



## Welcome to this Web Conference

*Building the Violence Against Women  
Primary Prevention Movement*

We will start soon

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

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*California Coalition  
Against Sexual Assault  
Prevention Connection Team*

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

- ◆ Podcasts, on-line Presentations, Wiki
- ◆ Sign up for the Prevent-Connect ListServ
- ◆ Sign up for Web Conferences and Reading Clubs
- ◆ Facebook
- ◆ Materials and Archives of previous events



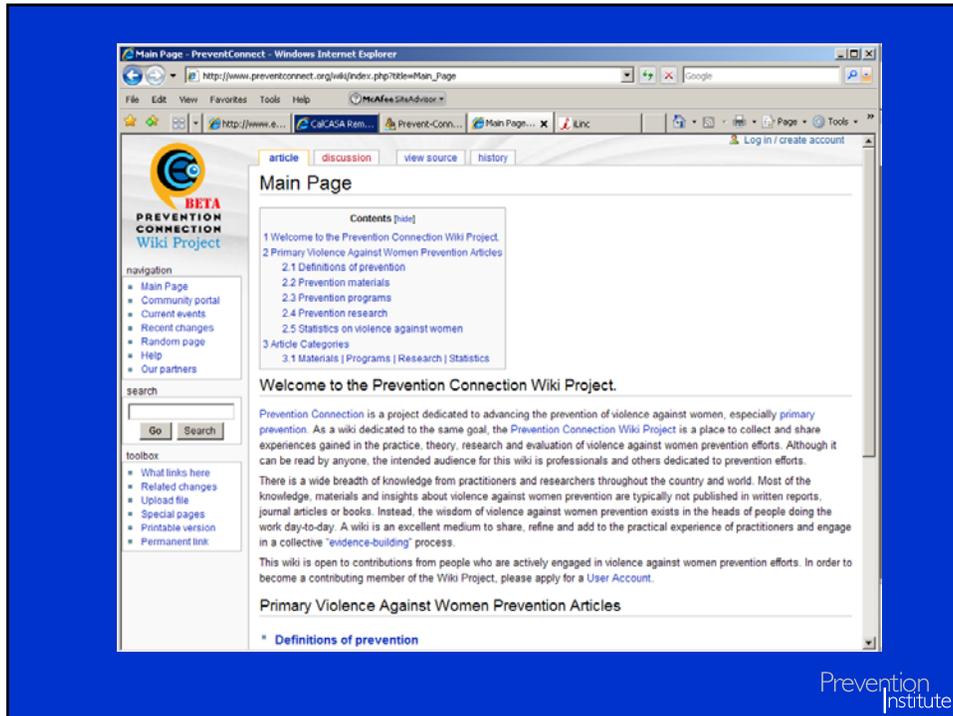
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## [www.PreventConnect.org](http://www.PreventConnect.org)

- ◆ Our next Reading Club Meeting:
  - “Identifying Common Practices in Community-Based Rape Prevention Programs” by Stephanie M. Townsend and Rebecca Campbell
  - Journal of Prevention & Intervention in the Community, 36:1, 121 - 135. <http://www.informaworld.com/smpp/title~content=t792306944>
- ◆ Monday, March 30th & Thursday, April 2nd at 11 AM PDT
- ◆ Subscribe to the Prevent-Connect ListServ or to our Announcements List to receive the registration notice.



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## How to Use This Technology

Raise Hand

Q&A

Text Chat

PowerPoint Slides

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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](http://www.nsvrc.org)
- National Youth Violence Prevention Resource Center - [www.safeyouth.org](http://www.safeyouth.org)
- VAWnet, The National Online Resource Center on Violence Against Women - [www.VAWnet.org](http://www.VAWnet.org)

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## *Building the Violence Against Women Primary Prevention Movement*

### **Training conducted by:**

Elizabeth Waiters, PhD

Larry Cohen, MSW

Rachel Davis, MSW



**March 10 & 12, 2009**

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



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## ***Training Agenda***

- I. Successes in the VAW movement**
- II. Review of Primary Prevention Elements**
  - *Norms change*
- III. Elements of Successful Movements**
- IV. Interactive Discussion and Questions**
- V. Additional Tools**
- VI. Evaluation**

## ***Learning Objectives***

- ◆ Identify the elements of successful social movements.
- ◆ Identify key elements of success in the violence against women movement.
- ◆ Identify opportunities to incorporate the principles of primary prevention into the movement to end violence against women.

# Creating a World Without Violence Against Women



Source: [www.vday.org](http://www.vday.org)

Power would be equal

Playful

No child abuse

No more building walls between each other

Compassion

Harmony, serenity

Loving families; children living without fear

No more hurting

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## Text Chat

*What are some examples of successful movements?*



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## Text Chat

*What made these  
movements  
successful?*



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## Prevention

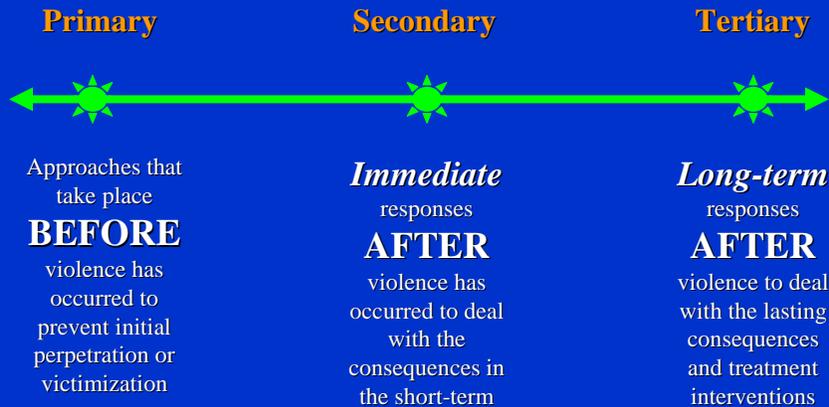
a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence against women.

## Primary Prevention

taking action before violence against women occurs.

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## The Prevention Continuum



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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 within an inherited system of inequality detrimental to society. This nonlinear process of transformative education 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](http://www.transformcommunities.org)

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# Norms

Sanction behavior

Taken for granted

Based in culture & tradition

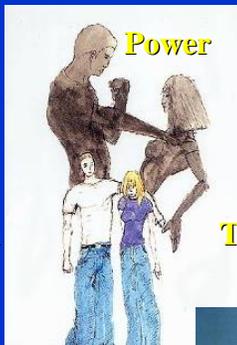
Behavior shapers

More than a habit

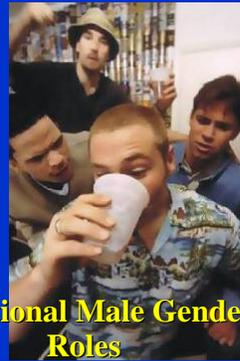
# 5 Key Norms



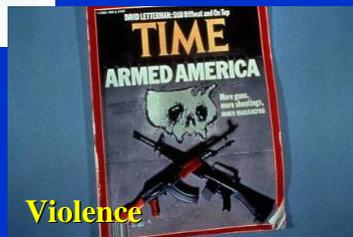
Limited Roles for Women



Traditional Male Gender Roles

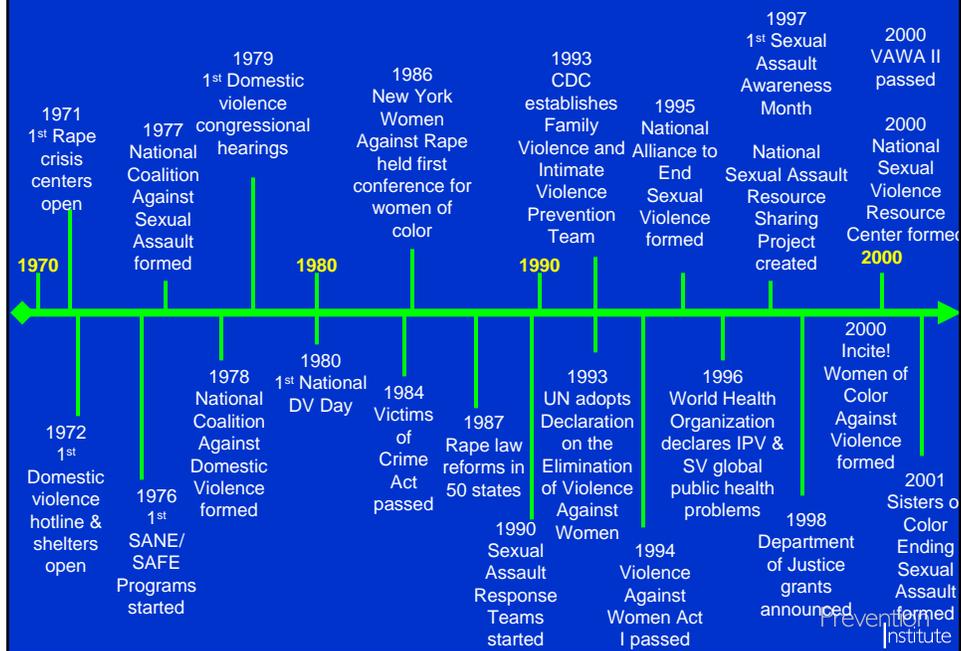


Privacy and Silence



Violence

## Milestones in the Movement



## Text Chat

*Of the milestones listed here, or milestones not listed, which ones do you consider to be the most significant and why?*



## Today's Guest



### ◆ Donna Garske

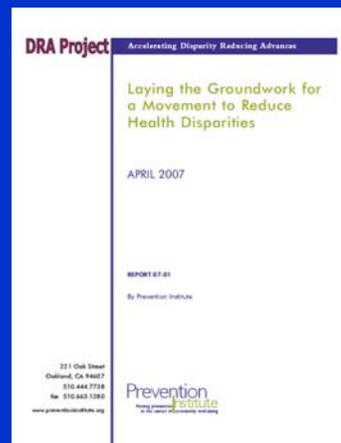
- Executive Director of Transforming Communities Technical Assistance, Training and Resource Center, (TC-TAT for short).
- TC-TAT is a division of Marin Abused Women's Services in San Rafael, California.

### ◆ TC-TAT Website:

- <http://www.transformcommunities.org/index.html>

## Research Base

- ◆ Social Movement Theory
- ◆ Collective Action
- ◆ Political Communication
- ◆ Health Communication

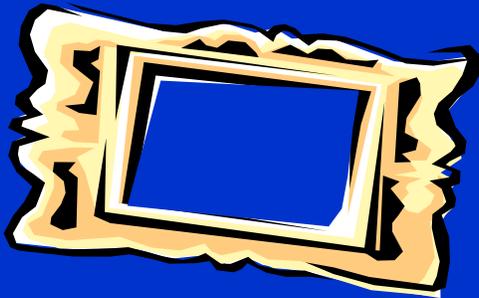


## *Common Elements of Successful Social Movements*

- ◆ Framing
- ◆ Clearly articulated goals
- ◆ Resource mobilization—human, tangible and intangible
- ◆ Political opportunity
- ◆ Leadership
- ◆ Membership

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## *Framing*



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## Framing

◆ The most widely accepted frames are:

- Universal
- Environmental
- Incurred by innocent victims
- Considered a public health threat
- Dangerous or unhealthy



## Clearly Articulated Goals



## *Clearly Articulated Goals*

- ◆ Description of specific changes wanted balanced with what is achievable
- ◆ Use research to expose the problem
- ◆ Focus on changing norms that contribute to VAW



## *Political Opportunity*

## Political Opportunity

- ◆ Tying a movement's goals into a current political crisis swiftly and aggressively
- ◆ For example, tobacco

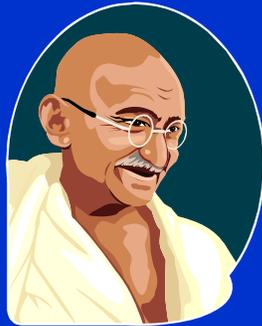


## Text Chat

*What have been some of the major political opportunities for advancing the VAW prevention movement?*



# *Leadership*



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## *Leadership*

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- ◆ Highly visible, charismatic leaders
- ◆ Multiple or diffused leadership can be used
- ◆ Leaders ensure that membership body is represented in decisions and activities



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# *Membership*



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## *Membership*

- ◆ Public support and grassroots organizations important
- ◆ Movement members must have control and feel their goals are attainable and worthwhile



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# *Resource Mobilization*



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## *Resource Mobilization*

- ◆ Have the key elements in place that are needed to take advantage of political opportunities
- ◆ Tangible: Funds, space, access to mailing lists
- ◆ Intangible: Organizational experience, scientific expertise, social and political contacts
- ◆ Human Resources



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# *Questions*



# *Implications and Discussion*



## Text Chat

*In the VAW prevention movement, what kinds of frames would be useful for expanding into a primary prevention direction?*



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## Text Chat

*What are the key resources needed to incorporate primary prevention more strongly into the movement?*



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## Text Chat

*What are the next  
steps in the  
movement?*



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## Text Chat

*What will you do  
differently in your  
work?*



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# *Additional Tools*



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## Sexual Violence and the Spectrum of Prevention

Towards a  
Community  
Solution

Written by Prevention Institute staff and published in July 2006 by the [National Sexual Violence Resource Center](#), this article describes a primary prevention approach to addressing sexual violence.

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## **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**

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

- 1. Analyze program objectives, determine whether to form a coalition**
- 2. Recruit the right people**
- 3. Devise preliminary objectives and activities**
- 4. Convene the coalition**
- 5. Anticipate necessary resources**
- 6. Develop a successful structure**
- 7. Maintain coalition vitality**
- 8. Improve through evaluation**

## Collaboration Math

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

## The Tension of Turf



## Additional Resources

### ◆ TC-TAT Website:

- [www.transformcommunities.org](http://www.transformcommunities.org)



- ◆ TC-TAT Newsletter, *Catalyst*
  - Fall, 2007 “Evolution of our Work”



### ◆ Prevention Institute Website

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

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## Evaluation



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