



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Mountain Plains (HHS Region 8)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Social Norms Webinar Series: Using the *Science of the Positive* to Increase Your Community Impact



Webinar 1: An Introduction to the Science of the Positive



Dr. Jeff Linkenbach
Director & Research Scientist
The Montana Institute



This webinar series is a collaboration between
HHS Region 5 – Great Lakes PTTC (IL, IN, MI, MN, OH, WI) and
HHS Region 8 – Mountain Plains PTTC (CO, MT, ND, SD, UT, WY).

The use of affirming language inspires hope.
LANGUAGE MATTERS.
Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application
of evidence-based and culturally informed practices.

Housekeeping

- All participants have been muted
- Use the Q&A feature for questions
- A link to the slides will be available after the presentation
- Following the webinar, we will ask you to complete a post event evaluation
- Continuing Education (CE) Certificate:
 - The Mountain Plains PTTC is a NAADAC approved provider of CEHs & a designated CHES®/MCHES® provider of CECHs.
 - To receive 1.5 CEHs/CECHs, participants will need to be in attendance for the entire webinar.
 - **An email with instructions on how to access your certificate will be sent (to those who indicated on their registration) within 5-business days**



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Webinar 1: An Introduction to the Science of the Positive

Disclaimer

This presentation was prepared for the Great Lakes Prevention Technology Transfer Center (PTTC) and the Mountain Plains Prevention Technology Transfer Center (PTTC) under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMSHA). All material appearing in this presentation, except that taken directly from copyrighted sources, is in the public domain. Citation of the source is appreciated.

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An Introduction to the Science of the Positive Framework

Hosted by
Mountain Plains & Great Lakes PTTCs

Dr. Jeff Linkenbach
July 19, 2021

**Dr. Jeffrey W. Linkenbach,
Director / Research Scientist / Author
The Montana Institute**

- **Founder of Science of the Positive Framework and the Positive Community Norms Approach**
- **Co-Investigator of H.O.P.E. (Healthy Outcomes from Positive Experiences)**
- **30 years experience in norms research & health promotion**
- **Developed national award-winning programs to change norms**



#SEETHEGOOD

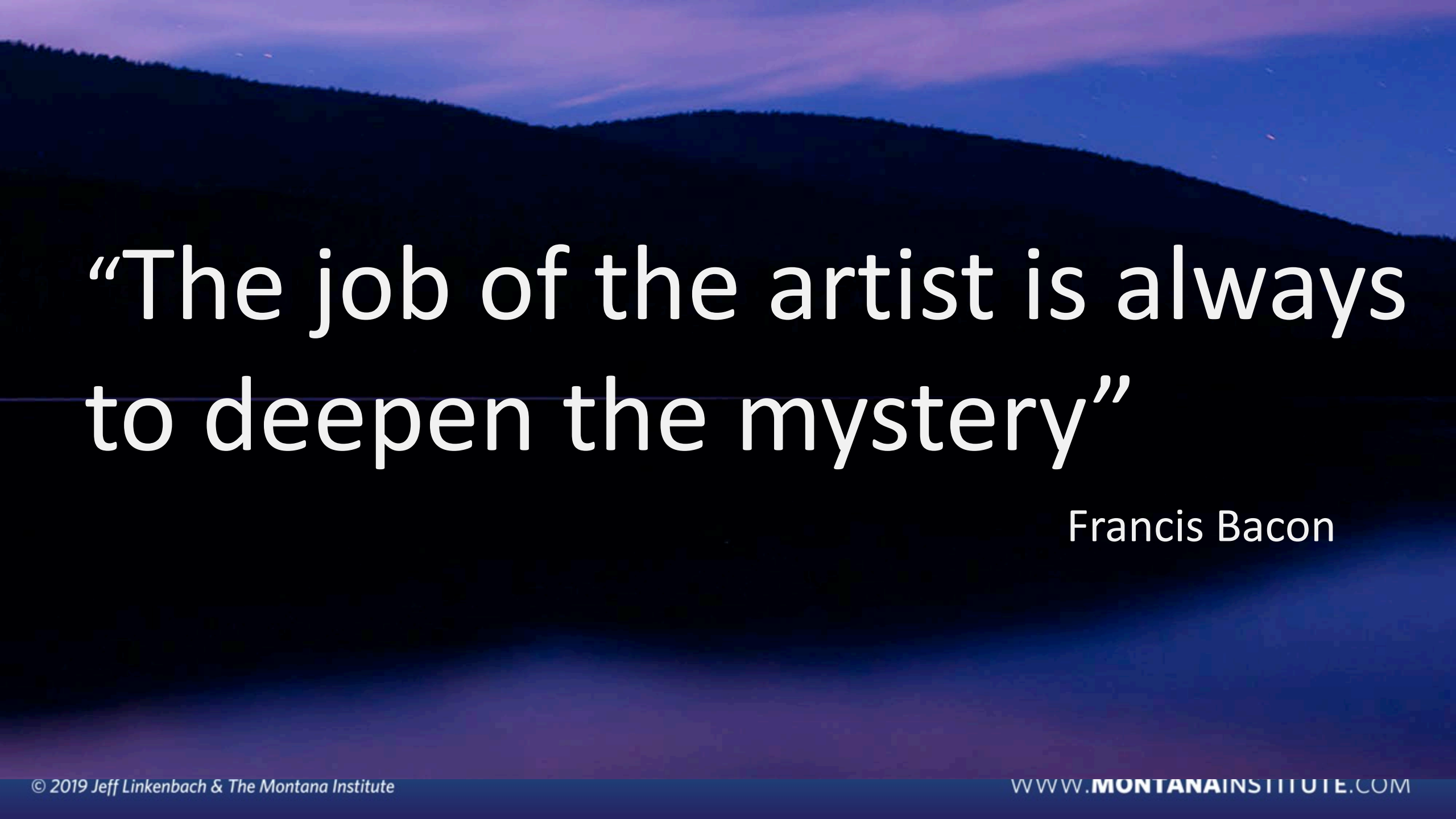


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the
MONTANA
INSTITUTE

empowering leaders • improving results • transforming culture MONTANA.INSTITUTE.COM





“The job of the artist is always
to deepen the mystery”

Francis Bacon

What is something **POSITIVE** you have experienced in the past 48 hours?





OBJECTIVES

Spirit

Experience the energy of the Science of the Positive Framework

Science

Explore the Cycle of Transformation

Action

Engage and integrate new ideas

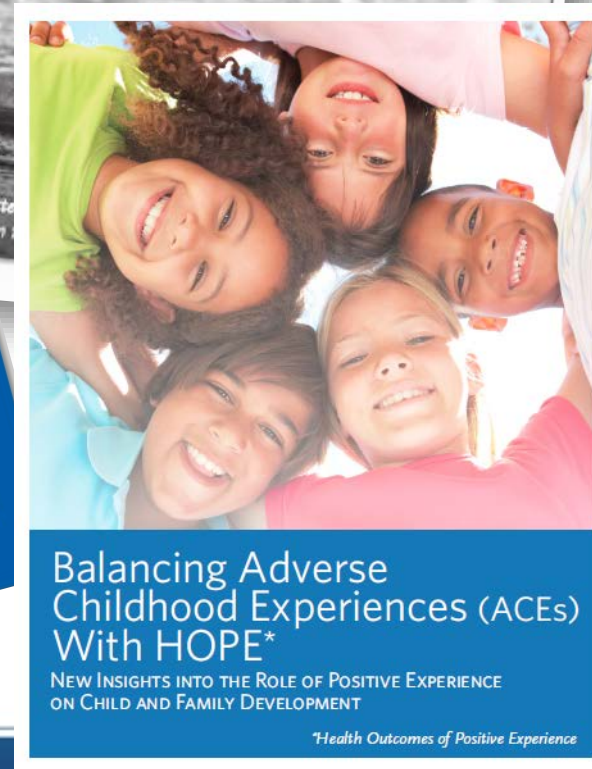
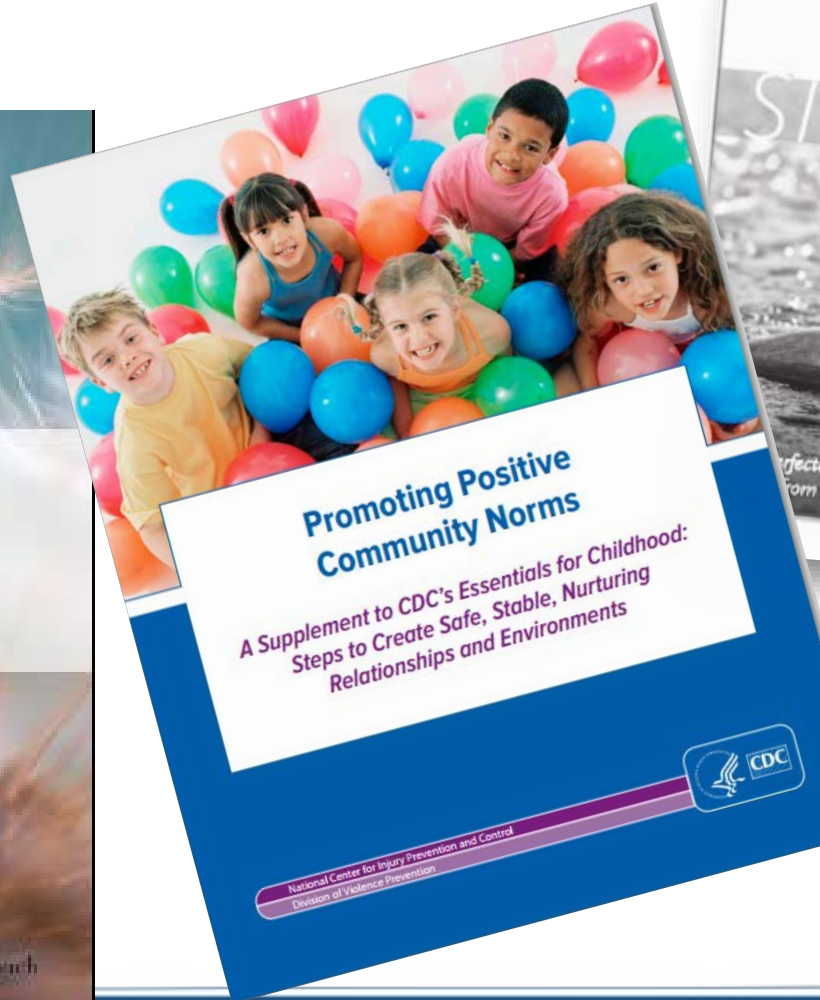
Return

Energize by reflecting on things you learned



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Get on list for Science of the Positive Workshops

<http://sotp.institute>

Science of the Positive Framework

Seven Core Principles of Transformational Leadership

7-Step Model of Positive Community Norms

HOPE (Healthy Outcomes from Positive Experiences)

Traditional Native Teachings & Positive Community Norms

MOST

*middle school students in Austin
would rather **NOT** drink alcohol
when hanging out with friends.*



TRUTH IS



Grant hosted by Parenting Resource Center
Funded by Minnesota Department of Human Services, Alcohol & Drug Abuse Division
Source: 2017 Positive Community Norms (PCN) Survey, n=637 Grades 7 & 8, Austin Public School (APS) Pacelli Catholic Schools (PCS)



Beyond Fear- Based Messages



Into the classroom....

Prevention



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**“Dude!
That’s not
who we
are...”**



“Best Practices” = Deficit Models

**We’re okay -
you’re at risk!**

**DON'T RUN
WITH
SCISSORS!!!**

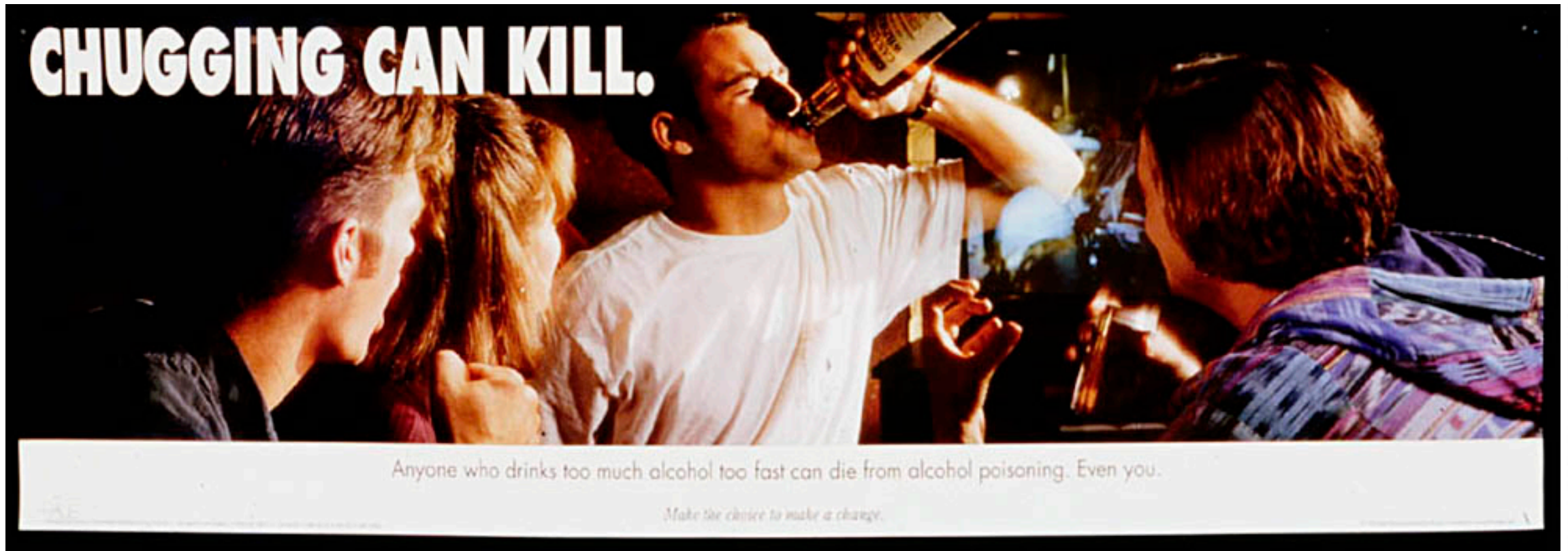


College Student Binge Drinking



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Using fear appeals can make the problem worse



Increased

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



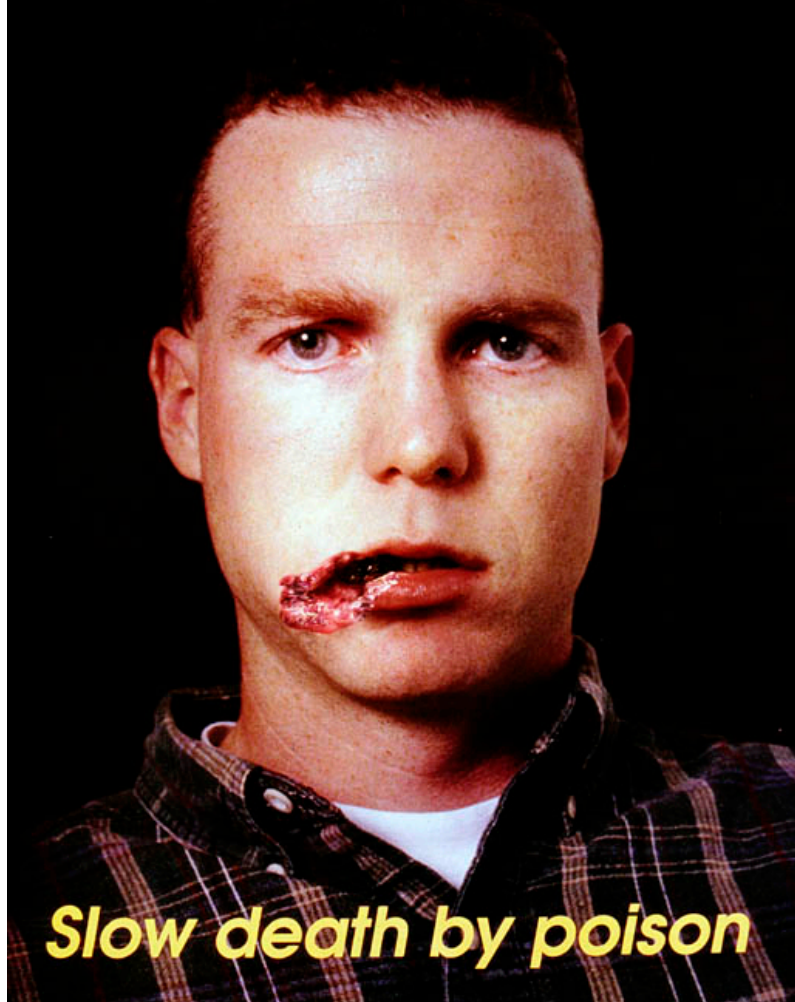


Fear appeals can make the problem worse.

Researchers at the University of Bath in England say that British public-service ads that use scenes of drinkers being thrown out of pubs or passing out may actually encourage – not prevent – over consumption (UPI, 2007).

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

Smokeless Tobacco



Slow death by poison

Fear Appeals

Persuasive messages that scare an audience into adopting a recommended response

But are they effective?



“Claims that the campaign is effective are not supported by data. The campaign has been associated with increases in the acceptability of using methamphetamine and decreases in the perceived danger of using drugs.”

Erceg-Hurn, D., 2008. Drugs, Money, and Graphic Ads: A Critical Review of the Montana Meth Project, *Prevention Science*, 9(4): 256-263.

“When accounting for a preexisting downward trend in meth use, effects on meth use are statistically indistinguishable from zero.”

Anderson D.M., 2010. Does information matter? The effect of the Meth Project on meth use among youths, *Journal of Health Economics*, 29(5): 732-42.

Fear Appeals can...

have **unintended adverse effects** associated with public health communication activities:

1. Label and stigmatize,
2. Expand social gaps, and
3. Promote poor health as a value
4. Distort views
5. Exaggerate norms

Guttman, N., & Salmon, C. T. (2004). Guilt, fear, stigma and knowledge gaps: Ethical issues in public health communication Interventions. *Bioethics*, 18(6) 531-553.

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



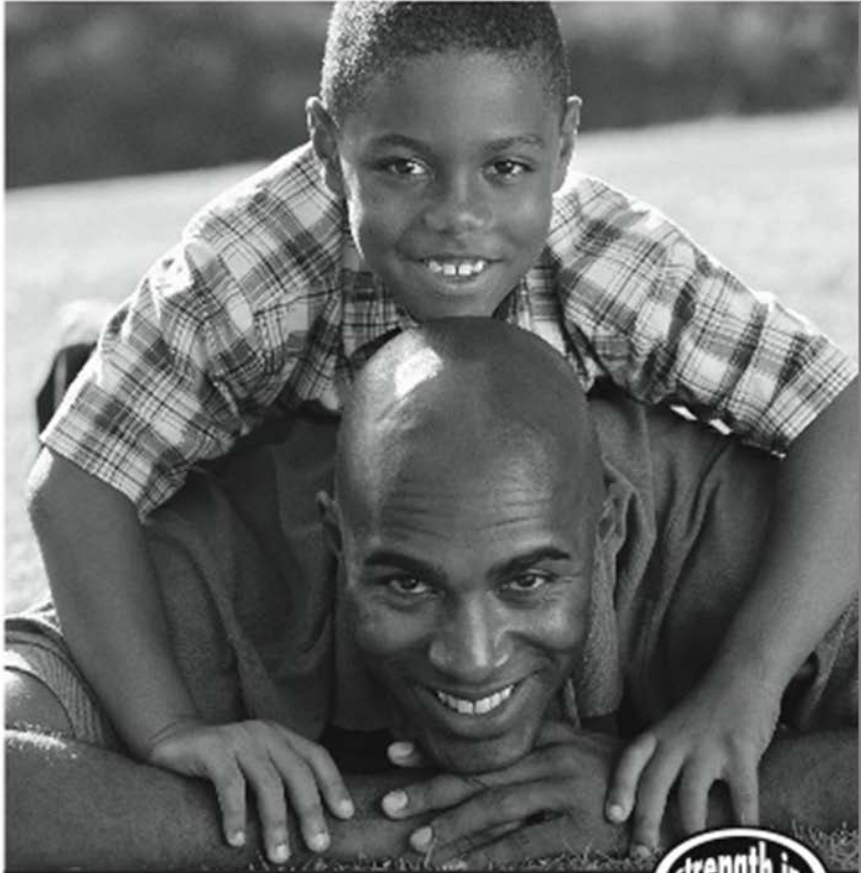
Dark &
Negative
Thoughts
About Youth

Cultural Cataracts

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

“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

strength in numbers


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What are some of your thoughts about moving beyond fearful messages?








Exploring the Cycle of Transformation

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





**“I have a.... Seven-Step,
Strategic Framework, that is
Comprehensive, Evidence-
based, Multi-faceted, and works
across the Social Ecology...”**



THE SCIENCE OF THE POSITIVE
CYCLE OF TRANSFORMATION



Linkenbach, 2015

Guiding Questions

Spirit

What will be the spirit of our work?

Science

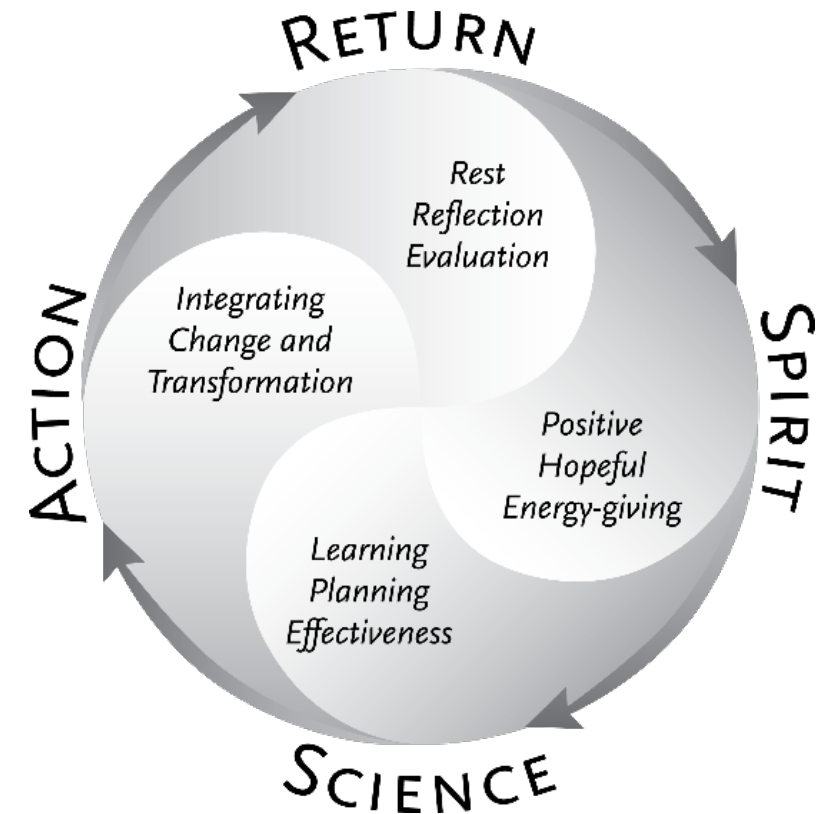
How will we approach the science?

Action

What will be our actions?

Return

What returns will we seek?



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Word Association

Brainstorm a list of words that you associate with
SPIRIT, SCIENCE, ACTION & RETURN

For example:

SPIRIT

“Energy- Giving”

“School Spirit”

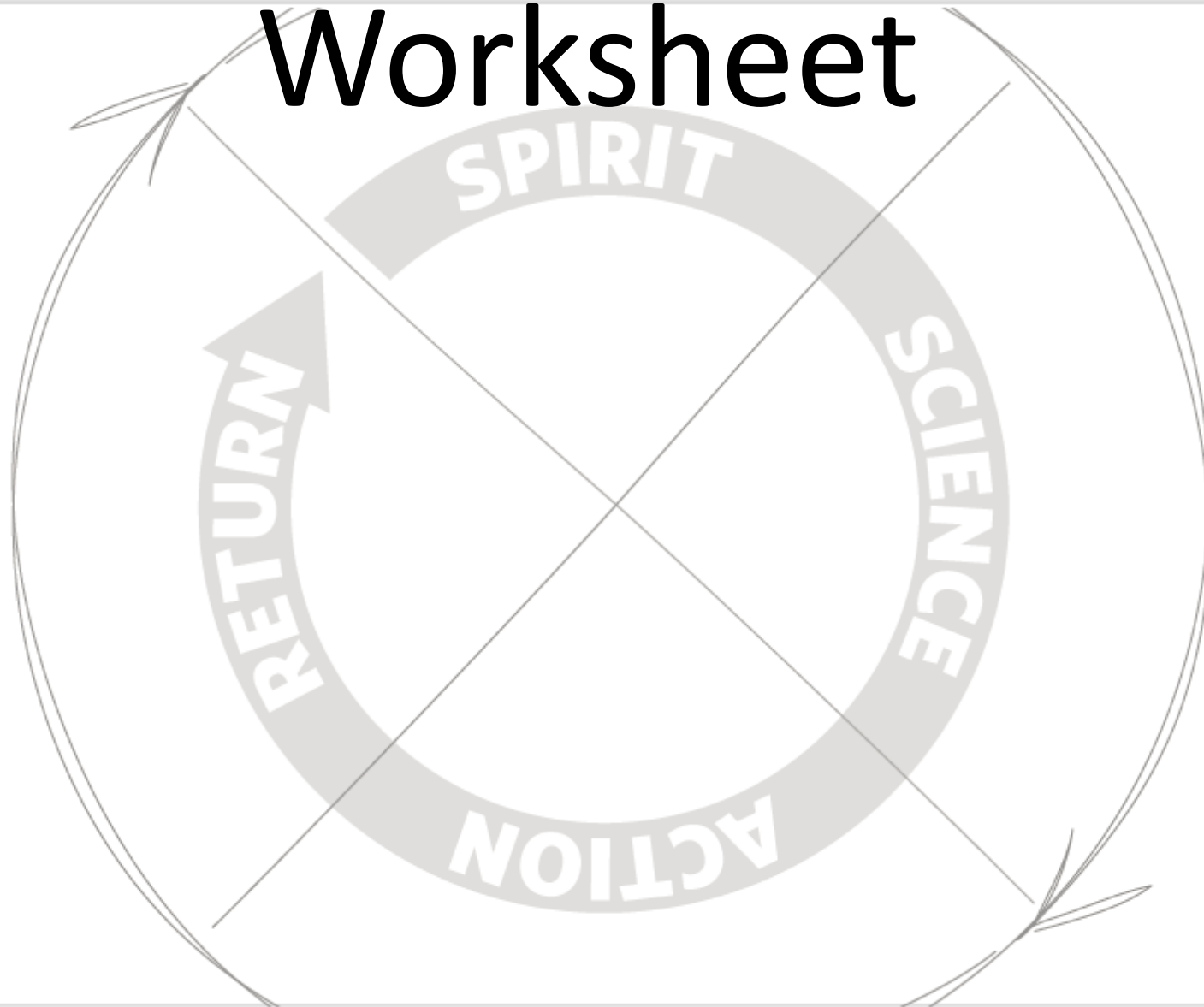
“Intention”

“Hopeful”

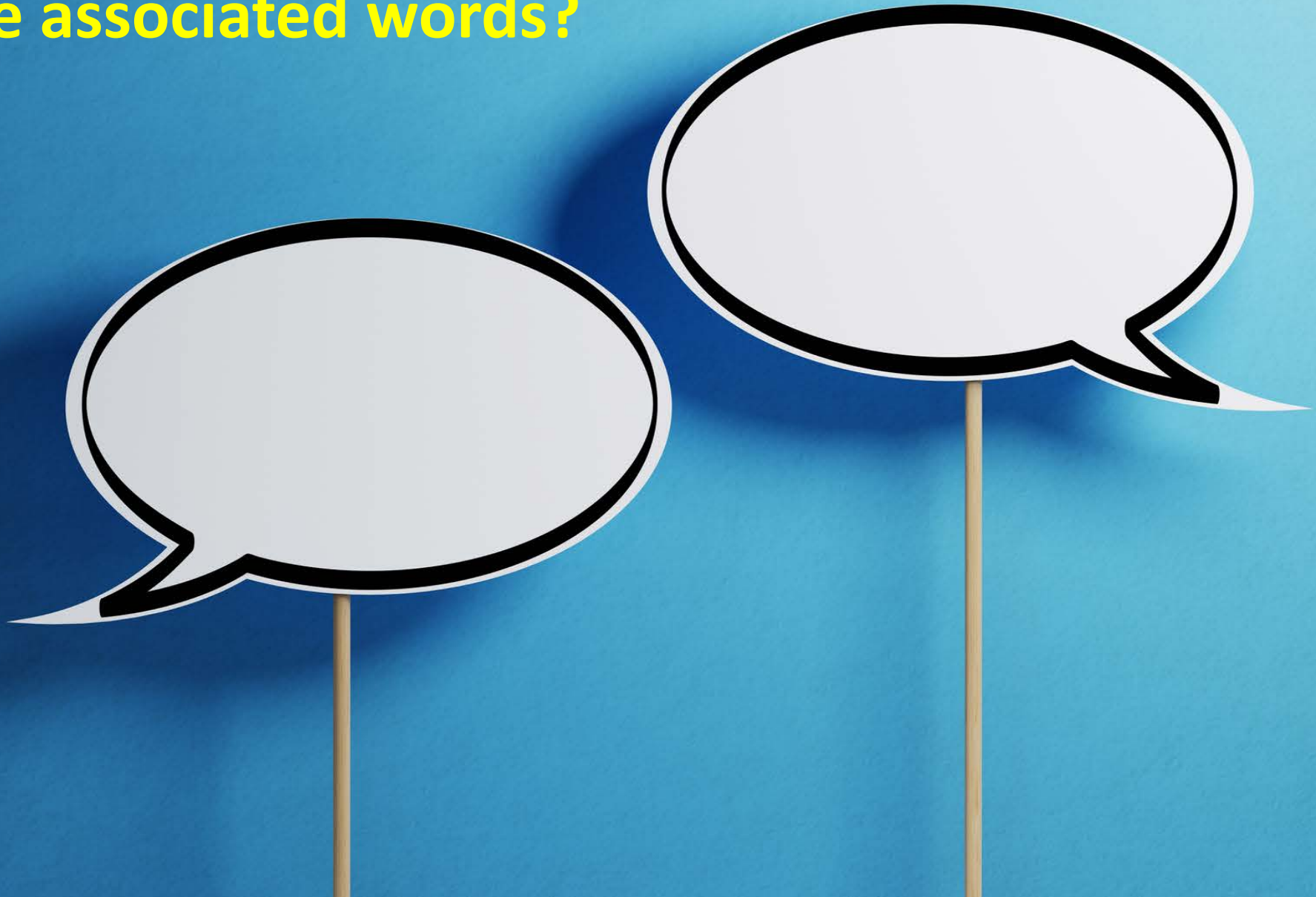


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Worksheet



What are associated words?



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



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.

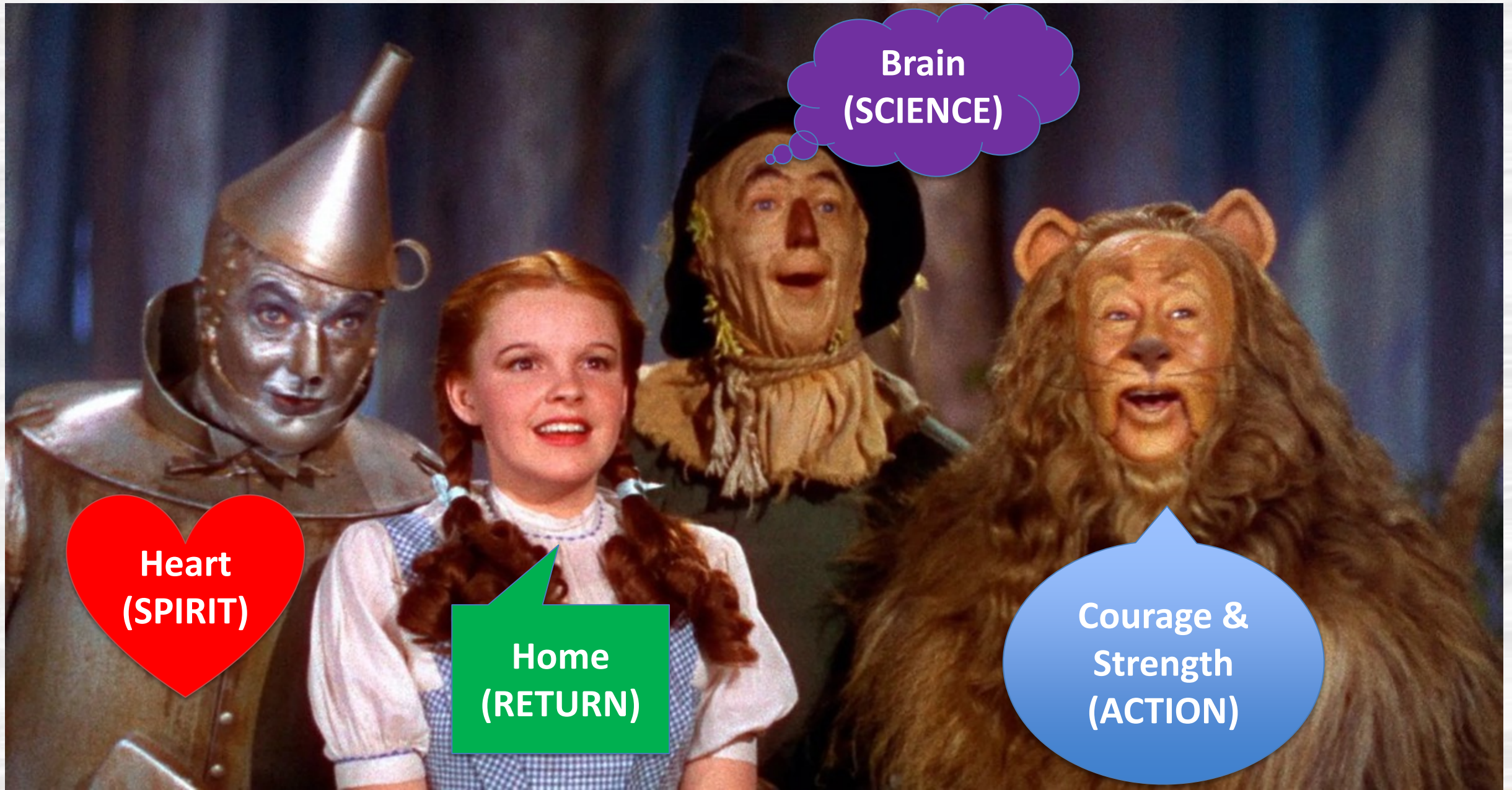
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strength in numbers



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Brain
(SCIENCE)

Heart
(SPIRIT)

Home
(RETURN)

Courage &
Strength
(ACTION)

Spirit

Science

Action

Return

www.whitewatercoalition.org



THANK YOU PARENTS!
BECAUSE OF YOU,

93%
OF ST. CHARLES
STUDENTS

**DO NOT
DRINK**

IN A TYPICAL
MONTH



WeWill 4C CLIMATE CHANGE Challen CAMPAIGN

SPIRIT

We will harness and ignite the spirit people have for preserving the wilderness. Spirit is the soaring place for all initiatives local upon the waters of the Pacific. Through it, we will guide our efforts, and enable support for the initiatives by connecting the best our hearts and the place of persistence are able to offer. The interconnectedness of our shared journey will be central to igniting a common framework and language to generate words of necessary motivation. The WeWill spirit will connect people from throughout into a rapidly growing global community of supporters.

SCIENCE

With thousands of projects and the WeWill spirit leading our resolve, we embrace the spirit of offering educational communication designed to inspire individual action. Through demonstration that different communities can do different things, we provide steps to inspire participation, activities and behaviors. WeWill is assembling a team of leading scientists from a range of disciplines to coordinate research, reporting and analyzing quantitative and qualitative data to guide the rigorous steps of this process. The team of experts will work to collect baseline data and developing metrics to measure shifting behaviors and participation which is critical to business and economic recovery. That's why, we're already partners from public schools and local social centers.

ACTION

The data we gather on our and how practices and evidence-based actions. We will have understanding of our purpose defined, the metrics and means to assess throughout. Our engagement will inform the report, development and delivery of our programs and stories. Specifically, each area will have a highlight video, an initiative, which will further engage and promote the theme of existing the global education and participation sustainability. The spirit of shared hope will be central throughout action.

RETURN

More than a word for justice of our global efforts, the place of reflection is also central to the new spirit. (Share and impact will be assessed, analyzed, and demonstrated and then shared through social media to lead our feedback and engagement. Feedback will lead to be used through a democracy with video content, social through each phase of the campaign building an ongoing design to a multi-year global initiative. The success of our work will be measured by the stability of the rising sea level against the Pacific Islands at 100 feet.



New Business

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

Next Meeting Date? _____



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-

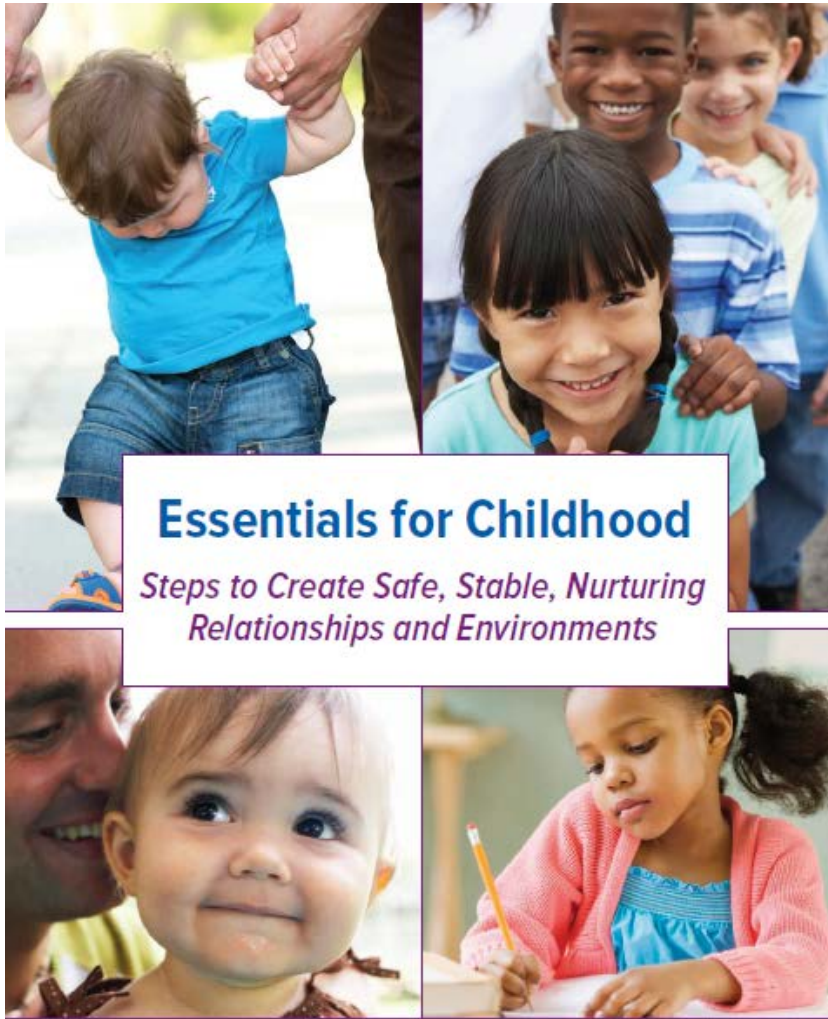
- Event Review
- Upcoming Training Opportunities
- Next Meeting Date? _____

Spirit

Science

Action

Return



Essentials for Childhood

Steps to Create Safe, Stable, Nurturing Relationships and Environments

National Center for Injury Prevention and Control
Division of Violence Prevention



Goal 1: Raise Awareness and Commitment to Promote Safe, Stable, Nurturing Relationships and Environments and Prevent Child Maltreatment **(Spirit)**

Goal 2: Use Data to Inform Actions **(Science)**

Goal 3: Create the Context for Healthy Children and Families through Norms Change and Programs **(Action)**

Goal 4: Create the Context for Healthy Children and Families through Policies **(Return)**





Reflection:
**What did you learn
from this activity?**



A Core Assumption

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



**Positive is
Nowhere**

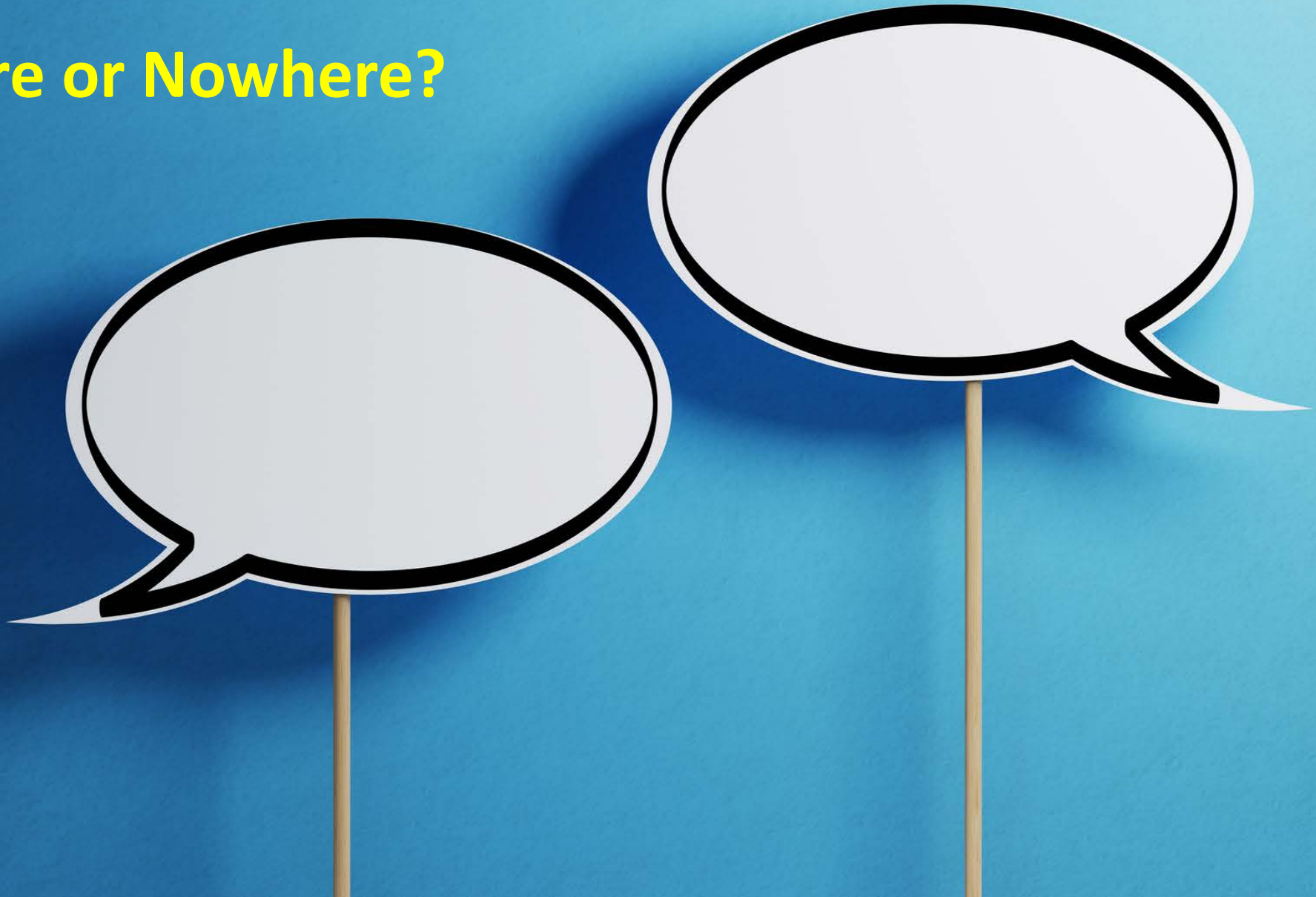
**Positive is
Now here?**

-or-

No where?

Which did you see first?

Now Here or Nowhere?





Albert Einstein was interviewed:

“What is the most important question to ask?”



**“Hmm...?
What’s the most
important
question facing
humanity today?”**

Is the universe a friendly place?





**“Is the
universe a
friendly
place?”**

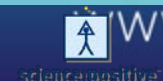
- Albert Einstein

A Core Assumption



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

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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*.



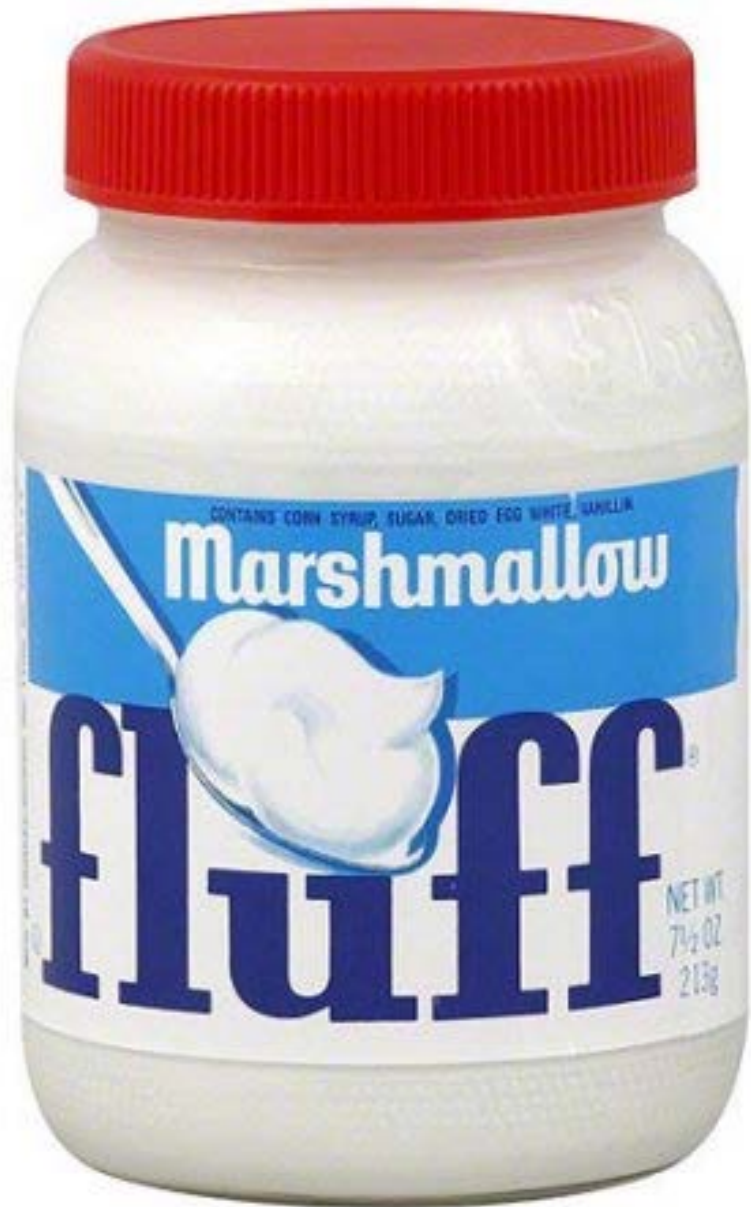


Core Assumption of The Science of the Positive:

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.





Nutrition Facts

Serving Size 15 g

Amount Per Serving

Calories 5	Calories from Fat 0
	% Daily Value*

Total Fat 0.0g	0%
-----------------------	-----------

Cholesterol 0mg	0%
------------------------	-----------

Sodium 1mg	0%
-------------------	-----------

Potassium 4mg	0%
----------------------	-----------

Total Carbohydrates 1.4g	0%
---------------------------------	-----------

Sugars 1.2g

Protein 0.0g	
---------------------	--

© ChocolateCoveredKatie.com

HMMM?

THE POSITIVE HERE? NOW?

**Transformational
leaders challenge
core assumptions**



science:positive®

Hmm?...

**What is your
core
assumption?**



What are some of your core assumptions?





The Science of the Positive Framework



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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





Core Assumption of The Science of the Positive:

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



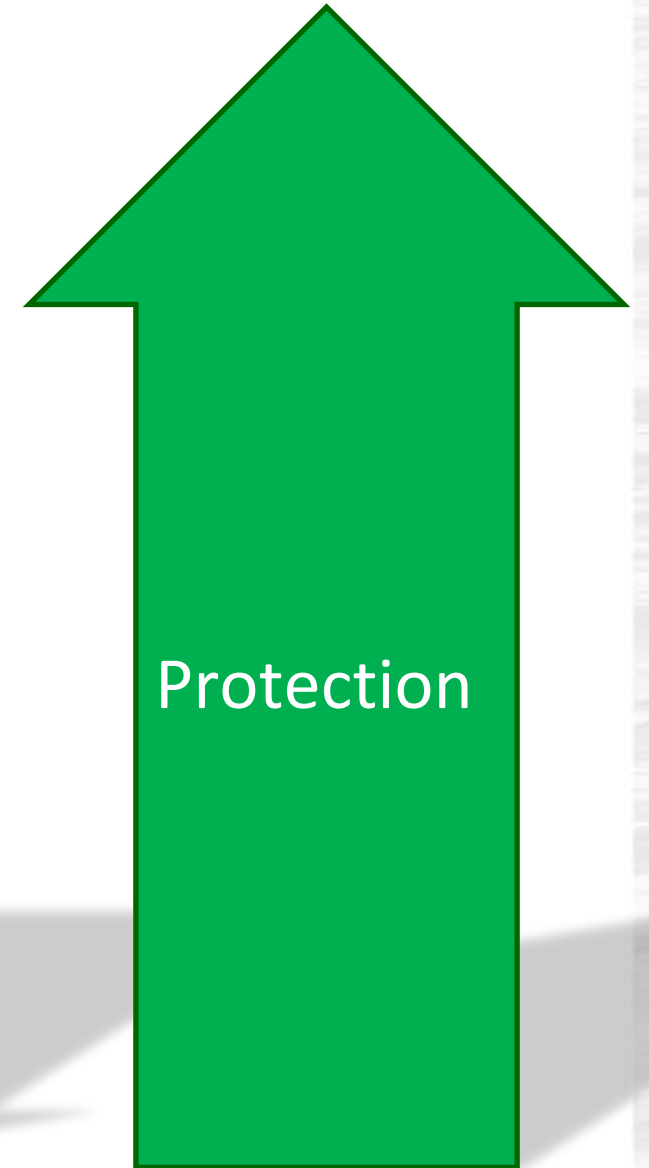
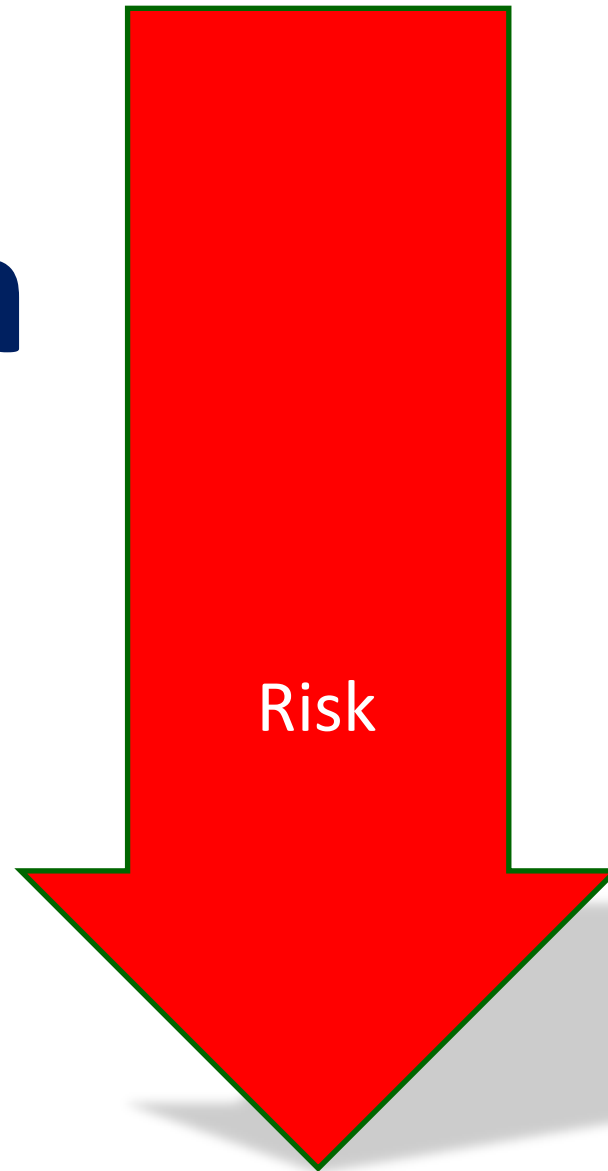
The solutions are in community.

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





Public Health 101



The Science of the Positive



Concern



Hope

The Green Arrow



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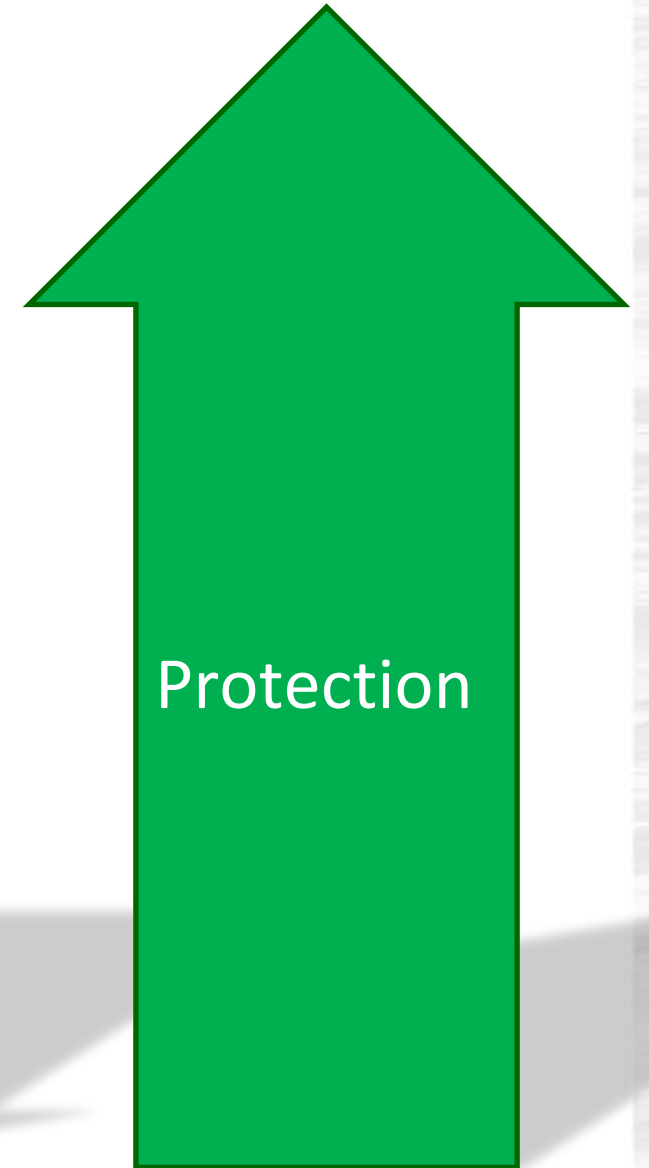
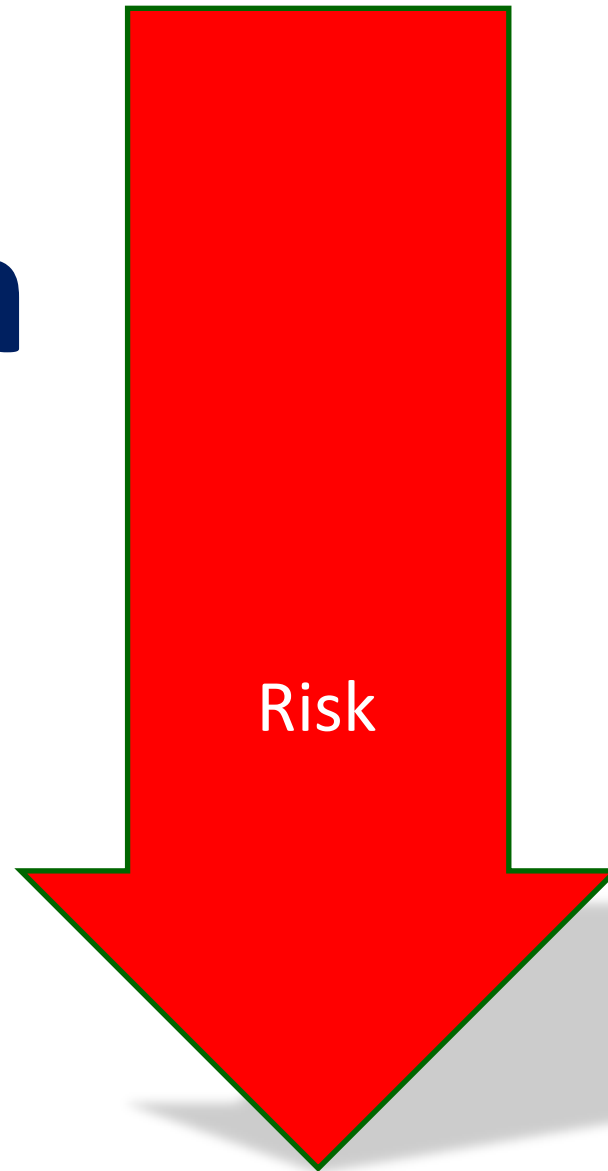


DARE TO BRING HOPE

**Transformational leaders Create
Conditions To Honor The Positive**



Public Health 101



The Science of the Positive


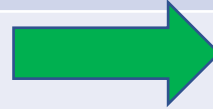


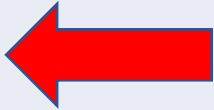



Concern



Hope

2019 Minnesota Student Survey Data 30 Day Alcohol Use / Nonuse

Grade	Used Any Alcohol 30 Days	Same Data Different Perspective		Not Used Any Alcohol 30 Days
8 th	8.0%			92%
9 th	11.8%			88.2%
11 th	22.6%			77.4%



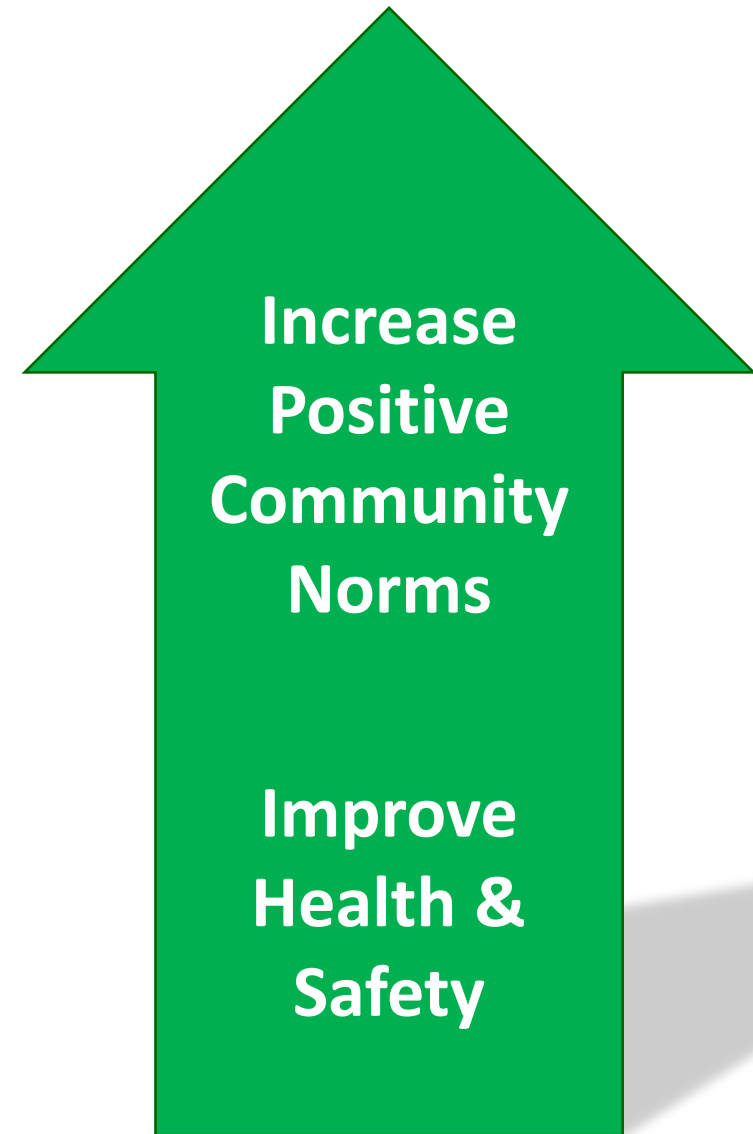
**Are we getting
the returns we
want?**



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What's In Your Green Arrow?

**Grow the goodness
that already exists**



Increase
Positive
Community
Norms

Improve
Health &
Safety

**What do you
want to grow in
your community?**



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**What do you want to grow in
your community?**





Reflection:
**What did you learn
from this activity?**



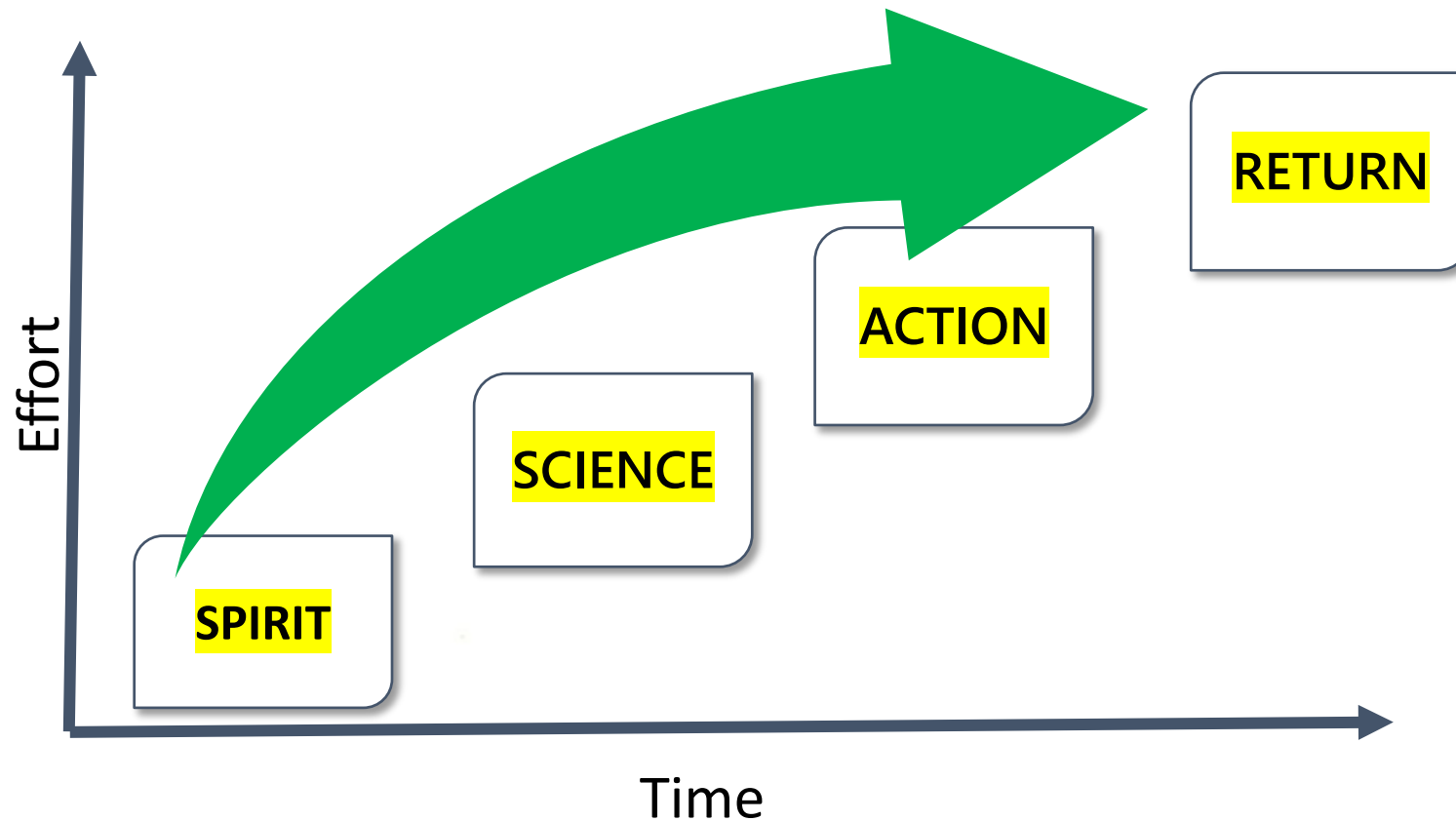
Positive Community Norms Framework



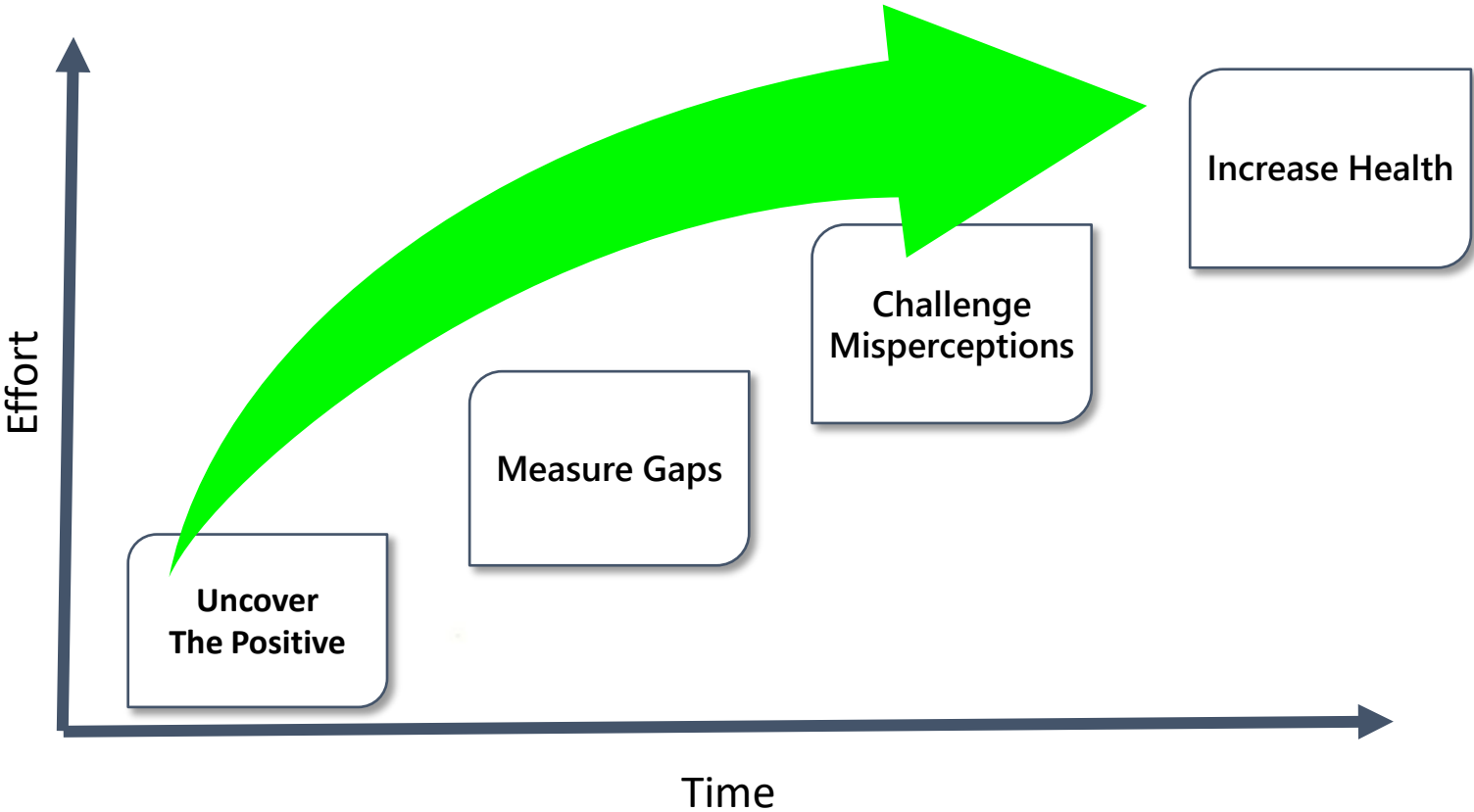


**Are we getting
the returns we
want?**

Positive Community Norms Logic Model

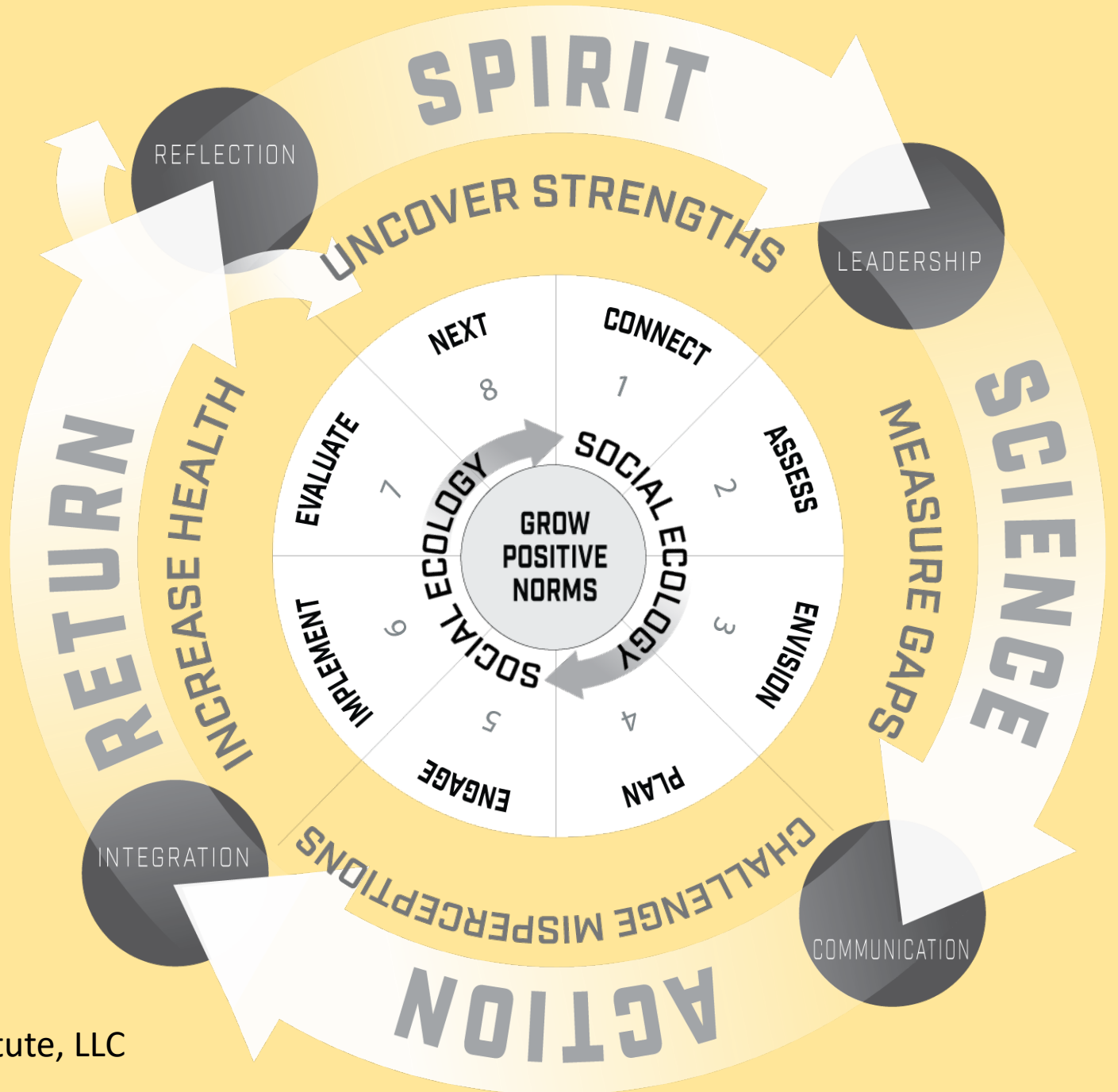


Positive Community Norms Logic Model



Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS APPROACH



What's a norm?

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

What's a norm?

51% or more

Majority

Most

Almost All

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.



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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Social Norms Theories

Norm

**The
GAP**

Perceived Norm



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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.





RUDYARD

596 Nice People - 1 Old Sore Head!



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BREAKING NEWS!!!



science:positive™



KEEP YOUR DISTANCE

THE GAP

THE GAP

What We Focus On Becomes Our Reality



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.



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Dark &
Negative
Thoughts
About Youth

Cultural Cataracts

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



PCN Portfolio Integration



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.

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.**





**Misperception
of norms is a
“hidden risk
factor.”**

Wambeam, R.A, Canen, E. L., Linkenbach, J. & Otto, J. (2014). *Youth misperception of peer substance use norms: A hidden risk factor for state and community prevention*. *Prevention Science* (2014) 15:75–84 DOI 10.1007/s11121-013-0384-8

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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Our **BIG** Aha?

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



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Where are your gaps?



science:positive™



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

TEAM for West Virginia Children

www.teamwv.org • www.preventchildabusewv.org



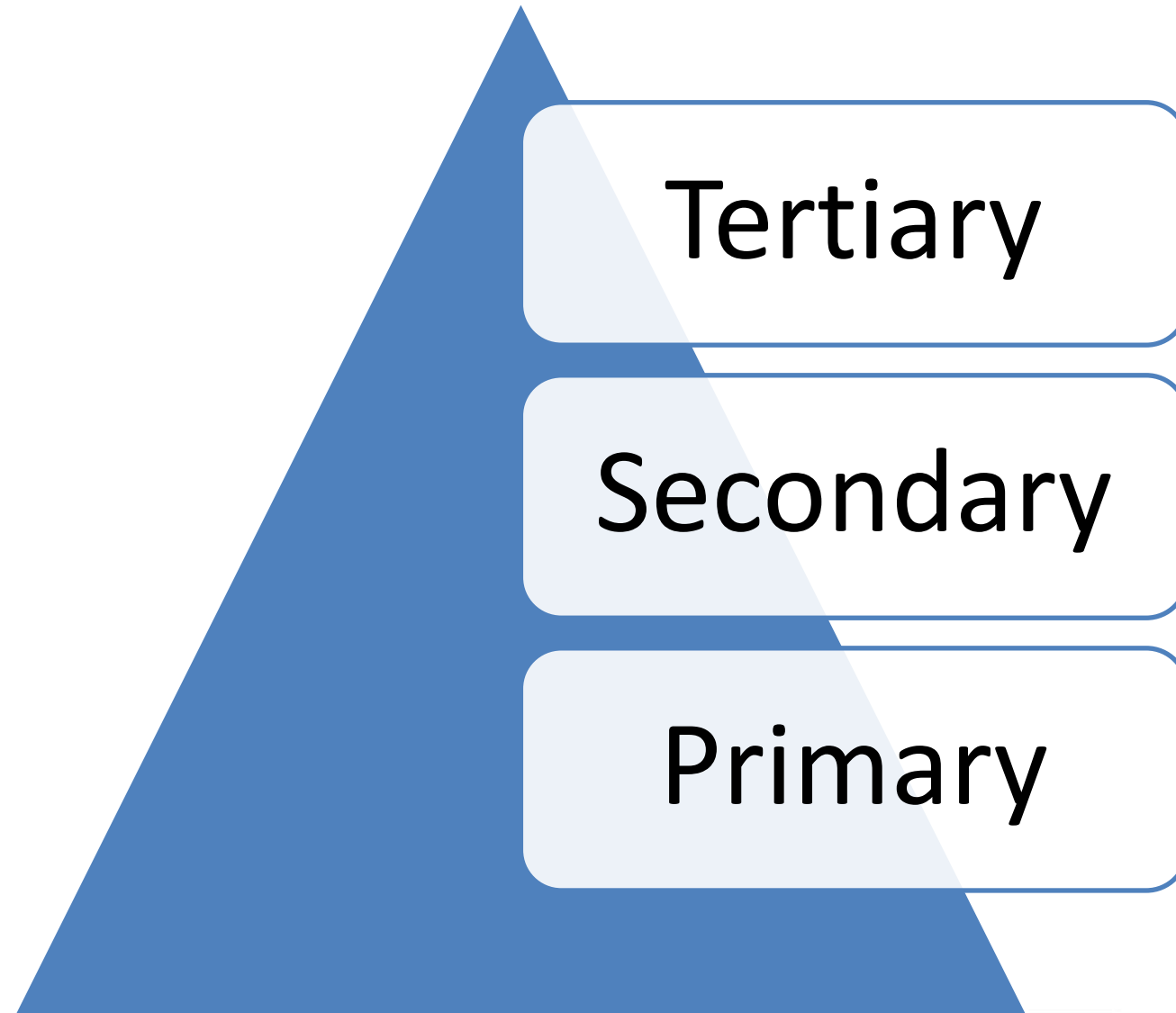
99% of WV
parents strongly
agree that it is
important that
their child never
experiences child
abuse or neglect.



TEAM for West Virginia Children

www.teamwv.org • www.preventchildabusewv.org

Focusing on Norms Across 3 Levels of Prevention



Focusing on Norms Across 3 Levels of Prevention



Tertiary

Target: students with chronic problem behaviors

Secondary

Selected: students at risk for problem behaviors

Primary

Universal: 80%-90% students without problems

MOST
little falls teens
**CHOOSE NOT
TO VAPE**

#whylchooseNOTto

our choices
FUTURE

Funded by ONDCP #SP020215

MOST

LITTLE FALLS TEENS
**CHOOSE NOT
TO USE**
ALCOHOL & MARIJUANA

#whylchooseNOTto

Funded by ONDCP #SP020215

our choices
FUTURE

Most

LITTLE FALLS TEENS
CHOOSE NOT TO VAPE

#whylchooseNOTto

our choices
FUTURE

Funded by ONDCP #SP020215



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



science:positive



84% of community adults
DISAPPROVE of high school youth
drinking alcohol.

REMINDER:
Providing alcohol to a minor
is punishable by up to \$3000
and/or one year in jail

our choices
ONLY FUTURE

Based on 2012 survey of 325 randomly selected adults
age 21 and older in Little Falls. Funded by MN DHS, ADAD.
MN Statute MN340A.503.



MOST STUDENTS*
WANT THEIR FRIENDS
TO LET THEM KNOW
IF THEY'RE ANXIOUS
OR DEPRESSED.



*93.6% OF OAKLAND UNIVERSITY STUDENTS
SAMPLED IN 2020 OAKLAND UNIVERSITY
SOCIAL NORMS SURVEY.



thepositivenorm • Following
Oakland University



thepositivenorm Don't suffer in silence —these feelings are perfectly normal. Talk with a close friend if you're having a hard time. Chances are, they'd want you to reach out. #PositiveNorms #oaklanduniversity #COVID1resources #mentalhealthmatters #coronavirushelp #talktoafriend

1w



7 likes

7 DAYS AGO

Add a comment...

Post



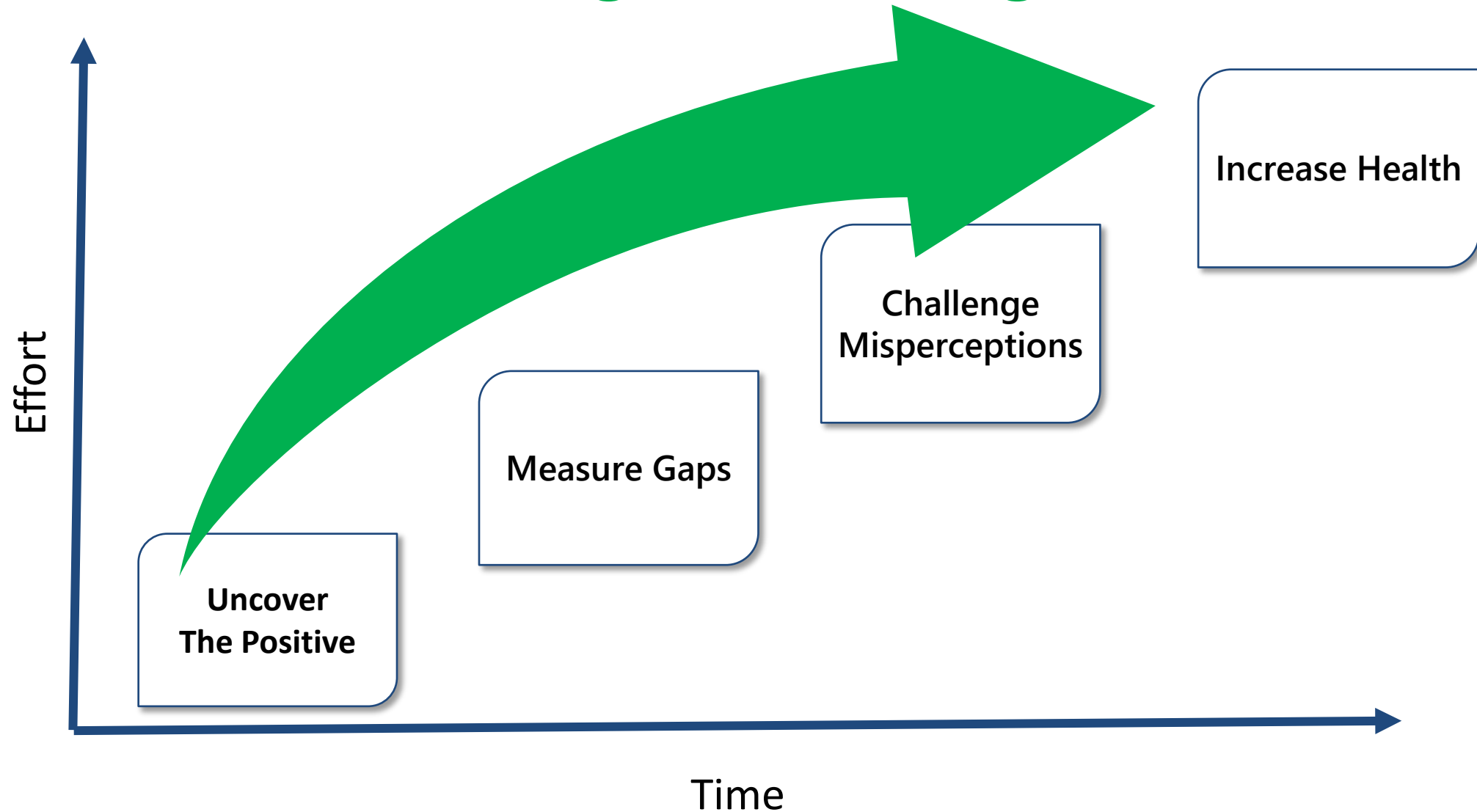
**WE NEED TO QUESTION
OUR PERCEPTIONS**

**DOES THE POSITIVE
EXIST HERE?**



science:positive®

Evaluation Using the PCN Logic Model



What do you want to grow in your community?

Increase
Positive
Community
Norms

Improve
Health,
Safety &
Nurturing

Returns?



science:positive™



Reflection:
**What did you learn
from this activity?**



The Green Arrow



science:positive

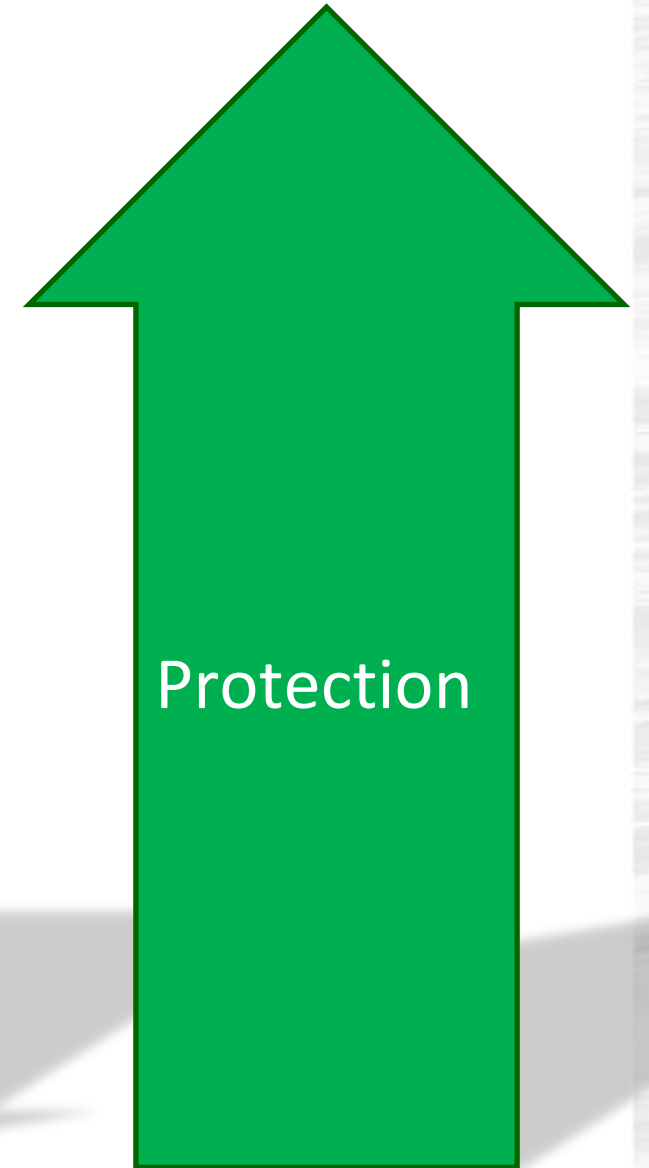
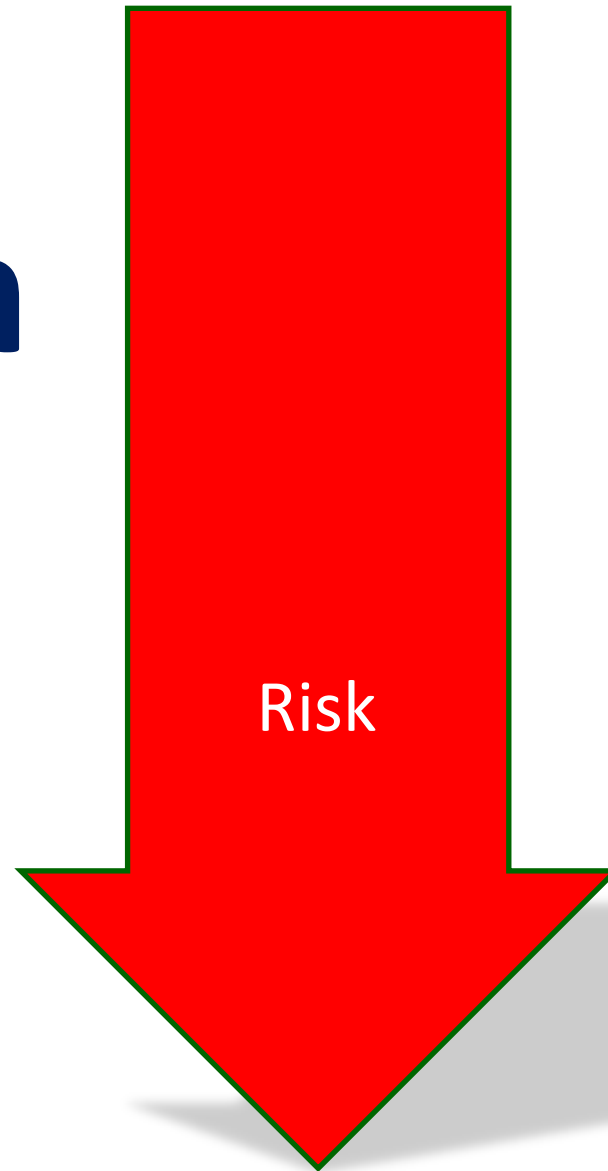


DARE TO BRING HOPE

**Transformational leaders Create
Conditions To Honor The Positive**



Public Health 101



science:positive™

The Science of the Positive

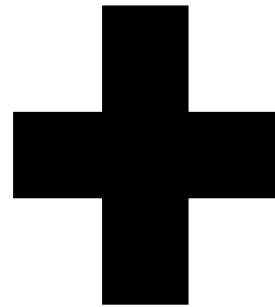


Concern




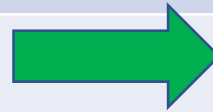


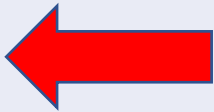

Hope

Concern + Hope

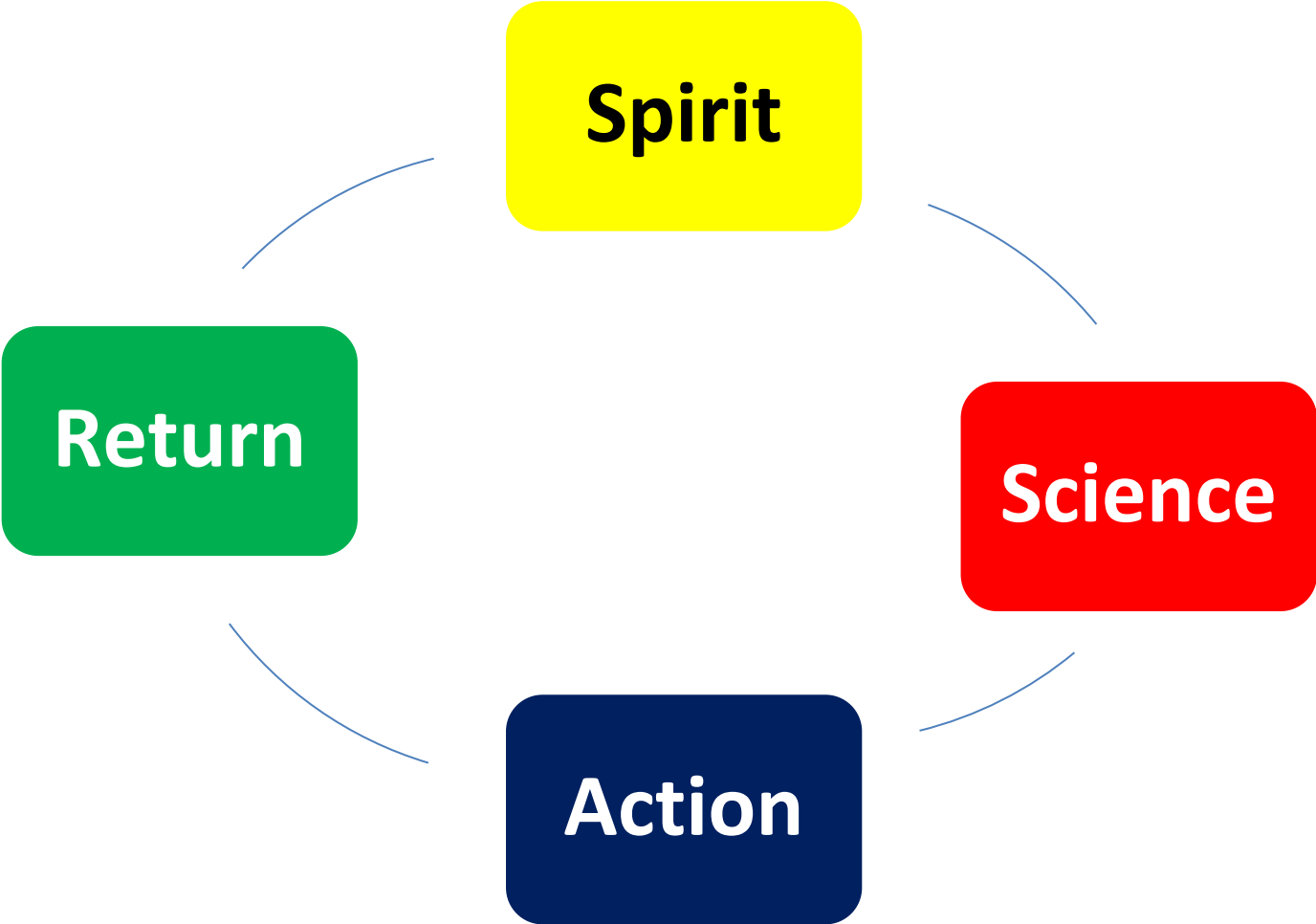


2019 Minnesota Student Survey Data

30 Day Alcohol Use / Nonuse

Grade	Used Any Alcohol 30 Days	Same Data Different Perspective		Not Used Any Alcohol 30 Days
8 th	8.0%			92%
9 th	11.8%			88.2%
11 th	22.6%			77.4%

Science of the Positive Process





**Are we getting
the returns we
want?**



science:positive™



Increase
Positive
Community
Norms

Improve
Health &
Safety

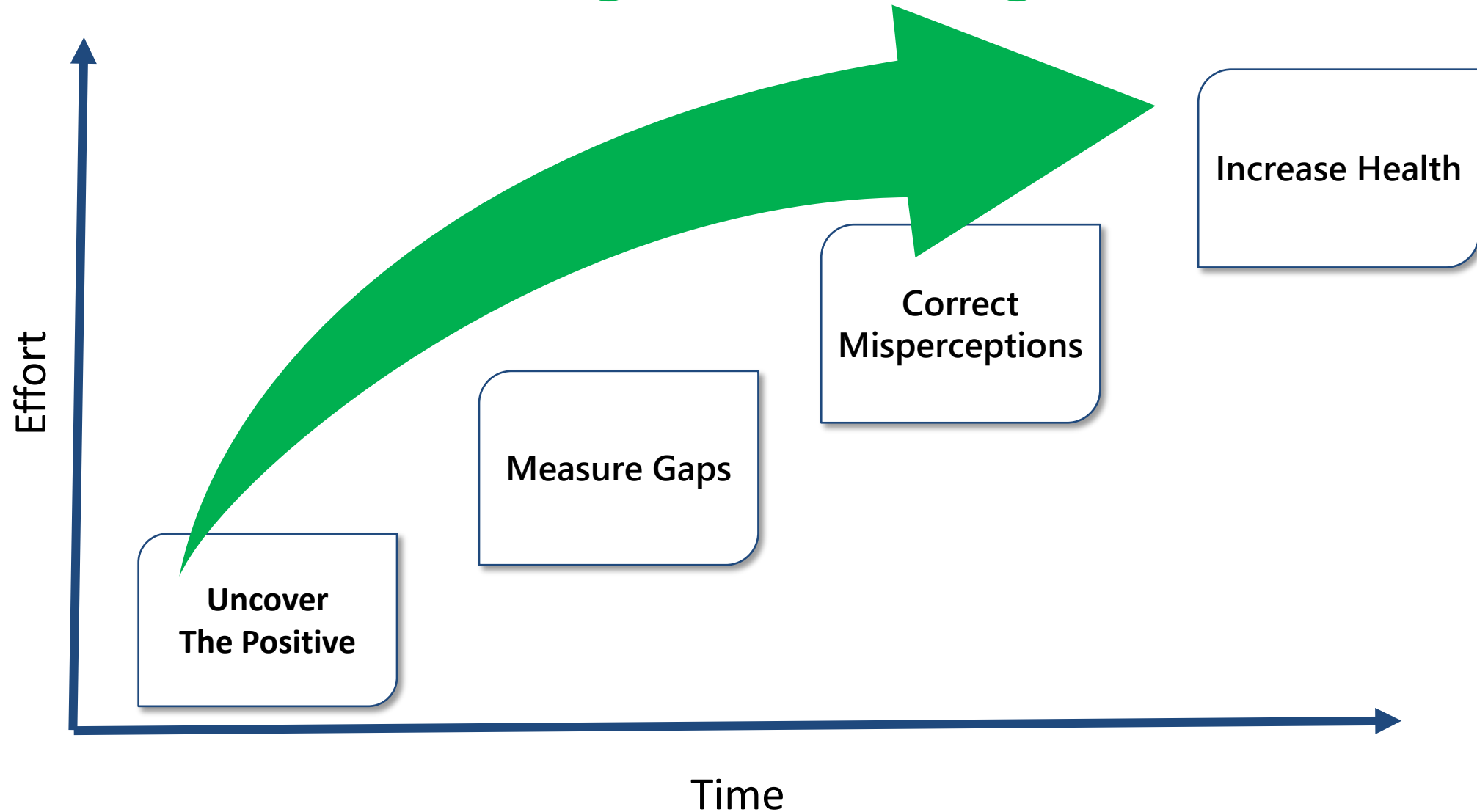
What's In Your Green Arrow?

Returns?



science:positive™

Evaluation Using the PCN Logic Model





**What do you
want to grow in
your community?**

Returns?



science:positive™







H O P E



Public
Health
Delivers
HOPE

WHY
HOPE?

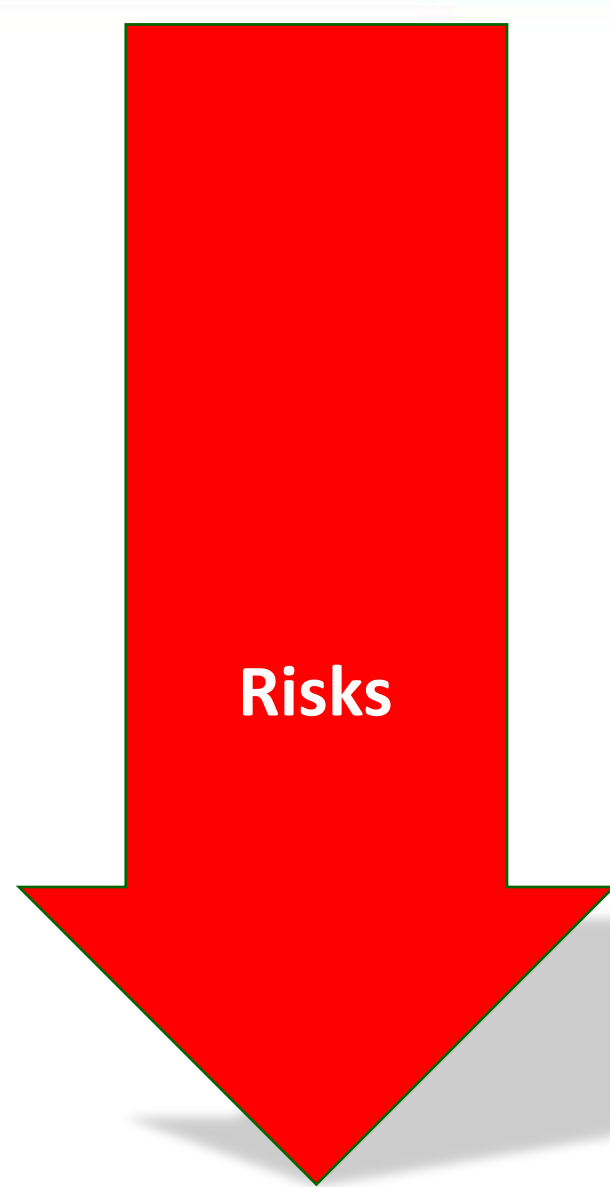






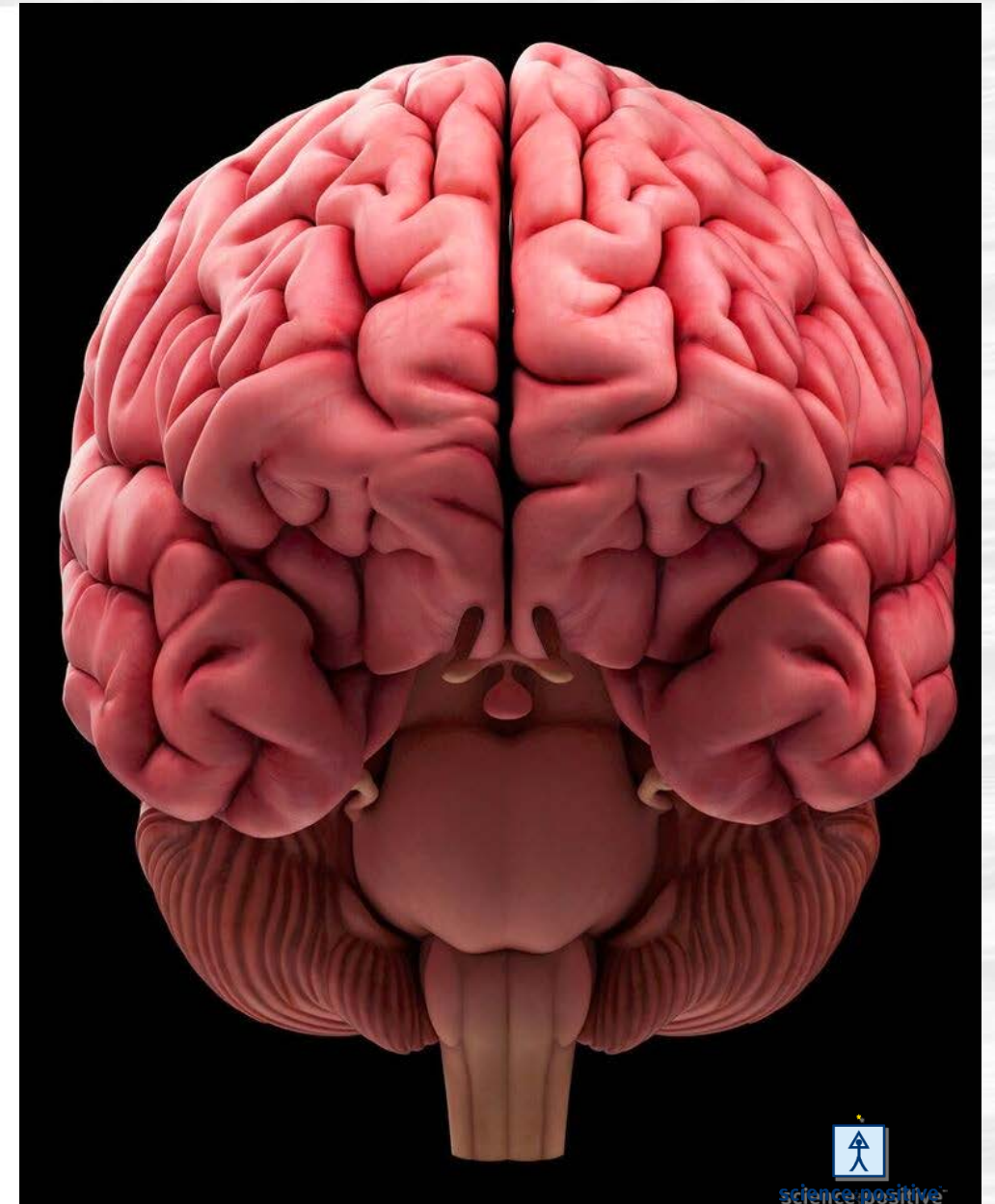
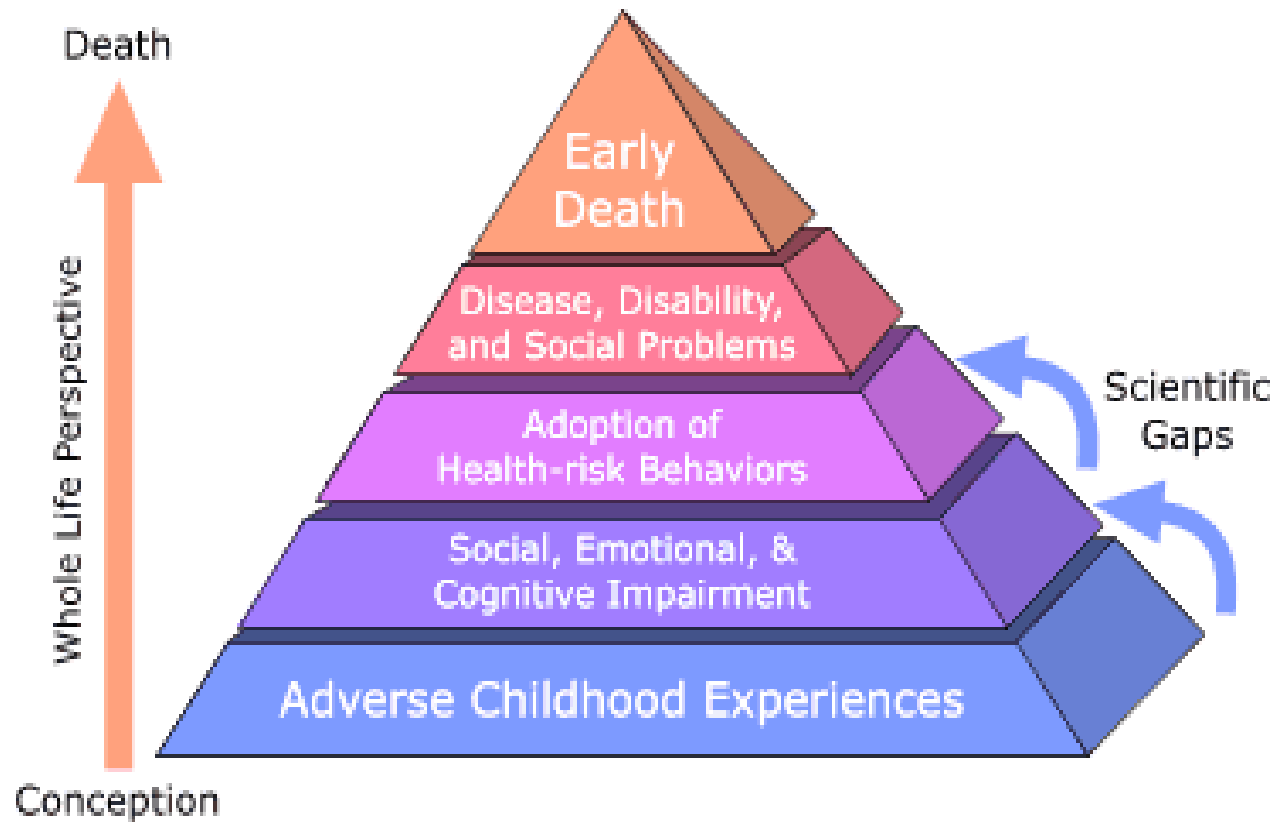
HOPE
is Centered on
The POSITIVE

Public Health 101



ACES Pyramid

(Adverse Childhood Experiences Study)



science positive

Sitting in the back of a bus at the CDC...
We asked...

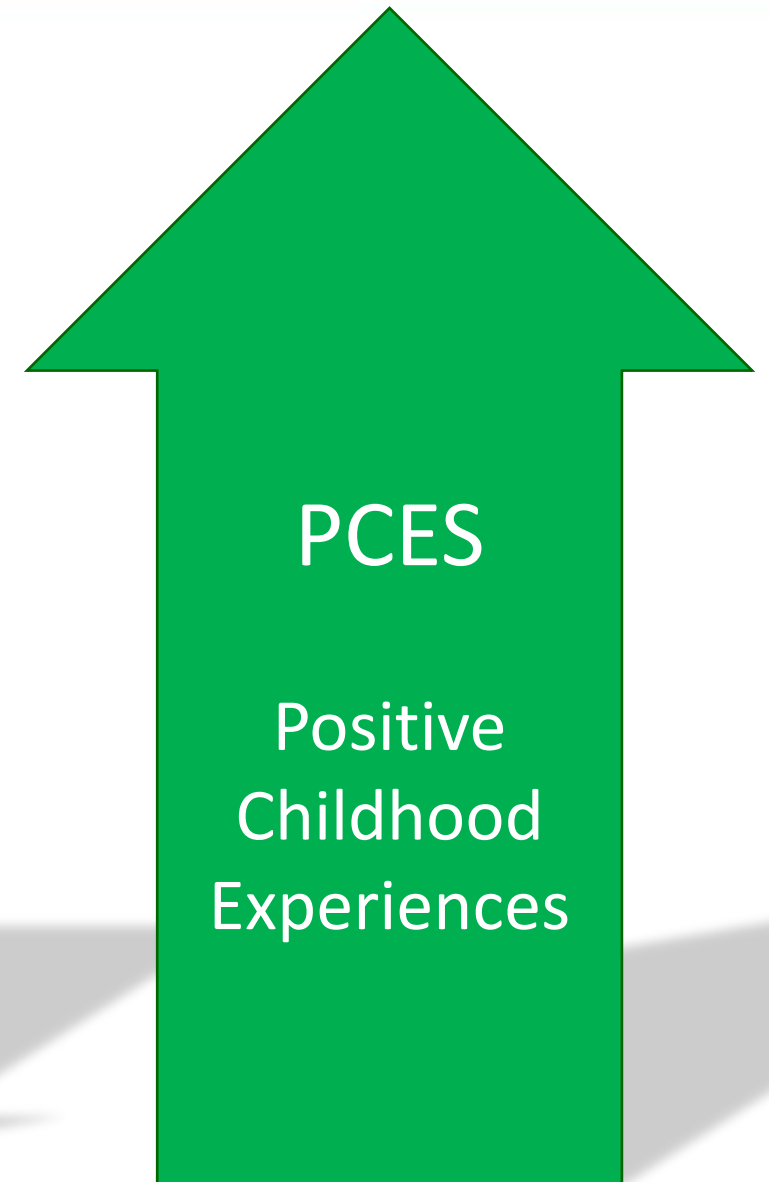
What if.. **THE POSITIVE** has lasting
impacts similar to trauma...???



Sege, R., & Linkenbach, J. (2014). Essentials for childhood: Promoting healthy outcomes from positive experiences. *Pediatrics*, 133(6) 1-3.
doi:10.1542/peds.2013-3425.



Spoiler Alert!





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*

Authors

Robert Sege, MD, PhD

Christina Bethell, PhD, MBA, MPH

Jeff Linkenbach, EdD

Jennifer A. Jones, MSW

Bart Klika, PhD

Peter J. Pecora, PhD

Sege, R., Bethell, C., Linkenbach, J., Jones, J., Klika, B. & Pecora, P.J. (2017). *Balancing adverse childhood experiences with HOPE: New insights into the role of positive experience on child and family development*. Boston: The Medical Foundation. Accessed at www.cssp.org



ACEs

- 1998 study of employed people in Southern California
- Patients answered questions about their childhood
- Correlated with mental and physical health

PCEs

NEW

- 2015 population study in Wisconsin
- Part of the BRFSS
- Asked about ACEs
- Asked about Positive Childhood experiences
- Correlated with mental health

The Wisconsin CTF Positive Community Norms Project asked about Positive Childhood Experiences (PCEs) questions - how often respondent:

1. Felt able to talk to their family about feelings
2. Felt their family stood by them during difficult times
3. Enjoyed participating in community traditions
4. Felt a sense of belonging in high school
5. Felt supported by friends
6. Had at least two non-parent adults who took genuine interest in them
7. Felt safe and protected by an adult in their home



These 2015 questions were adapted from the Child and Youth Resilience Measure developed by Dr. Michael Ungar at the Resilience Research Centre at Dalhousie University in Halifax, Nova Scotia.

- Internal consistency reliability: 0.77
- Principal components factor analysis: single factor with an Eigenvalue > 1 (2.95).
- Factor loadings ranged from 0.57 (“felt safe/home”) to 0.72 (“family stood by/difficult times”)

Bethell C, Jones J, Gombojav N, Linkenbach J, Sege R. Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample: Associations Across Adverse Childhood Experiences Levels. *JAMA Pediatr.* 2019:e193007.

JAMA Pediatrics | [Original Investigation](#)

Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample

Associations Across Adverse Childhood Experiences Levels

Christina Bethell, PhD, MBA, MPH; Jennifer Jones, MSW; Narangerel Gombojav, MD, PhD; Jeff Linkenbach, EdD; Robert Sege, MD, PhD

[+ Supplemental content](#)

IMPORTANCE Associations between adverse childhood experiences (ACEs) and risks for adult depression, poor mental health, and insufficient social and emotional support have been documented. Less is known about how positive childhood experiences (PCEs) co-occur with and may modulate the effect of ACEs on adult mental and relational health.

OBJECTIVE To evaluate associations between adult-reported PCEs and (1) adult depression and/or poor mental health (D/PMH) and (2) adult-reported social and emotional support (ARSES) across ACEs exposure levels.

DESIGN, SETTING, AND PARTICIPANTS Data were from the cross-sectional 2015 Wisconsin Behavioral Risk Factor Survey, a random digit-dial telephone survey of noninstitutionalized Wisconsin adults 18 years and older (n = 6188). Data were weighted to be representative of the entire population of Wisconsin adults in 2015. Data were analyzed between September 2016 and January 2019.

MAIN RESULTS AND MEASURES The definition of D/PMH includes adults with a depression

Bethell C, Jones J, Gombojav N, Linkenbach J, Sege R. Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample: Associations Across Adverse Childhood Experiences Levels. JAMA Pediatr. 2019:e193007.

Positive Childhood Experiences (PCEs) Protect Adult Mental Health

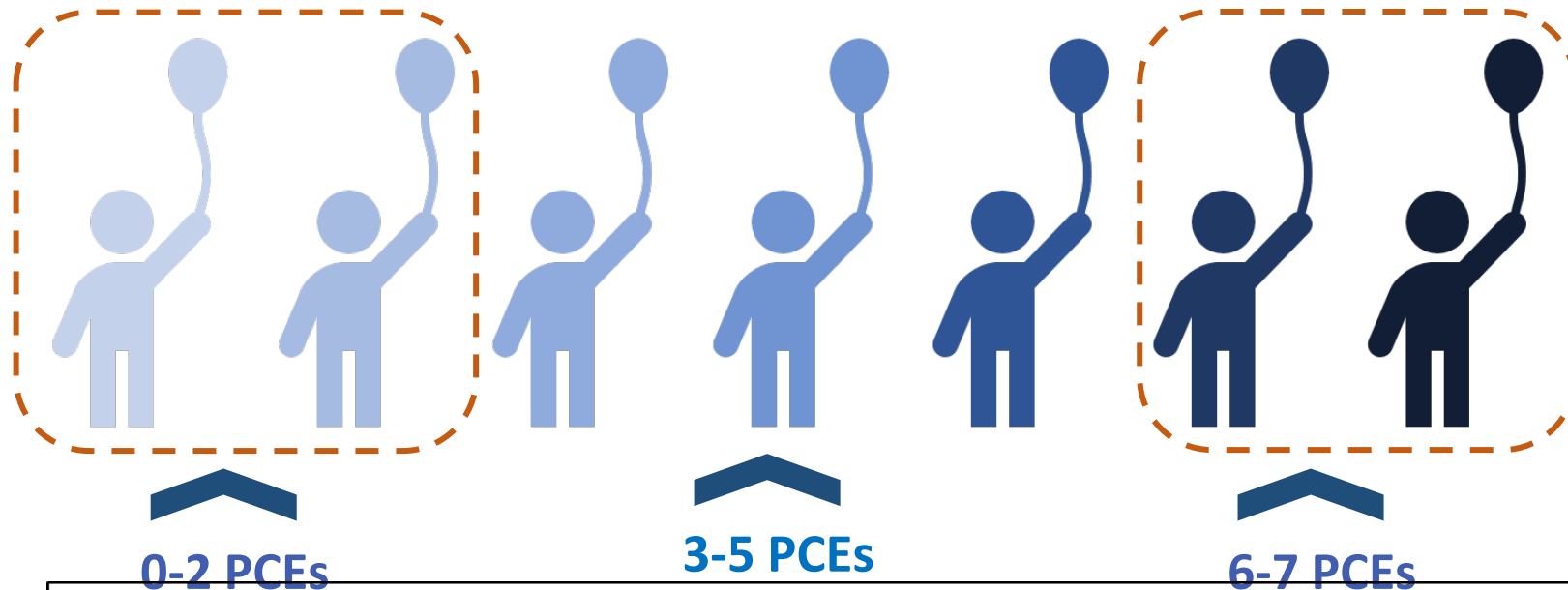


6-7 vs. 0-2 PCEs: 72% lower odds

3-5 PCEs v 0-2 PCEs 52% lower odds

of depression or poor mental health

48% v. 12.6%, OR 0.28; 95% CI 0.21-0.39. 3.8x higher rate for 0-2 vs. 6-7 PCEs.

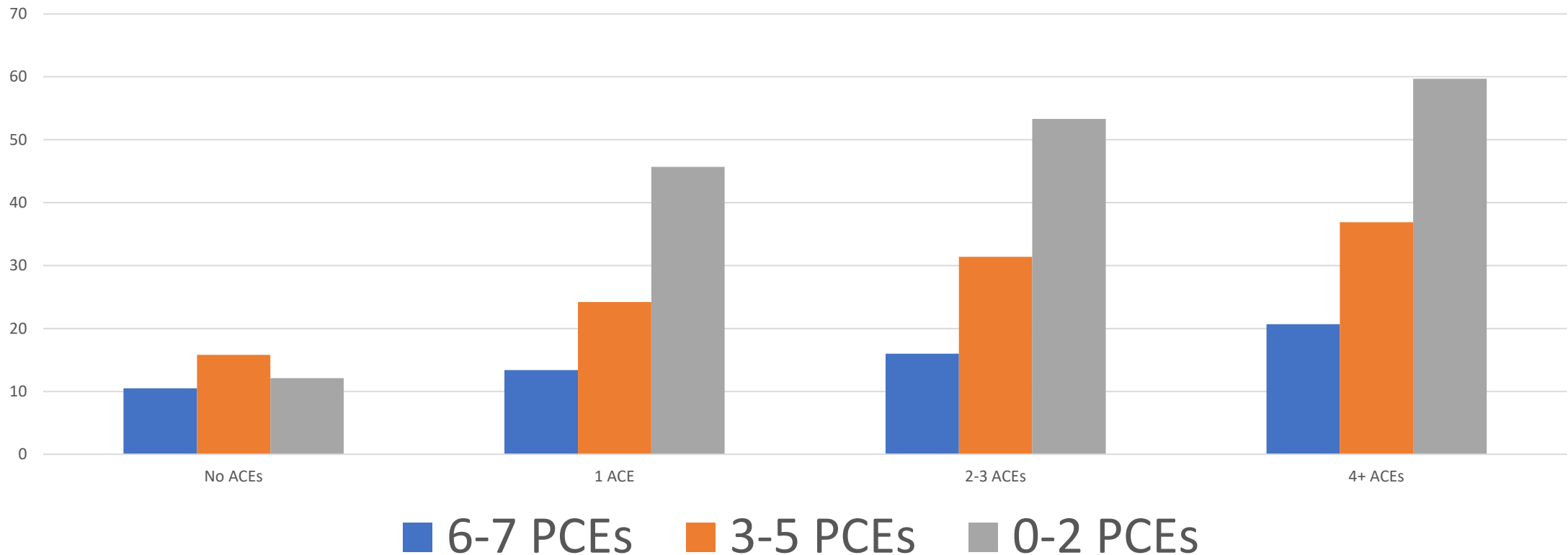


Bethell C, Jones J, Gombojav N, Linkenbach J, Sege R. Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample: Associations Across Adverse Childhood Experiences Levels. JAMA Pediatr. 2019:e193007.



Positive childhood experience mitigate ACEs

Association of Depression and poor mental health with PCEs by ACEs



Bethell, C., Jones, J., Gombojav, N., Linkenbach, J., Sege, R. (2019 - September JAMA Peds) - *Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample: Associations Across Adverse Childhood Experiences Levels.*



**Adversity doesn't
fully explain us...**

**We are so much
more than our
trauma...**





- Spirit
- Science
- Action
- Return





Reflections

What are some of the BIG things you learned or heard?



Get on list for Science of the Positive Workshops

<http://sotp.institute>

Science of the Positive Framework

Seven Core Principles of Transformational Leadership

7-Step Model of Positive Community Norms

HOPE (Healthy Outcomes from Positive Experiences)

Traditional Native Teachings & Positive Community Norms

the
MONTANA
INSTITUTE

THANK YOU





THANK YOU!

Dr. Jeff Linkenbach

Contact information



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Mountain Plains (HHS Region 8)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Please use the Q&A feature for questions at this time

Webinar 2: Introduction to Positive Community Norms

Monday, August 16, 2021
@ 12:00 pm ET/11:00 am CT/10:00 am MT

Registration link will be posted in the chat



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- Your participation in this brief, anonymous survey is entirely voluntary.
- Scan the QR code or click the link in the chat to complete the survey.
- The information collected is used to comply with funding requirements and to help us improve our trainings.



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Continuing Education Certificate

- The Mountain Plains PTTC is a NAADAC approved provider of CEHs & a designated CHES®/MCHES® provider of CECHs.
- To receive 1.5 CEHs/CECHs, participants will have needed to attend the entire webinar.
- **An email with instructions on how to access your certificate will be sent (to those who indicated on their registration) within 5-business days**



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Thank You

greatlakes@pttcnetwork.org

mountainplains_pttc@utah.edu

