



Bringing Protective Factors to Life: Social Norms

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- Tool bar - right side of screen
 - Q/A box for questions and comments
 - Audio information
- Polls – please respond!



Agenda

- Framing the work to reduce child maltreatment
- Changing behavior to grow safe, stable, and nurturing relationships
- The impact of beliefs on behaviors
- Misperceptions exist and they matter!
- Heartland for Children's *A Community that Cares* campaign to correct misperceptions

“Are we busy
or
are we effective?”

Stephen Covey



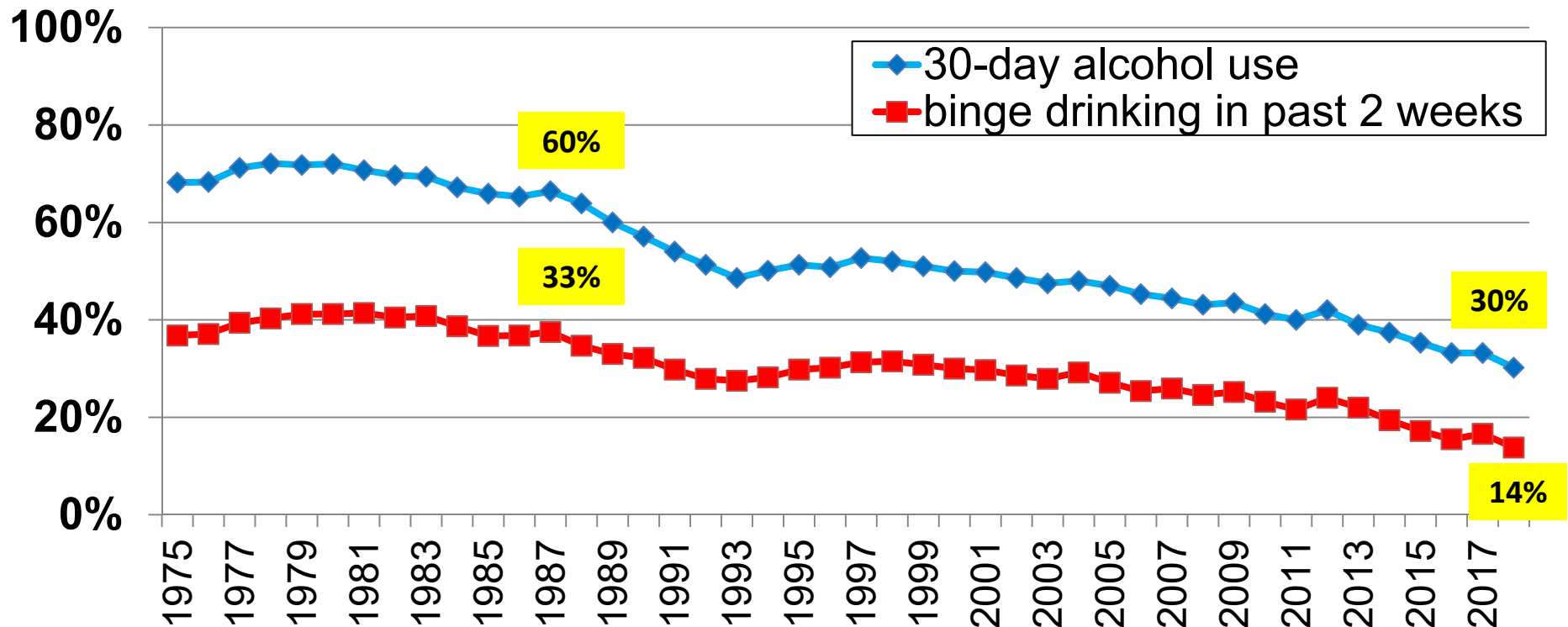
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How has drinking among U.S. 12th graders changed in the past 30 years?

- 0% A. Increased Significantly
- 0% B. Increased Slightly
- 0% C. Stayed the Same
- 0% D. Decreased Slightly
- 0% E. Decreased Significantly

Alcohol Use Among U.S. 12th Graders



University of Michigan, Monitoring the Future (Tables 3 and 4)



MONTANA
STATE UNIVERSITY

Western
Transportation
Institute

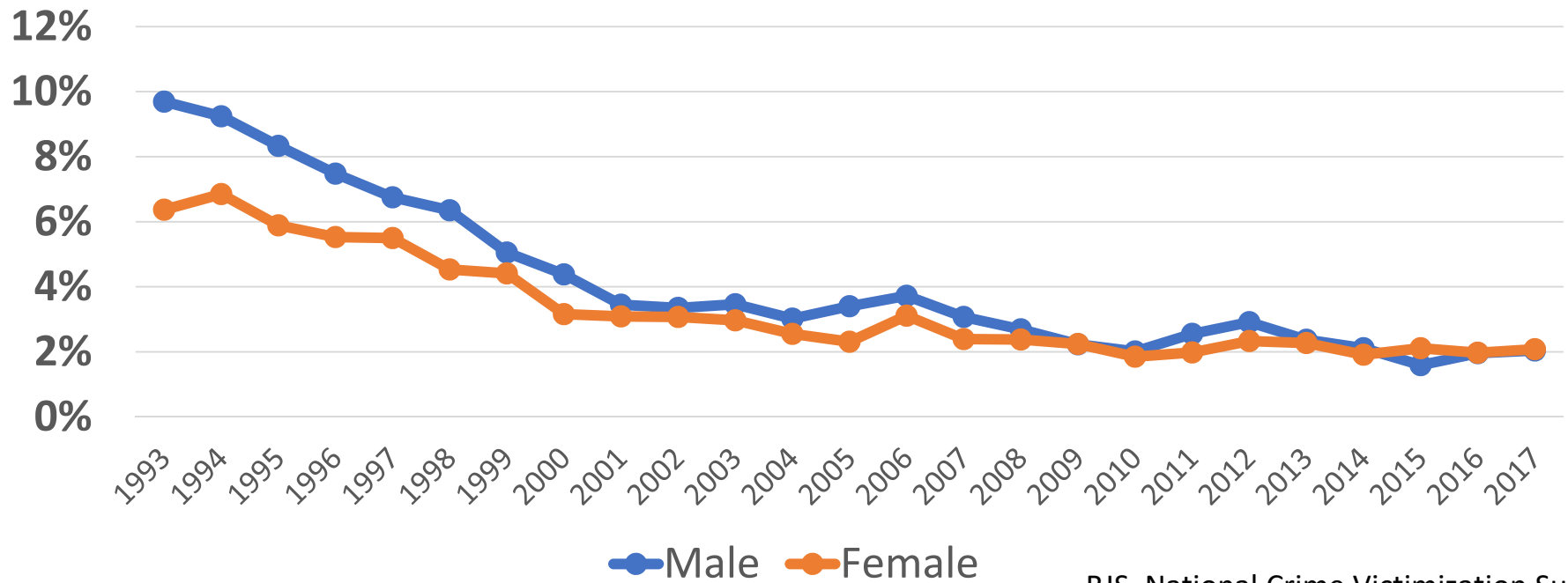
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How has the rate of violent victimizations among women changed in the past 20 years?

- 0% A. Increased Significantly
- 0% B. Increased Slightly
- 0% C. Stayed the Same
- 0% D. Decreased Slightly
- 0% E. Decreased Significantly

Victimization (age 12+)

(rape/sexual, aggravated, simple assault – threatened and committed in prior 6 months)

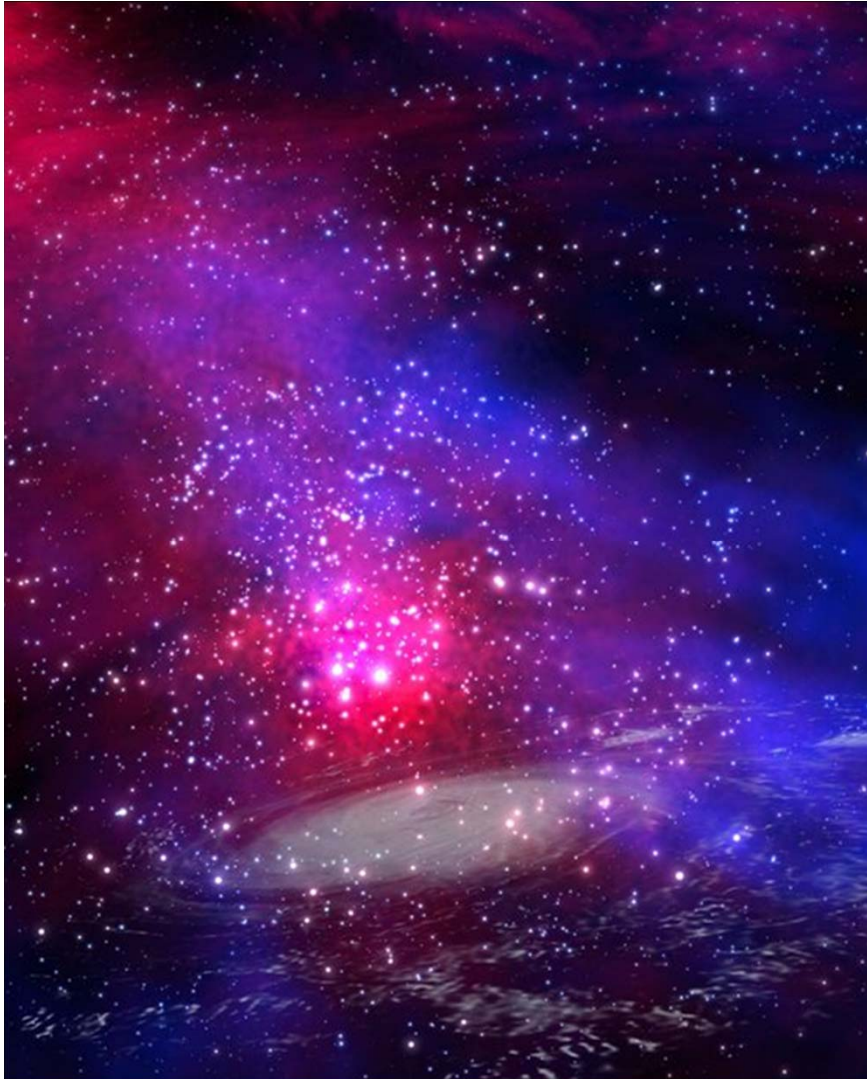


BJS, National Crime Victimization Survey

Question to Ponder....

Does it matter how we think things are going?

Could it impact your work?



**“Is the universe a
friendly place?”**

- Albert Einstein

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“If we are going to bring out the human potential at its best, we must first believe in its existence and its presence.”

Viktor Frankl

Hope

“the **perceived capability** to derive **pathways** to desired goals and **motivate oneself via agency thinking** to use those pathways.”

- **Willingness to move forward** (the will)
- **Seeing a path forward** (the way)

Snyder, C. R. (2002). Hope Theory: Rainbows in the Mind. *Psychological Inquiry*, 13(4), 249–275.



“Claims that the campaign is effective are not supported by data. The campaign has been associated with increases in the acceptability of using methamphetamine and decreases in the perceived danger of using drugs.”

Erceg-Hurn, D., 2008. Drugs, Money, and Graphic Ads: A Critical Review of the Montana Meth Project, *Prevention Science*, 9(4): 256-263.

“When accounting for a preexisting downward trend in meth use, effects on meth use are statistically indistinguishable from zero.”

Anderson D.M., 2010. Does information matter? The effect of the Meth Project on meth use among youths, *Journal of Health Economics*, 29(5): 732-42.

Fear Appeals can...

have **unintended adverse effects** associated with public health communication activities:

1. label and stigmatize,
2. expand social gaps, and
3. promote poor health as a value.

Guttman, N., & Salmon, C. T. (2004). Guilt, fear, stigma and knowledge gaps: Ethical issues in public health communication Interventions. *Bioethics*, 18(6) 531-553.

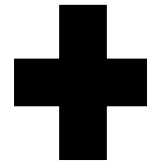
“Humiliation, shame, guilt and angst are not the primary engines of change.

Ironically, such experiences can even immobilize the person, rendering change more remote.”

Page 12, Miller, W. R., & Rollnick, S. (2002). *Motivational Interviewing, Second Edition: Preparing People for Change* (2nd ed.). New York: The Guilford Press.

What is the
difference between
concern and **fear**?

Concern + Hope



Growing safe, stable,
and nurturing
relationships is about
changing
behaviors...many
behaviors.

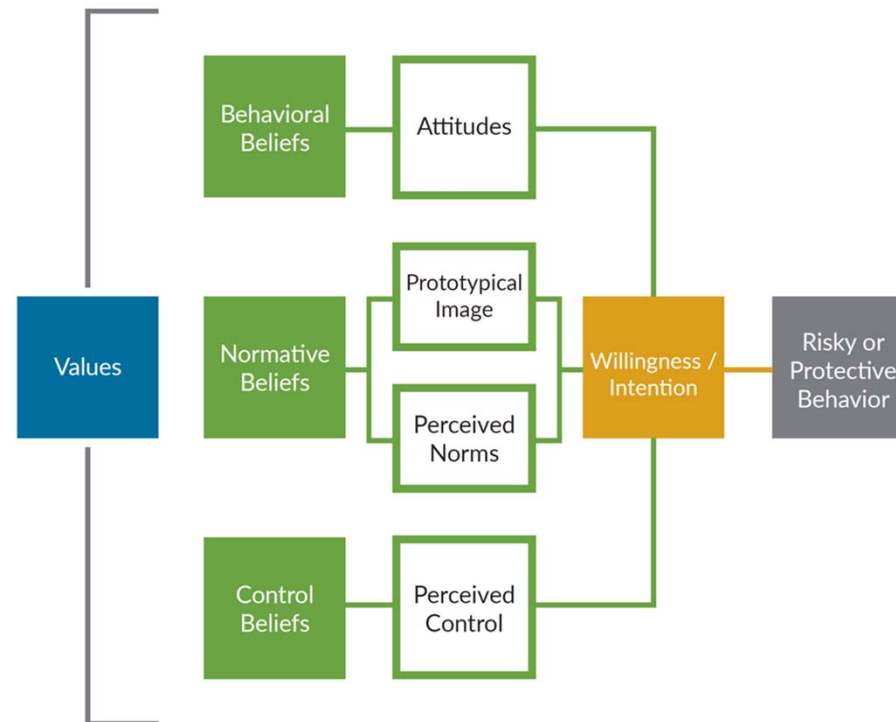


Simplified Behavioral Model



(represents one individual)

Behavioral Model



Normative Theories

The Actual Norm

The actual behavior of the majority of a population; what **most people** do.

“How often do you smoke?”

GAP



The Perceived Norm

The perceived behavior of most people; what we think **most people** do or expect us to do.

“How often do most students in your school smoke?”

Normative Theories:

**We tend to do (or believe)
what we think MOST people
do (or believe)...
and we're often wrong!**

The work!

Reflect the actual norms to correct
misperceptions – and motivate
change.

Parenting Norms Survey

- Random Representative Sample of Parents residing in Hardee, Highlands and Polk Counties
- 4600 households sent survey, 733 Parents Responded
- 17% response rate
- The confidence interval is plus or minus 4% at a 95% confidence level

Circuit 10 Parents Have Strong Values About Their Children

Most parents, strongly agree:

- 95% - “I want to be a stable and positive influence in my child’s life.”
- 93% - “It is important to me that my child is prepared to succeed when it is time for them to start school.”
- 90% - “I believe improving the well-being of children and families is important for healthy, strong communities.”

Circuit 10 Parents Have Strong Protective Beliefs about Safety and Avoiding Harm

Most parents, strongly agree:

- 89% - “A child’s healthy brain development can be harmed by child abuse or neglect.”
- 89% - “I believe children should grow up without fear of physical and emotional harm.”
- 83% - “I believe when parents/caregivers use alcohol or other drugs it puts their babies at greater risk for injury or death.”

Circuit 10 Parents Have Strong Nurturing Beliefs

Most parents, strongly agree:

- 94% - “I believe it is important that children are well cared for and their development is encouraged.”
- 94% - “I believe it is important for agencies like child/day care providers, schools and after-school programs to support the healthy development of children.”

Circuit 10 Parents Have Strong Beliefs about Stability in a Child's Life

Most parents, strongly agree:

- 94% - “I believe it is important for children to have consistent and stable relationships with caring adults.”
- 94% - “I believe that all children and teenagers should feel safe and accepted by their caregiver/parent.”
- 90% - “I believe parents need to have on-going and open conversations with teenagers.”

**Perception
is everything.**



“People live with a lot of wrong perceptions, ideas, and notions, and when they invest their lives in them, it is dangerous.”

Thich Nhat Hanh

Misperceptions in Circuit 10

Most parents, 90%, strongly agree with the statement, “I want to do what’s best for my children”

However, 62% of parents and 73% of service providers did not think most parents would strongly agree.

Misperceptions in Circuit 10

Most parents, 95%, strongly agree with the statement, “I want to be a stable and positive influence in my child’s life.”

However, 61% of parents and 69% of service providers did not think most parents would strongly agree.

Misperceptions in Circuit 10

Most parents, 90%, strongly agree with the statement, “I believe parents need to have on-going and open conversations with teenagers.”

However, 70% of parents and 84% of service providers did not think most parents would strongly agree.

Misperceptions in Circuit 10

Most parents, 90%, strongly agreed: “I believe it is never OK to shake a baby – even if you are very frustrated and the baby will not stop crying”.

However, 64% of parents and 68% of service providers did not think that most parents would strongly agree.

Misperceptions Matter

- Students who misperceived monthly drinking among peers were **6 times** more likely to drink monthly (and **9 times** more likely to binge drink) (OR Student Wellness)
- Adults who perceived most wear seat belt less than half the time were **9 times** more like to wear seat belt less than half the time (UT Community Survey)
- Adults who perceived most speed half time or more were **10 times** more likely to speed half the time or more (MN TSC Survey)

What can we do?



A Prevention Program...

Is an intentional experience designed to change beliefs



A communication campaign is an “intentional experience”

Psychological Distance

- Alone, media campaigns rarely change beliefs
- Successful campaigns are grounded in good theory (changing beliefs) and require HIGH dosage to be effective.

Simplified Behavioral Model



Therefore, the work of promoting positive community norms is to create a context supportive of safe, stable, nurturing relationships involves more than just focusing on actual norms; it must also include correcting misperceptions of norms.

Promoting Positive Community Norms – A Supplement to CDC’s Essentials for Childhood:
Steps to Create Safe, Stable, Nurturing Relationships and Environments.



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Momentum for positive change grows when more people in a community recognize that the norms of people around them support such change.

Promoting Positive Community Norms – A Supplement to CDC’s Essentials for Childhood:
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What are the behaviors we're trying to grow?



Parenting Norms We Seek To Grow

- Protective Behaviors
- Nurturing Behaviors
- Seeking and Receiving Help
- Parenting Skills

Promoting positive community norms does not minimize the very serious and prevalent issues of child maltreatment, but instead promotes hope from a strength-based orientation.

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It is through a combination of concern and hope that communities can do the work of growing safe, stable, nurturing relationships and environments. Creating a context of positive norms matters because it establishes an expectation and acceptance of healthy attitudes, behaviors, programs and policies.

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Steps to Create Safe, Stable, Nurturing Relationships and Environments.



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How do we Grow Concern and Hope??



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Self-Evaluation

- What does it do to us when we use a negative frame?
- What belief am I trying to change?
- What message are parents hearing from me? From my agency?
- Are we delivering a message of HOPE?
- How can a positive frame impact/add to my efforts?

A Community that Cares Implementation

- Increased awareness of positive/negative frames
- Practice Reframing
- Training for Partner Agency Staff
- Roll out Positive Community Norms Campaign
 - Posters, Yard Signs, Meeting Agendas, Social Media, Slides for presentations/displays, giveaway items for parents
- Safe Sleep Campaign
- Conversations*
- Continually re-assess and identify new partners



97% OF HIGHLANDS
COUNTY PARENTS
WANT TO DO WHAT'S
BEST FOR THEIR
CHILDREN.



Data collected through the Highlands County Community Norms Survey
For more information, visit: www.acommunitythatcares.org



98% OF HARDEE,
HIGHLANDS, &
POLK COUNTY
PARENTS WANT TO
BE A STABLE AND
POSITIVE INFLUENCE
IN THEIR CHILD'S
LIFE.



DATA COLLECTED THROUGH THE COMMUNITY NORMS SURVEY
FOR MORE INFORMATION, VISIT: WWW.ACOMMUNITYTHATCARES.ORG





Most parents
in our county
believe it is
important that
their child's
healthy
development
is encouraged.

Data collected through the Community Norms Survey
For more info, visit: www.acommunitythatcares.org



96% of Polk County parents agree they can benefit from new parenting skills.

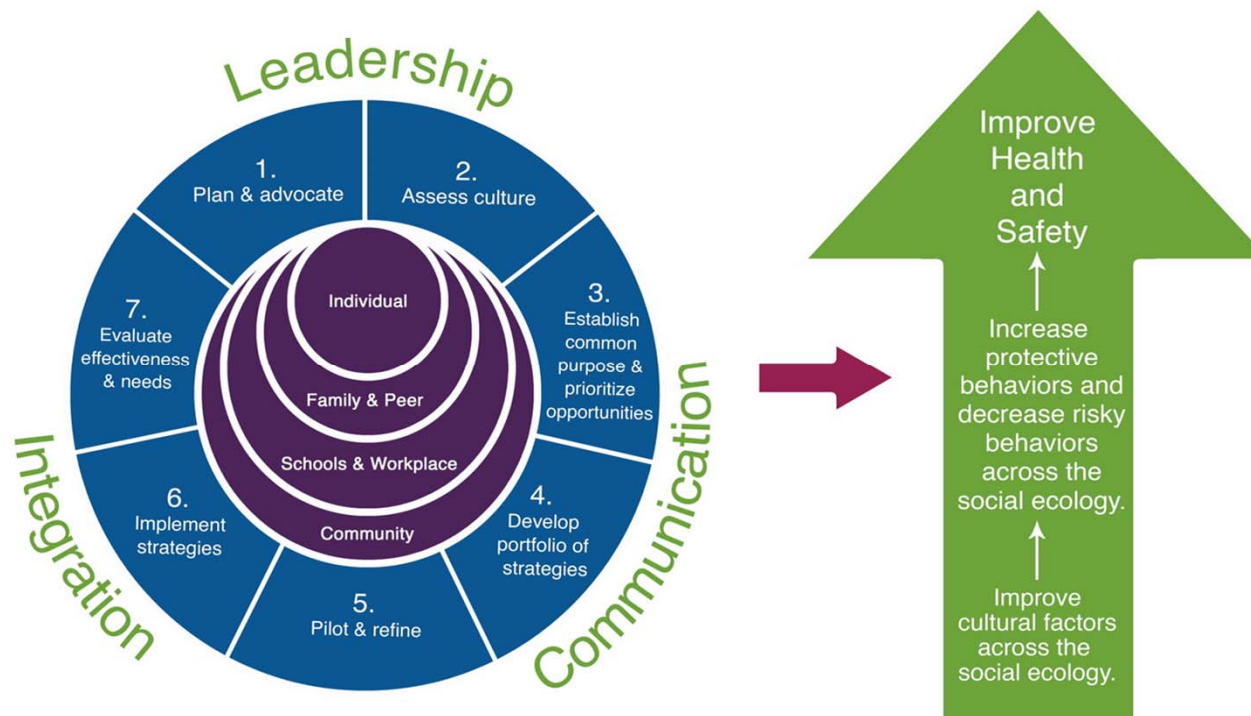


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HFC – transformative work

- Re-framing messaging across the board
- Partners seeking guidance
- Community agencies adopting practice
- Shift in social media presence
- Interest across businesses and agencies
- Takes time

Positive Culture Framework



Projects to Change Beliefs

- Utah Department of Public Safety – growing seat belt use across 7 counties
- Idaho Transportation Department –preventing driving after drinking
- Many targeted social norms strategies to reduce underage drinking/tobacco use among high school populations

Questions for Reflection

- How do we receive information? From where?
- How do we/I communicate about this issue?
What language do I use? Am I unintentionally creating misperceptions?
- What else do I need to learn?

What Are Your Questions?



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