



A Project of
CALCASA



Welcome to this Web Conference

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

We will start soon



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www.PreventConnect.org

- ◆ New look for web site in January 2007
- ◆ Starting new on-line components in 2007
- ◆ 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
- ◆ 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





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:



November 30, 2006
11:00AM - 12:30 PST; 2:00-3:30 PM EST



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.



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 how **primary prevention approaches** can *add value*
- ◆ Understand why **norms change** is an important outcome
- ◆ Have an initial understanding of the **Three Keys to Preventing Violence Against Women**
- ◆ Understand how the *Spectrum of Prevention* can be used to develop **comprehensive strategies**
- ◆ Experiment with the use of technology to promote interactive learning

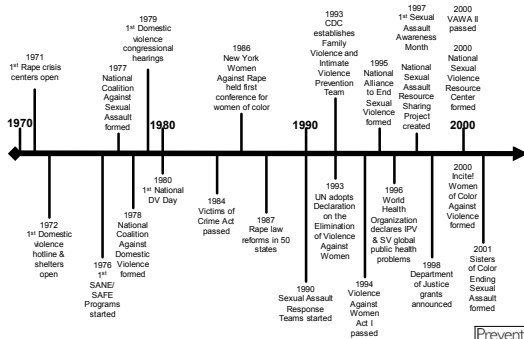


Violence Against Women Movement Accomplishments

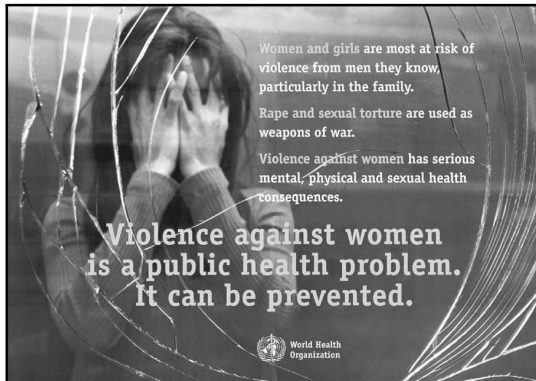


Prevention
Programs of the CDC

Milestones in the Movement



Prevention
Programs of the CDC



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.



Prevention
Programs of the CDC

“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

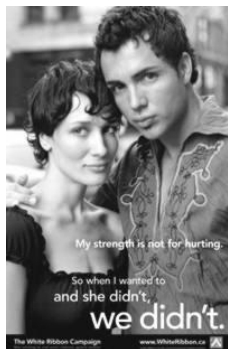
Community change

Cultural competency



Part II

Norms change & primary prevention



Source: www.whiteribbon.ca

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Life in the killing zone

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

Don't Be A Sissy


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Boys Don't Cry

Boys Will Be Boys

22


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



Source: Media Education Foundation


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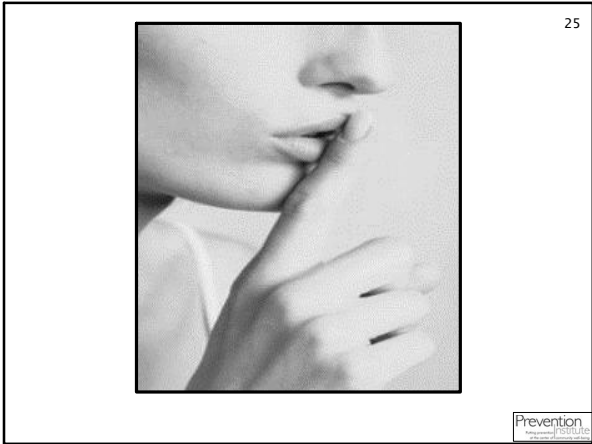


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Norms
Sanction behavior
Taken for granted
Based in culture & tradition
Behavior shapers
More than a habit

Toward a Community Solution

Changing Norms

THE FINEST THING, FORBIDDEN BY THE STATES OF WOMEN

The sexiest thing you can say to a woman is, "Is this okay with you?"

RESPECT IS WHAT'S SEXY

Source: www.sfgov.org

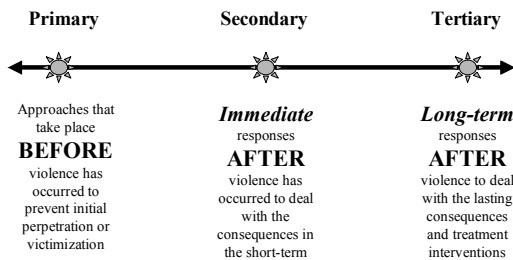
Prevention

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



**Early intervention
and
awareness building
are NOT
primary prevention**

Prevention Works

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





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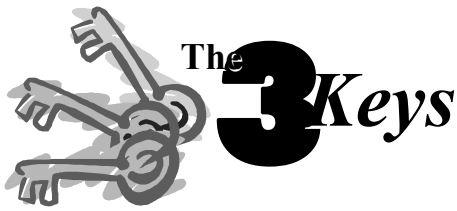
“The prevention of violence against women and girls is a process of changing attitudes, behaviors, beliefs, and institutional norms of ‘acceptable’ violence and discrimination, through an evolutionary and revolutionary process.”

*Transforming Communities National Advisory Committee
February 1999*

Source: www.transformcommunities.org



Part III



to Preventing Violence Against Women



The 3 Keys



Violence is complex and requires a comprehensive approach.



Determinants of violence and safety must be addressed.



Violence prevention requires an integrated strategy for action.

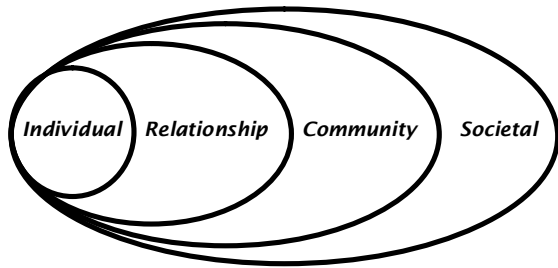




Violence against women is complex and requires a comprehensive approach.



The Ecological Model



The Spectrum of Prevention



www.preventioninstitute.org



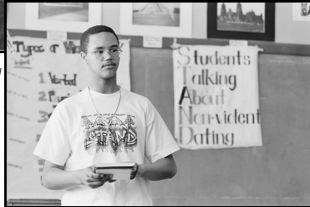
The Spectrum of Prevention



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Individual Knowledge and Skills



Source: <http://155.33.32.224/css/mvvp/mvphone.html>



The Spectrum of Prevention



www.preventioninstitute.org



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



www.preventioninstitute.org



Provider Training



Source: www.faihttrustinstitute.org

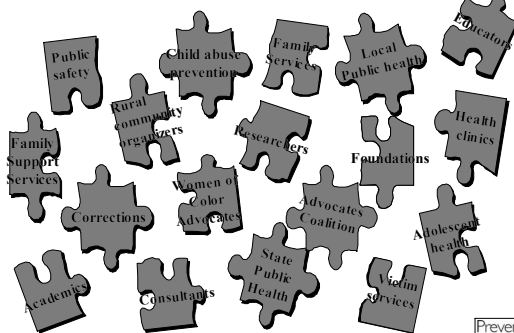
The Spectrum of Prevention



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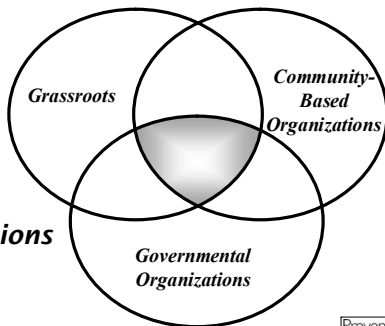


Minnesota Sexual Violence Prevention Action Council



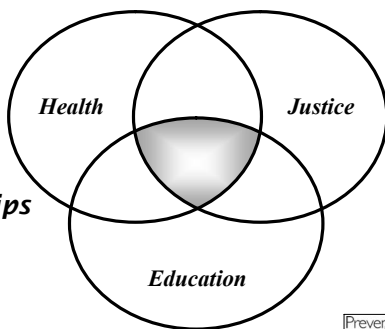
Coalitions and Networks

Types of Collaborations



Coalitions and Networks

Partnerships Among Systems



The Spectrum of Prevention



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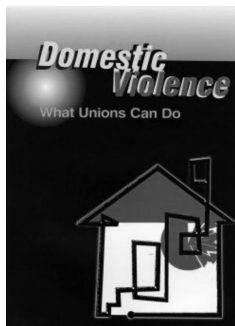


Organizational Practices



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Organizational Practices



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

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Organizational Practices



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The Spectrum of Prevention



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Policy and Legislation

one key fact



Useful policy is often developed locally.



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



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

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Trajectory of Violence Against Women

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“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.”

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Sample Determinants

Male dominance

Use of physical punishment

Alcohol

Witnessing & experiencing violence

Guns

Media images

Positive role models

Community ownership of solutions

Gender equity

Empathy





Preventing violence against women requires an integrated strategy for action.

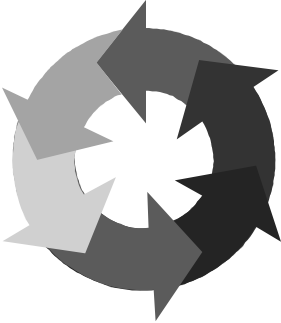


Primary Prevention Strategies

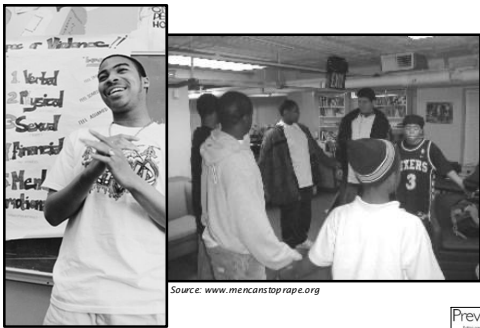
- ◆ Empowering women and girls
- ◆ Media
- ◆ Male gender socialization and involvement of boys and men
- ◆ Bystanders
- ◆ Healthy relationships
- ◆ Healthy sexuality
- ◆ Youth as agents of change



The Synergy of the Spectrum of Prevention



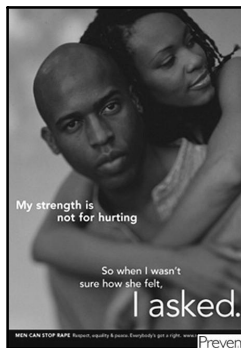
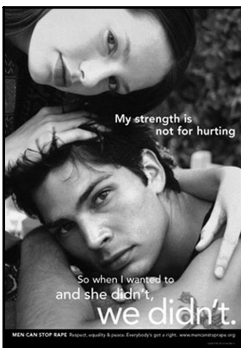
Individual Knowledge and Skills



Source: www.mencanstoprape.org



Community Education



Provider Training



Coalitions and Networks



Organizational Practices



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**

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- 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

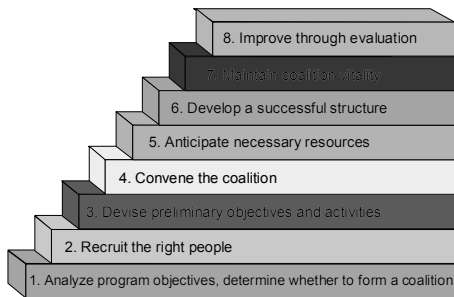
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**Developing Effective Coalitions:
The 8-Step Process**



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Collaboration Math

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Health							
Education							
Justice							
Mental Health							
Social Services							
Alcohol/Drugs							
Business							
Media							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	



The Tension of Turf



Part V

Questions and Interactive Discussion



Part VI

Evaluation





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