



The Theory and Research That Influenced the Green Dot, etc. Prevention Strategy

Every Choice is built on the Green Dot, etc. Prevention Strategy, which is an approach based on the theory and research of key scientists from across disciplines. Hundreds of published books and articles have been gleaned for the best research and data available in order to construct the strongest possible attempt at prevention. The highly abbreviated citation list below provides an overview of the scope of research that informs this approach.

Bystander Intervention:

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Social Norming

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Community Mobilization

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Framing

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Theory of Planned Behavior

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Social Marketing/Branding

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- Mattson, M., & Basu, A. (2010). The message development tool: A case for effective operationalization of messaging in social marketing practice. *Health Marketing Quarterly*, 27, 275-290.

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Perpetration

- Johnson et al. (2006). A psychometric typology of U.K. domestic violence offenders. *Journal of Interpersonal Violence*, 21 (10), 1270-1285.
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Science of Hope / Positive Psychology

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Mirror Neurons

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Self-Efficacy

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