Positive Culture Framework Training
A Foundation for Cultural Transformation

The Center for Health and Safety Culture's 2.5-day training introduces a framework for improving health and safety using a cultural approach called the Positive Culture Framework. The Positive Culture Framework provides participants with a foundation for efforts to improve health and safety that address a wide variety of health and safety related issues. The training provides background information on the framework as well as guidance and on three critical skills: leadership, communication, and integration.

Improving health and safety is an act of leadership – we are leading people to make healthier and safer choices. Changing cultural factors can be challenging, as people often resist questioning their core assumptions. Developing leadership skills increases this effectiveness.

Virtually all efforts to improve health and safety involve communication. Often, communication efforts addressing health and safety have minimal results and sometimes have even made the problem(s) worse. It is very important to ground communication efforts in strong research and to recognize that even conversations are critical communication opportunities.

When we recognize the work of improving health and safety is about impacting many behaviors across the social ecology, we realize that there is no single strategy that will address these complex issues. Accepting that we need a portfolio of strategies means we must also accept the need to actively manage and align these strategies. This management and alignment of strategies is the work of integration. Developing skills in integration means we can foster better resource utilization, reduce competition and foster cooperation, align purpose, and increase the effectiveness of our efforts.

Positive Culture Framework Training participants leave with an understanding of how culture influences behavior, how to cultivate cultural transformation, and specific next steps for implementing this process for transforming culture to achieve community health and safety goals.

Join us at our next training!
www.chsculture.org/training

MONTANA STATE UNIVERSITY
Western Transportation Institute
Center for Health & Safety Culture
Other Services

Additional Training
In addition to our Positive Culture Framework Training, we offer separate training in leadership skills, communication skills (social norms marketing), and integration skills.

Guide Service
Communities and organizations often find that ongoing guidance and support from the Center contributes to their success. We offer a trained guide as a personal consultant who is available by phone and email to support efforts to improve health and safety. The guide is available to provide feedback and guidance on leadership development, implementing communication efforts, and managing prevention strategies at the local level, among others.

Conducting, Exchanging, and Applying Research
We conduct applied research in partnership with community, state, tribal, and national organizations who are seeking to improve health and safety.

Assessments, Surveys, and Evaluation
We develop assessments, surveys, and evaluation services to better understand cultural factors, facilitate ongoing effectiveness, prioritize potential strategies, and inform future needs.

Visit us at www.chsculture.org

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