

Positive Community Norms Institute

Holiday Inn Denver East - Stapleton
3333 Quebec Street
Denver, CO 80207
Arapahoe Ballroom

Tuesday, January 24th, 2012 The Positive Community Norms Model Overview

8:30 am - 9:00 am	Registration in the Arapahoe Ballroom
9:00 am - 10:30 am	The Science of the Positive™
10:30 am - 10:45 am	Short Break
10:45 am - 12:00 pm	The Power of Spirit, Science, Action
12:00 pm - 1:00 pm	Lunch break (on your own)
1:00 pm - 4:00 pm	Positive Community Norms Model: Community and the Social Ecology Positive Community Norms Model: Applying Social Norms

Wednesday, January 25th, 2012 The Journey Begins

8:30 am - 10:30 am	PCN Leadership: Seven Core Leadership Principles for Success
10:30 am - 10:45 am	Short Break
10:45 am - 12:00 pm	PCN Integration: Prevention Portfolio
12:00 pm - 1:00 pm	Lunch break (on your own)
1:00 pm - 4:00 pm	PCN Communication: Seven Step PCN Model- Step 2: Baseline Data Seven Step PCN Model- Step 3: Message Development

Thursday, January 26th, 2012 Planning and Environmental Advocacy

8:30 am - 10:15 am	PCN Communication: Seven Step PCN Model- Step 4: Communication Plan Seven Step PCN Model- Step 5: Pilot Testing and Refining
10:15 am - 10:30 am	Short Break
10:30 am - 12:00 pm	PCN Communication: Step 6: Implementation / Step 7: Evaluation Your Road Map: Strategic Project Planning- Part One
12:00 pm - 1:00 pm	Lunch break (on your own)
1:00 pm - 3:00pm	Your Road Map: Strategic Project Planning- Part Two Tools for the Journey