



**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 Dialogue

# *Changing Norms About Masculinity:*

*A dialogue on preventing  
violence against women*

We will start soon



**PREVENTION  
CONNECTION**  
THE VIOLENCE AGAINST WOMEN  
PREVENTION PARTNERSHIP

A Project of  
  
CALCASA



David S. Lee

Prevention Connection Manager  
California Coalition Against Sexual  
Assault

888-922-5227

916-446-2520

TTY: 916-446-8802

[david@calcasa.org](mailto:david@calcasa.org)

[www.PreventConnect.org](http://www.PreventConnect.org)

---

# *Upcoming Events*

## *Web Conferences*

- ◆ Wednesday, July 19th

## *Web Dialogues*

- ◆ Thursday, Sept 14th

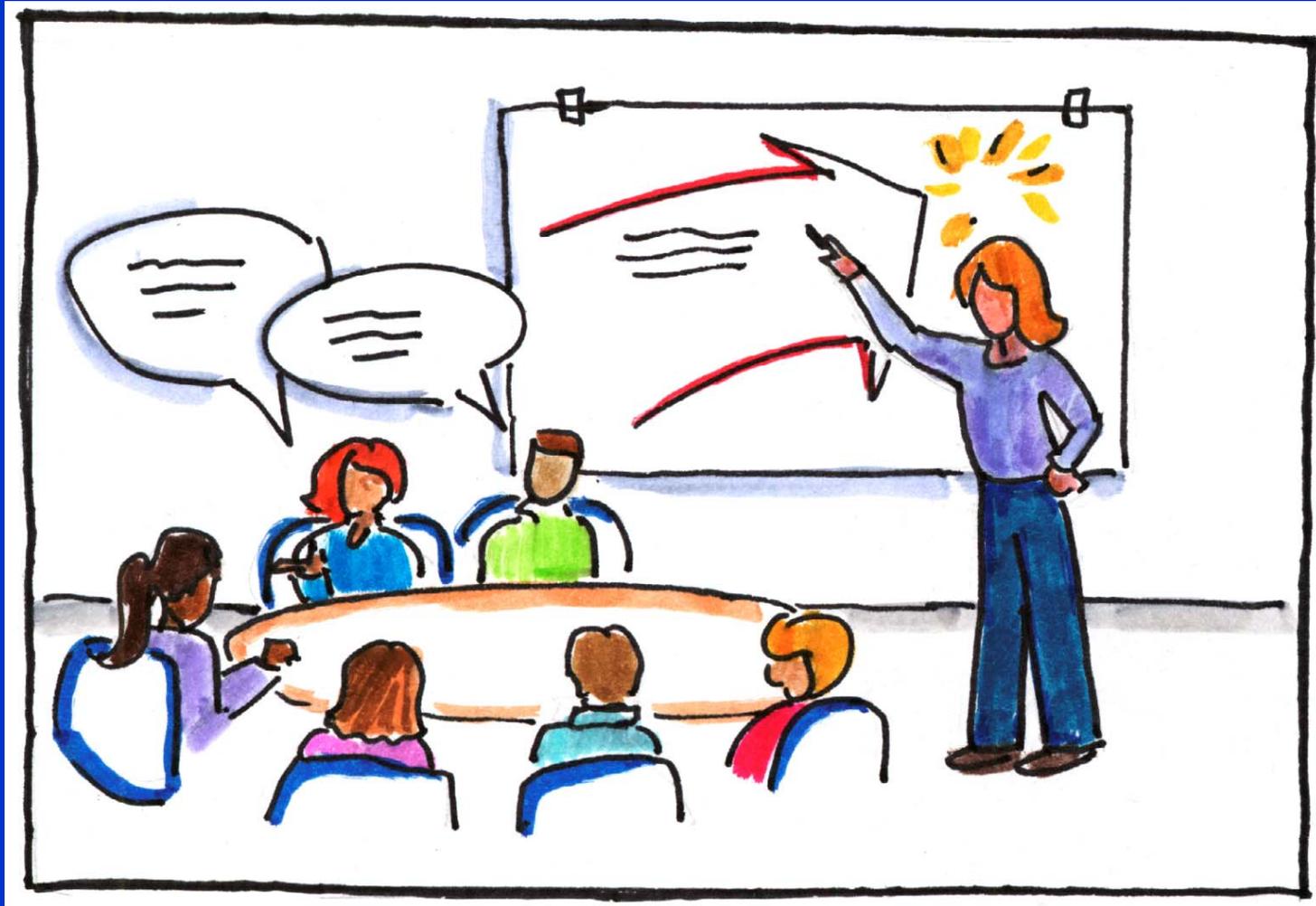


# *Technology*

- ◆ For trouble on the web please send a private chat
- ◆ You can call iLinc technical assistance at 800-799-4510
- ◆ For other information, call CALCASA at 888-922-5227



# *Graphic Recording*





## Collaborative Partners

- National Sexual Violence Resource Center – [www.nsvrc.org](http://www.nsvrc.org)
- 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– [www.PreventConnect.org](http://www.PreventConnect.org)
- VAWnet, The National Online Resource Center on Violence Against Women – [www.VAWnet.org](http://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.

# *Changing Norms About Masculinity*

---

*A dialogue on preventing violence against women*

Dialogue facilitated by:



*June 23, 2006*

*11:00AM -12:30 PST; 2:00-3:30 PM EST*



## *Dialogue Objectives*

- ◆ Learn from local and state practitioners working to engage men and boys about *changing norms* to prevent violence against women
- ◆ Dialogue about *future directions* to achieve broad reach and sustained impact in changing norms about masculinity
- ◆ Experiment with the use of technology to facilitate *dialogue and learning*

# *Dialogue Agenda*

- I. Brief recap on norms change**
- II. Guest introductions and fishbowl discussion**
- III. Open discussion**
- IV. Key ideas and implications**
- V. Evaluation**

**What  
are  
norms**



# Standards, models, or patterns that guide or control behavior

Webster's New International Dictionary, Second Edition  
Unabridged 1958

# How do we change norms?



# *The Spectrum of Prevention*

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

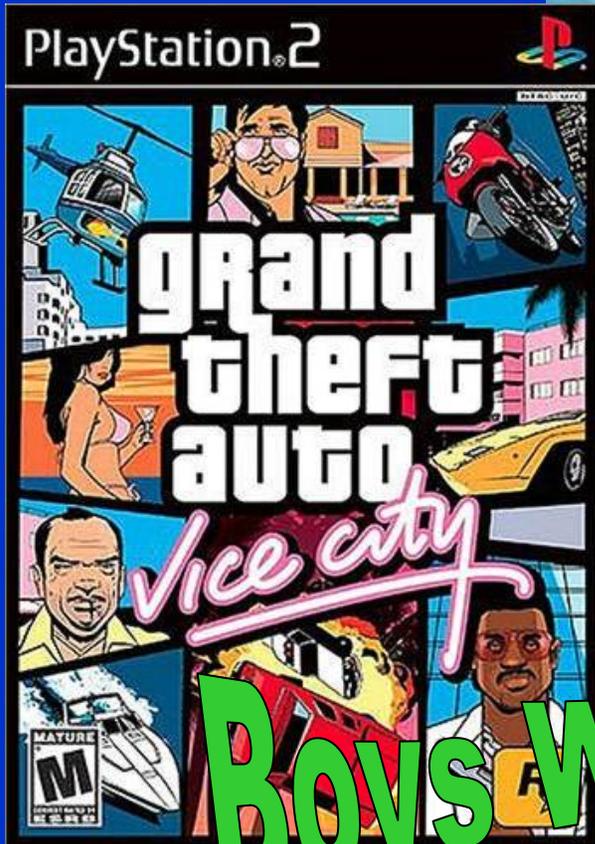
Promoting Community Education

Strengthening Individual Knowledge & Skills

[www.preventioninstitute.org](http://www.preventioninstitute.org)

**Don't Be A Sissy**

**Boys Don't Cry**



**Boys Will Be Boys**

# Part II: Guests introductions and fish bowl discussion



**Mark Bergeron-Naper**  
Massachusetts Dept of  
Public Health



**Brad Perry**  
Virginia Sexual and  
Domestic Violence Action  
Alliance



**Sonia Rivera**  
East Los Angeles  
Women's Center



**Larry Cohen**  
Prevention Institute  
FACILITATOR



**Lisa Fujie Parks**  
Prevention Institute  
FACILITATOR

# *Fishbowl Discussion*



## *Question 1*



What kinds of norms about masculinity do we want to promote to guide and shape the behavior of men and boys?

## Question 2

What have you learned from engaging men and boys about what works and what does not work in changing norms about masculinity?



## Question 3

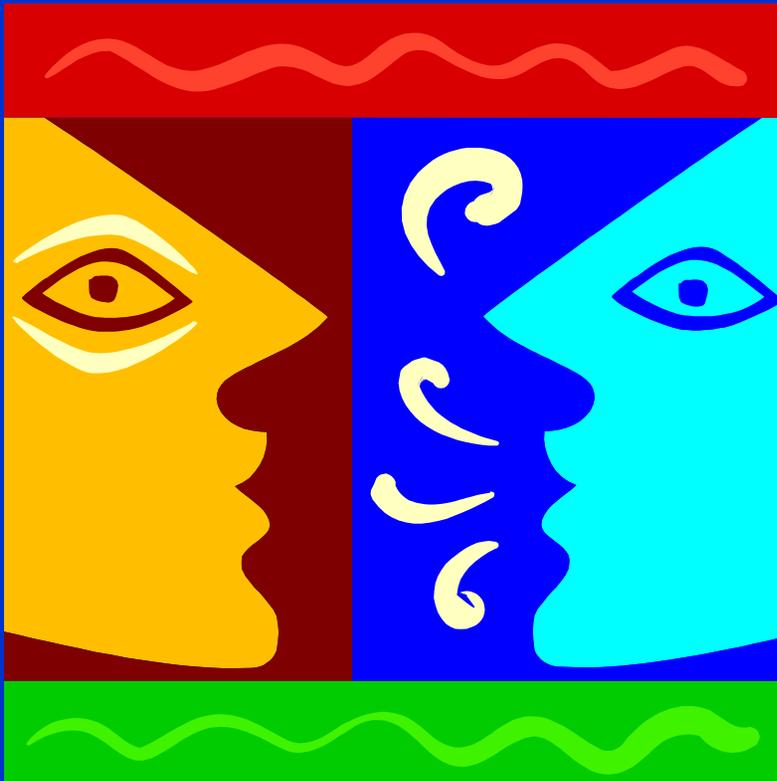
What other kinds of efforts would broaden the impact and sustainability of educational efforts?



## Question 4



What are the implications for future directions in primary prevention of VAW?



# *Open Discussion*

# *Key ideas and implications*



## *Key ideas and implications*

- ◆ What key ideas emerged from today's discussion?
- ◆ What are the implications for your prevention work?



## Action Planning



What are 1-3 specific action steps you are going to take to initiate or expand your work to change norms about masculinity to prevent VAW?

## *Guest Contact Information*

**Mark Bergeron-Naper**

(617)-624-5465

[Mark.bergeron-naper@state.ma.us](mailto:Mark.bergeron-naper@state.ma.us)

**Brad Perry**

(434) 979-9002

[bperry@vsdalliance.org](mailto:bperry@vsdalliance.org)

**Sonia Rivera**

(323) 526-5819

[sriveraela@msn.com](mailto:sriveraela@msn.com)

**Larry Cohen**

(510) 444-7738

[larry@preventioninstitute.org](mailto:larry@preventioninstitute.org)

**Lisa Fujie Parks**

(510) 444-7738

[lisa@preventioninstitute.org](mailto:lisa@preventioninstitute.org)

# *Evaluation*





**265 29th Street  
Oakland, California 94611  
phone: (510) 444-7738  
fax: (510) 663-1280**

**[www.preventioninstitute.org](http://www.preventioninstitute.org)  
[prevent@preventioninstitute.org](mailto:prevent@preventioninstitute.org)**