

"ACTUALITY" Presentation

Friday, September 25, 2009

9:00 a.m.—4:00 p.m.

Location

Mesquite Convention Center
1700 Rodeo Drive
Mesquite, TX 75149

Trainers

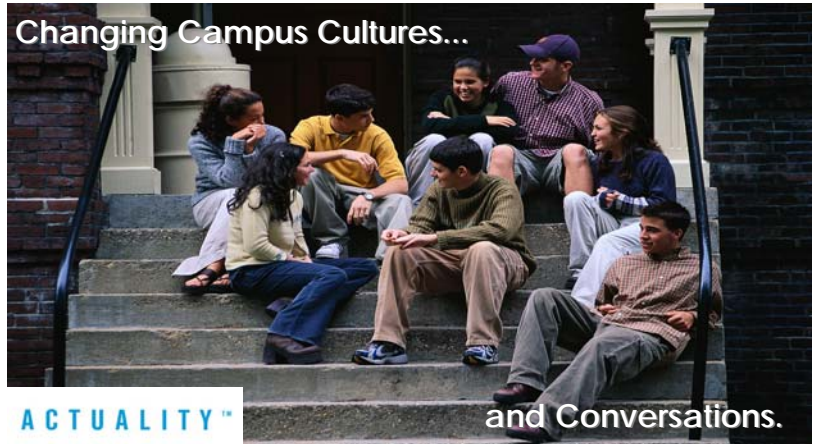
Scot Crandall
Executive Director
TEAM Ft. Collins, CO

Jim Campain
National Consultant
Red Truck, LLC

Training Objectives

- How Perception Affects Reality
- Causes of Students' Misperceived Norms
- The "ACTUALITY" Process
- Campaign Theory
- How to Create and Implement a Successful Social Norms Campaign Based on Data, Desired End Result and Critical Student Involvement

Changing Campus Cultures...



"ACTUALITY" Training

How many times have you heard students say "everybody is doing it" when you know in fact that everybody is not? Social norms campaigns take into account that behavior often is influenced by incorrect perceptions.

Social Norms campaigns, like the dozens implemented by ACTUALITY, reinforce the majority who make healthy choices, remedies the incorrect perception and changes unhealthy behavior with a creative and innovative messaging campaign.

Previous Campaign Results include: 20% reduction in students who drove after drinking alcohol, 29% reduction in students who rode in a car with a driver who had been drinking, 37% reduction in students who think it is OK to miss several days of school, & much more.

Please register online: www.region10.org

Registration Deadline is September 18, 2009

For assistance with online registration, please contact Region 10's Help Desk at 972-348-1158.

For questions regarding the workshop, please contact Cynthia Small at 972-348-1296 or cynthia.small@region10.org or Valarie Taulman 214-522-8600 or vtaulman@gdcada.org.

The following CEU's will be available: LPC, LSW and LCDC.



It is the policy of Region 10 ESC not to discriminate on the basis of race, color, national origin, gender or handicap in its vocational programs, services, or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; & Section 503 & 504 of the Rehabilitation Act of 1973, as amended. Region 10 ESC will take steps to ensure that lack of English language skills will not be a barrier to admission & participation in all educational programs & services.