

An Overview of
The Science of the Positive™
and the
Positive Community Norms Model

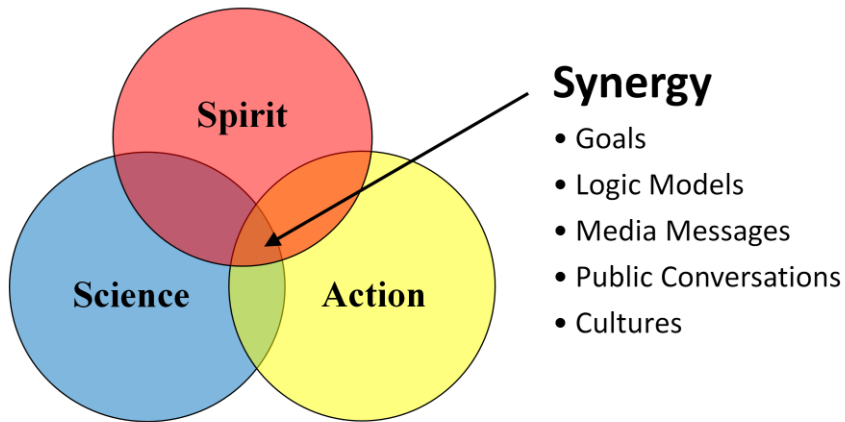
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The following slides provide a high-level overview of The Science of the Positive and the Positive Community Norms Model.

Science of the Positive™

A framework for improving community health



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The Science of the Positive is a framework developed by Jeff Linkenbach to study, measure, and grow the positive.

The framework uses three lenses or domains to look at the world – Spirit, Science and Action. When spirit, science and action are aligned, a synergy takes place resulting in better outcomes. This synergy takes place across goals, logic models, media messages, public conversations and cultures.

Not only is the alignment of spirit, science and action important, the order in which these domains are addressed is important as well. Spirit comes first, then science, then action. Too often we may skip spirit or science (or both) and move to action prematurely.

While the Science of the Positive framework may appear simple, it is very powerful and can be utilized in many different ways and in many different contexts.

Science of the Positive

Core Concepts

Spirit

- meaning, essence, values

Science

- understanding, investigating

Action

- behaviors, practices, habits



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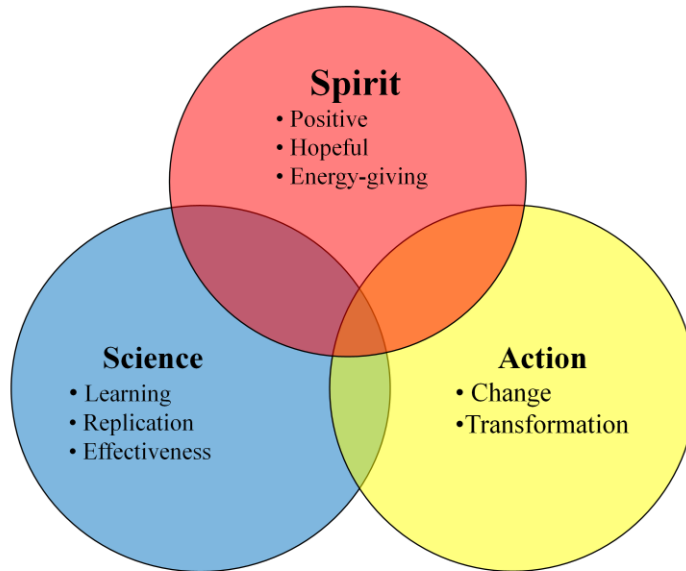
The words Spirit, Science and Action have many meanings. It is important to clarify our meaning of these words.

When we consider Spirit, we think of the meaning, the core essence, the values. For example, the phrases “school spirit” or “spirit of the law” captures how we view spirit.

When we consider Science, we think of how we understand the world around us. Our science is constantly unfolding and is ever-changing. Our understanding of the world today is very different than our understanding 30 years ago (or our understanding 10 years from now). Science is not about right and wrong or fact and ignorance, but rather about a process of constantly learning and questioning our understanding.

When we consider Action, we think of many forms of action such as behaviors, practices, habits as well as structures which may codify actions like policies, regulations and laws.

Science of the Positive



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When we apply the Science of the Positive to improving community health, we can use the three domains to guide our work. We believe that the spirit of our prevention efforts should be positive, hopeful and energy-giving. Changing people's behaviors will take energy, and a positive spirit will give us and our communities the energy we need to move forward.

We must embrace science in our work and seek to gain a better understanding of our world in all of our efforts. The work of understanding and influencing human behavior and decision making is extremely complex. By engaging in the scientific process, we can learn and improve our prevention efforts.

We believe that our actions must result in both change and transformation. Change alone will not be sufficient. Transformation will result in sustainable outcomes.

Outcomes of Action

Change

- Temporary
- Surface level
- Combines same elements-new formats
- More common
- Easier to measure
- Linear & stages
- Current paradigm

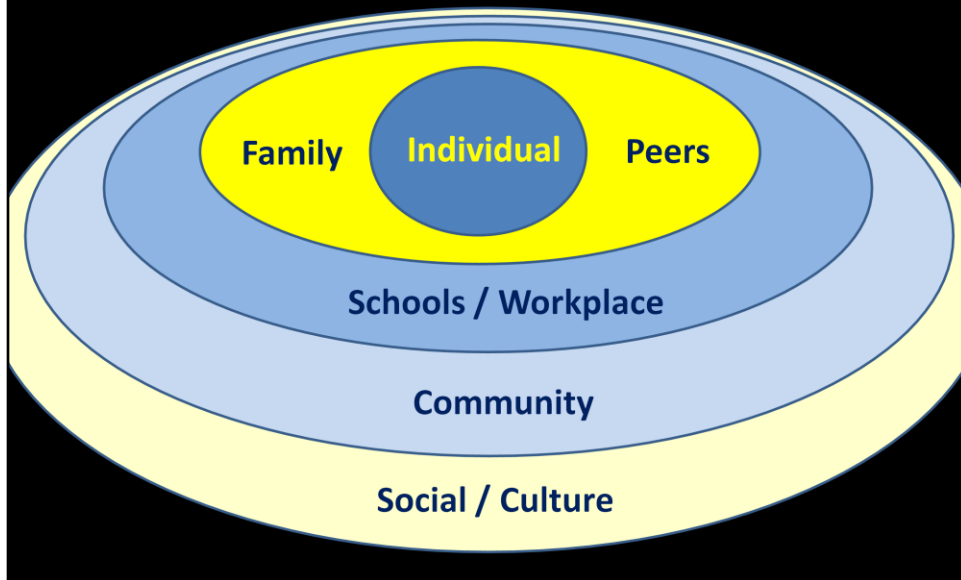
Transformation

- Lasting
- Deep core
- New elements, synergistic reactions
- More rare
- Difficult to measure
- Quantum leaps
- Paradox & shifts

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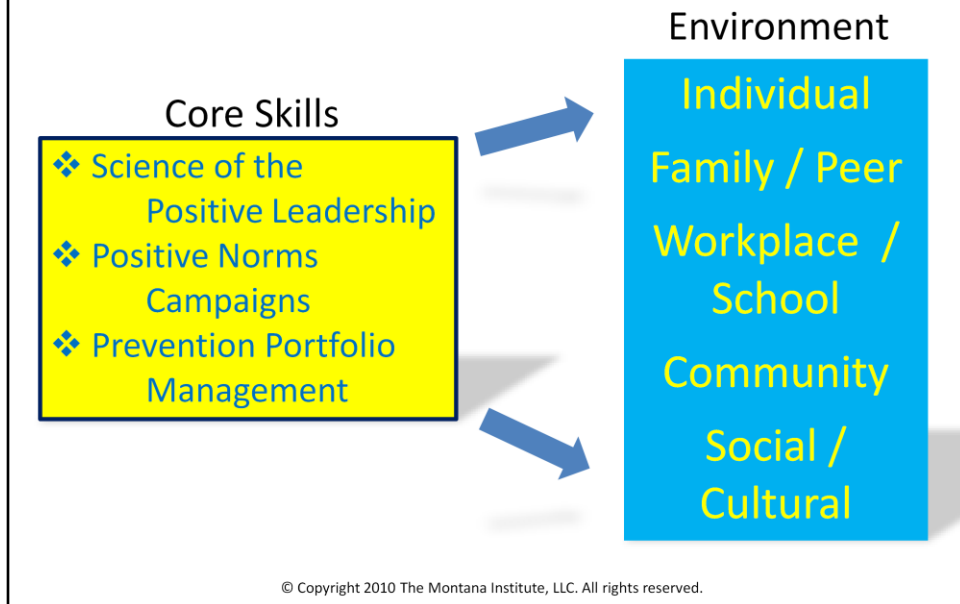
In our prevention efforts, we seek both change and transformation.

Social Ecological Model

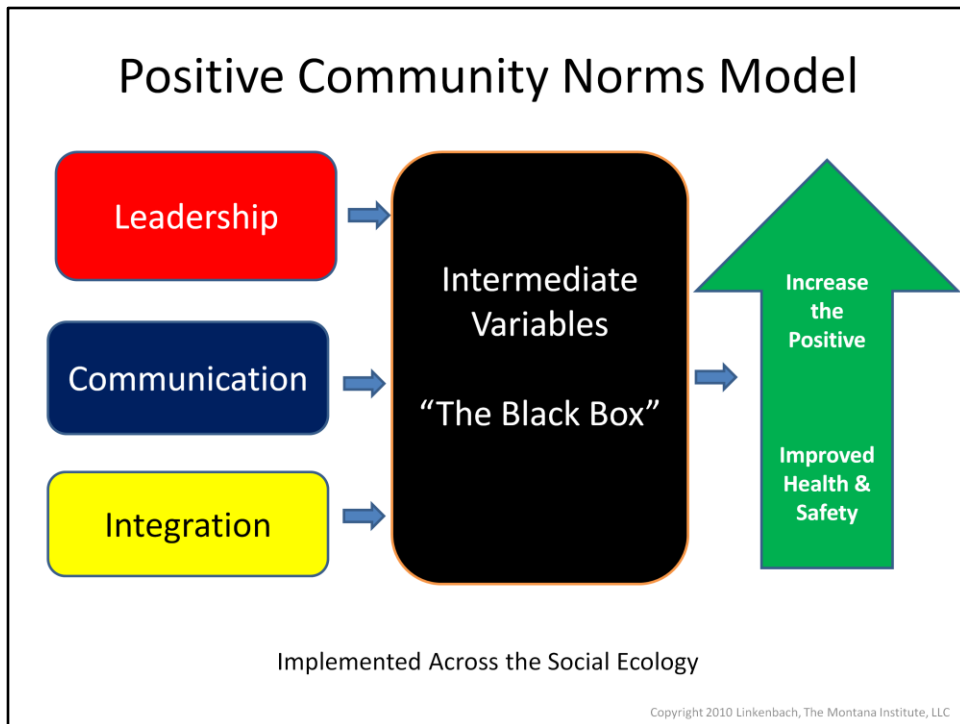


Our prevention efforts need to address the entire social ecology. By working across the social ecology, we can impact individuals by not only focusing on them, but also addressing the environment in which they live and work.

Positive Community Norms Model



The Positive Community Norms (PCN) Model is a prevention model based on the Science of the Positive. The Positive Community Norms Model seeks to address three core skills among prevention specialists and have these skills applied across the social ecology.



Viewed as a logic model, there are a host of intermediate variables associated with each of the core skill areas.

Theoretical Foundation of PCN

- Adlerian Psychology
- Transformational Learning Theory
- Social Ecology Theory
- Social Cognitive Theory
- Theory of Reasoned Action
- Normative Theories

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PCN is based on several theoretical models for decision-making and behavior change.

Positive Community Norms (PCN)

Science of the Positive Leadership

- Successful prevention efforts require effective leadership.

Positive Norms Campaigns

- Correcting misperceived norms influences a wide range of behaviors and attitudes across the social ecology.

Prevention Portfolio Management

- Successful prevention efforts require a mix of strategies.
We must strategically manage the allocation of prevention resources.

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For more information on
The Science of the Positive™
and the
Positive Community Norms Model
please visit
www.mostofus.org

Thank-you!

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