

| MONTANA SUMMER INSTITUTE 2017 INTENSIVE POSITIVE COMMUNITY NORMS SEMINAR ON THE SEVEN STEP MONTANA MODEL OF PCN COMMUNICATIONS <i>Led by Jeff Linkenbach, Ed.D., Director of The Montana Institute & Sara Thompson, PCN Consultant</i> Tuesday, July 11th | |
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| 8:00 am – 9:00 am | Breakfast and Networking <i>Lower Atrium of the Yellowstone Conference Center</i> |
| 8:30 am – 9:00 am | Seminar Check-In <i>Gallatin Ballroom</i> |
| 9:00 am – 10:00 am | Overview of The Science of the Positive Process and the Positive Community Norms Framework |
| 10:00 am – 10:30 am | Step 7: Evaluation |
| 10:30 am – 10:45 am | Break |
| 10:45 am – 11:10 am | Step 1: Planning & Environmental Advocacy |
| 11:10 am – 11:30 am | Step 2: Baseline Data |
| 11:30 am – 12:00 pm | Step 3: Message Development |
| 12:00 pm – 1:00 pm | Lunch in the Upper Atrium |
| 1:00 pm – 1:30 pm | Step 3: Message Development (continued) |
| 1:30 pm – 2:00 pm | Step 4: Communication Planning |
| 2:00 pm – 2:45 pm | Step 5: Pilot Testing and Refining |
| 2:45 pm – 3:00 pm | Break |
| 3:00 pm – 3:45 pm | Step 6: Implementation |
| 3:45 pm – 4:15 pm | Step 7: Evaluation & Reflection |