
2009 Partners in Prevention Conference



Region 1 Substance Abuse Prevention Programs main role is to establish or identify community based organizations whose main function is to reduce the use of alcohol, tobacco and other drug abuse among persons under the age of 21 and increase responsible use of legal drugs by those over 21. Another focus is to unite young people and adults concerned about this public health issue and to establish community coalitions to address the issues related to Alcohol, Tobacco and other Drugs (ATOD) use in the Region 1 communities.

Social Norming

Dr. H. Wesley Perkins

April 23, 2009

Conference

8:30 a.m.—9:00 am. Registration

9:00 a.m.—4:00 p.m. Conference

“The Social Norms Approach to Health Promotion and the Prevention of Youth Risk Behavior”

NDSU Extension Research Center
(Ernie French Center)

Community Seminar—(FREE)

7:00 p.m. — 8:30 p.m.

“Is Everybody Really Doing It” Using a Social Norms Approach to Successfully Reduce Risk Behaviors.”

Williston State College

Room 216E



The Conference Program

The social norms approach is the fastest growing method for reducing behavioral risk and promoting positive social change in the country. The social norms approach has a proven record of effectiveness for reducing heavy drinking and related harm among college students. Now the method is being adopted by community coalitions to reduce high school alcohol and tobacco use, by states to promote traffic safety, and by colleges to increase safer dating and safer sex. It is an emerging method to address violence against women, gays, and racial minorities, to promote service learning, positive body image, and social justice.

When examined closely, popular methods for addressing social issues frequently have little or no evidence of effectiveness. The social norms approach is appealing because it is effective. At site after different site, evaluation data demonstrates positive impact: increased safety and reduction of fist. The Partners in Prevention Conference provides a unique opportunity to dialogue with the original researcher, theorist, and practitioner in this exciting field.

Hot topics:

- Normative policy
- Industry funding
- Teen smoking & drinking

Strategies:

- Collecting data
- Conducting focus groups
- Developing message content
- Using the Media
- Incorporating peer educators
- Building alliances
- Evaluating impact

The conference offers an introductory session for people new to the approach as well as stimulating new content for those already implementing social norms projects.

If you know nothing or little of the social norms approach, this conference will expose you to a whole new world of possibilities. If you are already involved in a social norms project, this conference will strengthen your practice and sharpen your skills.

Guest Speaker

Dr. H. Wesley Perkins

Geneva, NY

Dr. Perkins received the B.A. in Sociology from Purdue University, and M.Div. degree from Yale University Divinity School, and the M.A. and Ph.D. in Sociology from Yale University. He is Professor of Sociology in the Department of Anthropology and Sociology at Hobart and William Smith Colleges in Geneva, New York. In 1993 he was honored with Hobart and William Smith's faculty prize for outstanding scholarship and in 1997 he received the faculty prize for outstanding service to the college community honoring his work to reduce alcohol abuse among students. He is Project Director of the Alcohol Education Project at Hobart and William Smith, and initiative providing research, education 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. He has delivered over 300 guest lectures, keynote addresses, and workshops for colleges, universities, secondary schools and professional conferences in the United States and internationally. Dr. Perkins has also served as a consultant to schools throughout the United States and to state and national drug abuse agencies and has testified at a Senate hearing on problems of alcohol abuse on campus. In 1999 he received the Outstanding Service Award by the Network of Colleges and Universities Committed to the Elimination of Alcohol and Other Drug Abuse for his significant career contribution to prevention work in higher education at both the local and national level. Dr. Perkins' work has been frequently cited in the press and television news coverage including the New York Times, the Los Angeles Times, CNN, New York Times Magazine, Newsweek, and Time Magazine.

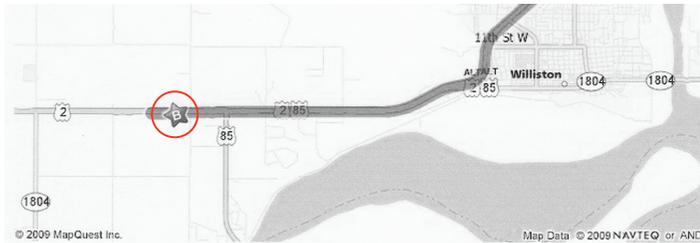
Dr Perkins' other research interests and publications include studies of family roles and well-being among young adults and comparative studies of social values and religion in Great Britain and the United States. He is also conducting an extensive research project on forgiveness and health in the life course of young and middle-aged adults and a new project on social norms and bullying in adolescence.

Conference Objectives

- Educate community members, parents and school personal on what social norming is.
- Identify what is a norm and what measures to use in collecting data and creating messages.
- Explain the basic theory underlying social norming and how it differs or adds to traditional prevention methods.
- Identify how to reach the various segments of the target population in such a diverse social environment.
- Learn to use social marketing techniques to promote the truth about positive social norms.
- Document the results.

Location and Travel

Ernie French Center



Approximately 4.5 Miles West of Williston on Highway 2.
(1/2 mile west past the weigh station on Hwy 2)

Motel/Hotel

A block of rooms are being held at the following motels. To make your reservation contact the hotel directly. Indicate that you want a room from the Prevention Conference block of rooms. Please be advised that due to oil activity in the Williston area motel/hotels are extremely busy. If the reserved rooms at the El Rancho and the Marquis have been filled please contact the Convention & Visitors Bureau at 701-774-9041 or 1-800-615-9041 or log on to www.willistonndtourism.com for a list of motels/hotels in Williston.

Marquis Plaza & Suites
1525 9th Ave. NW
Williston, ND 58801-3871
Phone: (701) 774-3250
www.marquisnd.com

Rooms will be released April 8th

El Rancho
1623 2nd Ave W
Williston, ND 58801-3871
Phone: (701) 572-6321
Toll Free: 1-800-433-8529
www.elranchomotel.net

Rooms will be released April 1st

Conference Schedule

Thursday, April 23—Ernie French Center

8:30 a.m.—9:00 a.m. Registration

9:00 a.m.—12:00 p.m.—“The Social Norms Approach to Health Promotion and the Prevention of Youth Risk Behavior”

- Introduction to Social Norms 101
- How it differs from traditional prevention methods.
- History of Social Norming
- Assumptions & Strategies

12:00 p.m.—12:45 p.m. Lunch will be provided

12:45 p.m.—4:00 p.m.

- Practical ways Social Norming has been applied
- Strategies
- Examples
- How it could be applied

Community Seminar—FREE (No CEU's)
WSC—Room 216E

7:00 p.m.—8:30 p.m.

"Is Everybody Really Doing It? Using a Social Norms Approach to Successfully Reduce Risk Behaviors,"

Conference Registration Information

Conference Registration	\$35.00	before April 9
	\$40.00	after April 9

Continuing Education Hours

Professional continuing education hours will be available for Social Worker, Nurses and Law Enforcement Training Hours pending approval. \$10.00

Refund Policy

Only cancellations received in writing will be eligible for a refund less a \$10.00 processing fee. Contact Penny Soiseth at 701-572-8191 if you have any questions.

Scholarships

A limited number of scholarships are available. Please log on to: <http://www.willistoncap.org/Calendar.asp> for an application and return it by April 9th. You will be notified if you receive a scholarship.



Community Action
 2009 Prevention Conference
 120 Washington Ave
 Williston, ND 58801

PRESORTED
 STANDARD
 U.S. POSTAGE PAID
 Williston, ND 58801
 Permit No. 11

Partners in Prevention Conference Registration Form

PLEASE PRINT LEGIBLY

First & Last Name _____

Mailing Address _____

City/State/Zip _____

Daytime Phone _____ Fax _____

E-Mail _____

Are you interested in CEU Credits (Please Circle) Yes No

If yes, which one: Law Enforcement Nursing Social Work Addiction Counseling EMT

Mail registrations and checks to:
 Community Action
 2009 Prevention Conference
 120 Washington Ave
 Williston, ND 58801

Conference Registration Fee
 \$35.00 on or before April 9, 2009
 \$40.00 after April 9, 2009
\$10.00—CEU Credits