

**Prevention Network**  
would like to invite you to the



## **Higher Education Meeting on Substance Abuse Prevention and a FREE Training on the Social Norms Approach**

### **Training on the Social Norms Approach**

The social norms approach to preventing ATOD use and promoting and reinforcing positive behavior, put simply, is to dispel the myths that establish the problem behavior as the norm among peers. A social norms intervention intensively communicates credible data on the actual norms regarding the attitudes and behavior of concern through media campaigns, interactive programs, and other educational venues. Evidence has shown people respond to these initiatives with more realistic perceptions of peers, problem behavior decreasing, and the norm of positive behavior growing stronger in the population.

### **Social Norms Training Pre-Survey**

Please complete this brief online pre-survey at your earliest convenience: <http://www.surveymonkey.com/s/JJTFYJ5>. Your responses will guide the content Dr. Perkins will present in the training.

### **Meeting Agenda**

- Dow Foundation Proposal – Campaign Targeting Parents of College Students
- Update on Presentation to Presidents Council - State Universities of Michigan (PCSUM) on Relationship Between Substance Abuse and Student Retention
- Emerging Issues in Higher Education

### **Trainer: H. Wesley Perkins, Ph.D.**

Dr. Perkins is Project Director of the Alcohol Education Project at Hobart and William Smith, an initiative providing research, educational resources, and strategies to reduce alcohol and other drug abuse throughout the U.S. and internationally. In 1999 and again in 2005 the Project received a national award from the U.S. Department of Education as a Model Prevention Program in Higher Education.

Dr. Perkins has published extensive research on alcohol and other drug problems among college students, adolescents, and young-to-middle aged adults in professional journals and is editor of a recent book on The Social Norms Approach to Preventing School and College Age Substance Abuse. He was a pioneer in work uncovering peer misperceptions of alcohol and other drug norms and developed the theory underlying the social norms approach to prevention. He also conducts research on problems of collegiate children of alcoholics, gender-related aspects of drug use, stress and drinking, religious-ethnic differences in drinking and other drug use, and evaluation studies of secondary school and university environments.

*Please join us!*

**November 30, 2012 10 AM to 4 PM**

**University of Michigan, University Health Service  
Meeting Rooms 1 & 2, Fourth Floor  
207 Fletcher Street, Ann Arbor, MI 48109**

*Please RSVP by Tuesday, November 13<sup>th</sup> to Dawn Kepler at [dawnk@preventionnetwork.org](mailto:dawnk@preventionnetwork.org), indicating your full name and any special dietary needs. Lunch will be provided. Information on parking and additional details will be sent after you register.*