

# Lobby

Please tell us about yourself!

I primarily work in:

- Substance Misuse Prevention
- Substance Misuse Treatment
- Public Health
- Law Enforcement
- Medical Setting
- School Setting
- Communications and Marketing
- Other



Pacific Southwest (HHS Region 9)

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



Northwest (HHS Region 10)

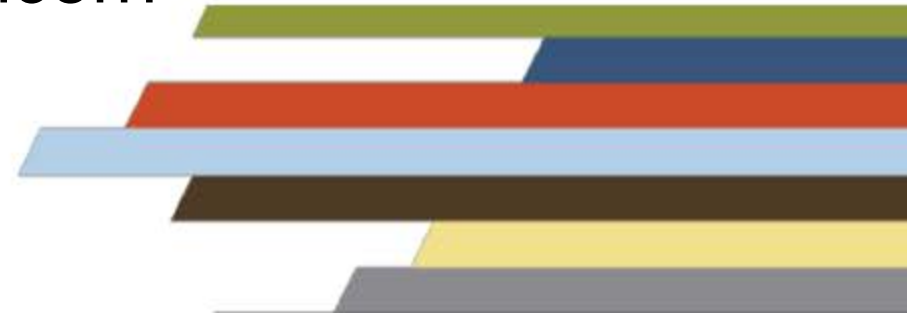
**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# The Positive Exists

## Framing Communications Using Hope and Concern

*Dr. Jeffrey Linkenbach, Director of The Montana Institute,  
Co-Investigator, HOPE Center - Tufts University, School of Medicine*

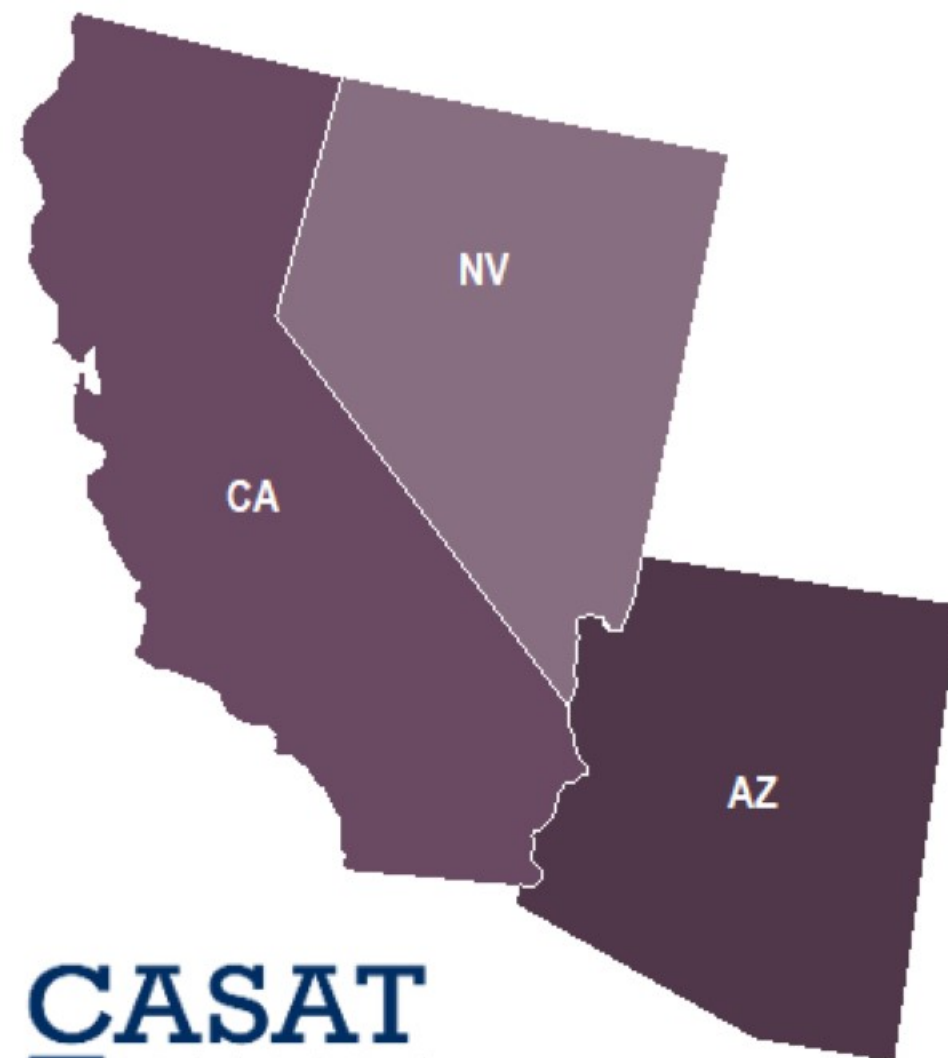
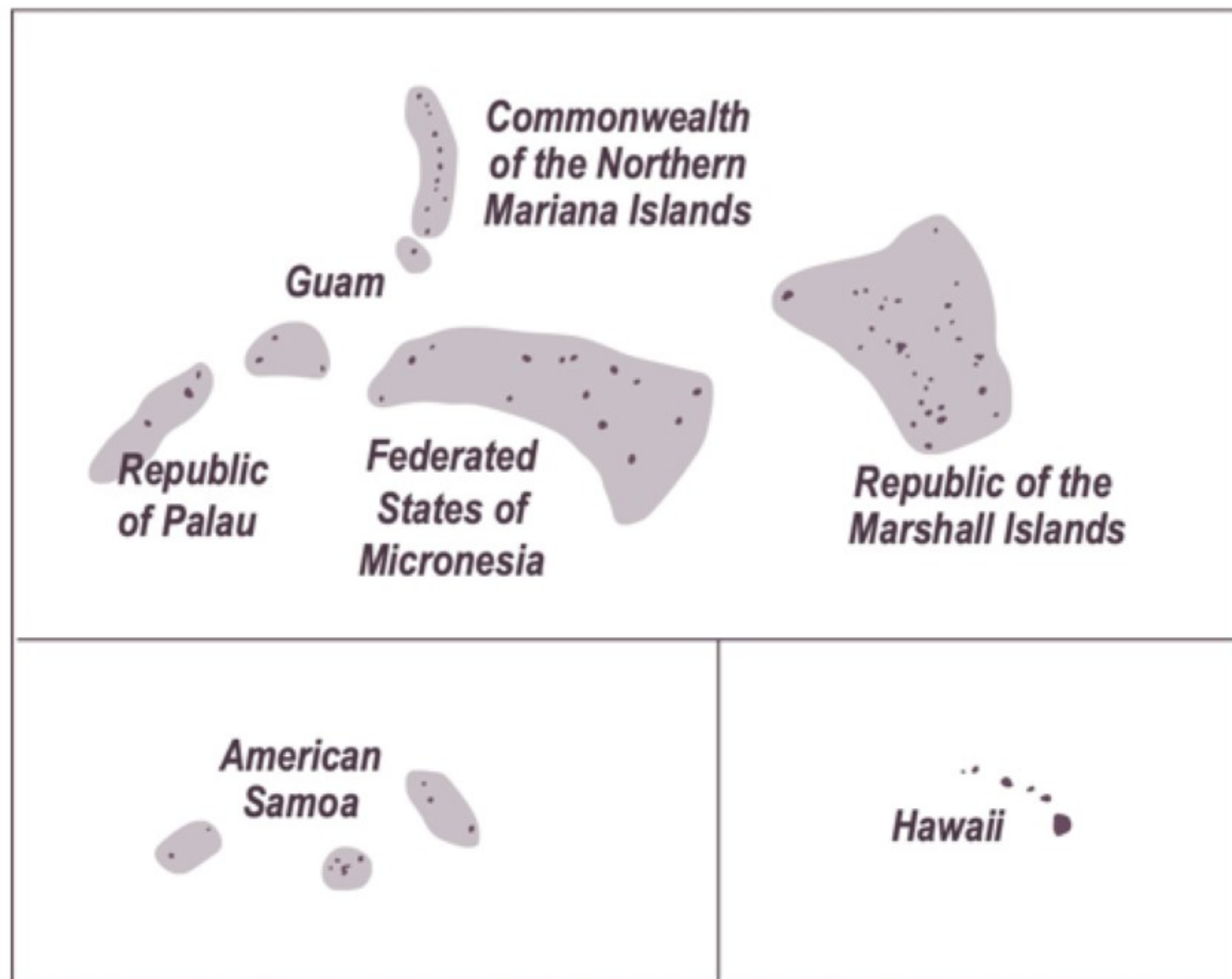


# Disclaimer

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services.

This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

# Pacific Southwest





Northwest (HHS Region 10)

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**PTTC**

**Prevention Technology Transfer Center Network**

Funded by Substance Abuse and Mental Health Services Administration



**W** SCHOOL OF SOCIAL WORK  
UNIVERSITY of WASHINGTON



Prevention Science  
Graduate Program

WASHINGTON STATE UNIVERSITY

**CASAT**  
Center for the Application of  
Substance Abuse Technologies  
University of Nevada, Reno

# Mark Your Calendars!

April Webinar!

- Pacific Southwest PTTC

***Selecting and Implementing Evidence-Based Practices to Address Substance Misuse Among Youth: SAMHSA's Resource Guide***

April 15<sup>th</sup> from 3:00 – 4:00 PM PACIFIC TIME

# Mark Your Calendars!

April Webinar!

- Northwest PTTC

***Exploring HOPE: Healthy Outcomes from Positive Experiences***

April 29<sup>th</sup> from 2:00 – 3:30 PM PACIFIC TIME

# Mark Your Calendars!

## Northwest PTTC

1. Oregon: April 1st, 2020 10:00 am – 11:00 am Pacific
2. Idaho: April 1st, 2020 2:00 pm - 03:00 pm Mountain
3. Alaska: April 2nd, 2020 1:00 pm - 02:00 pm Alaska
4. Washington: April 3rd, 2020 02:00 pm - 03:00 pm Pacific

During this challenging time we are convening state-specific sessions to listen and lean into your collective wisdom so that we can honor both the emerging strengths and needs of the substance misuse prevention workforce throughout HHS Region 10 states.



# **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-author of H.O.P.E. (Health Outcomes from Positive Experiences)**
- **30 years experience in research & health promotion**
- **Developed award-winning programs to change norms**





science:positive

the  
**MONTANA**  
INSTITUTE

# Today's Objectives:

- Introduce The Science of the Positive Framework
- Explore ways to use the Positive Community Norms Approach to correct misperceptions and impact behavior.
- Learn to balance both hope and concern in communications.

# What is the Science of the Positive?



# The Science of the Positive Framework



# What is the Science of the Positive?

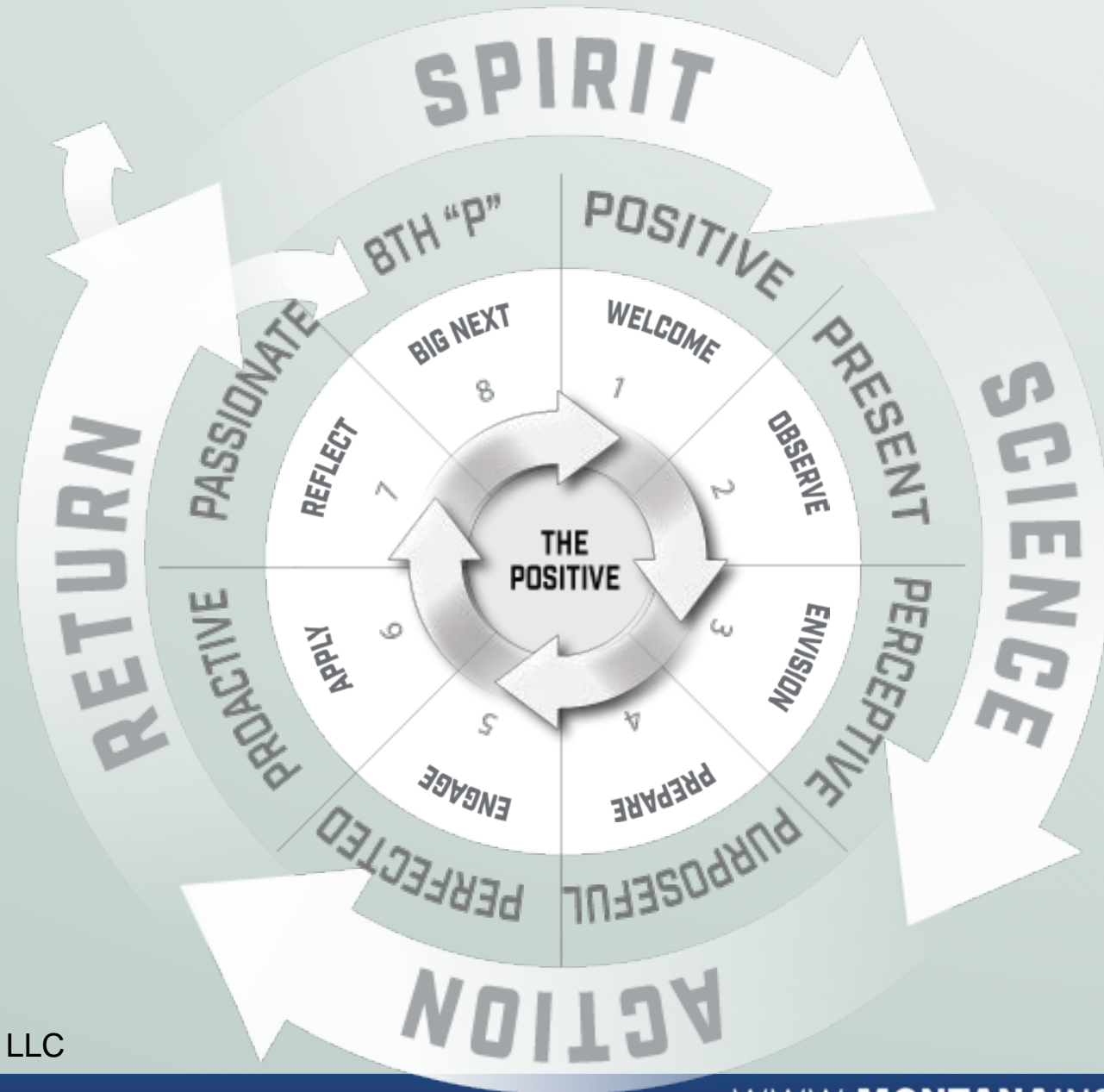
The Science of the Positive is the study of how positive factors impact culture and experience.

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



science:positive

# Science of the Positive Framework







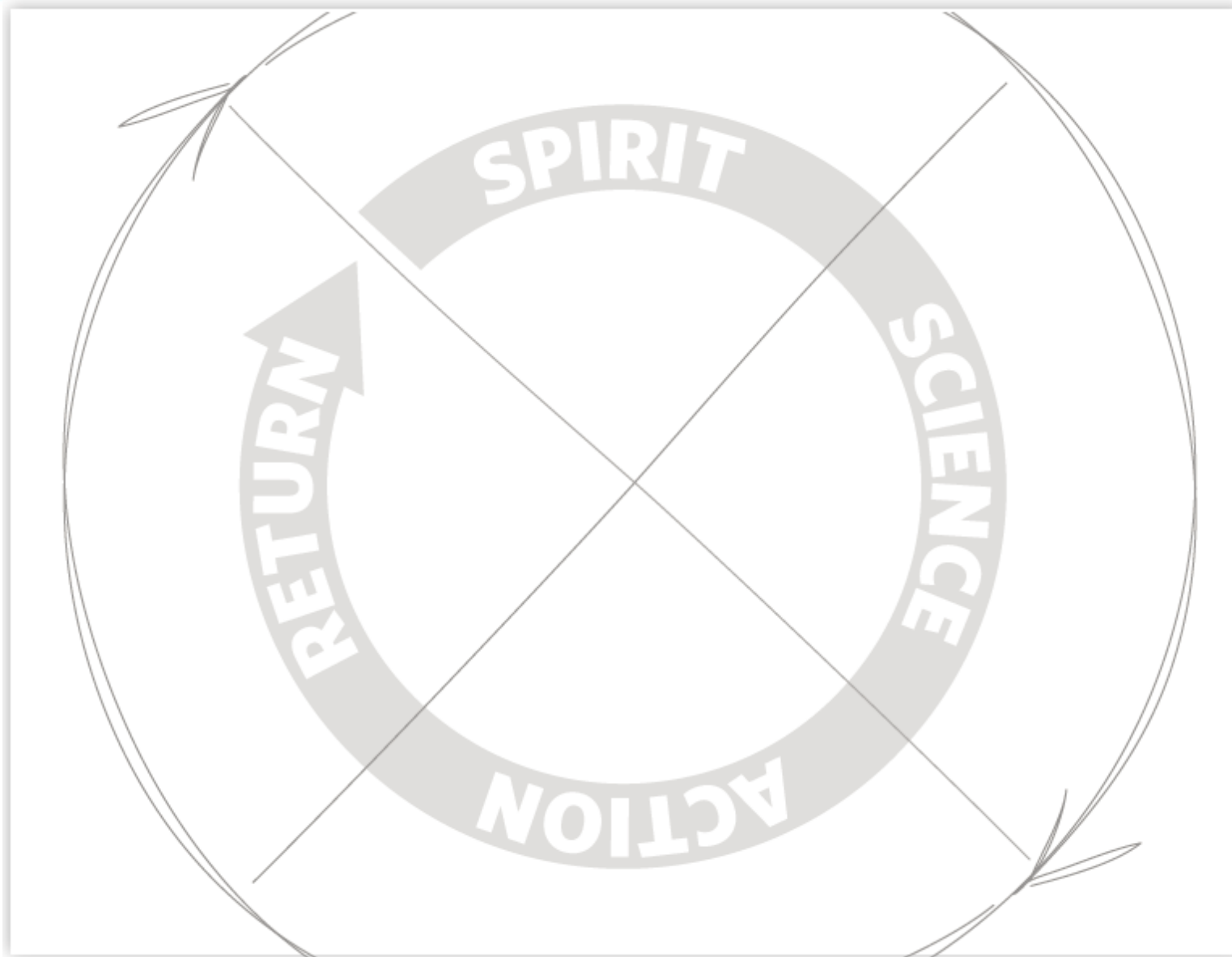
THE SCIENCE OF THE POSITIVE  
CYCLE OF TRANSFORMATION



Linkenbach, 2015









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



# Core Assumption

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





**HOPE**  
**is Centered on**  
**The POSITIVE**



# Public Health 101



Risks



Protections



# The Science of the Positive



Concern



Hope

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



Montana Meth Project. Billings Gazette Newspaper. 2009



**strength in numbers**

72% of ETHS students choose healthy options other than drinking when they're with their friends.

**Make a pact ahead of time not to drink.  
Leave parties together if there's drinking.  
Stand your ground— together.**

©2001 Drug Foundation, Inc. All Rights Reserved. 2016 ETHS students and staff. Funded by the Evanston Community Foundation, Riley Club, All-Phase Pharmacy and Tobacco Retailers Fund.

Evanston Township High School, Evanston, Illinois, 2001

# What will be the “Context” of our work?



Montana Meth Project. Billings Gazette Newspaper. 2009

**strength in numbers**

72% of ETHS students choose healthy options other than drinking when they're with their friends.

**SUPPORT YOUR FRIENDS' HEALTHY CHOICES!**

**Make a pact ahead of time not to drink.  
Leave parties together if there's drinking.  
Stand your ground— together.**

©2001 Drug Prevention and Education Society. 2010. All rights reserved. Funded by the Peoria Community Foundation, Peoria Club, All-Ohio House, Peoria and Tobacco Settlement Fund.

Evanston Township High School, Evanston, Illinois, 2001



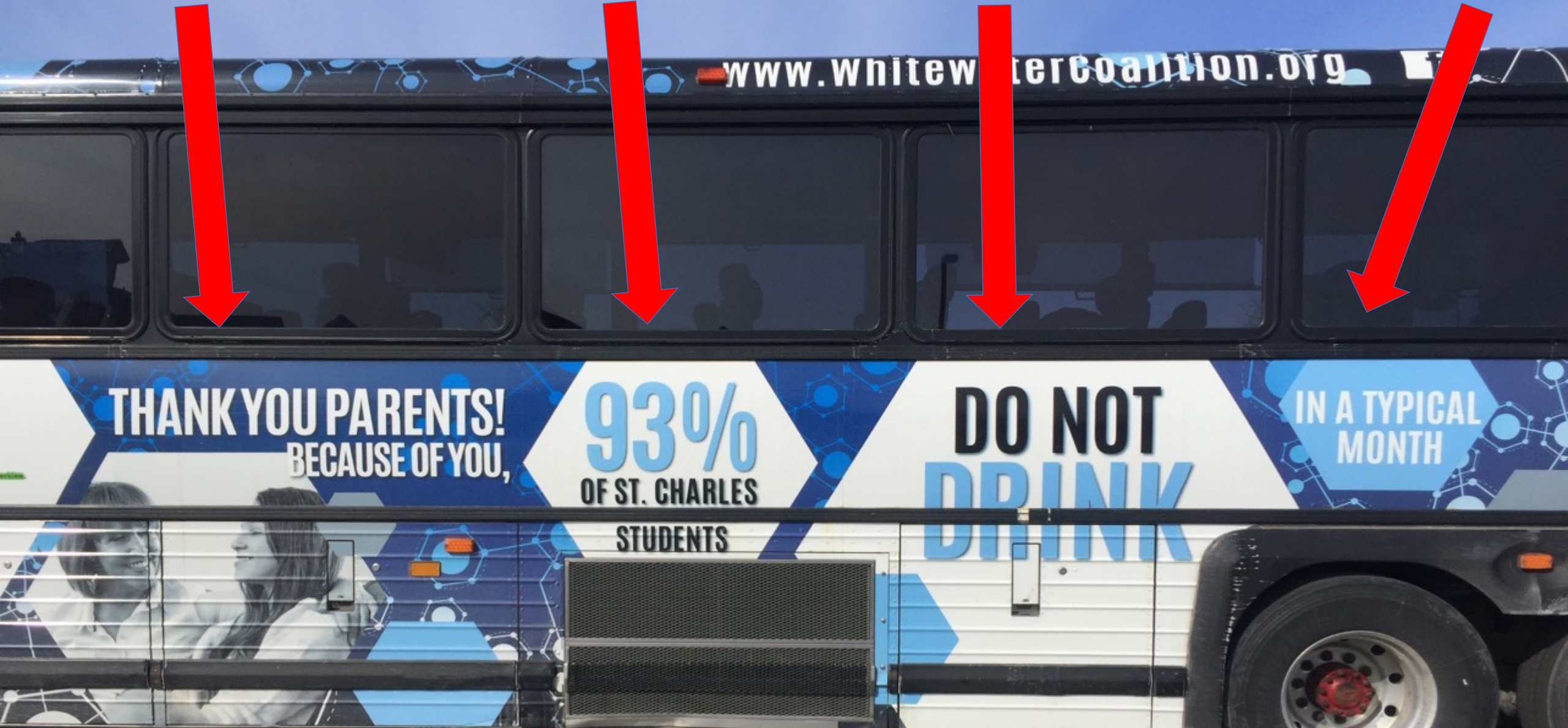
science positive

**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

Whitewater Country Coalition, St. Charles, MN, 2016

# 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

## SPIRIT-

- 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? \_\_\_\_\_

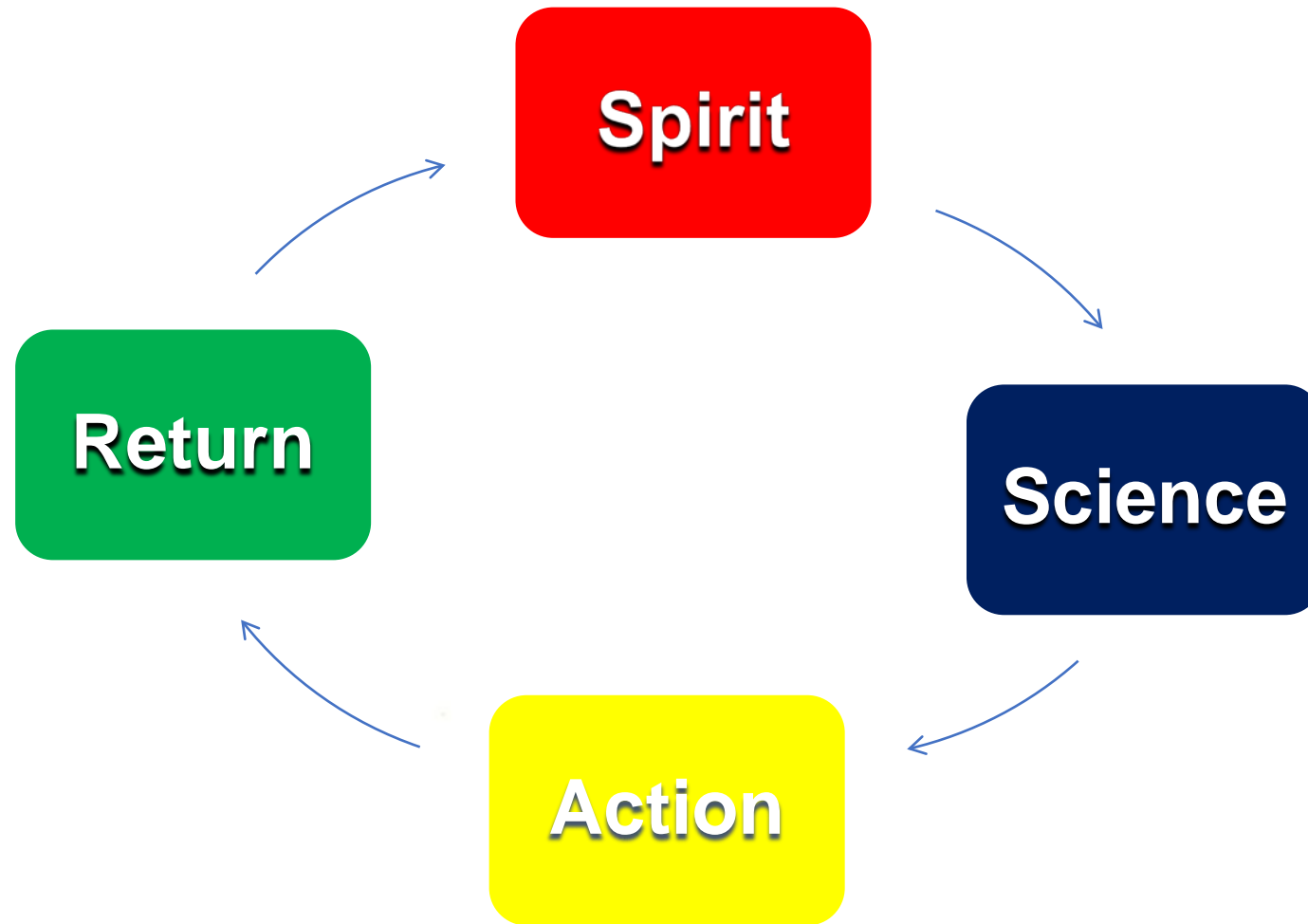
**Spirit**

**Science**

**Action**

**Return**

# Science of the Positive Cycle of Transformation





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



science:positive



# What's In Your Green Arrow?

## Returns?







**SUPPORT YOUR FRIENDS' HEALTHY CHOICES!**

**Make a pact ahead of time not to drink.  
Leave parties together if there's drinking.  
Stand your ground— together.**

©2001 Drug Facts/Linkenbach & The Montana Institute, 2010. ©2010 THE MONTANA INSTITUTE. Funded with support from the Community Foundation, Policy Club, and other local, state and national organizations.

strength in numbers

72%  
of ETHS  
students  
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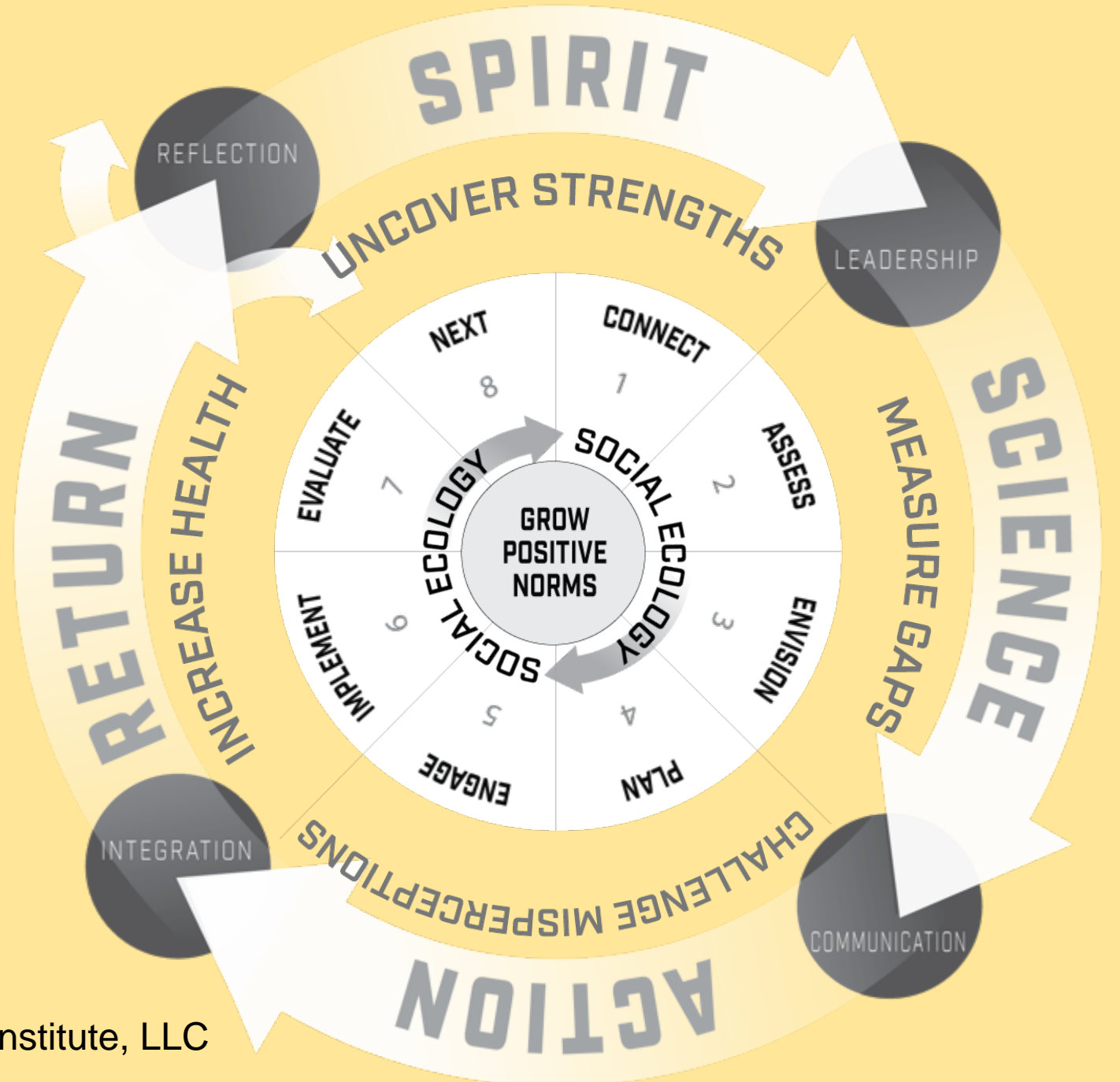
Evanston Township High School, Evanston, Illinois, 2001

“If we want  
**HEALTH,**  
we must  
promote  
**HEALTH.**”

- Linkenbach, 2000

Science of the Positive Framework &

# THE POSITIVE COMMUNITY NORMS APPROACH



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# Oh Boy! A Survey.

Participation is voluntary, results only reported as group statistics...

Have you made a list of movies you want to watch or books you want to read in the upcoming weeks?

- A. Yes
- B. No
- C. Don't know

# How old are you?

- A. 21 or younger
- B. 22 - 29
- C. 30 – 39
- D. 40 - 49
- E. 50 – 59
- F. 60 or older



Did you know that flossing your teeth daily helps prevent disease?

I know to floss?

- A. Yes
- B. No
- C. Don't know



Do you think people should floss daily to help prevent disease?

Should floss?

- A. Yes
- B. No
- C. Don't know

Did **MOST** people on this call floss their teeth in the last 24 hours?

Did MOST floss?

- A. Yes
- B. No
- C. Don't know

In the past 24 hours did you floss your teeth?

Did you floss?

- A. Yes
- B. No
- C. Don't know

Did **MOST PEOPLE** tell the truth on this survey?

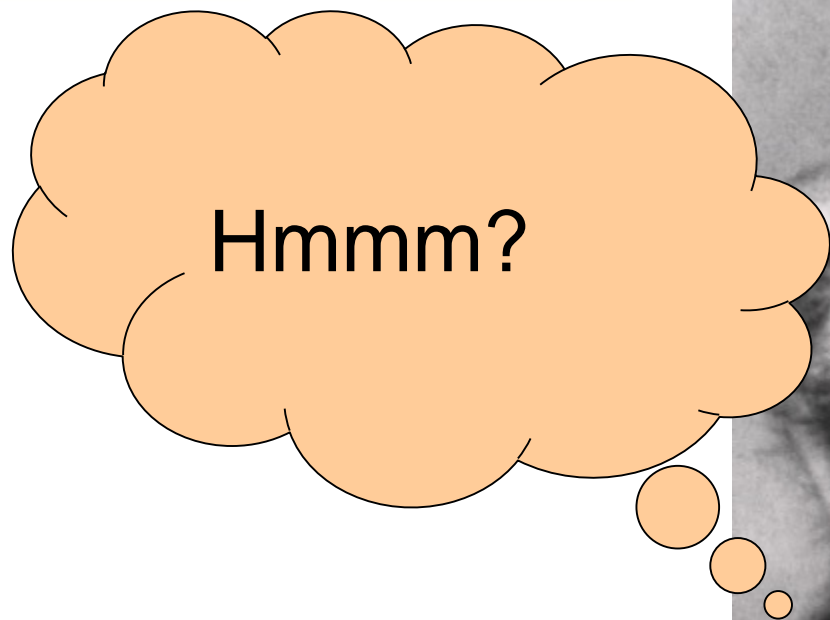
I believe people answered honestly.

- A. Yes
- B. No
- C. Don't know

Did YOU tell the truth on this survey?

I answered  
honestly.

- A. Yes
- B. No
- C. Don't know





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

# 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.

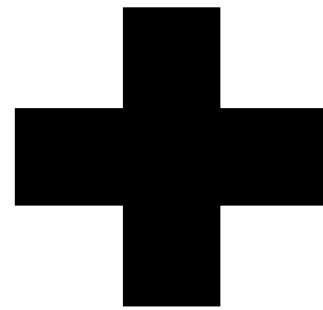






# The Importance of **HOPE**

# Concern + Hope



Welcome to our Gallery of...



*Hopeful for our future...*

"This sign represents hope. There aren't many reservations around, when we see it, it gives us hope for future generations of Native American people."  
- Nay Ah Shing youth

## Hope and **CONCERN**

### Our Youth's Perspective:

*Hope:* What are the factors that prevent youth from using alcohol in the school community of Nay Ah Shing?

**CONCERN:** What factors lead to alcohol use among youth in Nay Ah Shing?

### Youth Photo Voice Project

The Gallery of Hope and Concern is an environmental strategy implemented by the Nay Ah Shing youth group. The youth group is funded by grant from MN-DHS, ADAD for drug and alcohol prevention within the upper Mille Lacs County area.



Mille Lacs Area  
Partners for Prevention  
MAPP

38465 128th Ave  
Onamia, MN 56359

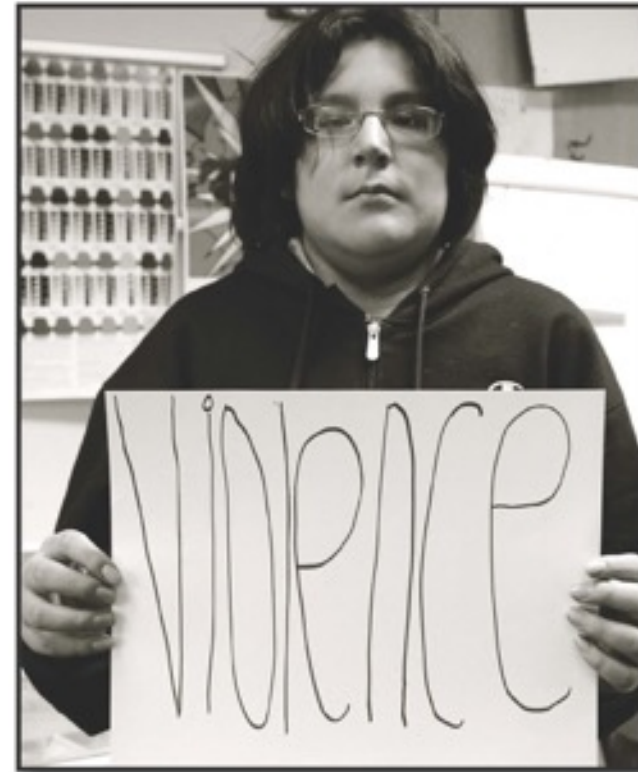
OUR VOICE  
OUR CHOICE

Mille Lacs Area Partners for Prevention, 2015

# **CONCERN**

## **VIOLENCE**

We have seen drinking and drugs bring violence. Violence gets people hurt. It doesn't make us feel safe when we go to bed at night or when we walk somewhere alone. Young people may feel that joining in this behavior makes them feel more safe.



## **DISRESPECT**

Drinking and drug abuse are against our heritage. Graffiti on our ceremonial building is a disrespect to our traditions and culture that are slowly fading away. We can't pass on our traditions to the young when people don't respect our ceremonial buildings.

Mille Lacs Area Partners for Prevention, 2015

“The ceremonial building is a place where we practice our sacred heritage. Here we can keep our traditions and culture safe. Passing on our traditions is very important to teach future generations; traditions such as singing, dancing, and learning our language! This is a place we go to pray, heal and have good times. It’s a place to learn the culture and the stories of our ceremonial drum.”

*Hope*

## **Ceremonial Building**



Mille Lacs Area Partners for Prevention, 2015



# Hope

# Art

“Why is art hope?”

The beauty can inspire you to create your own beautiful masterpiece! Art is a part of my culture. Art comes in many forms and has so much to do with my community. As for me, I draw and write; I practice art!”

Mille Lacs Area Partners for Prevention, 2015



# Hope

## A GOOD LIFE

“The school gives us hope for our future. It teaches us discipline and how to make good decisions. School is a place we feel safe and people care about each other. It gives us a better life and prepares us for college and getting good jobs.”

Mille Lacs Area Partners for Prevention,  
2015

# Key Communications Skill: Balancing Concern & Hope





I am concerned about our youth becoming addicted to pain medication

AND...

I am hopeful because the majority of our students have never misused prescription drugs.

I am hopeful because MOST students agree that using vaping products is NEVER a good thing for teens to do.

AND...

I am concerned because of the rapid increase in use among teens.



Integrating  
Hope & Concern

**LIVE.**  
Learning  
**LAB**



Let's pick a topic...

**Underage alcohol use.**

**INTEGRATING HOPE AND CONCERN INTO YOUR COMMUNICATIONS**

*Step 1:* Use the chart below to list your causes for hope and concern related to your work, project, or issue. It might be hard to come up with as many hopes as you have concerns, but try your best to look for signs of positive movement or change.

List all of the facts, trends, cultural protections, and signs of change that give you HOPE	List all of the facts, trends, cultural risk factors, and signs of change that cause you CONCERN



*Step 2:* Choose one item from each column and combine them into one message or talking point. Try this several times as you practice integrating hope and concern in your communications.

*Integrated Message 1*

*Integrated Message 2*

*Integrated Message 3*

*Step 3:* Experiment with using your new integrated messages as you talk about and share your work. Notice if and how these messages elicit different responses.



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



## 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](http://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.

Idaho Transportation Department Press Release, January 17, 2012



Contact: Kent MacLennan, [kent@riseaboveco.org](mailto:kent@riseaboveco.org); 720-425-4200

## **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](http://www.riseaboveco.org)) is a statewide nonprofit organization that empowers teens to live free of drug

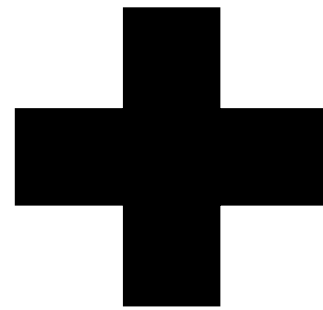
Rise Above Colorado, January 2019



Which do  
you start  
with?

Spirit First: Join with the Spirit of the  
issue or the group in the room.

# Concern + Hope



# The Science of the Positive



Concern



Hope

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# Hope & Concern Activity Worksheet

*Step 2:* Choose one item from each column and combine them into one message or talking point. Try this several times as you practice integrating hope and concern in your communications.

*Integrated Message 1*

*Integrated Message 2*

*Integrated Message 3*

*Step 3:* Experiment with using your new integrated messages as you talk about and share your work. Notice if and how these messages elicit different responses.



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](http://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**

# Concern & Hope

The Montana Institute is very concerned about the Coronavirus (COVID-19), and will follow all CDC, federal, state, and local government recommendations for events and public gatherings.

Yet we remain hopeful that our collective actions will help #flattenthecurve and result in improved health and safety. At this time, we have no plans to cancel The Montana Summer Institute, and we encourage you to register for our event. We will provide full refunds to any attendees who wish to cancel due to concerns about COVID-19, any time up until a week before the event begins.

# Today's Objectives:

- Introduce The Science of the Positive Framework
- Explore ways to use the Positive Community Norms Approach to correct misperceptions and impact behavior.
- Learn to balance both hope and concern in communications.

# Please Provide Your Feedback!

**Pacific Southwest PTTC (CA, AZ, HI, NV, Pacific Jurisdictions):**

<https://ttc-gpra.org/P?s=323617>

**Northwest PTTC (WA, ID, OR, AK):**

<https://ttc-gpra.org/P?s=139670>

