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
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!