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- Community Mental Health Clinical Supervisor
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- WA Assoc. for Substance Abuse and Violence Prevention Board member
- *Into: Family, rock band drumming, fishing, volunteerism*



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Reduction of Youth Monthly Alcohol Use Using the Positive Community Norms Approach

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Abstract
This research evaluated the impact of the Positive Community Norms (PCN) approach on (a) correcting misperceptions of norms of peer alcohol use and (b) reducing prevalence of monthly alcohol use among a sample of high-school students. A 5-year intervention consisting of a mix of strategies centered around promoting actual norms related to alcohol use was implemented by community coalitions in 11 school districts selected by the Minnesota Department of Human Services. Youth assessments of teen substance abuse norms were conducted in each community, as well as surveys of parents and adults in the community. In the absence of control communities, national data from Monitoring the Future (MTF) (Miech et al. in Monitoring the future national survey results on drug use, 1975-2017: secondary school students, vol 1 (Monograph) Institute for Social Research, The University of Michigan, Ann Arbor, MI, 2018) were utilized as a comparison condition. At the end of the 5 years, 8th- and 10th-grade students in the PCN intervention communities were more likely to report never using alcohol than students in the MTF Survey comparison group. This finding was also true for 8th-, 10th-, and 12th-grade students combined. This research provides evidence for utilizing the PCN approach to effectively correct misperceptions of norms and integrate strategies to reduce and prevent teen alcohol use at community population levels.

Keywords Positive community norms · Youth alcohol prevention · Social norms · Misperceptions · Media campaign

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- Science of the Positive Framework
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- 7-Step Model of Positive Community Norms
- HOPE (Healthy Outcomes from Positive Experiences)
- Traditional Native Teachings & Positive Community Norms

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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 the positive is real and is worth growing – in ourselves, our families, our workplaces and our communities.



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Science of the Positive Framework



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THE SCIENCE OF THE POSITIVE
CYCLE OF TRANSFORMATION



Linkenbach, 2015

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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?



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The Importance of HOPE

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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.

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The solutions are
in community.

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



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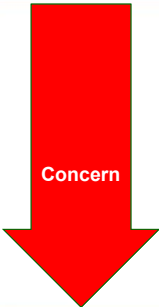
**Public Health
101**



science-positive logo

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**The Science
of the
Positive**



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What will be the "spirit" of our work?



Montana Meth Project, Billings Gazette Newspaper, 2006



Evanston Township High School, Evanston, Illinois, 2001



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

- Linkenbach, 2000

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Norms Theory

The Norm

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

"How often do you drink alcohol?"

The GAP

The Perceived Norm

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

"How often do most students in your school drink alcohol?"

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Key Terms

- Social Media
- Social Marketing
- Social Norms Theory
- Social Norms Marketing (SNM)
- Positive Community Norms Framework
- Strategy
- Campaign
- Message

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THE POSITIVE COMMUNITY NORMS FRAMEWORK

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Positive Community Norms Logic Model

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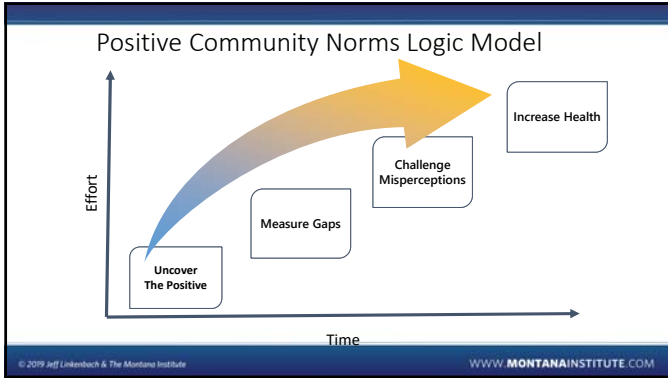












Why do perceptions matter?
Why do we message on everything?

Perceptions:	Behavior:
2012 – 80%	2012 - 73%
2017 – 49%	2017 – 86%
2019 – 38%	2019 – 90%

The advertisement has a dark background with a blue and green color scheme. At the top, it says "WE ALL HAVE Hopes & Dreams" in a stylized font. Below this, a statistic is presented: "84% of DRHS students DON'T DRINK ALCOHOL IN A TYPICAL MONTH". To the right of this text, the phrase "Seeing is Believing!" is written in blue. At the bottom left is the "MOVEMENT" logo, and at the bottom right is the website "WWW.MONTANA.INSTITUTE.COM".



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What doesn't Work: Fear Arousal

- When exaggerated dangers, grotesque images, false information or distant consequences are delivered, teens tend to disbelieve the message and discredit the messenger.
- Researchers point out that fear arousal often backfires when youth have access to contrary information and experience.

Source: J. Beck, 1998; Golub and Johnson, 2001


What Doesn't Work: Reinforcing exaggerated social norms

- Many well-intended communities and agencies try to create a community-wide response to youth substance abuse by sensationalizing information about high rates of use.
- These messages normalize the perception that everybody uses and undermines healthy responses to pressure to use.

What Works: Communicate Positive Peer Norms

- Its important to communicate peer norms against use of alcohol and illicit drugs.
- Events and activities that communicate peer norms against use of alcohol and other drugs act as community statements in support of no-use standards.

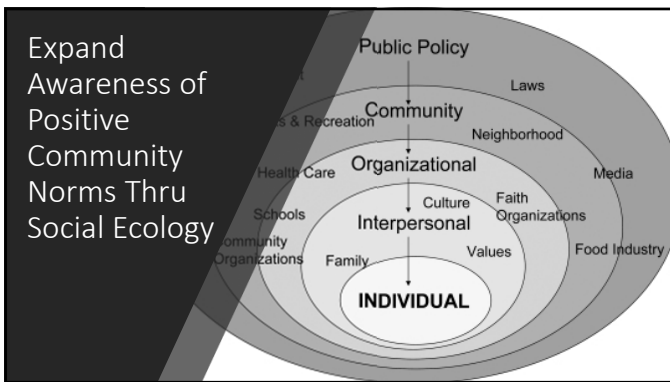


Source: CSAP, 1996; Rohrbach, Johnson, Mansergh, Fishkin, & Neumann, 1997



Building Positive Norms Among Peers

Building Positive Norms Among Peers



Community-based Messaging



Community-based Messaging



Grow Awareness of Positive Norms Among Key Decision Makers



Mike Graham-Squire

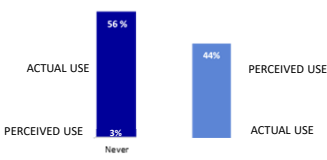
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The Gap between actual and perceived use of marijuana

How often do you think the typical person your age used marijuana for recreational purposes?



Category	Percentage
ACTUAL USE (Never)	44%
PERCEIVED USE (Never)	56%
PERCEIVED USE (Other)	3%

UW - Washington Young Adult Health Survey (March 2015)

Goals:

- Correct misperceived social norms around marijuana use, leading to reduced use.
- Increase awareness of positive social norms around marijuana and driving, leading to a reduction in risky behavior (DUI, riding, or combining alcohol and marijuana)

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Most Steer Clear

The campaign is geared towards young adults ages of 16-25.

Promote that most young adults in King County don't use marijuana regularly and most don't drive under the influence.

Friends at the Park - 15 second video:
<https://www.youtube.com/watch?v=xh9zfiF92IA>

Hiking - 15 second video:
<https://www.youtube.com/watch?v=asShUjYGA7Q>

www.MostSteerClear.org

#moststeerclear

Over 3 million views since 2017!



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