



Peer Influencer Training Outline

DAY 1

Module 1: Setting the Stage

What is the Influence in Action project all about?

The Four Pillars

What it means to be an “influencer”

Module 2: How do we know what we know?

Sources of Information

Exploring values, beliefs, attitudes, opinions

Values/beliefs/opinions/attitudes influence decision-making which influences behaviour

Applying critical thinking skills

Module 3: Why people do what they do

Factors which influence decision-making regarding marijuana use.

Understanding the role of social factors in influencing intentions/behaviours

To explain the project’s focus on Cannabis and Marijuana

To understand the continuum of marijuana use.

Module 4: How/Why people change

Groups of youth



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DAY 2

Module 5: How to have a conversation

- Importance of the four pillars

- Different strategies to talk with people

- Influential conversations

 - The basics of influencing conversations

 - Influencing conversations

 - The basics of influencing conversations

 - Influencing conversations involves active listening

 - Awareness and information

 - Listening for influencing opportunities

 - When you hear influencing opportunities

- Putting it all together

- Multiple messaging

Module 6: Putting it all together: The Influence in Action Program

- Role as a peer influencer

- Tracking

- Support

- Questions

- Next steps