

THE CENTRAL REGION PREVENTION RESOURCE CENTER PRESENTS:

"IS EVERYBODY REALLY DOING IT?" USING A SOCIAL NORMS APPROACH TO SUCCESSFULLY REDUCE YOUTH RISK BEHAVIORS

**PRESENTER: H. WESLEY PERKINS, PH.D.
PROFESSOR OF SOCIOLOGY,
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**MARCH 12, 2020
10AM-2PM
(LIGHT LUNCH WILL BE PROVIDED)
PREVENTION NETWORK
906 SPENCER STREET- SYRACUSE, NY- 13204**

Effective prevention of substance abuse and related problems among youth and young adults requires coordinated efforts using science-based strategies. The "Social Norms Approach" has emerged as a science-based approach focusing on the influence of perceived peer norms and has provided notable success in many initiatives including higher education, secondary schools, and community settings. The prevention strategy is based on more than two decades of research with tens of thousands of middle school, high school, and college students, as well as studies of other young adults and parents in community settings.

Dr. Perkins will:

- describe the harmful misperceptions of peer norms that are so pervasive in schools and communities
- reveal how the perception of peer norms is the most important factor predicting risk behavior.
- discuss the causes and consequences of peer misperceptions and the potential for program interventions to challenge these misperceptions.

The afternoon will include an interactive presentation with examples of various strategies to implement social norms interventions, discuss common mistakes and present important considerations in the assessment of interventions.

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MORE INFORMATION E-MAIL MCORSOWALRADTH@PREVENTIONNETWORKCNY.ORG