

MOST of us[®]

Positive Community Norms Trainings, Tools, and Services

The Positive Community Norms (PCN) Model of prevention is a meaningful and effective approach for impacting a variety of health and safety issues. The PCN Model, based on the Science of the Positive™, builds on social norms theory and provides a holistic, environmental prevention strategy.

Positive Community Norms Institute

Every fall and spring, MOST of Us[®] hosts a three-day training on the Positive Community Norms (PCN) Model. The purpose of the PCN Institute is to teach participants about the PCN model and the theory upon which it is built: The Science of The Positive™. Participants learn about the Science of the Positive, a transformational leadership framework, and begin work on their own 7 Core Principles. Participants also learn about the three components of the Positive Community Norms model, normative theory, the 7 Step Process, and Prevention Portfolio management. Participants begin work on Step One: Environmental Advocacy and Planning. This Institute provides the best opportunity to learn about the PCN model. Participants receive two books and one PCN workbook which provides detailed information on each of the seven steps. PCN Institutes are held in Bozeman, MT and cost \$600 per person which covers registration and all materials. For more information about upcoming dates and availability, please contact [Kelly Jutila](mailto:kellyj@montana.edu) at kellyj@montana.edu or call (406) 994-7754.

If you would like to host your own Regional Institute, please contact [Kelly](mailto:kellyj@montana.edu) for more information.

Montana Summer Institute

The 8th annual Montana Summer Institute will be held at Big Sky Resort in Big Sky, MT on July 14th - 16th, 2010. The Summer Institute will offer an interactive, skill-building experience that focuses on the next level of social norms: The Positive Community Norms Model. With the assistance of other national leaders, Dr. Jeff Linkenbach will lead discussions and workshops where participants will practice applying all seven steps of the Montana Model. The optional one-day, pre-Institute session on July 13th is highly recommended for individuals who are new to the field or want an overview of the theory and practice of the Positive Community Norms model.

For more information on registration, please visit www.mostofus.org/institute.php

MOST of Us[®] Surveys

We have a variety of MOST of Us[®] surveys designed to address alcohol, tobacco, and other drug use for youth, parents, and community members. Accurate data gathered in a way which facilitates message development is absolutely necessary for a successful Positive Community Norms project. The Youth survey can be administered as an online or paper survey. The Parent survey is administered as a telephone survey. Prices vary due to size of population and number of reports needed. Please contact Kelly Jutila with specific information about the population, type of survey, and purpose of results to receive a quote for survey costs.

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Contact: Kelly Jutila
Program Coordinator
321 Culbertson
P.O. Box 170548
Bozeman, MT 59717

Phone: 406-994-7754

Fax: 406-994-7285

E-mail: kellyj@montana.edu

MOST of us[®]

Positive Community Norms Trainings, Tools, and Services: Continued

MOST of Us[®] Survey Consulting

Do you already have a survey and need help adding perceptions questions? Or you would like to know how your survey can be improved? We offer telephone based survey consulting. This service is billed at a per hour rate.

Positive Community Norms Guide Service

Ongoing technical assistance is absolutely critical for success. A trained PCN Guide is your personal consultant available by phone and email to support you and your community's efforts for one year. The Guide becomes familiar with the specifics of your project, your data sources, and your progress and helps you apply the 7 Core Principles and our 7 Step PCN model to your project. The Guide provides feedback on your Communications Plan and your media. Our experience has shown that unexpected challenges often arise, and your personal Guide can help you successfully find your way. This service is only available to communities that have participated in PCN training (participating in a Regional Institute is highly recommended). In addition to personal assistance with your PCN journey, the Guide provides your community with access to the MOST of Us[®] Poster Catalog. This catalog contains proven designs which can be modified very easily and cost effectively to quickly generate posters to correct misperceptions. At the end of each year, you and your community receive an Executive Summary designed to help you learn from the experiences of the past year and prepare for the next year.

Cost- \$3,000 for one year of service

Positive Community Norms Evaluation Consultation Service

Evaluating your PCN projects is important. Our evaluators can help you integrate your current evaluation plan with the PCN model. An evaluation consultation is typically done in one or two telephone conversations followed by a written report of recommendations. Because every project is unique, please contact Kelly to discuss how we can best meet your needs to support your evaluation efforts.

Custom Research Project

MOST of Us[®] not only supports community-based efforts in prevention, we are also involved with health and safety research projects. If you want to discuss whether your project is suitable for a research project, please contact Kelly.

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