



Welcome to this Web Conference

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

We will start soon



*California Coalition
Against Sexual Assault
Prevention Connection Team*

888-922-5227
916-446-2520
TTY: 916-446-8802
www.PreventConnect.org

Prevention Connection Contacts:
David S. Lee, david@calcasa.org
Chad Sniffen, chad@calcasa.org

www.PreventConnect.org

- ◆ Podcasts, on-line Presentations, Wiki
- ◆ Sign up for the Prevent-Connect ListServ
- ◆ Sign up for Web Conferences and Web Dialogues (“Article Club”)
- ◆ Materials and Archives of previous events





Upcoming Web Conference

NEXT WEB CONFERENCE
**Eight Steps to Coalition Building:
 Fostering Strategic Partnerships to
 Prevent Violence Against Women**

January 23, 2008
2:00-3:30 pm EST (11:00 am – 12:30 pm PST)



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




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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



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Collaborative Partners

- National Sexual Violence Resource Center – www.nsvrc.org
- National Youth Violence Prevention Resource Center – www.safeyouth.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

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Advancing Primary Prevention of Violence Against Women

Training conducted by:



December 12, 2007
11:00AM - 12:30 PST; 2:00-3:30 PM EST



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

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“...REST”

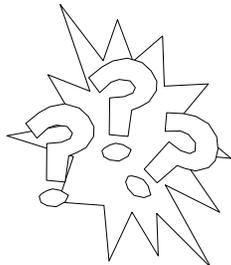
Source: www.vday.org



Text Chat

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What would a world without violence against women look like?



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

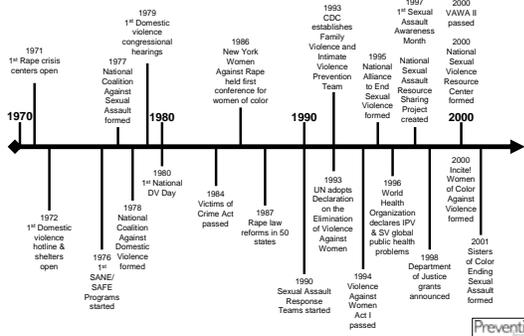
- ◆ Understand how **primary prevention approaches** can *add value*
- ◆ Understand why **norms change** is an important outcome
- ◆ Have an initial understanding of the *Three Keys to Preventing Violence Against Women*
- ◆ Understand how the *Spectrum of Prevention* can be used to develop **comprehensive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

Violence Against Women Movement Accomplishments



Prevention
Prevention.org

Milestones in the Movement



Prevention
Prevention.org

Women and girls are most at risk of violence from men they know, particularly in the family. Rape and sexual torture are used as weapons of war. Violence against women has serious mental, physical and sexual health consequences. Violence against women is a public health problem. It can be prevented.

World Health Organization

Prevention
Prevention.org

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**“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**

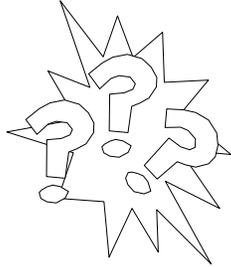
**CULTURAL
COMPETENCY**



Text Chat

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What are the most critical elements of a prevention approach?

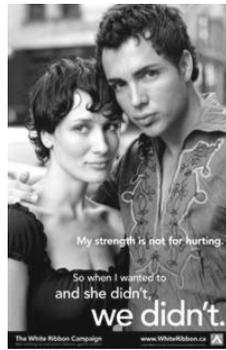


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Part II

Norms change & primary prevention



Source: www.whiteribbon.ca



Life in the killing zone

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



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Don't Be A Sissy

Boys Don't Cry

PlayStation 2

grand theft auto

vice city

Boys Will Be Boys

Prevention

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

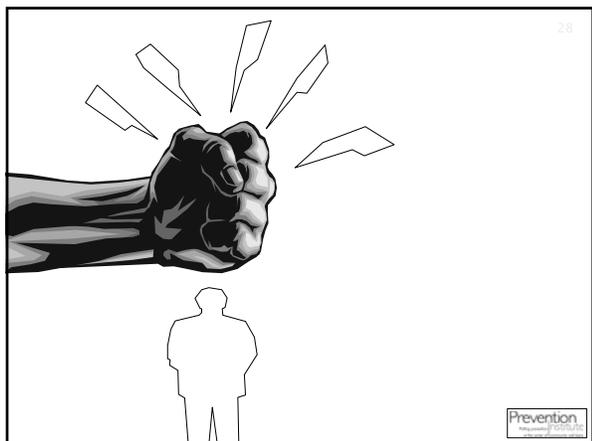
Source: Media Education Foundation

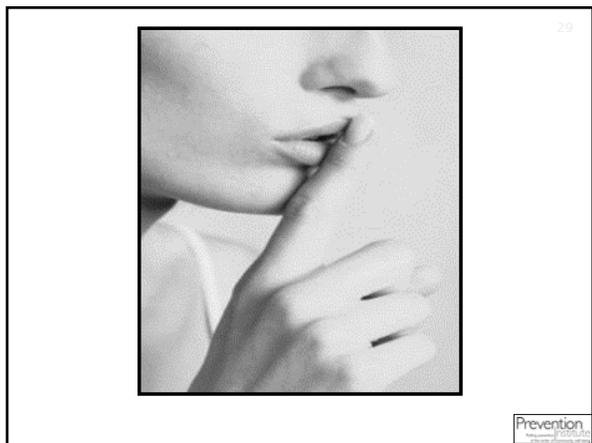
Prevention

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bebe

Prevention





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

Prevention
National Center for Injury Prevention and Control

The text is arranged in a roughly circular pattern, with the word "Norms" at the top. The other phrases are distributed around it, with "Sanction behavior" and "Based in culture & tradition" on the right side, "Taken for granted" and "Behavior shapers" on the left side, and "More than a habit" at the bottom. The text is in a sans-serif font, with "Norms" in bold.

Changing Norms



Source: www.sfgov.org



Prevention

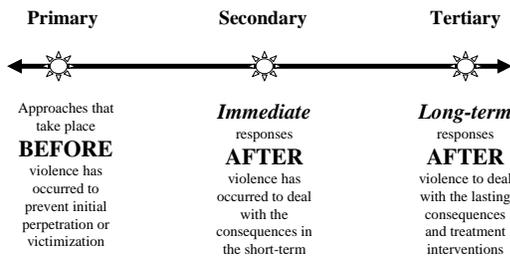
a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence against women.



taking action **before** violence against women occurs.



The Prevention Continuum



The Prevention Continuum

Polling Question: Is short-term assistance to help a person develop an emergency safety plan to leave a violent partner an example of primary, secondary or tertiary prevention?

- ◆ Primary Prevention
- ◆ Secondary Prevention
- ◆ Tertiary Prevention



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



Prevention Works

- ◆ 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*

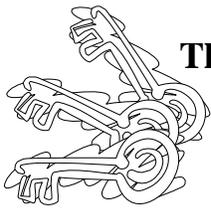
Source: www.transformcommunities.org



Toward a Community Solution

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Part III

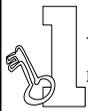


The 3Keys

to Preventing Violence Against Women



The 3 Keys



Violence is complex and requires a comprehensive approach.

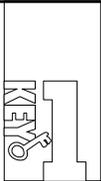


Determinants of violence and safety must be addressed.



Violence prevention requires an integrated strategy for action.

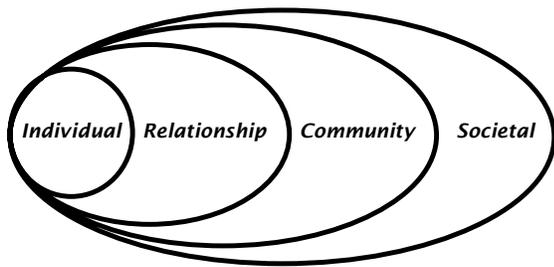




Violence against women is complex and requires a comprehensive approach.



The Ecological Model



The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

www.preventioninstitute.org



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Individual Knowledge and Skills



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



The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

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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

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www.preventioninstitute.org



Provider Training



A SACRED TRUST:
Resources for Clergy and Spiritual Directors

Participants of your training gather with a facilitator guide

- Rev. Rosemary Brewer
- Rev. Dr. Robert C. D'Antonio
- Rev. Dr. Steven Cummings
- Rev. Dr. Robert E. Gagliardi
- Rev. Dr. Robert G. Hamilton
- Rev. Dr. Robert L. Rasmussen
- Rev. Dr. Robert R. Reardon
- Rev. Dr. Robert S. Schmitt
- Rev. Dr. Robert T. Smith
- Rev. Dr. Robert W. Taylor
- Rev. Dr. Robert W. Taylor
- Rev. Dr. Robert W. Taylor

Adapted with permission from the Faith Trust Institute
www.faithtrustinstitute.org



Source: www.faithtrustinstitute.org

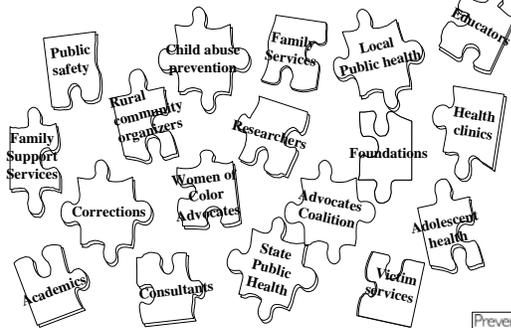
The Spectrum of Prevention

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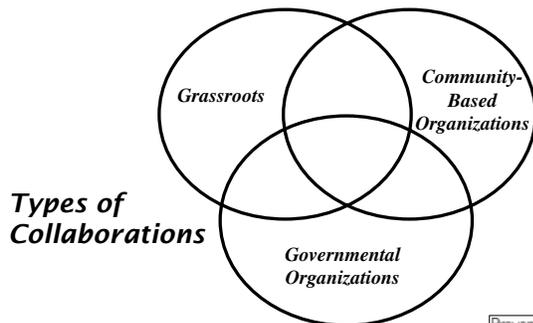
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Minnesota Sexual Violence Prevention Action Council

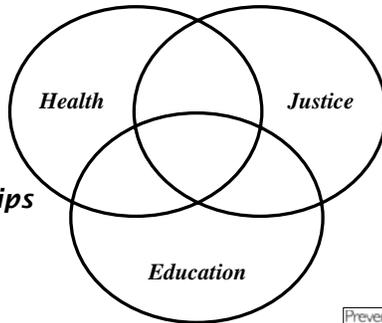


Coalitions and Networks



Coalitions and Networks

**Partnerships
Among
Systems**



The Spectrum of Prevention

- | |
|---|
| Influencing Policy & Legislation |
| Changing Organizational Practices |
| Fostering Coalitions & Networks |
| Educating Providers |
| Promoting Community Education |
| Strengthening Individual Knowledge & Skills |

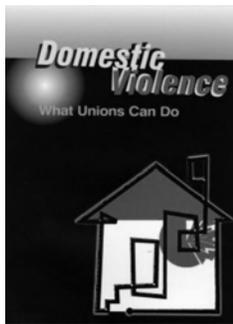
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Organizational Practices



Organizational Practices



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

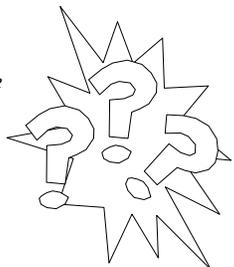


Organizational Practices



Text Chat

What kinds of organizational practice changes have you worked on or would you like to see to prevent violence against women?



The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

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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.



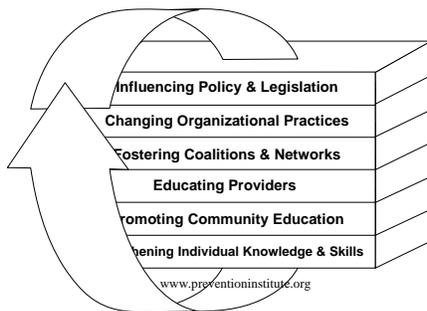
Policy and Legislation



Policy and Legislation



Data & Evaluation Shape the Spectrum



The Spectrum of Prevention

Polling Question: Of the following selected levels of the *Spectrum of Prevention*, which are you currently MOST focused on in your work?

- ◆ Individual skill-building and/or community organizing
- ◆ Educating providers
- ◆ Fostering coalitions and networks
- ◆ Changing organizational practices
- ◆ Influencing policy and legislation



The Spectrum of Prevention

Polling Question: Of the following selected levels of the *Spectrum of Prevention*, in which would you be MOST interested in expanding you focus?

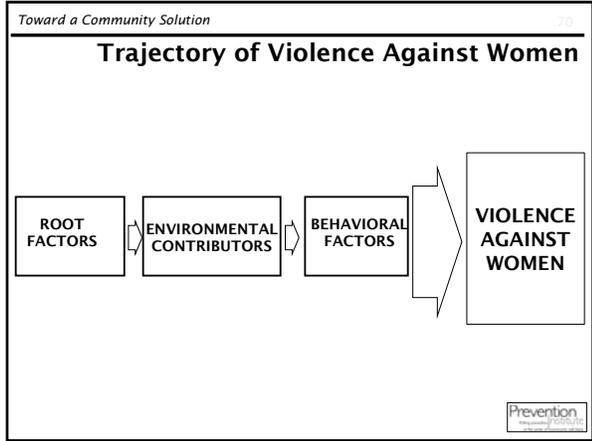
- ◆ Educating providers
- ◆ Fostering coalitions and networks
- ◆ Changing organizational practices
- ◆ Influencing policy and legislation





Determinants of violence and safety must be addressed.



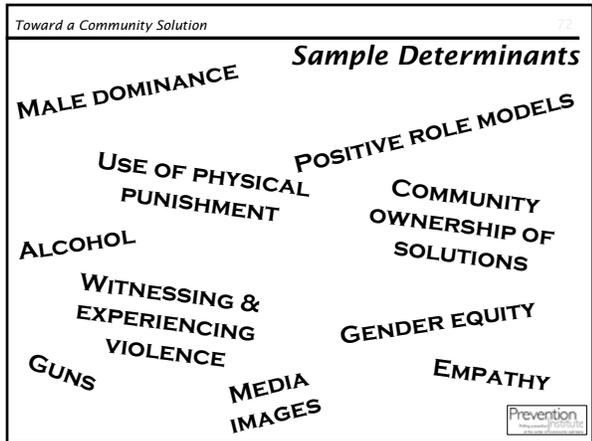


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“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

Prevention
National Center for Injury Prevention and Control



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Preventing violence against women requires an integrated strategy for action.

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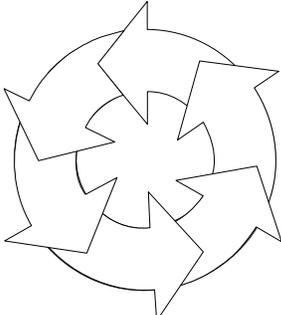
Primary Prevention Strategies

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

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Research Institute

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The Synergy of the Spectrum of Prevention



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Research Institute

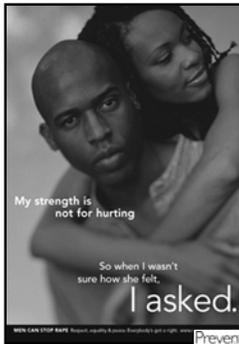
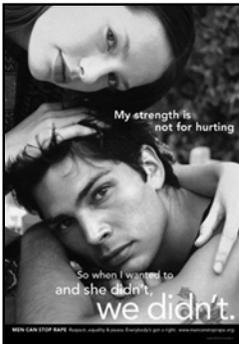
Individual Knowledge and Skills



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



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**“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



Toward a Community Solution

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Part IV

***Additional
Tools***




**6 Niveles
en el Espectro de la Prevención**

Influir en la política y en la legislación
Cambiar las prácticas institucionales
Hacer progresar a las coaliciones y las redes
Educar a los proveedores
Promover la educación comunitaria
Fortalecer las aptitudes y conocimientos individuales

www.preventioninstitute.org



Developing Effective Coalitions: The 8-Step Process

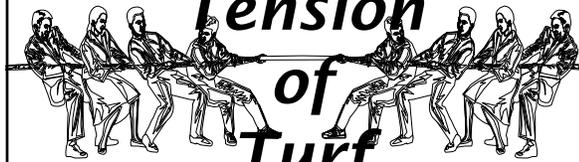


Collaboration Math

	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:	

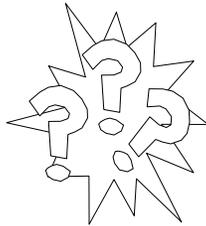


The Tension of Turf



Part V

Questions and Interactive Discussion



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

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fax: (510) 663-1280

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prevent@preventioninstitute.org



Part VI

Evaluation

