

The Shen Coalition Presents:

# Social Norming A How-to workshop with Dr. Wesley Perkins

When:  
Thursday, October  
4th

Where:  
Clifton Park Public  
Library

Cost:  
\$20

9:00-9:15  
Registration

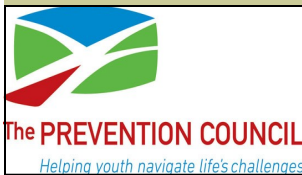
9:15-1:00  
Theory of Social  
Norms

1:00-1:30  
Lunch

1:30- 3:45  
Hands on help to  
develop a social  
norms project

Call 581-1230  
OR email  
shencoalitioncoord@  
preventioncouncil.org

Make checks payable  
to:  
The Prevention  
Council



36 Phila Street  
Saratoga Springs, NY, 12866

518-581-1230p.  
518-581-1240f.

It might seem like EVERYONE drinks, but do they? False perceptions are proven to raise usage rates of alcohol and other drugs. This How-to workshop will explore the science behind why we over estimate the behaviors of our peers, and explain why Social Norming has been proven to be effective in re-aligning these false perceptions back with reality.

In the afternoon, Dr. Perkins will work with three coalitions who are at various stages of Social Norming Campaigns and explain what is working well and what should be changed to be most effective.



To register, call 581-1230  
OR email  
shencoalitioncoord@preventioncouncil.org



This training is brought to you by the Shenendehowa Community Coalition, in cooperation with the Prevention Council, using the Prevention First NY! Grant.

