**What Can My Stakeholders Do to Support Our**

**Positive Community Norms Efforts?**

Support from stakeholders is critical for launching and sustaining your prevention efforts. These individuals play an Important role in guiding conversations in the community, so setting them up for success is a great investment early in your efforts.

Ensuring that your stakeholders understand what the Positive Community Norms framework is and how they can support your efforts will help them feel more comfortable in this leadership role. Try providing multiple educational and skill-building opportunities to increase their capacity. Here are a few ideas:

* Informational sessions on the Positive Community Norms framework and how your prevention programs and strategies fit within the framework
* Skill-building opportunities where stakeholders develop and practice talking points to help guide common conversations within the community
* Leadership opportunities where stakeholders are allowed to lead particular coalition activities and/or strategies with proper mentoring and guidance

Requesting support from your stakeholders might seem intimidating. Consider using the talking points below when prepping for these conversations. Including your own data/information is encouraged:

* Please support our Positive Community Norms efforts, a science-based method of keeping our community safe and healthy.
* Soon you’ll be seeing a communication campaign, which is founded on the idea that our behaviors are influenced by our perceptions of what is “normal”. The issue is that we tend to severely misperceive what is normal – particularly when it comes to the attitudes and behaviors of our peers. We can tend to think that “everybody’s doing it”, whether it’s smoking, drinking or other risky behaviors.
* Our task is to create awareness that everyone is *not* doing it. In fact, from data, we’ve learned that most are engaging in healthy behaviors. It’s this information that will empower others to continue their healthy lifestyles.

Here are a few tips you can provide for how they can support your PCN efforts:

* Emphasize the healthy, positive behaviors in the community. Learn more about our data set and the healthy norms that have been revealed.
* Scaring health into people doesn’t work. In fact, research suggests that fear-based approaches may increase harmful behavior.
* Conflicting messages create confusion. Once individuals understand that most of their peers support and practice healthy behaviors, exceptions to this norm can be discussed and explained within an accurate context.
* Hearing and seeing healthy, normative messages awakens individuals to this realization and challenges their misperceptions
* Truthful messages taken from accurate data will positively impact behaviors.
* Long-held misperceptions take time to change. Repeated exposure to our messages is essential for success.