Using the Positive Community Norms (PCN) Model
with the Seven Strategies for Community Change

Community-based prevention is complex. Substance abuse is a result of many factors and conditions throughout our communities. The Positive Community Norms (PCN) framework provides a powerful way to organize prevention efforts and impact these factors across our community's environment. By focusing on leadership, communication, and integration, we can foster meaningful change and transform how our communities approach preventing substance abuse.

There is no single strategy to prevent substance abuse. Communities must engage in multiple strategies to impact the environment including increasing access to quality prevention, reducing availability and access to substances, enhancing deterrence and enforcement, and fostering policies that minimize unsafe behaviors and promote protection. PCN can help align these multiple strategies and build broad support among diverse groups in our communities.

PCN does not focus on the individual, but rather on the entire social environment. By using a positive approach and seeking to grow the solutions that already exist in our communities (in other words, grow out community's positive norms), we foster hope and engagement among individuals, families, schools, workplaces and community organizations and entities. As these align, prevention efforts become more effective. By focusing on both change and transformation, we create lasting impacts that are sustained and make health and safety just "what we do in our community."

The following document provides guidance on how PCN aligns with the Seven Strategies for Community Change. Following the table, there is more information about specific services we can provide to help your coalition's efforts.

Strategy #1 - Provide Information	

<u>Strengthen Collaboration</u>
• Embrace positive frame combining concern and hope. Examples may include:
   o Review and re-write coalition materials
   o Developing PCN speaking points and brief speeches to recruit new coalition members
• Actively communicate coalition successes and outcomes
• Develop relationships across the social ecology
   o Strengthen existing relationships
   o Engage new potential partners
	<u>Reduce Youth Substance Abuse</u>
	• PCN Communication campaign seeking to clarify misperceptions of norms as well as other gaps among key focus audiences. Examples may include:
	   o Youth campaign
	   o Parent campaign
	   o Community campaign
	   o Law enforcement campaign
	   o Community Leaders campaign
	   o Alcohol retailers campaign
	   o Pharmacy campaign

Strategy #2 - Enhance Skills	
Strengthen Collaboration • Attend Positive Community Norms (PCN) 3-day training • Attend Montana Summer Institute • Educate coalition and develop PCN 7 Core Principles (Leadership Development) • Educate coalition on the Science of the Positive® Spirit – Science – Action Framework (Leadership Development) • Develop PCN leadership skills to foster change transformation • Educate coalition on the 7 Step PCN Communication process • Develop skills in understanding the limits of present data and current paradigms • Develop skills relating to planning, advocating, increasing community readiness and building capacity for interventions • Develop skills in effectively communicating with multiple audiences, framing a new story, and combining hope and concern • Develop skills to foster reflection and praxis to celebrate success and generate passion for sustaining efforts • Develop skills in prevention portfolio mapping (Integration) • Educate coalition on affectively managing a prevention portfolio (Integration)	Reduce Youth Substance Abuse • Attend Positive Community Norms (PCN) 3-day training • Attend Montana Summer Institute • Develop skills necessary to collect solid baseline data • Develop skills to identify gaps in perceptions and behaviors • Develop knowledge around prevention and intervention programs and strategies

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Strategy #3 - Provide Support	

<u>Strengthen Collaboration</u>
• Conduct PCN presentations with new key stakeholders and new agencies
• Map Community's Prevention Portfolio
   o Identify opportunities for collaboration
   o Seek additional funding sources
	<u>Reduce Youth Substance Abuse</u>
	• Develop PCN speaking points and media tools that embrace a positive frame and combine concern and hope to support better utilization of existing programs and resources.
	   o Examples may include fostering community-wide support for:
	      ▪ parent education programs
	      ▪ after-school programs
	      ▪ interventions for indicated youth
	      ▪ evidenced-based school curricula

Strategy #4 – Enhance Access and Reduce Barriers / Reduce Access and Enhance Barriers	

<u>Strengthen Collaboration</u>
• Seek broad participation in development of coalition's PCN Seven Core principles to foster inclusiveness and ownership in the coalition's activities
• Develop PCN leadership skills among coalition members to foster change and transformation
	<u>Reduce Youth Substance Abuse</u>
	• Use PCN 7 Step Communication Process to reduce access and enhance barriers, examples may include:
	   o Reduce alcohol density
	   o Increase alcohol taxes
	   o Reduce alcohol special events
	   o Increase source investigations
	   o Decrease availability of prescriptions drugs by altering prescribing practices
	   o Promoting appropriate disposal of unused prescription drugs
	• Reduce barriers to resources, programs, and interventions across the continuum of care (Integration)

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Strategy #5 – Change Consequences	

Strengthen Collaboration
• Develop PCN leadership skills among coalition members to foster change and transformation
	Reduce Youth Substance Abuse
	• Use PCN 7 Step Communication Process to influence consequences such as: sentencing practices, school participation guidelines, alcohol server violations, prescription violations, etc.
	• Map PCN Prevention Portfolio
	    ○ Address gaps among indicated populations
	    ○ Focus on incentives/disincentives for indicated youth (including interventions)
	    ○ See to align spirit of consequences across the social ecology
	    ○ Use current research to inform consequences across the social ecology

Strategy #6 – Change Physical Design	

Strengthen Collaboration
• Develop PCN leadership skills among coalition members to foster change and transformation
	Reduce Youth Substance Abuse
	• Use PCN 7 Step Communication Process to influence physical design. Examples may include:
	    ○ Alcohol outlet density
	    ○ Storage of prescription drugs
	    ○ Disposal options for prescription drugs

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Strategy #7 – Modify/Change Policies	

Strengthen Collaboration
• Develop PCN leadership skills among coalition members to foster change and transformation
	Strengthen Collaboration
	• Use PCN 7 Step Communication Process to influence policy. Examples may include:
	  o Sentencing practices
	  o School participation policies
	  o Enforcement policies
	  o Social hosting laws
	  o Prescription databases
	  o Source investigations
	• Map PCN Prevention Portfolio
	  o Seek a spirit among policies with the intention to improve health and safety
	  o Address policy gaps across the social ecology
	  o Address enforcement policy gaps across the social ecology
	  o Modify policies to include interventions for indicated populations
	• Develop guidelines for public policy addressing youth substance abuse. Examples may include:
	  o Guidelines for alcohol special use permits
	  o Guidelines for public events involving alcohol and tobacco
	  o Guidelines for prescribing practices among health care facilities

Note: The Seven Strategies are recognized by CADCA and were developed by the University of Kansas Work Group on Health Promotion and Community Development— a World Health Organization Collaborating Centre.

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