Creating Safer Roads through Positive Community Norming Campaigns
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

- Action
  - Integrating Change and Transformation
- Spirit
  - Learning Planning Effectiveness
- Science
  - Positive Hopeful Energy-giving
- Return
  - Rest Reflection Evaluation

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 percentage of young people say that they always buckle up inside of the car?

94%  

(CDC Youth Risk Behavior Surveillance, 2017)
What percentage of young people....

Think that teen passengers are a distraction while driving?

94%

(CDC Youth Risk Behavior Surveillance, 2017)
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

Actual Norms: What is **ACTUALLY** going on in a community

PCN Aims to close the gap!
POSITIVE COMMUNITY NORMING IN ITD PROGRAMS

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

Bar chart showing the perception of behavior control for various factors such as seatbelts, speeding, simple behaviors, cell phone use, texting, nighttime driving, too many passengers, rowdy passengers, and traffic laws. The chart compares the mean response before and after intervention, with red bars indicating mean response before and blue bars indicating mean response after.
Thank you!

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