

**Darlington and Middleborough Teenage Pregnancy
Social Norms Master Class**

**Friday 22nd May 2009 - Darlington Football Club
9 am – 4.15 pm**

Wes Perkins USA lead authority on Social Normative thinking will be hosting a master class with Action Sets in Darlington

The aim of event will be to provide participants with social normative theory and support participants to translate the theory into practice.

What Is Social Norms?

Social norms is a behavior change model based on correcting a population's misperception about behavior. Research has shown that perceptions are one of the strongest predictors of behavior. Many people overestimate negative behaviors, and underestimate the positive, protective behaviors of their peers. Correcting these misperceptions provides the space to act on our own values instead of on misperceptions, and to make positive, healthy choices.

Social norms has been used to help reduce high-risk drinking and promote harm-reduction behaviors. Using this approach, universities have seen documented reductions of up to more than 40 percent in heavy alcohol consumption and comparable reductions in alcohol-related negative consequences.

In Darlington we are anticipating that this theory can be applied to accelerate the reductions in under 18 unintended conceptions and reduce young peoples sexual risk taking behaviours.

Places are limited to 25 participants

Could you please let me know if you or a representative is able to attend by Friday 1st May by completing the attached and returning to h.corrie@nhs.net and if you would require the full day or the first hour theory master class - as places are limited your place will be confirmed by Tuesday 5th May with a program and full details of Wes Perkins social norms toolkit and application guide

**Social Norms Master Class
Friday 22nd May 2009**

Please indicate if you wish to attend both or only the Theory

9.30am - 10.30am Theory – Master Class Only **YES / NO**

10.45am - 3.30pm - application of the theory in action sets **YES / NO**

Name:	Title
Present Post:	PCT / NHS Trust:
Address:	Work Telephone:
Email: needs:	Please specify and special

Please reply by Friday 1st May 2009.

Your place will be confirmed by Tuesday 5th May with a programme and full details of Wes Perkins social norms toolkit and application guide

Please note that this course is free, however a charge of £50 will be made for non-attendance.

Draft Program:

9:00 - 9:30	Registration and Refreshments
9.30 – 10.30	Social Normative Theory Master Class Theory and Practical Issues
10.30	Questions
10.45	Refreshments
11:00 – 12.15	Application of Social Normative Toolkit
12:15	Questions
12.30 – 1:15	Lunch Poster Presentations
1.15 – 3:00	Action Sets: Working with under 12's within educational settings Working with 13 - 15 within and outside of educational settings Working with 15 - 19 " " " " Social norms and parents Social norms and organizational / staff cultures
3:00 – 3:50	Feedback from Action Sets
3:50 – 4:15	Questions, Summary and Close