

Strengthening Lake County:

The Power of Positive Community Norms



Imagine a Lake County where the best is the loudest.

Let's focus the narrative on positivity and growth, fully amplifying the **hope, resilience, and strength** already present in our community.



Positive Community Norms (PCN)

Social Norms Theory in Action

- **Peer Influence:** Behavior is shaped by our perception of what others are doing.
- **Evidence-Based:** Developed in collaboration with the renowned The Montana Institute.
- **Strength-Based:** Shifts focus from "what is wrong" to "what is healthy and growing."



The PCN Solution: Reframing Reality



Identify Gaps

Correct the "misperception" that negative behaviors are more common than they actually are.



Publicize Truth

Strategically identify and broadcast the positive majority norms that already exist in Lake County.



Behavior Aligns

Encourage individuals to align with the positive majority, creating a self-reinforcing cycle of health.



Reframing the Narrative



96% of Spokane knows
we can work together to
end domestic violence
for all families.

our commitment. **Their future.**

  SAFE STATES

ENDTHEVIOLENCESPOKANE.ORG

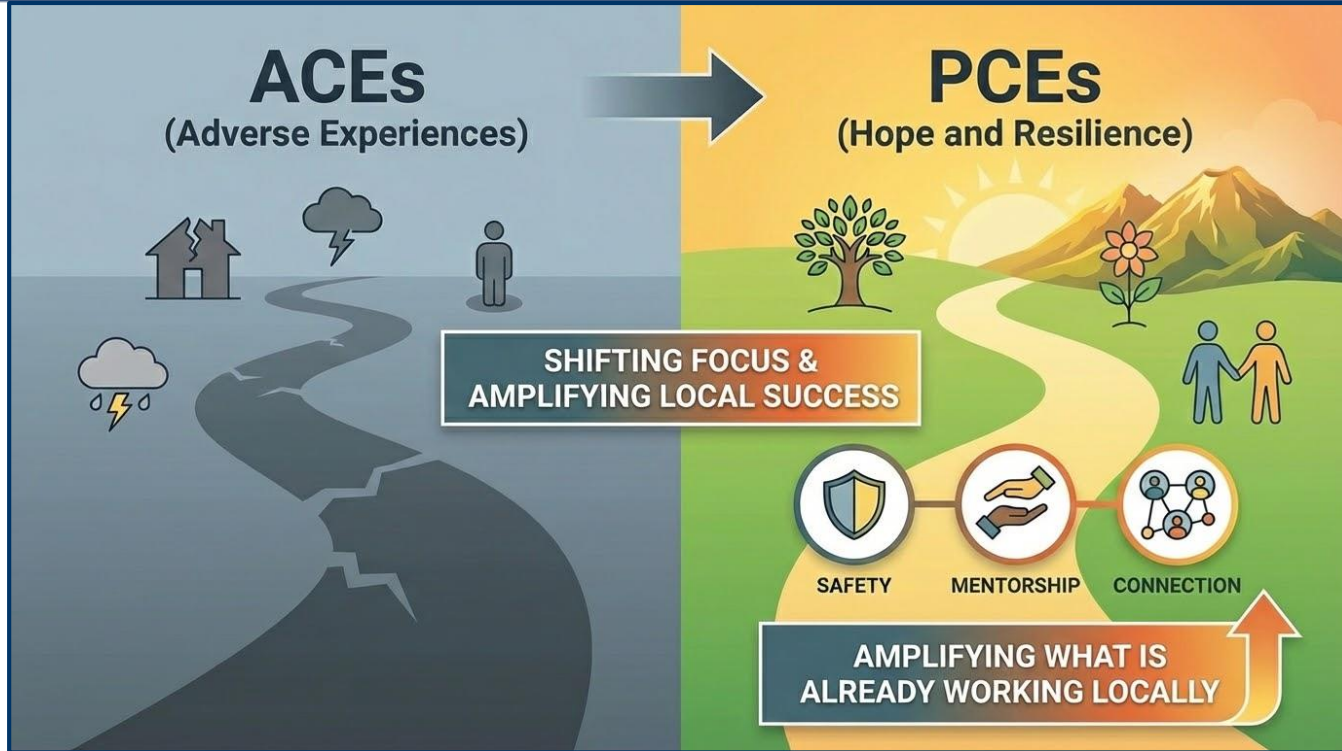


Strategic Focus #1: Supporting Neighbors

How people in Lake County help each other and stay involved in the community



Strategic Focus #2: Hope (PCEs)



Community Dividends



Community Trust

Shifting from deficit to strength improves morale and fosters trust between residents and agencies.



Mental Health

PCEs build resilience and act as protective factors, making prevention cheaper than chronic treatment.



Workforce Growth

Attendance builds literacy and graduation rates, ensuring a skilled talent pool for local industries.





**WE CARE
WE CONNECT
WE INSPIRE**

Lake County
Children's Council

Child Abuse Prevention Council



LAKE COUNTY OFFICE OF EDUCATION
TO TEACH. TO SERVE. TO LEARN.



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Roadmap

**Spring 2025
Planning**

**Winter 2026
Survey
Development**

**Summer
Survey
Analysis**

**Fall 2025 PCN
Community
Training**

**April Survey
Opens**

**PCN
Messaging**



Let's build a culture of hope together



surveymonkey.com/r/RFM93X6

English



surveymonkey.com/r/FHG8FPM

Spanish

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