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Central Region Prevention Resource Center

*You're Invited!*

# Social Norms 101



*With Dr. Wes Perkins, Department of Sociology,  
Hobart and William Smith Colleges  
and the*



Social norms campaigns are evidence-based environmental substance abuse prevention strategies for communities to consider when attempting to change community attitudes.

They have reduced substance abuse, reinforced positive attitudes, and increased support for prevention policies in many schools and communities.

Join us for a day with Dr. Perkins to gain a clear understanding of Social Norms campaigns and how to effectively implement them!

**Friday, April 20, 2012,  
10am-3pm  
(Registration / sign-in  
@ 9:30am)  
Lunch provided**

At  
Prevention Network  
906 Spencer Street  
Syracuse, NY 13204  
315-471-1359

**Register early, seating is limited.  
Send name and contact info to:**

[asefick@preventionnetworkcny.org](mailto:asefick@preventionnetworkcny.org)

or

Call Alis @ 315-471-1359

Lessons Learned in a Parent Social Norms Marketing Campaign

**Communities that Care**

COALITION

Come see a poster presentation from the 2011 CADCA National Leadership Forum!

