

THE POWER OF POSITIVE PEER PRESSURE AND POSITIVE MESSAGING



DR. WESLEY PERKINS

PROFESSOR AT HOBART AND WILLIAM SMITH
BRINGS TO HF-L 20 YEARS OF RESEARCH ON
UNDERSTANDING SOCIAL NORMS AND USING FACTUAL
DATA TO CREATE POSITIVE MESSAGES THAT DRIVE
POSITIVE BEHAVIOR AND HEALTHY CHOICES

WEDNESDAY, FEBRUARY 15TH, 2012

HF-L DISTRICT AUDITORIUM (MIDDLE SCHOOL)

7:00 PM – 8:30 PM

(FREE PRESENTATION, NO TICKETS REQUIRED)

AN IMPORTANT CONVERSATION FOR YOUNG ADULTS GRADES 7 – 12
AND FOR ALL PARENTS, COMMUNITY MEMBERS AND
STAKEHOLDERS IN THE LIVES OF OUR YOUNG PEOPLE.

