What is the Positive Culture Framework?

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About Webex

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About the Center for Health and Safety Culture
We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.
“Health is not merely a product of individual biological, psychological and behavioral factors; it is the sum of collective social conditions created when people interact with the environment.”

Agenda

What is the Positive Culture Framework (PCF)?

• What is a framework?
• What do we mean by culture?
• Why positive?
• Introduce the Framework
Poll

Do you currently have a framework or process that guides your work?

• Yes
• No
• I don’t know
**Program vs. Framework**

- Specific actions addressing a specific behavior
- Curriculum
- Specific policy
- Fidelity

- Way of organizing the work
- Generalized process
- Critical skills
- Quality of implementation
Positive Culture Framework

A way of organizing our work to improve health and safety.

CORE IDEA  We must think content AND process.
Agenda

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Thus, behavioral science is an integral part of a comprehensive injury prevention strategy.

Behavioral Model

Values

Behavioral Beliefs

Normative Beliefs

Control Beliefs

Attributes

Prototypical Image

Perceived Norms

Perceived Control

Willingness / Intention

Risky or Protective Behavior
Simplified Behavioral Model

Values

Attitudes & Beliefs

Willingness & Intention

Behavior

Where do these come from?
Culture

Shared values, beliefs and attitudes, and behaviors of a group of people.

CORE IDEA Changing behavior requires changing beliefs and attitudes.
Poll

Do you see your efforts to improve health and safety as growing a culture?

• Yes
• No
• I'm not sure
"The individual is, metaphorically speaking, the 'tip of the iceberg,' just one part of a complex ecological system."

Social Ecology

Evolution of Prevention

Individual Programs
Evolution of Prevention

- Individual
- Family & Peer
- Schools & Workplace
- Community

Cultural
Transforms Our Thinking

Before
“How do I get youth not to drink?”

Now
“What actions do I want to **grow across the social ecology** to reduce underage drinking?”

**CORE IDEA**  A cultural approach requires thinking **ACROSS** the social ecology.
The solutions are in the community.
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Appreciative Lens

- Strength or asset based
- Avoid fear-based
- Focus on what we want to **GROW**

"The active surfacing of good news – of opportunities, strengths, achievements, visions, innovations, and the like – is not avoidance of reality; it is the best way to improve reality."

Hope

“the perceived capability to derive pathways to desired goals, and motivate oneself via agency thinking to use those pathways.”

- Willingness to move forward (the will)
- Seeing a path forward (the way)

“Humiliation, shame, guilt and angst are not the primary engines of change.
Ironically, such experiences can even immobilize the person, rendering change more remote.”

Our Core Assumption

The **POSITIVE** exists and is worth growing.

“*If we are going to bring out the human potential at its best, we must first believe in its existence and its presence*”

- Viktor Frankl

**CORE IDEA** Choosing a positive, appreciative frame is important.
Positive Culture Framework

1. Plan & advocate
2. Assess culture
3. Establish common purpose & prioritize opportunities
4. Develop portfolio of strategies
5. Pilot & refine
6. Implement strategies
7. Evaluate effectiveness & needs

Leadership
Integration
Communication

Improve Health and Safety
Increase protective behaviors and decrease risky behaviors across the social ecology.
Improve cultural factors across the social ecology.
“Begin with the end in mind.”
- Stephen Covey
Process

1. Plan & advocate
2. Assess culture
3. Establish common purpose & prioritize opportunities
4. Develop portfolio of strategies
5. Pilot & refine
6. Implement strategies
7. Evaluate effectiveness & needs

Leadership

Integration

Communication

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Skills

Leadership

1. Plan & advocate
2. Assess culture
3. Establish common purpose & prioritize opportunities
4. Develop portfolio of strategies
5. Pilot & refine
6. Implement strategies
7. Evaluate effectiveness & needs

Integration

Communication

Individual
Family & Peer
Schools & Workplace
Community
Context
Positive Culture Framework
Questions to focus your thinking

How do you figure out what to do?

– strategic plans or action plans
– grant deliverables / timelines
– “squeaky wheels” / “Whack a Mole”
– “push” program of the day
Questions to focus your thinking

Are you intentionally shifting to a cultural focus?
- stuck in “individual” thinking
- focus on school programming – because that’s where the “future” resides
- policy only
- “nurturing” a portfolio of strategies to grow culture
Review

What is the Positive Culture Framework (PCF)?

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- Why positive?
- Introduce the Framework

Core Ideas

- We must think content AND process.
- Changing behavior requires changing beliefs and attitudes.
- A cultural approach requires thinking ACROSS the social ecology.
- Choosing a positive, appreciative frame is important.
Poll

What's one idea shared during this webinar that has been helpful for you?
Upcoming Events

Positive Culture Framework Training
A Foundation for Cultural Transformation

📅 September 24 - 26, 2019 📍 Nashville, TN

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Other Services

Trainings
- Positive Culture Framework
- Communication Skills – Social Norms Marketing
- Leadership Skills
- Integration Skills

Guide Service

Assessments, Surveys, and Evaluation

Free Webinars
- Positive Culture Framework Skills: Leadership, Communication, and Integration
- The Science of Stigma
- Laws, Policies, and Rules – How do They Change Behavior?
- Social Ecology
- Challenges of Fear Based Approaches
- Hope and Concern
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