



## YOU'RE INVITED

Monday, January 28, 2013

Terry Hills Restaurant & Banquet Facility  
5122 Clinton Street Road (Route 33)  
Batavia, NY 14020

**A Full-Day Training sponsored by the WNY PRC**

Registration: 8:15am

Training: 8:45am – 3:00pm  
(Lunch included)

### ***“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, Department of Anthropology and Sociology  
Hobart and William Smith Colleges

Effective prevention of substance abuse and related problems among youth and young adults requires coordinated efforts using science-based strategies. The "Social Norms Model" 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. 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 and how the perception of peer norms is the most important factor predicting risk behavior. He will then discuss the causes and consequences of peer misperceptions and the potential for program interventions to challenge these misperceptions. Research clearly shows the importance of harnessing the positive power of peers through the promotion of accurate social norms. Yet putting the social norms approach into practice is not without challenges. Dr. Perkins will provide extensive examples of various strategies to implement social norms interventions, discuss common mistakes, present important considerations in the assessment of interventions, and conclude by noting key elements of successful interventions employing this model (5.0 CPP CREDITS).

**RSVP by January 21 to Sharon Koenig**  
585-815-1844, [skoenig@gcasa.org](mailto:skoenig@gcasa.org)

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**WNY Prevention Resource Center**  
**430 East Main Street**  
**Batavia, NY 14020**  
