



**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

Where's the Prevention Frame?

Seizing Opportunities to Advance
Violence Against Women Prevention

We will start soon



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www.PreventConnect.org



www.PreventConnect.org

- ◆ New web design SOON
- ◆ 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



Next Web Conference

Exploring On-Line Resources to Support Violence Against Women Prevention Efforts

Wednesday, February 14, 2007

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



Casey Keene, VAWNet
Jennifer Grove, National Sexual Violence Resource Center

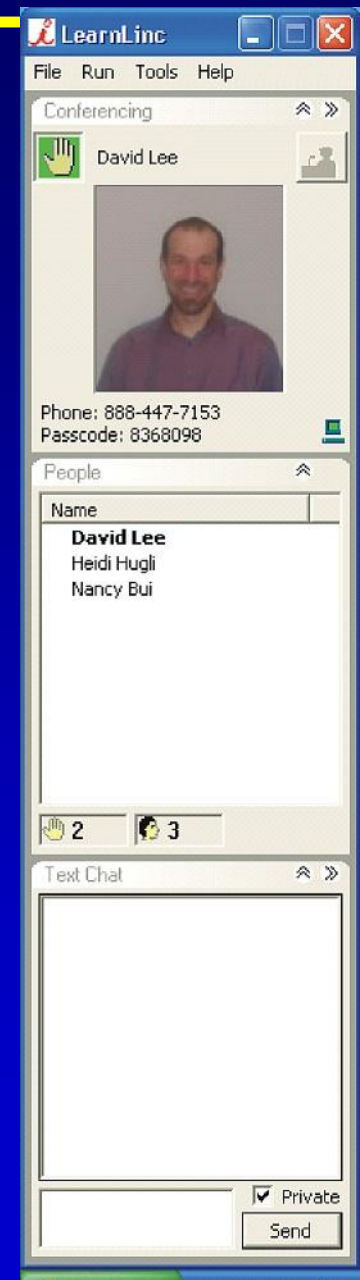
Register at

www.PreventConnect.org

Cost: Free

How to Use This Technology

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



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



“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 US 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 US government, CDC, or CALCASA.

Readings

New York Times
October 16, 2006

Why Aren't We Shocked?

By BOB HERBERT

Family Violence Prevention Fund

Statement of Esta Soler
President, Family Violence Prevention Fund
On the Fox Television Network's
Decision to Cancel its O.J. Simpson Special

November 20, 2006

Contact: Lisa Lederer
202/371-1999
202/421-5825

CommonDreams.org
NEWSOCENTER
Breaking News & Views for the Progressive Community

Published on Wednesday, October 11, 2006 by CommonDreams.org

Coverage of 'School Shootings' Avoids the Central Issue

by Jackson Katz



Where's the Prevention Frame?

*Seizing Opportunities to Advance
Violence Against Women Prevention*

Dialogue facilitated by:



January 23, 2007

11:00AM – 12:30 PST; 2:00–3:30 PM EST



Reactions to the events

"Fifth girl dies
after Amish school
shooting."

October 3, 2006, CNN

"School shooting:
what is going on?"

October 2, 2006, S.F. Chronicle

"Investigation of
Colorado school
shooting turns up
letter from
gunman."

September 29, 2006, USA Today

Dialogue Agenda

- I.** Review of norms and framing
- II.** Readings: reactions and overview
- III.** Barriers
- IV.** Discussion on Alternate Frames
- V.** Translating this discussion into a larger web forum
- VI.** Evaluation

Learning Objectives

- ◆ Explore how we can be better prepared to insist on a prevention frame.
- ◆ Discuss what an effective prevention frame might look like.
- ◆ Experiment with the use of technology to promote interactive learning and dialog.

Review of Norms

Sanction behavior

Taken for granted

Based in culture
& tradition

Behavior shapers

More than a habit

NORMS

- ◆ Violence
- ◆ Masculinity
- ◆ Women
- ◆ Power
- ◆ Privacy



“

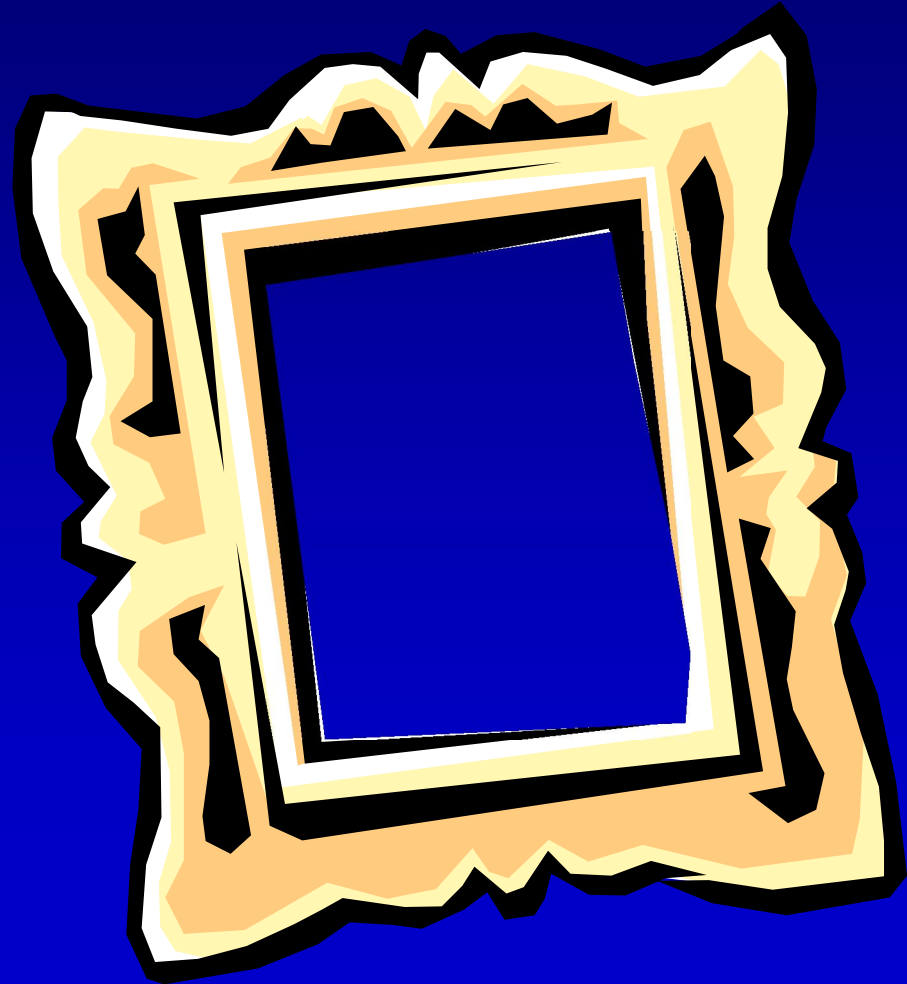
**In the end, we will
remember not the
words of our enemies,
but the silence of our
friends.**

”

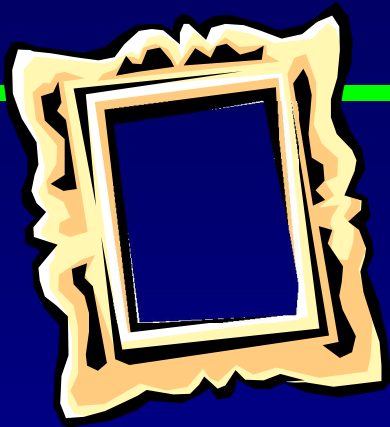
Dr. Martin Luther King Jr.



Framing



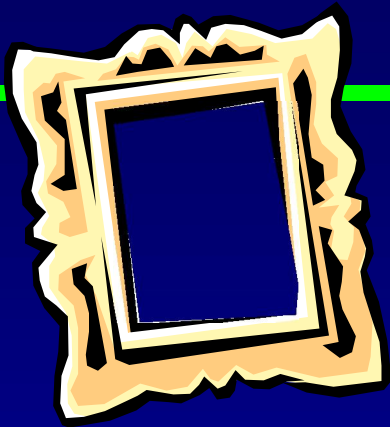
Dialog available at:
www.preventconnect.org



What are Frames?

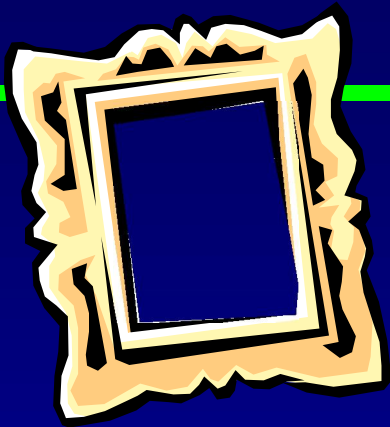
Frames:

Mental shortcuts that underlie our fundamental outlook on the world and help us to organize and understand our experience.



An Example: Government





What is Framing?

Framing:

The strategic process of developing ways of presenting and communicating that support a given perspective.

Reading: NYT Op-ed

New York Times
October 16, 2006

Why Aren't We Shocked?

By BOB HERBERT

- ◆ School shootings = hate crimes against girls.
- ◆ No public outrage in response: our culture is saturated with misogyny
- ◆ We're all implicated in VAW: it's connected to our society's norms

Reading: NYT Op-ed

New York Times
October 16, 2006

Why Aren't We Shocked?

By BOB HERBERT

“We’re all implicated in this carnage because the relentless violence against women and girls is linked at its core to the wider society’s casual willingness to dehumanize women and girls, to see them first and foremost as sexual vessels – objects – and never, ever as the equals of men.”

Polling Question



Text Chat

*How did you
seize the
opportunity?*



Reading: FVPF Press Release

Family Violence Prevention Fund

Statement of Esta Soler
President, Family Violence Prevention Fund
On the Fox Television Network's
Decision to Cancel its O.J. Simpson Special

November 20, 2006

Contact: Lisa Lederer
202/371-1999
202/421-5825

- ◆ Fox did the right thing.
- ◆ Part of the huge problem of VAW in the U.S.

Reading: FVPF Press Release

Family Violence Prevention Fund

Statement of Esta Soler
President, Family Violence Prevention Fund
On the Fox Television Network's
Decision to Cancel its O.J. Simpson Special

Contact: Lisa Lederer
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November 20, 2006

“Now we need to put our energy into efforts to stop violence against women, which is a costly and devastating problem in this country.”



Reading: Katz Op-ed

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NEWSOCENTER
Breaking News & Views for the Progressive Community

Published on Wednesday, October 11, 2006 by CommonDreams.org

Coverage of 'School Shootings' Avoids the Central Issue

by Jackson Katz

- ◆ Incidents: men isolating young girls, assaulting and killing them.
- ◆ Shootings: extreme manifestation of ongoing crisis of VAW.
- ◆ Media didn't acknowledge gendered nature of events.

Reading: Katz Op-ed

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Coverage of 'School Shootings' Avoids the Central Issue

by Jackson Katz

- ◆ We need a national conversation about sexism and masculinity, to recognize VAW.
- ◆ Canada 1989: men created a White Ribbon Campaign

Reading: Katz Op-ed

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Coverage of 'School Shootings' Avoids the Central Issue

by Jackson Katz

“Incredibly, few if any prominent voices in the broadcast or print media have called incidents what they are: hate crimes perpetrated by angry white men against defenseless young girls, who – whatever twisted motives of the shooters – were targeted for sexual assault and murder precisely because they are girls.”



Text Chat

What points stood out for you?

What worked? What didn't?

What do you think would appeal to the audiences you address?



Text Chat

What kinds of other things did you see in response to these events that you thought were valuable and why?



Text Chat

What are the barriers to responding with a prevention frame, such as in response to the events we have been talking about? How did you overcome these?



Other Barriers

- ◆ “It’s not our place.”
- ◆ “This doesn’t relate to us.”
- ◆ “What would we do anyway?”
- ◆ Limited time/couldn’t move quickly enough
- ◆ Limited staff time to work on this issue
- ◆ “What do we actually say/what is the frame?”

3 Key Questions

1

What is the problem?

2

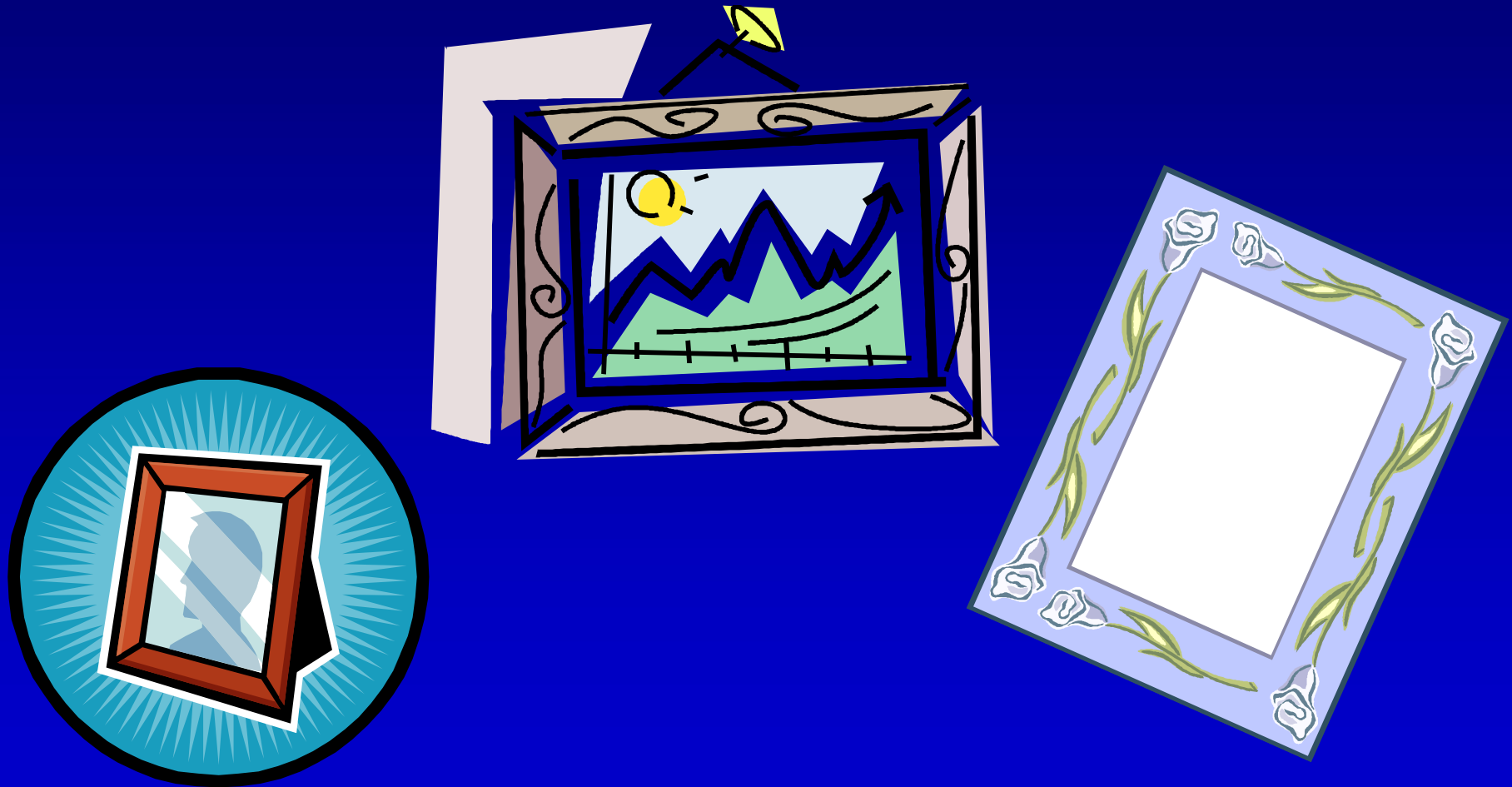
Why does it matter?

3

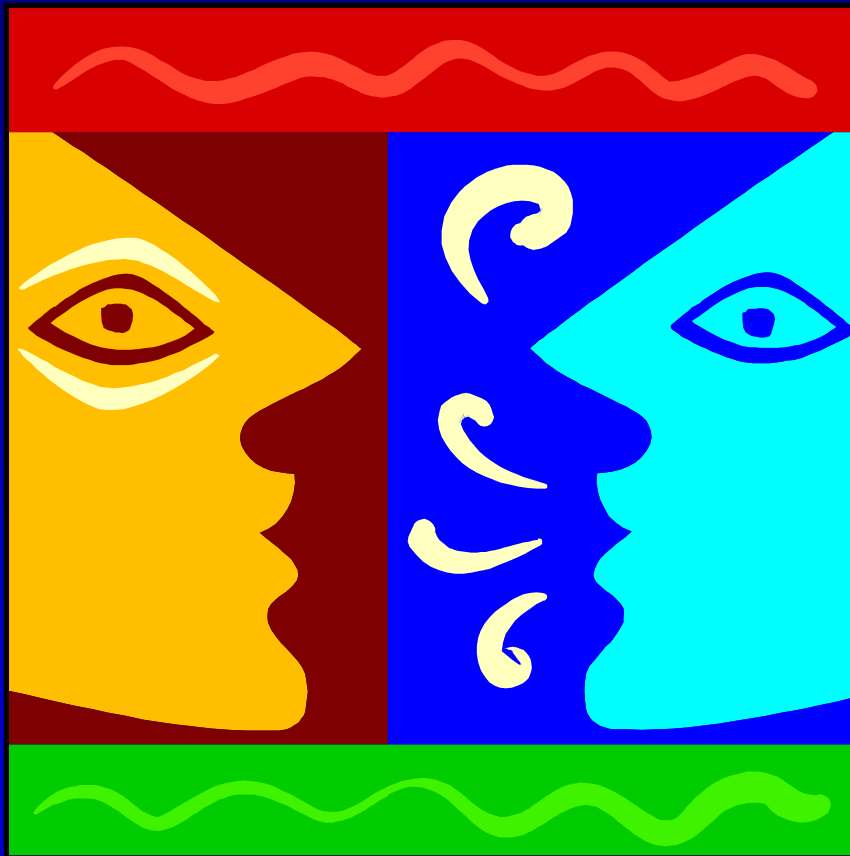
What is the solution?



Alternate Frames

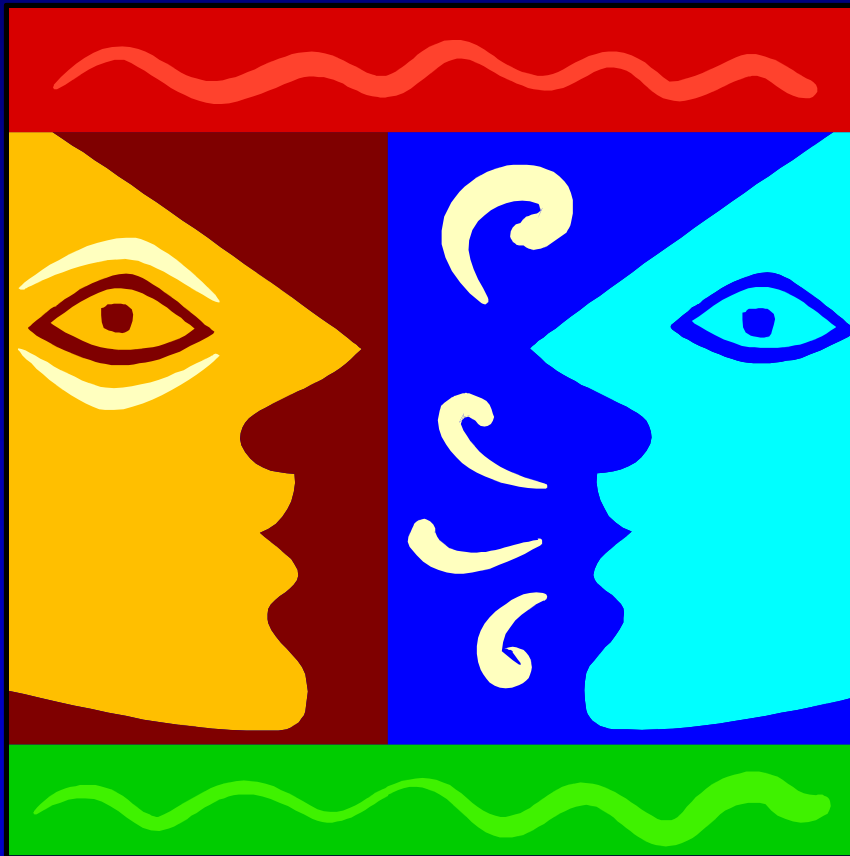


Dialogue on creating alternate frames



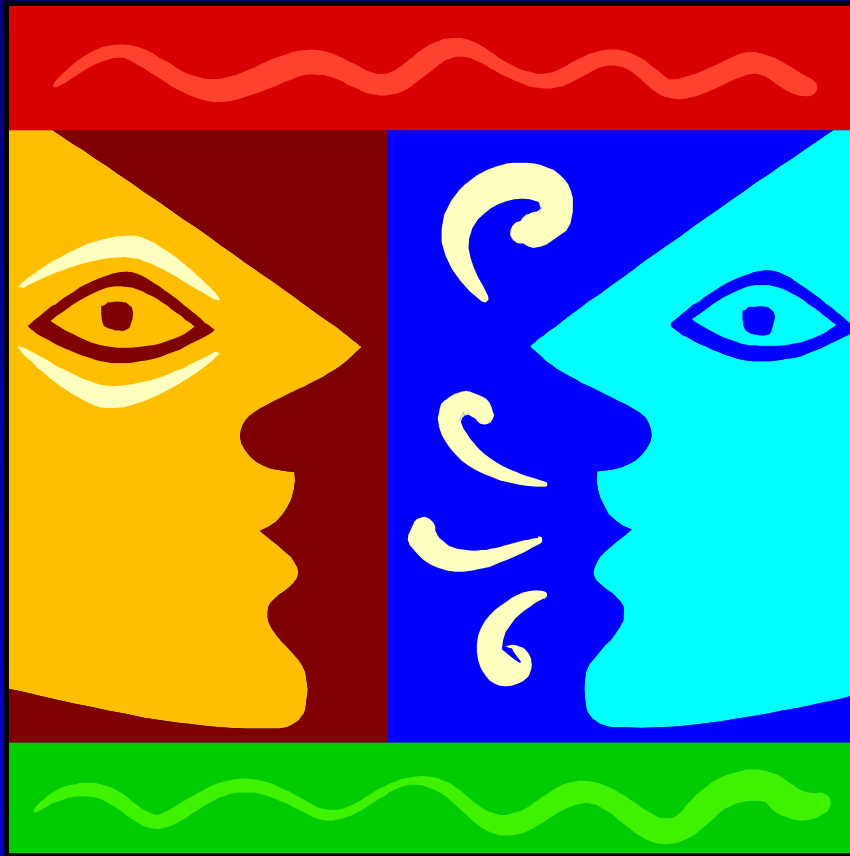
What is the problem?

Dialogue on creating alternate frames



*Why does it
matter?*

Dialogue on creating alternate frames



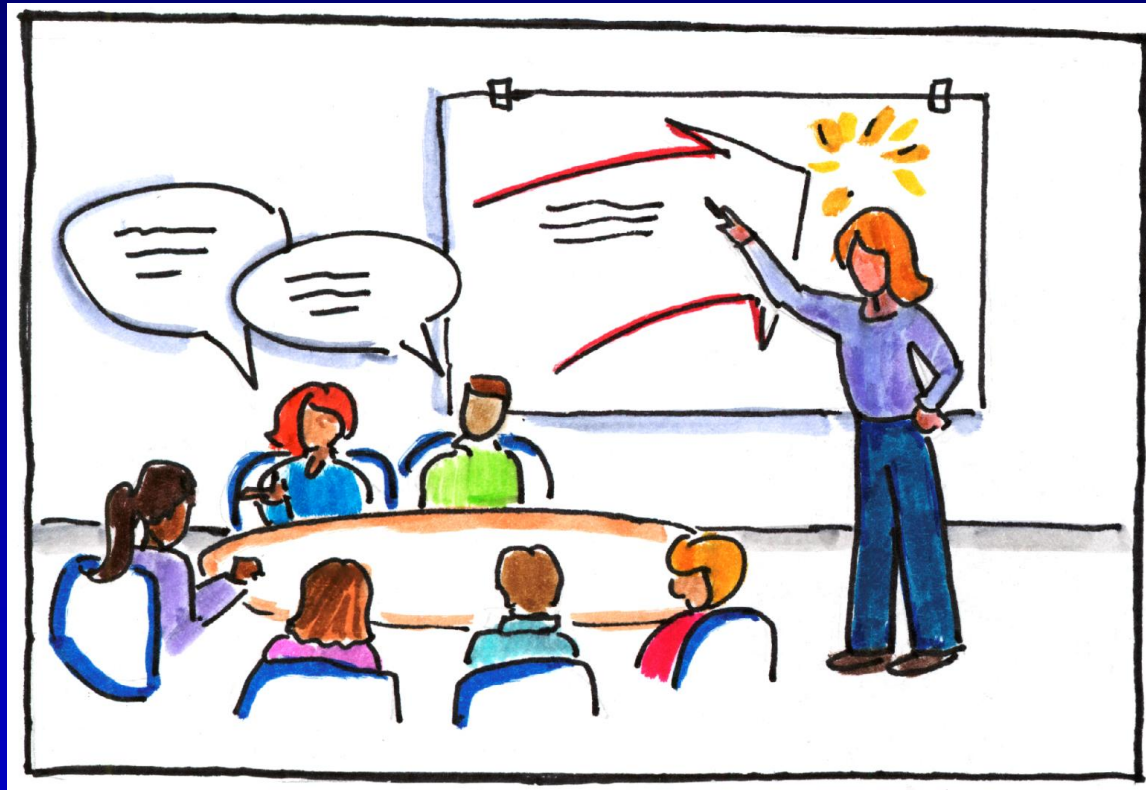
*What are the
solution(s)?*

Implementation ideas



*What will you
do differently
as a result of
this dialogue?*

Translation to a web forum



How can we best communicate this material to a larger group?

Evaluation





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