

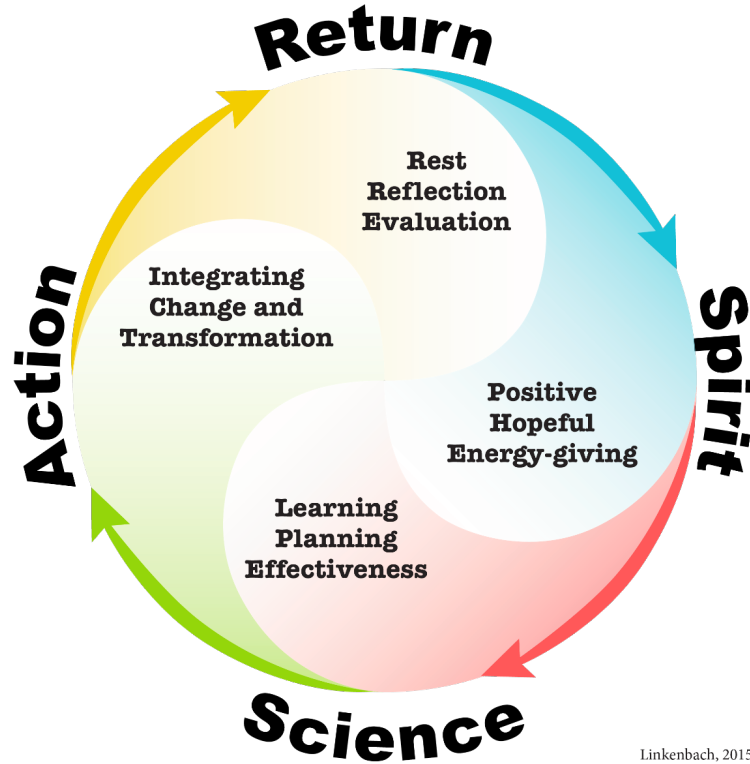
Creating Safer Roads through Positive Community Norming Campaigns

Impact
--- Teen Drivers ---

OVERVIEW

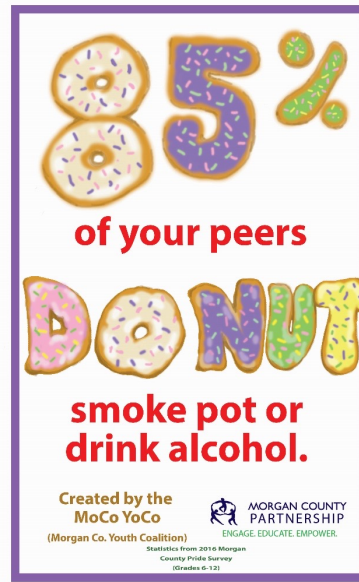
- The Science of the Positive (Linkenbach, 2007)
- A Positive Community Norms Approach
- Positive Community Norming in ITD Programs

The Science of the Positive Cycle of Transformation



Linkenbach, 2015

THE SCIENCE OF THE POSITIVE



A POSITIVE COMMUNITY NORMS APPROACH

- Opposite of problem-centered framework or deficit model
- The positive is effective!

WHAT DO YOU THINK?

What percentage of young people....
Say that they always buckle up inside of the car?

94%

(CDC Youth Risk Behavior Surveillance, 2017)

WHAT DO YOU THINK?

What percentage of young people....
Think that teen passengers are a distraction while
driving?

94%

(CDC Youth Risk Behavior Surveillance, 2017)

WHAT DO YOU THINK?

What percentage of young people....

Say that they would STOP texting while driving if a friend asked them to?

90%

(AT&T, 2015)

ACTUAL VS. PERCEIVED NORMS

Perceived Norms:

What individuals THINK is going on in a community



PCN Aims to
close the gap!

Actual Norms:

What is ACTUALLY going on in a community

Piranhas.
Poison.
Ebola.
Chainsaws.
Lattés.

“The program was eye-opening. I never realized how important my choices behind the wheel are.”

Grizzlies.
Crack.
AIDs.
Swords.
Lipgloss.

POSITIVE COMMUNITY NORMING IN ITD PROGRAMS

POSITIVE COMMUNITY NORMING IN ITD PROGRAMS

CREATE REAL
impact
YOUR IDEAS DRIVING CHANGE

 Creative Writing

 Video

 Graphic Design

 Music

 Spanish

NEW Teacher/Advisor Category

Submit your creative strategies to end reckless & distracted driving.
Win your share of \$27,000!

Get Started Today! www.CreateRealImpact.com

The Spring 2021 Contest will close on April 15, 2021
Teacher/advisor category applications due on March 31, 2021
See website for rules.

 California Casualty

 nea

 Impact
Teen & Driver

JustDrive
2021 | PSA VIDEO CONTEST

WIN MONEY AND SAVE LIVES!


STUDENTS & TEACHERS!
CREATE A VIDEO OR SOCIAL MEDIA CAMPAIGN
SHOWCASING YOUR SOLUTION TO END
RECKLESS & DISTRACTED DRIVING!


**OVER \$40,000
IN PRIZES!**

CONTEST CLOSES: WEDNESDAY, APRIL 14, 2021 AT 5:00 P.M. (ET)
ONLINE VOTING OPENS: THURSDAY, APRIL 15, 2021 AT 10:00 A.M. (ET)
ONLINE VOTING CLOSES: THURSDAY, APRIL 22, 2021 AT 5:00 P.M. (ET)

FOR MORE INFORMATION, VISIT JUSTDRIVEPSA.COM

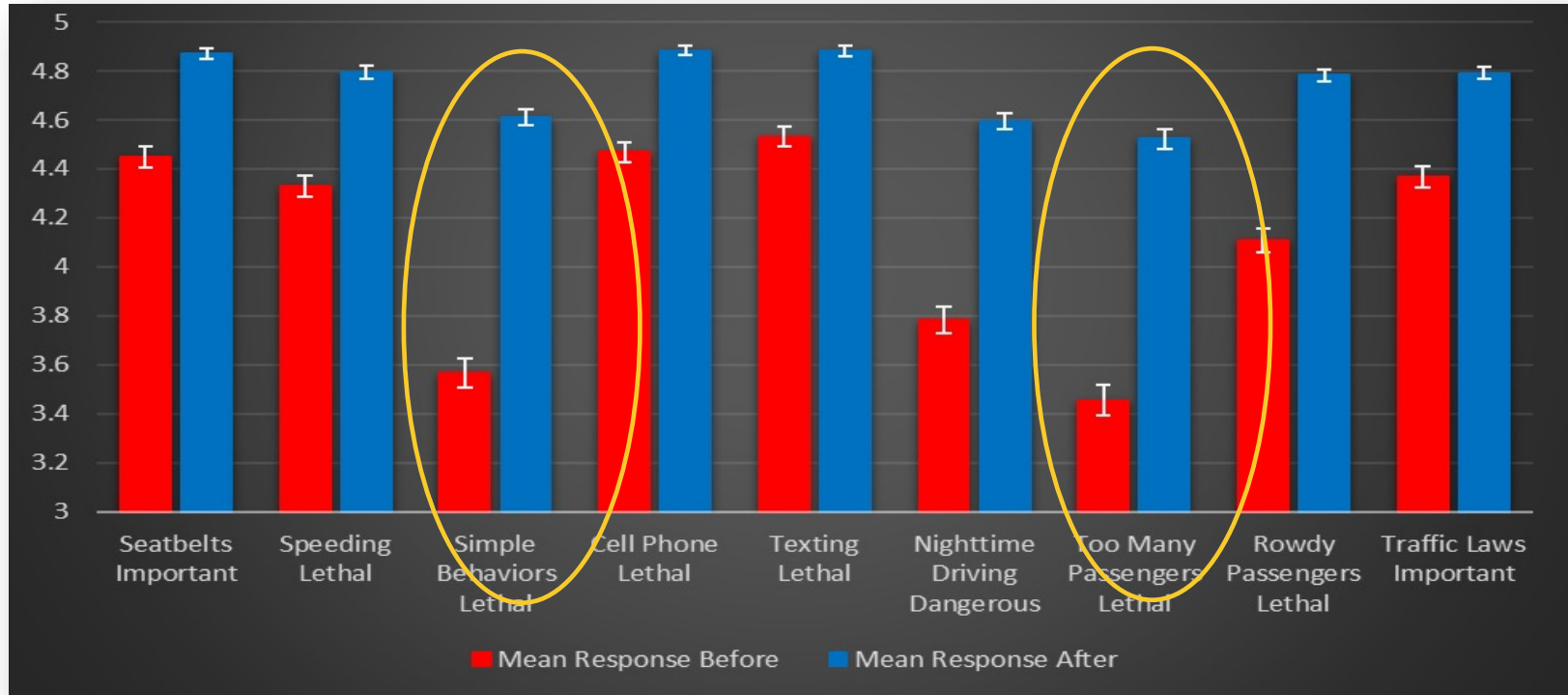
CONTEST LIMITED TO CONNECTICUT
RESIDENTS AGES 14-22

 NJM Insurance Group

 Impact
Teen & Driver



PERCEPTION OF BEHAVIOR CONTROL



Thank you!

Valerie Schiro- Education Outreach Coordinator
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