PREVENTION CONNECTION — A Project of — THE VIOLENCE AGAINST WOMEN PREVENTION PARTNERSHIP — CALCASA

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

Welcome to this
Web Conference

*Building the Violence Against Women
Primary Prevention Movement*

We will start soon

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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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*California Coalition
Against Sexual Assault
Prevention Connection Team*

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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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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

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

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

"Violence Against Women"

◆ Domestic violence

◆ Sexual violence

◆ Violence across the life-span

◆ **Prevent** before violence starts

◆ **Connect** to other forms of violence

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

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

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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

Power would be equal

Harmony, serenity

Playful

No child abuse

Loving families; children living without fear

No more building walls between each other

No more hurting

Compassion

Source: www.vday.org

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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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Text Chat

What are some examples of successful movements?

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The Prevention Continuum

Primary	Secondary	Tertiary
Approaches that take place **BEFORE** violence has occurred to prevent initial perpetration or victimization	*Immediate* responses **AFTER** violence has occurred to deal with the consequences in the short-term	*Long-term* responses **AFTER** violence to deal with the lasting consequences and treatment interventions

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Text Chat

What made these movements successful?

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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

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Norms

Sanction behavior

Taken for granted

Based in culture & tradition

Behavior shapers

More than a habit

Text Chat

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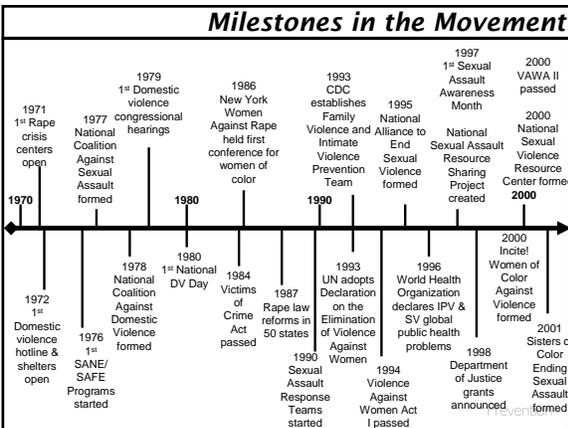
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5 Key Norms

Power

Limited Roles for Women

Traditional Male Gender Roles

Privacy and Silence

SILENCE KILLS

TIME ARMED AMERICA

Violence

Today's Guest

TRANSFORMING COMMUNITIES
Creating Safety, Justice & Equality
TECHNICAL ASSISTANCE, TRAINING & RESOURCE CENTER

◆ 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

Milestones in the Movement

1970
1971 1st Rape crisis centers open
1977 National Coalition Against Sexual Assault formed
1979 1st Domestic violence congressional hearings
1980
1986 New York Women Against Rape held first conference for women of color
1993 CDC establishes Family Violence and Intimate Violence Prevention Team
1990
1995 National Alliance to End Sexual Violence formed
1997 1st Sexual Assault Awareness Month
National Sexual Assault Resource Sharing Project created
2000 VAWA II passed
2000 National Sexual Violence Resource Center formed
2000

1972 1st Domestic violence hotline & shelters open
1976 1st SANE/ SAFE Programs started
1978 National Coalition Against Domestic Violence formed
1980 1st National DV Day
1984 Victims of Crime Act passed
1987 Rape law reforms in 50 states
1990 Sexual Assault Response Teams started
1993 UN adopts Declaration on the Elimination of Violence Against Women
1994 Violence Against Women Act I passed
1996 World Health Organization declares IPV & SV global public health problems
1998 Department of Justice grants announced
2000 Incite! Women of Color Against Violence formed
2001 Sisters of Color Ending Sexual Assault formed

Research Base

◆ Social Movement Theory

◆ Collective Action

◆ Political Communication

◆ Health Communication

DRA Project

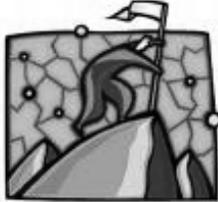Laying the Groundwork for a Movement to Reduce Health Disparities

APRIL 2007

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Common Elements of Successful Social Movements

- Framing

- Clearly articulated goals

- Resource mobilization—human, tangible and intangible
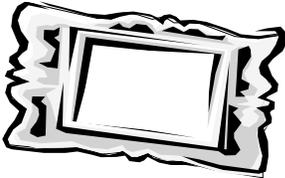
- Political opportunity

- Leadership

- Membership

Clearly Articulated Goals

Framing

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

Framing

- The most widely accepted frames are:

  - Universal

  - Environmental

  - Incurred by innocent victims

  - Considered a public health threat

  - Dangerous or unhealthy

Political Opportunity

Political Opportunity

◆ Tying a movement's goals into a current political crisis swiftly and aggressively

◆ For example, tobacco

Leadership

◆ Highly visible, charismatic leaders

◆ Multiple or diffused leadership can be used

◆ Leaders ensure that membership body is represented in decisions and activities

Text Chat

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

Membership

Leadership

Membership

◆ Public support and grassroots organizations important

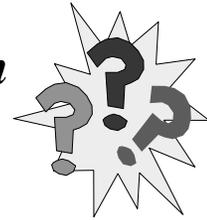◆ Movement members must have control and feel their goals are attainable and worthwhile

Resource Mobilization

Implications and Discussion

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

Text Chat

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

Questions

Text Chat

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

Text Chat

What are the next steps in the movement?

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.

Text Chat

What will you do differently in your work?

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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

Additional Tools

Developing Effective Coalitions:
The 8-Step Process

8. Improve through evaluation

7. Maintain coalition vitality

6. Develop a successful structure

5. Anticipate necessary resources

4. Convene the coalition

3. Devise preliminary objectives and activities

2. Recruit the right people

1. Analyze program objectives, determine whether to form a coalition
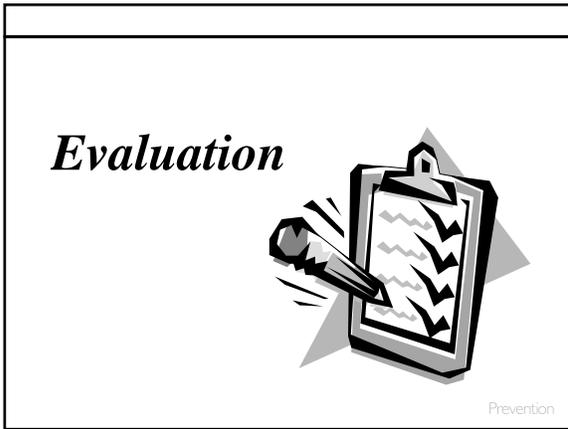
Collaboration Math

	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:	

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Evaluation

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The Tension of Turf

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Additional Resources

◆ TC-TAT Website: **TRANSFORMING COMMUNITIES** *Creating Safety and Justice for Women and Girls*
  ■ www.transformcommunities.org

◆ TC-TAT Newsletter, *Catalyst*
  ▪ Fall, 2007 "Evolution of our Work"

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◆ Prevention Institute Website
  ◆ www.preventioninstitute.org

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