PREVENTION CONNECTION
THE VIOLENCE AGAINST WOMEN PREVENTION PARTNERSHIP
A Project of CALCASA

Prevention Institute
Putting prevention at the center of community well-being

Welcome to this Web Conference

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

We will start soon

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Prevention Connection Manager

California Coalition Against Sexual Assault

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TTY: 916-446-8802

david@calcasa.org

www.PreventConnect.org

Upcoming Events

Web Conferences

- **Thursday, September 15, 2005:** Toward a Community Solution: Integrated Strategies to Address the Underlying Contributors of Violence Against Women

Web Dialogues

- For those who attended previous sessions
- In-depth conversation to explore primary prevention
- Tuesday, August 16, 2005

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www.PreventConnect.org

- Sign up for Web Conferences and Web Dialogues
- Materials and Archives of previous events
- Sign up for the Prevent-Connect ListServ

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How to Use This Technology

- Raise Hand
- Q&A
- Text Chat (check private to send)
- PowerPoint Slides
- Other Web Conference information

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Technology

- 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

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"Violence Against Women"

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

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Collaborative Partners

- National Sexual Violence Resource Center – www.nsvrc.org
- National Youth Violence Prevention Resource Center – www.safeyouth.org
- PREVENT, Preventing Violence through Education, Networking and Technical Assistance – www.prevent.unc.edu
- Prevention Connection– www.PreventConnect.org
- VAWnet, The National Online Resource Center on Violence Against Women – www.VAWnet.org

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.

Toward a Community Solution

Advancing Primary Prevention of Violence Against Women

Training conducted by:

Prevention Institute
Putting prevention at the center of community well-being

June 9, 2005
11:00AM -12:30 PST; 2:00-3:30 PM EST

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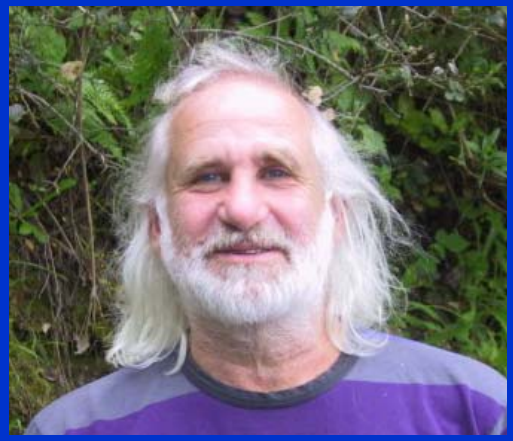
Sexual Violence & Intimate Partner Violence Prevention Team



Larry Cohen

Lisa Fujie Parks

Elizabeth Berger

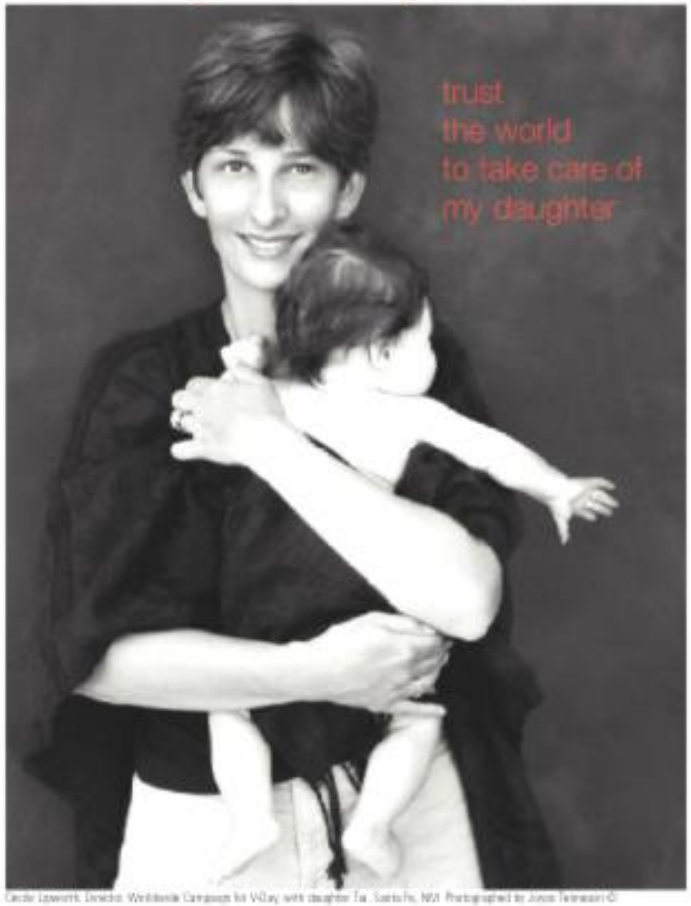
Rachel Davis (& Dolfi)

When violence against women and girls ends, we will...

VDAY

Join Us
Envision a world where violence has ended.
Support V-Day. Take action. Mobilize.
Let V-Day become V-World 2005

When violence against women and girls ends, I will...



VDAY

Join Us
Envision a world where violence has ended.
Support V-Day. Take action. Mobilize.
Let V-Day become V-World 2005

Source: www.vday.org

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Prevention

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

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Training Agenda

I. **Overview and introduction**

II. **Norms change & primary prevention**

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

IV. **Additional tools**

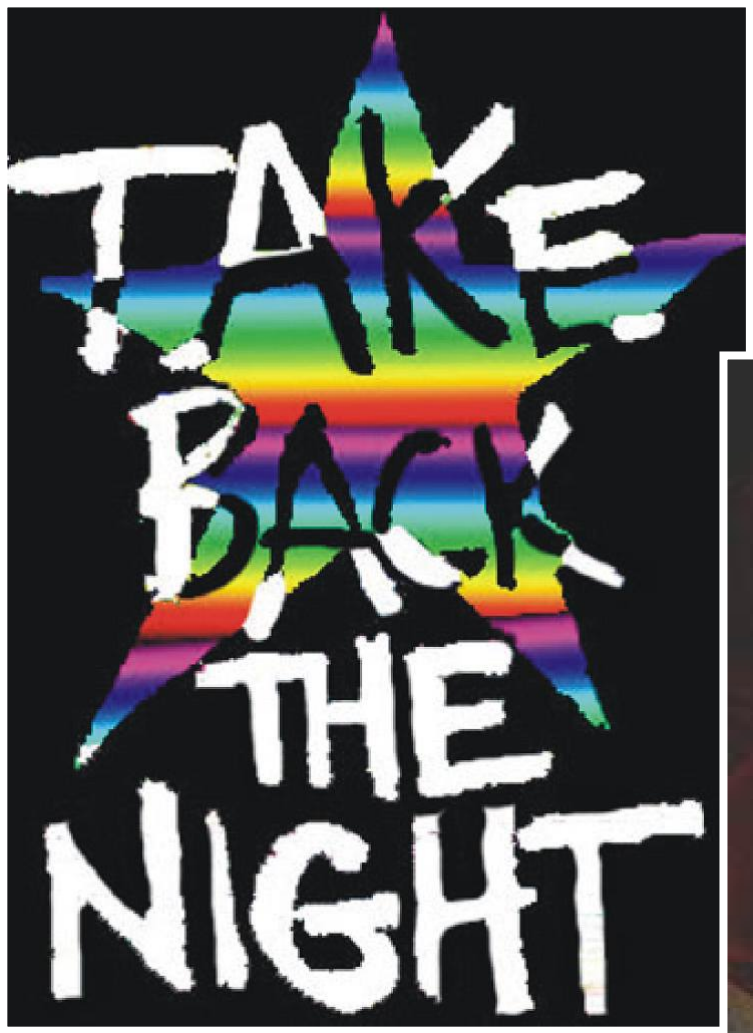
V. **Questions and discussion**

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



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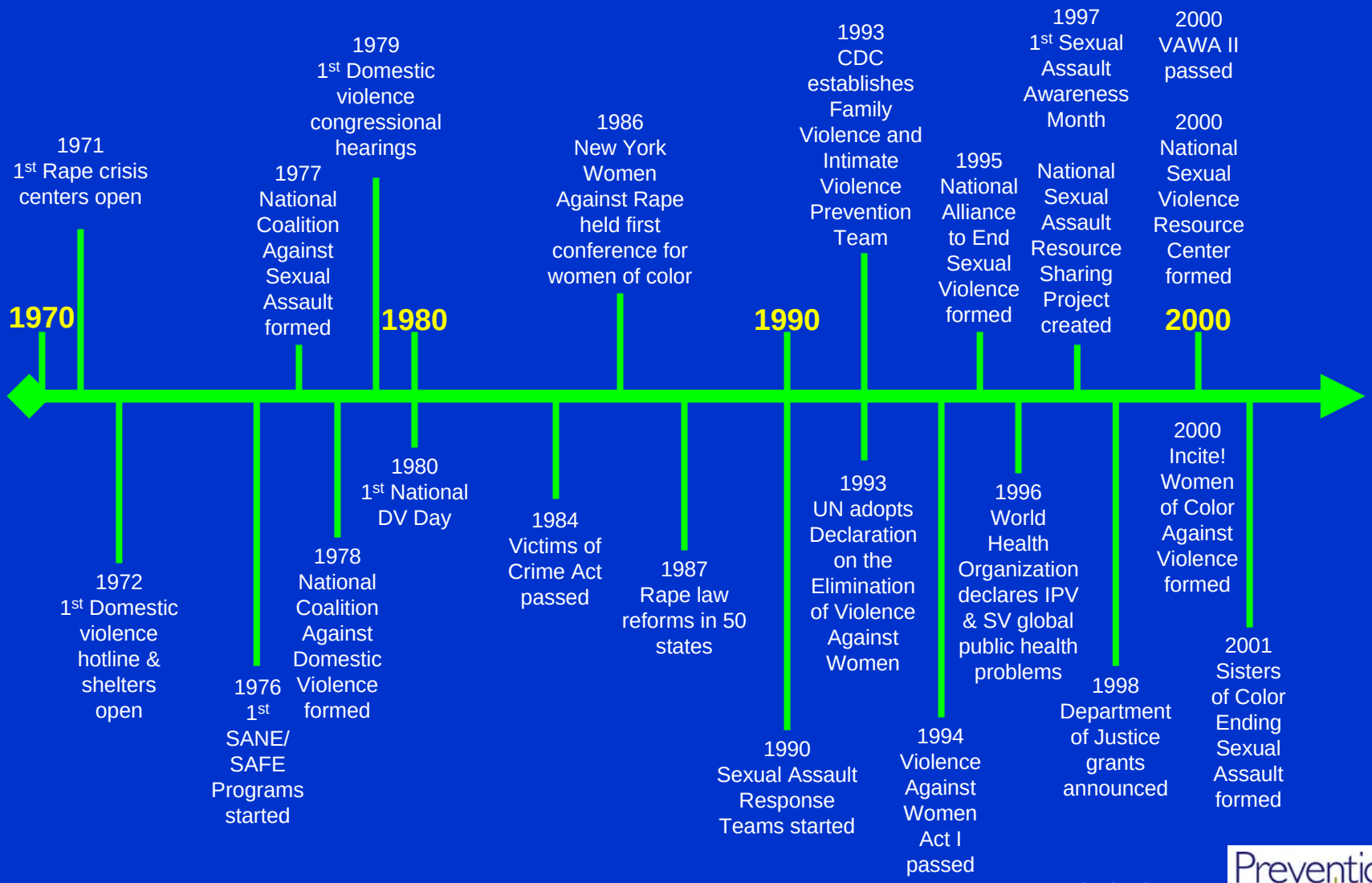
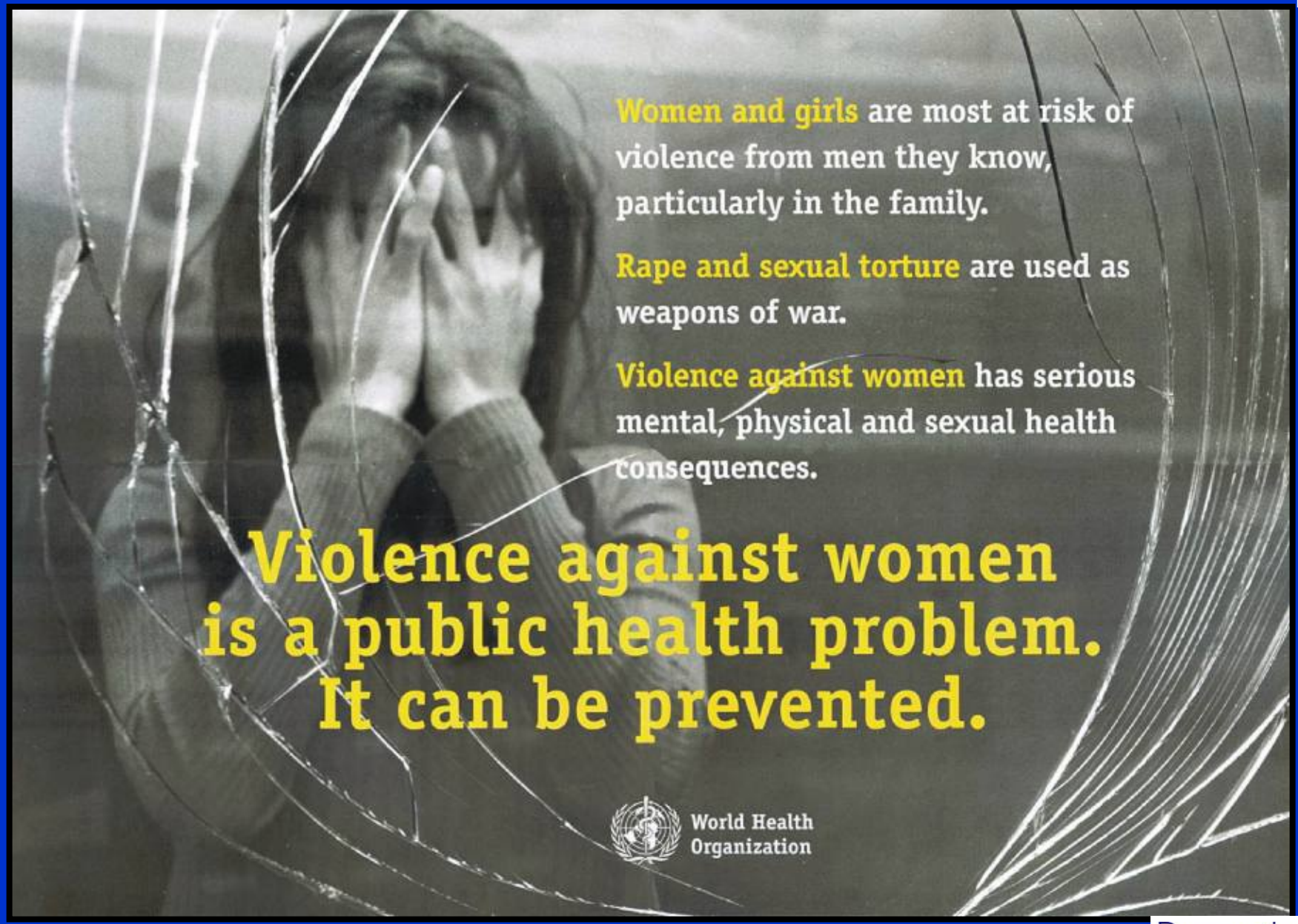
Milestones in the Movement




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.
World Health Organization

"No epidemic has ever been resolved by paying attention to the treatment of the affected individual."

George W. Albee

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Core Tenets of Public Health

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

Norms change

Advocacy

Collaboration

Resilience

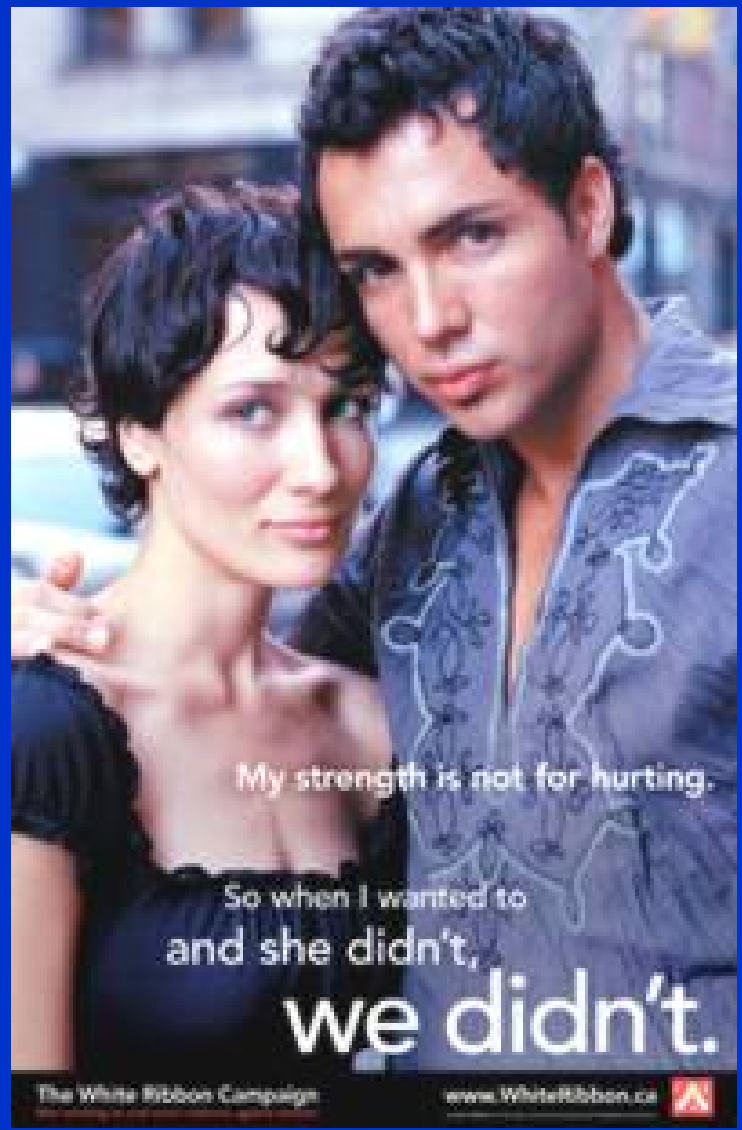
Social justice

Community change

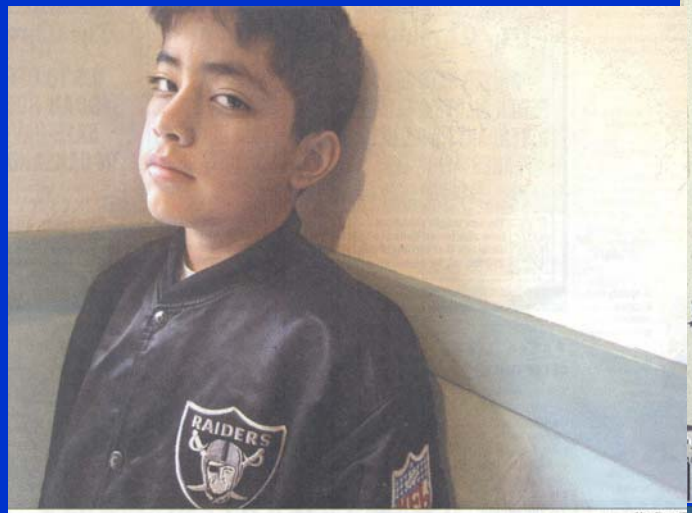
Cultural competency

Part II

Norms change & primary prevention



Source: www.whiteribbon.ca



oberto Mendoza, sixth-grader at the E.C. Reems Academy of Technology and Art in Oakland

Life in the killing zone

Violence is the most pervasive part of growing up in East Oakland

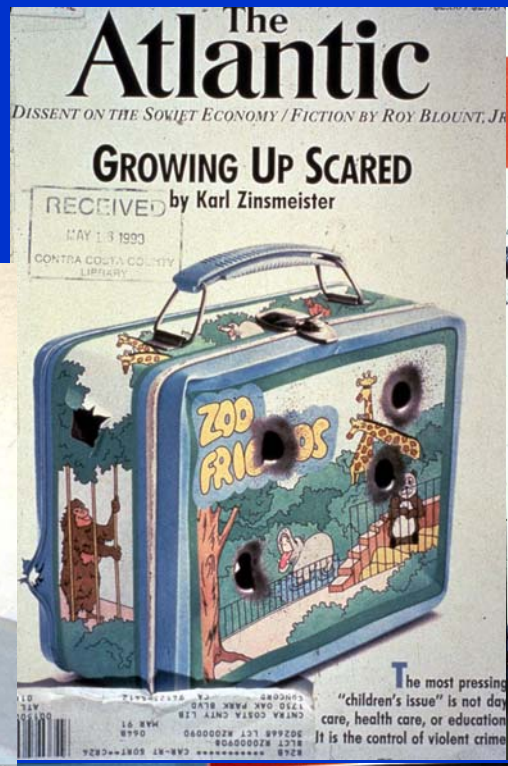
By Anastasia Hendrix
Chronicle Staff Writer

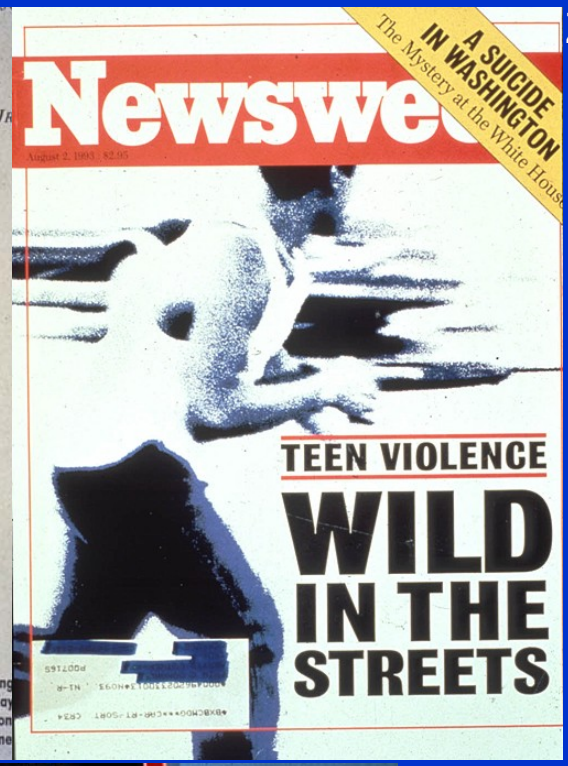
This is a place dozens of murders were committed last year within walking distance of an 11-year-old's doorstep.
This is a place eighth-graders learn out percentages and averages by studying homicide statistics from the streets at surround their classroom -- numbers at represent gunned-down neighbors, ends and even family members.

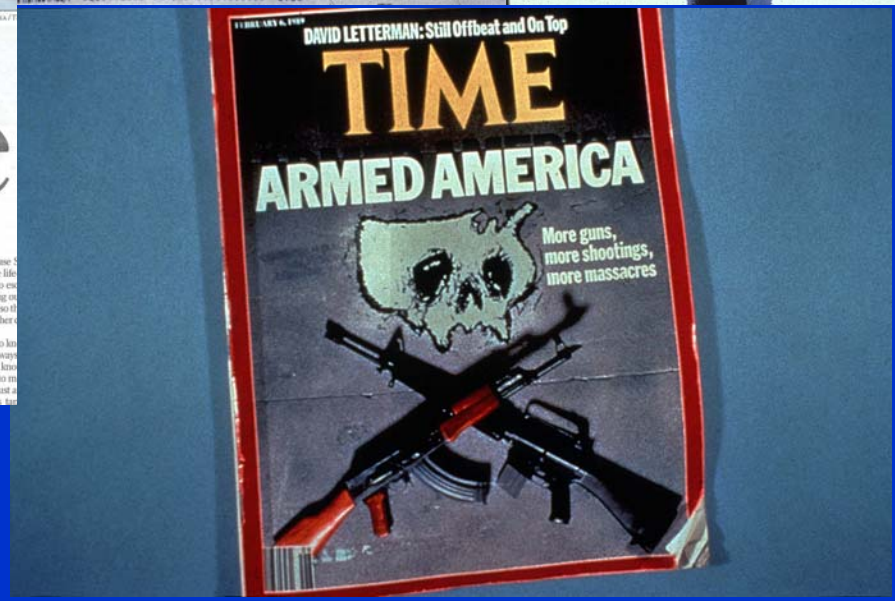
ly hung police tape blocking off a fresh murder. There is sorrow and outrage, and politicians promise to solve the problem -- but the deadly pattern always continues.
This is East Oakland -- where unrelenting violence affects even the smallest matters of everyday life. Take 11-

random bullet -- one that barely missed his father, who was relaxing on the couch at the time.
Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security.

his favorite show: "Worst-Case S
which details how to survive life
ing situations such as how to es
the trunk of a car by breaking o
light and pulling out wiring so th
can fit through and attract other
tention.
"It makes me feel better to kn
like this," Rigo said. "I'm always
of ways to save myself, so I'll kno
do if anything bad happens to m
In his bedroom, located just a
from the kitchen, Rigo has

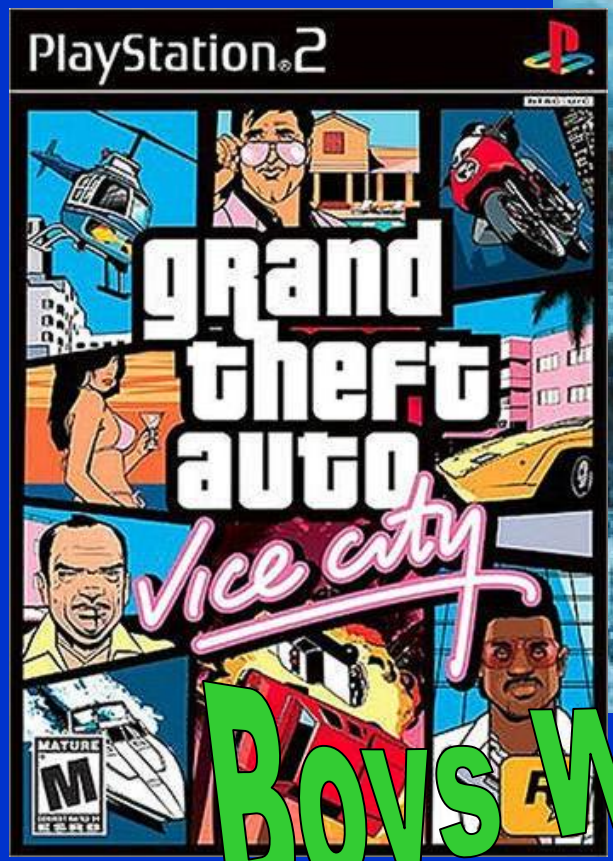






Don't Be A Sissy

Boys Don't Cry



Boys Will Be Boys

Georgy Porgy Pudding and Pie - Kissed the Girls and Made Them Cry

Source: Media Education Foundation

bebe

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

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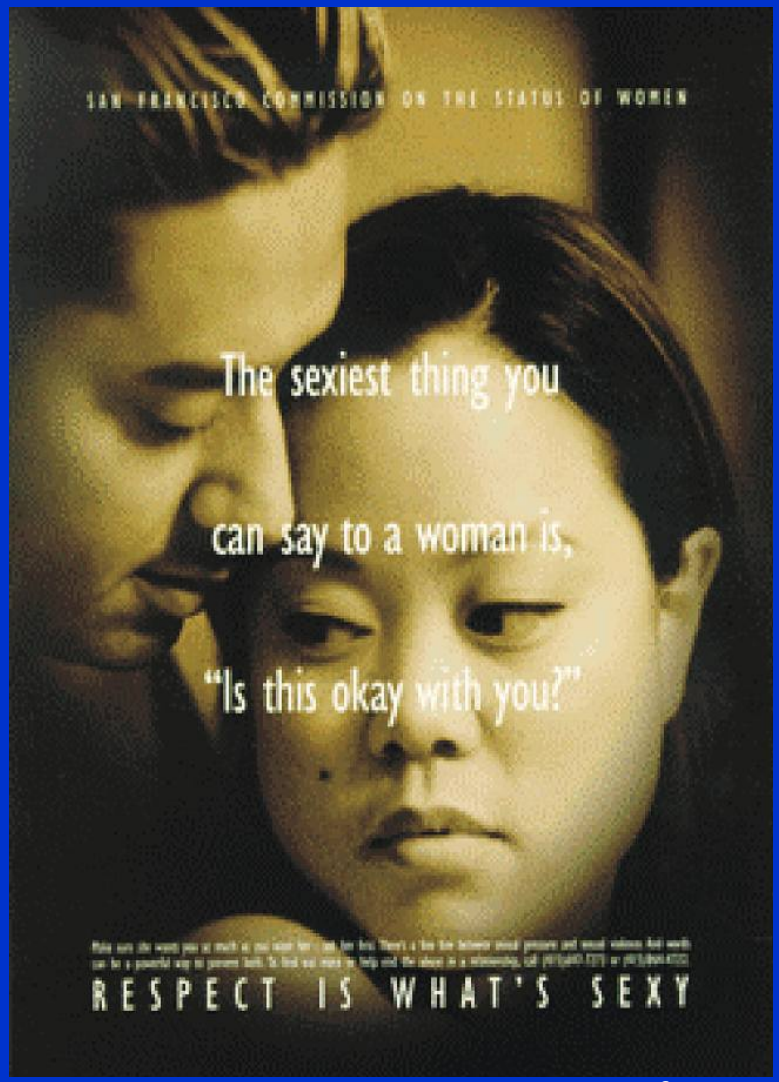
Changing Norms



Source: www.sfgov.org

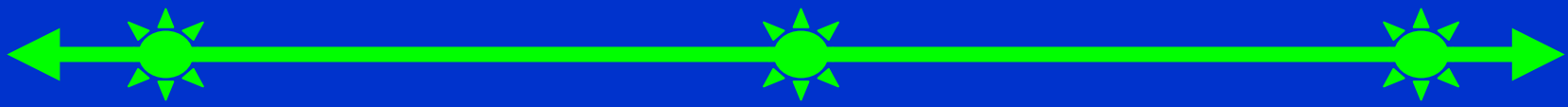
Prevention

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

Primary Prevention

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*

CAMEL
Where
a man belongs.
$2.25

"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

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The 3 Keys

1. **Violence is complex and requires a comprehensive approach.**

2. **Determinants of violence and safety must be addressed.**

3. **Violence prevention requires an integrated strategy for action.**

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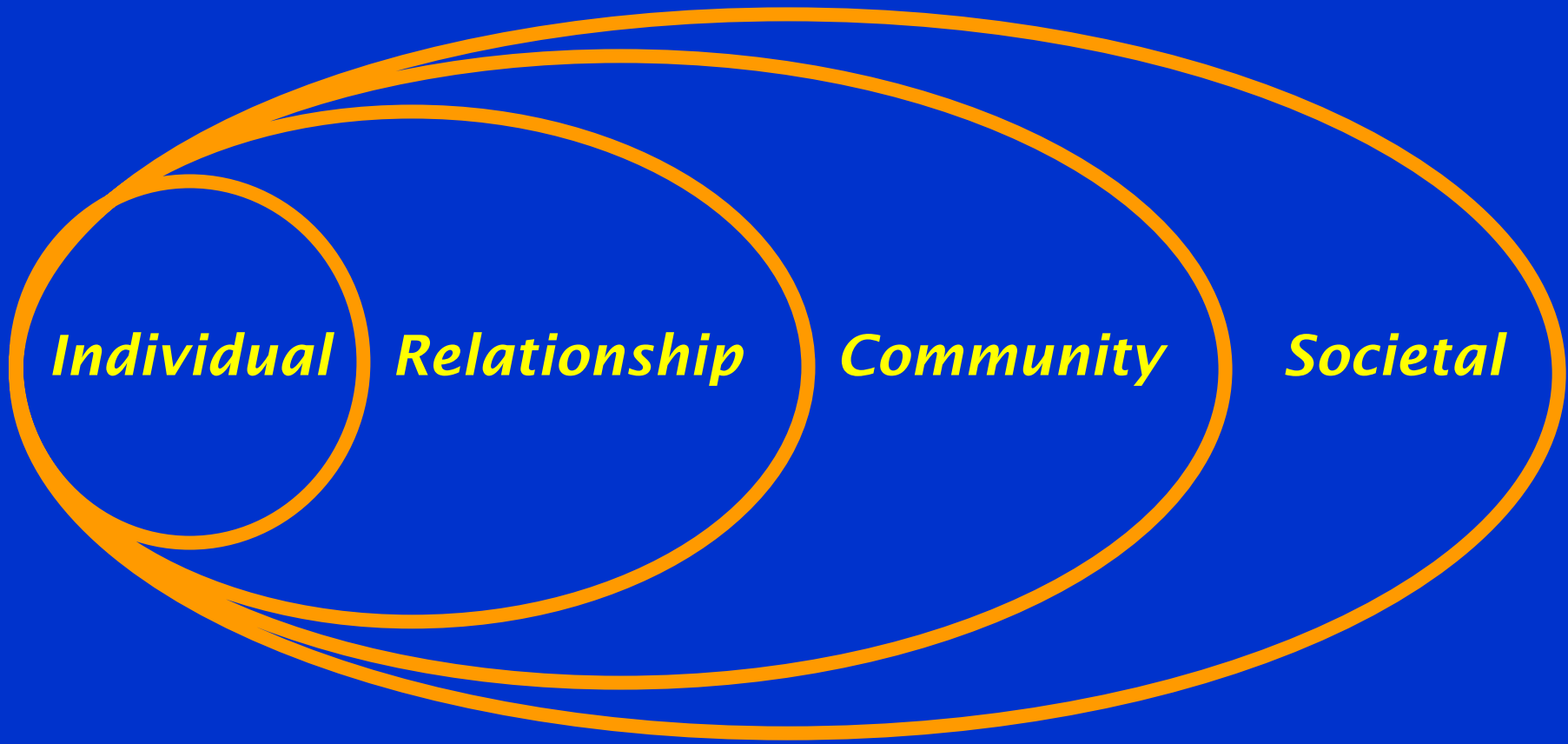
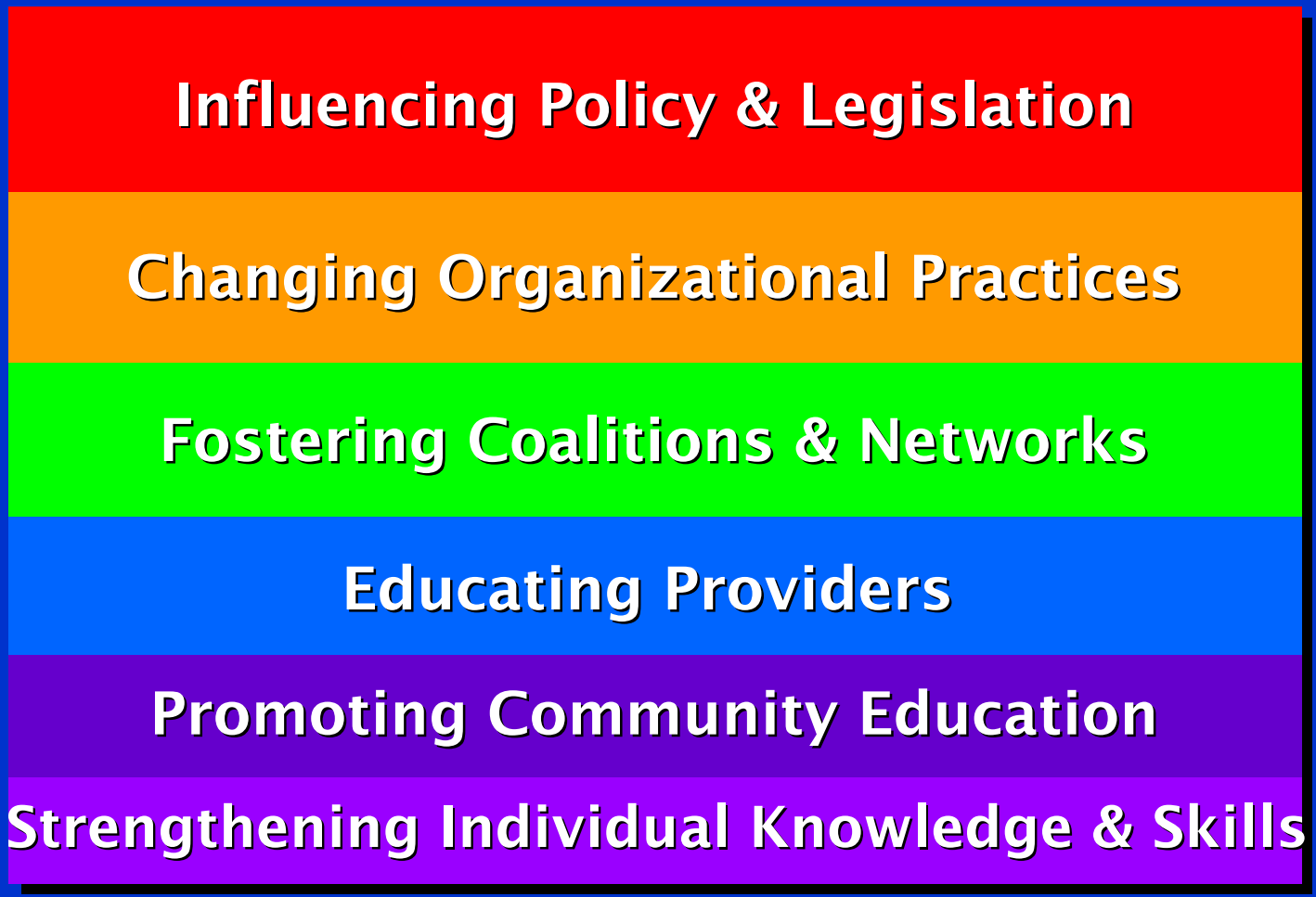
Violence against women is complex and requires a comprehensive approach.

The Ecological Model



The Spectrum of Prevention



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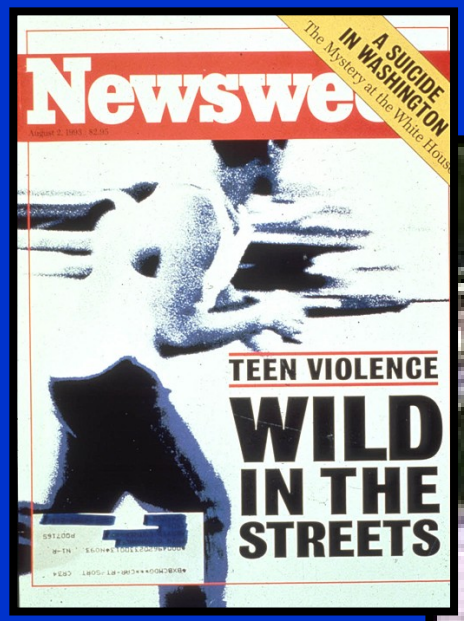
The Spectrum of Prevention

Individual Knowledge and Skills

Source:
http://155.33.32.224/csss/mvp/mvphome.html

The Spectrum of Prevention

Community Education



The Omnipresence of Media

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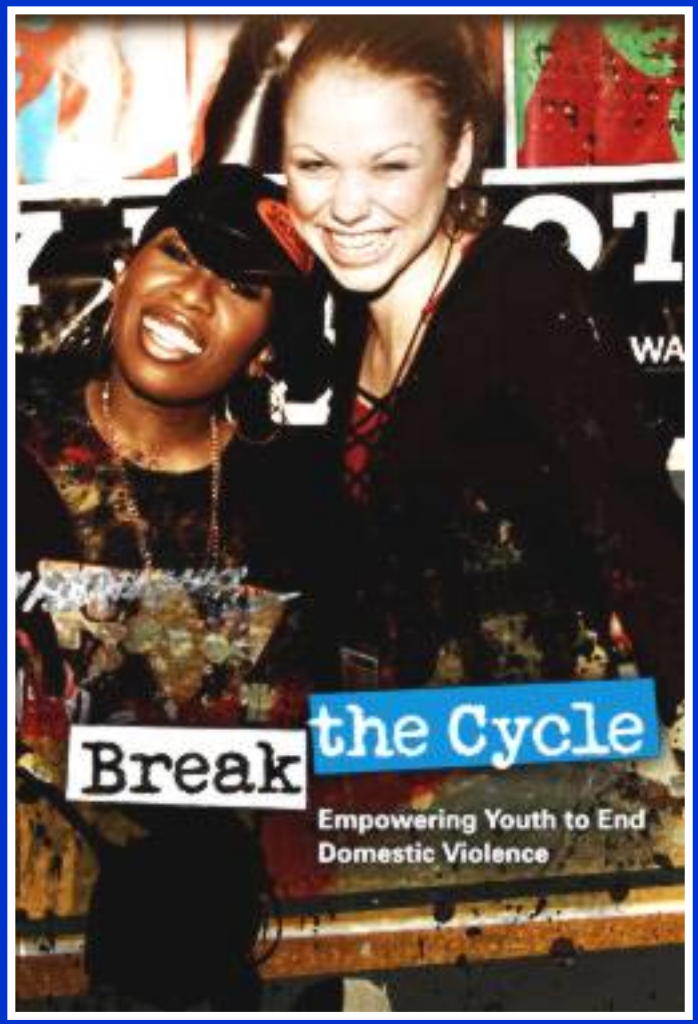
Community Education

Source: www.nylatinasagainstdv.org

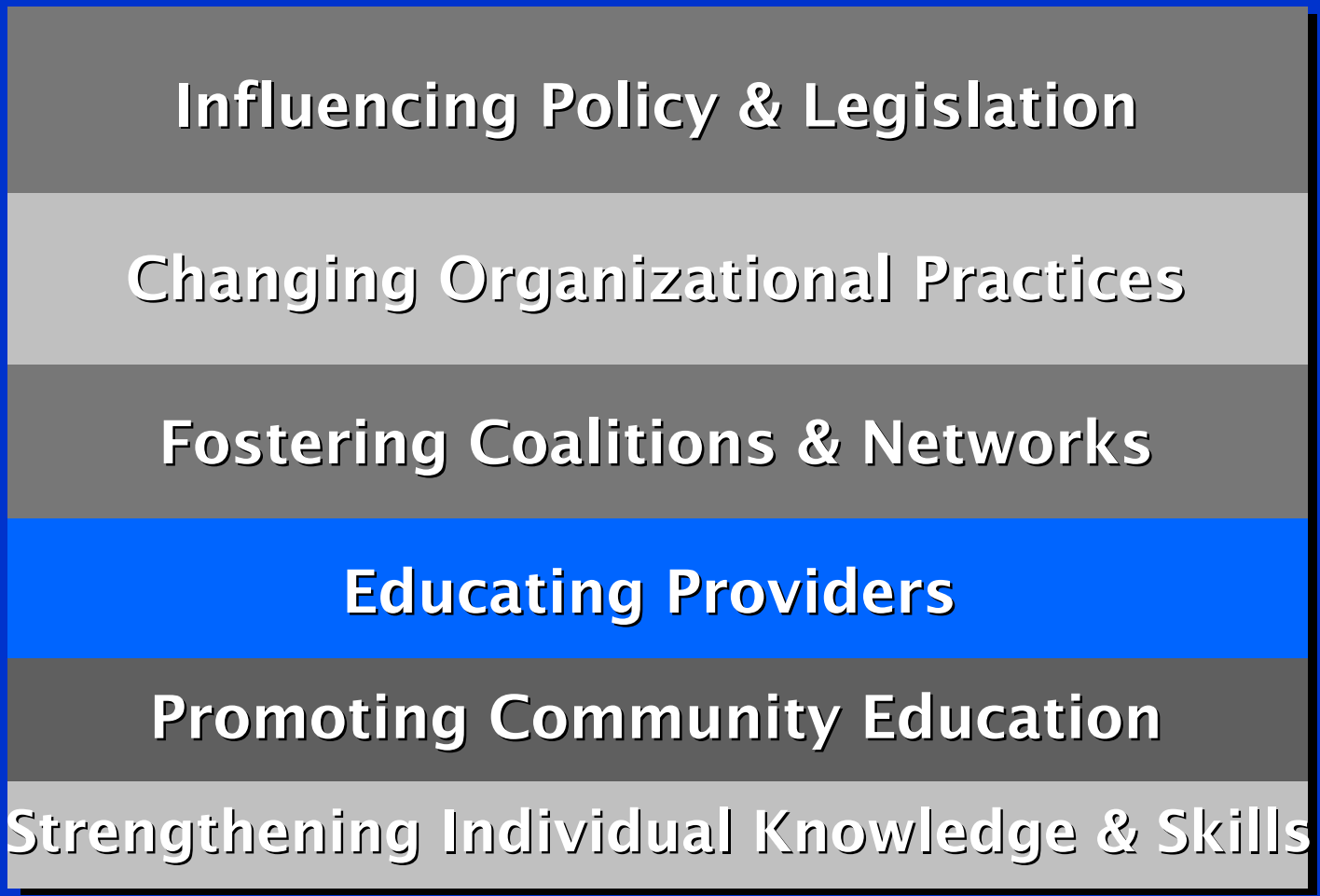
Community Education



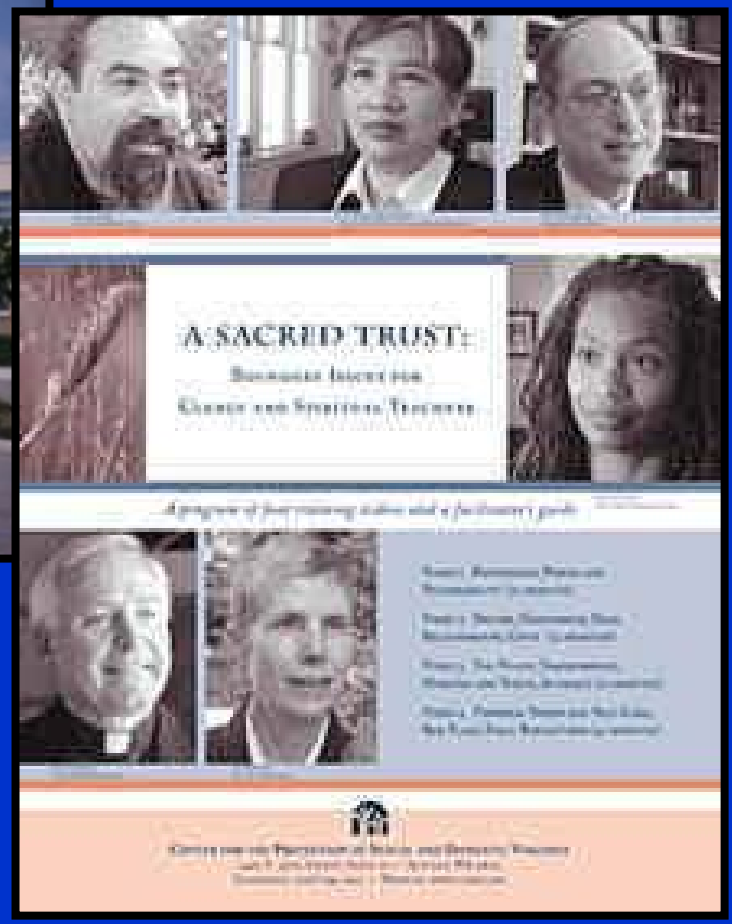
Source: www.upn.com

Source: http://endabuse.org

The Spectrum of Prevention



Provider Training



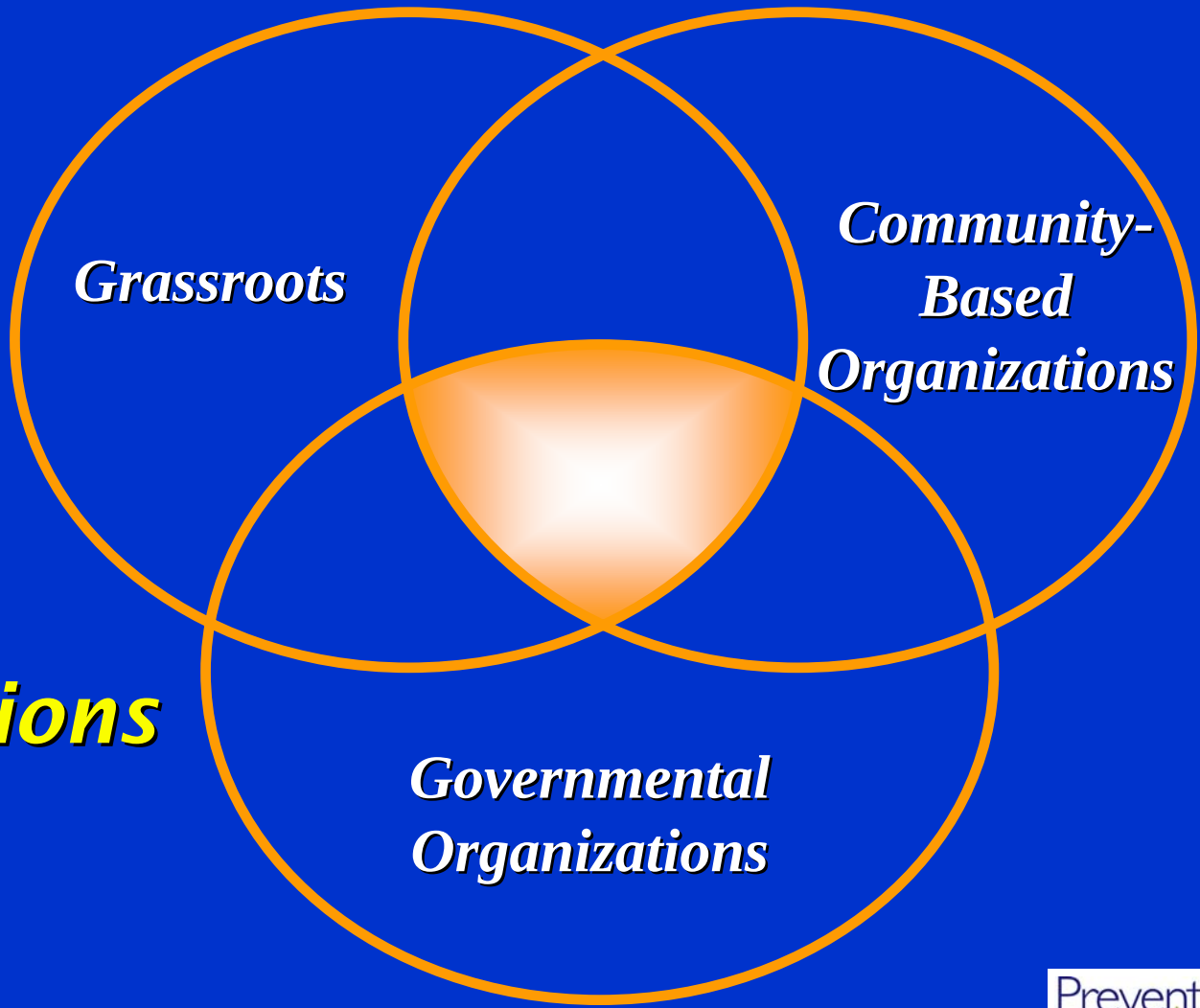
Source: www.faithtrustinstitute.org

The Spectrum of Prevention

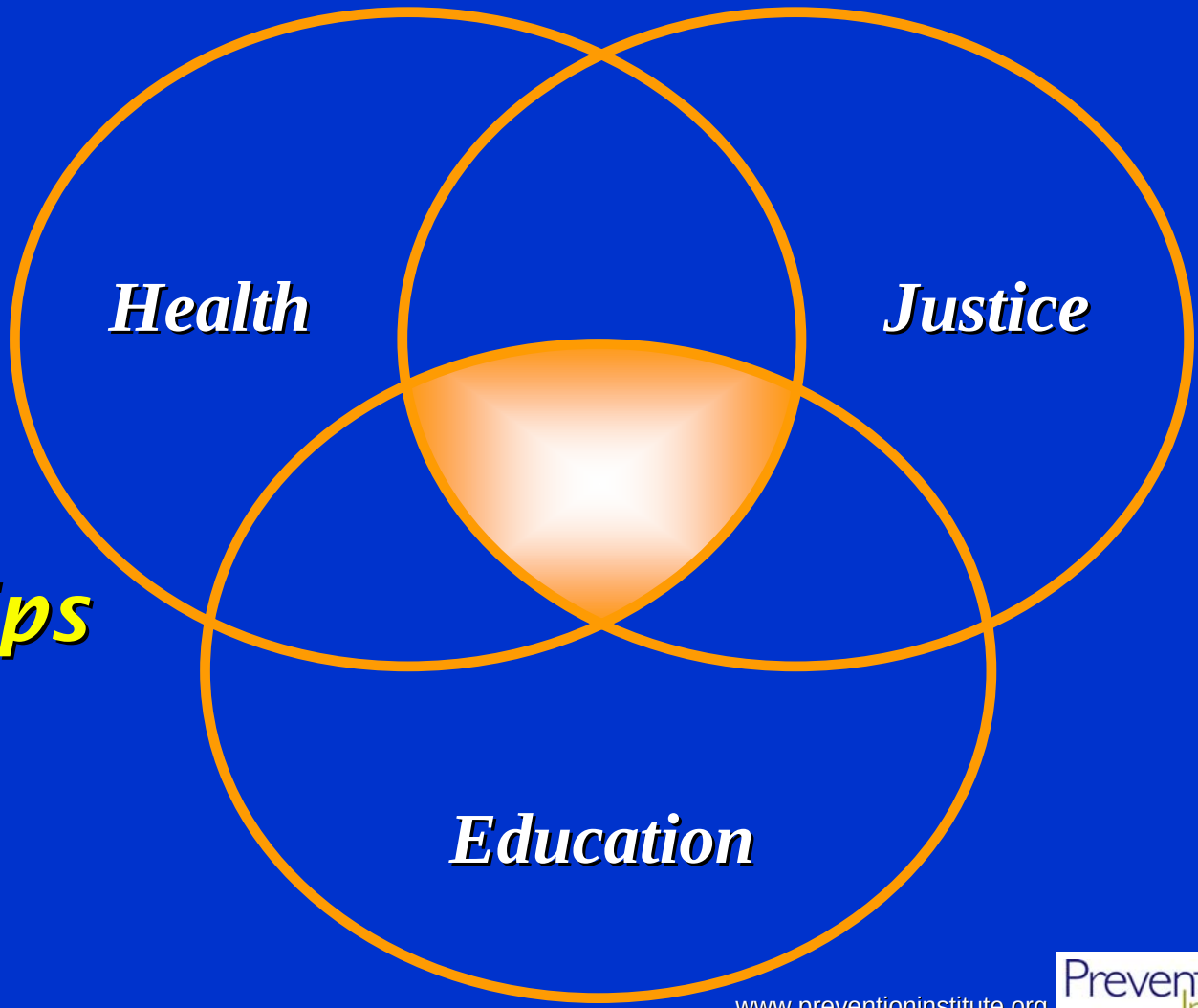
Minnesota Sexual Violence Prevention Action Council

Coalitions and Networks

Types of Collaborations



Coalitions and Networks

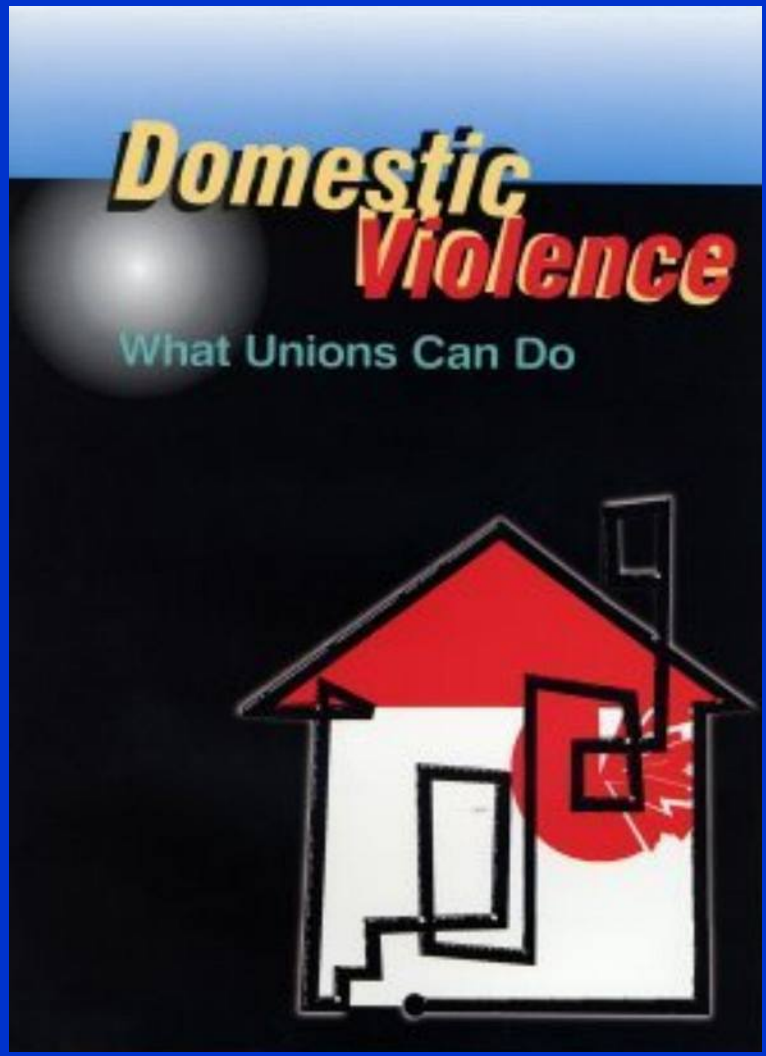


Partnerships Among Systems

The Spectrum of Prevention

Organizational Practices

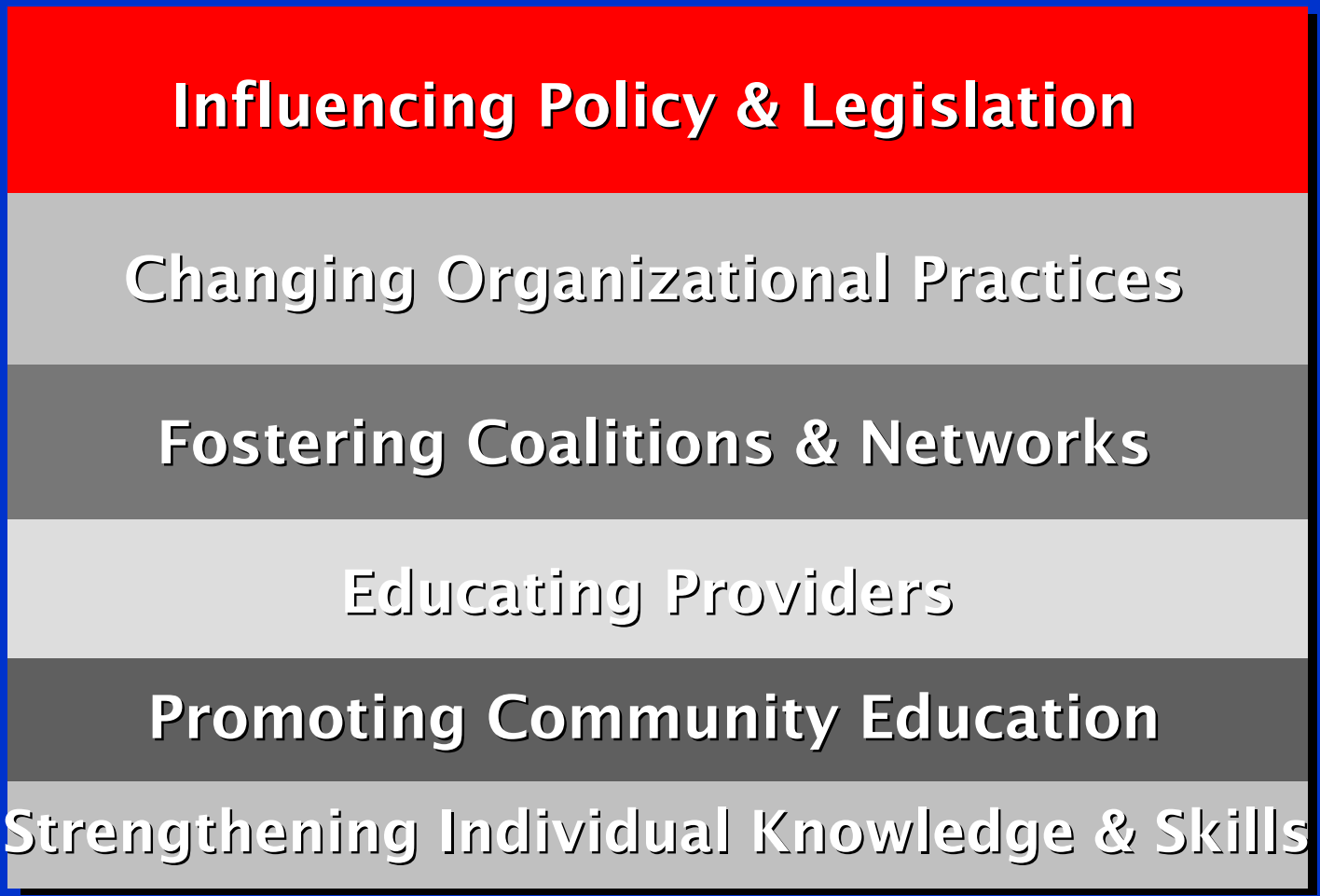
Organizational Practices



Source: http://endabuse.org/workplace/

Organizational Practices

The Spectrum of Prevention



Policy and Legislation

ONE KEY FACT

Useful policy is often developed locally.

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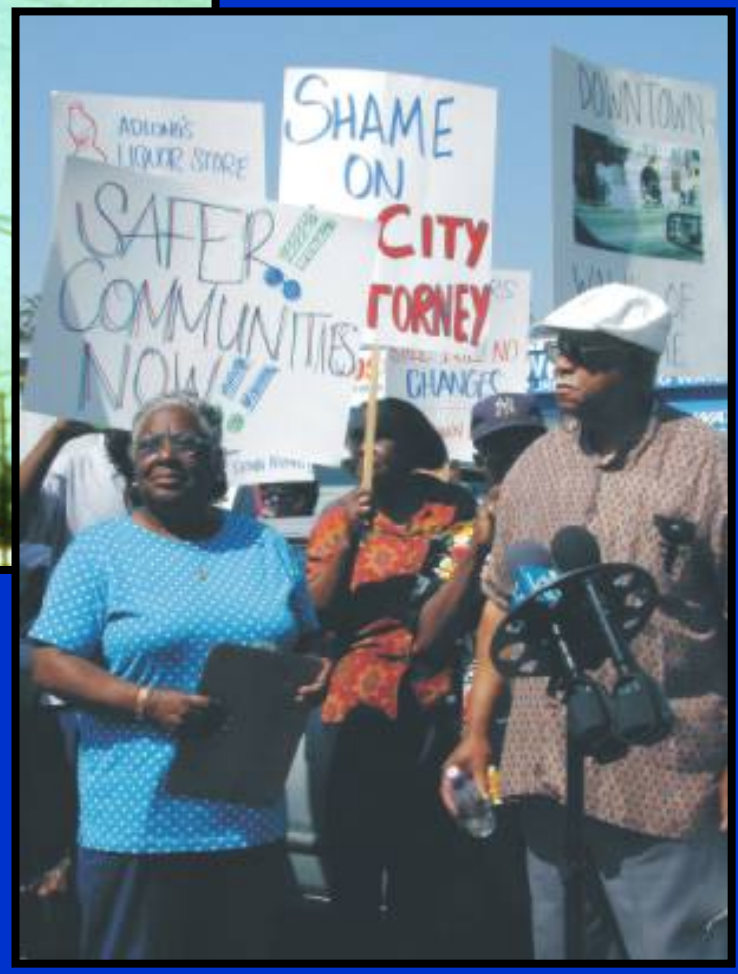
Local Policy is Critical

4 OF 10 REASONS

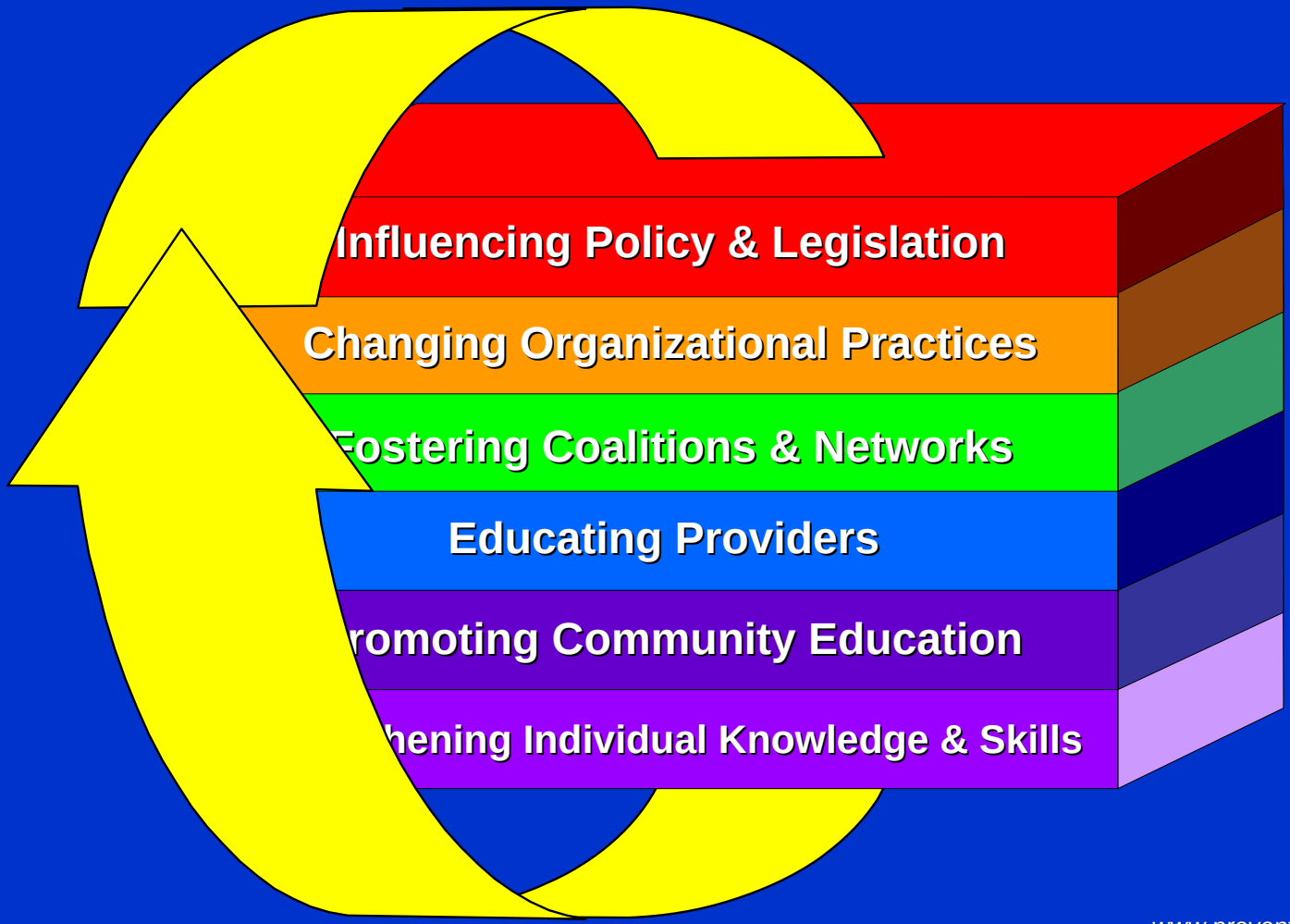
- Local policies can be ***tailored*** to individual community needs.
- Local initiatives ***raise community awareness*** and support.
- Local communities are ***not burdened with bureaucracy*** that often inhibits progress at the state and national levels.
- Local initiatives are a ***laboratory for broader policy change***, providing valuable clues to the most effective and appropriate models.

Policy and Legislation

Policy and Legislation



Data & Evaluation Shape the Spectrum



KEY 2

Determinants of violence and safety must be addressed.

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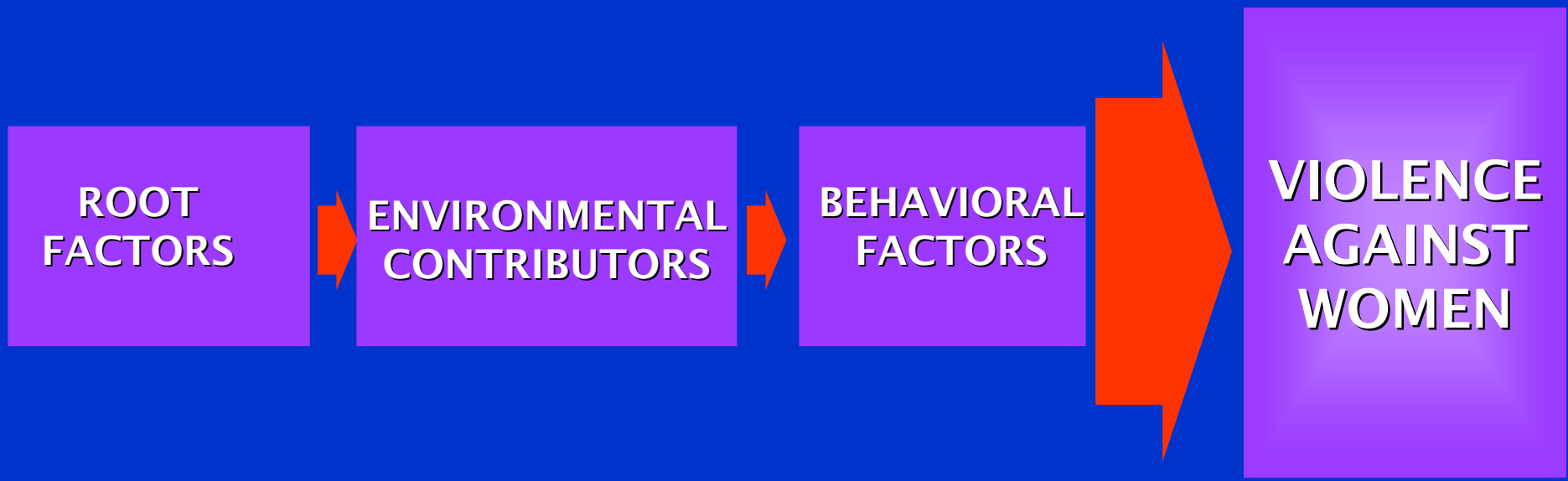
Trajectory of Violence Against Women



"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

Positive role models

Use of physical punishment

Community ownership of solutions

Alcohol

Witnessing & experiencing violence

Gender equity

Guns

Media images

Empathy

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KEY 3

Preventing violence against women requires an integrated strategy for action.

Primary Prevention Strategies

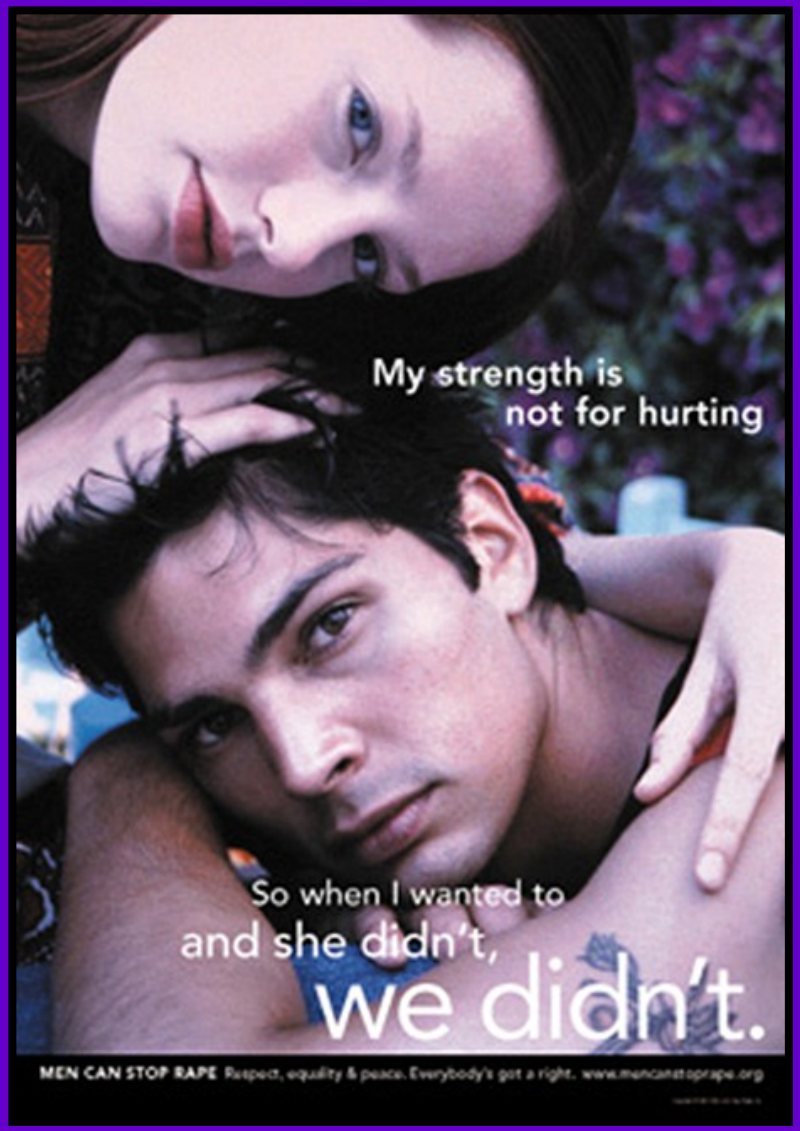
- Empowering women and girls
- Media
- Male gender socialization and involvement of boys and men
- Bystanders
- Healthy relationships
- Healthy sexuality
- Youth as agents of change

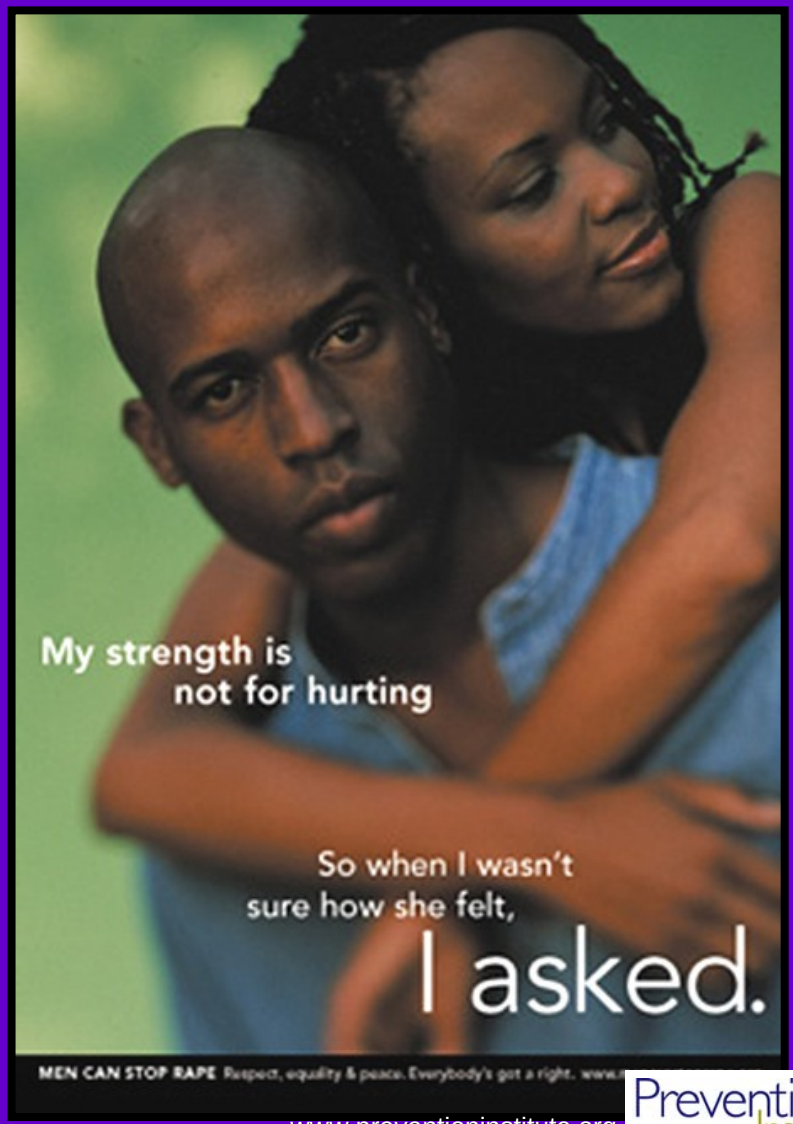
The Synergy of the Spectrum of Prevention

Individual Knowledge and Skills

Source: www.mencanstoprape.org

Community Education

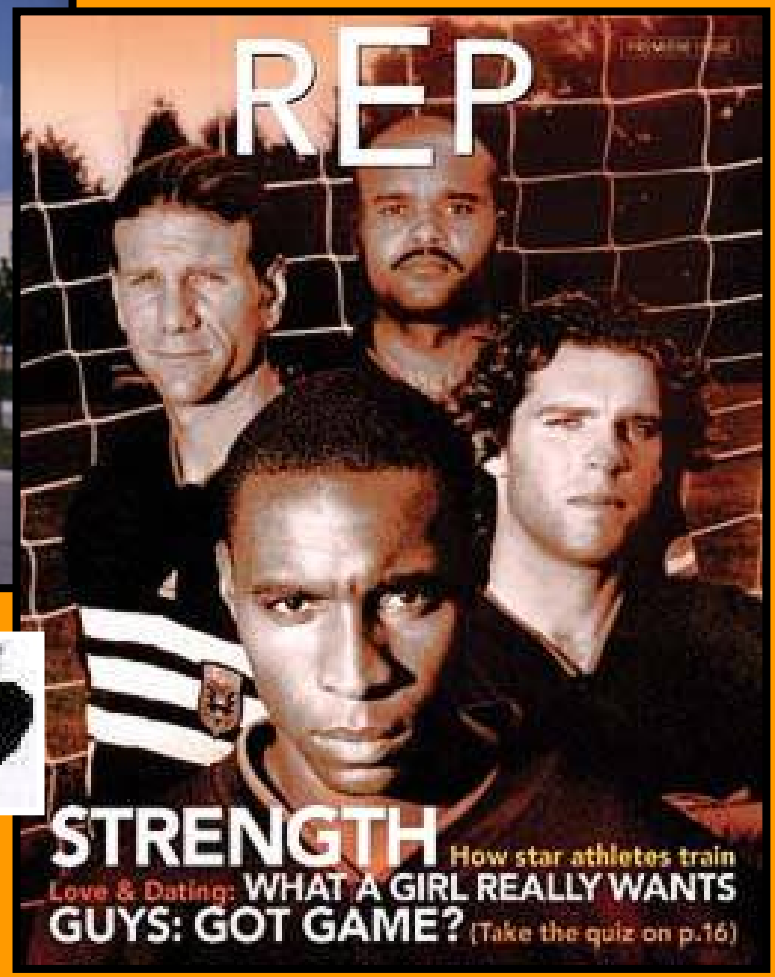




Provider Training

Coalitions and Networks

Organizational Practices



50/50 Club

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

Part IV

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

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Developing Effective Coalitions: The 8-Step Process

Collaboration Math

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

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Health							
Education							
Social Services							
Nutritionists							
Business							
Media							
Public Planning							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

The Tension of Turf

Part V

Questions and Interactive Discussion

Part VI

Evaluation

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prevent@preventioninstitute.org