



middlesbrough
teenage pregnancy
strategy



Hartlepool Primary Care Trust
Middlesbrough Primary Care Trust
North Tees Primary Care Trust
Redcar and Cleveland Primary Care Trust
Middlesbrough, Redcar and Cleveland Community Services Organisation

Social Norms Approach to Health Promotion

You are cordially invited to attend a conference
on the 'Social Norms Approach to Health' on:

Wednesday 11 June 2008
Venue: Tall Trees Hotel, Yarm
Chair: Dr Peter Heywood, Locality Director of Public Health
Registration: 09.30
Close: 16.30
Cost: FREE to attendees working with Young People in Middlesbrough*.

The social norms approach to preventing problem behaviour and promoting and reinforcing positive behaviour, put simply, is to dispel the myths about the problem being the norm among peers

We are delighted to welcome H. Wesley Perkins, Ph.D, Professor of Sociology at Hobart and William Smith Colleges in New York as key speaker.

Dr Perkins has published extensive research on the impact of this approach in reducing risk behaviour and improving health & well-being among youth and young adults.

Topics on the day include:

- Overview of social norms theory and research
- Case study of a local group employing the social norms approach
- Workshops include 'Common Issues & Concerns in Social Norm Intervention Work'

Lunch and refreshments will be provided

* For anyone wishing to attend from outside of Middlesbrough there is a cost of £30. Please contact Ruth Harvey on 01642 352178 or email ruth.harvey@northteespct.nhs.uk for payment information.

Please complete the tear off and return to Ruth Harvey at the above address by fax 01642 352341 or email ruth.harvey@northteespct.nhs.uk

YES! I wish to attend the Social Norms conference on 11 June

NAME: _____

ORGANISATION: _____

DIETARY REQUIREMENTS: _____