

JEFFREY W. LINKENBACH

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EDUCATION:

Ed.D. in Adult and Community Education

Montana State University, Bozeman, MT (1995)

M.A. in Counseling and Guidance

University of Arizona, Tucson, AZ (1985)

B.A. in Psychology

Fort Lewis College, Durango, CO (1984)

PROFESSIONAL EXPERIENCE:

Director of the National MOST OF US® Social Norms Research Institute & Adjunct Research Professor -- Department of Health and Human Development Montana State University. Founder / Director of The Montana Institute (1/98 - Present).

Provide international consultation, public speaking, leadership development and technical assistance to institutions, organizations and corporations to improve outcome effectiveness based upon The Science of the Positive® Model. Direct grant-funded research projects through national MOST Of Us Institute for various intervention projects throughout the United States. Statewide and regional projects include those to reduce alcohol-related traffic crashes, increase seatbelt use, tobacco prevention, enhance parent & youth communication, social-environmental health and support for law enforcement and health policy.

Assistant Director of Student Health Service for Health Promotion Montana State University, Bozeman, MT (6/92 - 1/98)

Overall responsibility for directing campus-wide health promotion program for approximately 11,000 students. Provided supervision for professional staff of over 22 people. Administered and evaluated effectiveness of the program and activities to impact the health culture and norms of the entire campus community.

Director, Alcohol & Drug Assistance Center Montana State University, Bozeman, MT (9/90 - 6/92)

Established and managed institution-wide alcohol and drug prevention office as Department Head in the division of Student Affairs through co-writing and receiving institution-wide grants from Fund for the Improvement of Post-Secondary Education (FIPSE).

Chemical Dependency Program Coordinator Bozeman Public Schools, Bozeman, MT (8/89 - 6/90)

Directed and implemented overall program for providing substance abuse awareness,

prevention and intervention programs for entire school district K-12 students and staff members.

Counselor/Program Specialist

Colorado State University, Fort Collins, CO (8/88 - 6/89)

Performed drug/alcohol assessments for students in Student Health and University Counseling Center. Conducted individual and group counseling for drug/alcohol, co-dependency and adult children of alcoholics. Taught courses on substance abuse and related issues.

Clinical Program Director

Drug Abuse Programs of American (DAPA)/Comprehensive Psychiatric Programs of America, Fort Collins, CO (10/87 - 8/88)

Designed, implemented, and administered clinical programs in the areas of couples counseling, wellness, co-dependency, outdoor-experience therapy and adolescent programs.

Adolescent/Family Therapist

New Beginnings, Fort Collins, CO (1/87 - 10/87)

Supervision of adolescent and family caseload for inpatient chemical dependency treatment program.

OTHER PROFESSIONAL ACTIVITIES

Board Member, The Institute for Public Strategies (2006-Present)

Board Member, Gallatin Valley, MT-- Local YMCA (2006-Present).

Member, Advisory Board for *Rubenu-Community Health Solutions Project*, Beitar Eilit, Israel (2006 – Present).

Founder / Director, *The Montana Institute for Advanced Social Norms Practitioners* (2003-present).

Executive Editor, *The Report on Social Norms* (2005- Present).

Member, Tools for Schools Methamphetamine Education Partnership (2004-2005).

Editorial Advisory Board Member, *The Report on Social Norms* (2001- 2005).

Member, American Cancer Society—Gallatin County Council (2002- 2003).

Founder / Coordinator, The National Conference on the Social Norms Approach to Prevention (1998--1999).

Faculty, The National Conference on the Social Norms Approach to Prevention (2000-2002).

Licensed Addictions Counselor—State of Montana (1996- present).

Member, Commission XVIII Directorate Body, American College Personnel Association (ACPA) (2000-2002; 1995-1996).

Ad Hoc Member, Montana Governor's Council on Tobacco-Use Prevention (1999-2000).

Committee Chair, MSU--College of EHHD Committee on Sponsored Programs (1999-2000).

President, Gallatin County Prevention Coalition, (1993-1995); Board Member. (1990-1993).

Member, National Association of Alcohol & Drug Abuse Counselors (1999).

Member, Bozeman Alliance for Substance Abuse Prevention (1999).

Associate, Higher Education Center for Alcohol and Drug Prevention (1996-present).

Trainer, Policies and Programs for the 1990's for Minimizing Alcohol and Other Drug Use and Traffic Safety Problems on College Campuses (1989).

Certified Emergency Medical Technician, State of Colorado (1984-1989).

HONORS & AWARDS

2007 USDA/CSREES Program of Distinction Award for Tools For Schools Meth Project.
2006 National Association of Extension 4-H Agents—Excellence in Teamwork Award.
2003 The National Highway Traffic Safety Administration’s ‘Lifesavers’ Public Service Award.
1999 Innovative Programs Award from the Montana Higher Education Network.
1994 National Interfraternity Conference Silver Medal for Service (Our Chapter, Our Choice).
1993 National Highway Traffic Safety Administration Program of Excellence Award (STEPS).
1991 Bacchus Peer Education Network New Chapter of the Year Award.
1991 Montana State University Faculty/Staff of the Year Finalist.

SELECTED PUBLICATIONS

Linkenbach, J.W. How to Use Social Norms Marketing to Prevent Driving After Drinking: A MOST Of US® Toolkit. A Publication of the MOST Of Us® Institute, Montana State University-Bozeman. (2006). Available at www.mostofus.org.

Linkenbach, J.W. “Leveraging Peer Influence: The DOs and DON’Ts.” Featured in “A National Agenda for Increasing Safety Belt Usage Among Teenagers.” A project of the Automotive Coalition of Traffic Safety (ACTS). Available at www.actsinc.org. pg. 30-31.

Linkenbach, J.W. “Social Norms Marketing.” Featured in “A National Agenda for Increasing Safety Belt Usage Among Teenagers.” A project of the Automotive Coalition of Traffic Safety (ACTS). Available at www.actsinc.org. pg. 26.

Dunnagan, T., Haynes, G., **Linkenbach, J.**, Summers, H. (2005). “Support for Social Norms Programming to Reduce Alcohol Consumption in Pregnant Women.

Linkenbach, J.W. (2005) (In Press.) “Perceptions, Policies and Social Norms: Transforming Alcohol Cultures Over the Next 100 Years.”

Linkenbach, J.W. and Perkins, H.W. (2005) MOST Of Us Prevent Drinking and Driving: A Successful Social Norms Campaign to Reduce Driving after Drinking among Young Adults in Western Montana. A publication by the National Highway Traffic Safety Administration—U.S. Department of Transportation. DOT HS 809 869.

Linkenbach, J.W. (2005) (In Press). The Social Norms Approach and Teen Safety Belt Use. A publication by the National Highway Traffic Safety Administration—U.S. Department of Transportation.

Dunnagan, T., and **Linkenbach, J.** (2005) (In Press). A Summary Report of NHTSA-Sponsored Interventions and Research Conducted on Impaired Drivers. An evaluation

and publication of findings prepared for the National Highway Traffic Safety Administration (NHTSA) Impaired Driving Division.

http://www.nhtsa.dot.gov/people/injury/alcohol/SocialNorms_Strategy/index.htm

Linkenbach, J., Lande, G., and Evans, J. “Back to the Future: Three Commitments for Advancing Social Norms Science.” In: "The State of Social Norms". The Report on Social Norms, 3(9):3, June 2004.

Linkenbach, J.W. & Staff (2003). “The Montana Summer Institute for Advanced Social Norms Practitioner.” *The Report on Social Norms*: September (2003), Volume 3, Issue 1 (4). PaperClip Communications.

Berkowitz, A.B., Hancock, L. and **Linkenbach, J.** (2003). “An Interview with Linda Hancock and Jeff Linkenbach.” In The Report on Social Norms. July (2003), Volume 2. No. 9. (4).

Linkenbach, J. and Lande, G. (2004). “Meth-Free MT—A Grassroots Community Policing Initiative and Guide.” A community manual developed by the staff of MOST Of Us® for the Montana Attorney General’s Office as part of the Montana Methamphetamine Prevention COPS Grant Initiative. Available at www.MethFreeMT.org.

Astroth, K.A. and **Linkenbach, J.W.** “Risky Business: A Research of Risk-Inherent Recreational Activities, Potential Prevention Strategies and Possible Applications to Reducing ATV Injuries and Fatalities.” (2003) A publication of the National 4-H Foundation. Available at www.atv-youth.org/atvdocs/RiskyBusiness-LoRes.pdf.

Perkins, H. W. and **Linkenbach, J.W.** (2004). “The Efficacy of Social Norms Marketing.” A Special Report to the Syracuse Community on Alcohol, Other Drugs, and Campus Security. The Division of Student Affairs, Syracuse University. Syracuse, New York. Summer 2004, (5).

Fabiano, P.M., Perkins, H.W., Berkowitz, A., **Linkenbach, J.** and Stark, C. (2003) “Engaging Men as Social Justice Allies in Ending Violence Against Women: Evidence for a Social Norms Approach. *Journal of American College Health*. 52(3) 105-112.

Perkins, H.W. and **Linkenbach, J.W.** “Harvard Study of Social Norms Deserves “F” Grade for Flawed Research Design.” Opinion Posted Publication on the U.S. Department of Education’s Higher Education Center for Alcohol and Other Drug Prevention. (October 17, 2003) Available at: <http://www.socialnorm.org>

Cornish, J. and **Linkenbach, J.** “Using Social Norms to Reduce Impaired Driving.” *The Peer Educator*. The Official Monthly Publication of The BACCHUS & GAMMA Peer Education Network. October 2003. Vol. 26, No. 3. pp. 8.

Dunnagan, T., Haynes, G., **Linkenbach, J.**, and Shatwell, P. “Developing Theoretical and Environmental Policy for Underage Drinking.” *American Journal of Health Behavior*. 27(5) 2003: 508-523.

Linkenbach, J. “Meth-Free Montana.” The Prevention Connection: A Publication of the Montana Prevention Resource Center and the Addictive and Mental Disorders Division of the Montana Department of Public Health and Human Services. Summer (2003). Vol VII (2), 16.

Linkenbach, J. “The Montana Model: Development and Overview of a Seven-Step Process for Implementing Macro-Level Social Norms Campaigns.” In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass, 2003.

Linkenbach, J. and Perkins, H.W. “Misperceptions of Peer Alcohol Norms in a Statewide Survey of Young Adults.” In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass, 2003.

Linkenbach J. and Perkins H.W. “Most Of Us[®] Are Tobacco-Free: An Eight-Month Social Norms Campaign Reducing Youth Initiation Of Smoking In Montana.” In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass, 2003.

Linkenbach, J., Perkins H.W. and DeJong, W. “Parents’ Perceptions of Parenting Norms: Using the Social Norms Approach to Reinforce Effective Parenting.” In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass, 2003.

Linkenbach, J. “Are You Making Headlines or Reading Them? Enhancing Prevention by Generating News Coverage.” The Prevention Connection: A Publication of the Montana Prevention Resource Center and the Addictive and Mental Disorders Division of the Montana Department of Public Health and Human Services. Spring (2003). Vol VII (1), 23.

Linkenbach, J., Berkowitz, A., Cornish, J., Fabiano, P., Haines, M., Johannessen, K., Perkins, H.W. and Rice, R., (2002) “The Main Frame: Strategies for Generating Social Norms News.” A PDF Document available at www.mostofus.org.

Linkenbach, J.W. Marketing Highlight: Drinking and Driving. In P. Kotler, N. Roberto, & N. Lee (Eds.), Social Marketing: Improving the Quality of Life (2nd Edition) (pp. 162-166). Thousand Oaks, CA: Sage Publication, Inc., 2002.

Perkins, H.W., Craig, D.W., & **Linkenbach, J.W.** “Comparing Measures of High-Risk Drinking in a Statewide Survey of Young Adults: Bringing Estimated BAC Levels into the Equation.” A research paper presented at the Annual Meeting of the American Public Health Association. Philadelphia, PA (2002). Copies available through perkins@hws.edu.

- Linkenbach, J.W.** Social Norms. In P. Kotler, N. Roberto, & N. Lee (Eds.), Social Marketing: Improving the Quality of Life (2nd Edition) (p. 173). Thousand Oaks, CA: Sage Publication, Inc., 2002.
- Linkenbach, J.** (2001) "Cultural Cataracts: Identifying And Correcting Misperceptions in the Media." The Report on Social Norms: Working Paper No (1). PaperClip Communications.
- Perkins, H. W., DeJong, W., and **Linkenbach, J.** (2001). "Estimated Blood Alcohol Levels Reached by "Binge" and "Non-Binge" Drinkers: A Survey of Young Adults in Montana." *Psychology of Addictions*, 2001, 15, 317-320.
- Linkenbach, J.W.** and D'Atri, G. (2000). "Community Readiness and Needs Assessment Exercise." The Prevention Connection: A Publication of the Montana Prevention Resource Center and the Addictive and Mental Disorders Division of the Montana Department of Public Health and Human Services. Vol IV (3), 18.
- Linkenbach, J.** (1999). "Imaginary Peers and the Reign of Error: Binge Drinking Prevention Through Social Norms." The Prevention Connection: A Publication of the Montana Prevention Resource Center and the Addictive and Mental Disorders Division of the Montana Department of Public Health and Human Services. Vol III (3), 1-5.
- Linkenbach, J.** "Application of Social Norms Marketing to a Variety of Health Issues." *Wellness Management*. Fall 1999. (15) No. 3.
- DeJong, W. & **Linkenbach, J.** "Telling It Like It Is: Using Social Norms Marketing Campaigns to Reduce Student Drinking." American Association for Higher Education Bulletin. 52(4) 1999: 13-16.
- Linkenbach, J.** "Building a Bridge: Applying the Social Norms Model to Sexual Health." The BACCHUS & GAMMA Sexual Responsibility Manual. 1999. (Available from the Bacchus & Gamma Peer Education Network, 4704 Colfax Ave. S. Minneapolis, MN 55409)
- Linkenbach, J.W.** (1999). Section 10 -- Social Marketing for Prevention. *The New Prevention Professionals Training Manual*. (Available from the Western Center for the Application of Prevention Technology, <http://www.unr.edu/educ/cep/prac/>)
- Linkenbach, J.** "The Montana Model of Social Norms Marketing." An Unpublished Training Manual. 1998.
- Linkenbach, J.** (1998). Health Entrepreneurism. Promising Practices: Campus Alcohol Strategies. Copyright 1998 by George Mason University, Fairfax, Virginia.
- Haubenreiser, J. and **Linkenbach, J.** "The Hologram Peer Research Model." Promising Practices: Campus Alcohol Strategies. Copyright 1996 by George Mason University, Fairfax, Virginia.

- Linkenbach, J.** Behind the Big Sky Bar: The Montana Alcohol Servers' Study [dissertation # D378.L646]. Bozeman (MT): Montana State University (1995).
- Linkenbach, J.** Our Chapter, Our Choice: Re-norming Fraternities and Sororities. U.S. Center for Substance Abuse Prevention: Put the Brakes on College Drinking Bulletin. 2.
- Linkenbach, J.,** McMurtry, J., Leonardson, G., and Beckman, J. (1994). Montana Minor in Possession Program Assessment. Unpublished report submitted to the Montana Board of Crime Control.
- Linkenbach, J.** (1993). "A Bi-Directional Addictions Model." *Individual Psychology*, 49, 242-256.
- Linkenbach, J.** (1993). One Hundred and One Peer Programs that Work. Unpublished Manual developed for the National Collegiate Athletic Association (NCAA).
- Linkenbach, J.** (1992). Insight Program Implementation Manual. Unpublished Manual developed for Montana State University.
- Linkenbach, J.** (1991). Cookbook of Workgroup Activities. Unpublished Manual Developed for Fund for the Improvement of Post Secondary Education New Grantee Training Conference, Newport Beach, CA.
- Linkenbach, J.** (1991). The Focus Seminar Facilitators Manual. Unpublished manual developed for Montana State University.
- Linkenbach, J.** (1991). Our Chapter, Our Choice Facilitator's Guide. Copyright by Author and Montana State University. First and Second Editions.
- Linkenbach, J.** (1991). Our Chapter, Our Choice Program Overview Manual. 1991 Copyright by Author and Montana State University. First and Second Editions.
- Linkenbach, J.** (1991). Our Chapter, Our Choice Training Manual. 1993 Copyright by Author and Montana State University.
- Linkenbach, J.,** and Hutt, M. (1991). Conditional Admittance Programs: Do They Enable Problem Drinkers? *Journal of College Student Development*, 32 (4), 382-383.
- Linkenbach, J.** (1990). An Adlerian Technique for Substance-Abuse Prevention and Intervention. *Individual Psychology*, 46, 203-207.
- Linkenbach, J.** (1985). "Common Early Recollection Themes of Recreation Specialists." Unpublished Masters Thesis at the University of Arizona.
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SELECTED PRESENTATIONS AND TRAININGS

“Developing the Minnesota Positive Community Norms Model: A Statewide Application of The Science of The Positive.” A two-day consultation / training for coalitions from across the state of Minnesota – sponsored by the MN Department of Human Services. St. Paul, MN (Dec 2007).

The Science of the Positive / Seeds of Fire—Roots of Hope: Promoting Positive Community Norms. A two-day training to develop the 4 Corners Wellness Coalition. Sponsored by the San Juan Prevention Partnership. Farmington, NM (Nov 2007).

The Science of the Positive and Community Norms Interventions. 3 day training and technical assistance provided to the Chelan-Douglas Together Coalition. Wenatchee, WA (Nov 2007).

“Developing the Nevada Model: A Statewide Application of The Science of The Positive.” A day-long consultation / training for coalitions from across the state of Nevada. Las Vegas, NV (Oct 2007).

“The Science of the Positive.” A keynote and day long training provided to the Safe Schools Unit of the San Diego County Public Schools. San Diego, CA (Oct 2007).

“Norms, Guidelines and Action: A Statewide Application of The Science of The Positive, Guidelines and Social Norms.” A two-day consultation / training for coalitions from across the state of Minnesota. St. Paul, MN (Oct 2007).

The Science of the Positive; Seeds of Fire / Roots of Hope. A two-day training and technical assistance provided to the Hoonah City Schools. Hoonah, AK (Aug 2007).

The Science of the Positive and Social Norms Interventions. A keynote and day-long training provided to the Coalition for a Drug-Free Hawaii. Honolulu, HI (Sept 2007).

“Who We Are...The Harvard Response to Reduce High-Risk Drinking Among Its Freshman and Athletes.” Co-presented at the National Conference on the Social Norms Approach. Cambridge, MA (July 2007).

“MOST Of Us Field Notes:101 Lessons Learned from over a Decade of Social Norms Research in Multiple Settings.” A presentation at the National Conference on the Social Norms Approach. Cambridge, MA (July 2007).

“The Science of The Positive Applied to Audience Research.” A co-presentation at the Annual Montana Institute for Social Norms Practitioners. Bozeman, MT (July 2007).

“Overage Drinking.” A co-presentation at the Annual Montana Institute for Social Norms Practitioners. Bozeman, MT (July 2007).

“Seeds of Fire—Roots of Hope: Transformational Leadership.” A presentation at the Annual Montana Institute for Social Norms Practitioners. Bozeman, MT (July 2007).

“MOST Of Us Field Notes:101 Lessons Learned from over a Decade of Social Norms Research in Multiple Settings.” A presentation at the Annual Montana Institute for Social Norms Practitioners. Bozeman, MT (July 2007).

“The Science of the Positive: Social Norms and Beyond.” A keynote presentation and 7 Step Montana Model skills training provided to the statewide Nevada Coalition for Substance Abuse Prevention (hosted by the Goshen Coalition). Las Vegas, NV (May 2007).

“The Science of The Positive: Theory and Application.” Part I and Part II keynote presentations given at the Innovations 2007 Bow Valley Symposium. Banff, AB Canada (June 2007).

“The Science of The Positive and Worksite Safety.” A keynote presentation to the Annual General Board Meeting, and a series of strategic planning and technical assistance seminars at the Ontario Service Safety Association. Toronto, ON Canada (June 2007).

“The Science of The Positive: Social Norms and Beyond.” A pre-conference all-day training provided at the 17th Annual Pennsylvania Commonwealth Prevention Conference. State College, PA (June 2007).

The Science of The Positive: Applying the Social Norms Model. A keynote address, all-day training and ½ day strategic planning provided to San Juan County Health and Community Services. Friday Harbor, WA (May 2007).

The Science of The Positive: Applying the Social Norms Model. A keynote address, all-day training and ½ day strategic planning provided to the NW Educational Service District (ESD 189). Anacortes, WA (May 2007).

The Science of The Positive: Applying the Social Norms Model. A keynote address, all-day training and ½ day strategic planning provided to the Olympic Educational Service District (OESD 114). Bremerton, WA (May 2007).

“The Science of The Positive.” A keynote presentation provided to the Annual Meeting of the Alberta Alcohol And Drug Abuse Commission (AADAC). Lily Lake, AB (March 2007).

“The Science of The Positive: Creating Social Norms in Road Safety.” A keynote presentation, follow-up training on the 7 Step Montana Model of Social Norms Marketing and a strategic communications planning meeting provided to the Ministry of Transportation Road Safe Conference. Toronto, ON (March 2007).

The Science of The Positive: Applying the Montana Model of Social Norms Marketing.” Keynote presentation and workshop provided to the USED GRAPP Western Regional Training through the Western Center for the Application of Prevention Technology.

Portland, OR (March 2007).

“Unleash the Power of Positive Social Norms Approach.” A keynote presentation, workshop and strategic planning meeting for the Royal Oak Community Coalition. Royal Oak, MI (April 2007).

“The Science of The Positive: Applying the Social Norms Approach to Substance Abuse Prevention.” A keynote presentation provided to the Birmingham Bloomfield Community Coalition. Beverly Hills, MI (April 2007).

“The Science of The Positive.” A day-long skills building workshop provided at the 19th Annual Southwest Regional Behavioral Health Conference. Albuquerque, NM (April 2007).

“The Science of The Positive: Applying Social Norms Theory to Reduce Impaired Driving and Increase Traffic Safety.” A keynote presentation and technical assistance meeting provided to Michigan State University. East Lansing, MI (April 2007).

“Creating Cultures of Hope through the Social Norms Approach to Prevention.” A keynote presentation at the 13th Annual Creating Cultural Harmony Conference. Farmington, NM (February 2007).

“The Science of the Positive and The Seven Step Montana Model.” A training workshop & executive consultation provided at the 13th Annual Creating Cultural Harmony Conference. Farmington, NM (February 2007).

“The Science of the Positive.” A keynote talk, on-site training and day-long executive consultation provided to the Statewide Kentucky Network for Collegiate Substance Abuse Prevention and the University of Kentucky. Lexington, KY (February, 2007).

“Social Norms: Beyond Posters !” A keynote presentation and all day training provided to statewide prevention practitioners for In Touch Prevention Services of Lake County. Vernon Hills, IL (February, 2007).

“The Science of the Positive.” A keynote presentation and all day training on the 7 step Montana Model of social norms approach to prevention. Provided to the Goshen Community Development Coalition and the University of Nevada—Las Vegas. Las Vegas, NV (January 2007).

“The Science of the Positive: Theory, Research and Practice of the Social Norms Approach to Prevention. A presentation to the Center for Disease Control and Prevention (CDC). Atlanta, GA (January, 2007).

“The Science of the Positive: Connecting Social Norms and Underage Drinking.” A keynote speech provided to the U.S. Department of Education’s Office of Safe and Drug-Free Schools-- 8th National Technical Assistance Conference for Grantees to Reduce Alcohol Abuse. Atlanta, GA (January 2007).

“Applying the Science of the Positive.” An interactive workshop provided to the grantees from the West-CAPT (Center for the Application of Prevention Technology). Atlanta, GA (January, 2007).

“MOST Of Us Prevent Drinking and Driving: A research sack lunch seminar presented to the School of Medicine – Department of Psychiatry and Behavioral Sciences of the University of Washington. Seattle, WA (November 2006).

“The Science of the Positive: Keynote and Workshop.” A keynote talk, workshop and board of directors executive consultation provided to the Orcas Island Prevention Partnership. East Sound, WA (November 2006).

“MOST Of Us Prevent Drinking and Driving: A Successful Statewide Social Norms Campaign to Reduce Impaired Driving.” A presentation at the U.S. Department of Education’s 20th Annual National Meeting on Alcohol, and Other Drug Abuse and Violence Prevention in Higher Education. Washington, D.C. (October 2006).

“Connecting Social Norms and Underage Drinking.” The opening general session keynote presented at The 2nd Annual Southwest Regional Prevention Convention. Dallas, TX (October 2006).

The Social Norms Pre-Conference Workshop. An all day workshop provided to prevention specialists from states associated with the Southwest Prevention Center—through the University of Oklahoma. The 2nd Annual Southwest Regional Prevention Convention. Dallas, TX (October 2006).

CPS (Child Passenger Safety) State-of-the-Art Research—The Science of the Positive™. A panel presentation at the Safe Kids Worldwide Conference. Washington, D.C. (October 2006).

“The Science of the Positive and the Law: A Proactive-Ecological Approach to Law Enforcement.” Coordination, Framing, and Technical Assistance provided to the South East Massachusetts Center for Healthy Communities. Boston, MA (October, 2006).

“The Science of the Positive and the Law: A Proactive-Ecological Approach to Law Enforcement.” A ½ day consultation with the Oregon Department of Transportation and an all-day training provided to School Resource Officers. Portland, OR (September 2006).

“Advanced Issues in Social Norms: Evaluating Campaign Effectiveness.” A Teleconference for the state of Illinois, hosted by Prevention First Illinois. (September 2006).

“The Science of the Positive: Working to Prevent Underage Drinking and Driving.” A keynote presentation provided to the Texas Institute on Substance Abuse and Mental Health. Austin, TX (August 2006).

- “Norms, Guidelines & Action Workshop.” A one day consultation and an all-day community prevention specialist training provided in conjunction with the Minnesota Institute of Public Health. Hosted by the Parenting Resource Center, Inc. Austin, Minnesota (June 2006).
- “MOST Of Us Don’t Drink and Drive.” A series of keynote talks and presentations provided to the Governor’s DWI Leadership Team, the New Mexico Department of Transportation and the New Mexico Department of Health, and the National Highway Traffic Safety Administration. Santa Fe & Albuquerque, NM. August (2006).
- “MOST Of Us Don’t Drink and Drive: A Successful Campaign to Reduce Drinking and Driving in Young Adults in Western Montana.” A presentation at the National Conference on the Social Norms Approach. Denver, CO (July 2006).
- “MOST Of Us Are Tobacco-Free: A Successful Campaign to Reduce Teen Tobacco Use in Montana.” A presentation at the National Conference on the Social Norms Approach. Denver, CO (July 2006).
- “A Prevention Portfolio Assessment and Update.” A day-long agency workshop and consultation provided to the South East Massachusetts Center for Healthy Communities. Newton, MA (June 2006).
- “Norms, Guidelines and Actions.” A day-long interactive workshop sponsored by the Midwest Center for the Application of Prevention Technology (CAPT), the Minnesota Institute of Public Health and the Parent Resource Center. Austin, MN (June 2006).
- “Updating Your Prevention Portfolio.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “MOST Of Us Are Not Perfect: Increasing Effectiveness through Struggles, Missteps and imperfections.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “Hearing and Steering the Public Conversation.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “Social Norms and the Law.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “Proactive Fundraising: Thinking Beyond Grants.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “Social Norms 101.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).

- “Welcome to the Science of the Positive.” A plenary workshop presented at The 2006 Montana Institute for Social Norms Practitioners. Whitefish, MT (June 2006).
- “The Science of the Positive: Applying the Social Norms Model.” A keynote presentation and all-day training for the Midwest Center for the Application of Prevention Technology and Prevention First Indiana. Evansville, IN (June 2006).
- “The Science of the Positive: Applying the Social Norms Model.” A keynote presentation and all day training for the Central Pennsylvania Regional Communities That Care. Hummelstown, PA (May 2006).
- “The Science of the Positive: Spirit, Science and Action.” A day-long presentation and training provided to Southern Washington through ESD 112. Vancouver, WA (May 2006).
- “The Science of the Positive.” A presentation and technical assistance provided to the Science to Service Learning Community for the S.W. Center for the Application of Prevention Technology. Albuquerque, NM (April 2006).
- “The Science of the Positive: An Ecological Approach to Law Enforcement.” A keynote presentation to the Oregon Department of Transportation’s Statewide School Resource Officer Conference. Portland, OR (April 2006).
- “Why Don’t They Believe Us? Enhancing the Credibility of Your Social Norms Campaigns.” An audio presentation provided for Prevention 1st Incorporated in Illinois. (April 2006).
- “The Science of the Positive: Youth Making a Difference.” A two-day presentation and training to the South Dakota S.A.V.E conference and the Communities for a Drug-Free South Dakota Conference. Rapid City, SD. (March 2006).
- “The Science of the Positive: Applying Communication Strategies and the Social Norms Model Toward Increasing Teen Seatbelt Use.” A presentation and facilitation at the Teen Research Symposium through the Automotive Coalition of Traffic Safety. Washington, D.C. (Jan 2006).
- “The Theory and Research of Social Norms Approach to Prevention.” An interactive national audio conference through the Voice of America. Available at www.VoiceAmerica.com (Jan 2006).
- “The Science of the Positive: Applying the Social Norms Model.” A keynote presentation and all day training presented to the Coalition for Drug-Free Hawaii. Waikiki, HI (Dec 2005).
- “Ecstasy Prevention from the Science of the Positive.” An all day statewide strategic planning session for Ecstasy prevention for the state of Hawaii. Provided for Drug-Free Hawaii, Waikiki, HI (Dec, 2005).

Social Norms (and Beyond): A Social Norms Marketing Training. A keynote presentation and all-day training provided to Tobacco-Free Hawaii. Waikiki, HI (Dec 2005).

“Beyond Social Norms: The Science of the Positive.” A ½ day advanced practitioners training provided to Prevention First Illinois. Chicago, IL (Nov 2005).

“The Social Norms Approach to Prevention.” An all day training provided to Prevention First Illinois. Chicago, IL (Nov 2005).

“Telling It Like It Is: The Science of the Positive.” A keynote presentation series of two-day meetings provided to the Palo Alto Medical Foundation’s Social Norms Coalitions. Palo Alto, CA (Oct 2005).

“Telling It Like It Is: The Science of the Positive.” A keynote presentation and day-long workshop provided to the 2005 Bacchus-Canada Regional Conference. Antigonish, Nova Scotia (Oct 2005).

“Advanced Social Norms-- An Environmental Prevention Framework.” A keynote presentation and day-long workshop provided to various Colorado Build-A-Generation Community Coalitions. Leadville, CO (Sept 2005).

“Telling It Like It Is: The Science of the Positive.” A keynote presentation and workshop provided to the 2005 Bacchus-Canada Regional Conference. Calgary, AB (Sept 2005).

“Telling It Like It Is: The Science of the Positive.” A keynote presentation and workshop provided to the 2005 Bacchus-Canada Regional Conference. Toronto, ON (Sept 2005).

“The Science of the Positive.” A keynote presentation and day-long consultation provided to Sacred Heart University. Trumbull, CT (Sept 2005).

“Preventing Impaired Driving in Arizona College Students.” A keynote presentation and all day training provided to the Arizona Higher Education Network. Tempe, AZ (August 2005).

“Social Norms at Harvard.” A keynote talk and 2 day technical assistance consultation for Harvard University. Cambridge, MA (July 2005).

“Orbiting the Social Norms Hairball.” A keynote presentation delivered to the North American Conference on the Social Norms Approach. Toronto, ON (July 2005).

“MOST Of Us Think Big!” A presentation delivered at the North American Conference on the Social Norms Approach. Toronto, ON (July 2005).

“Social Norms at Macro-Levels” A pre-conference presentation delivered at the North American Conference on the Social Norms Approach. Toronto, ON (July 2005).

- “The Story of the Canadian Experiment: Dispelling Myths and Misconceptions About Alcohol on Campuses Using Social Norms Theory.” A co-presentation delivered at the North American Conference on the Social Norms Approach. Toronto, ON (July 2005).
- “Alcohol on Campus: Dispelling Myths and Misconceptions on Canadian Campuses Using Social Norms Theory.” A presentation at the national conference of the Canadian Association of College and University Student Services (CACUSS). Kingston, Ontario (June 2005).
- “21st Century Social Norms: Perceptions, Policies and Social Norms.” Overall coordination, facilitation and presentations conducted for the Montana Summer Institute for Social Norms Practitioners. Bozeman, MT (June 2005).
- “Social Norms Marketing on the Campus, Community and State Levels.” A keynote presentation and all day workshop presented to the Connecticut Governor’s Prevention Partnership with sponsorship from the Connecticut Department of Mental Health and Addiction Services. Hartford, CT (May 2005).
- “Applying Social Norms in Southeastern Massachusetts.” A series of keynote talks, community workshops and technical assistance presented to the Southeast center for healthy communities. Brockton, MA (May 2005).
- “Lead Safe Omaha!” Preventing Lead Poisoning through the Science of the Positive.” A keynote presentation, ½ day workshop, and strategic planning session presented to the] Omaha Community Action Group (CAG) for the Omaha Superfund Lead Site. Omaha, NE (March 2005).
- “MOST Of Us®: The Science of the Positive.” A 4 day series of keynote presentations, media advocacy, and community action trainings for the Build-A-Generation communities in Western Colorado. (December 2004).
- “The State of Social Norms—2004” A 90 Minute National Audio Conference hosted by Alan Berkowitz and PaperClip Communications. November (2004).
- “MOST Of Us®: The Science of the Positive and an Update on the National Canadian Social Norms Research Project to Reduce High Risk Drinking in College Students.” A Keynote presentation at the BACCHUS Canada Western Conference. Edmonton, AB. (October 2004).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol Regional Conference. St Louis, MO. (October, 2004).
- “MOST Of Us® Prevent Drinking and Driving: A Successful Social Norms Campaign to Reduce Impaired Driving among Young Adults in Western Montana.” A presentation at the National Conference on the Social Norms Model. Chicago, Il. (July 2004).

- “Message and Media Development and Market Testing Techniques for Social Norms Interventions.” A ½ day training provided at the National Conference on the Social Norms Model. Chicago, IL. (July 2004).
- “MOST Of Us®: The Montana Model of Social Norms Marketing.” A keynote presentation and one-day training provided to the Council on Alcohol and Drug Abuse for Greater New Orleans (CADA). New Orleans, LA. (July 2004).
- “Identifying the Problem of Methamphetamine in Montana.” A Breakout Work Team Facilitation. The Governor’s Methamphetamine Summit. Billings, MT. (June 2004).
- “The Montana Summer Institute for Social Norms Practitioners.” Conference host and lead trainer for a three day advanced training on international social norms issues. Bozeman, MT. (June 2004).
- “MOST Of Us®: The Science of the Positive and the Seven Step Montana Model.” A keynote presentation and all day training/ technical assistance provided to the Davis School District. Clearfield, UT. (April 2004).
- “MOST Of Us®: The Science of the Positive and the Seven Step Montana Model.” A keynote presentation and two-day training / technical assistance provided to the Aberdeen Underage Drinking Coalition. Aberdeen, SD. (April 2004).
- “MOST Of Us®: The Science of the Positive and the Seven Step Montana Model.” A keynote presentation and one-day training for the Cedar Mountain Prevention Coalition—Park County, Wyoming. Cody, WY. (March 2004).
- “Changing High-Risk Behaviors Using Social Norms Strategies.” A workshop presentation at the Community Anti-Drug Coalitions of America (CADCA) National Leadership Forum XIV. Washington, D.C. (January 2004).
- “MOST Of Us®: Key findings from statewide Montana social norms projects for preventing impaired driving and increasing seatbelt use. A presentation to staff and participants at the National Highway Traffic Safety Administration (NHTSA). Washington, D.C. (November 2003).
- “Applying Social Norms Theory in Various Settings.” A Keynote presentation and series of interactive workshop presentations at the U.S. Department of Education/ Office of Safe and Drug-Free Schools Technical Assistance Grantees Meeting. Washington, D.C. (November 2003).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol Regional Conference. Eastern Connecticut University. Mystic, CT (November, 2003).

- “MOST Of Us® - The Science of the Positive.” A keynote presentation and training for BACCHUS of Canada. Calgary, AB. Canada. (October 2003).
- “MOST Of Us® – Fort Collins: A Synergistic Approach to Health Promotion.” A presentation to the key leaders breakfast. Fort Collins, CO. (September 2003).
- MOST Of Us® Are Meth-Free. A Keynote lunch address with Montana’s Attorney General at the Big Sky Illicit Drug Conference. Billings, MT. (September 2003).
- “A Synergistic Approach to Substance Abuse Prevention through Social Norms / Environmental Management.” A presentation and media advocacy strategic planning for the American Medical Association’s A Matter of Degree Programs. Chicago, IL (July 2003).
- “Engaging Men as Social Justice Allies” A panel presentation at the National Conference on the Social Norms Model, Boston, MA (July 2003).
- “MOST Of Us® Wear Seatbelts” A presentation at the National Conference on the Social Norms Model. Boston, MA (July 2003).
- “The Montana Summer Institute for Social Norms Practitioners.” Conference host and lead trainer for a two-day intensive seminar for advanced social norms practitioners. Bozeman, MT (June 2003).
- “Social Norms Training.” A two day intensive workshop for Canadian colleges engaging in The Canadian Social Norms Research Project. Toronto, ON (June 2003).
- “The Canadian Social Norms Research Project—Year One Revealed!” A presentation to the Canadian CACUSS 2003 Student Affairs Conference. Vancouver, BC (June 2003).
- “MOST of Us®: The Science of the Positive.” A keynote presentation to the National Canadian BACCHUS Conference. Toronto, ON (May 2003).
- “Social Norms Marketing Training.” A two-day state-level training hosted by the Virginia Department of Alcohol Beverage Control (VA- ABC). Richmond, VA (May 2003).
- “Campaign Strategies for Change: Using a MOST Of Us® strategy in early childhood public awareness, education and engagement campaigns.” A presentation at the Engaging Leaders: Building Bright Futures for Young Children. Charlotte, NC (May 2003).
- “MOST Of Us®: The Science of the Positive.” A Presentation to the Palo Alto Unified Schools and local community substance abuse task force. Palo Alto, CA (May 2003).
- “Crossfire: Social Norming On Campus.” An interactive panel presentation to the 2003 National Highway Traffic Safety Administration’s Lifesavers Conference.” Chicago, IL (March 2003).

- “A Panel Presentation Regarding Social Norms.” A presentation to the American Campus and Alcohol Regional Conference. Syracuse, NY. (March 2003).
- “Exploring New Frontiers: Applying Social Norms Theory to Adult, Parents and Community Norms.” A day long presentation to the Aspen Valley Partnership. Aspen, CO (February 2003).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation to the Mesa County Prevention Consortia. Grand Junction, CO (November 2002).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation to the Valley Partnership. Aspen, CO (November 2002).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation to the Eagle River Youth Coalition. Drummond, CO (November 2002).
- “Statement on Behalf of Montana State University’s MOST Of Us® Campaign to the Committee on Developing a Strategy to Prevent and Reduce Underage Drinking” A presentation delivered to the National Academies’ of Science Research Council and Institute of Medicine. Washington, D.C. (November 2002).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation for Montana Prevention Pathways 2002 Hosted by the Montana Office of Public Instruction. Bozeman, MT (November 2002).
- “The Social Norms Approach to Prevention.” National Alcohol Beverage Control Association (NABCA) Administrators’ Conference 2002. Philadelphia, PA (October 2002).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” The Rocky Mountain “Club Drug” Conference—sponsored by the Drug Enforcement Administration (DEA). Ft. Collins, CO (October, 2002).
- “The Social Norms Approach to Prevention.” A presentation to the National Alcohol Beverage Control Administrators Conference. Philadelphia, PA (October 2002).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol Regional Conference— University of Central Florida. Orlando, FL (September 2002).
- “The Social Norms Conference: A Full Day of How To’s Presented by Social Norms Experts.” Glenwood Springs, CO (August 2002).
- “Using the Social Norms Approach in a Community-Wide Setting” - Moderator of a panel of experts at the National Conference on the Social Norms Approach to Prevention. Philadelphia, PA (July 2002).

- “MOST Of Us® Are Tobacco-Free: Reducing 1st Time Tobacco Use in Teenagers in a Multi-County Setting.” A presentation at the National Conference on the Social Norms Approach to Prevention. Philadelphia, PA (July 2002).
- “Media Relations and Media Savvy.” A panel presentation at the National Conference on the Social Norms Approach to Prevention. Philadelphia, PA (July 2002).
- “Considering the Untold Goodness: The Kids Are All Right!” A panel presentation at the National Conference on the Social Norms Approach to Prevention. Philadelphia, PA (July 2002).
- “College Alcohol Abuse Issues.” A panel presentation at the National Conference of State Liquor Administrators (NCSLA). Albuquerque, NM (June 2002).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A community presentation. Quincy, MA (April 2002).
- “Cultural Cataracts: Identifying and Correcting Misperceptions in the Media.” A workshop presentation at the Prevention 1st Illinois- Annual Substance Abuse Conference. Chicago, IL (April 2002).
- “Advanced Social Norms Marketing: The Seven Step Montana Model.” A workshop presentation at the Prevention 1st Illinois- Annual Substance Abuse Conference. Chicago, IL (April 2002).
- “A Social Norms Presentation.” A keynote presentation to the Quincy Underage Drinking Prevention Project. Quincy, MA (March 2002).
- “Social Norms Marketing.” A presentation to faculty and staff at Indiana University of Pennsylvania (IUP). Indiana, PA (February 2002).
- “Montana’s MOST Of Us® Campaign to Reduce Impaired Driving in Young Adults.” A presentation to the Grantee Kickoff Meeting at the National Highway Traffic Safety Administration (NHTSA). Washington, D.C. (January 2002).
- “Social Norms Marketing Training.” A two-day state-level training hosted by the Virginia Department of Alcohol Beverage Control (VA- ABC). Richmond, VA (December 2001).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol Regional Conference—Trinity University. San Antonio, TX (November 2001).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol Regional Conference / Louisiana Campus Regional Alcohol Conference—Louisiana State University. Baton Rouge, LA (October 2001).

- “Changing Campus Culture: Examining Alcohol Use and Other Social Justice Issues.” A day long pre-conference workshop presented at the American College Personnel Administrator’s (ACPA) Annual Meeting. Boston, MA (April 2001).
- “The Social Norms Approach to Prevention.” An all day community training provided to In-Touch. Quincy, IL (April 2001).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” Prevention 1st Illinois-Annual Substance Abuse Conference. Chicago, IL (April 2001).
- “Applying Social Norms: The Seven Step Montana Model.” Prevention 1st Illinois-Annual Substance Abuse Conference. Chicago, IL (April 2001).
- “Youth Alcohol Issues.” A panel presentation to the Annual Iowa Governor’s Highway Traffic Safety Conference. Des Moines, IA (March 2001).
- “The Social Norms Approach to Prevention.” A presentation to the Executive Council of Casey Family Programs. Seattle, WA (January 2001).
- “The Social Norms Approach to Prevention.” A presentation to the Poudre R-1 Prevention Coalition as part of Safe Schools/ Healthy Students. Ft. Collins, CO (September 2001).
- “Reform the Norm.” A keynote presentation and training to higher education and government officials. Montgomery, AL (September 2001).
- “The Social Norms Approach to Prevention.” A presentation at the Fall Institute of the Institute for Public Strategies. Bozeman, MT (September 2001).
- “The Social Norms Approach to Prevention.” A presentation to the Summit Prevention Alliance. Frisco, Co (September 2001).
- “Media Examples from the Most of Us Campaign.” A lunch presentation at the 2001 National Conference on the Social Norms Approach to Prevention—Anaheim, CA (July 2001).
- “Beyond the Ivory Tower: Using Social Norms to Increase Health Behaviors and Reduce Risk in Youth and Communities.” the 2001 National Conference on the Social Norms Approach to Prevention—Anaheim, CA (July 2001).
- “Going Big: Key Findings and Lessons Learned from Statewide Applications of the Social Norms Approach to a Variety of Issues.” the 2001 National Conference on the Social Norms Approach to Prevention—Anaheim, CA (July 2001).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation provided to the Health Enhancement / Master Teacher Workshop hosted by the Montana Office of Public Instruction. Bozeman, MT (June 2001).

- “Everything You Need to Know About the Social Norms Approach.” A presentation to the BACCHUS—Canada 15th Annual National Conference. Toronto, Ontario (May 2001).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A plenary presentation to Pathways to Health: A Montana Conference on Nutrition and Fitness. Bozeman, MT (May 2001).
- “MOST Of Us®: The Montana Model of Social Norms Marketing.” A keynote presentation to the Colorado Annual Substance Abuse Conference. Denver, CO (April 2001).
- “Impaired Driving Prevention through the Social Norms Approach to Prevention.” A presentation to the National Highway Traffic Safety Administration (NHTSA) Region IV Youth Alcohol Conference. Salt Lake City, UT (April 2001).
- “The Social Norms Approach to Alcohol Abuse Prevention on the College Campus.” A presentation at The American Campus and Alcohol National Conference. Washington, D.C. (October 2000).
- “Social Norms Marketing: The Montana Model.” An all day training provided to the Iowa Higher Education Consortium – Iowa State University. Ames, IA (September 2000).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation at the 22nd Annual Utah Fall Conference on Substance Abuse. St. George, UT (September 2000).
- “Advanced Topics On: The Social Norms Approach to Prevention.” A presentation at the 22nd Annual Utah Fall Conference on Substance Abuse. St. George, UT (September 2000).
- “The Social Norms Approach to Prevention: State-Specific Needs.” A presentation at the 22nd Annual Utah Fall Conference on Substance Abuse. St. George, UT (September 2000).
- “Future Directions with Social Norms” A presentation at the 2000 National Conference on the Social Norms Approach to Prevention. Denver Co. (July 2000).
- “Statewide Applications of Social Norms Theory: Lessons Learned from the Montana Model.” A keynote presentation at the 2000 National Conference on the Social Norms Approach to Prevention. Denver Co. (July 2000).
- “The Montana Social Norms Project.” An audio presentation to the *Social Norms—Changing the Playing Field* Audio Conference hosted by the Pacific Institute for Research and Evaluation (PIRE). (July 2000).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A keynote presentation

- to the North Dakota, South Dakota, Nebraska Regional Conference.” Sioux Falls, SD (June 2000).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A presentation provided to the Health Enhancement / Master Teacher Workshop hosted by the Montana Office of Public Instruction. Bozeman, MT (June 2000).
- “Meeting on Common Ground: A Workshop on Using Social Norm Marketing Campaigns to Reduce Student Alcohol and Other Drug Use.” An all day training for the Drug Prevention Consortium of Southeastern Wisconsin. Wisconsin Dells, WI (May 2000).
- “Social Norms Marketing Training: The Seven Step Montana Model.” A two day state-level training hosted by the Department of Alcohol Beverage Control (VA- ABC). Charlottesville, VA (May 2000).
- “What is the Social Norms Model?” and “An Overview of Social Norms Research.” Presentation and training at the The BACCHUS—Canada National Conference. Banff, Alberta Canada (April 2000).
- “A Behavioral Perspective on Preventing Youth Impaired Driving.” A Briefing provided to the Montana Department of Transportation / NHTSA Needs Assessment Committee. Helena, MT (April 2000).
- “Applying the Social Norms Approach to Prevention in Community Settings.” An all day community coalition training. Quincy, MA (April 2000).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A keynote to the Pennsylvania higher education prevention conference. College Station, PA. (April 2000).
- “Social Norms--From Research to Practice: Applications for Schools, Communities and the Workplace.” The Western Massachusetts Social Norms Conference. Berkshire, MA (March 2000).
- “The Social Norms Approach to Prevention.” A presentation to the Massachusetts Department of Public Health. Boston, MA (March 2000).
- “An Update on the Tri-County Tobacco-Use Prevention Pilot Project.” A presentation to the Montana Governor’s Advisory Council on Tobacco Use Prevention. Helena, MT (December 1999).
- “Social Norms Marketing: The Science of Promoting Healthy Norms to Improve Health Outcomes through Community Campaigns.” An all-day training at the State Conference on Social Norms Marketing. Helena, MT (September 1999).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” A statewide

- compressed video conference through the Western Center for the Application of Prevention Technologies at the University of Nevada– Reno. (October, 1999).
- “Injury Prevention Through Social Norms Marketing.” A keynote presentation at the Rocky Mountain Rural Trauma Symposium. Bozeman, MT (September 1999).
- “Social Norms Marketing: The Montana Model.” An all-day training for the Iowa Consortium on Combating Underage Drinking. Cedar Falls, Iowa (June 1999).
- “The Montana Model of Social Norms Marketing– Lessons Learned.” A keynote presentation at The National Conference on the Social Norms Model. Big Sky, MT (July 1999).
- “The Montana Model of Social Norms Marketing.” An all day keynote presentation and training workshop for the Iowa State Consortia on Substance Abuse Prevention. (July 1999)
- Applying the Social Norms Approach to Tobacco Prevention. A presentation for members of the Tobacco-Free Montana Consortia. Helena, MT (June 1999).
- “The Social Norms Approach to Prevention.” A summer training session presented at the Montana Master Teachers Workshop through the Office of Public Instruction. Montana State University– Bozeman, MT (June 1999).
- “Reducing Alcohol-Related Crashes Through Social Norms Marketing.” Keynote- Power Presentation at the Maryland Safe Communities Collegiate Conference: A Crash Course on Impaired Driving. Baltimore, MD (May 1999).
- “Is Just Say ‘NO’ Enough?” A keynote presentation to the Montana Hugh Obrien Youth Association. Missoula, MT (May, 1999)
- The BACCHUS & GAMMA Peer Education Network’s Training on Social Norms Marketing. Lead trainer for 2½ day training for national staff and participants from 11 campuses for Center for Disease Control funded projects on prevention related to sexual responsibility and tobacco issues. Denver, CO (March 1999).
- “Social Norms Marketing.” A training for Montana’s Vista Volunteers through the Montana Prevention Center. Bozeman, MT (February 1999).
- “The Seven Steps of Social Norms Marketing.” A keynote presentation on statewide implementation of the Montana social Norms Marketing Model of prevention. The Minnesota Prevention Resource Center and the Minnesota Institute of Public Health for the Campus Community Chemical Health Conference. Minneapolis, MN (February 1999).
- “The Social Norms Approach to Prevention.” A presentation the Governor’s Interagency Council on Prevention. Helena, MT (February 1999).

- “Community Prevention Through Media: Social Norms Marketing.” A keynote presentation and ½ workshop conducted for the Montana’s Vista Volunteers through the Montana Prevention Resource Center. Bozeman, MT (February 1999).
- “Beyond Health Terrorism: The Social Norms Approach to Community Health.” A keynote presentation and 2 hour workshop on state-wide implementation of the social norms approach to prevention. The Alaska Council on Prevention. Anchorage, AK (November 1998).
- “Beyond Health Terrorism: The Social Norms Approach for state-wide tobacco prevention.” Presentation to Tobacco-Free Montana. Helena, MT (October, 1998).
- “The Social Norms Approach to Prevention-- Public Schools.” Staff training for the Bozeman Public Schools. Bozeman, MT (October, 1998).
- “Beyond Health Terrorism: The Social Norms Approach to Prevention.” The 10th Annual Conference on Services for Children & Adolescents with Emotional Disturbance and their Families. Helena, MT (September, 1998).
- “The Montana Project: A Statewide Campaign.” The Safety & Injury Prevention Conference on the Social Norms Model. Big Sky, MT (September 1998)
- “Beyond Health Terrorism: Promoting Positive Norms Through Environmental Prevention.” Minnesota Consortia of Associated Colleges of the Twin Cities. Minneapolis, MN. (June 1998).
- “Beyond Health Terrorism: Promoting Positive Norms Through Environmental Prevention.” Western Summit for The Application of Prevention Technologies. Great Falls, MT. (June 1998).
- “Statewide Social Marketing.” The American Health Association’s 1998 Annual Meeting. San Diego, CA. (June 1998).
- “Making Connections: Strengthening Health Promotion Through Research and Evaluation.” The American Health Association’s 1998 Annual Meeting. San Diego, CA. (June 1998).
- “Beyond Health Terrorism: Social Norms and Environmental Approaches.” Keynote speech presented at The Pacific Northwest Conference on Collegiate Wellness. Bellingham, WA. (April 1998).
- “Beyond Health Terrorism: Positive Social Marketing for Environmental Change.” The Montana Department of Transportation-- Safety Committee Meeting. Helena, MT. (April 1998).
- “Social Marketing for Prevention.” Montana Chemical Dependency Directors’ Meeting.

Helena, MT (April 1998)

“The Montana Model: Progress on the Statewide Initiative.” The Higher Education Center for Alcohol and Other Drug Prevention’s Center Associate Training. Charleston, SC. (October 1997).

“Qualitative Evaluation in Health Promotion.” American College Health Association, 1997 Annual Meeting. New Orleans, LA (June 1997).

“Our Chapter, Our Choice: Redefining Alcohol and Drug Norms in the Fraternity Culture.” The 1996 National Meeting on Alcohol, Other Drugs & Violence Prevention in Higher Education. Park City, UT. (October 1996).

“The Health Entrepreneurism Model: A New Paradigm.” American College Health Association, 1996 Annual Meeting. Orlando, FL. (May 1996).

“Controversial Issues in Student Health.” Montana Student Affairs Conference. Bozeman, MT. (March 1996).

“Beyond Peer Education-- Involving Students in Reshaping Campus Culture: Part 2, Strategic Interventions for Change.” Western Montana Alcohol and Drug Consortium. Bozeman, MT. (November, 1995).

“Nite Court: Health Promotion for Healthy Living.” A *Super Seminar* Presented at The National Association of Extension 4-H Agents Conference. Billings, MT. (October, 1995).

“Beyond Peer Education-- Involving Students in Reshaping Campus Culture: Part 1, Implementing and Maintaining Peer Programs.” Western Montana Alcohol and Drug Consortium. Dillon, MT. (September, 1995).

“The Role of Varsity Athletes in a Campus-Wide Health Promotion Program.” American College Health Association Annual Meeting. Chicago, IL. (May, 1995).

“Beyond Peer Education: Reshaping Campus Culture.” American College Health Association’s 72nd Annual Meeting. Atlanta, GA. (1994).

“Our Chapter, Our choice: Training of Trainers.” Association of Fraternity Advisors Annual Conference. Houston, TX. (November, 1994).

“Our Chapter, Our Choice: Training of Trainers.” National Interfraternity Conference. Indianapolis, IN. (February, 1994).

“Our Chapter, Our Choice: Training of Trainers.” National Interfraternity Conference. Indianapolis, IN. (October, 1993).

"Eddy Talks Live." An alcohol prevention drama presented to Western Montana College,

- Dillon, MT. (1992).
- "Involving Students In Their Own Development." Montana Student Affairs Conference. Big Sky, MT. (1992).
- "Training for New Grantees" The New Grantee Meeting; Fund for the Improvement of Post Secondary Education New Grantee Training. Newport Beach, CA. (1992).
- "Prevention Versus Intervention." Fund for the Improvement of Post Secondary Education New Grantee Training. Newport Beach, CA. (1992).
- "Developing a Comprehensive Prevention Program." Fort Lewis College, Student Affairs Retreat. Durango, CO. (1991).
- "The Insight Program: Retention & Intervention for Students Impacted with Alcohol and Drug Use Decisions." Montana Student Affairs Conference, Bozeman, MT. (1991).
- "MSU Substance Abuse Prevention Showcase." Montana High School Counselors Conference, Bozeman, MT. (1991).
- "Proactive Prevention Programs in Higher Education." Montana Drug Free Schools Advisory Committee. Bozeman, MT. (1991).
- "Our Chapter, Our Choice." National Collegiate Alcohol Awareness Week Training Conference, Mobile, AB. (1991).
- "Working With Greeks." Fund for the Improvement of Post Secondary Education Fall Conference, Washington, D.C. (1991).
- "Eddy Talks Live." Freshman Orientation, Montana State University. Bozeman, MT (1990).
- "Burning Both Ends: A Bi-Level Model Dealing with Institutional Enabling and Innovative Group Techniques." Northwest Regional Drug-Free Conference, Seattle, WA. (1989).
- "The Challenge of Prevention." Residence Life Training, Western Montana College. Dillon, MT. (1989).
- "Minimizing Institutional Enabling." Policies and Programs for the 1990's Conference, Bozeman, MT. (1989).
- "Substance Abuse Issues in the Workplace." Professional Development Institute (PDI), Colorado State University. Fort Collins, CO. (1989).
- "Intervening on Faculty in Crisis." Professional Development Institute (PDI), Colorado State University. Fort Collins, CO. (1989).
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CONSULTATION & EVALUATION

Executive Consultation/ Strategic Planning provided to leadership of the San Juan Community Partnership. (Sept 2007—on-going).

Executive Consultation / Strategic Implementation of The Science of The Positive throughout Omaha regarding lead safety. The Omaha Healthy Kids Alliance. (July 2007—on-going)

Consultation / Technical Assistance regarding 3 year, statewide implementation of statewide Science of The Positive model across the state of Wyoming. (Sept 2007—on-going).

Consultation / Technical Assistance regarding implementation of social norms intervention at Harvard University. (July 2005—on-going).

Consultation / Technical Assistance regarding 3 year, statewide implementation of The Science of The Positive across the state of Minnesota. (July 2007—on-going).

Executive Consultation / Strategic Implementation of The Science of The Positive throughout Ontario regarding worksite health and safety in 82,000 businesses. The Ontario Service Safety Alliance. (May 2007—on-going).

Consultation / Technical Assistance regarding 3 year, statewide implementation of The Science of The Positive across the state of Nevada. (May 2007—on-going).

Consultation / Strategic Communications. Meeting with the first lady of Nevada regarding the Framing of Methamphetamine in Statewide Media from The Science of The Positive. (May 2007).

Public Health / Media Consultation. The Center for Disease Control and Prevention (CDC) – National Center for Injury Prevention and control. Provide strategic comments and consultation regarding development of national campaign development for improving teen driving through parental awareness of GDL issues. Atlanta, GA (January 2007).

Consultation / Technical Assistance regarding 7 Step Montana Model of Social Norms provided to Youth First Indiana. (July 2006—present)

Intensive (weeklong) On-Site Executive Consultation based upon The Science of the Positive, provided to the Omaha Healthy Kids Alliance. Focused on CEO leadership development and strategic planning and communication to enhance organizational mission of reducing lead poisoning in residential superfund site. Omaha, NE (December 2006--present).

Evaluation & Consultation—The Institute for Public Strategies (IPS) – Provide technical assistance, evaluation and writing for IPS San Diego / Tijuana Mexico Border Project.

(June 2006 – Present).

Social Norms and the Law: Applying the Science of the Positive™ for Lasting Community Change. Provided strategic framing, PowerPoint Slides and content for community wide workshop featuring highway patrol as community action facilitators. The Southeast Center for Healthy Communities. Plymouth, MA (October 2006)

Audio Conference Host-Speaker—Technical Assistance Phone Calls on The Science of the Positive and Social Norms. Regularly scheduled phone calls to meet advanced practitioner needs across the state of Illinois. Prevention First Incorporated. Chicago, IL (2005-Present).

Executive Coaching and Technical Assistance. A two day consultation and training provided to the Family & Community Support Services of the Town of Canmore, AB, Canada (September 2006—Present).

Grant writing and consultation for reducing traffic crashes through the New Jersey Department of Transportation. Sacred Heart University (June 2006).

Editor of The Report on Social Norms—An online publication. (May 2006 – present)

Project Consultant. The University of Nevada—Las Vegas. Provide technical assistance and consultation to campus substance abuse prevention program. (May 2005 – present).

Project Development Consultant. The Pennsylvania Liquor Control Board (PLCB). Direct research and develop grassroots approach to preventing underage drinking from the Science of the Positive model for 5 year, statewide Pennsylvania project. (July 2004-present).

Strategic Communications Consultant. The Omaha Lead Site Community Action Group (CAG) and MFG Consultants, Inc. Provided strategic framing and communication strategies for community coalition to address to develop positive actions and media messages associated lead poisoning prevention in designated superfund site. (2005).

Evaluation Consultant. The National Research Center—Boulder, Colorado. Member of the evaluation team conducting evaluation of the effectiveness of the Alcohol 101 Plus educational program (2004-present).

Program Development Staff. The 4-H Center for Youth Development's Montana Youth Methamphetamine Prevention Project. Consult with project director and develop educational materials for the Montana Office of Public Instruction. (2004-present).

Evaluation Consultant. Evaluation Subcommittee for the Montana Faith-Health Project. Provide consultation and advise on statewide project evaluation. Montana State University's Area Health Education Center (2003- 2004).

Evaluation Consultant. Develop protocol and *Campus Tobacco Environmental Scan Instrument* for The BACCHUS & GAMMA Peer Education Network. (August 2002).

Evaluator/ Social Norms Consultant. Conduct project evaluation and provide consultation to the Institute of Public Strategies' Department of Education-funded, Underage Drinking Prevention Project. (July 2002-present).

Principal Researcher/ Consultant. Provide research oversight and project consultation regarding development and operations to the National Canadian Centre on Social Norms. (July 2002-present).

Consultant. The Virginia Department of Alcohol Beverage Control. Provide technical assistance to VA-ABC and associated colleges regarding social norms issues. (2000-Present).

Consultant. Pennsylvania Liquor Control Board (PLCB). Provide technical assistance and training to PLCB regarding statewide social norms campaign implementation. 2001-present).

Consultant/ Trainer. Provide technical assistance and training to Team Fort Collins and assist with Most Of Us Fort Collins, CO. (2001- present).

Consultant/ Trainer. Iowa State University. Provide training and technical assistance to the Crime Prevention, Research and Training Office at ISU regarding development and implementation of statewide Most Of Us Campaign. (2000-2002).

Conference Co- Coordinator. *The National Conference on the Social Norms Model*. Provided overall leadership related to fund raising, sponsorship, content, staff meetings and logistics. (July 99).

Publication Review and Editing. The Higher Education Center for Alcohol & Other Drug Prevention. Publication review of social norms manuscript. (June 1999).

Program Planning Consultant. Alaska Council on Prevention. Provided consultation to staff and director on steps, and potential funding for implementation of state-wide social norms campaign. Anchorage, AK. (November 1998).

Social Marketing Consultant. Minnesota Consortium of Associated Colleges of the Twin Cities (Minnesota Prevention Collaborative). Provided day-long training and follow-up technical assistance to Minnesota colleges and government agencies concerning the development of a state-wide social marketing campaign for substance abuse prevention. Minneapolis, MN (June 1998 to present).

Conference Coordinator. *The First National Conference on the Social Norms Model*. Provided overall leadership related to fund raising, sponsorship, content, staff meetings and logistics. (September 1998).

Consultant—CDC Social Norming Demonstration Project. Boosting Alcohol Consciousness Concerning the Health of College Students (B.A.C.C.H.U.S) Peer Education Network. Provide research, program design, and materials development consultation regarding strategies and message development for nation-wide social marketing campaign for sexual responsibility and tobacco prevention projects. (1998—1999).

Conference Coordinator/ Speaker/ Lead Trainer. *The Western Summit for The Application of Prevention Technologies*. Provided overall leadership, organization, content design, training of trainers, and speaking for participants of 17 Western states and territories. Represented key agencies sponsors including: by the Western Center for the Application of Prevention Technologies(W-CAPT); The Center for Substance Abuse Prevention (CSAP); The National Center for the Advancement of Prevention (NCAP); The Higher Education Center for Alcohol & Other Drug Prevention (HEC) and various Montana agencies. Great Falls, MT. (June 1998).

Lead Trainer/ Conference Coordinator. *The Montana College Presidents' Initiative for Reducing Harmful Drinking Through Campus-Community Partnerships Training*. Provided overall leadership with development and delivery of training materials, organization of event, training of trainers, coordination of various government sponsors, and technical assistance to campus/ community teams representing 11 Montana communities. (June 1998).

Panel Respondent. U.S. Department of Education. Provide panel response and meeting participation at the U.S. Department of Education meeting entitled *Putting Research Results to Work: Creating the Next Generation of Policies and Programs*. Washington D.C. (June 1998).

Social Marketing Consultant. Bozeman Public Schools. Provide consultation and evaluation to substance abuse prevention program through training, grant writing assistance and evaluation. (May 1998- present).

Coordinator of Montana College Presidents' Initiative to Reduce College Binge Drinking. Initiated and coordinated project with Governor, 25 college campuses-communities, state agencies, Commissioner of Higher Education, and Board of Regents to develop coalitions to reduce college student binge drinking. (October 1998 - present).

Social Marketing Consultant. Tobacco-Free Bozeman. Provide consultation on social marketing project for tobacco prevention for K-12 school district (November 1998).

Speaker and Consultant. Washington Substance Abuse Task Force. Provide consultation and key note presentation for annual statewide task force meeting. (April 1998).

Project Consultant. Century Council. Conducted review of literature and meta-analysis related to prevention of alcohol problems by incoming college freshmen through parent education. Assisted in 2-day think tank and brochure development for *Parents, You're*

Not Done Yet. (November 1998).

Panel Manager. U.S. Department of Education's Competitive Grant Competition for Alcohol and Drug Prevention in Higher Education. Directed grant review process. (July 1997).

Technical Assistance Consultant. The Higher Education Center for Alcohol and Drug Prevention. Provide assistance to colleges and universities across the nation regarding health promotion program and policy development. (October 1996 - present).

Manuscript Reviewer. Reviewed manuscript and provided editorial content comments for Higher Education Center publication by Michael Haines entitled *A Social Norms Approach to Preventing Binge Drinking at Colleges and Universities*. (November 1996).

Curriculum Developer for the Higher Education Center for Alcohol and Drug Prevention. Evaluation of Alcohol and Drug Programs. San Diego (May 1996).

Program Evaluator for the Promising Practices Project. George Mason University (May 1996).

Program Evaluator and Consultant for Billings College of Technology--FIPSE Alcohol and Drug Prevention Grant (1994).

Process and Formative Evaluator for National Interfraternity Conference Regarding the Operation and Institutionalization of the Our Chapter, Our Choice Program. (1994).

Evaluator for Montana Board of Crime Control. Evaluated Montana's state-wide Minor in Possession of alcohol referral and treatment system. (1994).

Evaluator for Montana Division of Highway Traffic Safety. Evaluated the training needs of Montana's alcohol servers. (1993).

Consulted with colleges and universities regarding drug/alcohol programs. Co-sponsored and presented state-wide higher education conference to develop consortiums with Montana's 23 post secondary institutions. (1999).

RECENT MEDIA APPEARANCES

“Impaired Drivers Concern Residents: Survey Shows 94% of Montanans Believe...” Bozeman Daily Chronicle. July 17, 2007.

“Big Conference a Big Success for Bow Valley Young Adult Coalition.” Rocky Mountain Outlook. July 4, 2007.

“College Binge Drinking: Featured on Lou Dobb's CNN Series entitled *The War Within*.” National television comments on alcohol prevention. March 16, 2007.

RECENT RESEARCH SUPPORT

Director/Principal Investigator, National Highway Traffic Safety Administration (\$1,009,991), #DTNH22-01-H-25156; Linkenbach (PI), 2001-2008

Reducing Alcohol Related Crashes and Increase Safety Belt Use

The purpose of this grant has been to develop and implement a multimedia social norms marketing campaign to reduce alcohol-related crashes among young adults 21 to 34 in 15 western Montana counties and in other States with high alcohol-related fatality numbers and/or rates. The current project entails developing and demonstrating a social norms approach to promote the public views that would assist in building support for existing and increased impaired driving enforcement activities in high-risk impaired driving States and to also design and implement a social norms campaign to increase safety belt use among teen motor vehicle occupants 15 to 18 years of age for possible replication in other areas of the nation.

Director/Principal Investigator, Montana Department of Transportation Motor Carrier Services (\$568,564), FMCSA Grant #'s MC-05-30-01, MR-05-30-01 and MH-04-30-01; Linkenbach (PI), 2005-2008

Reducing Commercial Motor Vehicle (CMV) accidents, increasing CMV driver seatbelt use and educate young drivers to Share the Road with CMV's. The purpose of these grants has been to develop an intervention plan through extensive research and analyzing of FMCSA databases and other sources to help reduce CMV accidents; conduct formative research and work with CMV carriers and drivers to determine factors associated with increasing CMV driver seatbelt use; and through extensive MOU® website expansions of existing MOU® proprietary systems, expand training focused on youth drivers operating passenger vehicles safely around CMV's, thereby reducing the number of accidents associated with youthful drivers and CMV's.

Director/Principal Investigator, Bedford Research, LLC, (\$50,000), #406-793, Linkenbach (PI) 2006-2007

Bedford Research Youth Survey

The purpose of this grant is to provide services associated with providing assistance to the key stakeholder in administering the MOST Of Us Youth Web Seatbelt Survey to Tucson, AZ area schools which includes data analysis, key findings for the surveys and executive consultation. This project is directly related to the current Occupant Protection research project MOST Of Us is currently providing for the National Highway Traffic Safety Administration.

Director/Principal Investigator, Palo Alto Medical Foundation, (\$31,506), #405-595, Linkenbach (PI), 2006

Social Norms Marketing Campaign

The purpose of this grant was to continue the science-based Social Norms Marketing Campaign for (5) secondary schools in the Palo Alto Unified School District.

Director/Principal Investigator, Palo Alto Medical Foundation, (\$31,517), #405-420, Linkenbach (PI), 2005

Social Norms Marketing Campaign

The purpose of this grant was to continue to monitor a science-based Social Norms Marketing Campaign measuring an increase in positive attitudes and behaviors related to youth health and

safety for (5) secondary schools in the Palo Alto Unified School District.

Director/Principal Investigator, Montana Department of Public Health and Human Services (\$62,000), #06-07-3-01-026-0; Linkenbach (PI), 2005-2006

Take Control Cardiovascular Health Intervention

The purpose of this grant was to design a media-based intervention targeted at adults 45 years and older that would increase their awareness of the warning signs and symptoms of stroke, the need to use 911 emergency medical services, and increase awareness of the modifiable risk factors for stroke.

Co-Investigator, Methylmercury Risk & Awareness in American Indian Women of Childbearing Age. (\$10,000). College of Nursing (NINR) Montana State University. Kuntz (PI). Purpose of the study was to explore culturally appropriate methods to assess risk for methylmercury exposure, and preferred communication modes in American Indian women of childbearing age living on rural reservations.

Director/Principal Investigator, Northern State University-Aberdeen Underage Drinking Project (\$49,500), #405-551; Linkenbach (PI), 2005

Reducing underage alcohol use through a Social Norms intervention

The purpose of this grant was to develop a social norms intervention targeting the reduction of underage alcohol use by youth in the community of Aberdeen, SD.

Team Member, MSU Meth Education Partnership #RFP04-994P; Astroth (PI), 2005

Methamphetamine Drug Prevention and Education

The purpose of this intervention was to produce educational materials for reducing methamphetamine abuse in young people through Montana public schools.

Director/Principal Investigator, Montana Department of Transportation (\$213,585), #2005-02-11-01, 2005-13-03-02 & 2005-05-07-01; Linkenbach (PI), 2004-2005

Statewide Technical Assistance and Training for Communities on Impaired Driving Reduction and Occupant Protection

The purpose of this grant was to provide technical assistance and training to communities around Montana to help them work more effectively with their local law enforcement groups with regard to impaired driving reduction and occupant protection.

Director/Principal Investigator, Montana Department of Public Health and Human Services, (\$375,000), #02-07-3-01-023-0; Linkenbach (PI), 2004-2005

Cardiovascular Health Intervention

The purpose of this grant was to design a media-based intervention targeted at adults 45 years and older that would increase their awareness of the signs of and risk factors for stroke and heart attacks and conduct formative and market research to identify social marketing message promoting awareness of blood pressure and cholesterol numbers and targets among persons with diagnosed hypertension and dyslipidemia.

Director/Principal Investigator, Palo Alto Medical Foundation, (\$27,118), #404-119; Linkenbach (PI), 2003-2004

Student Tobacco & Alcohol Use Prevention & Safety Behavior Practice Using Social Norms
The purpose of this grant was to create a social norms campaign that measured an increase in positive attitudes and behaviors related to youth health and safety.

Director/Principal Investigator, Montana Department of Transportation, (\$221,749), #2004-03-07-01 & #2004-02-09-01; Linkenbach (PI), 2003-2004
Statewide Technical Assistance for Communities on Impaired Driving Reduction and Occupant Protection
The purpose of this grant was to provide technical assistance to communities around Montana with regard to impaired driving reduction and occupant protection.

Director/Principal Investigator, Montana Department of Justice, (\$79,861), #MCA 18-4-402; Linkenbach (PI), 2003
Methamphetamine Initiative
The purpose of this grant was to provide technical assistance with regard to creating a statewide grassroots network and media advocacy strategy targeted towards stopping the production and use of methamphetamine in Montana.

Director/Principal Investigator, Marguerite Casey Foundation, (\$100,000), #2002-007; Linkenbach (PI), 2002-2004
Media Advocacy for Early Learning Issues
The purpose of this grant was to design strategies to build community support for early learning initiatives.

Director/Principal Investigator, Montana Department of Public Health and Human Services (99-341-74309-0); Linkenbach (PI), 1999-2000 Parenting for Prevention
The purpose of this grant was to conduct research on a statewide population of parents and then develop a multimedia social norms marketing campaign to address issues related to parent and community norms regarding youth substance abuse prevention.

Director/Principal Investigator, Montana Department of Transportation (98-01-02-02, 99-01-02-02, 00-01-02-02 & 00-01-05-01); Linkenbach (PI), 1997-2000 Young Adult Social Marketing
The purpose of this grant was to conduct research and implement a statewide multimedia social norms marketing campaign to reduce alcohol consumption among Montana's college students and young adults ages 18 to 24 years.

Director, Montana Department of Transportation, (\$407,317) for development and implementation of a statewide multimedia social norms marketing campaign to reduce alcohol-related crashes among young adults ages 18 to 34. Also, continue to research the use and effectiveness of the Youth Web Survey and driver's education CD-ROM developed during the previous year (2002-2003).

Director, Montana Department of Transportation, (\$300,001) for development and implementation of a statewide multimedia social norms marketing campaign to increase the use of designated drivers among young adults ages 21 to 34 (2002-2003).

Director, Montana Department of Transportation, (\$177,959) for development and implementation of a statewide multimedia social norms marketing campaign to increase the use of seatbelts among adults ages 18 to 80 (2002-2003).

Director, Montana Department of Public Health and Human Services, (\$109,999) for development of a social marketing campaign to prevent obesity among Montana's youth (2002-2003)

Co-Director, Montana Office of Public Instruction, (\$17,500) for research in the area of youth nutrition and beverage consumption patterns for ages of 11- 13 years old (2002).

Director, Montana Department of Transportation, (\$567,000) for development and implementation of a statewide multimedia social norms marketing campaign to reduce alcohol-related crashes among young adults ages 18 to 34. Also, develop a Youth Web Survey for use in supplying schools with immediate, accurate information about their students' perceptions, attitudes, and behaviors. Develop an interactive CD-ROM to assist youth with learning about traffic safety and preparing to take the driver's license exam. To develop and implement a statewide multimedia social norms marketing campaign to increase the use of seatbelts among adults ages 18 to 80 (2001-2002).

Director, Montana Department of Public Health and Human Services, (\$150,000) for development and implementation of a multimedia social norms marketing campaign to reduce tobacco use among 12- through 17-year-olds in seven western Montana Counties (2001-2002).

Director, Montana Department of Transportation, (\$248,304) for development and implementation of a statewide multimedia social norms marketing campaign to reduce alcohol-related crashes among young adults ages 18 to 34 (2000-2001).

Director, Montana Department of Public Health and Human Services—Tobacco Use Prevention Program (\$419,402) for development and implementation of a multimedia social norms marketing campaign to reduce tobacco use among 12- through 17-year-olds in seven western Montana Counties (2000-2001).

Director, Montana Department of Transportation, (\$278,304) for development and implementation of a statewide multimedia social norms marketing campaign to increase the use of seatbelts among adults ages 18 to 80 (2000-2001).

Director, Montana Department of Public Health and Human Services, (\$199,746) for research and development of a multimedia social norms marketing campaign to address issues related to parent and community norms communication regarding youth substance abuse prevention (1999-2000).

Director, Montana Department of Transportation, (\$300,000) for development and implementation of a statewide multimedia social norms marketing campaign to reduce alcohol-related crashes among young adults ages 18 to 24 (1998-2000).

Director, Montana Department of Transportation, (\$20,000) for statewide substance abuse program dissemination (1995).

Director, Montana Board of Crime Control, (\$13,000) for research and compilation of data concerning statewide Minors in Possession (MIP) of Alcohol program assessment (1994).

Director, Montana Department of Transportation, (\$13,100) for operating STEPS student wellness program on MSU campus and statewide trainings (1994-1995).

Director, Montana Department of Transportation, (\$19,000) for operating STEPS student wellness program on MSU Campus / statewide trainings (1993-1994).

Director, National Collegiate Athletic Association (\$16,000) Choices Grant to operation campus wellness program activities through the MSU Athletic Department (1993-1994).

Consultant / Trainer, U.S. Department of Education grants –FIPSE (approximately \$350,000) awarded to the National Inter-fraternity Conference for evaluation, training and dissemination of OUR CHAPTER—OUR CHOICE program for Greek substance abuse prevention (1991-1995).

Consultant, U.S. Department of Education grant –FIPSE (\$99,100) awarded to MSU General Studies Program for first year student substance abuse prevention curriculum (1993-1994).

Director, Montana Department of Transportation, (\$10,000) for statewide research on alcohol server practices, perceptions and opinions for reducing impaired driving, service to minors and server training needs (1993-1995).

Director, Montana Department of Transportation, (\$14,500), for developing STEPS student wellness program on MSU Campus / statewide trainings (1992-1993).

Co-Director, U.S. Department of Education—FIPSE Consortia Grant (\$36,000) for training and dissemination of substance abuse prevention materials to Montana Institutions of Higher Education (1992-1993).

Co-Director, U.S. Department of Education – FIPSE grant (\$156,000) for implementing institution-wide substance abuse prevention program at MSU (1990-1991).