



The Finger Lakes Collegiate Task Force On Alcohol And Other Drugs

To Register:

H. Wesley Perkins, Ph.D.

Hobart & William Smith Colleges
Professor of Sociology
Department of Anthropology & Sociology
Alcohol Education Project Director

“Beyond Social Norms 101: Addressing Common Issues & Concerns in Social Norms Intervention Work to Promote Healthy Environments”

Thursday, May 15, 2008
9:00 a.m. – 12:00 p.m. (sign-in begins at 8:30 a.m.)
DePaul’s National Council on Alcoholism and Drug
Dependence—Rochester Area
1931 Buffalo Road
Rochester, NY 14624
FREE—includes continental breakfast
Registration deadline: May 2, 2008

*Funded by the NYS Office of Alcoholism and Substance Abuse Services

Overview: This training will provide an in-depth analysis of common issues and concerns regarding how to effectively implement the social norming approach with student populations. Participants will gain awareness surrounding the methods for utilizing print media campaigns, gain an understanding of target audiences, program success, methods to evaluate impact, and how to incorporate social norming into wellness topics beyond alcohol and other drug prevention.

(The NYS Office of Alcoholism & Substance Abuse Services’ approval is pending for issuance of CASAC, CPP and/or CPS initial credentialing and/or renewal clock hours.)

To Register:

**Please send an email with your name, contact information,
and the workshop(s) you plan to attend to:**

hpps@brockport.edu.

For more information contact Nancy Reynolds at (585) 273-5772.

The Finger Lakes Collegiate Task Force originated in 1987 and is part of a network of consortia throughout NYS. It is comprised of regional colleges & service providers whose mission is to identify and respond to substance abuse issues and programming needs on the college campus while developing campus-community relationships.