Welcome to this Web Conference

Toward a Community Solution:
Advancing Primary Prevention of Violence Against Women

We will start soon
Today is the first in a series of web conferences on the primary prevention of violence against women.

The next web conferences will be:

- Thursday, May 5, 2005
- Thursday, June 9, 2005

There will be more sessions in Summer and Fall 2005.
To sign up for web conferences visit www.PreventConnect.org

Materials and Archives of previous events will be available

Sign up for the Prevent-Connect ListServ for more information and follow-up discussion
Examples of Effective Prevention

- Build upon existing Prevention efforts
- Share examples of how you address violence prevention in your community
- Send examples to Prevent-Connect Listserv
- Join at www.PreventConnect.org
How to Use This Technology

- Phones (*6 to mute; *8 to unmute)
- Raise Hand
- Q&A
- Text Chat (check private to send)
- PowerPoint Slides
- Other Web Conference information
For trouble on the web please send a private chat

You can call iLinc technical assistance at 800-799-4510

Phone Customer Service call iLinc at 866-297-9161

For other information, call CALCASA at 888-922-5227
“Violence Against Women”

- Domestic violence
- Sexual violence
- Violence across the life-span
- **Prevent** before violence starts
- **Connect** to other forms of violence
Collaborative Partners

- National Youth Violence Prevention Resource Center – [www.safeyouth.org](http://www.safeyouth.org)
- PREVENT, Preventing Violence through Education, Networking and Technical Assistance – [www.prevent.unc.edu](http://www.prevent.unc.edu)

Prevention Connection is sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in the listserv and web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.
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Toward a Community Solution

Advancing Primary Prevention of Violence Against Women

Training conducted by:

March 17, 2005
11:00AM - 12:30 PST; 2:00-3:30 PM EST

www.preventioninstitute.org
Toward a Community Solution

Sexual Violence & Intimate Partner Violence Prevention Team

Larry Cohen
Lisa Fujie Parks
Rachel Davis (& Dolfi)

Elizabeth Berger
Ryu Cheng
When violence against women and girls ends, we will...

rest

Source: www.vday.org
Prevention

a *systematic* process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, condition, or injury occurring.
I. Overview and introduction

II. Norms change & primary prevention

III. 3 Keys to Preventing Violence Against Women
   - The Spectrum of Prevention

IV. Additional tools

V. Questions and discussion

VI. Evaluation
Learning Objectives

- Understand why norms change is an important outcome to work toward to prevent violence against women

- Understand how primary prevention approaches can add value to the anti-violence against women movement

- Have an initial understanding of the Three Keys to Preventing Violence Against Women

- Understand how the Spectrum of Prevention can be used develop comprehensive strategies to prevent violence against women
Violence Against Women Movement

Accomplishments
Milestones in the Movement

1971
1st Rape crisis centers open

1972
1st Domestic violence hotline & shelters open

1977
National Coalition Against Sexual Assault formed

1978
National Coalition Against Domestic Violence formed

1979
1st Domestic violence congressional hearings

1980
1st National DV Day

1984
Victims of Crime Act passed

1986
New York Women Against Rape held first conference for women of color

1987
Rape law reforms in 50 states

1989
CDC establishes Family Violence and Intimate Violence Prevention Team

1990
Sexual Assault Response Teams started

1993
UN adopts Declaration on the Elimination of Violence Against Women

1994
Violence Against Women Act I passed

1995
National Alliance to End Sexual Violence formed

1996
World Health Organization declares IPV & SV global public health problems

1997
1st Sexual Assault Awareness Month

1998
Department of Justice grants announced

1999
1st Sexual Abuse Awareness Month

2000
Incite! Women of Color Against Violence formed

2000
VAWA II passed

2000
National Sexual Violence Resource Center formed

2001
Sisters of Color Ending Sexual Assault formed

1970

1980

1990

2000

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VP1015_CaICASA Train 1 03/17/05
Women and girls are most at risk of violence from men they know, particularly in the family.

Rape and sexual torture are used as weapons of war.

Violence against women has serious mental, physical and sexual health consequences.

Violence against women is a public health problem. It can be prevented.
No epidemic has ever been resolved by paying attention to the treatment of the affected individual.

George W. Albee
Core Tenets of Public Health

- Health and safety of the public
- Data-informed
- Cultural competency
- Prevention
Norms change

Advocacy

Collaboration

Resilience

Social justice

Community change

Cultural competency
Norms change & primary prevention

Source: www.whiteribbon.ca
Don't Be A Sissy

Boys Don't Cry

PlayStation® 2

grand theft auto
vice city

BOYS WILL BE BOYS
GEORGY PORGY PUDDING AND PIE -
KISSED THE GIRLS AND MADE THEM CRY

Source: Media Education Foundation
Toward a Community Solution

Norms

MORE THAN A HABIT
SANCTION BEHAVIOR
BASED IN CULTURE & TRADITION
TAKEN FOR GRANTED
ATTITUDES, BELIEFS, WAYS OF BEING
BEHAVIOR SHAPERS
COMMUNICATE REGULARITY IN BEHAVIOR
The sexiest thing you can say to a woman is, “Is this okay with you?”

Source: www.sfgov.org
a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence against women.

Taking action **before** violence against women occurs.
The Prevention Continuum

**Primary**
Approaches that take place BEFORE violence has occurred to prevent initial perpetration or victimization.

**Secondary**
- Immediate responses
  - AFTER violence has occurred to deal with the consequences in the short-term.

**Tertiary**
- Long-term responses
  - AFTER violence to deal with the lasting consequences and treatment interventions.
Early intervention and awareness building are NOT primary prevention.
Prevention Works

- Child Restraint and Safety Belt Use
- Smoking Prevention
- Minimum Drinking Age Laws
- Childhood Vaccinations
- Motorcycle and Bicycle Helmet Laws
- Reduced Lead Levels in Children

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“The prevention of violence against women and girls is a process of changing attitudes, behaviors, beliefs, and institutional norms of ‘acceptable’ violence and discrimination, through an evolutionary and revolutionary process.”

Transforming Communities National Advisory Committee
February 1999

Source: www.transformcommunities.org
Part III

The 3 Keys to Preventing Violence Against Women
1. Violence is complex and requires a comprehensive approach.

2. Determinants of violence and safety must be addressed.

Violence against women is complex and requires a comprehensive approach.
The Ecological Model

Individual  Relationship  Community  Societal
The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills
The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills
Individual Knowledge and Skills

Source: http://155.33.32.224/csss/mvp/mvphome.html
The Spectrum of Prevention

- Influencing Policy and Legislation
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Community Education

The Omnipresence of Media
Community Education

Source: www.nylatinasagainstdv.org
Community Education

Source: www.upn.com

Source: http://endabuse.org
The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
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- Strengthening Individual Knowledge and Skills
Coalitions and Networks

Family support services
Health care providers
Families
Government
Educators
Parks and recreation
Planners
Media
Advocates
Faith institutions
Mental health
Social services
Law enforcement
Community members
Transportation
Housing authorities
Child care providers
Businesses

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Coalitions and Networks

Types of Collaborations

- Grassroots
- Community-Based Organizations
- Governmental Organizations

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Coalitions and Networks

Partnerships Among Systems

Health

Justice

Education

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The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills

www.preventioninstitute.org
Organizational Practices

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Organizational Practices

Source: http://endabuse.org/workplace/
The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills
One Key Fact

Useful policy is often developed locally.
Local policies can be tailored to individual community needs.

Local initiatives raise community awareness and support.

Local communities are not burdened with bureaucracy that often inhibits progress at the state and national levels.

Local initiatives are a laboratory for broader policy change, providing valuable clues to the most effective and appropriate models.
Policy and Legislation

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Data & Evaluation
Shape the Spectrum

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

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Determinants of violence and safety must be addressed.
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine
Sample Determinants

- Male Dominance
- Use of Physical Punishment
- Alcohol
- Witnessing & Experiencing Violence
- Guns
- Positive Role Models
- Community Ownership of Solutions
- Gender Equity
- Empathy
- Media Images
Preventing violence against women requires an integrated strategy for action.
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People

Systems

Strategies
Primary Prevention Strategies

- Empowering women and girls
- Media
- Male gender socialization and involvement of boys and men
- Bystanders
- Healthy relationships
- Healthy sexuality
- Youth as agents of change
The Synergy of the Spectrum of Prevention
Men Can Stop Rape

Individual Knowledge and Skills

Source: www.mencanstoprape.org
Community Education

Men Can Stop Rape

Community Education

My strength is not for hurting

So when I wanted to and she didn’t, we didn’t.

MEN CAN STOP RAPE Respect, equality & peace. Everybody’s got a right. www.mencanostoprape.org

My strength is not for hurting

So when I wasn’t sure how she felt, I asked.

MEN CAN STOP RAPE Respect, equality & peace. Everybody’s got a right. www.mencanostoprape.org
Provider Training
Coalitions and Networks

Men Can Stop Rape
Organizational Practices
Policy and Legislation

- Actively support VAWA reauthorization
- Testify as allies at congressional briefings
“This…process…supports the creation of a safe, just, equitable, and healthy environment so that women and girls and men and boys may live violence-free lives.”

Transforming Communities National Advisory Committee
February 1999

Source: www.transformcommunities.org
Additional Tools
6 Niveles en el Espectro de la Prevención

- Influir en la política y en la legislación
- Cambiar las prácticas institucionales
- Hacer progresar a las coaliciones y las redes
- Educar a los proveedores
- Promover la educación comunitaria
- Fortalecer las aptitudes y conocimientos individuales
Developing Effective Coalitions: The 8-Step Process

1. Analyze program objectives, determine whether to form a coalition
2. Recruit the right people
3. Devise preliminary objectives and activities
4. Convene the coalition
5. Anticipate necessary resources
6. Develop a successful structure
7. Maintain coalition vitality
8. Improve through evaluation
Collaboration Math

A tool designed to help different disciplines better understand one another.

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Remainder:
The Tension of Turf
Questions and Interactive Discussion
Evaluation