



# **CASA-ACSA 2009**

## **The Science of the Positive®**

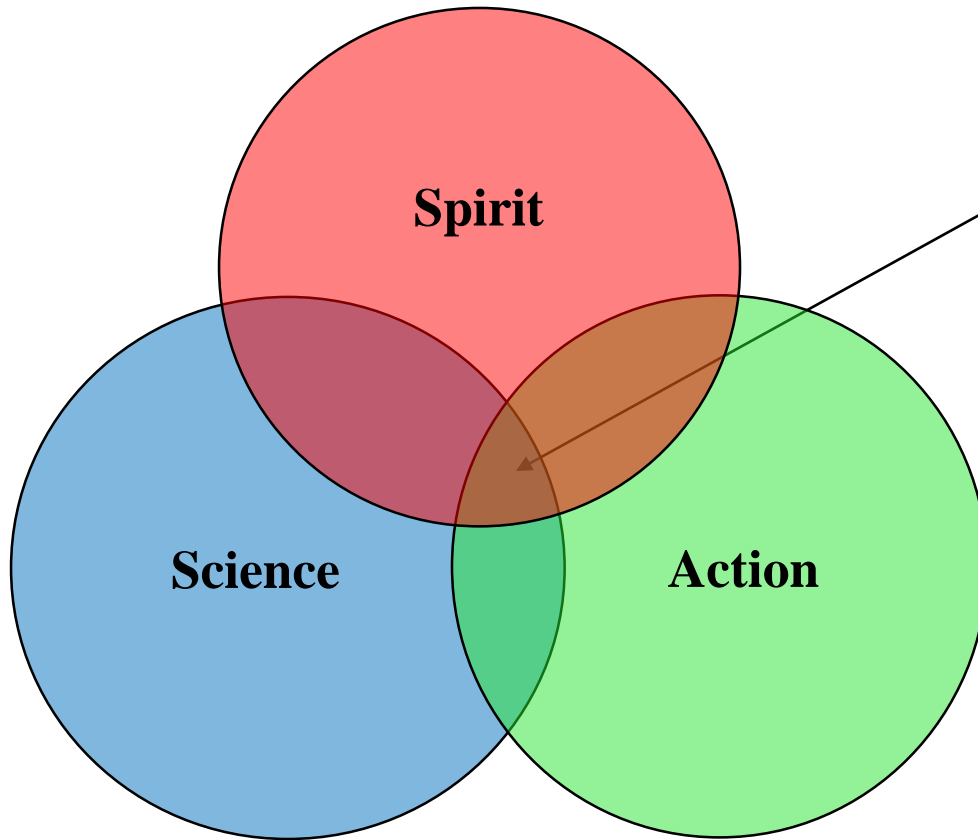
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# Science of the Positive™



## Synergy

- Holistic
- Change
- Transformation

# Which frame to use?



Jacqueline Saburido was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 23, she is still working to put her life back together.

Learn more at [www.TexasDWI.org](http://www.TexasDWI.org)

**DON'T DRINK & DRIVE**



Texas Department of Public Safety • Texas Alcoholic Beverage Commission • Texans Standing Tall • Partnership for a Drug-Free Texas • Texas Commission on Alcohol and Drug Abuse



**Draw the Line.**

**Establish clear rights, rules and limits within the family.**

83% of ETHS parents have talked to their children at least once in the past year about family rules and consequences related to alcohol, tobacco and other drug use.

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-MD-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Foreman Lighthouse & Tobacco Settlement Funds.

For more information and resources, visit [www.peerservices.org](http://www.peerservices.org)

A woman with visible injuries, including a bruise on her face and a wound on her chest, sits on the floor in a kitchen. She is wearing a blue jacket and a white top. The kitchen has dark wood cabinets and a white countertop. The scene is dimly lit, emphasizing the woman's distress.

MY MOM KNOWS  
I'D NEVER HURT HER.

THEN SHE GOT IN THE WAY.

**METH**  
NOT EVEN ONCE.

[NotEvenOnce.com](http://NotEvenOnce.com)

## Health Terrorism:

*“We are going to scare you so badly  
that you will be healthy!”*



**Concern  
+  
Hope**

Positive Community Norms provides a **new frame** through which to view our communities.

# Making Meaning

At your table, brainstorm a list of words that capture **SPIRIT**, **SCIENCE**, and **ACTION**.

*“Community spirit”*

*“spirit of the law vs. letter of the law”*

*“it was a spirited discussion”*

# Core Concepts

## Spirit

- meaning, essence, values

## Science

- understanding, investigating

## Action

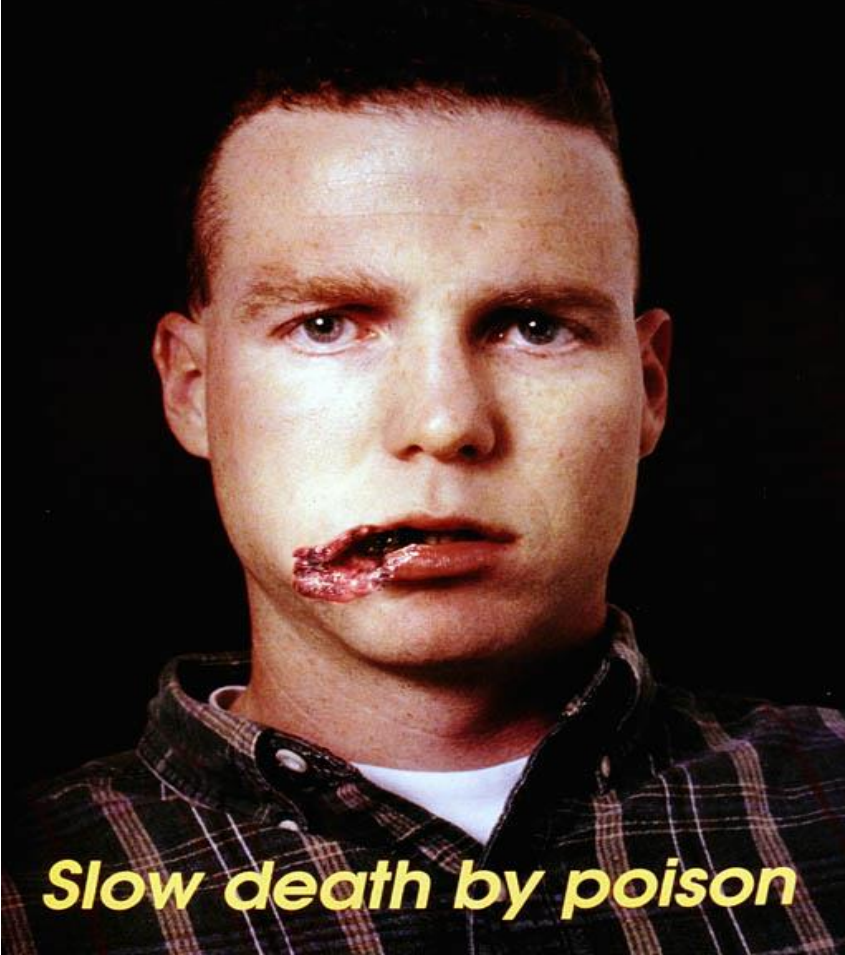
- behaviors, practices, habits

# Personal Reflection

1. Think of a time when **SPIRIT** was strong in your life – when there was great meaning, strong connection to others. What happened? What was it like?
2. Think of a time when **SCIENCE** was strong in your life – when there was rigorous scientific process, when you had a strong understanding. What happened? What was it like?
3. Think of a time when **ACTION** was strong in your life – when you were taking beneficial action, when you were having positive impacts. What happened? What was it like?

# Deconstructing Media

## Smokeless Tobacco



*Slow death by poison*

Examine the

- **Spirit**
- **Science**
- **Action**

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# Deconstructing Media

[Ski Rack Video]

Examine the

- **Spirit**
- **Science**
- **Action**

# Deconstructing Media

[Traditions]

Examine the

- **Spirit**
- **Science**
- **Action**

# **Spirit** – **Science** – **Action** Outline

## 1. Begin with **Spirit**

Connect with underlying meaning, values

## 2. Next, introduce **Science**

Establish the understanding, the facts

## 3. Conclude with **Action**

Next steps, the concrete

# Science of the Positive™

