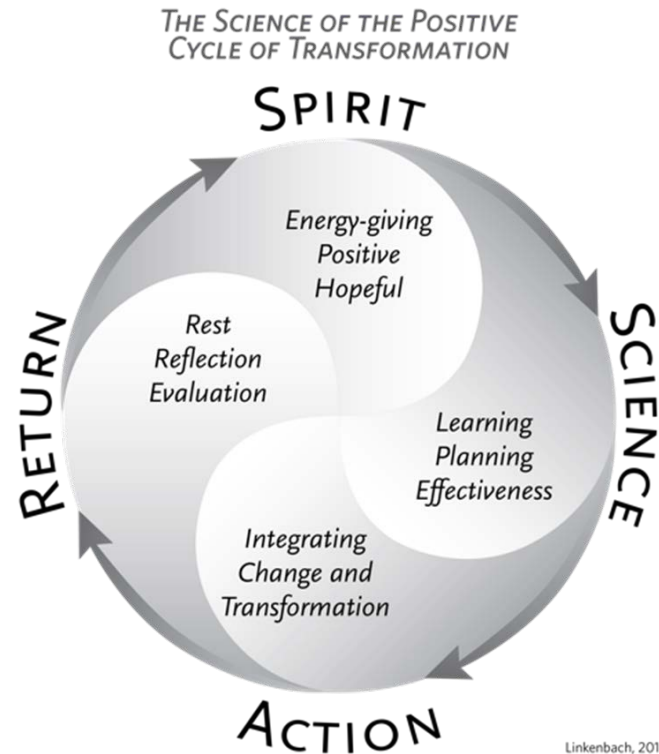
What will be the “Context” of our work?



The Cycle of Transformation and Media



Applications to Coalition work



New Business

- New Data
- Pilot Test Billboard
- Strategic Planning
- Grant Funding Opportunities
- Upcoming Training Opportunities

Next Meeting Date? _____

xyz Coalition

Mission: To empower our youth to make positive choices and be alcohol, tobacco and drug free.

AGENDA

1. Call to order
2. Agenda approval
3. Financial report

SPRIT-

- Introductions- What is your one true joy?
- Video- "Embrace Life"

SCIENCE-

- New Data
- Pilot Test Billboard

ACTION-

- Policy Progress
- Finalize Communication Plan
- Strategic Planning
- Grant Funding Opportunities

RETURN-

- Event Review
- Upcoming Training Opportunities
- Next Meeting Date? _____

Spirit

Science

Action

Return

Our Mission:
To Foster a
Community, within
District 317 that
Supports Youth by
Preventing Underage
Alcohol, Tobacco and
Other Drug Use.

Chairperson

Chad Evans
218-246-8241
ext. 60223
chadevans@isd3
17.org

Co-Chairperson

Tanis Henderson
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60282
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.org

Secretary

Lynn Smith
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Heather Schjenken
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**DFC Project
Assistant**

Heather Strand
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ext. 60289
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g

Project office
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55638
(763) 218-2123

S.T.E.P. COALITION

STANDING TOGETHER EMBRACING PREVENTION

Deer River High School

April 24th, 2018

11:30 AM Media Center

**** This month's meeting will be at the High School Media Center ☺**

Call to Order

- Chair – Chad Evans
- Approve minutes

SPIRIT:

- New Posters!
 - Which should go up first?
- Echeckup to go Hope and Concern poster

SCIENCE:

- Parent Survey – Good response rate

ACTION:

- Wild Rice festival conversation with Vets club
 - Pilot test images
 - What message?
- Prescription prevention opportunity – meeting with DHS
- DARE Graduation
- Other work around substance use in area – E-cig
- New gear for Coalition members!
 - What image and what message on the jacket

RETURN:

- How can we bring prevention work back to our sector?
- What are we hearing about “The Movement”?
- May's Meeting – End of the year Potluck

Additions to Agenda:

-

Sprit:

- New Posters!
- Which go up first

Science:

- Parent Survey – Good response rate

Action:

- Wild Rice Fest conversation with Vets Club

Return:

Message Development

Spirit

What will be the spirit of our message?

Science

How will the science guide the message?

Action

What will be our audience call to action?

Return

What responses do we seek?



Linkenbach, 2015



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Spirit

Science

Action

Return



THANK YOU PARENTS!
BECAUSE OF YOU,

93%
OF ST. CHARLES
STUDENTS

DO NOT
DRINK

IN A TYPICAL
MONTH

www.whitewatercoalition.org

WeWill 4C CLIMATE CHANGE Challen CAMPAIGN

SPIRIT

We will harness and ignite the Spirit people have for preserving the environment. Spirit is the starting place for all initiatives based upon the values of the Pacific Trust and which will guide our efforts, and motivate support for the initiatives by reminding the broader public and our place of governance are all one system. The interconnectedness of our shared journey which is critical for igniting a common framework and language to generate norms of community behaviors. This WeWill Spirit will connect people from throughout the world to a rapidly growing global community of supporters.

SCIENCE

We do science of possibility and the WeWill Spirit building our resilience and innovation the spirit of affecting educational communications designed to inspire educational norms. The science demonstrates that different norms operate in steps to impact participation, attitudes and behaviors. WeWill is assembling a team of leading scientists from a variety of disciplines to coordinate research and analyzing and analyzing quantitative and qualitative data to guide the rigorous steps of this process. This team of experts will assist in collecting baseline data and developing metrics to measure shifting behaviors and participation which is critical to influence and increase the energy. Publicly released norms knowledge programs from social science and from social science.

ACTION

The science guides our research and how practices and evidence-based actions. We will have understanding of our purpose defined, the norms and norms created through our rising engagement will inform the impact development and delivery of our programs and actions. Specifically, each state will have a highlight of our initiative which will further engage and promote their form of achieving the global reduction and participation in sustainability. The Spirit of shared hope will be sustained through global action.

RETURN

More than a year for progress of our global efforts, the phase of reflection is also critical for the new spirit. (Norms and impact will be assessed, analyzed, and documented and then shared through social media for real time feedback and engagement. Feedback will be used to build through a democracy cycle which will be used through each phase of the campaign building on research design for a multi-year global initiative. The science question is measured by the stability of the rising scientific against the Pacific climate at 1000 mb.




Focus on Growing Health



“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.




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.

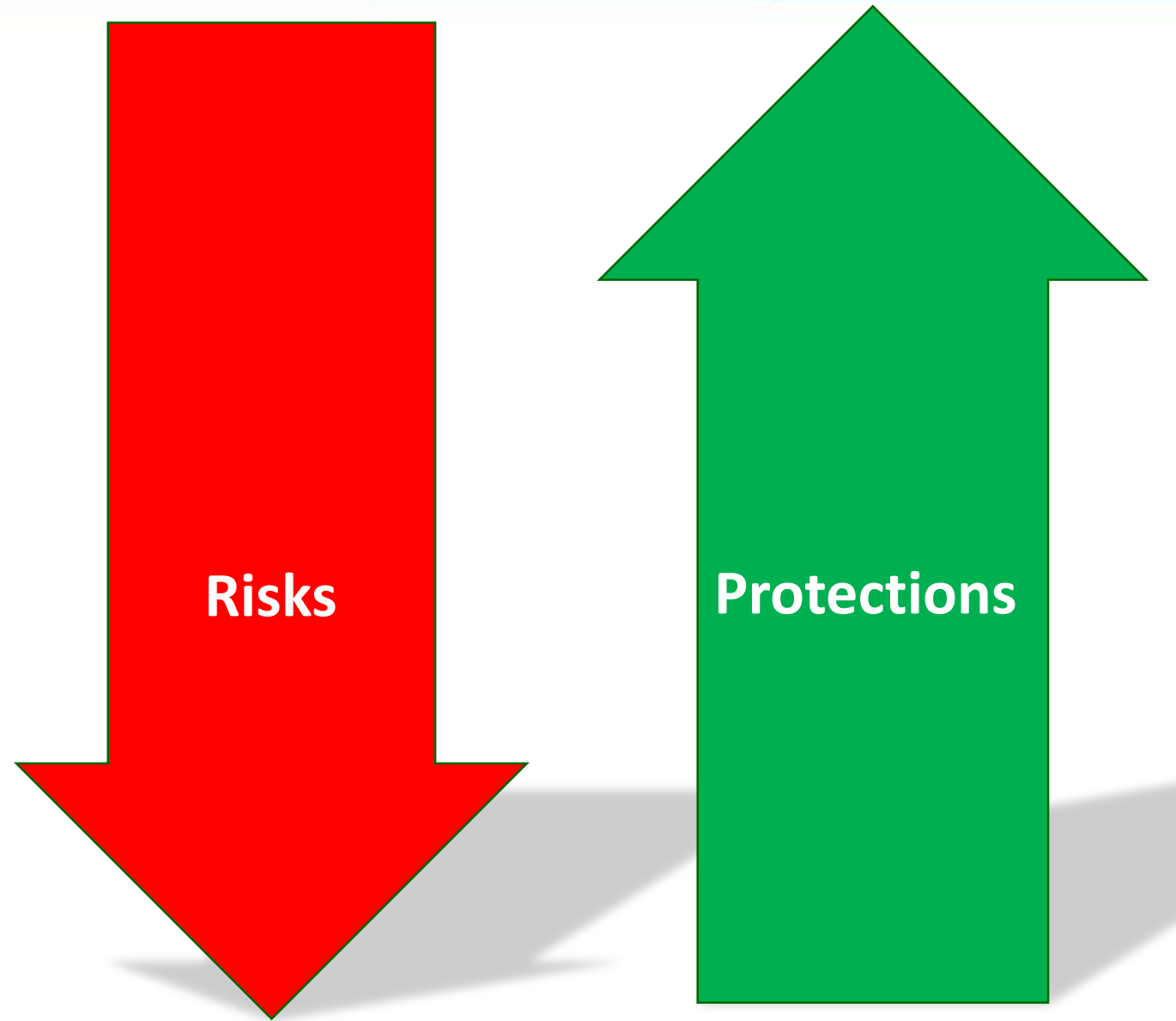
2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-MO-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.

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

strength in numbers


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Public Health 101

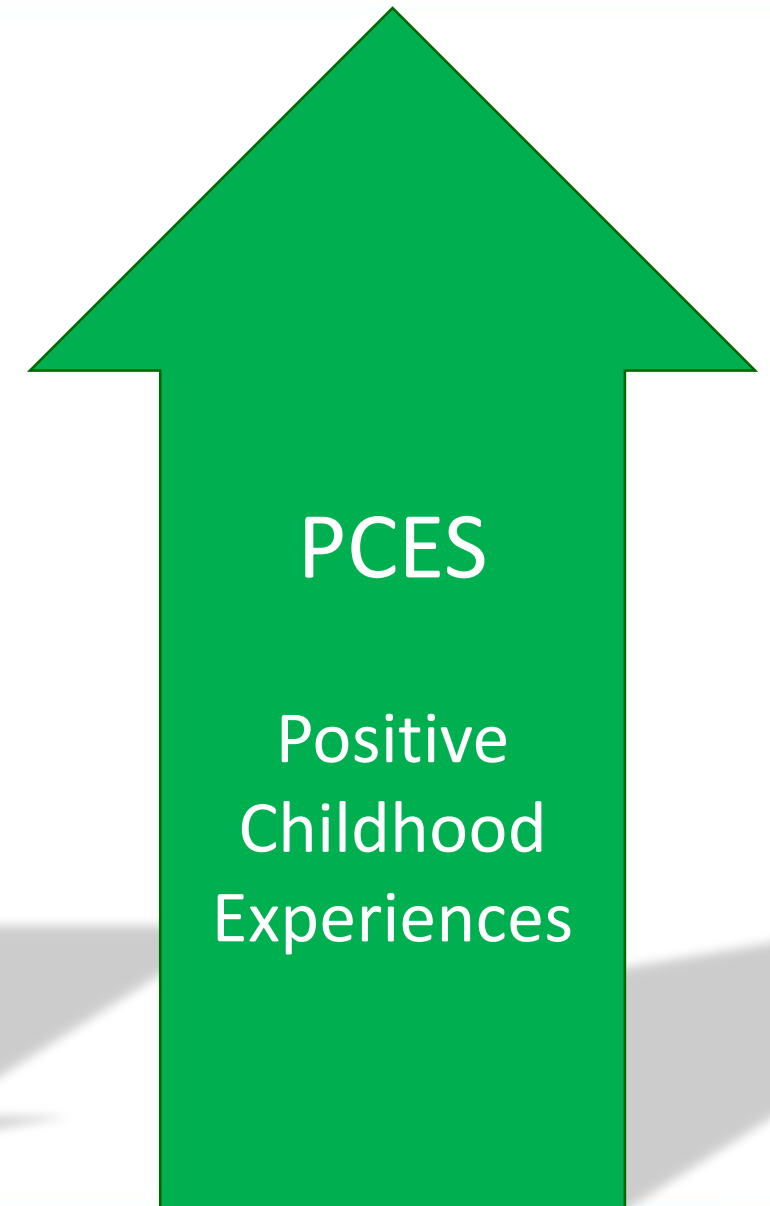


Spoiler Alert!



ACES

Adverse
Childhood
Experiences



PCES

Positive
Childhood
Experiences



What's In Your Green Arrow?

Returns?



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Integrating Hope & Concern







The Importance of HOPE

The Science of the Positive Framework

Concern AND Hope

Traditional (Risk) Frame	CO
More than 17% of Colorado high school seniors (17.8%) reports use / abuse of a Rx drugs during their lifetime.	18%
Positive Community Norms Frame	CO
Most (82%) Colorado high school seniors report NOT using / abusing Rx drugs during their lifetime.	82%

Source: Healthy Kids CO Survey, 2013.





HOPE



CONCERN



EXAMPLE OF CONCERN & HOPE

OFFICE OF THE UNITED STATES SURGEON GENERAL (November 17, 2016)

Today, U.S. Surgeon General Vivek H. Murthy published a landmark **report on a health crisis affecting every community in our country**. *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health* is a comprehensive review of the science of substance use, misuse, and disorders. The report is available online at Addiction.SurgeonGeneral.gov.

Nearly 21 million people in America have a substance use disorder involving alcohol or drugs, an astonishing figure that is **comparable to the number of people in our country with diabetes and higher than the total number of Americans suffering from all cancers combined**. But in spite of the massive scope of this problem, **only 1 in 10 people with a substance use disorder receives treatment**.

The societal cost of alcohol misuse is \$249 billion, and for illicit drug use it is \$193 billion. What we cannot quantify is the human toll on individuals, families, and communities affected not only by addiction, but also by alcohol and drug-related crime, violence, abuse, and child neglect.

Though this challenge is daunting, there is much reason to be hopeful. That's because we know how to solve the problem. We know that prevention works, treatment is effective, and recovery is possible for everyone. We know that we cannot incarcerate our way out of this situation; instead, we need to apply an evidence-based public health approach that brings together all sectors of our society to end this crisis. And we know that addiction is not a moral failing. It is a chronic illness that must be treated with skill, urgency, and compassion.

Idaho motor vehicle fatalities drop by nearly one-third over two years

BOISE – Idaho leads the nation with a 31 percent reduction in traffic fatalities over the past two years, the Idaho State Police and the Idaho Transportation Department announced today.

While fewer people died in traffic crashes in Idaho in 2011 than in any year since 1956, the state's safety leaders remain concerned that any loss of life is unacceptable.

Preliminary data indicate that in 2011, 169 people died on Idaho's roads, 40 fewer than in 2010 and 57 fewer than in 2009.

"These numbers present both hope and concern," Jennings said.

"While the overwhelming majority of our drivers are wearing their seatbelts and are not driving after drinking, we are still very concerned about those who are engaging in risky behaviors."

In 2011, 70 people who died in traffic crashes were unrestrained. Safety experts estimate that approximately half of those people might have survived if they were wearing seat belts.

COLO. YOUTH SUBSTANCE USE SURVEY OFFERS **HOPE** – AND FRESH **CONCERNS** – AMID CHANGING LANDSCAPE

Survey results highlight teen confusion around vaping, which is linked to drug and alcohol use

When it comes to youth alcohol and drug use, Colorado is making progress in some areas even as new challenges emerge, according to a comprehensive survey of Colorado teens released today.

“The landscape of risks facing Colorado youth is changing,” said Colorado Attorney General Phil Weiser. “The growth of vaping is an example of how developing threats demand increased youth prevention education. The new research demonstrates that this effort needs to start at earlier ages and requires all of us—parents, educators, civic leaders and youth themselves—to work to mitigate the risks and reinforce positive factors that protect our youth.”

“While there are concerning challenges, the data show us that we have a great opportunity to help equip our youth with the tools to make good decisions,” said Kent MacLennan, executive director of Rise Above Colorado, which commissioned the survey with support from a grant through the Colorado Department of Human Services’ Office of Behavioral Health. Rise Above Colorado (www.riseaboveco.org) is a statewide nonprofit organization that empowers teens to live free of drug misuse and addiction.

The newly released research, conducted in 2018, builds on similar statewide studies conducted since 2009 and most recently in 2016. Survey responses were professionally gathered by HealthCare Research over the phone and online, compiling responses from more than 600 youth based on a representative sample of the entire state.

Key findings include:

Perceived Risk of Substance Use

Mercer Island, WA

Recent threats of violence at MIHS are cause for concern, and we have reason to hope that the prompt professional response of school administrators and law enforcement will lead to a positive resolution of these tensions.

Mercer Island is a wonderful community with many assets, and sometimes adolescents make bad decisions. The community is strong enough to respond appropriately to these incidents. Mercer Island is a special place where residents know and care about each other, excellent schools prepare students for bright futures, and individuals become life-long friends.

After acknowledging the fear that has been evoked, it is important to focus our hope on the power of connection that binds this community together, and provides energy to move through this challenging time. Mercer Island has the opportunity to become a stronger community by responding with efficacy and compassion to recent events.



**With a partner,
please discuss...**

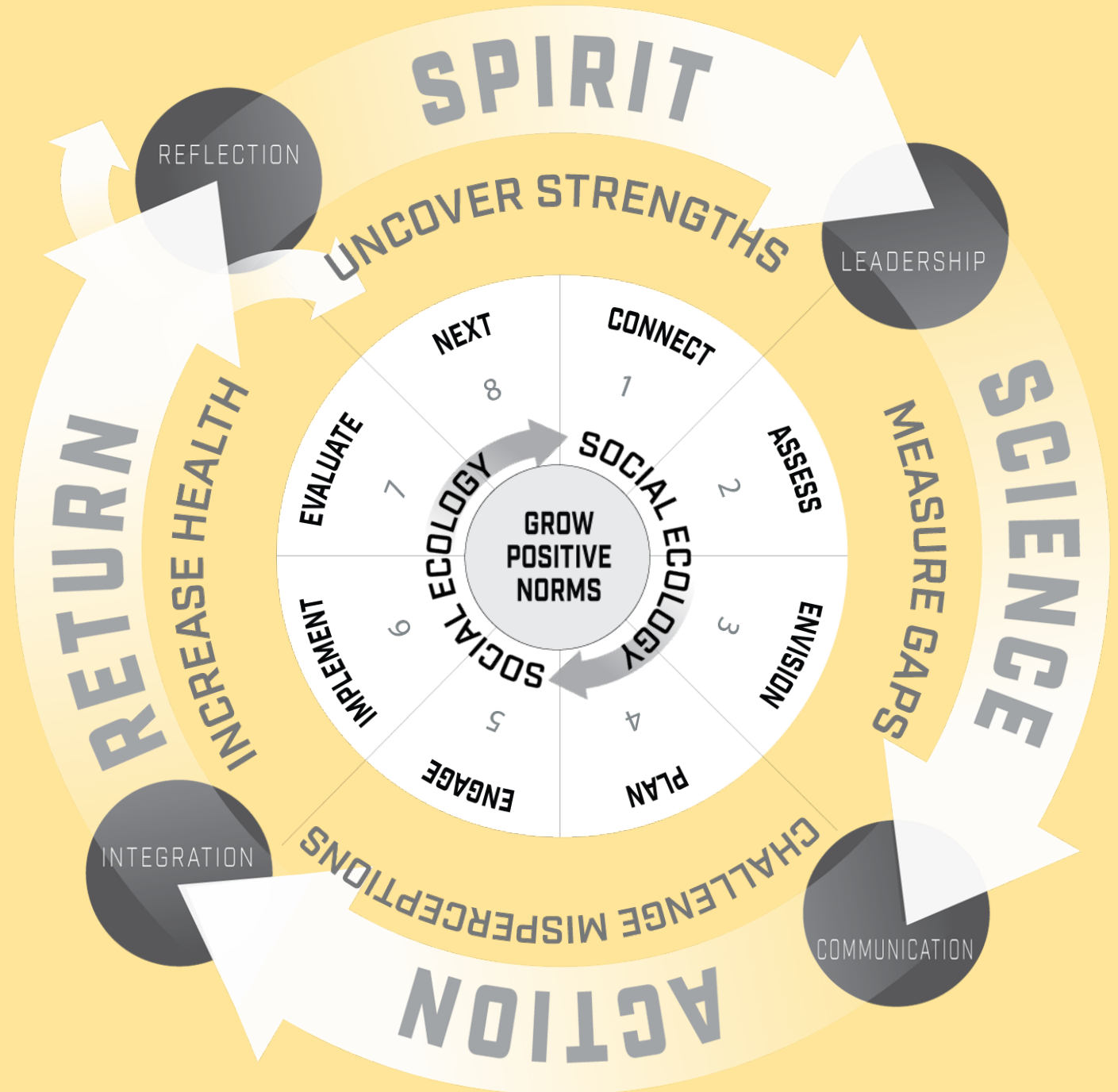
**How you can integrate hope and
concern in your daily work?**

The Positive Community Norms Approach



Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS APPROACH



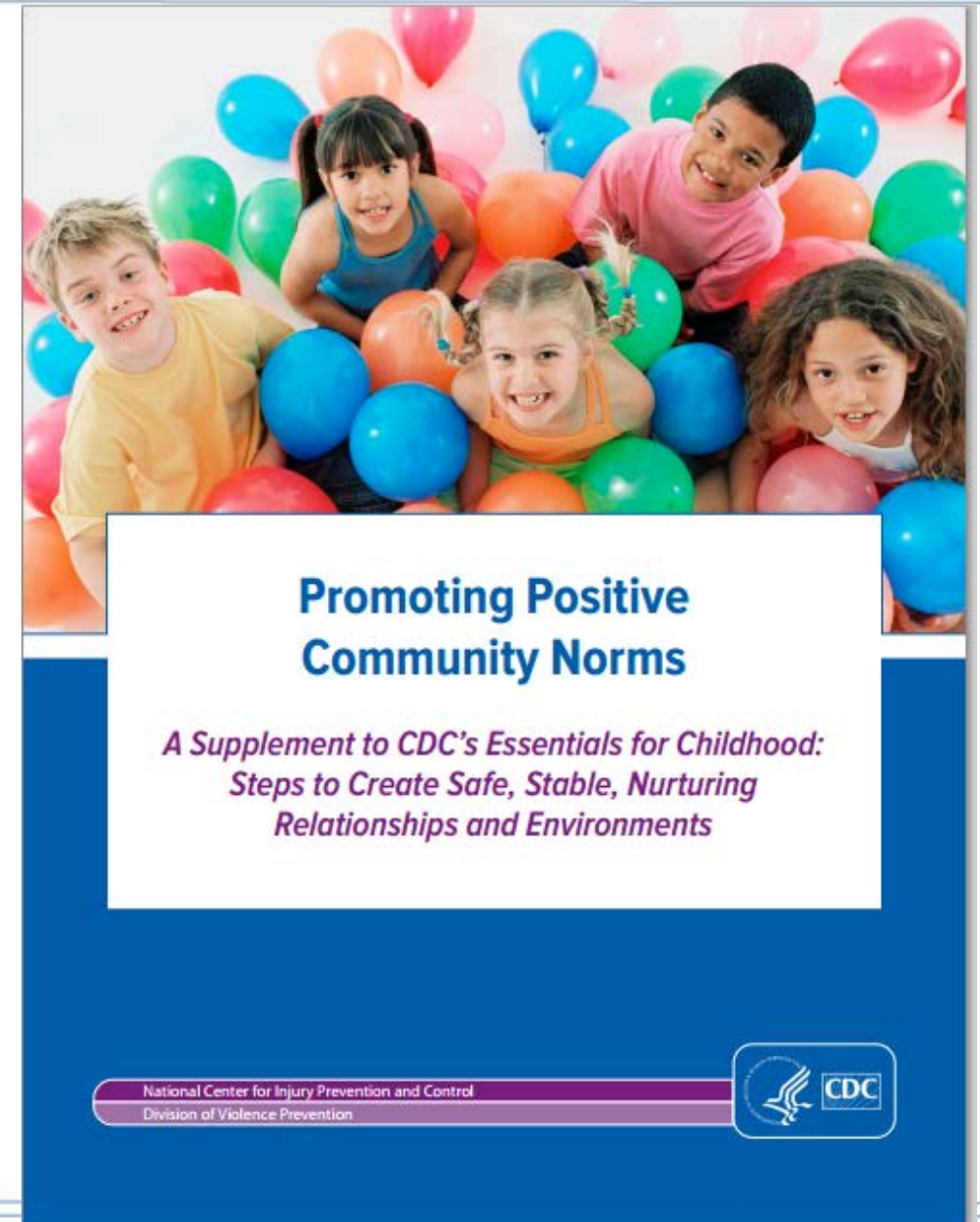
We Can Strategically Grow Positive Community Norms



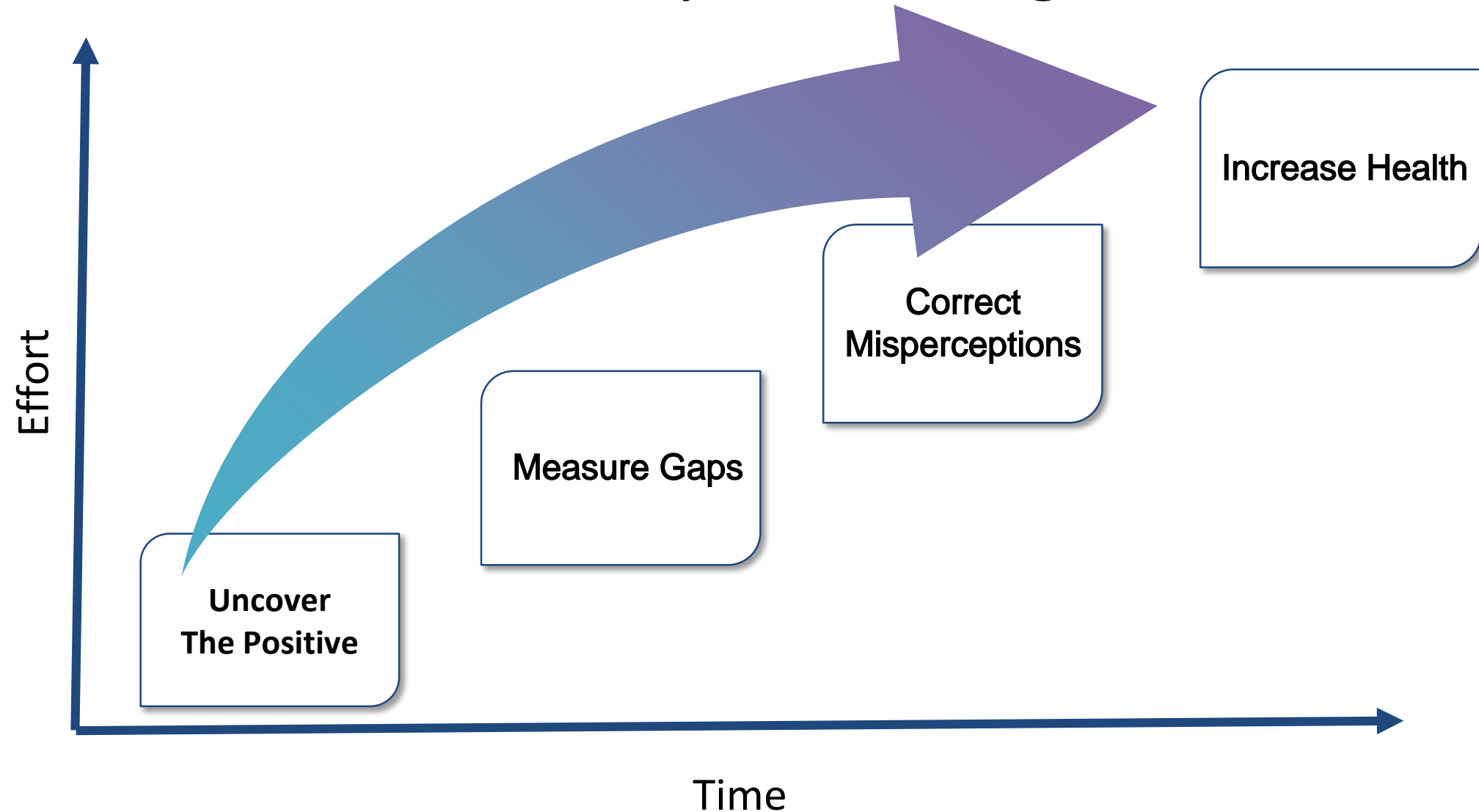
Norms Are Culture



Download at the CDC



Positive Community Norms Logic Model



The Power of Perceptions, Norms & Misperceptions





We Need to Question our Perceptions

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.

What's a norm?

Social norms are the perceived standards of acceptable attitudes and behaviors prevalent among the members of a community.

Examples of Norms

Norms are majority data (51% or better)

- 75% of MN high school 11th grade girls (76% boys) report not drinking alcohol in the past 30 days.
- 88% of MN high school 11th grade girls (86% boys) report not binge drinking in the past 30 days.
- 91% of MN 5th grade girls (84% boys) report never having pushed, shoved, slapped, hit or kicked someone, when they were not kidding around (last 30 days).
- 93% of MN high school 9th grade girls (93% boys) have not used marijuana or hashish in the past 30 days. (Not counting medicinal MJ prescribed by a doctor).

2016 Minnesota Student Survey



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Key Terms

Actual Norm

The actual behavior or attitude of the majority of a population; what most people do or believe.

Perceived Norm

The perceived behavior or perceived attitude of most people; what we think most people do or believe.



Norms Theories say...

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



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



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Two Types of Norms

Injunctive norms – “The Oughts”

Descriptive norms – “The Is’s”



CONGRATULATIONS
GRADUATES!



STATISTICS SHOW:

3 out of 4

San Juan County High School Students
Disapprove of Drinking Alcohol Regularly

2011 Youth Risk & Resiliency Survey (YRRS), San Juan County (n=2087). New Mexico Department of Health



93% NIZHONI
of High School Students in Shiprock
Have **NEVER** Tried Meth



Publication of the U.S. Department of
Health and Human Services: May, 2014

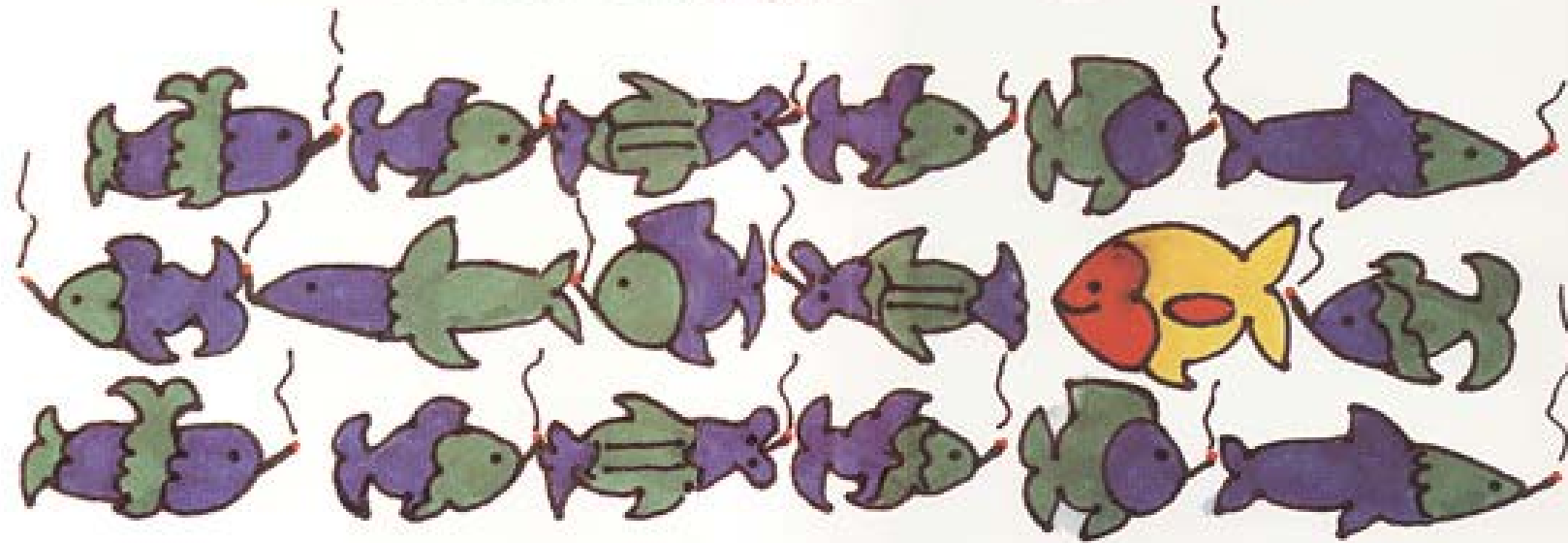
SHIPROCK NIZHONI PCN YOUTH SURVEY

Shiprock, Northwest & Career Prep High Schools,
March 2013, (n=520)
San Juan County Partnership &
Dine' Ba' Hozho Coalition



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DARE TO BE DIFFERENT



PLEASE DON'T SMOKE!



Illinois Attorney General Jim Ryan & Illinois Association of Park Districts



RUDYARD

596 Nice People - 1 Old Sore Head!



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BREAKING NEWS!!!



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Social Norms Theories

Norm

**The
GAP**

Perceived Norm



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MAINLINE

THE GAP

Norms Theories

The Norm

The actual behavior or attitude of the majority of a population; what **most people** do or believe.

“Have you used alcohol in last 30 days?”

**The
GAP**

The Perceived Norm

The perceived behavior or perceived attitude of most people; what we think **most people** do or believe.

“What percent of students in your school have used alcohol in last 30 days?”

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.

The GAP

The Perceived Norm

However, **(72%)** did not think most other Wisconsin adults felt the same way.



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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





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

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Close the Gap Between Actual and Perceived Norms



Misperceptions of norms impact BOTH **RISK** and **PROTECTION**

- **Over-estimate the amount of risky or harmful behaviors in their “peers.”**
- **Under-estimate the amount of healthy or protective behaviors.**



**Normative Context
(MOST)**

Invest in Me!

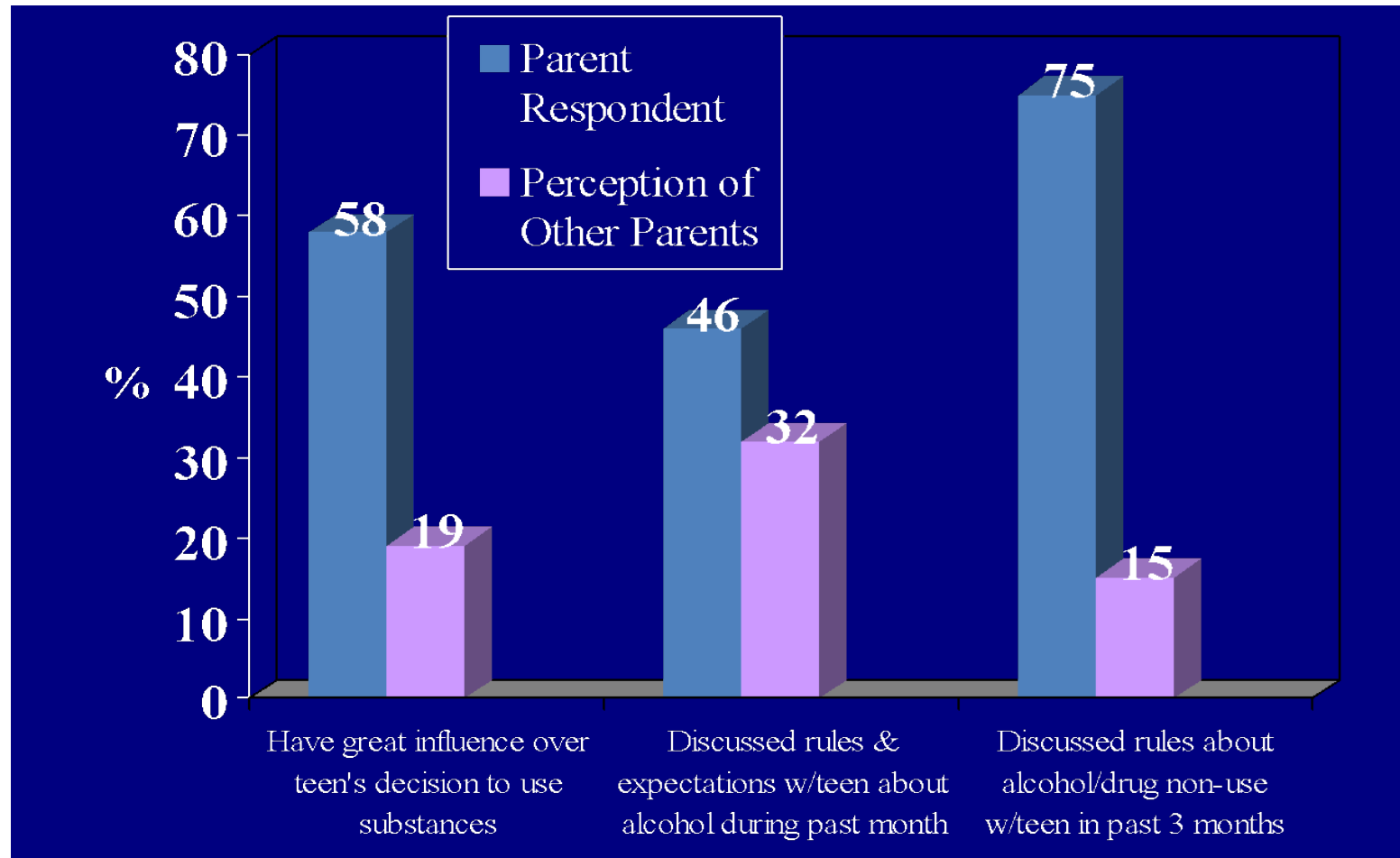
MOST Seattle voters support local
taxes to fund public education.



Montana Parent Norms Survey

“Not My Little Angel!”

Linkenbach, Perkins & Dejong, 2003



Actual vs. Perceived Norms

MOST (85%), Minnesota High School students in 10 schools, reported using alcohol **less than monthly**.

However, **48%** of these same students perceived that MOST students drink monthly or more often.

These students were 5 times more likely to drink monthly than students who did NOT misperceive the norm.

Source: ten schools, MN P&I 2013 PCN Student Survey, grades 6-12, n=5137



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Actual and Perceived Norms Across the Social Ecology

Actual Norm

84% of students reported never trying marijuana.

Perceived Norms

- 65% of students thought MOST students had tried it
- 63% of students thought MOST adults had tried it
- 77% of parents thought MOST students had tried it
- 74% of school staff / teachers thought MOST students had tried it
- 80% of school staff / teachers thought MOST adults had tried it



Sources: MN P&I PCN Student Survey 2013 (grades 6-12), n= 5137; PCN Parent Survey, 2013, n= 2016; PCN School Survey, 2012, n= 479.

Our **BIG** Aha?

Misperceptions of norms
operate as “hidden risk AND
protective factors.”



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Safe Sleeping

Most parents, **88% strongly agree**: “I believe the safety of my baby is most important when thinking about where my baby sleeps.”

- However, 83% of parents did not think most parents would strongly agree.
- And, 97% of HV service providers did not think most parents would strongly agree. (Q23)

Safe Sleeping (*Injunctive Norm*)

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 not think most parents would strongly agree.
- And, **97%** of HV service providers did not think most parents would strongly agree. (Q27)

About Disciplining Children

Most parents, 82% strongly, mostly or somewhat agree: “I believe physically punishing a child is not necessary because there are other ways to discipline a child.”

- However, **44%** of parents did not think most parents would strongly, mostly or somewhat agree.
- And, **62%** of HV service providers did not think most parents would strongly, mostly or somewhat agree. (Q5)
- **Parents who accurately perceived that MOST other parents agreed with the statement were 4.9 times more likely to agree themselves compared to parents who perceived most parents would not agree. (Example of Risk Ratio – Perception is Context)**

**99% of WV
parents strongly
agree that it is
important that
their child never
experiences child
abuse or neglect.**



TEAM for West Virginia Children

www.teamwv.org • www.preventchildabusewv.org

98% of WV parents strongly agree that they want to do what's best for their children.

“I know that most parents in West Virginia (9 out of 10) want to do what's best for their children. And my job is to help parents be their best. Parenting is hard – and there are lots of tips and ideas that we can share to help make it easier. I am here as a resource for you.”

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□ 99% of WV parents strongly agree that it is important their child NEVER experiences child abuse or neglect.

“I know you, like most parents in West Virginia, never want anything bad to happen to your child. So let’s explore some things that you can do to keep your child safe.”

TEAM for West Virginia Children

www.teamwv.org • www.preventchildabusewv.org

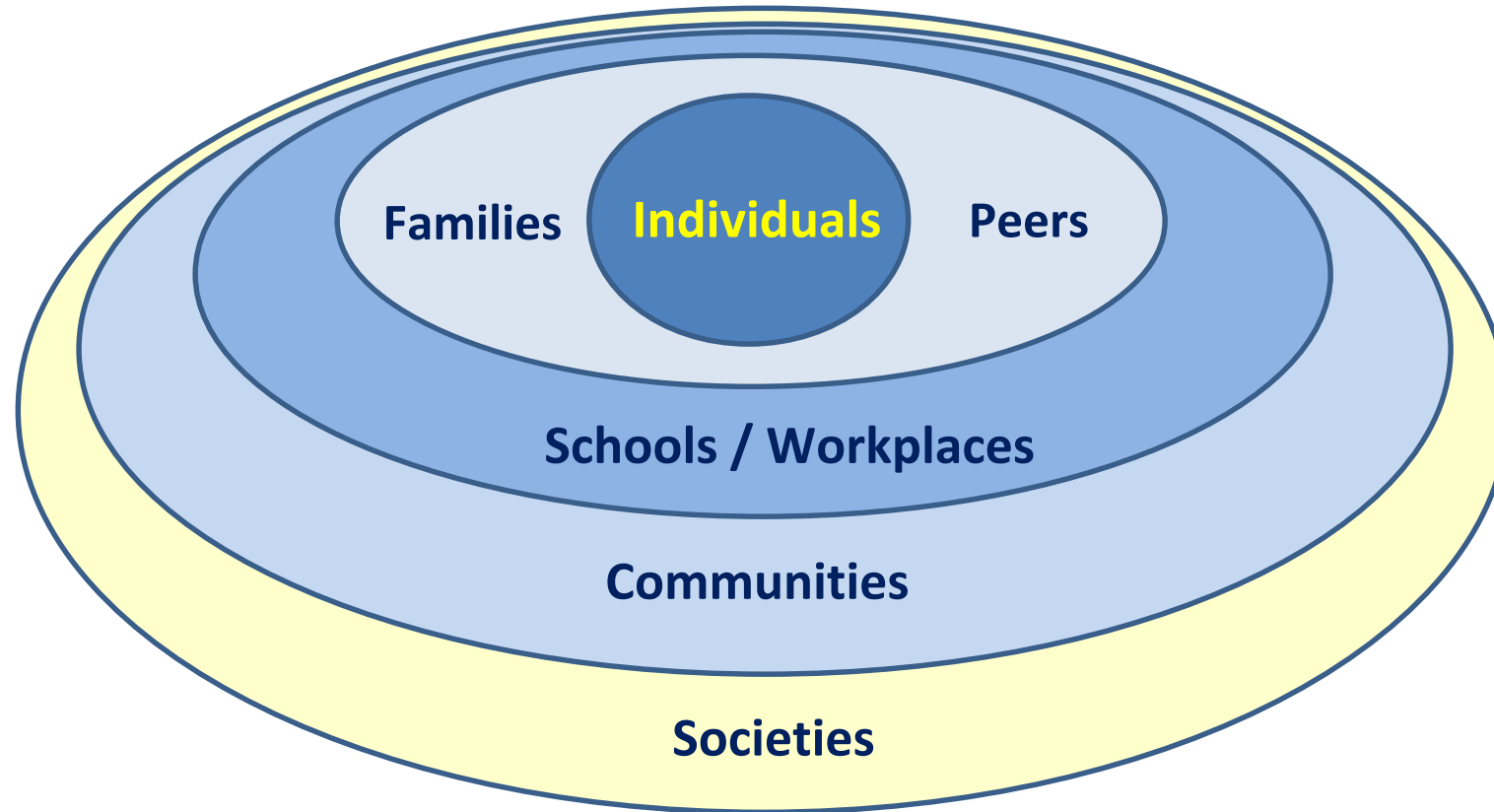
- 99% of WV parents strongly agree that it is important their child is well cared for and develops well both physically and mentally.

“I know you, like most parents in West Virginia, want your children to grow up healthy and strong. And while it might not seem like it, they are learning and growing all the time. Let’s explore some things.”

TEAM for West Virginia Children

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Social Ecology



Urie Brofenbrenner (Ecological Systems Theory)

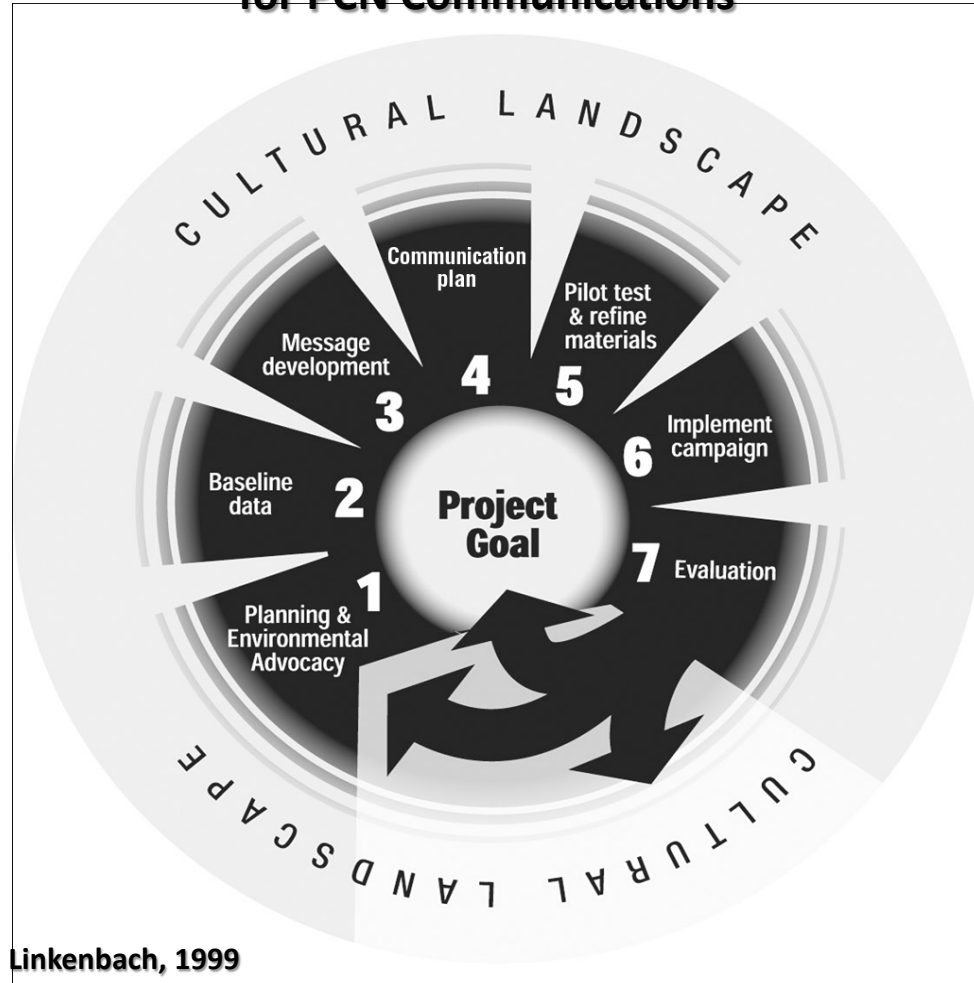
7 Step Montana Model of Positive Community Norms Communications

The 7-Step Montana Model



Positive Community Norms Intensive (Yesterday)

The Montana Model for PCN Communications



- Science of the Positive Process
- Positive Community Norms Framework
- Step 1 – Planning and Environmental Advocacy
- Step 2 – Baseline Data
- Step 3 – Message Development
- Step 4 – Communications Plan
- Step 5 – Pilot Test & Refine
- Step 6 – Implement Campaign
- Step 7 – Evaluation

Linkenbach, 1999

PCN Media



Most parents

Montana Parent Norm
Survey—July, 2000
MOST of us

When Asked:

“Does your teen call
if they are going to be
late getting home?”

92% say
“Always or
usually!”

Link to *Parent Tips* at:
www.mostofus.org

A Message from the Montana Department of Public Health and Human Services.

@alcohol

**83% of UA
students
refuse to
ride with a driver
who has been
drinking.**



★ we got the facts from you.

Health & Wellness Survey 2003 (1,792 respondents), administered to a random sample of undergraduate classes at the UA.



**CAMPUS
HEALTH
SERVICE**
www.health.arizona.edu



FRIENDS...

3 out of 4

**Terman Students stood up
for someone who was being
bullied in the last year**

...CARE

Youth Web Survey with 562 respondents - March 2005

Guidelines for PCN Message Development

Inclusive

Clear

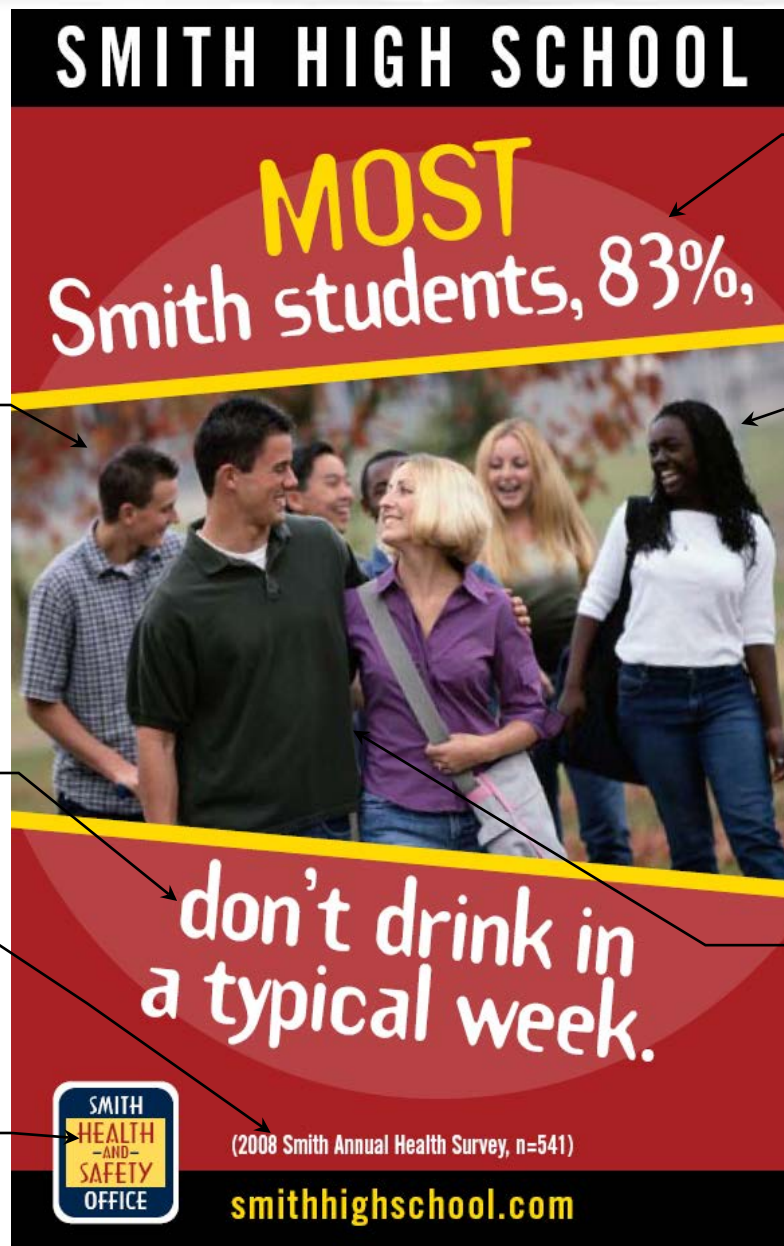
Data-based and
Source-specific

Neutral

Normative

Reflective

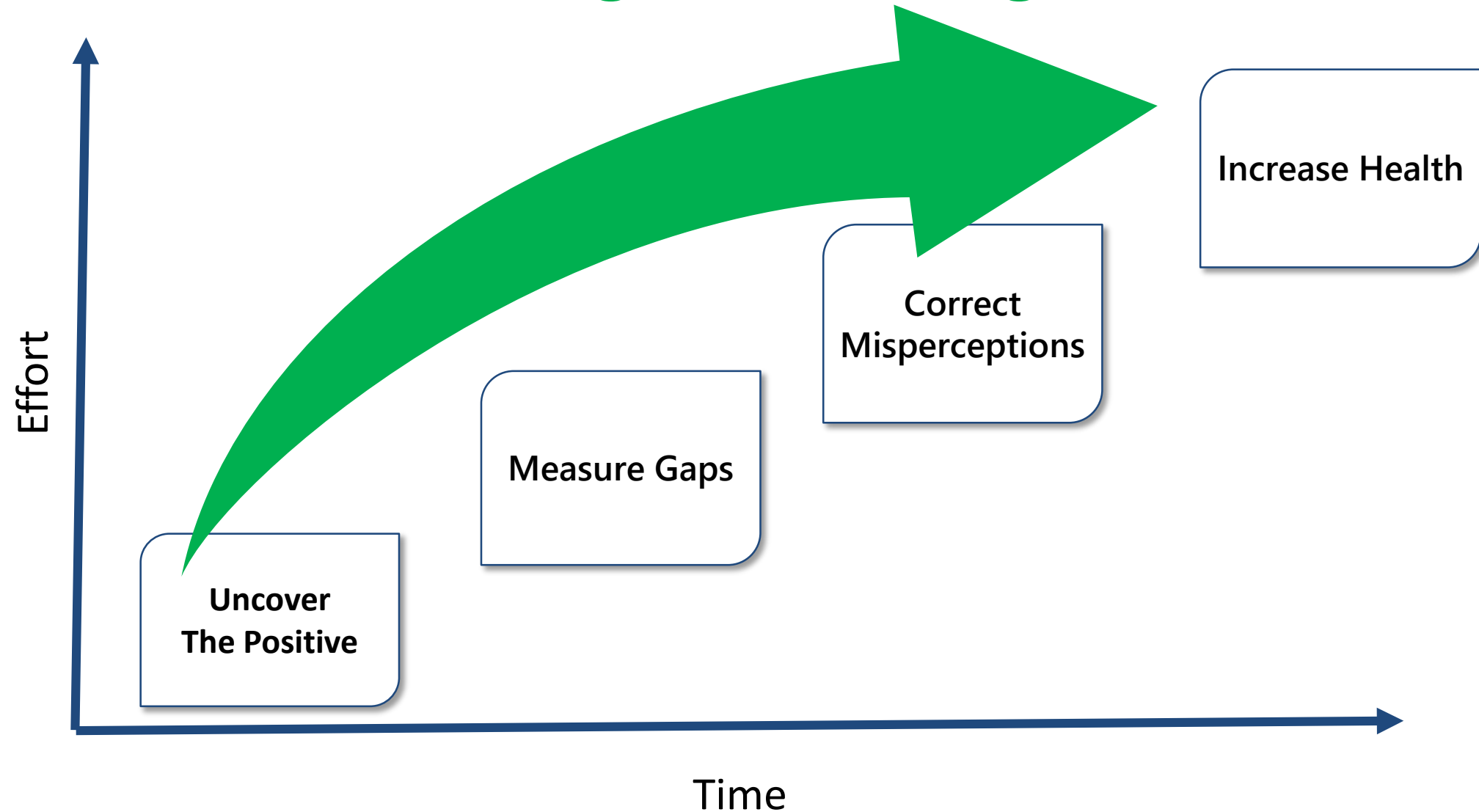
Positive



Linkenbach, 2006



Evaluation Using the PCN Logic Model





Safe, Stable, Nurturing Relationships and Environments

Safe, Stable, Nurturing



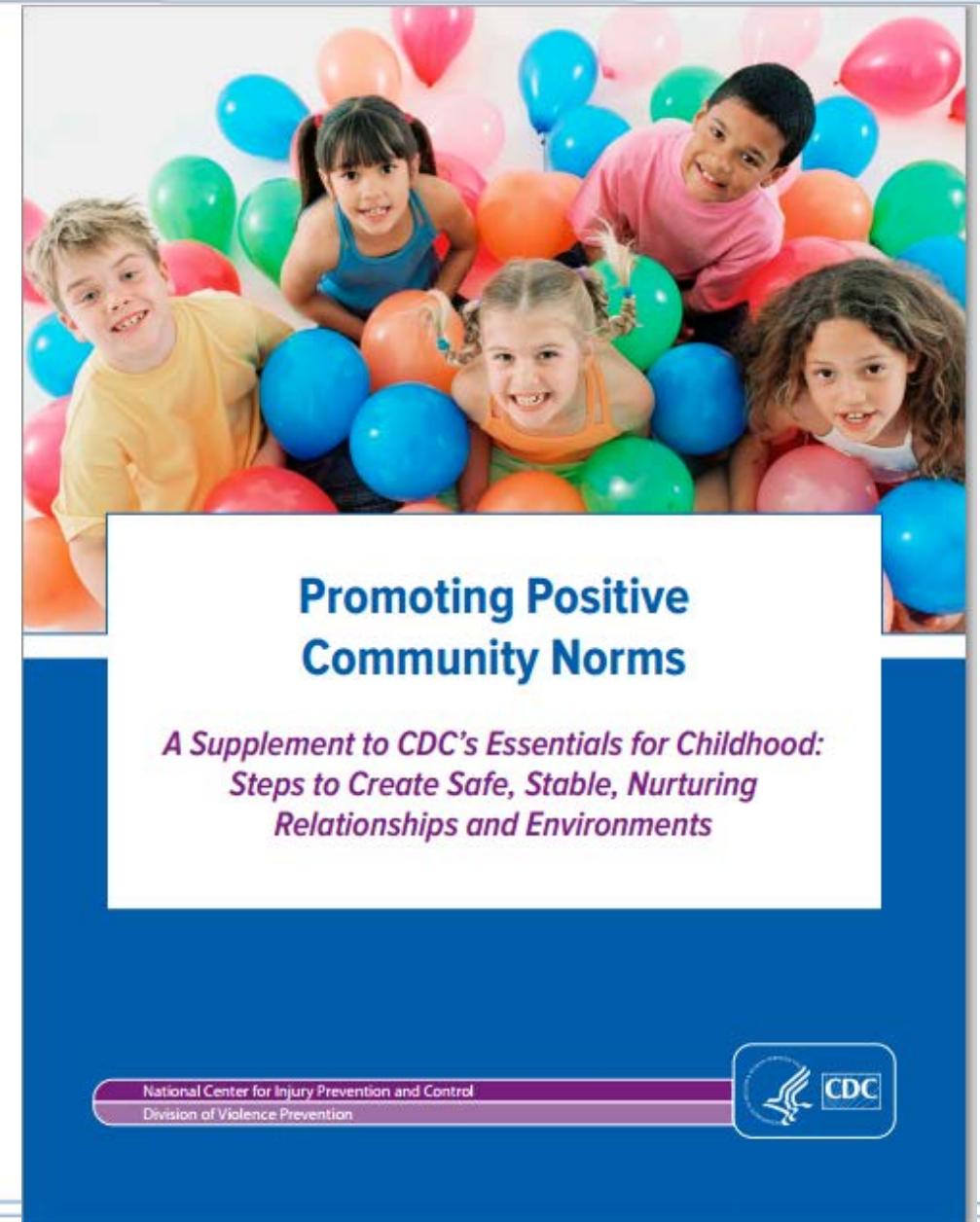
www.cdc.gov/violenceprevention/childmaltreatment/essentials



science positive

H.O.P.E. TUFTS UNIVERSITY
WWW.MONTANAINSTITUTE.COM

Download at the CDC



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.

The GAP

The Perceived Norm

However, **(72%)** did not think most other Wisconsin adults felt the same way.

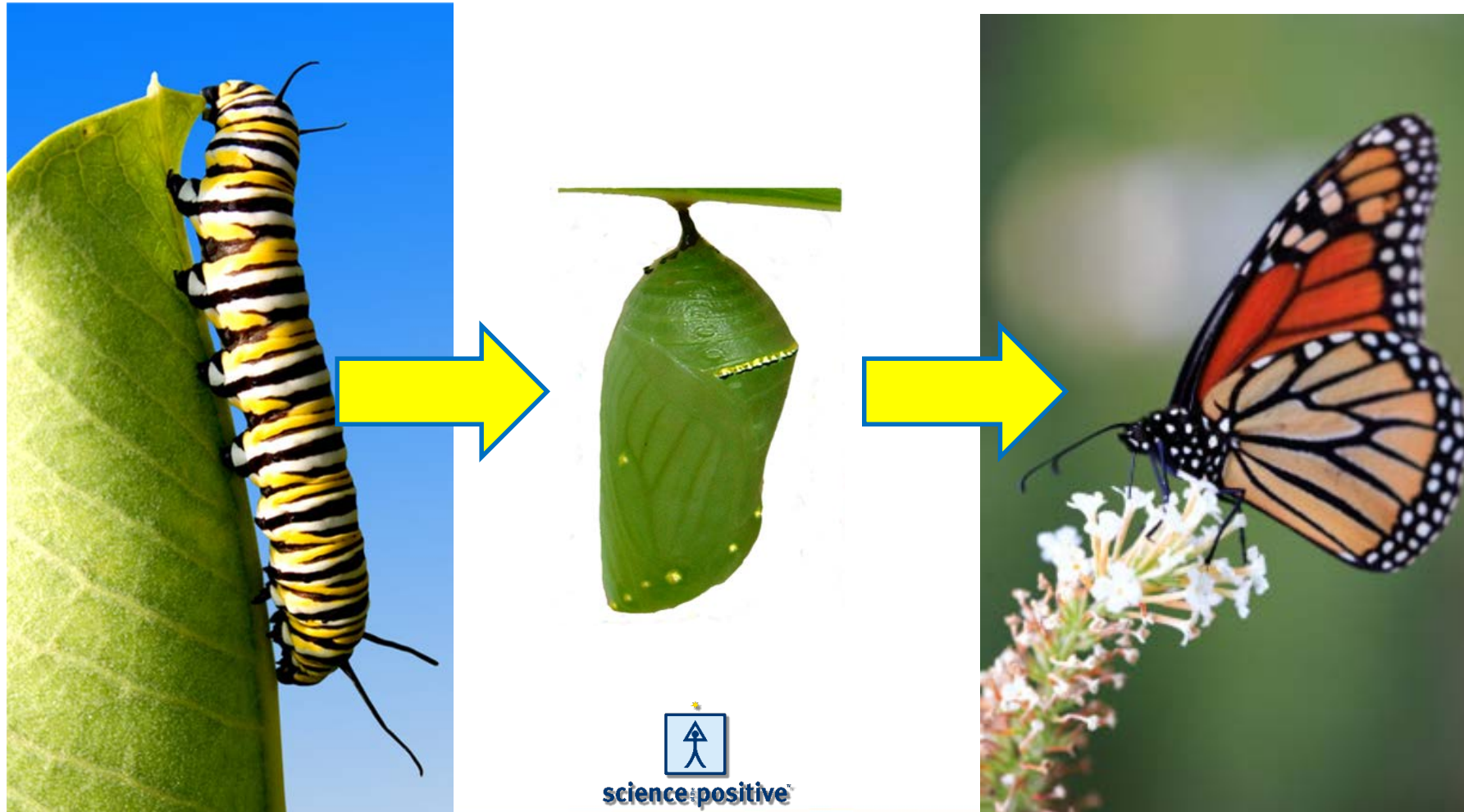


science:positive™

Change & Transformation



Change and Transformation





Changing
the way we
see the
world.

Seeking Change & Transformation



Focus of Actions

Change

- Temporary
- Surface level
- From outside to Inside
- Combines same elements-new formats
- More common
- Easier to measure
- Linear & stages
- Current paradigm

Transformation

- Lasting
- Deep core
- From Inside to outside
- New elements, synergistic reactions
- More rare
- Difficult to measure
- Cyclical & quantum leaps
- Paradox & shifts

Linkenbach, J. (2013). *Applying the Science of the Positive to Health & Safety*. A publication of The Montana Institute.

“Change works in the Frame.

Transformation works on the Frame.”

Linkenbach 2011



science positive



**At your table,
please discuss...**

What stories currently being told across communities – in schools, worksites, - if **changed and transformed - would have the most profound impact on the people you serve?**

Hmm?

What changes?

What transformations?



science:positive™



**With a partner,
please discuss...**

**How focusing on both change and transformation –
can bring hope to the people you serve?**

Day 1 – Wednesday – Nov 6, 2019

10:00 – 10:30	Welcome, Introductions and Your BIG WHY
10:30 – 11:40	Science of the Positive & Positive Community Norms
11:40 – 12:00	Discussion on Norms in Missouri
12:00 – 1:00	Lunch Onsite
1:00 – 2:00	Answering ACEs with HOPE
2:00 – 2:15	---Break---
2:15 – 3:00	Change in Mind – Change in Norms
3:00 – 4:00	Integrating Knowledge to Action
4:00 – 4:30	Reflections Day 1 / Evaluations / Day 2 Overview
4:30	End

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Answering ACEs with HOPE





Balancing ACEs with HOPE (Health Outcomes of Positive Experiences)



Robert Sege, MD, PhD, FAAP
Professor of Pediatrics and Medicine
Tufts University School of Medicine

Jeff Linkenbach, EdD
Director / Research Scientist
The Montana Institute

Webinar – Minnesota DHS - March 13, 2019

proud member of **wellforce** 



Tufts Medical Center

Floating Hospital
for Children
at **Tufts** Medical Center



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Change in Mind – Change in Norms



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Integrating Knowledge to Action





At your table...



**Reflect on today's
key concepts and
connect them to
your daily work.**



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