

## **Sara Thompson**

PCN Communications Expert  
The Montana Institute

Sara Thompson is a Senior Trainer with The Montana Institute who specializes in training and technical assistance with Positive Community Norms communications. Sara was introduced to Dr. Jeff Linkenbach's work with the Science of the Positive and Positive Community Norms (PCN) frameworks in 2006; these transformative new approaches challenged her perceptions, reignited her passion for prevention leadership, and renewed her energy for her work.

Building on her experience as a strategic marketing consultant serving large and small companies, non-profit organizations, cooperatives, festivals, and community events, she began working with community coalitions in her home state of Minnesota to prevent underage drinking and other drug use by applying the PCN framework. Through The Montana Institute, she offers consultation, training, tool development, and technical support to communities who are applying the Science of the Positive process and Positive Community Norms approach to prevention and is a featured trainer and faculty member of the annual Montana Summer Institute in Big Sky. Sara is privileged to collaborate with some of the most experienced prevention specialists, innovative thought leaders and cutting-edge social science researchers in the country.