

# PREVENTION

## Data to Practice: Virtual Training Series

### ***Planning for Your Local Social Norms Campaign***

When it comes to societal behaviors, so often people believe the negative worst-case scenarios versus the positive behavioral reality of the majority. Why does this pattern of belief exist? Regrettably, people tend to overestimate the number of their peers making unhealthy decisions and at the same time underestimate their peers who choose to make healthy decisions. Therefore, the goal of this training is to secure prevention-minded individuals in how to reverse these misperceptions within their local communities (counties, cities, neighborhoods, and schools). Through the use of social norms approaches, community leaders can establish and celebrate the fact that most of their citizens are making healthy decisions.



**September 18<sup>th</sup>**  
**10 am**

#### **Learning Objectives:**

- The methodology behind social norms campaigns
- Where to get data to help determine the direction of the campaign
- The types of social norms campaigns available
- What environmental and cultural factors should be considered when planning

**Trainer:** Albert Gay, MS, National prevention trainer and consultant

**Biography:** Albert Gay, M.S., is a national trainer and consultant in the field of substance use prevention. Over the years, he has worked on many federal level projects for the Substance Abuse and Mental Health Services Administration (SAMHSA). Currently, he works within the field of public health at Indiana University. In this position, he directs substance use and HIV prevention strategies and trainings. He has trained healthcare workers, the United States military, and diverse population groups within a collaborative strategy framework. Within his local community, Albert was the chair of a local coordinating council and is a key leader for the Gary Drug Free Communities Coalition. Albert is dedicated to ministry and faith-based initiatives, youth work, mental health promotion, social justice, cultural competence, historical trauma, and organizational development. He holds degrees in management, ministry and English.

**CEs:** A certificate for 1.25 CEAs approved for West Virginia Certification Board for Addiction & Prevention Professionals (WVCBAPP) credentials will be provided to all individuals attending this webinar and completing the learning check questions.



*Funded by the West Virginia Department of Health & Human Resources Bureau for Behavioral Health by a Partnerships for Success (PFS) grant from the federal Department of Health & Human Services Substance Abuse and Mental Health*