



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

A Project of  
  
CALCASA

## **SESSION TRANSCRIPT**

### **WEB CONFERENCE**

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

**Thursday, November 30, 2006**

2:00-3:30 pm EST (11:00 am – 12:30 pm PST)

### **Presenters**

Larry Cohen, Rachel Davis & Greta Tubbesing, Prevention Institute

### **Host**

David Lee, Prevention Connection

*Participant names have been removed from this chat record, unless provided by the participant in text.*

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>> HELLO EVERYONE.

I AM BRADEN.

I WOULD LIKE TO WELCOME YOU TO TODAY'S CONFERENCE

CALL.

AT THIS TIME, ALL PARTICIPANTS ARE IN A

LISTEN-ONLY MODE.

LATER WE WILL CONDUCT A QUESTION AND ANSWER

SESSION AND INSTRUCTIONS ON HOW TO PARTICIPATE WILL

FOLLOW AT THAT TIME.

AS A REMINDER, THIS CALL IS BEING RECORDED.

IF YOU SHOULD NEED OPERATOR ASSISTANT AT ANY TIME,

YOU MAY PRESS STAR THEN ZERO ON THE TOUCH TONE PHONE.

I WOULD LIKE TO INTRODUCE YOUR SPEAKER.

DAVID LEE.

>> THIS IS ADVANCING THE PREVENTION OF VIOLENCE  
AGAINST WOMEN.

I AM GLAD TO SEE WOMEN JOINING US IN THIS SESSION  
WHERE WE CAN TALK ABOUT VIOLENCE AGAINST WOMEN AND HOW  
WE PREVENT THAT IN OUR SOCIETY AND WORK TOGETHER.  
IN THIS, WE'RE USING A WEB CONFERENCE TECHNOLOGY,  
PREVENTION CONNECTION HAS BEEN DOING THIS THE LAST  
SEVERAL YEARS AND WE HAVE HAD REALLY EXCITING  
DISCUSSIONS.

ABOUT THAT THIS IS THE INFORMATION ON HOW TO REACH  
ME.

YOU SHOULD BE SEEING ON YOUR SCREEN THE PICTURE  
WITH MY NAME AND PHONE NUMBER.

IF YOU ARE NOT ON THE COMPUTER AND HAVE DOWNLOADED  
THE SLIDES FROM THE WEBSITE, CAN YOU FOLLOW ALONG.

WE'RE ON SLIDE TWO WHERE IT HAS MY CONTACT  
INFORMATION AT CALCASA.

I ENCOURAGE YOU TO CONTACT ME IF YOU HAVE OTHER  
QUESTIONS.

AT PREVENTION CONNECTION ALL OF YOU HAVE SIGNED UP  
BY GOING TO OUR WEBSITE, [WWW.PREVENTCONNECT.ORG](http://WWW.PREVENTCONNECT.ORG).  
BEGINNING JANUARY WE WILL HAVE A NEW LOOK TO THE  
WEBSITE.

AND SEVERAL ONLINE COMPONENTS THAT WE ARE EXCITED  
ABOUT AS WE MOVE INTO MORE WEB 2.0 TECHNOLOGY.

WE WILL SHARE MORE IN JANUARY ABOUT THAT.  
ON THE WEBSITE YOU CAN SIGN UP FOR WEB CONFERENCES  
AND DIALOGUES.  
LIKE TODAY.  
CHECK IN PERIODICALLY TO SEE UPDATES.  
IN ADDITION WE HAVE MATERIALS AND ARCHIVES FROM  
PREVIOUS EVENTS, INCLUDING THE SLIDES FROM  
PRESENTATIONS.  
PREVENTCONNECT.ORG IS THE LOCATION TO SIGN UP FOR  
OUR LISTSERV WHERE WE HAVE DISCUSSIONS ABOUT WHAT WE  
DISCUSS HERE AND PREVENTION INTERVENTION.  
WE HAVE ADVOCATED INVOLVED.  
AND WE ENCOURAGE YOU TO JOIN THE PREVENT CONNECT  
LISTSERV TO CONTINUE THE PREVENTION OF VIOLENCE AGAINST  
WOMEN.  
I WANT TO TALK YOU TO ABOUT THE TECHNOLOGY WE HAVE  
TODAY AND SEVERAL PIECES YOU CAN USE.  
ONE OF THESE, IS CALLED THE RAISING HAND.  
AND THE RAISING HAND, WE FIND IT TO BE A VERY  
USEFUL TOOL THAT WE WILL BE USING TO ASK QUESTIONS  
DURING THE SESSION.  
SO THE WAY THAT WE WOULD USE THAT RAISED HAND IS  
THAT IN YOUR UPPER LEFT-HAND CORNER, YOU SHOULD SEE A  
HAND LOGO, I'M CIRCLING THAT.  
CAN EVERYONE PLEASE RAISE THEIR HAND?  
GREAT.  
WE WILL BE USING THE RAISED HAND FEATURE FOR WHEN  
PEOPLE HAVE QUESTIONS THEY WANT TO ASK.  
SO THIS IS A WAY YOU CAN ALERT INFORMATION.

I SEE THAT ABOUT -- THAT ABOUT ONE-THIRD OF THE  
PEOPLE HAVE RAISED THEIR HAND.

NOT EVERYONE RAISED THEIR HAND YET.

SO WE'RE LOOKING FOR MORE HAND RAISES.

GREAT.

NOW WE HAVE OVER 60 PEOPLE DOING THAT.

IT IS A WAY TO GET INFORMATION.

ONE OF THE WAYS WE CAN INTERACT ON OUR WEB  
CONFERENCE.

THANK YOU VERY MUCH.

THAT IS ALL WE CAN DO.

I WILL PUT THE HANDS DOWN.

SO I SEE A FEW MORE PEOPLE ARE RAISING THEIR HAND.

I WILL GO AHEAD AND PUT THEM DOWN.

THE NEXT FEATURE THAT WE FEEL IS REALLY USEFUL IS  
WHAT WE CALL THE QUESTION AND ANSWERS.

WHERE WE ASK QUESTIONS OF THE AUDIENCE AND BE ABLE  
TO GET SOME INPUT FROM THE AUDIENCE.

SO WHAT I WOULD LIKE TO DO IS POSE A FEW  
QUESTIONS.

FROM THE AUDIENCE.

SO WHAT I WILL DO IS BE ABLE TO DO THE POLLING  
QUESTIONS HERE.

FIRST QUESTION I WILL ASK IS: HOW MANY WEB  
CONFERENCES HAVE YOU ATTENDED BEFORE?

LET US KNOW IF THIS IS THE FIRST WEB CONFERENCE.

THAT IS NUMBER 1.

NUMBER 2 IS YOU HAVE ATTENDED ONE WEB CONFERENCE

BEFORE.

IF YOU HAVE ATTENDED TWO TO THREE, PRESS THREE.

IF YOU HAVE DONE FOUR, PRESS FOUR.

I SEE PEOPLE ARE ANSWERING THOSE QUESTIONS.

THIS IS GREAT.

I HAVE ABOUT 96 PEOPLE OUT OF THE 120 PEOPLE ON  
HAVE ALREADY ANSWERED THE QUESTION.

NOW I'M GOING TO BE ABLE TO -- I HAVE 99, ONE MORE  
PERSON.

WE GOT TO 100.

SO WHAT I WILL DO IS SHARE THE RESULTS SO YOU CAN  
SEE WHO -- WHAT THE AUDIENCE IS.

AND AS YOU CAN SEE, HERE, WE HAVE ALMOST HALF THE  
PEOPLE, THIS IS THEIR FIRST WEB CONFERENCE THEY HAVE  
ATTENDED AND 20% OF YOU HAVE GONE ON FOUR OR MORE  
CONFERENCES IN THE PAST AND HAVE PARTICIPATED QUITE  
THOROUGHLY.

SO THAT IS REALLY GREAT TO BE ABLE TO LEARN A LOT  
ABOUT YOUR EXPERIENCES.

PLEASE LET US KNOW -- I WILL ASK ANOTHER QUESTION.

THE NEXT QUESTION I WILL ASK IS HAVE YOU ATTENDED  
A PREVIOUS PREVENTION CONNECTION WEB CONFERENCE?

WE HAVE BEEN DOING WEB CONFERENCES FOR MANY YEARS.

LET US KNOW IF YOU ATTENDED ONE PREVIOUSLY.

PRESS ONE FOR YES AND TWO FOR NO.

I SEE WE'RE GETTING PEOPLE RESPONDING.

I AM WAITING TO GET TO THE MAGIC 100 THRESHOLD OF  
PEOPLE RESPONDING.

JUST GET A FEW MORE PEOPLE TO RESPOND.

IF YOU HAVE ATTENDED A PREVIOUS PREVENTION  
CONNECTION WEB CONFERENCE.

I'M AT ABOUT 96.

PEOPLE HAVE RESPONDED.

WELL, I WILL SHARE THE RESULTS NOW.

WHAT WE SEE IS THAT 35% OF YOU HAVE ATTENDED A WEB  
CONFERENCE IN THE PAST AND 64% PERCENT HAVE NOT ATTEND  
PREPONDERANCE THIS -- HAVE NOT ATTENDED THIS SESSION.

IT IS DONE BEFORE.

IT SETS A FOUNDATION FOR THE WORK.

WE'RE EXCITED TO HAVE YOU JOIN.

WE ALSO WANT TO KNOW ABOUT WHO THE AUDIENCE IS.

AND THE WAY WE CAN BE ABLE TO DO THAT IS, LET'S

PLEASE GET A DESCRIPTION OF WHAT BEST DESCRIBES YOUR  
ORGANIZATION.

IS IT A DOMESTIC VIOLENCE AGENCY, SEXUAL ASSAULT  
PREVENTION AGENCY, PART OF A PUBLIC HEALTH DEPARTMENT,  
ARE YOU INVOLVED IN EDUCATION?

OR ARE YOU OTHER?

I KNOW THERE ARE MANY DUAL AGENCIES HERE, YOU CAN  
PUT YOURSELF IN OTHER OR PICK ONE OF THOSE.

SO WE CAN GET A SENSE OF WHO THE AUDIENCE IS THAT  
WE HAVE HERE.

GREAT.

I WILL SHARE THE RESULTS HERE SO YOU KNOW WHO OUR  
AUDIENCE IS.

WE'RE 22% FROM DOMESTIC VIOLENCE.

6 PERCENT PUBLIC HEALTH.

14 PERCENT WERE FROM EDUCATION.

AND ONE-THIRD, 31 PERCENT WERE FROM OTHER.

IF YOU'RE IN OTHER, YOU CAN WRITE INTO THE TEXT

CHAT BOX WHAT TYPE OF ORGANIZATION YOU ARE.

SO THE WAY THAT IS, YOU WILL SEE THIS IN THE

BOTTOM CORNER OF YOUR PIECE.

YOU CAN WRITE DOWN THE TYPE OF ORGANIZATION YOU

HAVE.

I SEE SEVERAL PEOPLE ARE FROM DUAL AGENCIES AND

ALREADY WRITING IN.

JACKIE ROSA, EDIE FERRA AND MORE ARE COMING IN

FASTER.

THIS IS THE TIME OF AGENCY PEOPLE ARE COMING IN

FROM.

YOU SEE DUAL ORGANIZATIONS, FEDERAL HEALTH CARE

ACADEMIC, BOYS TO MEN ORGANIZATION, SOMEBODY FROM

DIGITAL MEDIA COMMUNICATIONS, SOMEBODY FROM THE

MILITARY, SOCIAL SERVICE AGENCY, UNIVERSITY, ANNETTE

SAYS SHE'S FROM ALL OF THE ABOVE.

FROM DOMESTIC VIOLENCE COALITION, SOMEONE FROM THE

BUSINESS AND FINANCIAL WORLD.

GREAT.

THANK YOU VERY MUCH FOR SHARING THE INFORMATION

ABOUT WHO YOU ARE.

WE WILL BE DOING A FEW OTHER QUESTIONS LATER ON IN

THE SESSION.

THE OTHER PIECE IN THE TEXT CHAT IS THAT WE WILL

BE PERIODICALLY ASKING QUESTIONS OF YOU TO BE ABLE TO

SHARE THAT.

AND THE WAY TO MAKE YOUR TEXT CHAT WORK SOMETIMES EASIER TO READ BECAUSE IT IS A BIG SCREEN.

IF YOU PRESS -- I AM CIRCLING THE ARROWS THAT POINT TO THE RIGHT-HAND SIDE.

THAT WILL MAKE YOUR TEXT CHAT BOX APPEAR BIGGER AND IT IS MUCH EASIER TO WRITE.

YOU CAN SEND A PRIVATE MESSAGE THAT WILL GO TO ME AND THE OTHER FACILITATORS.

AND THAT IS ANOTHER WAY YOU CAN BE ABLE TO SHARE INFORMATION WITH US DURING THIS SESSION.

SO THAT IS SOMETHING WE ENCOURAGE YOU TO DO.

WE DO HAVE A POWERPOINT SLIDES THAT ARE BEING SHOWN ON THE SESSION.

THOSE POWERPOINT SLIDES YOU SHOULD BE ABLE TO SEE.

YOU CAN ALSO DOWNLOAD A COPY.

THEY'RE AVAILABLE AT [WWW.PREVENTCONNECT.ORG](http://WWW.PREVENTCONNECT.ORG).

WE HAVE THEM SO YOU CAN SHOW THEM AT ONE PER PAGE AND THREE PER PAGE TO BE ABLE TO WRITE OTHER QUESTIONS THAT YOU MIGHT HAVE.

WEB CONFERENCES ARE EXCITING SOFTWARE.

MANY OF YOU ARE LEARNING HOW TO USE IT.

WE BELIEVE IT IS A GREAT WAY TO BE ABLE TO INTERACT WITH PEOPLE THROUGHOUT THE COUNTRY.

WE HAVE 130 PEOPLE ON THIS CONFERENCE.

I KNOW MANY OF YOU ARE SITTING WITH GROUPS OF PEOPLE.

SO WE PROBABLY HAVE CLOSER TO 200 PEOPLE PARTICIPATING THROUGHOUT THE COUNTRY.

IT IS A GREAT OPPORTUNITY TO BUILD OUR NETWORK OF  
WHAT WE DO.

WE DO GET A CHANCE FOR EVERYONE TO SEE THE LIST OF  
WHO ARE SOME OF THE NAMES OF PEOPLE PARTICIPATING.

I WILL MOVE TO PAGE 5.

IF YOU HAVE TROUBLE ON THE WEB SEND A PRIVATE TEXT  
CHAT TO US AND WE WILL BE HAPPY TO THEN SHARE  
INFORMATION WITH YOU.

YOU CAN CONTACT ILINC OR GET TO THE OPERATOR BY  
PRESSING STAR ZERO.

OTHER QUESTIONS, YOU CAN CALL CALCASA AT  
(888) 522-5227 AND YOU CAN ANSWER QUESTIONS YOU HAVE  
THERE.

I AM MOVING ON TO NUMBER 6.

WE'RE TALKING ABOUT VIOLENCE AGAINST WOMEN IN THIS  
SESSION.

WHEN WE TALK ABOUT VIOLENCE AGAINST WOMEN WE'RE  
TALKING ABOUT DOMESTIC VIOLENCE, ALL FORMS OF SEXUAL  
VIOLENCE.

WE'RE LOOKING AT VIOLENCE ACROSS THE LIFESPAN  
INCLUDING VIOLENCE AGAINST CHILDREN AND VIOLENCE  
THROUGH VIOLENCE AGAINST ELDERS AND PREVENTION  
CONNECTION IS HOW TO PREVENT BEFORE VIOLENCE STARTS IN  
THE FIRST PLACE AND HOW TO MAKE CONNECTIONS TO OTHER  
ISSUES IN OTHER COMMUNITIES.

NUMBER 7, PREVENTION CONNECTION IS PART OF A  
COLLABORATION OF OTHER NATIONAL RESOURCE CENTERS.

I STRONGLY ENCOURAGE YOU TO VISIT THEIR WEBSITES.  
THE NATIONAL SEXUAL VIOLENCE RESOURCE CENTER,

NATIONAL YOUTH VIOLENCE PREVENTION RESOURCE CENTER,  
PREVENT OUT OF UNIVERSITY OF NORTH CAROLINA AND VAN IS  
AN AGAINST VIOLENCE AGAINST WOMEN.

THESE LISTSERVS AND WEB CONFERENCES DON'T  
REPRESENT THE VIEWS OF THE U.S. GOVERNMENT, CDC OR  
CALCASA.

I AM NOW TURNING TO THE NEXT PAGE.

PAGE 8.

WHAT I WOULD LIKE TO DO IS FOR TODAY'S SESSION,  
HAND OVER THE MICROPHONE TO LARRY COHEN AND GRETA  
TUBBESING OF THE PREVENTION INSTITUTE.

HAPPY TO HAVE THEM.

THEY DO EXCELLENT WORK.

WE HAVE BEEN WORKING TOGETHER CLOSELY TO BE ABLE  
TO PUT ON OUR WEB CONFERENCES.

GRETA AND LARRY I WILL HAND THAT OVER TO YOU.

>> THANKS DAVID.

THANKS FOR THE PRESENTATION TODAY.

I AM GRETA TUBBESING.

>> GOOD MORNING EVERYBODY OR AFTERNOON.

>> (CHUCKLING) I WANT TO THANK THE CALIFORNIA  
COALITION AGAINST SEXUAL ASSAULT TODAY AND THE  
PRACTITIONERS WHO SHARED WITH US THEIR SUCCESSES AND  
CHALLENGES AND CONTRIBUTED TO THE DEVELOPMENT OF THE  
FORUM.

>> I WORKED AT A CLINIC FOR SEVERAL YEARS WHERE  
WE SEE A NUMBER OF PEOPLE WHO ARE VICTIMS OF THIS KIND  
OF VIOLENCE WE'RE TALKING ABOUT TODAY.

I'M SURE LIKE ALL OF YOU, I AM HEART BROKEN TO SEE THE PAIN, TRAUMA AND FEAR THAT RESULTS FROM THIS VIOLENCE.

IN MY WORK WITH VICTIMS AND SURVIVORS HAS MADE ME REALIZE VIOLENCE DOESN'T HAVE TO HAPPEN.

IT MADE ME START ASKING WHAT CAN WE DO BEFORE VIOLENCE OCCURS TO START IT FROM HAPPENING IN THE FIRST PLACE?

THAT IS WHY I BELIEVE IN FOCUSING ON A PRIMARY PREVENTION APPROACH.

I AM HAPPY WE WILL HAVE THIS CONVERSATION TODAY TO TALK ABOUT PRIMARY PREVENTION.

>> I AM LARRY COHEN.

I HAVE BEEN HERE AT PREVENTION INSTITUTE SINCE IT WAS FOUNDED, ABOUT NINE YEARS NOW.

OUR GOAL IS REALLY TO BUILD MOMENTUM FOR PRIMARY PREVENTION.

BEFORE THAT I WORK INSIDE JUVENILE JUSTICE.

I HAVE A BACKGROUND IN MENTAL HEALTH.

I WORKED IN COUNTY GOVERNMENT, AND INTERNATIONAL NONPROFIT.

I REASON I AM DOING THIS IS BECAUSE I AM REALLY PASSIONATE ABOUT ADVANCING PRIMARY PREVENTION.

AND WORKING ACROSS A LOT OF ISSUES.

THERE HAS NOT BEEN ENOUGH EMPHASIS ON PREVENTION.

I WOULD SAY SPECIFICALLY ON QUALITY PREVENTION.

ON WHAT IT REALLY TAKES.

THERE HAS BEEN JUST TOO MUCH FOCUS ON WHEN WE SAY PREVENTION DEVELOPING BROCHURES OR THINKING OH, IT IS

JUST EDUCATION, TELL PEOPLE TO WATCH OUT AND TAKE  
BETTER CARE OF THEMSELVES.

NOT ENOUGH FOCUS ON THE PRACTICE OF PREVENTION.

NOW, WITH VIOLENCE AGAINST WOMEN, WE KNOW IT IS  
NOT ONLY UNACCEPTABLE, BUT IT IS PERVASIVE, AND IT CAN  
BE PREVENTED.

AND EVEN THOUGH WE UPON WE CAN -- EVEN THOUGH WE  
KNOW WE CAN MAKE A DIFFERENCE TOO OFTEN THERE IS  
INADEQUATE INVESTMENTS TO MAKE THE BIG CHANGES IN  
RELATIONSHIPS, COMMUNITIES, AND IN POLICIES.

SO LET'S GET STARTED, GRETA.

LET ME TURN IT BACK TO YOU AND SLIDE NINE.

>> THANKS, LARRY.

LET'S STARTED WITH OUR SHARED END GOAL.

WHAT WOULD A WORLD WITHOUT VIOLENCE AGAINST WOMEN  
LOOK LIKE?

IN A MINUTE WE WILL ASK YOU TO ANSWER THIS  
QUESTION USING THE TEXT CHAT FUNCTION DAVID EXPLAINED  
TO YOU ALL.

ON YOUR SCREEN YOU SEE AN IMAGE FROM A VDAY  
CAMPAIGN.

THAT THIS -- IN THIS CAMPAIGN THERE IS A VISION OF  
A WORLD WITHOUT VIOLENCE AGAINST WOMEN AND GIRLS.

WHAT WOULD THIS WORLD LOOK LIKE TO YOU?

HOW WOULD IT BE DIFFERENT AND HOW WOULD PEOPLE  
INTERACT?

IF YOU WOULD USE THE TEXT BOX SECTION TO DESCRIBE  
HOW THIS WORLD WOULD LOOK TO YOU, THAT WOULD BE GREAT.

PLEASE GO AHEAD AND DO THAT NOW.

WE'RE GETTING A LOT OF RESPONSES.

THANKS FOR SHARING YOUR RESPONSE.

I SEE FREEDOM, RESPECT, EQUALITY, HAPPINESS.

I KNOW THIS IS A REALLY QUICK EXERCISE.

AND THAT IS INTENTIONAL WE WANT TO BE SENSITIVE TO  
MOVING THE AGENDA FORWARD.

WE WILL HAVE MORE TIME LATER TO REVIEW THESE.

IT WILL BECOME PART OF THE RECORD OF THIS FORUM.

THANKS EVERYONE FOR SHARING YOUR THOUGHTS.

THESE PHRASES WILL BECOME A SNAPSHOT OF OUR  
VISION, AND THE BASIS FOR WHAT WE WILL TALK ABOUT  
TODAY.

>> SO LET'S TURN TO SLIDE 10, PLEASE.

AND OBVIOUSLY, IN CHOOSING THE VISION WE'RE  
DEVELOPING REQUIRES WE PREVENT VIOLENCE AGAINST WOMEN.  
LET'S DEFINE PREVENTION.

AND THE KEYWORD HERE AS CAN YOU SEE HIGHLIGHTED IN  
YELLOW IS SYSTEMATIC.

WE NEED A SYSTEMATIC PROCESS TO PROMOTE HEALTHY  
ENVIRONMENTS AND BEHAVIORS.

OF COURSE, LET'S BE REAL ABOUT THIS.

PREVENTION CAN BE AND IS VERY, VERY CHALLENGING.

SOME OF THE CHALLENGES, PREVENTION FEELS LIKE A  
DISTRACTION SOMETIMES GIVEN THE URGENCY OF HELPING  
PEOPLE THROUGH TRAUMA.

LACK OF FUNDING.

LACK OF TIME.

>> QUESTIONS ABOUT ACHIEVABILITY.

ALSO PEOPLE AREN'T REALLY SURE WHAT WOULD BE  
EFFECTIVE.

PREVENTION CAN SOMETIMES FEEL TOO MUSHY.

WHAT IS PREVENTION ANYWAY?

.

>> SOMETIMES IT FEELS LIKE IT IS TOO SMALL AN  
EFFORT OR WHAT NEEDS TO BE CHANGED FEELS TOO BIG.

FOR EXAMPLE, WE WILL TALK ABOUT THIS SOON,  
CHANGING NORMS FEELS OVERWHELMING AT TIMES.

AND FINALLY, THERE IS THIS ISSUE OF THE LACK OF  
POLITICAL WILL.

WE NEED THAT POLITICAL WILL.

SO ALL THESE CHALLENGES ARE REAL, GRETA.

WE WOULDN'T BE HERE, THOUGH, IF WE DIDN'T THINK  
THEY COULD BE WELL ADDRESSED.

IT TAKES SYSTEMATIC APPROACHES AND OF COURSE  
ONGOING -- ONGOING COMMITMENT.

BUT WE HAVE TO INSIST ON MOVING CLOSER TO A WORLD  
WHERE VIOLENCE AGAINST WOMEN IS NEITHER ACCEPTED NOR  
THE NORM.

>> SO WHAT DO WE MEAN BY AN IS THEIC APPROACH.

TO -- SYSTEMATIC APPROACH.

WE WILL SHARE SPECIFICALLY WITH YOU TODAY WHAT  
THAT MEANS.

>> BACK TO GRETA.

>> OUR FORUM HAS SIX PARTS.

WE WILL START WITH AN OVERVIEW AND INTRODUCTION  
AND THEN NORMS, CHANGES AND INTERVENTION.

AND THEN THE THREE KEYS TO PREVENTING VIOLENCE  
AGAINST WOMEN AND THE SPECTRUM OF PREVENTION.  
WE WILL INTRODUCE A FEW ADDITIONAL TOOLS AND AFTER  
THAT, WE WILL OPEN THE PHONE LINEUPS UP TO YOU -- PHONE  
LINES UP TO YOU FOR QUESTIONS.  
AT THE END WE WILL WRAP UP WITH A BRIEF ONLINE  
EVALUATION SURVEY FROM DAVID.  
WE WANT TO ENCOURAGE SHARING IDEAS FROM ALL OF  
YOU.  
TO FACILITY -- TO FACILITATE THAT I WANT TO  
ENCOURAGE TEXT QUESTIONS AT ANY POINT.  
DAVID WILL PULL SOME OF THESE UP AND WE WILL GET  
FEEDBACK FROM ALL OF YOU.  
MOVE TO SLIDE 12.  
OUR OBJECTIVES ARE COMING UP.  
WE WANT TO TRY AND UNDERSTAND HOW PRIMARY  
PREVENTION APPROACHES CAN MAKE VALUE.  
THEN WE WILL UNDERSTAND WHY NORM CHANGES ARE  
IMPORTANT AND THIRD BECOME FAMILIAR WITH THE THREE KEYS  
TO PREVENTING VIOLENCE.  
THEN WE WILL TRY AND UNDERSTAND HOW THE SPECTRUM  
OF PREVENTION CAN BE USED TO DEVELOP COMPREHENSIVE  
STRATEGIES.  
OF COURSE, OUR LAST OBJECTIVE, AS ALWAYS IS TO  
EXPERIMENT WITH THE USE OF THIS TECHNOLOGY TO PROMOTE  
INTERACTIVE LEARNING.  
MANY OF YOU ARE -- MAY ALREADY BE FAMILIAR WITH  
WHAT I WANT TO SHARE NEXT ABOUT THE MOVEMENT IN  
VIOLENCE AGAINST WOMEN.

THAT IS STARTING ON SLIDE 13.

>> WE ARE HAVING TROUBLE MOVING FORWARD NOW TO  
SLIDE 13.

WE JUST GOT TO 12.

LET'S TRY AGAIN.

>> ALL RIGHT.

GREAT.

BEGINNING WITH THE VISION TO END VIOLENCE AGAINST  
WOMEN.

THE MOVEMENT HAS GROWN AND EVOLVED FOR MORE 1330  
YEARS.

MANY OF YOU HAVE BEEN INVOLVED IN THIS MOVEMENT.

>> THE MOVEMENT BROKE SOCIETY'S COLLECTIVE  
SILENCE AND RAISED CONSCIOUSNESS.

IT CHANGED PRACTICES IN PUBLIC SYSTEMS AND FORGED  
NEW POLICIES.

ALL WHILE RUNNING RAPE CRISIS CENTERS, DOMESTIC  
VIOLENCE CENTERS, 24-HOUR HOTLINES AND SUPPORTING  
SURVIVORS, FAMILIES, FRIENDS, AND COMMUNITIES.

>> THAT IS RIGHT, LARRY.

WE WANTED TO SHOW YOU SOME OF THE MAJOR MILESTONES  
WITHIN THE MOVEMENT.

THEY'RE REPRESENTED ON THIS SLIDE HERE, NUMBER 14.

THE MOVEMENT HAS A RICH HISTORY OF STRUGGLE AND  
ACCOMPLISHMENTS.

WE WANTED TO SHARE THAT WITH YOU.

I KNOW IT IS SMALL AND DIFFICULT TO READ.

WHAT I WANT TO EMPHASIZE IS THIS MOVEMENT WAS A

RESPONSE TO VIOLENCE AGAINST WOMEN THAT PEOPLE WERE  
SEEING IN THEIR COMMUNITIES.

IT WASN'T A GOVERNMENT RESPONSE.

IT WASN'T A HEALTH CARE SYSTEM RESPONSE, WOMEN  
FROM ALL WALKS OF LIFE STOOD UP AND SAID THIS IS  
UNACCEPTABLE AND THIS MUST CHANGE.

>> WOMEN BROUGHT ENTIRE COMMUNITIES TOGETHER TO  
ACHIEVE THIS LEVEL OF CHANGE.

THIS IS THE FOUNDATION ON WHICH WE CAN BUILD  
COMMUNITY-OWNED PREVENTION EFFORTS.

NOW, ON SLIDE 15, IT SAYS VIOLENCE AGAINST WOMEN  
IS A PUBLIC HEALTH PROBLEM.

IT CAN BE PREVENTED.

I STILL WANT TO GO BACK TO WHAT YOU WERE JUST  
SAYING, GRETA.

VIOLENCE AGAINST WOMEN HAS NOT BEEN FOCUSED ON AS  
MUCH AS A PUBLIC HEALTH PROBLEM AS REALLY AS A MOVEMENT  
CONCERN.

AND PUBLIC HEALTH HAS A ROLE TO PLAY, I THINK IT  
IS IMPORTANT THAT WE EXPLAIN THE ADDED VALUE OF PUBLIC  
HEALTH.

BUT AT THE SAME TIME, THE EMPHASIS, FUNDAMENTAL  
CREDIT MUST GO TO THE WOMEN'S MOVEMENT.

>> ABSOLUTELY.

>> WHAT IS THE ADDED VALUE OF PUBLIC HEALTH.  
IT SUPPORTS FURTHER COMMUNITY CHANGE CAN BE  
DESCRIBED BEST BEE GEORGE -- BY GENERAL ALBEE.  
NO EPIDEMIC IS RESOLVED BY REFERRING TO THE  
TREATMENT OF THE EFFECTED INDIVIDUAL.

THE TREATMENT IS IMPORTANT BUT NO EPIDEMIC HAS NEVER BEEN RESOLVED -- WE CAN'T PREVENT BY WAITING FOR TREATMENT AND WE CAN'T DO IT ONE INDIVIDUAL AT A TIME. WE NEED TO WORK WITH EVERYONE.

SO LET'S TALK A MINUTE ABOUT THE CORE TENETS OF PUBLIC HEALTH.

GRETA, ON SLIDE 17 THERE IS A VIEW OF THEM THERE.

>> THESE WERE IDENTIFIED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

THEY'RE THE CORE TENETS OF PUBLIC HEALTH AND HOW IT CAN LEAD TO A SOLUTION.

THE FIRST ONE IS CONCERNED WITH THE HEALTH AND SAFETY OF THE PUBLIC OR POPULATION.

THIS RECOGNIZES HOW WIDE SPREAD VIOLENCE AGAINST WOMEN IS AND IT EFFECTS THE ENTIRE POPULATION AND IT RECOGNIZES THE SOLUTION DEPENDS ON A COMMUNITY ORIENTED APPROACH.

>> THE SECOND TENET IS DATA INFORMED.

IT MEANS OUR WORK SHOULD BE BASED ON THE BEST INFORMATION AVAILABLE.

I WANT TO EMPHASIZE THAT DATA ISN'T JUST NUMBERS.

DATA ISN'T JUST DOUBLE BLIND EVALUATIONS.

KEY DATA SOURCES INCLUDE THE EXPERIENCE AND WISDOM OF SURVIVORS AND ADVOCATES AND PRACTITIONERS.

WE NEED TO HONOR THIS WISDOM AND THIS EXPERIENCE AS WE SHAPE OUR STRATEGIES.

>> YEAH.

THE NEXT TENET IS CULTURAL COMPETENCY.

WHICH MEANS THAT ALL OF OUR ACTIVITIES SHOULD BE  
CONDUCTED WITHIN THE CULTURAL CONTEXT OF OUR DIVERSE  
COMMUNITIES.

>> AND THE LAST TENET OF COURSE IS PREVENTION,  
WHICH IS CRITICAL TO ENSURING THE HEALTH OF THE PUBLIC.  
SO WE WENT THROUGH THESE BRIEFLY.

IF YOU WANT MORE INFORMATION ABOUT THE CORE  
TENETS, WE ENCOURAGE YOU TO REFER TO THE DOCUMENT  
PREVENTION, BEGINNING THE DIALOGUE WHICH COMES OUT OF  
THE RPE RAPE PREVENTION AND EDUCATION SECTION OF THE  
CENTERS FOR DISEASE CONTROL AND PREVENTION.

WE CAN GET YOU MORE INFORMATION.

IT IS ON THE WEBSITE ABOUT HOW TO OBTAIN THAT.

SO NOW THAT WE HAVE TALKED BRIEFLY BOTH ABOUT THE  
MOVEMENT AND PUBLIC HEALTH, I WOULD LIKE US TO TAKE A  
LOOK AT SLIDE 18.

WE CAME UP WITH THIS GROUP OF TERMS FROM PUBLIC  
HEALTH AND THE VIOLENCE AGAINST WOMEN'S MOVEMENT AS WE  
WERE THINKING ABOUT THE KEY ELEMENTS FOR PRINCIPLES OF  
A PREVENTION APPROACH.

WHAT DO YOU THINK ARE THE MOST CRITICAL ELEMENTS  
OR PRINCIPLES OF A PREVENTION APPROACH?

COULD YOU SEND THEM IN AND SEND YOUR THOUGHTS BY  
E-MAIL?

I'M SORRY.

BY CHAT FUNCTION.

>> THAT IS GOOD.

I AM SEEING A LOT ABOUT NORMS CHANGE.

ANTI-OPPRESSION.

>> SOCIAL CHANGE.

SOCIAL JUSTICE.

VICTIM-LED APPROACHES.

THIS IS GREAT.

>> SEVERAL PEOPLE SAID COLLABORATION.

LISTENING TO VICTIMS AND PERPETRATORS.

I AM GLAD PEOPLE ARE GOING BEYOND THE WORDS ON THE  
SCREEN.

POSITIVE USE DEVELOPMENT.

UNIVERSAL APPROACH.

>> SO MOST OF THESE TERMS COME FROM BOTH THE  
VIOLENCE AGAINST WOMEN MOVEMENT AND THE FIELD OF PUBLIC  
HEALTH.

BUT SOME OF THEM, PARTICULARLY SOME OF THE ONES  
ON -- FOR EXAMPLE, REDEFINING POPULAR MASCULINITY JUST  
CAME UP NOW, OR STRENGTH-BASED FOCUS MAY BE MORE  
EMPHASIZED IN ONE FIELD THAN IN THE OTHER.

LET'S GET MORE SPECIFIC ABOUT THAT NOW ON THE NEXT  
SLIDE.

AND REALLY, REALLY TALK ABOUT THIS ISSUE OF NORMS.

WHAT ARE NORMS?

AND WHAT DO NORMS CHANGE?

WHAT IS PRIMARY PREVENTION?

LET'S TRY AND ANSWER THOSE QUESTIONS.

AND FOR ME, IT IS VERY IMPORTANT TO ANSWER THAT  
BECAUSE WE KNOW WE'RE TALKING ABOUT BEHAVIOR.

AND YET, WE'RE SAYING WE CAN'T JUST SOLVE IT, WE  
CAN'T JUST DO PREVENTION ONE PERSON AT A TIME.

SO HOW DO WE GET FROM THAT INDIVIDUAL BEHAVIOR TO  
A BROAD CHANGE?

I BELIEVE THE KEY TO THAT IS NORMS CHANGE.

BECAUSE NORMS CAN BECOME THE TIPPING FACTOR FOR  
CHANGING MANY, MANY PEOPLE'S ENVIRONMENT.

SO WE HAVE IDENTIFIED FIVE NORMS RELATED TO  
VIOLENCE AGAINST WOMEN.

THEY'RE ABOUT THE GENERAL ACCEPTABILITY OF  
VIOLENCE AND TRADITIONAL MASCULINITY ROLES FOR WOMEN  
AND HOW THE TRADITIONAL FEMININITY ROLES, VALUE PLACED  
ON POWER, EVEN WHEN IT MEANS POWER OVER OTHERS AND THE  
NOTION THAT VIOLENCE AGAINST WOMEN IS SOMETHING WE CAN  
OR SHOULD SOMEHOW IGNORE SUCH AS THINGS DOMESTIC  
VIOLENCE IS A PRIVATE MATTER.

LET'S TALK ABOUT THOSE WITH MORE DETAIL STARTING  
ON THE NEXT SLIDE.

>> THANKS, LARRY.

THESE IMAGES REPRESENT THE NORM THAT VIOLENCE IS  
ACCEPTABLE AND EVERYWHERE.

IT IS OBVIOUS LOOKING AT THE PICTURES.

ON SLIDE 21, LARRY, DO YOU WANT TO TALK ABOUT  
THOSE.

>> DON'T BE A SISSY, BOYS DON'T CRY, BOYS WILL BE  
BOYS.

WE SEE REFLECTION OF NORMS ABOUT MALE BEHAVIOR AND  
MASCULINITY IN THE TOYS THEY'RE ENCOURAGED TO PLAY  
WITH.

I WAS TOLD WHEN I WAS VERY YOUNG BOYS DON'T CRY.

I SOMEHOW WONDER WHETHER THAT TRANSLATED INTO THIS

NEXT NURSERY RHYME ABOUT THE GIRLS, GEORGY PORGY  
PUDDING AND PIE.

KISS THE GIRLS, MAKE THEM CRY.

SO HOW DO THESE TRANSLATE THEN INTO HOW WE TREAT  
WOMEN?

AND THEN ALSO, HOW DO WOMEN TREAT THEMSELVES?

LOOK AT THE NEXT SLIDE.

>> WE WANT TO TALK ABOUT THE WOMEN AND THE IMAGES  
OF WOMEN.

THIS IS AN AD MARKETING CLOTHING TO WOMEN.

WHAT IT IS REPRESENTING TO US IS THE NORM OF  
LIMITED NORMS AND OBJECTIFICATION AND OPPRESSION OF  
WOMEN.

THIS NEXT IS ABOUT POWER.

CLAIMING AND MAINTAINING POWER AND ALSO MANIFESTED  
AS POWER OVER OTHERS.

VIOLENCE AGAINST WOMEN ISN'T JUST ABOUT MALE  
DOMINANCE OVER WOMEN, IT IS ABOUT OTHER FORMS OF POWER  
OVER OTHERS AS WELL, THAT INCLUDES PEOPLE WITH LEGAL  
IMMIGRATION STATUS, HOLDING IT OVER PEOPLE, ADULTS  
HOLDING POWER OVER YOUNG PEOPLE BECAUSE OF AGE.

THE NORM THAT SUPPORTS POWER OVER OTHERS FOSTERS  
ENVIRONMENTS IN WHICH VIOLENCE AGAINST WOMEN OCCURS.

THIS NEXT SLIDE REPRESENTS FOR US SECRECY.

THAT IS THAT VIOLENCE AGAINST WOMEN IN OUR SOCIETY  
IS SOMETHING WE SHOULD BE SILENT ABOUT OR WE CAN  
IGNORE.

THINKING THAT DOMESTIC VIOLENCE IS A PRIVATE

MATTER.

ALL OF THESE IMAGES AND THE NORMS THAT THEY REPRESENT ARE POWERFUL SOURCES IN OUR SOCIETY AND IN OUR COMMUNITIES.

AND THAT IS WHY WE WANT TO ADDRESS THEM TODAY.

>> AND NORMS ARE REALLY MORE THAN A HABIT.

I REALLY LIKE THE TERM BEHAVIOR SHAPERS.

BECAUSE THE NORM IN EFFECT, TELLS US WHAT TO TAKE FOR GRANTED AND WHAT TO DO.

AND WE'LL TALK ABOUT THIS MORE LATER.

BUT I THINK THAT NORMS BOTH SHAPE AND ARE SHAPED BY THE PRACTICES OF OUR ORGANIZATION AND OUR POLICIES.

AND SO AS SHAPERS OF OUR POLICIES AND

ORGANIZATIONAL PRACTICE, WHEN WE DO THAT, WE HAVE AN OPPORTUNITY TO SHAPE NORMS, AND TIP IN VERY DIFFERENT WAYS, BEHAVIORS THAT WHERE WE CAN REALLY START TO ENCOURAGE PREVENTION.

SO WE HAVE TO WORK TO CHANGE NORMS, TO PROMOTE THE KIND OF OUTCOMES THAT WE WANT.

MOVING ON TO SLIDE 27.

>> SO WHAT WE REALLY NEED ARE POSITIVE NORMS THAT SURROUND US.

LIKE FOR EXAMPLE, RESPECT IS SEXY.

WHAT IS A NORM IN OUR SOCIETY IF RESPECT IS SEXY.

WE NEED TO TIP THE BALANCE AND REPLACE CURRENT NORMS WITH NORMS THAT PROMOTE RESPECT AND EQUALITY.

THAT BRINGS US TO PREVENTION ON SLIDE 28.

>> I ALL RIGHT TALKED ABOUT THIS NOTION OF SYSTEMATIC.

BUT THE KEYWORD FOR PRIMARY PREVENTION IS BEFORE.  
PRIMARY PREVENTION MEANS TAKING ACTION BEFORE  
VIOLENCE AGAINST WOMEN OCCURS.

NOW, LET'S TALK ABOUT THE RELATIONSHIP BETWEEN  
PRIMARY PREVENTION AND OTHER FORMS OF PREVENTION.  
GRETA, WHAT DO YOU THINK?

.

>> THIS IS THE PREVENTION CONTINUUM.  
THESE LEVELS ARE DISTINGUISHED BY WHEN THE EFFORTS  
FOR PREVENTION TAKE PLACE.  
BEFORE THE VIOLENCE OCCURS AS IN PRIMARY  
PREVENTION AS LARRY EXPLAINED OR IMMEDIATELY AFTERWARD  
OR OVER THE LONG-TERM.  
SO SECONDARY PREVENTION FOCUSES ON THE IMMEDIATE  
RESPONSE AFTER VIOLENCE HAS OCCURRED TO MINIMIZE INJURY  
AND TRAUMA AND REDUCE THE LIKELIHOOD OF FUTURE  
VIOLENCE.

>> AND TERTIARY PREVENTION AS YOU SEE ON THE RIGHT  
FOCUSES ON THE LONGER TERM RESPONSES AFTER VIOLENCE HAS  
OCCURRED.

>> EFFORTS AT ALL THREE OF THESE LEVELS ARE  
IMPORTANT.  
IN MANY WAYS THEY'RE MUTUALLY SUPPORTIVE AND  
REINFORCING.  
SOMETIMES THERE IS A MISUNDERSTANDING ABOUT THE  
PREVENTION CONTINUUM AND PEOPLE CAN EQUATE IT WITH  
EFFECTIVENESS AND INEFFECTIVENESS, BUT THAT IS NOT WHAT  
WE'RE TRYING TO SAY.

IN FACT, EFFORTS AT EACH STAGE CAN BE EFFECTIVE  
AND INEFFECTIVE.

THE CRITICAL DISTINCTION IS WHEN THE EFFORT TAKES  
PLACE, BEFORE OR AFTER THE VIOLENCE HAS OCCURRED.

SO LET'S THROW OUT AN EXAMPLE.

WHAT DO YOU THINK?

OUR LONG-TERM EFFORTS TO HELP A DOMESTIC VIOLENCE  
SURVIVOR TO REBUILD HER HOUSE AFTER LEAVING AN ABUSIVE  
PARTNER.

LIKE TRAINING, LEGALISTIC, AND HOUSING ARE THESE  
AN EXAMPLE OF PRIMARY, SECONDARY OR TERTIARY  
PREVENTION.

WHAT DO YOU THINK.

>> LET ME GIVE PEOPLE A CHANCE TO THINK ABOUT IT.

BUT IF YOU THINK WHEN THE INTERVENTION TAKES  
PLACE, CLEARLY THESE KINDS OF LONG-TERM EFFORTS ARE  
IMPORTANT.

SO THEN IT IS CLEAR THAT THESE ARE AN EXAMPLE OF  
TERTIARY PREVENTION.

LONG-TERM TREATMENT FOR SEXUAL OFFENDERS IS  
ANOTHER EXAMPLE OF TERTIARY PREVENTION.

>> THAT IS RIGHT.

SO LET'S THROW OUT ANOTHER EXAMPLE.

THIS TIME I WANT YOU TO TEXT CHAT IN WHAT YOU  
THINK.

AND THE EXAMPLE IS: SHORT TERM ASSISTANCE TO HELP  
A PERSON DEVELOP AN EMERGENCY SAFETY PLAN TO LEAVE A  
VIOLENT PARTNER.

IS THIS AN EXAMPLE OF PRIMARY, SECONDARY OR  
TERTIARY PREVENTION.

YOU CAN EITHER TEXT CHAT THAT IN AND ALSO DAVID,  
YOU WILL PULL UP A POLLING QUESTION.

SO YOU CAN ENTER THAT WAY AS WELL.

SO I'M SEEING A LOT OF SECONDARIES.

PRIMARY AND SECONDARY.

THAT IS INTERESTING.

BEFORE.

ABSOLUTELY.

OKAY.

GREAT.

THANKS.

KEEP ENTERING THOSE IF YOU HAVEN'T YET.

>> WHY DON'T WE PULL UP THE POLLING.

DAVID, DO YOU PULL UP THE POLLING QUESTION?

I GUESS NOT.

OKAY.

SO I WOULD HAVE TO SAY I'M INTERESTED IN WHY SOME  
OF THE PEOPLE SAID IT DEPENDS ON THE SITUATION.

IT COULD BE SECONDARY OR PRIMARY.

BECAUSE IT SEEMS VERY CLEAR THAT THIS INTERVENTION  
TAKES PLACE AFTER THE THREAT OR PERPETRATION TO  
VIOLENCE AND BECAUSE IT IS IMMEDIATE AND SHORT TERM  
AFTER THAT, IT IS AN EXAMPLE OF SECONDARY PREVENTION.

ANOTHER EXAMPLE OF SECONDARY PREVENTION IS  
EMERGENCY MEDICAL ATTENTION FOLLOWING A RAPE.

>> FOR A VARIETY OF REASONS, MOST ORGANIZED AND  
FUNDED EFFORTS TO DATE HAVE FOCUSED ON SECONDARY AND

TERTIARY PREVENTION.

AND FOR THE REST OF THIS FORUM TODAY, WE WILL TALK ABOUT PRIMARY PREVENTION.

>> EXCEPT FOR THE NEXT SLIDE, WHICH IS ABOUT WHAT PRIMARY PREVENTION IS NOT.

>> THAT IS RIGHT.

EARLY INTERVENTION AND AWARENESS BUILDING ARE IMPORTANT, BUT THEY'RE NOT PRIMARY PREVENTION.

EARLY INTERVENTION IS ABOUT RECOGNIZING WARNING SIGNS THAT AN INDIVIDUAL MAY BE PERPETRATING OR EXPERIENCES VIOLENCE AND THEN TAKING ACTION TO PREVENT THE CONSEQUENCES FROM GETTING WORSE.

THIS IS VERY IMPORTANT.

BUT IT IS DIFFERENT FROM PRIMARY PREVENTION.

>> ALSO, WHAT WE'RE CALLING AWARENESS BUILDING IN OTHER WORDS, RAISING AWARENESS ABOUT THE PROBLEM OF VIOLENCE AGAINST WOMEN IS A CRITICAL PIECE OF THE PREVENTION PUZZLE.

BUT ALONE, IT DOESN'T NECESSARILY LEAD TO ACTION TO FOSTER HEALTHY, EQUITABLE, AND NONVIOLENT BEHAVIORS AND ENVIRONMENTS.

>> IN FACT, STUDIES SHOW AMONG THE SAME GROUP OF PEOPLE, AWARENESS OF A PROBLEM CAN BE HIGH BUT ABILITY OR MOTIVATION, GRETA TO TAKE PREVENTIVE ACTION CAN BE VERY FAR LOW.

>> THAT IS RIGHT, LARRY.

>> BACK ON SLIDE 31, THERE IS A FEW EXAMPLES HERE OF WHERE WE HAVE SEEN PREVENTION WORKING.

MANY OF THEM PLACES WE WORKED AT PREVENTION  
INSTITUTE AND EACH OF THESE ISSUES IS DIFFERENT, NOT  
ONLY FROM ONE ANOTHER, BUT PROBABLY VIOLENCE AGAINST  
WOMEN IS EVEN MORE DIFFERENT.

BUT WHAT IS KEY ABOUT EVERY ONE OF THESE ISSUES IS  
WHEN PEOPLE STARTED TO WORK ON IT, THEY FELT LIKE IT  
WAS IMPOSSIBLE.

AND THE OTHER THING THAT IS KEY ABOUT EVERY ONE OF  
THESE ISSUES IS CHANGE IN BEHAVIOR CAME ONLY WHEN WE  
FOCUSED ON CHANGE IN ENVIRONMENT AND CHANGE IN NORMS.

WHEN WE DEALT WITH CHILD RESTRAINTS AND THE FIRST  
LAW IN THE UNITED STATES WAS IN TENNESSEE, THE DOCTOR  
WHO WENT TO THE STATE LEGISLATURE WAS RIDICULED.

THE AMERICAN MEDICAL ASSOCIATION SAID IF YOU  
LISTEN TO DR. BOB SAUNDERS YOU'RE GOING TO BE TAKEN  
AWAY A PARENT'S GOD GIVEN RIGHT TO MAKE DECISIONS FOR  
THEIR OWN CHILDREN.

HE TOLD ME IN A CONVERSATION WE HAD ABOUT A YEAR  
AND A HALF AGO ABOUT HOW HE THOUGHT HE COULD NEVER  
SUCCEED.

THE CRITICAL NATURE OF THE PROBLEM MADE HIM  
CONTINUE TO WORK.

THIS NOTION THAT WE KNOW IT IS CRITICAL TO PRODUCE  
CHANGE, THAT EVEN THOUGH IT IS IMPOSSIBLE BY WORKING  
TOGETHER, WE CAN MAKE A DIFFERENCE.

IT IS REALLY WHAT ALL THESE PREVENTION EFFORTS  
HAVE IN COMMON.

PEOPLE WHO BELIEVED IN IT, THAT IT COULD AND  
SHOULD CHANGE.

>> YOU KNOW, ONE OF MY FAVORITE EXAMPLES IS  
TOBACCO.

AND 20 YEARS AGO, CHANGING THE ENVIRONMENT AROUND  
TOBACCO SEEMED IMPOSSIBLE.

INDUSTRY AND LOBBY GROUPS WERE POWERFUL AND  
SMOKING WAS FASHIONABLE, RELAXING AND EVEN COOL.

NOW, LOOKING BACK, WE SAY THAT WAS EASY.

>> HAVE YOU EVER SEEN THIS PICTURE?

THIS PHOTO I TOOK OF THIS YOUNG GIRL LILY, SHE'S  
NOT AS YOUNG ANY MORE, BECAUSE I WAS OUTRAGED THAT THE  
ONLY ONE WHO WOULD GET IN TROUBLE FOR BUYING THESE  
CIGARETTES HERE WAS LILY, NOT THE RESTAURANT OWNER, WHO  
ALLOWED IT, NOT THE DISTRIBUTOR WHO FILLED THE VENDING  
MACHINE.

CERTAINLY NOT THE MANUFACTURER OF THE CIGARETTES.

TOBACCO WAS WIDELY AVAILABLE, EVEN TO CHILDREN AND  
20 YEARS AGO OR SO, WE MIGHT NOT HAVE EVEN HARDLY  
NOTICED THIS SCENE.

AND YET TODAY, IT SEEMS JARRING OR PERHAPS MORE  
THAN JARRING, IT JUST SEEMS DATED.

THAT IS BECAUSE OUR EXPECTATION, INDEED, OUR NORMS  
HAVE CHANGED.

NORMS SHAPED BY CHANGES IN OUR EXPECTATIONS BY  
CHANGING OUR ORGANIZATIONAL PRACTICE AND POLICY, THEN  
ARE THE TIPPING FACTORS WHERE TOBACCO HAS CHANGED AND  
EXACTLY THE WAYS YOU'RE DESCRIBING, GRETA.

>> SO THE TRANSFORMING COMMUNITIES NATIONAL  
ADVISORY COMMITTEE RECOGNIZED THE NEED AND OFFERED THIS

STATEMENT.

>> THE PREVENTION OF VIOLENCE AGAINST WOMEN AND GIRLS IS A PROCESS OF CHANGING ATTITUDES BEHAVIORS AND BELIEFS AND INSTITUTIONAL NORMS OF ACCEPTABLE THROUGH A REVOLUTIONARY PROCESS.

>> NOW WE WILL LOOK AT A COUPLE OF QUESTIONS THAT HAVE COME IN OR TAKE A MINUTE AND GIVE YOU A CHANCE TO TEXT CHAT ANY QUESTIONS AT THIS POINT.

WE HAVE COVERED A LOT.

WE HAVE A LOT MORE TO GO.

AND WE WOULD LIKE TO HEAR FROM YOU WHAT IS MAKING SENSE OR ANYTHING YOU WOULD LIKE FURTHER CLARIFICATION OF.

>> I HAVE A QUESTION FOR YOU, LARRY.

IT JUST SEEMS LIKE THE MEDIA, RADIO, TV, ET CETERA HAS SUCH A GREAT INFLUENCE ON NORMS TOWARD WOMEN. WHAT KIND OF THINGS CAN BE DONE TO INFLUENCE THE MEDIA AND HOW THEY COVER ISSUES OF VIOLENCE AGAINST WOMEN OR MALE TREATMENT OF WOMEN?

.

>> I AM REALLY GLAD THAT SOMEONE CHATTED IN THAT QUESTION.

BECAUSE I THINK IT IS REALLY IMPORTANT.

AND ON SOME LEVELS THE MEDIA IS A NATIONAL PHENOMENON.

I THINK WHAT IS GREAT ABOUT THIS KIND OF FORUM IS THAT WE'RE REALLY TALKING AMONGST OURSELVES ACROSS THE UNITED STATES.

BUT ALSO MOST OF THE WORK IS REALLY GOING TO

HAPPEN LOCALLY BY TRANSFORMING COMMUNITIES.

I THINK THERE ARE A LOT OF THINGS THAT CAN BE  
DONE.

THERE ARE THINGS THAT CAN BE DONE LOCALLY AROUND  
BILLBOARDS AND THINGS DONE LOCALLY ABOUT ADVERTISING  
AND PRESSURE EVEN IN TERMS OF WHO THE ANCHORS ARE ON TV  
AND HOW THEY'RE SELECTED.

ARE WOMEN SELECTED BECAUSE THEY'RE INTELLIGENT OR  
ARE WE FALLING BACK ON OLD STEREOTYPES ARE WHO A PROPER  
NEWS ANCHOR MIGHT BE.

IT IS NOT JUST THE NEWS, BUT SHOWS AND HOW THEY  
PORTRAY PEOPLE.

THE SHOWS ARE MORE NATIONAL.

HERE IN CALIFORNIA WE CAN TRY PERHAPS MORE THAN  
PEOPLE IN OTHER STATES TO INFLUENCE THOSE.

THE LOCAL NEWS, WHAT IT COVERS, HOW IT COVERS IT,  
WHAT THE NEWSPAPERS ADVERTISE, THOSE ARE SOME EXAMPLES  
OF THINGS WE CAN DO LOCALLY.

WE HAVE A FOLLOW-UP FORUM ON MEDIA AND MEDIA  
ADVOCACY THAT IS ARCHIVED ON THE WEBSITE AND I AM SURE  
WE WILL DO MORE ON MEDIA SOON.

>> YES.

>> THAT A GOOD PLACE TO START.

>> YES, TO SEE THAT FORUM GO TO  
PREVENTCONNECT.ORG AND YOU CAN ACTUALLY WATCH IT JUST  
LIKE THIS.

>> I THINK THERE IS ANOTHER QUESTION HERE.

SINCE AWARENESS RAISING -- I LOST IT.

SINCE AWARENESS RAISING ISN'T PRIMARY PREVENTION,  
WHAT FORMATS ARE AVAILABLE AND PROVEN TO USE?

.

>> TOBACCO HAS BEEN WORKING ON THIS FOR YEARS.  
WHAT IS AVAILABLE FOR US.

>> THE EXAMPLE I GAVE, THE CHANGING OF PRACTICES  
OF ORGANIZATIONS.

I THINK AWARENESS RAISE CATEGORY BE A PLACE TO  
START.

I THINK THAT HAVING SURVIVORS SPEAK OUT, FOR  
EXAMPLE, ABOUT WAYS THAT THEY REALLY INSIST THAT WE  
NEED TO MOVE TOWARD PREVENTION WOULD BE VERY IMPORTANT.  
AND THERE IS REALLY A TOOL THAT WE'RE GOING TO BE  
TALKING ABOUT IN A MINUTE, THE SPECTRUM OF PREVENTION,  
WHICH TALKS ABOUT HOW TO APPROACH SOME OF THESE ISSUES  
COMPREHENSIVELY.

AND MAYBE WE SHOULD MOVE TOWARDS THAT NOW.

I THINK THAT WILL HELP TO ANSWER THIS QUESTION.

>> THAT IS A GREAT TRANSITION ACTUALLY, BECAUSE  
WHAT WE WANT TO TALK ABOUT ARE THE THREE KEYS.

THESE ARE THE THREE KEYS TO PREVENTING VIOLENCE  
AGAINST WOMEN.

AND THEY ARE PREVENTING VIOLENCE AGAINST WOMEN IS  
COMPLEX AND REQUIRES A COMPREHENSIVE APPROACH.

TWO, THE DETERMINANTS OF VIOLENCE AND SAFETY MUST  
BE ADDRESSED.

AND THREE, PREVENTING VIOLENCE REQUIRES AN  
INTEGRATED STRATEGY FOR ACTION.

TODAY, WE'RE GOING TO BE FOCUSING PRIMARILY ON KEY

ONE AND TALKING ABOUT THE SPECTRUM OF PREVENTION AS A TOOL TO GO BEYOND AWARENESS BUILDING.

>> I THINK WHEN WE SAY GO BEYOND AWARENESS BUILDING, WHAT WE'RE COMING TO BE CLEAR ABOUT IS THAT VIOLENCE AGAINST WOMEN IS COMPLEX.

AND SO IT REQUIRES A COMPREHENSIVE APPROACH.

COMPREHENSIVE IS A BIG WORD.

I THINK IT MEANS TWO THINGS.

I THINK IT MEANS MULTIFACETED ACTIVITIES.

AS WE WERE JUST TALKING ABOUT, GOING BEYOND AWARENESS.

A MULTIFACETED SET OF ACTIONS.

AND SECONDLY, IT MEANS PARTNERSHIPS THAT ARE BROAD BASED THAT ARE DIVERSE, THAT ARE INTERDISCIPLINARY.

LET'S TALK ABOUT THAT.

IT IS USEFUL TO LOOK AT THE ECOLOGICAL MODEL DEPICTED ON SLIDE 37.

>> THIS IS THE SOCIAL ECONOMICAL MODEL.

IT SHOWS THE FEARS.

THE FIRST FEAR ON THE LEFT IS THE INDIVIDUAL.

WHERE WE ULTIMATELY WANT TO MAKE CHANGE.

THE MODEL SHOWS THAT THE INDIVIDUAL FEAR IS EMBEDDED IN THE RELATIONSHIP, COMMUNITY, AND SOCIETAL FEARS.

PREVENTING VIOLENCE AGAINST WOMEN IS COMPLEX BECAUSE THE INFLUENCES WITHIN EACH SPHERE ARE COMPLEX.

AND THE INTERPLAY BETWEEN THEM IS ALSO COMPLEX.

SO NOW, LARRY WILL TALK ABOUT A TOOL THAT CAN

HELP.

>> YEAH, THIS IS THE SPECTRUM PREVENTION I JUST MENTIONED.

AND THE SPECTRUM WAS THE DESIGN BECAUSE WE NEEDED A TOOL PER BROAD SCALE CHANGE -- FOR BROAD SCALE CHANGE.

IT WORKS FOR PREVENTION WHERE WE WANT TO CHANGE NORMS AND ENVIRONMENTS IN ORDER TO CHANGE BEHAVIORS.

IT IS FOCUSED ON THE INDIVIDUAL.

IT IS NOT JUST FOCUSED ON THE INDIVIDUAL, BUT ON ALL THE SPHERES THAT YOU JUST MENTIONED, GRETA.

IT HELPS GROUP TO COLLABORATIVELY THINK THROUGH WHAT NEEDS TO BE DONE.

SO THE SPECTRUM AS YOU CAN SEE HAS SIX LEVELS.

IT ENCOURAGES PEOPLE TO DESIGN STRATEGY NOT ONLY WHAT MIGHT OCCUR FIRST, SIMPLY ON INDIVIDUAL SKILL BUILDING OR PERHAPS ON AN EDUCATIONAL LEVEL, BUT ALSO TO ADDRESS BROADER ENVIRONMENTAL ISSUES, THE LEVELS OF COMPLEMENTARY AND WHEN THE SIX LEVELS ARE USED TOGETHER THEY CAN LEAD TO SYSTEMIC CHANGE AND TO THE CHANGES WE HAVE BEEN TALKING ABOUT IN TERMS OF NORMS.

>> SO LET'S GO THROUGH THE LEVELS IN MORE DETAIL.

WE WILL START WITH THE FIRST LEVEL, STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS.

THIS LEVEL REFERS TO ENHANCING AN INDIVIDUAL'S CAPABILITY OF PREVENTING VIOLENCE AGAINST WOMEN.

ONE EXAMPLE WOULD BE WHEN A HEALTH CARE PROVIDER TALKS WITH HER PATIENTS ABOUT HEALTHY SEXUALITY AND HEALTHY RELATIONSHIPS.

>> LET'S LOOK AT ANOTHER EXAMPLE ON THE NEXT SLIDE.

>> AND THIS IS A COUPLE IMAGES FROM STAND, A PEER EDUCATION MENTORS PROGRAM.

AND THIS PROGRAM TRAINS STUDENTS TO UNDERSTAND CONSENT, TO IMPROVE RELATIONSHIP SKILLS, AND TO ENCOURAGE BYSTANDERS TO INTERRUPT BEHAVIOR THAT FOSTERS ENVIRONMENTS IN WHICH VIOLENCE AGAINST WOMEN CAN OCCUR.

SO LET'S MOVE ON TO THE NEXT LEVEL IN SLIDE 41, AND THAT IS PROMOTING COMMUNITY EDUCATION.

PROMOTING COMMUNITY EDUCATION IS ABOUT REACHING GROUPS OF PEOPLE WITH INFORMATION AND RESOURCES TO PREVENT VIOLENCE AGAINST WOMEN.

WHAT OFTEN COMES TO MIND, FOR ME, IS GIVING WORKSHOPS, PRESENTATIONS TO GROUPS OF PEOPLE.

I FOUND THAT COMMUNITY EDUCATION CAN BE A POWERFUL WAY TO BREAK THE ISOLATION OF ISSUES RELATED TO VIOLENCE AGAINST WOMEN.

>> AND THE KEY SEEMS TO BE TO ALWAYS ASK HOW CAN THE INFORMATION AND IDEAS BE PRESENTED SO THAT IT RESONATES AND IT INSPIRES ACTION.

WHERE PEOPLE SAY LET'S CHANGE --

>> OUR COMMUNITY NORMS.

>> EXACTLY.

>> ONE THING THAT IS IMPORTANT WHEN WE'RE LOOKING AT PROMOTING COMMUNITY EDUCATION IS THE OMNIPRESENCE OF THE MEDIA.

ON THE NEXT SLIDE, WE SEE SOME IMAGES FROM THE

MEDIA.

AND INFORMATION AND MESSAGES LIKE THESE THROUGH  
PRINT, TELEVISION, RADIO, BILLBOARDS, AND THE INTERNET  
ARE EVERYWHERE.

>> THAT IS WHY THAT OTHER QUESTION WAS SO  
IMPORTANT, I THINK.

>> UH-HUH.

IT CAN WORK AGAINST OUR EFFORTS.

IT IS HARD TO CHANGE THE MEDIA.

WE ALL KNOW THAT.

BUT STRATEGIC EFFORTS CERTAINLY CAN BE EFFECTIVE.

FOR EXAMPLE, HOW JOURNALISTS COVER THE NEWS.

WHAT THEY CHOOSE TO COVER.

HOW THEY FRAME THE ISSUES.

THESE ALL INFORM THE PUBLIC'S OPINION ABOUT

VIOLENCE AGAINST WOMEN AND THEIR ABILITY TO TAKE ACTION  
TO PREVENT IT.

SO JOURNALISTS CAN BE AN IMPORTANT PLAYER IN  
PROMOTING COMMUNITY EDUCATION.

>> WE HAVE SEEN TRAINING PROGRAMS FOR  
JOURNALISTS.

THERE IS ONE I PARTICIPATED IN RECENTLY WHERE I  
MET WITH, I THINK, 20 OR 25 JOURNALISTS FROM DIFFERENT  
PARTS OF THE STATE.

IT WAS SPONSORED BY A CALIFORNIA FOUNDATION.

WHERE WE TALKED TO THEM ABOUT VIOLENCE AGAINST  
WOMEN, GAVE THEM THE SAME MATERIAL WE'RE SHARING TODAY  
AND TALKED ABOUT THEIR ROLE.

AND REALLY SAID, YOU HAVE GOT CHOICES YOU'RE

MAKING.

AND THOSE CHOICES CAN HAVE A POWERFUL EFFECT ON  
PEOPLE'S HEALTH.

I FELT LIKE THERE WAS A LOT OF OPENNESS TO THAT.

>> THAT IS GREAT, LARRY.

LET'S TAKE A LOOK AT AN IMAGE FROM A COMMUNITY  
GROUP REACHING OUT TO THE MEDIA.

THIS IS AN IMAGE FROM THE NEW YORK CITY LATINAS  
AGAINST DOMESTIC VIOLENCE.

THIS TO ME IS WOMEN VOICING THEIR RATE TO VIOLENCE  
FREE OUTLETS.

>> WHO COULD RESIST THIS PHOTO OPPORTUNITY.

>> NONE.

>> THESE ARE GRASS ROOT EFFORTS THAT DON'T COST  
A LOT OR BRING 30 JOURNALISTS BUT HAVE A POWERFUL  
IMPACT ON A LOCAL COMMUNITY.

>> MUST HAVE COST A LOT OF MONEY TO RENT THE  
WEDDING DRESSES.

>> MAYBE THEY'RE THE OLD ONES, I DON'T KNOW.

>> IN TALKING ABOUT COMMUNITY EDUCATION I WANTED  
TO USE THIS EXAMPLE.

THIS SHOWS INNOVATIVE USES OF MEDIA CAMPAIGNS TO  
ENCOURAGE TEENS TO CREATE THEIR OWN PSA TO CREATE  
POSITIVE BEHAVIOR OF MALE BEHAVIOR.

THIS IS OF A MAN MENTORING A YOUNG BOY ABOUT  
RESPECT.

LET'S MOVE TO THE NEXT LEVEL.

LARRY TALK ABOUT EDUCATING PROVIDERS.

>> TRAINING PROVIDERS OR EDUCATING PROVIDERS IS TRAINING PEOPLE WHO WILL TRANSMIT SKILLS TO OTHER. IT IS NOT PARENTS OF COURSE THEY DO THAT, BECAUSE WE TAKE THEM -- TYPICALLY WE THINK OF THEM IN TERMS OF COMMUNITY EDUCATION. WHEN YOU HEAR THE TERM, PROVIDERS, WHAT FIRST COMES TO MIND TO YOU? THE TERMS FAR-REACHING, I THINK, AND I THINK IT IS IMPORTANT TO ARE CREATIVE AND STRATEGIC ABOUT WHO COMES TO MIND, WHO WE WORK WITH. THERE ARE OBVIOUS PROVIDERS. >> TEACHERS, POLICE OFFICERS, PHYSICIANS, ELECTED OFFICIALS, DENTISTS, ALL OF THESE ARE PROVIDERS WHO COME TO MIND. AND WE NEED TO LOOK AT PROVIDERS WHO ARE OFTEN OVERLOOKED. >> JOURNALISTS. >> MOVIE PRODUCERS. >> LIBRARIANS. >> I DIDN'T REMEMBER THE HAIRCUTTERS. REALLY ANYONE THAT NEEDS A SPECIFIC KNOWLEDGE BASE OR SKILL SET THAT CAN PROMOTE OUTCOMES THROUGH VOLUNTEER OR PROFESSIONAL SERVICES. HAIRCUTTERS IS AN INTERESTING EXAMPLE. WHEN YOU THINK ABOUT THE CONVERSATIONS THAT GO ON THERE, THEY'RE OFTEN LESS GUARDED AND MORE LENGTHEN THAN WHAT GOES ON IN THE PHYSICIAN'S OFFICE. THERE ARE TONS AND TONS OF PROGRAMS WORKING WITH

PHYSICIANS AND THEY'RE IMPORTANT.

BUT WHAT DO THEY HAVE, THE TEACHABLE INSTANT?

IN THE HAIR DRESSER SALON YOU WILL UNWIND AND TALK ABOUT WHAT IS REAL IN YOUR LIFE.

>> ALTHOUGH I DON'T KNOW WHEN THE LAST TIME YOU GOT A HAIRCUT WAS.

>> IT WAS QUITE A WHILE AGO.

>> THE EFFORT TO TRAIN PROVIDERS, SCHOOLS AND RELIGIOUS COMMUNITIES.

IN BOTH EXAMPLES WE CAN SEE HOW PROVIDER TRAINING CAN BE A CATALYST FOR OR IMPORTANT ELEMENT OF CHANGING INSTITUTIONAL PRACTICES THAT ALLOW VIOLENCE TO CONTINUE.

SO WITH THAT, LET'S MOVE TO THE NEXT LEVEL.

>> FOSTERING COALITIONS AND NETWORKS.

AND THIS IS REALLY WHERE WE SAID EARLY ON COMPREHENSIVE HAS TWO PARTS.

THE MULTIFACETED ELEMENTS REFLECTED IN THE SPECTRUM.

ONE IS REALLY THINKING ABOUT PARTNERSHIPS AND WHO REALLY NEEDS TO WORK TOGETHER?

IT IS VERY CLEAR THAT THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS.

AND, YOU KNOW, WORKING IN COALITIONS TO PREVENT VIOLENCE AGAINST WOMEN IS CRITICAL.

BECAUSE WHAT VIOLENCE AGAINST WOMEN IS ABOUT IS ABOUT BREAKING THE ISOLATION THAT IS BUILT INTO THAT NORM OF SILENCE ON THE ISSUES.

WE KNOW THAT VIOLENCE AGAINST WOMEN FEEDS ON

SILENCE AND ISOLATION.

SO TO BREAK OUT, WE NEED HEALTHY CONNECTIONS, AND  
OPTIONS.

>> AND I WANT TO EMPHASIZE AGAIN THAT THERE IS  
RICH WISDOM AND EXPERIENCE FROM THE VIOLENCE AGAINST  
WOMEN MOVEMENT.

ABOUT HOW TO BUILD COMMUNITY AND NETWORKS.

AND HOW TO BRING PEOPLE TO THE TABLE AND HOW TO  
MAKE THE TABLE BIGGER.

AND THAT IS WHAT WE'RE TALKING ABOUT WHEN WE SAY  
FOSTERING COALITIONS AND NOTE WORKS.

>> ON THE NEXT SLIDE I LIKE THE NOTION OF A  
JIGSAW PUZZLE BECAUSE I THINK IT IS A GREAT METAPHOR.  
EACH PIECE IS IMPORTANT IN AND OF ITSELF BUT  
INTERLOCKED THE PIECES MAKE A MORE COMPLETE PICTURE.  
THIS IS A PICTURE OF GROUP.

WE HAVE BEEN DOING WORK WITH THE MINNESOTA SEXUAL  
VIOLENCE PREVENTION ACTION COUNCIL.

THEY BROUGHT TOGETHER IMPORTANT PARTNERS TO FOCUS  
ON THE PRIMARY PREVENTION OF SEXUAL VIOLENCE AND THE  
IMPORTANT THING TO CONSIDER ABOUT COALITIONS THEY'RE  
NOT AN END IN AND OF THEMSELVES, THE QUESTION IS WHO DO  
YOU NEED AT THE TABLE TO ACCOMPLISH YOUR GOAL?

WE SHOULD ALWAYS BE ASKING, WHO ISN'T HERE THAT  
NEEDS TO BE HERE?

AND MAKE SURE THAT ISSUES AND COMMUNITIES ARE NOT  
OVERLOOKED.

WE CAN'T LET THE IMPERFECT PROCESS OF GETTING

THERE AND WE KNOW HOW DIFFICULT IT IS KEEP US ISOLATED  
AND PREVENT US FROM MOVING IN THE RIGHT DIRECTION.

>> LET'S LOOK FOR A SECOND AT DIFFERENT TYPES OF  
COLLABORATION.

THE VIOLENCE AGAINST WOMEN MOVEMENT REALLY BEGAN  
VERY CLEARLY AS A GRASSROOTS EFFORT, AND NOW WE'RE  
SEEING COMMUNITY BASED ORGANIZATIONS, SHELTERS, RAPE  
CRISIS CENTERS, WOMEN'S CENTERS BENEFIT BY WORKING IN  
PARTNERSHIP.

I THINK DIFFERENT TYPES OF COLLABORATIVES HAVE  
SLIGHTLY DIFFERENT FLAVORS AND DIFFERENT  
CHARACTERISTICS.

THE OPPORTUNITY FOR ENGAGING GOVERNMENT PARTNERS  
AND GETTING DIFFERENT PARTS OF GOVERNMENT TO WORK  
TOGETHER OFTEN TENDS TO BE IGNORED.

THERE IS A VARIETY OF DIFFERENT SYSTEMS, LET ME

SHOW YOU, ON THE NEXT SLIDE, VIOLENCE AGAINST WOMEN  
MUST PARTICULARLY ENGAGE HEALTH, JUSTICE, AND EDUCATION  
SYSTEMS.

ALSO SOCIAL SERVICES.

IT IS NOT DEPICTED HERE, BUT THEY'RE A REALLY  
IMPORTANT SYSTEM TO ENGAGE ALSO, I THINK.

EACH HAVE THEIR OWN GOALS AND PERSPECTIVES.

BUT IF WE GET THEM TO WORK IN PARTNERSHIP IN OUR  
EFFORTS ALONG WITH COMMUNITY BASED AND GRASS ROOT  
EFFORTS WE ARE MOVED TOWARD GREATER SAFETY.

>> LET'S MOVE TO THE NEXT LEVEL OF THE SPECTRUM.  
THAT IS CHANGING ORGANIZATIONAL PRACTICES.

THIS LEVEL IS REALLY ABOUT ADOPTING REGULATIONS  
AND NORMS IN ORGANIZATIONS TO PREVENT VIOLENCE AGAINST  
WOMEN AND CREATING NEW MODELS.

GENERALLY WE FIND MOST PEOPLE BELONG TO SOME KIND  
OF ORGANIZATION IN ONE WAY OR ANOTHER.

WE ALSO FIND LESS THAN HALF OF PEOPLE HAVE MADE  
EFFORTS TO CHANGE A PRACTICE OR REGULATION WITHIN AN  
ORGANIZATION TO ENCOURAGE PREVENTION.

>> THIS IS THE LEVEL OF THE SPECTRUM I THINK IS  
MOST OVERLOOKED AND ALSO ONE OF THE MOST CRITICAL.

WE ALL BELONG TO ORGANIZATIONS AND WE CAN IDENTIFY  
ORGANIZATIONS BESIDES OUR OWN THAT REALLY PLAY A KEY  
ROLE IN SHAPING NORMS AND ENVIRONMENTS.

>> SO ORGANIZATIONS AND INSTITUTIONS, SCHOOLS,  
WORKPLACES, HEALTH CARE FACILITIES, PLACES OF WORSHIP,  
THESE SHAPE EXPECTATIONS AND NORMS.

AND THEY'RE WHERE MOST PEOPLE SPEND A GOOD DEAL OF  
THEIR TIME.

THE ACCEPTED PRACTICES AND STATED POLICIES, OF  
THESE ORGANIZATIONS CAN REINFORCE.

>> OR FORCE RESPECT, EQUALITY, SAFETY.

>> LET'S LOOK AT SOME EXAMPLES.

THIS IS A PICTURE OF THE YALE FOOTBALL TEAM.

HOW MANY OF YOU THINK OF SPORTS ORGANIZATIONS?

SOME TRAIN THEIR ATHLETES TO BE MENTORS IN  
VIOLENCE PREVENTION.

SHOULDN'T ALL SPORTS TEAMS PARTICIPATE IN THIS  
KIND OF PRACTICE?

ON THE NEXT SLIDE, WE REALLY WANT TO HIGHLIGHT

THAT UNIONS AND BUSINESSES ARE IMPORTANT IN THIS  
PROCESS.

THEY'RE OFTEN OVERLOOKED AS HAVING AN IMPORTANT  
ROLE IN THE SOLUTION, BUT ALL EMPLOYERS CAN FOSTER THE  
NORMS, DEVELOP AND ENFORCE STRONG ANTIHARASSMENT AND  
SEXUAL ABUSE POLICIES.

>> NEXT SLIDE WE SEE HEALTH CARE ORGANIZATIONS  
AND OF COURSE THERE ARE CLINICAL INTERVENTIONS THAT ARE  
IMPORTANT.

BUT HEALTH CARE SETTINGS ALSO CAN AND SHOULD  
INSTITUTIONALIZE WORKPLACE POLICIES THAT MODEL  
EGALITARIAN RELATIONSHIPS AND VIOLENT FREE WAYS OF  
HANDLING CONFLICT.

FOR EXAMPLE, DO THEY HAVE EGALITARIAN  
RELATIONSHIPS BETWEEN DOCTORS AND NURSES OR FEMALE AND  
MALE STAFF?

I SAID THAT GENERALLY DO THEY HAVE THEM.

WHAT ABOUT YOUR HEALTH CARE ORGANIZATION?

IS THERE SOMETHING YOU CAN SAY AS AN ADVOCATE AND  
AS SOMEONE ENGAGE SAID IN THE WORK TO THE HEALTH --  
ENGAGED IN THE WORK TO THE HEALTH CARE INSTITUTION  
ABOUT HOW IMPORTANT THAT IS.

PRACTICES WILL ONLY CHANGE WHEN WE PUSH THE  
ORGANIZATIONS TO CHANGE.

>> AGAIN, WE WANT TO ENCOURAGE THE SHARES OF  
IDEAS AND INFORMATION AND WE WANT TO KNOW WHAT KIND OF  
ORGANIZATIONAL PRACTICES HAVE YOU WORKED ON OR WHAT  
WOULD YOU LIKE TO SEE TO PREVENT VIOLENCE AGAINST

WOMEN.

PLEASE USE YOUR TEXT CHAT FUNCTION NOW AND ANSWER THAT QUESTION.

WE WILL PAUSE.

>> NO COMPANIES OR MALE FUNCTIONS AT HOOTERS.

>> I THINK IT IS MORE THAN SIMPLY HOOTERS, BUT CERTAINLY THAT IS A PRETTY OBVIOUS EXAMPLE.

>> MANDATORY CURRICULUM BEGINNING IN GRADE SCHOOL. THAT IS A GOOD ONE THAT ULC CONNECTS TO INDIVIDUAL SKILL BUILDING.

>> UH-HUH.

I THINK THERE ARE PROBABLY CURRICULUMS THAT WE SHARE.

LAW ENFORCEMENT HAS BEEN MENTIONED, THE ATTORNEY'S TREATMENT OF SURVIVORS.

I THINK THE KIND OF QUESTIONS THAT GET ASKED, NOT JUST AMONGST SURVIVORS.

RELIGIOUS ENFORCEMENT IS A REALLY INTERESTING ONE.

>> I LIKE WHAT TIFFANY SAID ABOUT LOOKING AT AGENCY MISSION STATEMENTS DO THEY INCLUDE PREVENTION AND VIOLENCE-FREE POLICIES.

>> UNIVERSITY SHOULD CHANGE POLICY TO LIMIT SEXIST BEHAVIOR AND HAZING.

>> I THINK THAT GOES BEYOND ATHLETIC. THE BULLYING AND HAZING CAN BE DEALT WITH IN DIFFERENT WAYS.

I HAVE SEEN FRATERNITIES, EXAMPLES OF THEM CHANGING THEIR POLICY.

LAW ENFORCEMENT, PROBATION, PAROLE.

EQUAL PAY FOR EQUAL WORK.

>> WE START TO GET JUST BEYOND THE VIOLENCE AGAINST WOMEN IN WAYS THAT ARE COMPELLING AND SPEAK TO BROADER INTERDISCIPLINARY PARTNER.

S.

>> COLLEGE GREEK SYSTEMS, RESPECT FOR MEN AND WOMEN, ABSOLUTELY.

>> I AM CONFUSED, MICHELLE SAYS, BECAUSE WOULDN'T HOW A POLICE OFFICER ASKS QUESTIONS TO A SURVIVOR BE SECONDARY?

.

>> YES.

THAT IS ABSOLUTELY RIGHT.

AND I THINK THAT WHAT IS IMPORTANT AND SOMETIMES CHALLENGING IS TO COME UP WITH SUGGESTS AND SOLUTIONS THAT ARE NOT JUST SECONDARY.

BECAUSE ONCE WE'RE DEALING WITH SURVIVORS, CLEARLY THAT IS THE POINT.

SAME THING WITH HEALTH CARE.

THERE HAS BEEN A LOT OF DISCUSSION ABOUT GETTING HEALTH CARE TO BE MORE EFFECTIVE IN SCREENING.

IN TRYING TO IDENTIFY PEOPLE WHO ALREADY HAVE THE PROBLEM.

AND ONCE AGAIN, I THINK, THAT IS A SECONDARY QUESTION.

WHAT IF INSTEAD WE GOT HEALTH CARE ORGANIZATIONS TO ASK ABOUT HEALTHY RELATIONSHIPS.

LET ME SAY THAT ON OUR WEBSITE IS AN ARTICLE WE

JUST WROTE FOR A BOOK CALLED PHYSICIAN'S GUIDE TO  
PREVENTING INTIMATE PARTNER VIOLENCE.

AND WE WROTE THE CHAPTER ON PRIMARY PREVENTION  
THERE.

WE DISCUSSED SOME OF THIS IN MORE DETAIL.

THERE IS ALSO THE BOOK THAT WAS PRODUCED BY P CAR.

I KNOW WE HAVE REPRESENTATIVES OF PCAR.

THE PENNSYLVANIA COALITION AGAINST RAPE ON THE  
PHONE ABOUT SEXUAL VIOLENCE AND PREVENTION TOWARD A  
COMMUNITY SOLUTION.

THOSE ARE AVAILABLE THROUGH PCAR OR YOU CAN  
DOWNLOAD THEM FROM OUR WEBSITE,  
WWW.PREVENTIONINSTITUTE.ORG AND THEY SHOULD BE LINKED  
TO THE COMMUNITY SOLUTION WEBSITE AS WELL.

>> GREAT.

SO LET'S MOVE ON TO THE NEXT LEVEL.

LARRY, DO YOU WANT TO TALK ABOUT INFLUENCING  
POLICY IN LEGISLATION?

.

>> SURE.

WE HAVE COVERED A LOT.

OF ALL OUR FORUMS BECAUSE IT IS THE INTRODUCTORY  
ONE, THE ONE THAT IS MOST PACKED WITH INFORMATION.  
AND LEAST OPPORTUNITY FOR THE INTERACTION THAT I'M  
REALLY LOOKING FORWARD TO.

WE WILL GET TO SOME OF THAT SOON.

THE LAST LEVEL OF THE SPECTRUM IS DEVELOPING  
STRATEGIES TO CHANGE LAWS AND POLICIES TO PREVENT  
VIOLENCE AGAINST WOMEN.

IT IS NOT AN ACCIDENT THAT THIS IS THE BROADEST  
LEVEL WHEN YOU LOOK AT YOUR SCREEN.  
BECAUSE THIS IS THE LEVEL THAT HAS THE POTENTIAL  
TO EFFECT YOUR ENTIRE COMMUNITY, STATE, OR NATION.  
AND SOMETIMES, WORK AT THIS LEVEL FEELS VERY  
DISTANT FROM THE EVERYDAY REALITY OF PEOPLE'S LIVES BUT  
IN IMPORTANT WAY ITS IS DIRECTLY CONNECTED.  
FOR EXAMPLE, ALL THE ADVOCACY THAT WENT INTO THE  
NATIONAL VIOLENCE AGAINST WOMEN EXACT IN THE REWRITE OF  
THAT ACT THERE IS A WHOLE SECTION ON PREVENTION, THOUGH  
NO FUNDING YET, WE REALLY NEED NOW TO TALK ABOUT HOW DO  
WE ENCOURAGE THE FUNDING, PERHAPS WE HAVE A GREATER  
OPPORTUNITY WITH THE NEW CONGRESS RIGHT NOW.  
BUT THE WORK WE DID ON THE NATIONAL VIOLENCE  
AGAINST WOMEN ACT RESULTED IN IMPORTANT RESOURCES TO  
ADDRESS THE PROBLEM OF VIOLENCE AGAINST WOMEN.  
SO AS YOU'RE LISTENING TO THIS, WHAT DO YOU THINK  
WHEN YOU HEAR THE WORD "POLICY"?  
I THINK TYPICALLY MANY OF YOU MAY THINK ABOUT  
STATE AND LOCAL POLICY.  
>> STATE AND FEDERAL.  
>> STATE AND FEDERAL POLICY, SORRY.  
BUT AS STATED ON SLIDE 56, I GOT AHEAD OF MYSELF,  
ONE KEY FACT IS THAT USEFUL POLICY IS OFTEN DEVELOPED  
LOCALLY.  
>> ON THE NEXT SLIDE WE HAVE KEY REASONS WHY THIS  
IS THE CASE.  
>> AND WE HAVE A DRAFT PAPER CALLED 10 REASONS

WHY LOCAL POLICY IS KEY.

HERE ARE A COUPLE OF EXCERPTS.

LOCAL POLICIES CAN BE TAILORED TO INDIVIDUAL  
COMMUNITY NEEDS.

>> LOCAL INITIATIVES RAISE COMMUNITY AWARENESS  
AND SUPPORT.

>> AND OF COURSE, LOCAL COMMUNITIES DON'T HAVE  
THE BUREAUCRACY THAT OFTEN INHIBITS THE PROGRESS WE  
WOULD LIKE TO SEE THE STAID WIDE AND -- STATE WIDE AND  
LOCAL LEVEL.

>> THEY'RE THE INITIATIVE FOR BROADER CHANGE  
LEADING TO STATE OR FEDERAL POLICY.

>> I WOULD LIKE TO SAY LOCAL POLICY BUBBLES UP.  
WE'RE SEEING WITH TERM LIMITS PEOPLE WE WORK WITH  
LOCALLY OFTEN MOVE TO STATE WIDE OR NATIONAL LEVELS SO  
OUR POLICY MAKERS ALSO BUBBLE UP.  
THIS IS GREAT FOR US.

IF WE REACH PEOPLE LOCALLY AND THEY HAVE THE SENSE  
OF THE SUPPORT THAT THE MOVEMENT THE COMMUNITY REQUEST  
K PROVIDE, THEY WILL BE MORE -- CAN PROVIDE.  
THEY WILL BE FAR MORE APT TO PROVIDE THE SUPPORT  
WE NEED AND KEY WILL GET THE LOCAL POLICY GROWING.

>> THIS IS THE REZONE.

IT WAS A CITY WIDE COMMITMENT TO PREVENT DOMESTIC  
VIOLENCE AND IT LEAD TO THE EMBEDDING OF DOMESTIC  
VIOLENCE LANGUAGE AND POLICY INTO ALL AREAS OF CITY  
BUSINESS.

I THINK WE SHOULD LOOK AT THAT AND SAY MAYBE THERE  
ARE SOME EXAMPLES THERE THAT CAN BE USED FOR

ORGANIZATIONAL PRACTICE IN SOME OF THE OTHER PLACES  
THAT PEOPLE TEXT CHATTED IN ABOUT BEFORE.

LOCAL POLICY CHANGE CAN ALSO INFLUENCE UNDERLYING  
CONTRIBUTORS TO VIOLENCE SUCH AS THE AVAILABILITY OF  
ALCOHOL.

THIS IS THE SOUTH LA COMMISSION.

IT WAS ABLE TO CHANGE ZONING LAW AND PREVENTED 200  
LIQUOR STORES IN A THREE-YEAR PERIOD AFTER THE FIRES  
WHICH MIGHT HAVE BEEN CALLED THE LA RIOTS OR THE LA  
RESPONSE, AFTER THOSE FIRES DESTROYED THEM.

THERE WAS REALLY GOOD EVALUATION, WHICH WAS REALLY  
AMAZING BECAUSE PEOPLE SAY YOU CAN'T REALLY MEASURE  
PREVENTION.

THE EVALUATION DOCUMENTED THAT AROUND THOSE 200  
LIQUOR STORE THERE WAS A 27% REDUCTION IN VIOLENT  
CRIMES AND FELONIES INCLUDING VIOLENCE AGAINST WOMEN,  
PROSTITUTION WITHIN A FOUR-BLOCK RADIUS OF THE LIQUOR  
STORES THAT WERE CLOSED.

AND GIVEN THE FACT THAT ALCOHOL IS SUCH A MAJOR  
FACTOR, IN THE PERPETRATION OF VIOLENCE AGAINST WOMEN,  
THIS AREA OF LOCAL POLICY CHANGE, I THINK SUCH AS  
AROUND COLLEGE CAMPUSES COULD BE A VERY VALUABLE  
APPROACH.

>> SO THAT CONCLUDES THE LEVELS OF THE SPECTRUM.

BUT AS INDICATED ON SLIDE NUMBER 60 --

>> THE EVALUATION AND FORMED THE SPECTRUM.

TO DEVELOP THE RIGHT SET OF ACTIVITIES IT IS  
IMPORTANT TO KNOW AND USE ALL THE RELEVANT DATA.

>> ALSO, IT IS HELPFUL TO ASSESS YOUR EFFORTS AT EVERY LEVEL TO ENSURE YOU'RE ONTRACK AND STRENGTHEN YOUR EFFORTS AS YOU GO ALONG AND MOVE FORWARD.

SO WE HAVE A FEW MORE POLLING QUESTIONS WE WOULD LIKE TO ASK.

DAVID WILL PULL THOSE -- DAVID WILL PULL THOSE UP.

WHICH ARE YOU MOST CURRENTLY FOCUSED ON IN YOUR WORK.

>> WE COMBINED TWO LEVELS.

INDIVIDUAL SKILL BUILDING AND COMMUNITY EDUCATION FOR TWO REASONS.

BOTH BECAUSE TECHNOLOGY ONLY ALLOWS A MAXIMUM OF FIVE LEVELS ANYWAY.

BUT ALSO BECAUSE AS WE'RE TALKING ABOUT THE BROADER NORMS CHANGE, IT MIGHT BE HELPFUL TO NOT PAY AS MUCH ATTENTION TO THOSE TWO.

WE THINK WE GET A LOT OF ANSWERS TO THOSE TWO.

ALTHOUGH THERE IS NOT A CURRENT QUESTION.

WITHOUT A QUESTION WE MAY NOT GET A LOT OF ANSWERS.

LET'S GIVE IT A MINUTE AND SEE IF IT COMES UP.

>> GO AHEAD AND ANSWER THAT NOW.

>> A LOT IS COMING UP.

IT LOOKS LIKE VAST MAJORITY OF PEOPLE HAVE EXPERIENCE WITH INDIVIDUAL SKILL BUILDING AND COMMUNITY EDUCATION.

>> AND THE REST -- SOMEWHAT ORGANIZATIONAL PRACTICES, THAT IS KIND OF INTERESTING.

LET'S BRING UP THE INFORMATION NOW, IF WE CAN.

>> OKAY.

SO DURING THE RESULTS HERE, IT LOOKS LIKE  
64 PERCENT OF YOU HAVE EXPERIENCE WITH INDIVIDUAL SKILL  
BUILDING AND COMMUNITY EDUCATION.

8 PERCENT HAVE WORKED ON EDUCATING PROVIDERS.

13% HAVE WORKED ON FOSTERING NETWORKS.

18 PERCENT HAVE WORKED IN CHANGING EDUCATIONAL  
PRACTICES.

AND FOUR OR 4 PERCENT HAVE WORKED ON INFLUENCING  
POLICY OR LEGISLATION.

>> WE ARE SEEING THE PIECES THAT HAVE THE MOST  
PROMISE FOR NORMS AND INFLUENCING POLICY AND  
LEGISLATION ARE NOT THE PRIMARY ATTENTION OF THE FIELD.

LET'S ASK ANOTHER QUESTION THEN.

NOW THAT YOU HAVE HEARD ABOUT THE SPECTRUM  
PREVENTION AND THAT WE TALKED THROUGH SOME OF THE  
ISSUES ON NORMS CHANGE, WHICH DO YOU THINK YOU'RE MOST  
LIKELY TO INCREASE YOUR FOCUS ON NOW?

EDUCATING PROVIDERS, FOSTERING COALITIONS AND  
NETWORKS, CHANGING ORGANIZATIONAL PRACTICES OR  
INFLUENCING POLICY AND EDUCATION?

BE VERY REAL AND HONEST HERE.

>> IT IS INTERESTING.

WHY DON'T WE SHARE THE RESULTS.

IT PRETTY EQUAL OF ALL THE ELEMENTS EXCEPT FOR  
INFLUENCING POLICY AND LEGISLATION.

THAT DOESN'T SURPRISE ME, GRETA BECAUSE I THINK  
POLICY AND LEGISLATION IS THE MOST INTIMIDATING AND

HARD TO GET A HANDLE ON AND ALSO BECAUSE MY GUESS IS THIS IS THE INTRODUCTORY FORUM AND WE HAVE BEEN -- THIS IS LIKE THE THIRD OR FOURTH TIME WE'RE DOING THIS INTRODUCTION.

PROBABLY MORE OF THE PEOPLE LISTENING IN ARE NEWER IN THE FIELD AND SOMETIMES IT TAKES A WHILE.

YOU GOT TO BUILD UP TO SOME OF THE POLICY AND LEGISLATIVE CHANGE.

IT IS, AS I SAY, A BIT MORE INTIMIDATING.

I AM GLAD THERE IS SO MUCH ATTENTION TO THE OTHER THREE LEVELS.

WE WOULD LOVE TO HEAR FROM YOU KIND OF, YOU KNOW, WHAT COMES UP WITH THAT.

>> IT IS REALLY EXCITING FOR ME TO SEE ALL THESE PEOPLE LOOKING FORWARD TO POTENTIALLY WORKING AT THESE HIGHER LEVELS OF THE SPECTRUM.

AND AS WE TALKED ABOUT, THERE IS SUCH SYNERGY WITH THE OTHER LEVELS THAT PERHAPS YOU HAVE MORE EXPERIENCE WITH.

IT IS GREAT TO KNOW HOW THESE LEVELS ARE GOING TO WORK TOGETHER TO FURTHER OUR EFFORTS TO PREVENT VIOLENCE AGAINST WOMEN.

SO LET'S MOVE ON NOW AND TALK ABOUT THE SECOND KEY TO PREVENTING VIOLENCE AGAINST WOMEN.

KEY TWO STATES THAT THE DETERMINANTS OF VIOLENCE AND SAFETY MUST BE ADDRESSED.

SO WE'RE ON SLIDE 61 HERE.

BY DETERMINANTS WE MEAN THE UNDERLYING FACTORS AND CONTRIBUTORS RELATED TO VIOLENCE AGAINST WOMEN.

THIS MEANS TWO THINGS.

BOTH REDUCING THOSE THAT INCREASE THE LIKELIHOOD OF VIOLENCE OCCURRING AS WELL AS BOLSTERING THOSE THAT ARE PROTECTING AGAINST VIOLENCE.

>> ON SLIDE 62 YOU SEE THE TRAJECTORY OF VIOLENCE AGAINST WOMEN WHICH EXPLORES THE IDEA OF DETERMINANTS. DETERMINANTS INCLUDE ROOT FACTORS AND ENVIRONMENTAL CONTRIBUTORS AND BEHAVIORAL FACTORS.

>> ROOT FACTORS ARE AT THE COMMUNITY LEVEL AND INFLUENCE ENVIRONMENTAL CONTRIBUTORS AND BEHAVIORAL FACTORS.

WHEN MOST PEOPLE THINK ABOUT PREVENTING VIOLENCE AGAINST WOMEN THEY THINK ABOUT INFLUENCING INDIVIDUAL BEHAVIORAL FACTORS LIKE ALCOHOL AND DRUG USE AND HOSTILITY AGAINST WOMEN.

IT IS ALSO SHOWN THAT THEY'RE SHAPED BY FACTORS IN THE ENVIRONMENT.

>> ENVIRONMENTAL FACTORS ARE ALSO SHAPED BY THE ROOT FACTORS LIKE VARIOUS FORMS OF OPPRESS AND BY THE INTERACTION BETWEEN ROOT FACTORS AND THE ENVIRONMENT. WE HIGHLIGHT THE IMPORTANCE OF NORMS BECAUSE TO BE EFFECTIVE IN THIS WORK WE HAVE TOW CHANGE THE ENVIRONMENT.

NORMS ARE A -- WE HAVE TO CHANGE THE ENVIRONMENT.

NORMS ARE AN IMPORTANT FACTOR.

SEXISM IS AN IMPORTANT FACTOR.

AND WHAT THE MEDIA THAT WE LOOK AT.

WE NEED TO LOOK AT THE ENVIRONMENTAL FACTORS AND

THE ROOT FACTORS AND TAKE ACTION TO INFLUENCE THEM  
RATHER THAN JUST THE BEHAVIORAL FACTORS.

>> I REALLY WANT TO EMPHASIZE JUST HOW POWERFUL  
THE ENVIRONMENT IS IN SHAPING BEHAVIOR.

THERE IS A QUOTE I WILL SHARE WITH YOU FROM THE  
INSTITUTE OF MEDICINE THAT REALLY CAPTURED THIS.

THAT IT IS UNREASONABLE TO EXPECT THAT PEOPLE WILL  
CHANGE THEIR BEHAVIOR EASILY WHEN SO MANY FORCES, AND  
WE SEE ALL THOSE FORCES THE SOCIAL, CULTURAL, PHYSICAL  
ENVIRONMENT CONSPIRE AGAINST SUCH CHANGE.

BECAUSE THE INSTITUTE OF MEDICINE, PARTICULARLY  
FOR THOSE PEOPLE OUT THERE WHO DO ANY WORK WITH HEALTH,  
HAS SO MUCH CREDIBILITY IN THE HEALTH FIELD, WE  
RECOMMEND THAT YOU USE THIS QUOTE TO EXPLAIN TO PEOPLE  
WHY WE NEED TO WORK ON NORMS AND ENVIRONMENTS.  
WHY YOU CAN'T JUST TELL PEOPLE TO CHANGE THEIR  
BEHAVIOR.

THE NEXT SLIDE PROVIDES EXAMPLES OF THE KINDS OF  
DETERMINANTS THAT RELATES TO VIOLENCE AGAINST WOMEN.

THE INCREASE IS LIKE MALE VIOLENCE AND DOMINANCE  
AND THINGS ON THE RIGHT ARE PROTECTED.

POSITIVE ROLE MODEL, COMMUNITY OWNERSHIP,  
SOLUTION, GENDER EQUITY, EMPATHY.

WE WILL COVER THE DETERMINANTS AT A GREATER DEPTH  
LATER ON.

IT IS ON THE ARCHIVE OF THE FORUM WHERE WE HAVE  
COVERED IT BEFORE.

ON THE KEY THREE IS ON THE NEXT SLIDE.

THAT IS WHERE WE SELECT THE PRACTICAL SPECIFIC

STRATEGIES THAT ADDRESS ENVIRONMENTAL CONTRIBUTORS.  
AND ITS BEHAVIORAL FACTORS AND WE DEVELOP THE  
COMPREHENSIVE ACTIVITIES.

IN KEY THREE WE TRANSLATE KEYS ONE AND TWO, WHICH  
WERE MORE CONCEPTUAL, INTO A STRATEGY FOR A SPECIFIC  
COMMUNITY.

SO IT BUILDS ON STRENGTH AND IT ADDRESSES NEEDS.

IN OTHER WORDS, THIS IS WHERE WE PUT IT ALL  
TOGETHER, GRETA.

THIS IS WHERE WE TAKE ACTION.

>> SLIDE 66, THE NEXT SLIDE, LIST PRIMARY  
PREVENTION STRATEGIES THAT HOLD PROMISE.

AN ORGANIZATION CAN FOCUS ON ONE OF THE STRATEGIES  
AND WORK ON ALL LEVELS OF THE SPECTRUM TO PROMOTE IT.  
WE TALK ABOUT MEN CAN STOP RAPE.

THIS GROUP WORKS ON PRIMARY PREVENTION STRATEGY OF  
MALE GENDER ASSOCIATION AND INVOLVEMENT OF BOYS AND  
MEN.

WE WANT TO MAKE ONE LAST POINT HERE ABOUT THE  
SPECTRUM.

TO BE MOST EFFECTIVE THE ACTIONS AT THE DIFFERENT  
LEVELS OF THE SPECTRUM SHOULD BE COMPLIMENTARY.

AS -- COMPLEMENTARY.

AS I WAS TALKING ABOUT BEFORE IT HELPS ENSURE THE  
ACTIVITIES ARE NOT IMPLEMENTED IN ISOLATION BUT  
REINFORCE EACH OTHER TO ACHIEVE MORE IMPACT.

THESE CAN BE VITAL IN PRODUCING ENOUGH CRITICAL  
MASS TO START TO CHANGE NORMS.

>> GRETA WHY DON'T WE WALK PEOPLE THROUGH THE MEN  
CAN STOP RAPE AS AN EXAMPLE OF HOW EFFORTS CAN CREATE  
SYNERGY.

LET'S LOOK AT THE NEXT SLIDE, SLIDE 68 WHERE WE  
HAVE MEN OF STRENGTH CLUBS THAT PROVIDE A SAFE PLACE  
FOR YOUNG GIRLS TO EXPLORE WHAT IT MEANS TO BE A STRONG  
MAN AND TO BE AN ALLY.

>> IT IS A PLACE FOR YOUNG MEN TO EXPLORE.

>> IT IS A PLACE TO PROMOTE COMMUNITY EDUCATION.  
IT IS WORK REINFORCED BY COMMUNITY EDUCATION AND  
MODELING OF HEALTHY RELATIONSHIPS AS YOU CAN SEE BY THE  
POSTER CAP PAIN.

NEXT UNDERSTANDING COMMUNITY EDUCATION ISN'T  
ENOUGH.

THEY TRAIN PROVIDERS ACROSS THE COUNTRY ON THEIR  
APPROACH WITH THE FOCUS ON FIRST ADDRESSING THE ISSUES  
OF OPPRESSION.

>> EFFORTS PAN OUT BY BUILDING A GROWING BASE.

SEE HOW THE COALITION IS GROWING.

A NETWORK OF ALLIES THAT PARTICIPATE ON DIFFERENT  
LEVELS OF THE SPECTRUM.

>> AND CHANGING ORGANIZATIONAL PRACTICES.

TAKE SCHOOLS FOR EXAMPLE.

MEN CAN STOP RAPE, SUPPORT SCHOOLS AND INCORPORATE  
AN INTEGRATED STRATEGY FOR RAPE PREVENTION.

THEY INCORPORATED A SOCCER TEAM WHOSE PLAYERS ARE  
ROLE MODELS.

THEY BRING CHANGING NORMS INTO THE WORKPLACE AS  
WELL.

AND CODE OF CONDUCT THAT RECOGNIZES MISUSE OF  
POWER AND CONTROL.

>> THEY HAVE A 50-50 CLUB.

THEY INSIST ON EQUAL CONTRIBUTIONS OF MEN AND  
WOMEN.

>> SO THE LAST LEVEL FOR MEN CAN STOP RAPE,  
INFLUENCING POLICY AND LEGISLATION.  
THINGS THAT MEN CAN STOP RAPE HAVE DONE IS  
ACTIVELY SUPPORTED THE REAUTHORIZATION OF THE VIOLENCE  
AGAINST WOMEN EXACT TESTIFIED AT CONGRESSIONAL  
BRIEFINGS.

>> MEN CAN STOP RAPE CLEARLY HAS ACTIVITIES ON  
ALL THE LEVELS OF THE SPECTRUM AND ARE MUTUALLY  
REINFORCING AND CREATE THE SYNERGY.

THAT IS HOW WE CAN BEGIN TO CHANGE NORMS.

SO LET'S GO BACK THEN TO THE TRANSFORMING  
COMMUNITIES NATIONAL ADVISORY COUNCIL.

THEY CONCLUDED THAT THE PROCESS OF CHANGING  
ATTITUDES, BELIEFS, AND NORMS IS A PROCESS THAT  
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.

WE HAVE COVERED A LOT OF INFORMATION.

QUITE QUICKLY.

IT IS HARD BY TELEPHONE.

WE CAN'T WATCH EACH OTHER'S BODY LANGUAGES AND  
FACIAL EXPRESSIONS.

THERE HAVE BEEN TECHNOLOGY SNAFUS.

HERE IT IS IN SPANISH AND THE SEXUAL VIOLENCE AND SPECTRUM PREVENTION ARTICLE I MENTIONED EARLIER ON THE WEBSITE.

DEVELOPING EFFECTIVE COALITIONS, THE EIGHT-STEP PROCESS TO MAKE COALITION WORK WELL.

COALITIONS WORK WELL.

AND COLLABORATION MATH IS ABOUT BUILDING INTERDISCIPLINARY COALITIONS HELPING PEOPLE FROM DIFFERENT PERSPECTIVES AND BACKGROUNDS FIND COMMON GROUND.

SOMETIMES THEY DON'T WHICH BRINGS US TO THE NEXT SLIDE.

THE TENSION OF TURF.

IT COMES FROM A UNIQUE PERSPECTIVE THAT IT SAYS OH, JUST HAVE PEOPLE LEAVE THE HAT AT THE DOOR.

WE DON'T BELIEVE THAT.

BEE THINK IT IS -- WE THINK IT IS UNREALISTIC TO EXPECT PEOPLE TO LEAVE THEIR TURF AND AGENDA.

THE COALITION -- CAN HELP PEOPLE REACH THEIR GOALS.

>> WE'RE OUT OF TIME AND SHOULD TURN IT BACK TO YOU DAVID FOR THE EVALUATION.

>> THANKS EVERYONE FOR BEING WITH US TODAY.

>> IT HAS BEEN A LOT OF FUN, GRETA.

>> YEAH, IT HAS.

DAVID.

>> THANK YOU VERY MUCH.

I APPRECIATE THE DISCUSSION.

THERE WAS A LOT OF GREAT DISCUSSION IN THE TEXT

CHAT.

I WILL OPEN UP THE TEXT CHAT NOW IF PEOPLE.

TO BE ABLE TO POSE OTHER QUESTIONS.

I ENCOURAGE THIS IS JUST THE BEGINNING OF THE  
DISCUSSION.

AT THE PREVENT CONNECT LISTSERV THERE IS AN  
OPPORTUNITY FOR PEOPLE TO PARTICIPATE WITH THAT.

I WILL PUT ON YOUR SCREEN THE EVALUATION FOR  
TODAY'S SESSION.

AND THAT SHOULD BE APPEARING ON YOUR SCREEN NOW.

AND IF YOU CAN PLEASE FILL OUT THE EVALUATION.

THIS IS HELPFUL FOR US TO DECIDE HOW WE WILL BE  
ABLE TO MOVE FORWARD IN THE FUTURE AND GET MORE  
INFORMATION FOR WHAT YOU ARE LOOKING FOR TO SUPPORT  
YOUR EFFORTS AND PREVENTING VIOLENCE AGAINST WOMEN.

WE HAVE SEEN THE STRENGTH OF THIS WORK COMES FROM  
THE PEOPLE DOING THE WORK AND THE LESSONS YOU HAVE  
LEARNED AND BRINGING TOGETHER NEW PARTNERS AND FINDING  
THOSE UNTRADITIONAL PARTNERS TO CONTINUE DOING THE  
WORK.

I APPRECIATE YOU COMING FORWARD WITH THIS.

IN JANUARY, WE WILL BE HAVING ANOTHER WEB --  
PROBABLY A WEB DIALOGUE WHICH IS A SMALLER CONVERSATION  
WHERE WE WILL GET A CHANCE TO DO WORK AND EXPLORE HOW  
TO DO THE WORK AND DEAL WITH THE CHALLENGING QUESTIONS  
OF HOW DOES ONE PROCEED TO DO VIOLENCE AGAINST WOMEN  
WORK AND ALSO IN JANUARY AT WWW.PREVENTCONNECT.ORG WE  
WILL HAVE MORE ONLINE RESOURCES AVAILABLE AND AN

OPPORTUNITY TO REALLY USE THE INTERNET TECHNOLOGY TO  
BUILD OUR COMMUNITIES STRONGER WITH EACH OTHER AND  
BUILD THE TECHNOLOGY OF HOW WE CAN DO THIS WORK.

I WOULD LIKE TO THANK GRETA, I WOULD LIKE TO THANK  
LARRY FOR BEING -- GIVING SUCH A GOOD PRESENTATION.

I WOULD LIKE TO APPRECIATE EVERYONE WHO  
PARTICIPATED IN THE QUESTIONS THAT YOU POSED AND  
COMMENTS YOU MADE IN THE TEXT CHAT RELATED STRENGTH OF  
THE WORK IN HEARING ALL THE GREAT IDEAS FROM ALL OF  
YOU.

SO WE DO NOT HAVE TIME FOR QUESTIONS, PLEASE FILL  
OUT YOUR EVALUATION THAT YOU SHOULD BE SEEING ON YOUR  
SCREEN.

AND LIKE TO THANK YOU ALL.

AND LOOK FORWARD TO SPEAKING TO YOU IN THE FUTURE.

SO WITH THAT, WE WILL END THE AUDIO PORTION OF OUR  
PRESENTATION.

AND WE WILL STAY ONLINE HERE FOR A FEW MINUTES SO  
YOU CAN COMPLETE YOUR SESSION EVALUATION.

THANK YOU VERY MUCH.