

Science of the Positive: Growing Health with Positive Community Norms and HOPE

Mid-America PTTC Workshop

Dr. Jeff Linkenbach

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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**





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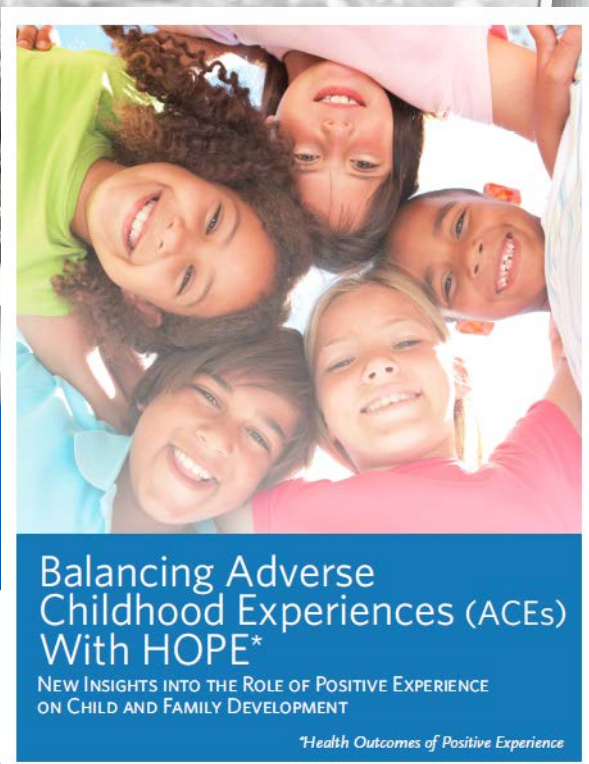
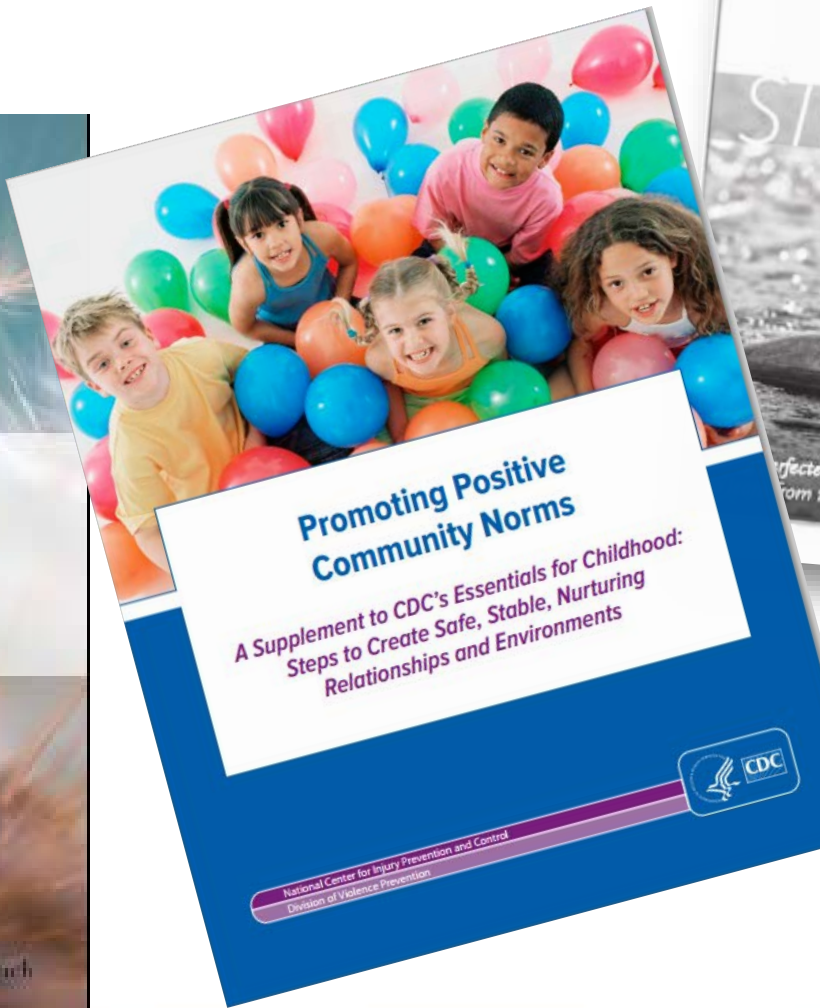
the
MONTANA
INSTITUTE

*“Let us put our minds
together and see what
kind of future we can
create for our children”*

Hunkpapa Lakota religious leader
and tribal chief, Sitting Bull



www.MontanaInstitute.com



The
MONTANA
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**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

JUNE 22-25, 2021 IN BIG SKY, MONTANA



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)

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.
- Introduce HOPE (Healthy Outcomes from Positive Experiences).
- Reflect on applying today's ideas into your life & work.

ACTIVITY #1



What is something
POSITIVE that you
have Experienced
in the past week?



share

PLEASE SHARE WHAT YOU WANT IN CHAT BOX



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The Science of the Positive Framework



**Positive is
Nowhere**

**Positive is
Now here?**

-or-

No where?

What is the Science of the Positive?



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



Effective transformational leaders start with **SPIRIT!**



A Core Assumption



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



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.



The solutions are in community.

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



Using fear appeals can make the problem worse



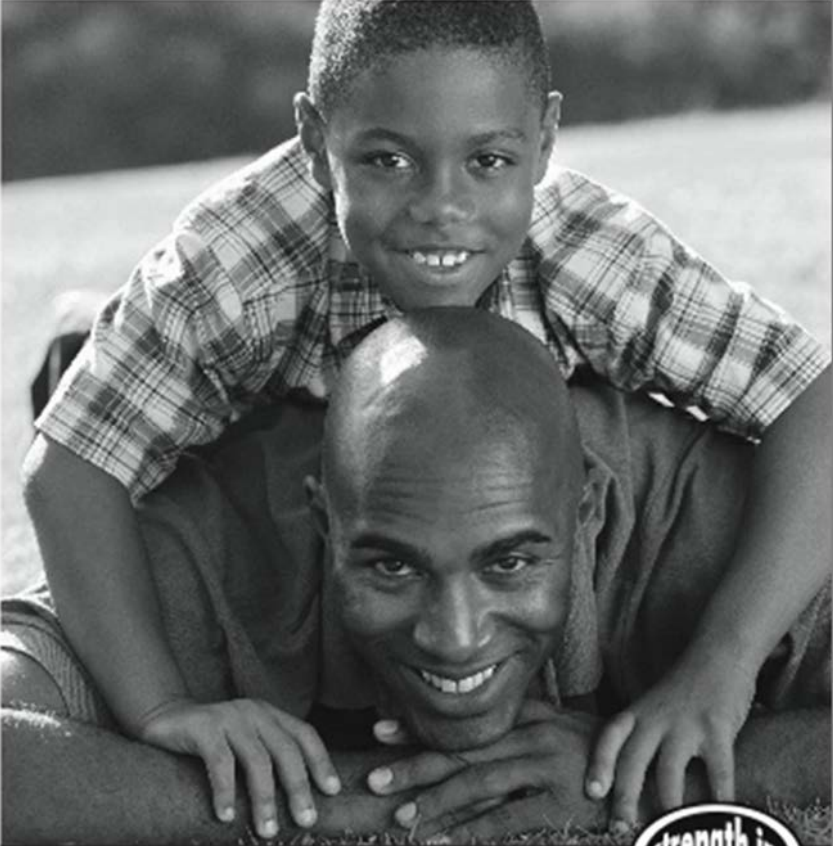
Increased

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



“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-MD-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

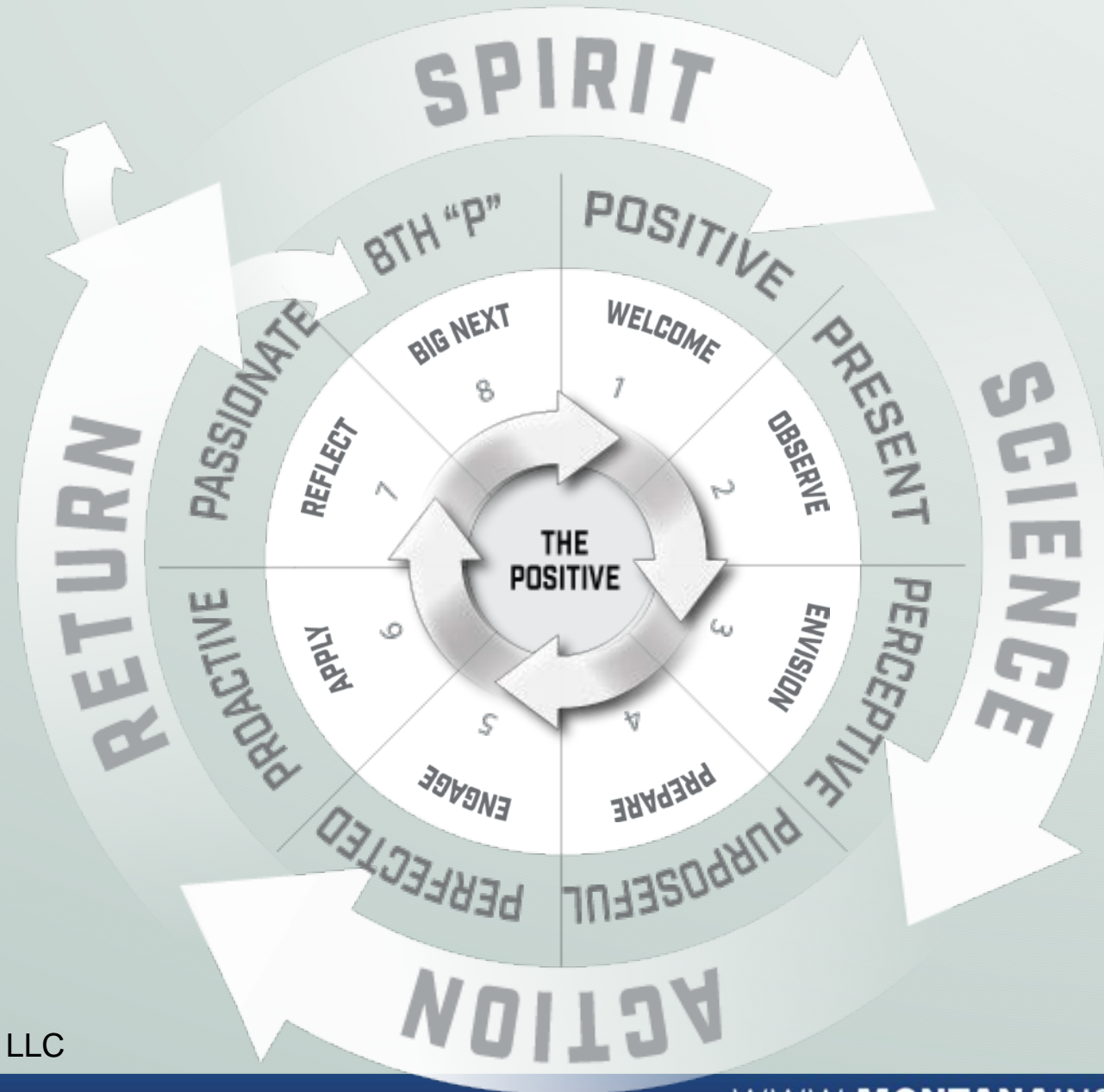
strength in numbers



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Science of the Positive Framework



The Cycle of Transformation



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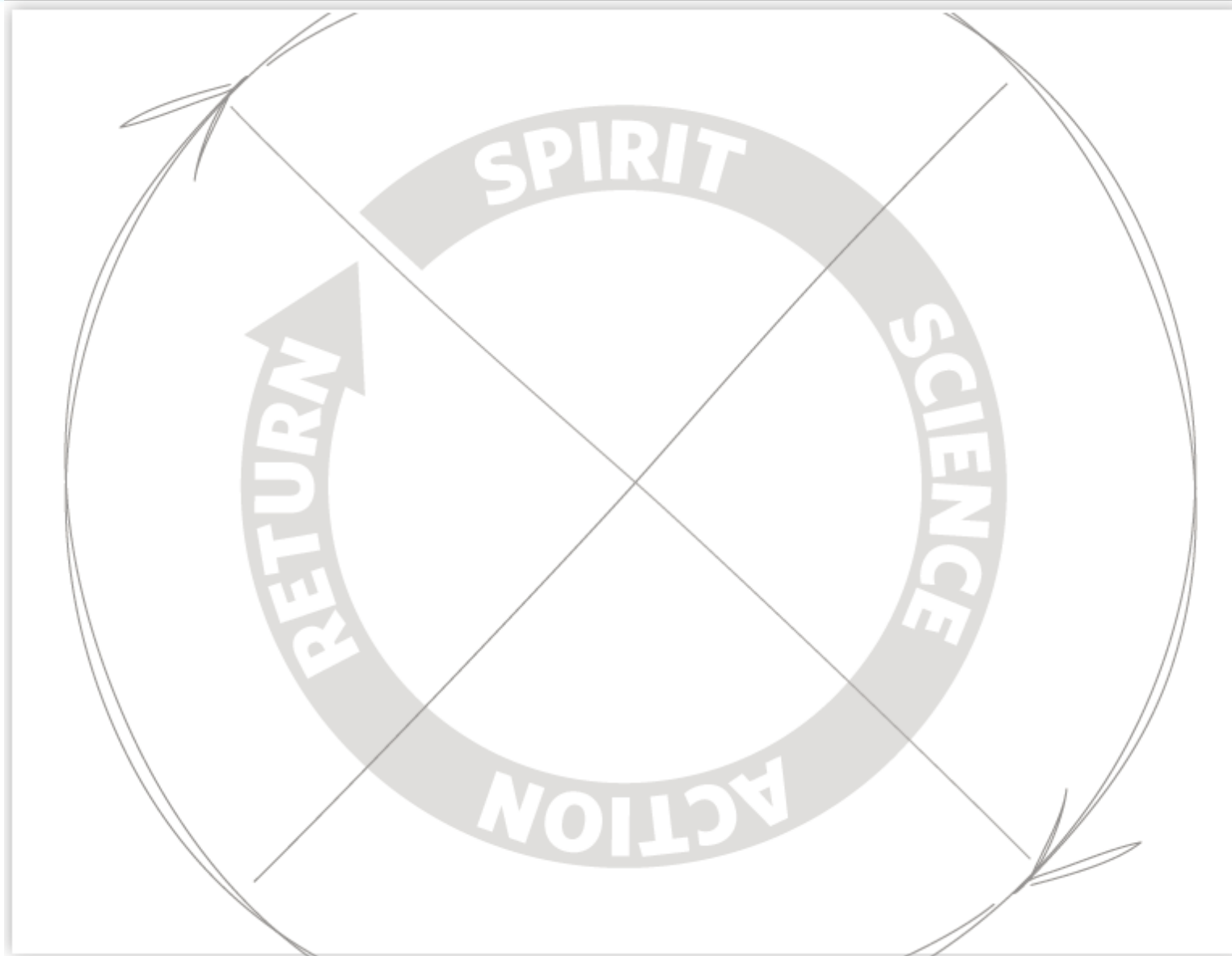


THE SCIENCE OF THE POSITIVE
CYCLE OF TRANSFORMATION



Linkenbach, 2015





ACTIVITY #2

Word Associations...



science-positive



share

PLEASE SHARE WHAT YOU WANT IN CHAT BOX



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

Guiding Questions

Spirit

What will be the spirit of our messages?

Science

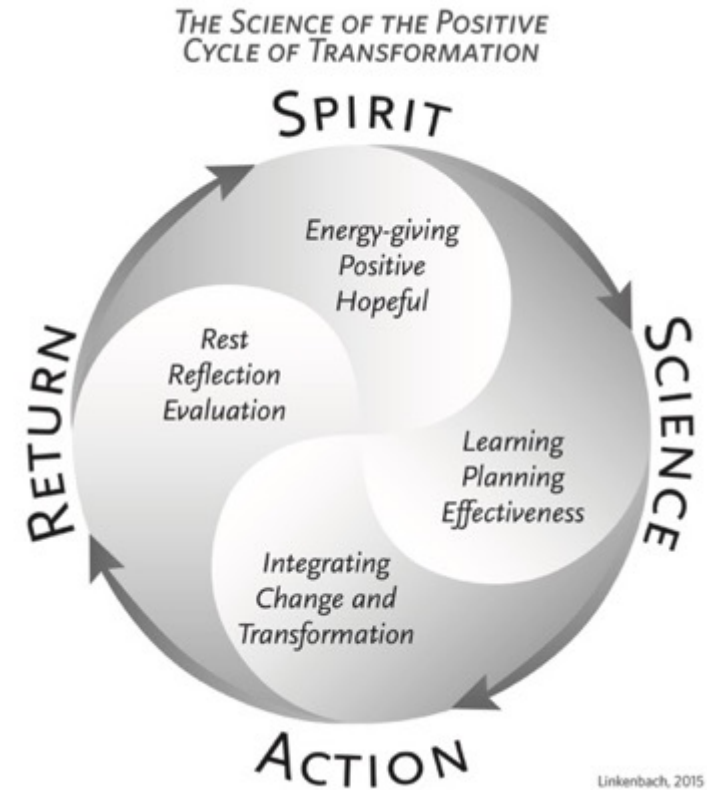
How will we approach the science?

Action

What will be our actions?

Return

What returns will we seek?





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 created. Funded by the Promote Community Foundation, Riley Club, All-Phase Pharmacy and Tobacco Retailer 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.

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©2011 Drug Free Montana, Inc. All Rights Reserved. 2010. "The Strength in Numbers" logo is the property of the Foundation for a Drug-Free Future, Inc. All other trademarks and registered trademarks are the property of their respective owners.

Evanston Township High School, Evanston, Illinois, 2001



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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 Dog Pack-Kim, Inc. & Susan J. 2010. "THE duck's career" Trademark of the Pardon Community Foundation, Riley O.U. All rights reserved. Paws and Tobacco Sell Harmful Food

strength in numbers

**72%
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students
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Evanston Township High School, Evanston, Illinois, 2001

“If we want
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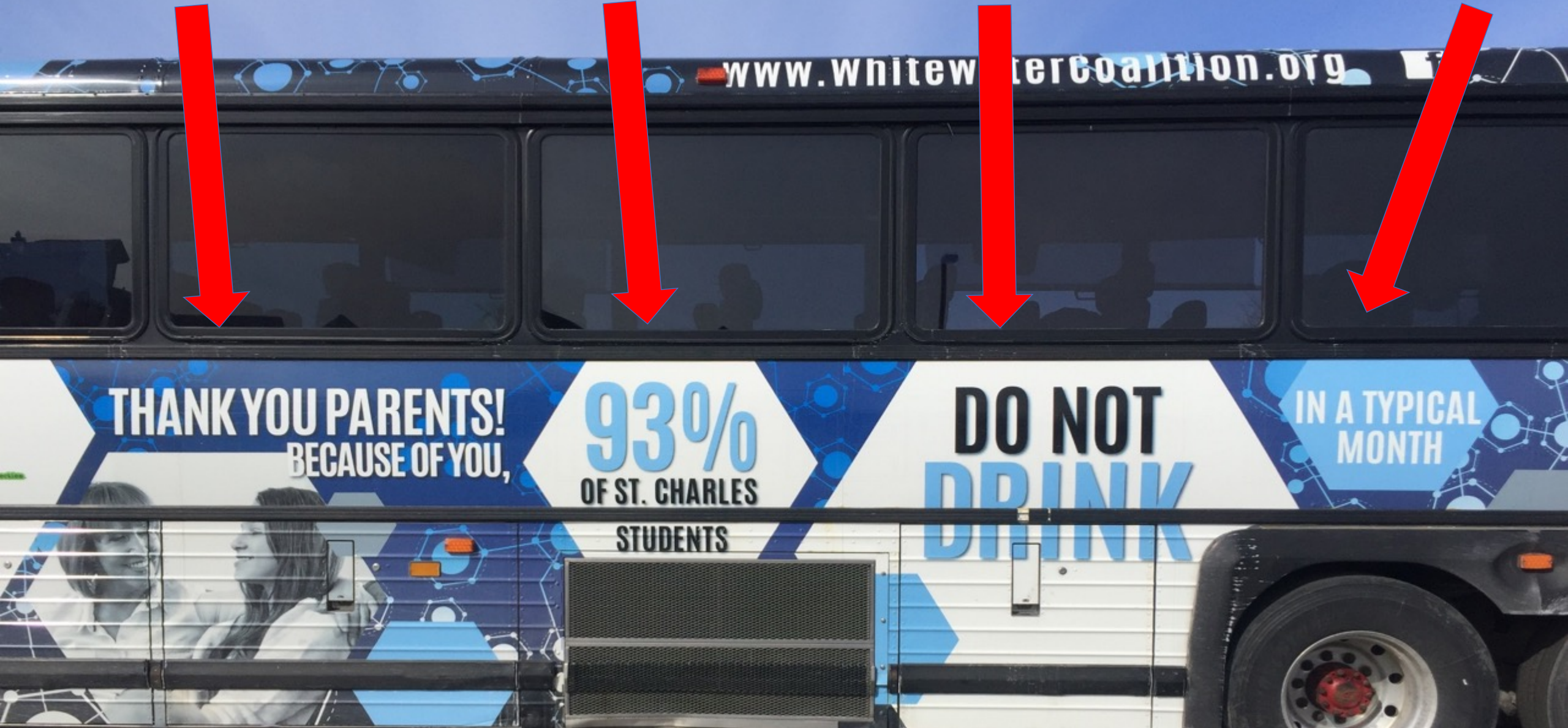
- Linkenbach, 2000

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? _____

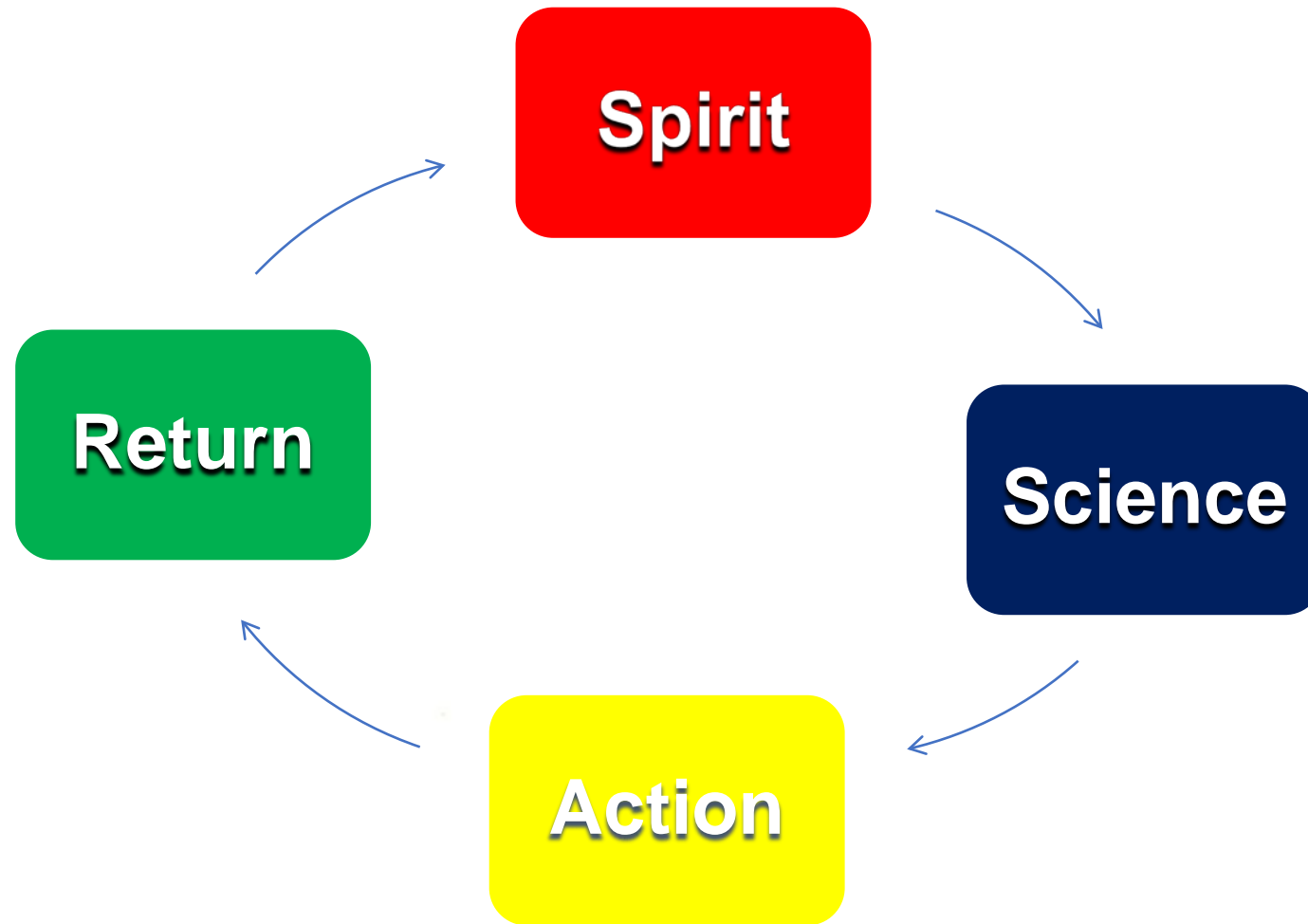
Spirit

Science

Action

Return

Science of the Positive Cycle of Transformation



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



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What's In Your Green Arrow?

Returns?



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Science of the Positive Framework &

THE POSITIVE COMMUNITY NORMS APPROACH



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ACTIVITY #3



Oh Boy! A Survey.

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

Have you started to practice a new hobby or skill in the past 4 months?

- 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?

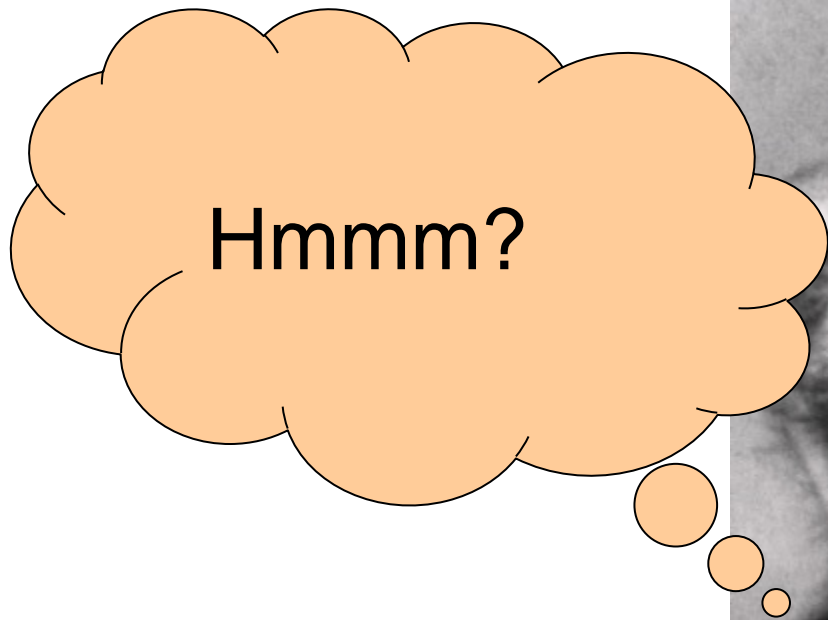
I believe people answered honestly.

- 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?**

The Power of Perceptions, Norms & Misperceptions



What We Focus On Becomes Our Reality





We Need to Question our Perceptions



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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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

THREE

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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Actual vs. Perceived Norms

Most Idaho adults, **86%** reported they had **NOT** driven a motor vehicle within two hours after drinking alcohol in the past 60 days.

However, **89%**, perceived that **MOST** Idaho adults had driven after drinking.

These adults were 2.9 times more likely to drink and drive than those that did NOT misperceive the norm.

Source: Idaho 2012 PCN Community Survey, n=1448



88%

WY adults either disagree or strongly disagree:

“It is a sign of personal weakness or inadequacy to receive treatment for suicidal thoughts and behaviors.”

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)



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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.**



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.

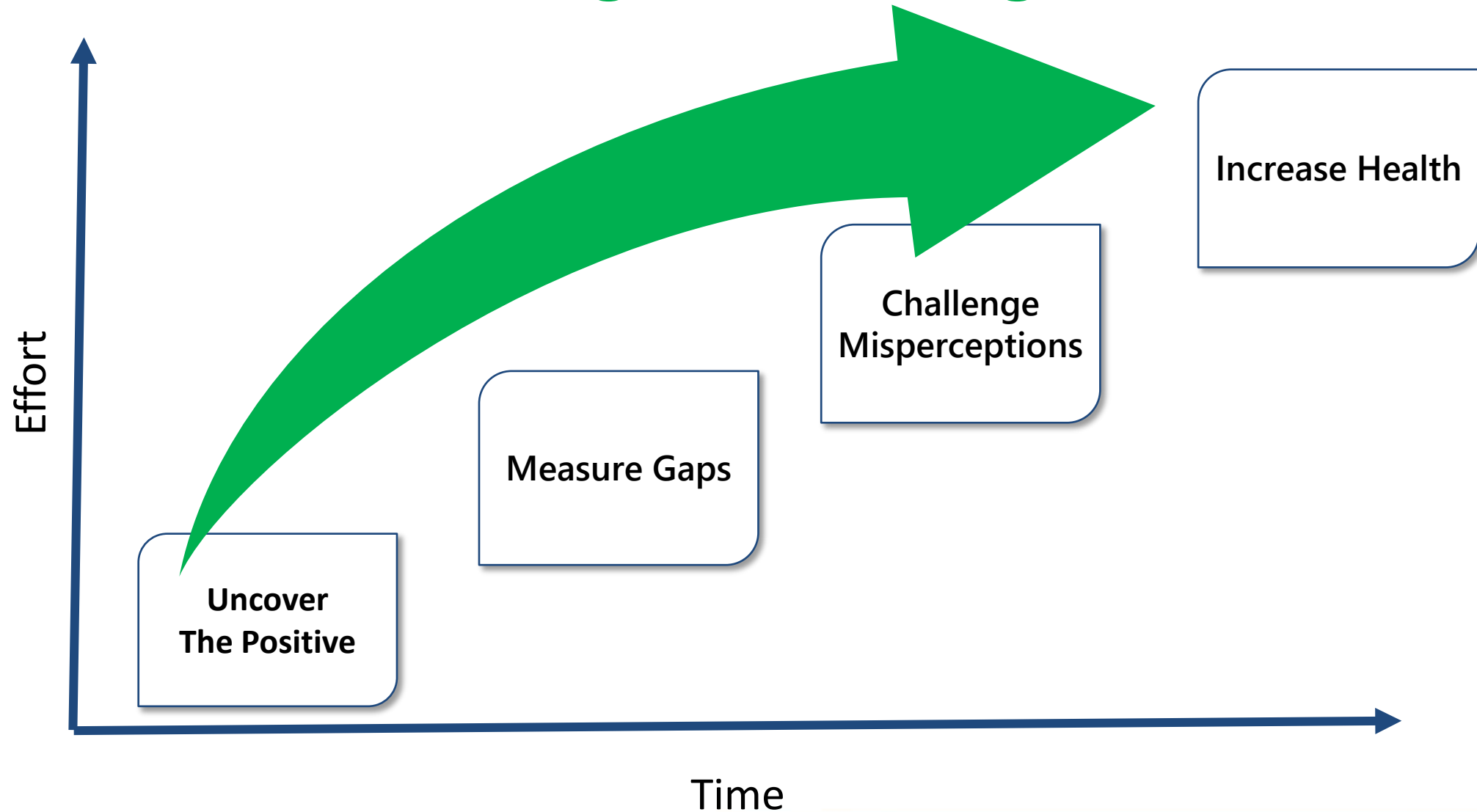
Our **BIG** Aha?

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

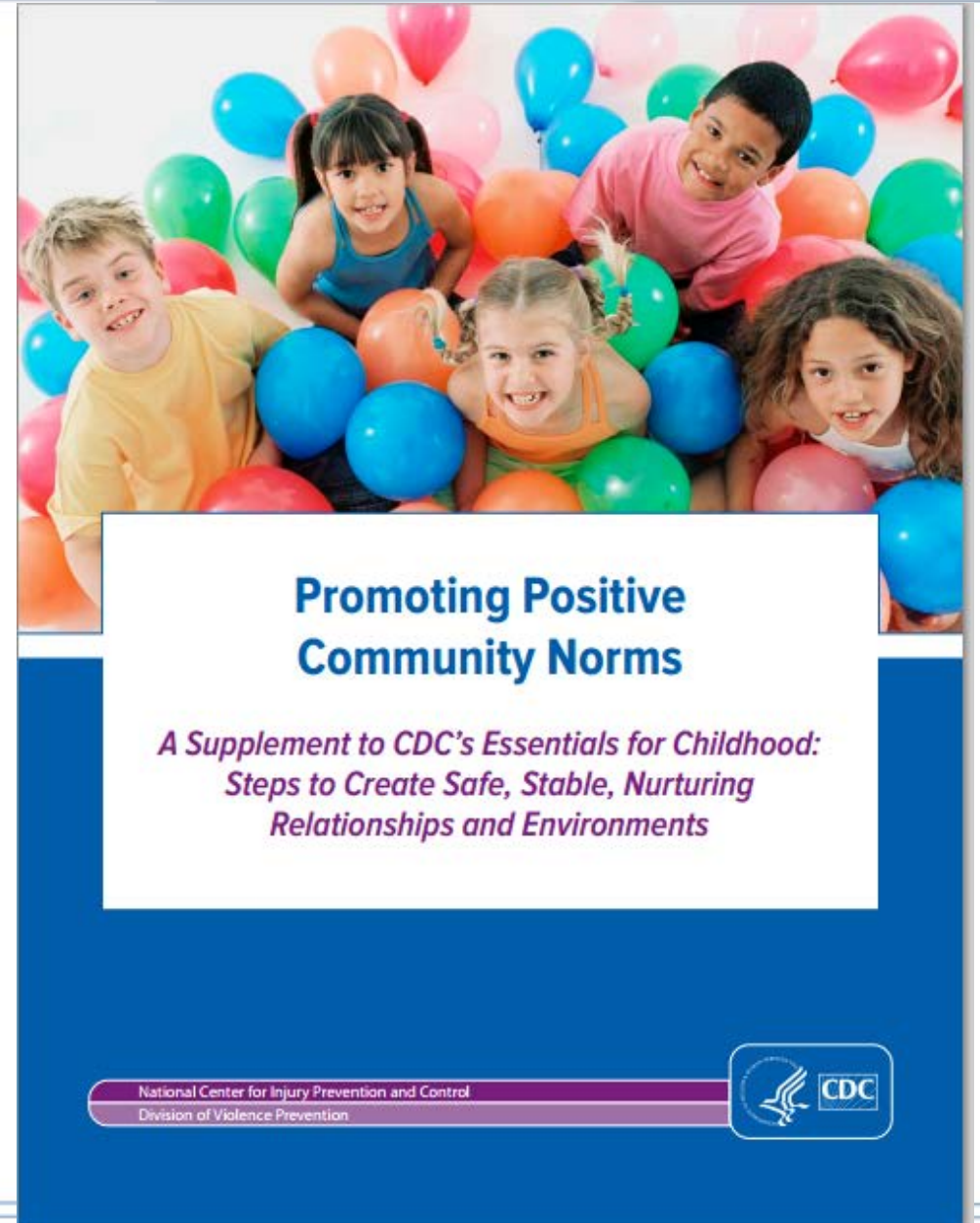


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Evaluation Using the PCN Logic Model



Download at the CDC



Promoting Positive Community Norms

*A Supplement to CDC's Essentials for Childhood:
Steps to Create Safe, Stable, Nurturing
Relationships and Environments*

National Center for Injury Prevention and Control
Division of Violence Prevention





Healthy Outcomes from Positive Experiences



HOPE: Healthy Outcomes from Positive Experiences

April 21, 2020 Robert Sege, MD, PhD, Jeff Linkenbach, EdD, Dina Burstein, MD, MPH

proud member of **wellforce**

Tufts Medical Center

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

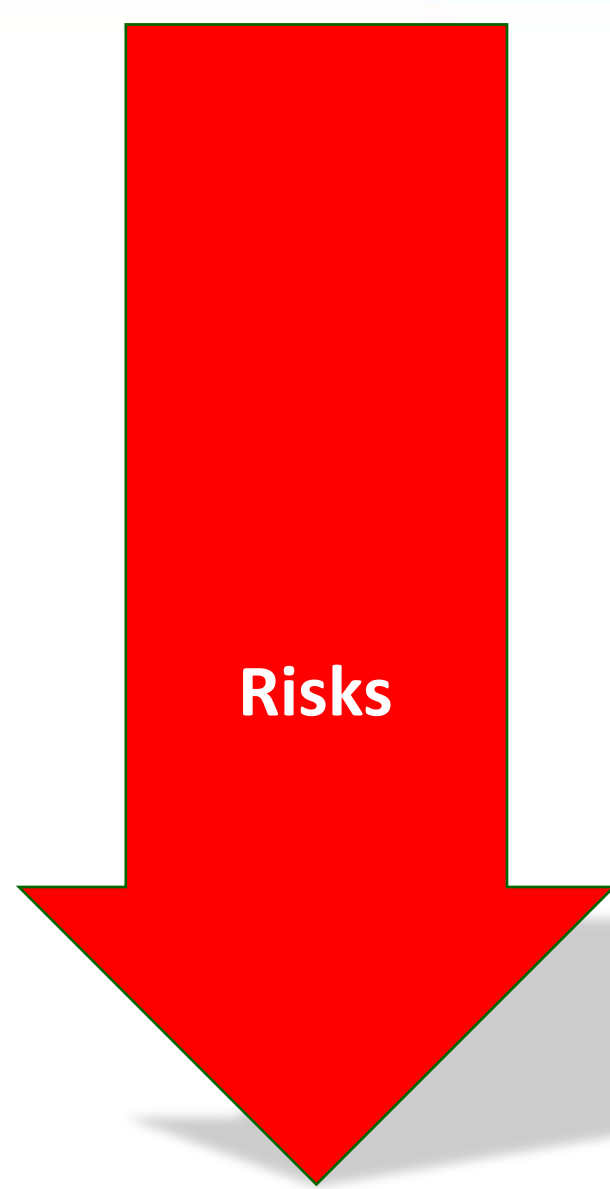


Acronym

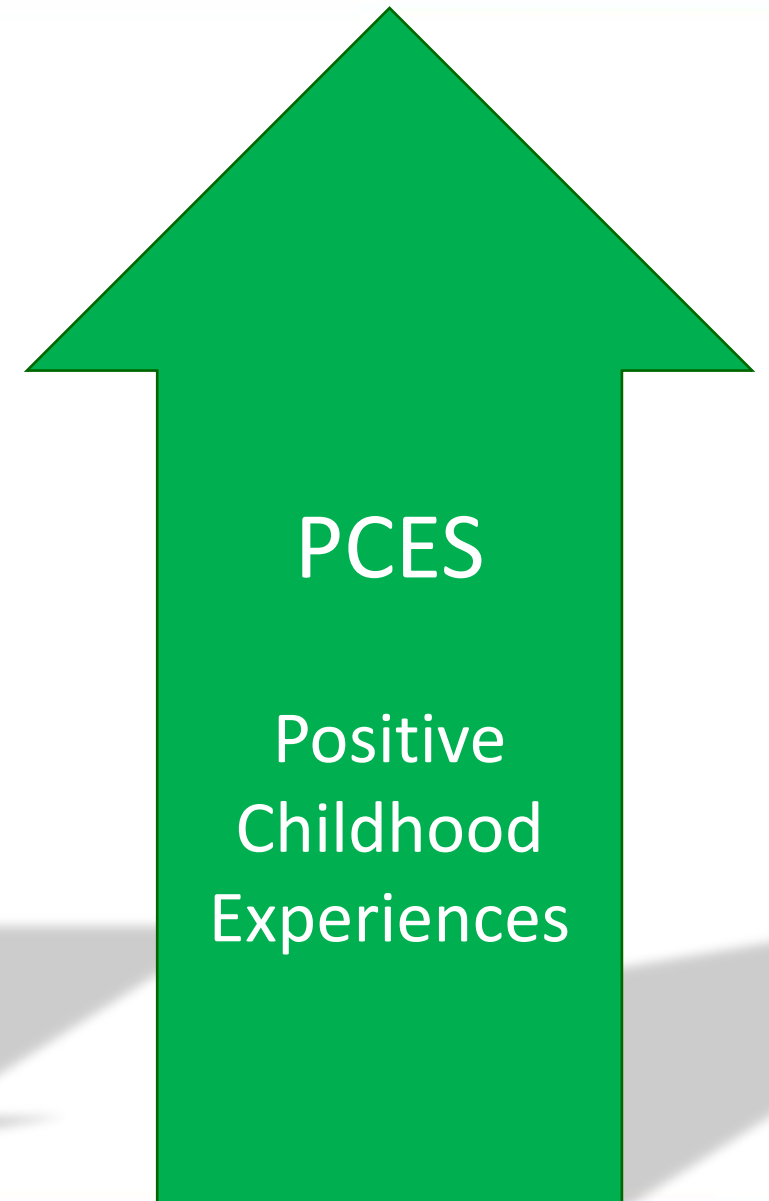
H.O.P.E.

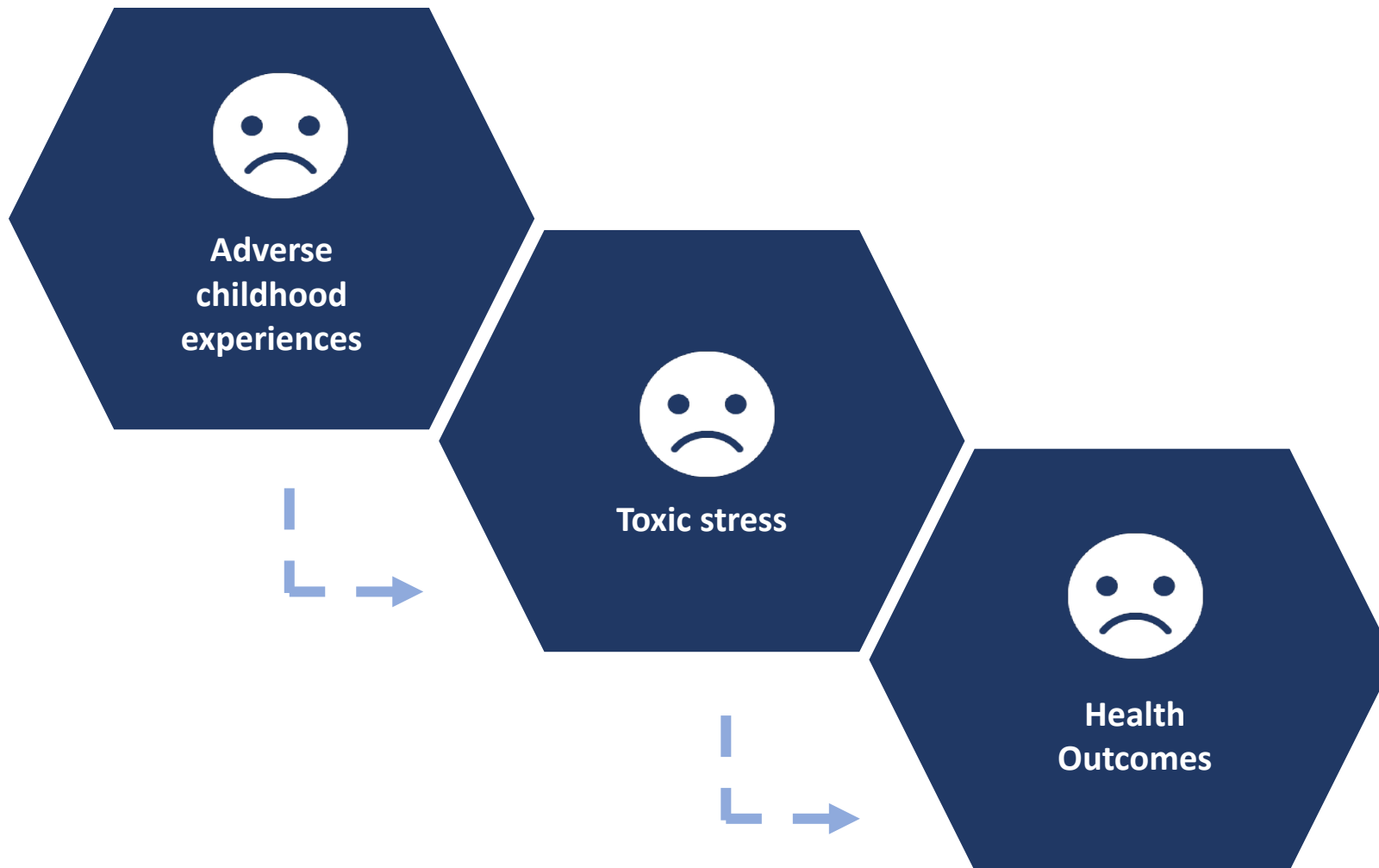
Healthy Outcomes
from Positive
Experiences

Public Health 101



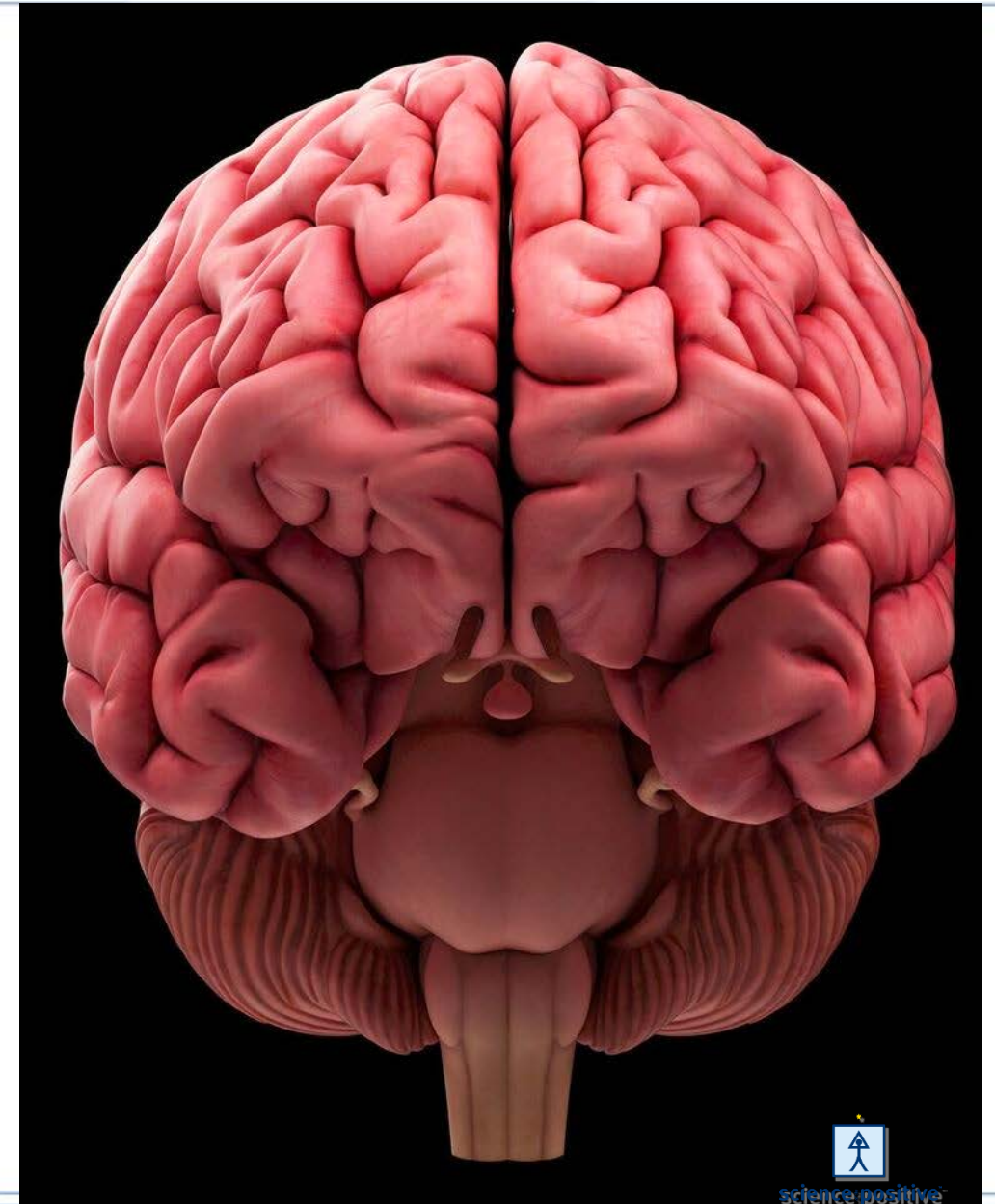
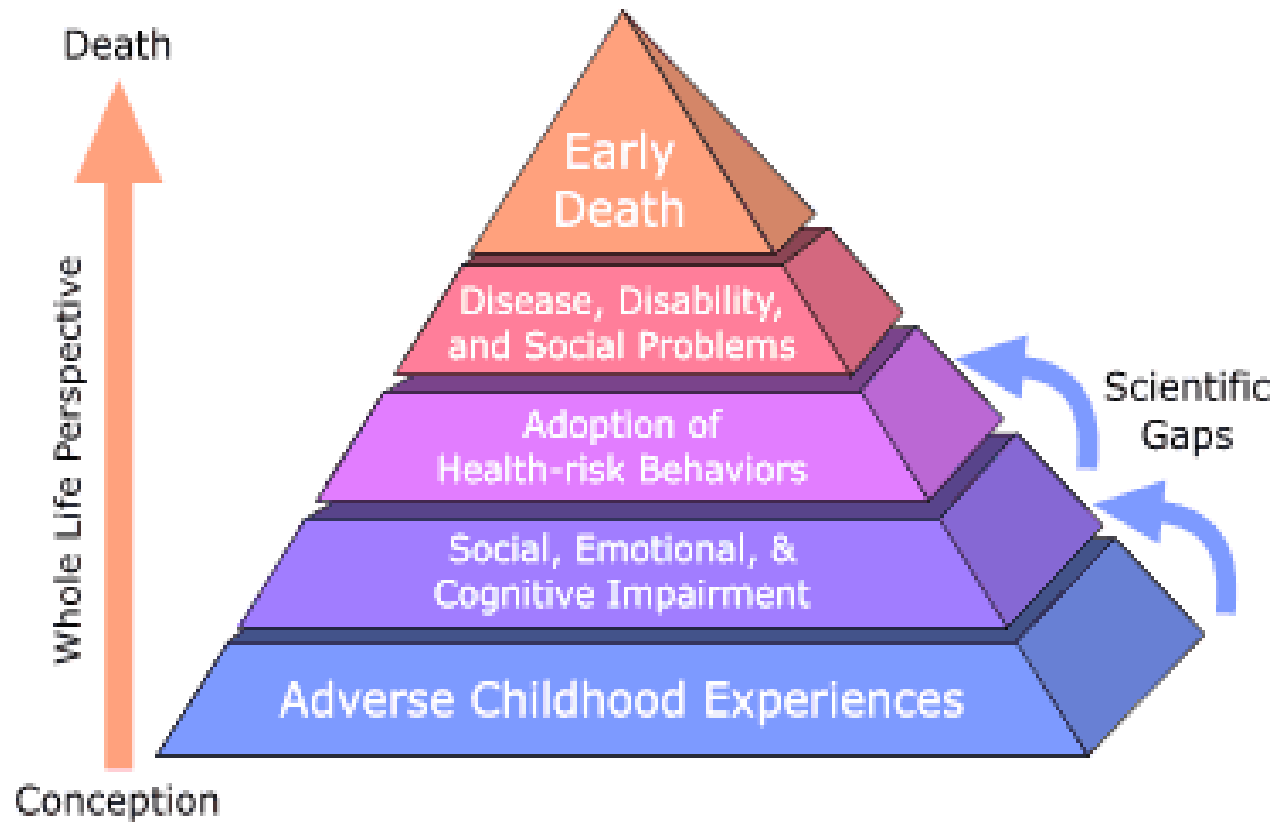
Spoiler Alert!





ACES Pyramid

(Adverse Childhood Experiences Study)





HOPE
is Centered on
The POSITIVE



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Available on the web

Balancing Adverse Childhood Experiences (ACEs) with HOPE

Sege, R., Bethell, C., Linkenbach, J., Jones, J., Klika, B. & Pecora, P. J. (2017). *Balancing adverse childhood experiences (ACEs) with HOPE*. <https://cssp.org/resource/balancing-aces-with-hope-final/> accessed March 8, 2019

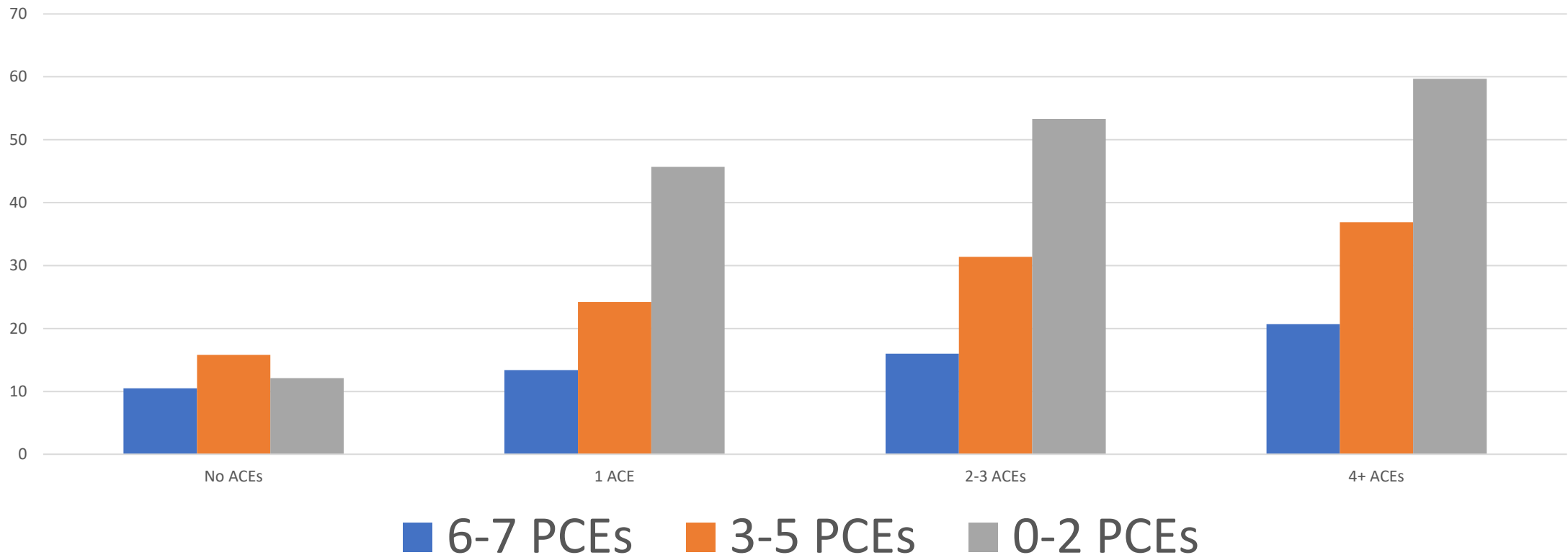
Balancing Adverse Childhood Experiences (ACEs) With HOPE*

NEW INSIGHTS INTO THE ROLE OF POSITIVE EXPERIENCE ON CHILD AND FAMILY DEVELOPMENT

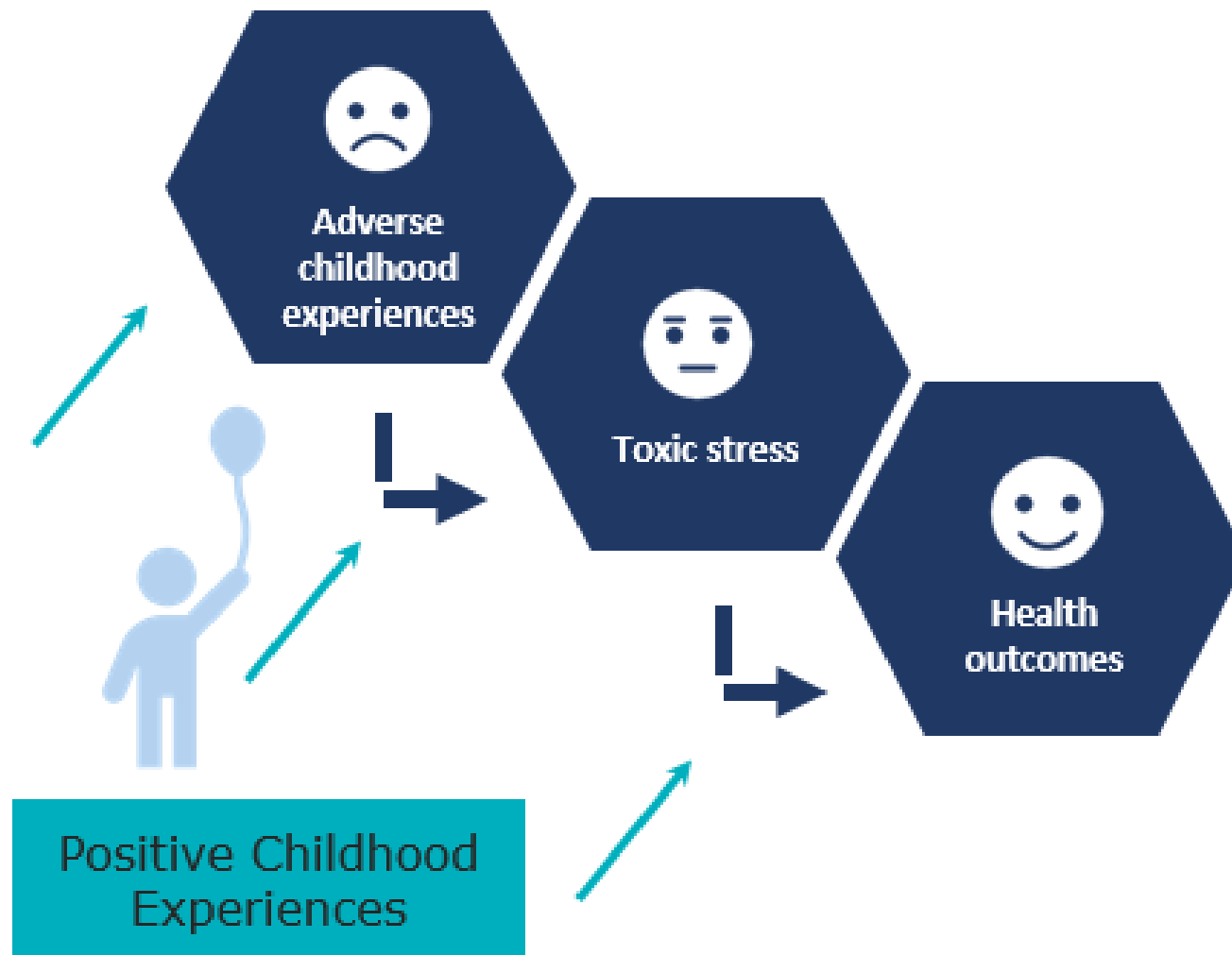
**Health Outcomes of Positive Experience*

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.*



Summary: PCEs

- Prevent ACEs
- Reduce toxic stress
- Promote healing



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

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

Healing and solutions are in ourselves - our relationships - communities – cultures



We are the medicine

H.O.P.E. Informed...



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ACTIVITY #4



Reflections

What are some of the ways
you could apply today's
teaching in your life and work?



share

PLEASE SHARE WHAT YOU WANT IN CHAT BOX



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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.
- Introduce HOPE (Healthy Outcomes from Positive Experiences).
- Reflect on applying today's ideas into your life & work.



