One Approach to Making the Case for Prevention Science:

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• Please join the Nurture conversation by following @nurtureeffect and tagging #nurture when you tweet about this talk.
Conflict of Interest Disclosure

- I am selling a book—The Nurture Effect
- I am providing consultation on the development of prevention systems to any reputable organizations that will hire me.
Overview

- My Goals
- The case for prevention
- Writing a book to reach a wide audience
- Promoting a book—and more importantly, the message of that book.
  - Trailer
  - Website
  - Social media—Facebook and twitter
  - Public Speaking
  - Scientific papers
  - Networking
Goals

- Affecting the Prevalence of Wellbeing in the Population
  - Problems are inter-related
  - Stem from the same set of basic conditions

- Influencing public understanding and policymaking about prevention science that would advance wellbeing in the population.
The Case for Prevention

• Non-nurturing family and school environments contribute to a very wide range of psychological, behavioral, and health problems.

• Intervention that are “Tested and effective”
  – Prevent multiple problems
  – Over a long period of time.
  – High return on investment

• The Larger Social Context that requires changes at the level of norms, policies, and values.
Nurture Effect
How the Science of Human Behavior Can Improve Our Lives & Our World
Introduction: The Way Forward

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Science Equal to the Challenge of the Human Condition

1 A Pragmatic Science of Human Behavior

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PART 2
A Wealth of Knowledge About How to Help People Thrive

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The Larger Social Context Affecting Well-Being

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Writing *The Nurture Effect*

- Struggling to write for a general audience
- Why I wrote it
- Telling stories vs. presenting empirical evidence.
Promoting the book

• Trailer
• Website
• Opeds and blogs
  – Psychology Today
  – Huffington Post
  – This View of Life
  – New York Times
• Reaching out to important people—close, but so far, no cigar
• Social media—Facebook and twitter
• Public Speaking
• Scientific papers
• Networking
Organizations I Have Reached

- Scientific Advisory Council, School of Public Health University of Texas, Austin
- Okanogan County Community Coalition, Okanogan, Washington
- Youth Transition Funders Group—A Consortium of Foundations working to improve the transition from foster care and juvenile justice into adulthood. New Orleans, LA
- Annie E. Casey Foundation meeting to promote reforms in the foster care systems. Keynote address. New Orleans, LA
- South East Chapter, Association for Contextual Behavioral Science, Lafayette, LA
Organizations I Have Reached

• Institute of Medicine meeting on Integration of Behavioral Health and Primary Care, Washington, DC
• Emerald Valley Rotary Club, Eugene, OR
• 90 by 30 Conference on Reducing Child Abuse, Eugene, OR
• Colorado State University, Fort Collins, CO
• Oregon Statewide Prevention Summit, Canyonville, OR
Organizations I Have Reached

• Association for Behavior Analysis International, 41st Annual Convention, San Antonio, TX
• Society for Prevention Research, Washington, DC
• NPSC Retreat, Baltimore, MD
• Oregon Association for Behavior Analysis, Wilsonville, OR
• Association for Contextual Behavioral Science, Berlin, Germany
• The Knowledge Alliance—A nationwide network of what used to be regional education labs, Portland, OR
Organizations I Have Reached

• Yamhill Community Care Organization, McMinnville, OR
• RAND Corporation, Los Angeles, CA
• Oregon Research Institute presentation to the public, Eugene, OR
• Voices for Children, a community wide coalition to reduce child abuse, San Antonio, TX
• Jim Casey Initiative, a nationwide effort to improve the transition from foster care to adulthood, Washington, DC
Organizations I Have Reached

- SPR, Chicago, IL
- Yamhill Community Care Organization, McMinnville, OR
- Harvard Summit on Human Services, Boston, MA
- Harvard: Mind and Body Conference, Herbert Benson and Jon Kabat-Zinn, Boston, MA
- Annie E. Casey meeting regarding the Jim Casey Initiative, Clearwater, FL
- Ontario Association for Behavior Analysis, Toronto, Canada
- National Prevention Network, Seattle, WA
Organizations I Have Reached

• National Prevention Science Coalition, Washington, DC
• ORI: Research to Practice Meeting, Eugene, OR
• Children Trust Fund, Portland, OR
• Scientific Advisory Council, School of Public Health University of Texas, Austin
• Behavior Analysis Assoc. of Michigan, Ypsilanti, MN
• Community Intervention Colloquium, Fresno State University, Fresno, CA
Organizations I Have Reached

• Oregon Health Authority Prevention Branch, Portland, OR
• Northwest Positive Behavioral Intervention and Support Network, Portland, OR
• Child & Adolescent Behavior Health statewide meeting, Baltimore, MD
• Conference on Promotion of Thriving, Baltimore, MD
• Association of Professional Behavior Analysis, Washington, DC
• Prevention Science Methodology Group webinar presentation
Organizations I Have Reached

• Association for Behavior Analysis International, 41st Annual Convention, Chicago, IL
• Association for Contextual Behavioral Science, Seattle, WA
• Integration Behavioral Health and Primary Care, New Orleans, LA
• University of Buffalo School of Public Health, Buffalo, New York
Organizations I HaveReached

• National Training Institute—a network of universities supporting improving the quality of preschool education, St. Petersburg, FL
• Interview for a documentary on behavioral science
• Northwest Council on Family Relations, Portland, OR
• Massachusetts Association for Applied Behavior Analysis, Boston, MA
Rationale for a Grand Coalition

• Every organization’s efforts would more successful if the other organizations were being more successful
  – Education and criminal justice
  – Family services and education
  – Business and education
  – Health care and family services
  – Substance abuse and health care, family services, criminal justice.
Rationale

• All of these organizations are basically in agreement about the need to reduce coercion and conflict and nurture prosocial behavior.

• If they spoke with one voice and advocated for a fundamental set of leveraging policies, they could be much more effective.

• Policies
  – Family wellbeing
  – Schools Providing Positive Behavioral Support
The Services of the National Prevention Science Coalition

• Assisting organizations in translating what they can do into widespread benefit.

• Assisting organizations in their advocacy efforts by linking them to legislators and other policy makers who are seeking solutions to problems that the organization can help with.

• Facilitating the coalition speaking with one voice about what is need and how we can get there.
DISCUSSION
Change in U.S. smoking prevalence

- Men
- Women

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
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<tr>
<td>1965</td>
<td>60.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>2010</td>
<td>20.0%</td>
<td>10.0%</td>
</tr>
</tbody>
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Smoking Prevalence in the U.S.
There are those that look at things the way they are, and ask why? I dream of things that never were, and ask why not?

“...create a society in which young people arrive at adulthood with the skills, interests, assets, and health habits needed to live healthy, happy, and productive lives in caring relationships with others.”
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