

STOP-DWI NY REGIONAL TRAINING OPPORTUNITY

Webinar Training

Communication to Prevent DWI in NYS

By Katie Dively

Date:
May 24, 2023

Time:
9 am – 1 pm

**Registration/sign-in
begins at 8:30am**

Location: Zoom

To Register:
https://us02web.zoom.us/webinar/register/WN_Vfu2EjHHSPG-qIsX1mQOtA

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No training credits
are available.

The NY State STOP-DWI Foundation, Inc., through funding from the NYS Governor's Traffic Safety Committee, is pleased to sponsor a statewide training to benefit local STOP-DWI efforts in New York State. This seminar is free of charge to all STOP-DWI partners engaged in preventing impaired driving.

Improving public health and reducing driving under the influence of drugs and alcohol (DWI), requires growing healthier and safer behaviors. Communication can be a powerful tool to facilitate behavior change. However, research has shown that using communication to change DWI behaviors is complex, and many communication efforts are ineffective. Utilizing a simple process can increase effectiveness and create sustainable change.

This session will provide an overview of The Positive Culture Framework's 7-Step Process for effective communication. Developed by the Center for Health and Safety Culture (CHSC) at Montana State University, this process can be used to develop communications at any scale, whether it be for a conversation or a mass media campaign to prevent DWI.

Participants will leave with an understanding of the importance of communication in behavior change efforts, models for changing behaviors, and an overview of the 7-step process for effective communication. The session will demonstrate that the 7-Step Process is a feasible approach for guiding and improving communication efforts, particularly for complex issues such as driving under the influence of drugs and alcohol.

Katie Dively, M.S., MCHES

Katie Dively is a Senior Research Scientist and Senior Trainer at the Center for Health and Safety Culture. Katie holds a M.S. in Health Promotion from the University of North Carolina at Charlotte and is a Master Certified Health Education Specialist (MCHES). In her role, Katie provides guidance to communities and organizations using the Positive Culture Framework and serves as the Center's primary trainer. Katie also provides resources, technical assistance, and training relating to evidence-based prevention practices including program planning, capacity building, assessment, implementation, and evaluation.

Katie has experience training and providing guidance to over 200 communities and organizations. With a passion for studying health behavior, Katie has led prevention efforts in a variety of topic areas including substance use, traffic safety, child maltreatment, and problem gambling.