



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

## THE PACIFIC SOUTHWEST AND NORTHWEST PREVENTION TECHNOLOGY TRANSFER CENTERS

Present

### A LIVE MEDIA SERIES WEBINAR

#### *The Positive Exists: Framing Communications Using Hope and Concern*

#### DATE AND TIME

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##### *Wednesday, March 25, 2020*

4:00 pm - 5:30 pm Mountain/Arizona  
3:00 pm - 4:30 pm Pacific  
2:00 pm - 3:30 pm Alaska  
1:00 pm - 2:30 pm Hawaii  
12:00 pm - 1:30 pm American Samoa

##### *Thursday, March 26, 2020*

11:00 am - 12:30 pm Republic of the Marshall Islands  
10:00 am - 11:30 am Pohnpei and Kosrae  
9:00 am - 10:30 am Guam, Northern Mariana Islands, Chuuk, and Yap  
8:00 am - 9:30 am Republic of Palau

#### AUDIENCE

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Community and state-level prevention practitioners, allied health partners, and community members who work to prevent substance misuse.

#### DESCRIPTION

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This webinar will help prevention practitioners improve communications around substance use prevention in their communities with the Science of the Positive, a framework that promotes protective factors, increases healthy norms, and positively transforms community cultures. This webinar will provide attendees with a new communication skill that can be used immediately to address the very challenging issues of substance misuse prevention.

After completion of the webinar, participants will:

1. Understand the Science of the Positive Framework
2. Identify ways to use the Positive Community Norms Approach to correct misperceptions and impact behavior.
3. Identify how to balance both hope and concern in communications.

## PRESENTERS

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**Dr. Jeffrey Linkenbach** is the Founding Director & Research Scientist at The Montana Institute, who has developed national award-winning science-based programs to change norms. He is one of the co-developers of HOPE – Healthy Outcomes from Positive Experiences, and serves as a Co-Investigator at the HOPE Center in the Tufts University Medical School. Jeff is an affiliate faculty member with the University of Montana – Mansfield Center, and a Fellow with UM-Mansfield Academy for Global Leadership. He is recognized for his pioneering development of the Science of the Positive Framework and the Positive Community Norms Approach which are being utilized by tribal, federal, state and local organizations to achieve positive change and transformation around challenging issues such as child maltreatment, substance abuse, suicide, traffic safety and community-engaged leadership.



**Sara Thompson** is a Senior Trainer with The Montana Institute who specializes in training and technical assistance with Positive Community Norms communications. She brings experience as a strategic marketing consultant who also serves large and small companies, non-profit organizations, cooperatives, festivals, and community events. Ms. Thompson was Introduced to Dr. Linkenbach's work with the Science of the Positive and Positive Community Norms (PCN) frameworks in 2006 - and these transformative new approaches challenged her perceptions, reignited her passion for prevention leadership, and renewed her energy for her work. She owns her own marketing firm specializing in working with community coalitions focused on positive prevention messaging and she has been privileged to work at The Montana Institute and collaborate with some of the most experienced prevention specialists, innovative thought leaders and social science researchers in the country.

## REGISTRATION

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Register here: <https://casatunr.wufoo.com/forms/pht7tdc06v98eh/>

## QUESTIONS?

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Please contact Clarissa Lam Yuen ([clamyuen@casat.org](mailto:clamyuen@casat.org)) for any questions related to registration. For any other questions, please contact Janet Porter, MPH ([jporter@casat.org](mailto:jporter@casat.org))