



TRANSCRIPT

WEB CONFERENCE

Violence is Everywhere: Countering a Culture of Violence Through Norms Change

March 16, 2010

2:00-3:30 PM Eastern (11:00 AM – 12:30 PM Pacific)

Presenters and Guests

Annie Lyles, Prevention Institute
Laura Fidler, New York City Alliance Against Sexual Assault
Mira Yusef, Monsoon United Asian Women of Iowa

Host

David Lee, PreventConnect Project
California Coalition Against Sexual Assault

PLEASE STAND BY. GOOD DAY EVERYONE. WELCOME TO A PREVENT CONNECT WEB CONFERENCE. TODAY'S CONFERENCE IS BEING RECORDED. ALSO, ON LINES WILL BE MUTED UNTIL THE QUESTION AND ANSWER SESSION. AT THAT TIME, WE WILL HAVE QUESTION, IF YOU HAVE A QUESTION, PLEASE PRESS STAR 1. I'LL TURN TO DAVID LEE, YOUR HOST. PLEASE GO AHEAD, SIR.

NEW SPEAKER: THANK YOU VERY MUCH. WELCOME EVERYONE TO ANOTHER PREVENT CONNECT WEB CONFERENCE. TODAY'S TOPIC IS VIOLENCE IS EVERYWHERE. ENTERING A CULTURE OF VIOLENCE THROUGH NORMS CHANGE. I AM REALLY PLEASED TO HAVE EXCITING SPEAKERS BEING ABLE TO JOIN US TODAY. AND TO HAVE SO MANY OF YOU ON LINE TO BE ABLE TO BE PART OF THIS CONVERSATION. THIS IS PART OF A SERIES THAT WE ARE DOING THIS YEAR, REALLY TALKING ABOUT NORM CHANGE. WE ARE DOING SOME OF THAT WORK. I

AM GLAD TO HAVE SO MANY OF YOU INVOLVED. PREVENT CONNECT IS ON-LINE COMMUNITY DEDICATED TO PRIMARY PREVENTION OF DOMESTIC VIOLENCE AND SEXUAL VIOLENCE. WE HAVE OUR WEB SITE, ALL OF YOU WHO HAD GONE AND SIGNED UP FROM THERE. WE DO ENCOURAGE YOU TO JOIN OUR WEB CONFERENCES. ALSO, WE HAVE WHAT WE CALL READING CLUBS. READING CLUBS ARE SHORTER, SMALLER WEB CONFERENCES WHERE WE TAKE A RECENTLY PUBLISHED ARTICLE AND DISCUSS IT AND TALK ABOUT IMPLICATIONS FOR PREVENTION. YOU ALSO SHOULD VISIT OUR PREVENT CONNECT WIKI. WE ALSO HAVE A WIDE VARIETY OF PODCASTS. AND E-LEARNING UNITS TO BE ABLE TO ADVANCE PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN. DO FOLLOW THE UPDATES AND KEEP ON THE PULSE OF PREVENTION WITH THE AT PREVENT CONNECT TWITTER FEED. ANOTHER OPPORTUNITY TO BE ABLE TO LEARN AND TALK ABOUT IDEAS AS WE ARE MOVING ON. IT IS A REALLY GREAT VIBRANT CONVERSATION AND FOLLOW OUR BLOG AT KAL CASS YEAH.ORG. YOU CAN SEE THAT WE HAVE AN CALCASA.ORG. WE HAVE ENTIRE TOPICS TO ADVANCE FOR EVERYONE. I HOPE YOU BECOME OUR FRIEND ON FACEBOOK. SOCIAL NETWORKING IS AN IMPORTANT PART OF WHAT WE DO. WE HAVE OVER 1100 PEOPLE ON OUR EMAIL GROUP. KNOWN AS A LISTSERV TO DISCUSS THESE ISSUES. WE HAVE A WIDE VARIETY OF ACTIVITIES. WE HOPE TO HAVE YOU JOIN US THERE. IF YOU WANT TO REACH US, CHAD SNIFFEN AND OURSELVES ARE THE PRIMARY CONTACTS. I'LL SHOW YOU WHAT CHAD LOOKS LIKE. THAT IS CHAD. SO JUST WANT TO BE ABLE TO WELCOME ALL OF YOU TO PREVENT CONNECT.

NEW SPEAKER: I WANT TO TALK A LITTLE BIT ABOUT HOW TO USE OUR TECHNOLOGY. BECAUSE, THIS IS REAL EXCITING OPPORTUNITY USING OUR WEB CONFERENCES. IN THE CHAT, IT SAID HI. THAT IS GREAT. THE FIRST PART I WANT TO DO IS TALK ABOUT HOW YOU CAN RAISE YOUR HAND. IF YOU LOOK ABOVE MY PICTURE TO THE RIGHT, THERE IS A HAND ICON. I WILL DRAW A CIRCLE WHERE THAT ICON IS AND CAN EVERYONE PLEASE RAISE THEIR HAND. LET'S JUST SEE EVERYONE RAISE THEIR HAND. GO AHEAD. I SEE 50, 60. LET'S GET TO 70 OF YOU. 70 OF YOU. LET'S GO. THERE IS STILL 30 OF YOU. ANOTHER 60 OF YOU HAVE NOT RAISED YOUR HANDS. GO AHEAD AND RAISE YOUR HAND. THANK YOU VERY MUCH. RAISING YOUR HAND IS A WAY TO ASK YOU IF YOU HAVE QUESTIONS LATER ON IN THIS SESSION. I WILL LOWER

ALL OF YOUR HANDS. THANK YOU VERY MUCH FOR BEING ABLE TO DO THAT. I
NO HE THAT SOME OF YOU ARE STILL RAISING YOUR HANDS, I'LL LOWER THEM
AGAIN. I WANT TO DO A FEW QUESTIONS AND ANSWERS TO GET A FEEL ABOUT
WHO EACH OF YOU ARE IN THE AUDIENCE. WE KNOW WHO IS IN OUR AUDIENCE.
SO, I AM GOING TO PUT ON TO THE SCREEN, A QUESTION AND THE FIRST
QUESTION I AM GOING TO ASK IS, HAVE YOU ATTENDED A WEB CONFERENCE
BEFORE? SO YOU SHOULD SEE THIS, SHOWING ON THE SCREEN AND YOU HAVE
SEVERAL ANSWERS AND JUST CLICK ON THE SCREEN TO THE ONE THAT MAKES
SENSE. IF YOU NEVER ATTENDED A WEB CONFERENCE, THE FIRST ONE, CLICK
NO. IF YES, THIS IS YOUR FIRST, YOU HAVE ATTENDED A WEB CONFERENCE
BEFORE, AND THIS IS THE FIRST TIME YOU HAVE COME TO A PREVENT CONNECT
WEB CONFERENCE, CLICK THAT SECOND BUTTON. IF YOU HAVE ATTENDED ONE
PREVIOUS CONNECT PREVENT CONFERENCE, DO THE THIRD ONE AND FINALLY, FOR
ALL OF YOU WHO HAVE COME TO MANY PREVENT CONNECT CONFERENCES, LET US
KNOW WHO YOU ARE SO THAT I CAN SEE. I HAVE TO DO THE MATH HERE.
STILL ANOTHER 20 PERCENT TO VOTE. SOME OF YOU HAVE WRITTEN IT IN. WE
WANT YOU TO DO IS ON THE SCREEN. WE WILL SHARE THE RESULTS. SO YOU
CAN SEE WHO IS ON THE AUDIENCE. WHAT YOU WILL SEE IS THAT IT HASN'T
APPEARED. 10 PERCENT FIRST WEB CONFERENCE. 17 PERCENT, FIRST PREVENT
CONNECT WEB CONFERENCE. WELCOME. WE HOPE YOU ENJOY THIS. 21 PERCENT
OF YOU GONE TO 1 BEFORE. OVER A THIRD OF YOU HAVE GONE TO MANY OF THE
WEB CONFERENCES AND YOU -- YOU ARE WHAT WE CONSIDER FANS. I
APPRECIATE THAT SUPPORT. WE WILL WITHDRAW THAT QUESTION AND POSE ONE
MORE QUESTION. BECAUSE I WANT TO GET A SENSE OF WHAT TYPE OF
ORGANIZATION YOU ARE WITH. THIS NEXT QUESTION HAS A LOT OF ANSWERS.
CAN YOU DESCRIBE WHAT SECTOR BEST DESCRIBES YOU OR YOUR ORGANIZATION?
ARE YOU WITH DOMESTIC VIOLENCE AGENCY OR COALITION? ARE YOU WITH THE
SEXUAL ASSAULT AGENCY OR COALITION? ARE YOU DUAL DOMESTIC VIOLENCE
AGENCY OR COALITION? WITH EDUCATION K-12 OR HIGHER EDUCATION? WITH
HEALTH OR PUBLIC HEALTH. I KNOW, PEOPLE IN LOCAL, STATE AND NATIONAL
LEVELS. IN THE YOUTH SERVICE OR AFTER SCHOOL PROGRAM? SOCIAL SERVICE
ORGANIZATION. OR, THE FAITH COMMUNITY, THE MILITARY, OR CRIMINAL
JUSTICE LAW ENFORCEMENT OR OTHER. SO I KNOW THAT SEVERAL PEOPLE, I
KNOW JESSICA SAID A FEW OF YOU DIDN'T HAVE IT APPEAR ON THE SCREEN.
IT SHOULD APPEAR FOR MOST OF YOU, IF YOU HAVE SLOW CONNECTIONS,

SOMETIMES IT DOESN'T APPEAR. AND I AM GOING TO SHARE THE RESULTS, JUST SO YOU CAN SEE WHO IS IN THE AUDIENCE. 17 PERCENT ARE FROM DOMESTIC VIOLENCE AGENCIES. 14 PERCENT OF SEXUAL ASSAULT AGENCIES AND 25 PERCENT FROM DUAL DOMESTIC VIOLENCE AND SEXUAL ASSAULT AGENCIES OR COALITIONS. SO WE CAN SEE ALMOST HALF OF THE AUDIENCE IS THAT. WE HAD 8 PERCENT FROM HIGHER EDUCATION. SO WE HAVE A LOT OF PEOPLE FROM UNIVERSITIES. WE HAVE 8 PERCENT FROM HEALTH OR PUBLIC HEALTH. SO THAT IS GREAT TO BE ABLE TO SEE. WE HAVE 3 PERCENT SOCIAL SERVICE. WE HAVE A FEW PEOPLE FROM YOUTH SERVICE AND EDUCATION AND CRIMINAL JUSTICE. 8 PERCENT IS OTHERS. CAN YOU WRITE DOWN WHAT THE OTHERS ARE. JUST SO WE KNOW WHO ELSE IS HERE. I AM GOING TO NOW REMOVE THIS AND CLOSE THE QUESTION. WE HAVE THE TEXT CHAT. ALL OF YOU HAVE BEEN SENT IN. THIS IS HOW WE SHARE. MUNICIPAL GOVERNMENT. ADVOCACY ORGANIZE, FENDER TREATMENT, REGIONAL PLANNING, WE ALSO HAVE A DOMESTIC VIOLENCE COALITION AND STATE FUNDER AND HEAD START. AND ANOTHER FAMILY VIOLENCE COALITION AND, OH, FORENSIC NURSE CONSULTANT. GREAT. THANK YOU FOR KEEPING US AND LETTING US KNOW WHO IS IN THE AUDIENCE. IN THE TEXT CHAT, YOU CAN SEE WE WRITE IN A LOT BY PREVENT CONNECT CONFERENCE. THEY MOVE BY QUICKLY. TO MAKE IT EASIER TO READ, YOU CAN DO SOMETHING BY UNBLOCKING WINDOW, CHAT WINDOW. GO TO UPPER RIGHT HAND CORNER, I'LL DRAW A LITTLE CIRCLE AND CHECK MARK THERE AND CLICK ON THAT. THAT WILL OPEN UP YOUR CHAT BOX AND MAKE IT EASIER TO READ. SO THAT IS SOMETHING THAT YOU CAN DO AND PRESS THAT SAME BUTTON TO MAKE IT SMALLER. WE ALSO HAVE POWER POINT SLIDES. IF YOU WANT TO BE ABLE TO GET COPIES OF THE SLIDES FROM THIS CONFERENCE, WE DO HAVE THEM ON OUR WEB SITE AT WWW.PREVENTCONNECT.ORG. PREVENT CONNECT IS FOCUSING ON DOMESTIC VIOLENCE AND PARTNER VIOLENCE AN SEXUAL VIOLENCE. WE LOOK AT VIOLENCE ACROSS THE LIFESPAN AND LOOK AT PREVENT BEFORE VIOLENCE STARTS IN THE FIRST PLACE. WE WANT TO MAKE A CONNECTION TO OTHER FORMS OF VIOLENCE AND OTHER ISSUES RELATED AS WE KNOW THAT WE NEED TO BE REBUILDING THOSE CONNECTIONS. THAT PREVENT CONNECT IS A NATIONAL PROJECT OF THE CALIFORNIA COALITION OF SEXUAL ASSAULT AND U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION. VIEWS AND INFORMATION PROVIDED IN THE WEB CONFERENCE DO NOT NECESSARILY REPRESENT THE VIEWS OF THE UNITED STATES GOVERNMENT, CDC OR CALCASA.

DISCLAIMER ASIDE, LET'S -- I AM REALLY EXCITED TO HAVE TODAY'S SESSION, VIOLENCE IS EVERYWHERE. COUNTING YOUR CULTURE OF VIOLENCE THROUGH NORMS CHANGE AND I AM REALLY PLEASED TO BE ABLE TO HAVE ANNIE LYLES AND LAURA FIDLER HERE WITH US. GOOD MORNING ANNIE AND CHRISTINE. REALLY GLAD TO HAVE YOU WITH US TODAY.

NEW SPEAKER: THANK YOU. IT IS WONDERFUL TO BE HERE.

NEW SPEAKER: GOOD MORNING. GOOD MORNING, EVERYONE. AND GOOD AFTERNOON TO MOST OF YOU THAT ARE A LITTLE BIT FURTHER AWAY. OH, MY PICTURE DIDN'T COME UP. WELL, I GUESS I'LL BE MYSTERIOUS FOR YOU. SORRY ABOUT THAT. WE ARE SO PLEASED YOU JOINED US FOR THE WEBINAR. I WANT TO INTRODUCE MY COLLEAGUE HERE, CHRISTINE CHANG. SHE IS CO-PRESENTING WITH ME TODAY.

NEW SPEAKER: HELLO, EVERYONE. I AM SO EXCITED TO BE HERE. AND, TO SPEAK WITH YOU ALL ABOUT COUNTING THE CULTURE OF VIOLENCE AND TALKING ABOUT NORMS CHANGE. AND WITH THAT, ANNIE, I SAW THAT YOUR PICTURE IS UP FOR SOME PEOPLE. SO -- NOT SO MYSTERIOUS TO EVERYONE.

NEW SPEAKER: ALL RIGHT.

NEW SPEAKER: WE'LL GET STARTED. THIS IS A FIRST IN A SERIES OF WEBINARS THAT WE ARE HOSTING THIS YEAR. A POWER OF NORM CHANGE. HOW TO DO IT AND MEASURE YOUR IMPACT. SPECIFICALLY, WE ARE GOING TO BE BUILDING UPON A FOUNDATIONAL UNDERSTANDING OF PRIMARY PREVENTION, EXPLORING SPECIFIC STRATEGIES TO CHANGE THE NORMS THAT CONTRIBUTE TO GENDER VIOLENCE AND IDENTIFY OPPORTUNITIES TO INCORPORATE THE PRINCIPLES OF PRIMARY PREVENTION IN ENCOUNTERING KEY NORMS AND GENDER VIOLENCE.

NEW SPEAKER: GREAT. SO, WHAT WE WANT TO DO, I THINK -- HOLD ON. YOU WANT ME TO DO THAT? GREAT. SORRY. WE FORGOT TO ASSIGN WHO IS GOING TO FORWARD OUR SLIDES, HERE. ONE SECOND. THIS IS FOCUS. WE'LL BE LOOKING AT THE POWER OF NORMS CHANGE. HOW TO DO IT AND HOW TO MEASURE

YOUR IMPACT. SPECIFICALLY, YOU KNOW, CHRISTINE TALKED ABOUT THAT. WE WANT TO REALLY LOOK AT THINKING ABOUT THE LEARNING OBJECTIVES AND WHAT WE ARE DOING TODAY. SO TODAY, IT IS FOCUSED ABOUT, YOU KNOW, WHAT ARE THE POSSIBILITIES OF NORM CHANGES AS A PRIMARY PREVENTION APPROACH. IN THE NEXT 90 MINUTES WE ARE REALLY GOING TO DO DIALOGUE AROUND THIS. THIS IS NOT, YOU KNOW, THIS IS NOT A RECIPE. THIS IS NOT A PROCESS THAT EVERYONE KNOWS. THIS IS REALLY ABOUT COMMUNITY. THAT IS WHY I WAS CLAPPING WHEN I SAW THAT 34 PERCENT OF YOU WERE HERE BEFORE. AND WHOLE OTHER GROUP IS NEW TO PREVENTION CONNECTION OR AROUND A LITTLE BIT. THIS IS REALLY DESIGNED TO GET TO THESE LEARNING OBJECTIVES BY SHARING IN DIALOGUE. SO, WE ARE GOING TO TALK ABOUT HOW NORMS CREATE AN ENVIRONMENT, SOME EXAMPLES FROM PEOPLE IN ORGANIZATIONS, WE HAVE GREAT GUEST THAT WILL BE WITH US TODAY. LOOKING AT SOME STRATEGIES, POTENTIAL INDICATORS, AND SO, I AM GOING TO HAVE CHRISTINE BRIEFLY RUN THROUGH THE AGENDA. CHRISTINE.

NEW SPEAKER: WILL DO. THANK YOU. THE BULK OF TODAY'S WEBINAR WILL BE IN DISCUSSION, AS ANNIE SAID, WE WANT TO KEEP A DIALOGUE. WE WANT YOU ALL INVOLVED. WARM UP YOUR FINGERS BECAUSE WE ARE GOING TO HAVE TEXT CHATTING AND RAISING OF THE HAND THAT DAVID LET US DO EARLIER. AND FIRST, WE WILL START WITH A BRIEF OVERVIEW OF TODAY'S TOPIC WHICH WILL INCLUDE, ESTABLISHING A SHARED UNDERSTANDING OF WHAT A NORMS APPROACH INCLUDES. THEN WE ARE GOING TO FOCUS ON THE CULTURE OF VIOLENCE AS A NORM. WHAT THAT MEANS, AND HOW FOLKS ARE WORKING ON THE GROUND TO COUNTER IT. THAT IS GOING TO INCLUDE OUR TWO GUESTS TODAY. LAURA FIDLER, WHO IS FROM THE NEW YORK CITY ALLIANCE AGAINST SEXUAL ASSAULT AND MARY YOUSSEF WHO IS DIRECTOR OF MONSOON, UNITED ASIAN WOMEN OF IOWA. PROVIDING INSIGHT OF THEIR EXPERIENCE. THE CONCLUSION OF THE WEBINAR WE WILL BE THINKING OF HOW TO MEASURE SUCCESS OF EFFORT TO COUNTER VIOLENCE, COUNTER THE NORMS OF VIOLENCE AT A STRATEGY.

NEW SPEAKER: GREAT. LET'S GO AHEAD AND WE'LL JUMP RIGHT IN. ALL RIGHT. SO, PRIMARY PREVENTION. THIS IS REALLY OUR -- NEAT. FOCUS OF PREVENT CONNECT. THIS IS GREAT. LET'S QUICKLY REVIEW WHAT WE NEED BY PREVENTION AND PRIMARY PREVENTION. WHEN TALKING ABOUT PRIMARY

PREVENTION, WE ARE TALKING ABOUT CHANGING ENVIRONMENT AND NORM THAT ARE CONDUCTIVE TO GENDER VIOLENCE. >> NOW, WHEN YOU THINK ABOUT IT, PREVENTION, IT IS NOT A THING, IT IS A SYSTEMIC PROCESS THAT PROMOTES SAFE AND VIOLENCE AND BEHAVIORS. REDUCES THE LIKELIHOOD OR FREQUENCY OF INJURY, INCIDENT OR CONDITION OF OCCURRING IN THE FIRST PLACE. PRIMARY PREVENTION ADDRESSES PROBLEMS BEFORE OCCUR.

NEW SPEAKER: RIGHT. SO WHEN YOU THINK ABOUT WHEN THEY ARE GOING TO PREVENT THINGS BEFORE THEY OCCUR. WE TALKED TO FOLKS WHO ARE NEW TO PREVENTION AND TAKES THEM TO A MINUTE TO GET THIS. THIS IS STILL A FUNDAMENTAL SHIFT FOR SOCIETY, EVEN FOR THOSE OF US IN THE FIELD. SO PRIMARY PREVENTION OF GENDER VIOLENCE, THAT IS TAKING ACTION TO PREVENT GENDER VIOLENCE BEFORE THE THREAT OR ONSET OF VIOLENCE IS OUR FOCUS. IT IS THAT UPFRONT APPROACH. LET ME SHOW YOU A CONTINUUM HERE. I THINK THAT HELPS PUT PEOPLE IN PERSPECTIVE.

NEW SPEAKER: THIS LETTER SHOWS THE PREVENTION CONTINUUM AND PREVENTION APPROACH REALLY ASSIST IN THINKING. YOU IN AUDIENCE IS MAKING THE CASE OF THE NETWORK. WE WANT TO SHARE THIS CONTINUUM TO REALLY HELP YOU GUYS CONQUER THE IDEA OF PREVENTION. PREVENTION IS DISTINGUISHED BY WHEN THE EFFORTS TAKE PLACE, AS ANNIE EMPHASIZED, BEFORE VIOLENCE OCCUR, IMMEDIATELY AFTERWARDS OR OVER THE LONG TIME. SO HERE ON THE SLIDE, YOU CAN SEE THIS CONTINUUM AND YOU CAN SEE THAT TERTIARY PREVENTION TO THE RIGHT IS THE FOCUS ON LONGER TERM RESPONSES AFTER VIOLENCE IS ALREADY OCCURRED. SECONDARY FOCUSES ON THE MORE IMMEDIATE RESPONSES AFTER VIOLENCE OCCURRED TO MINIMIZE INJURY AND TRAUMA AND REDUCE THE LIKELIHOOD OF FUTURE VIOLENCE. WE ARE TALKING ABOUT PRIMARY PREVENTION, THAT IS A FOCUS ON EFFORTS THAT TAKE PLACE BEFORE VIOLENCE HAS OCCURRED IN THE FIRST PLACE. PRIMARY PREVENTION APPROACH TO GENDER VIOLENCE PROMOTES SAFE, HEALTHY ENVIRONMENTS AND BEHAVIORS REDUCING THE LIKELIHOOD OF VIOLENCE IN THE FIRST PLACE. YOU KEEP HEARING US SAY THIS, OCCURRENCE IN THE FIRST PLACE. MEDIA MESSAGES THAT YOU HAVE TO SAY IT THREE TIMES. LIKE, SALE, SALE, SALE! YOU WILL HEAR US TALK ABOUT THIS. BEFORE THE CURVE. IT IS STILL OFTEN CONFUSED WITH EARLY INTERVENTION SERVICES FOR VICTIMS AN PERPETRATORS.

INTERVENTION SUCH AS UNIVERSAL SCREENING AN HEALTHCARE SETTING, HELP ALLEVIATE THE TRAUMA AND EVEN POTENTIALLY PREVENT FUTURE INCIDENCES. EARLY INTERVENTION DOESN'T, OR SELDOM REALLY ALTERS THE BROADER COMMUNITY AND SOCIAL ENVIRONMENT CONTEXT THAT GIVES RISE TO VIOLENCE. IT DOESN'T NECESSARILY PREVENT THE VIOLENCE.

NEW SPEAKER: EXACTLY. SO WHEN WE ARE TALKING ABOUT PRIMARY PREVENTION WE ARE SAYING PRIMARY PREVENTION, REALLY MOVES FAR UPSTREAM. THAT IS TO CHANGE THE ENVIRONMENTAL FACTORS.

NEW SPEAKER: EQUAL, SEXISM, MARKETING PRACTICE, THESE ARE THINGS THAT SHAPE NORMS AN BEHAVIORS OF ENTIRE POPULATION.

NEW SPEAKER: SO, LET'S MOVE ON AND THINK ABOUT NORMS AND BEHAVIOR SHAPERS. HOW ARE NORMS SHAPED? HOW CAN WE CHANGE NORMS TO PREVENT GENDER VIOLENCE?

NEW SPEAKER: RIGHT. SO, I MEAN, TODAY WE ARE TALKING, OKAY, WHAT IS PRIMARY PREVENTION, WHAT ARE THE NORMS? WHAT WE KNOW IS THAT COMMUNITY ENVIRONMENTS ARE KEY IN SHAPING BEHAVIOR ON A FUNDAMENTAL STRUCTURAL LEVEL. SO WHILE SCIENCE-BASED, LET'S NOT FORGET STRAIGHTEN-UP COMMUNITY WISDOM. PEOPLE GENERALLY CONFORM TO PEOPLE AROUND THEM IN THEIR BEHAVIOR, THINKING, WHEN WE TALK ABOUT NORMS, WE NOT JUST TALKING HABITS, IT IS ACTUALLY BIGGER THAN THAT.

NEW SPEAKER: EXACTLY. WE CAN'T FORGET THAT NORMS, THEY ARE BASED IN CULTURE AND TRADITION. THEY INCLUDE ATTITUDES AND BELIEFS AND STANDARDS THAT OFTEN WE TAKE FOR GRANTED. SO, IN OTHER WORDS, NORMS ARE PATTERN OUR BEHAVIOR. THEY ARE THE SIGNALS TELLING PEOPLE WHAT IS OKAY AND NOT OKAY TO DO.

NEW SPEAKER: RIGHT. THE REASON WE WANT TO HIGHLIGHT THIS, YOU KNOW, THIS KIND OF SIGNAL ABOUT WHAT IS OKAY AND NOT OKAY TO DO, IF YOU THINK ABOUT THAT, SO IN OUR COMMUNITY, VIOLENCE IS TYPICAL. IF IT IS EXPECTED AND REINFORCED BY THE MEDIA OR FAMILY, COMMUNITIES, PEERS AND

SCHOOL, FAR MORE LIKELY TO OCCUR. IT WILL OCCUR IN FACT WITH GREATER FREQUENCY AND GREATER POTENCY. SO TODAY, WE ARE PLEASED TO FOCUS ON THE POSSIBILITY FOR NORMS CHANGE. BECAUSE EXPLOIT SUCCESSFUL PROJECTS AROUND THE NATION WITH ALL OF YOU AND SHOWING THIS DIALOGUE, SHARING THIS, IT WILL REALLY HELP KEEP THE MOVEMENT GOING. IT WILL HELP THINK THRUWAYS TO MEASURE THE PROGRESS AND BE SUCCESSFUL.

NEW SPEAKER: YOU WILL SEE US MOVE THROUGH TODAY ABOUT EXAMPLES. WE WANT TO MAKE SURE THAT WE TALK ABOUT MEASURING PROGRESS. WE WILL GO THROUGH THAT WHOLE SPECTRUM.

NEW SPEAKER: WE KNOW THAT IT IS IMPORTANT TO CHANGE NORMS. THE FIRST THING THAT WE HEAR FROM SCEPTICS ALL OVER THE PLACE, HOW ARE YOU GOING TO CHANGE THE NORM?

NEW SPEAKER: RIGHT. THE GOOD THINGS TO REMEMBER IS, NORMS ARE ALWAYS CHANGING. HERE ARE TWO NORMS THAT CHANGED US IN MY GENERATION. WHICH IS INCREASING IN SAFETY BELL USAGE AND HOW PASSENGER RESTRAINTS IN THE USE OF TOBACCO.

NEW SPEAKER: RIGHT. AS WE GET STARTED AND THINK ABOUT NORMS, YOU KNOW, PEOPLE ARE REALLY SKEPTICAL. HOW DO YOU CHANGE A NORM? IMAGINE, YOU KNOW, ABOUT THE THINGS YOU CAN ACCOMPLISH. WHAT THIS PICTURE COULD LOOK LIKE FOR THE COMMUNITY, INCREASE SAFETY, LESS UTES OF VIOLENCE, THAT IS REALLY WHAT OUR FOCUS IS.

NEW SPEAKER: GREAT. SO CHRISTINE PUT UP THE SLIDES WITH FIVE KEY NORMS. WHEN YOU THINK ABOUT GENDER VIOLENCE, NOW, THESE ARE WHAT WE IDENTIFIED AS FIVE KEY NORMS THAT CONTRIBUTE TO THE LIKELIHOOD OF IT HAPPENING. THE CULTURE OF VIOLENCE ARE FOCUS FOR TODAY IS ONE OF THEM. THE OTHER FOUR WILL BE HIGHLIGHTED IN UPCOMING WEBINAR. THESE FOUR, THESE NORMS ARE IN TOTAL, THE FIVE OF IS ONE THE CULTURE OF VIOLENCE, SUCH AS TODAY. THEN WE ARE TALKING NORMS RELATED TO TRADITIONAL MASCULINITY, LIMITED ROLE FORCE WOMEN, THE VALUE PLACED ON POWER, EVEN WHEN IT MEANS HAVING POWER OVER OTHERS. THE NOTION THAT

GENDER VIOLENCE IS SOMETHING THAT WE CAN OR SHOULD IGNORE. SO JUST THINKING THAT DOMESTIC VIOLENCE, SEXUAL ASSAULT, IT IS PRIVATE MATTER OR SECRET.

NEW SPEAKER: RIGHT. JUST SO PEOPLE KNOW THAT WE HAVE TO HAVE THE WHOLE SCHEDULE WORKED OUT, I PUT ON THERE, FOR BACKGROUND, WE HAVE THAT WHOLE SCHEDULE, ALSO HAVE SOME E-LEARNING UNITS WHERE WE SERVE A SUMMARY OF THE NORMS. IF YOU WANT TO LEARN ABOUT THAT, GO TO THE LINKS WE PUT ON THE TEXT CHAT AND ALSO BE FOUND ON OUR WEB SITE. GREAT. WE HAVE AN ARTICLE, PREVENTION TOWARDS COMMUNITY SOLUTION AND YOU'LL SEE WE HAVE TEXT TABS, I'LL PUT UP LINKS TO SOME OF THE PUBLICATIONS ON OUR RPI WEB SITE. YOU'LL SEE THOSE COMING UP.

NEW SPEAKER: GREAT. LET'S DEFINE THE NORM. LET'S GET TO IT. CULTURE OF VIOLENCE.

NEW SPEAKER: DEFINING THE NORM. WHAT CAN WE DO? WE SHOULD FIRST TAKE A MINUTE TO UNDERSTAND HOW THIS NORM IS PLAYING OUT. WHEN WE THINK ABOUT THE CULTURE OF VIOLENCE AS A NORM, WE ARE SEEING THAT AGGRESSION IS TOLERATE AND ACCEPTED AT NORMAL BEHAVIOR AND CAN BE USED AS A WAY TO SOLVE OUR PROBLEMS AND GET WHAT WE WANT.

NEW SPEAKER: RIGHT. SO IN OUR SOCIETY, A LOT OF TIMES WE GLAMORIZE VIOLENCE, REGULARLY ENCOURAGE PEOPLE THROUGH EGGING ON, YOU THINK ABOUT THAT, HAPPENS A LOT. IMPACT OF OTHERS. AND THEN YOU KNOW, CHRISTINE, WE WERE TALKING, LET'S NOT FORGET THE ENVIRONMENTS OF CHILDREN IN USE. CHILDREN ARE OFTEN EXPOSED TO VIOLENCE IN ADVERTISING AND PROGRAMMING. PLAYGROUND GAMES, RIGHT? SO CONCRETELY WE WANT TO INVITE YOU. WHAT DOES THIS LOOK LIKE? HOW ARE YOU SEEING THIS NORM BEING TAUGHT AND REINFORCED? WE OPENED IT UP AT STAFF MEETING THE OTHER DAY AND TALKED ABOUT THIS. PEOPLE TALKED ABOUT CARTOONS BEING SATURATED WITH VIOLENCE. POP MUSIC WHICH TEACHES VIAL YENS IS NOT ACCEPTABLE BUT EVEN RESPECTABLE. WHAT ARE YOU SEEING?

NEW SPEAKER: VIDEO GAME, TELEVISION.

NEW SPEAKER: JULIE MENTIONED FIGHTING IN HOCKEY. I THOUGHT THAT WAS GREAT. IN THE OLYMPIC, EVERYONE WAS EXCITED ABOUT THE HOCKEY BUT IT WASN'T A FISTFIGHT. A DIFFERENT NORM HAPPENING IN THAT CONTEXT. FRATERNITY HAZING.

NEW SPEAKER: COMMERCIALS, CONVERSATIONAL JOKE, ADVERTISING FOR AIRLINES. >> CYBER BULLYING, THAT IS SOMETHING PERTINENT TO OUR GENERATION CURRENTLY.

NEW SPEAKER: EARLY SEGREGATION OF CHILDRENS CLOTHING.

NEW SPEAKER: THROUGH ADVERTISING FOR THAT CLOTHING. SO THAT ALL THAT ADVERTISING IS FOCUSING ON SEXUALIZING ON KIDS. >> PLAY FIGHTING.

NEW SPEAKER: VIOLENCE IS ENTERTAINMENT.

NEW SPEAKER: CSI. ABSOLUTELY. AND, YOU KNOW, THERE IS ALL SORTS OF VIOLENCE, ENTERTAINMENT THAT WE HAVE BECOME DESENSITIZED TO THIS POINT.

NEW SPEAKER: REALLY INTERESTING, ONE MENTIONED CHURCH MESSAGING. HUH? INTERESTING. REALITY SHOWS, I THINK IT IS ANOTHER PIECE. TALK ABOUT REINFORCING NORMS WHICH AREN'T THE NORM FORCE MOST PEOPLE.

NEW SPEAKER: FAMILY GUY.

NEW SPEAKER: FAMILY GUY, ANOTHER SHOW. INTERESTING. FEEL FREE TO KEEP TEXTING. WHAT WE ARE SEEING A LOT OF STUFF AROUND MEDIA. A LOT OF STUFF AROUND TELEVISION, CARTOONS, COMMUNITY PIECES, I THINK WE WILL BE FOCUSING ON THOSE NORMS AND HOW THEY ARE REINFORCED. WHO IS REINFORCING THEM AS WE COME INTO THE STRATEGY SECTION? WE WANT TO TAKE A MINUTE TO GO MORE INDEPTH ON THIS CULTURE OF VIOLENCE. WHAT I WOULD LIKE TO DO, HOW DOES IT LINK TO GENDER VIOLENCE?

NEW SPEAKER: HERE AT PREVENTION, WHEN WE ASKED OUR STAFF, AT STAFFING, LIKE ANNIE SAID, WE ASKED THE STAFF TO REFLECT ON THE IMPACT. THEY WENT TO GENDER ROLES. AND, FOR EXAMPLE, THE CULTURE OF VIOLENCE REINFORCES THE USE OF VIOLENCE TO SOLVE CONFLICT BETWEEN INTIMATE PARTNERS BUT ALSO REINFORCES ABUSE AND ASSAULT AMONG STUDENTS AS A RESPONSE TO NON-TRADITIONAL GENDER ROLES.

NEW SPEAKER: RIGHT. YOU THINK OF SOME OF THE BULLYING THAT HAPPENS AND THAT LINKS TO GENDER VIOLENCE. GO AHEAD AND TEXT IN. HOW DOES THE CULTURE OF VIOLENCE CONTRIBUTE TO GENDER VIOLENCE INCLUDING VIOLENCE AGAINST WOMEN IN SEXUAL ASSAULT? WE SAW THE BOYS WILL HAVE DIFFERENT STANDARDS OF BEHAVIOR FOR SOCIAL REPERCUSSIONS FOR EXPRESSING, YOU KNOW, NON-TRADITIONAL GENDER ROLES. THOSE ARE ALL LINKS THAT WE HAD COME UP WITH. JULIE PUT DECREASED EMPATHY FOR VICTIMS. THAT IS HUGE PIECE FOR IT.

NEW SPEAKER: SEXUALLY AND PHYSICALLY, WOMEN SOCIALIZE, THAT THEIR NO ISN'T REAL.

NEW SPEAKER: I SAW, MEN ARE TAUGHT THAT THEY ARE ENTITLED TO WOMEN'S BODIES. I SAW MARRIAGE REF LAST NIGHT. I HAD TO TURN IT OFF. BECAUSE I GOT SO UPSET ABOUT SOME OF THE NORMS THAT WERE PUT ON THAT ABOUT, YOU KNOW, IF YOU ARE MARRIED, YOU SHOULD BE ABLE TO -- I THINK HIS WORD, THOSE ARE MY BOOBIES AND I SHOULD TOUCH THEM IF I WANT. MADONNA SEEMED OFFENDED. BUT MORE THAN I CAN HANDLE. BOY AN GIRL, REINFORCES POWER DYNAMIC. ABSOLUTELY. I THINK WE SEE THAT SOMETIMES IN THE WAY THAT KIDS ARE DISCIPLINED. BOYS WILL BE BOYS. THEY CAN DO THAT. GIRLS ARE TAUGHT TO BE MORE SUBMISSIVE AND HOW THAT LINKS TO LATER GENDER VIOLENCE. THE WHOLE GLAMORIZATION OF VIOLENCE THROUGH ADVERTISING AND MEDIA WHICH WE WILL BE TALKING ABOUT LATER.

NEW SPEAKER: GABRIELLA MENTIONED THE DEHUMANIZATION OF WOMEN IN GENERAL. WE'LL GO MORE IN DEPTH IN THAT. LIMITED NORM. THIS IS GOOD. LET'S KEEP THIS BRAIN STORM GOING. I WANT TO TAKE YOU ONE MORE

LEVEL INTO THIS. AND THINK OF THE INTERRELATIONSHIPS TO THE FORMS OF VIOLENCE.

NEW SPEAKER: ONE LAST LOOK AT CULTURE OF VIOLENCE BEFORE WE MOVE ON TO COUNTER IT. IT WILL COME INTO THIS LAST DISCUSSION PIECE. WE WILL TAKE A STEP BACK AND THINK ABOUT VIOLENCE BROADLY. WE USUALLY WORK ON ONE TYPE OF VIOLENCE. YOU KNOW, WE HAVE REPRESENTATIVE OF ALL DIFFERENT KIND COOS OF ORGANIZES AND FOCUSES. YOU KNOW, INTIMATE PARTNER VIOLENCE, ELDER ABUSE, CHILD EXPLOITATION. WE KNOW THAT FROM PEOPLE, VIOLENCE IS NOT EXPERIENCED IN SILOS. WE KNOW THAT FROM FRIENDS, FAMILY AND THE RESEARCH THAT WE DO IN OUR WORK, THAT THOSE WHO EXPERIENCE ONE TYPE OF VIOLENCE ARE AT RISK FOR EXPERIENCING EITHER OF THE PERPETRATOR OR VICTIM OR BOTH, PREVENTING ANOTHER TYPE OF VIOLENCE. GIVEN YOUR EXPERIENCE, WHAT HAVE YOU SEEN OR HEARD ABOUT THE DIFFERENT TYPES OF VIOLENCE LINKED?

NEW SPEAKER: WE ALL KNOW, FROM OUR FRIENDS AND EXPERIENCE THAT VIOLENCE IS NOT SOMETHING THAT OCCURS, YOU KNOW, IN A SILO. IT IS NOT BECAUSE YOU HAVE ONE, YOU DON'T HAVE OTHER. IN FACT, YOU BECOME MUCH MORE AT RISK FOR MULTIPLE FORMS. I KNOW QUITE A BIT OF DATA ON THE CO-OCCURRENCE OF CHILD ABUSE AND DOMESTIC VIOLENCE. I NO HE THAT CHILD WITNESSES ARE MORE LIKELY TO BE INVOLVED WITH THE CRIMINAL JUSTICE SYSTEM. WHAT HAVE YOU FOUND? HOW ARE DIFFERENT FORMS OF VIOLENCE LINKED BASED ON EITHER YOUR EXPERIENCE OR YOUR KNOWLEDGE OF LITERATURE? RENEE MENTIONED ANIMAL ABUSE, CHILD ABUSE, CHILD DOMESTIC LINK. I'VE SEEN WORK AROUND THAT. OH, SIBLING ABUSE. THAT IS ANOTHER ONE. I'VE SEEN STUFF AROUND THAT.

NEW SPEAKER: VICTIMS OF SEXUAL ASSAULT IN THE PAST AND PRESENT.

NEW SPEAKER: INTERESTING TO THINK ABOUT, I KNOW I'M THINKING OF THE RESPONSES AND THINK OF THE MORE COMMUNITY AND SOCIAL PIECES. NOT JUST THE FAMILY ELEMENTS. I THINK THAT GOES ON, NOT JUST WHAT HAPPENS WITHIN A FAMILY BUT WITH WHAT HAPPENS IN THE CULTURE, SO STRUCTURE

ALSO. WHITNEY TALKS ABOUT STRUCTURAL VIOLENCE. COMMUNITY VIOLENCE. POVERTY AND POLICE BRUTALITY.

NEW SPEAKER: STENOGRAPHY USED IN RAIDS. JUST GETTING WARMED UP, DAVID. REPRODUCTIVE COERCION, INTERESTING AROUND TEEN DATING VIOLENCE. NORMALIZATION LEADS TO LESS INTERVENTION. THANK YOU, ASHLEY. BECAUSE I THINK THAT IS ONE OF THE PIECES THAT PEOPLE FORGET. WONDERFUL. HOMOPHOBIA. HATE VIOLENCE. VIDEO. ABSOLUTELY.

NEW SPEAKER: ETERNALIZE ABOUT SUICIDE.

NEW SPEAKER: INTERESTING. THANK YOU FOR ADDING THAT. GREAT. SO WE HAVE KIND OF TALKED ABOUT THIS. WE HAVE SOME GREAT EXAMPLES HERE OF SOME, YOU KNOW, FAMILY LEVEL 1s AND ONES THAT ARE MORE COMMUNITY LEVEL. WE WANT TO THINK OF THE THREE LENSES THAT MOVE FORWARD. INTERRELATIONSHIP OF VIOLENCE. HOW GENDER VIOLENCE IS COMPACTED BY CULTURE VIOLENCE. ALSO, WHAT DOES IS THE CULTURAL VIOLENCE LOOK LIKE? SO WE ARE GOING TO SHIFT A LITTLE BIT NOW THAT WE HAVE A BETTER UNDERSTANDING OF THE CULTURE MANY AND THINK ABOUT HOW WE COUNTER IT. I AM GOING TO TURN IT TO CHRISTINE TO GET IT STARTED.

NEW SPEAKER: GREAT.

NEW SPEAKER: GOOD START ON COUNTERING THE CULTURE OF VIOLENCE. AS WE HAVE DUG A BIT DEEPER INTO THE NORMS, THINK OF HOW IT IS TAUGHT, WHY IT MATTERS TO FOLKS WORKING ON GENDER VIOLENCE. IMPORTANT TO KEEP IN MIND, MOST PEOPLE DO NOT PERPETRATE GENDER VIOLENCE AND THEREFORE NOT NORMAL BEHAVIOR. THE THING IS, NOT ASSAULT OR ABUSE IS THE NORM. THAT IS ANOTHER EXAMPLE OF NORMS THAT SHIFTED. WHAT WE ARE TRYING TO DO IS SHIFT THE NORMS THAT ARE THE ROOT FACTORS. NORMS THAT CONTRIBUTE TO ENVIRONMENTS WHERE GENDER VIOLENCE IS MORE LIKELY TO OCCUR. LET'S GO AND MOVE ON. SHARE WITH YOU, THE SPECTRUM OF PREVENTION. SO, IF MEDIA AND OTHER ISSUES ARE PORTRAYING CULTURE OF VIOLENCE, IT COULD LEAD TO SOMEONE TO HAVE A SENSE OF REASONABLENESS ABOUT VIOLENCE. GIVEN THIS, WHILE IT IS HEARTBREAKING, IT IS NOT

SURPRISING THAT SOME PEOPLE BEHAVE ON THE EXTREME EN. ABUSING AND EXPLOITING OTHERS AND THAT BYSTANDERS DON'T SPEAK UP OR ACT AGAINST IT. AS SOME OF YOU MAY ALREADY KNOW, THIS SPECTRUM PREVENTION IS A TOOL HERE WE USE AT PREVENTION INSTITUTE AND WITH CALCASA, IT HAS BEEN USED TO THINK THROUGH AND ACHIEVE THE SHIFTS AND NORMS.

NEW SPEAKER: RIGHT. SO FOR MOST OF YOU, THAT I THINK THAT YOU HAVE BEEN, IF YOU HAVE BEEN WITH US BEFORE, YOU HEARD US TALK ABOUT THE SPECTRUM. ALL OF THE LEVELS OF THE SPECTRUM ARE ESSENTIAL FOR SUSTAINING CHANGE AND COMMUNITY AT THE SYSTEMS LEVEL. HAVE YOU TO REMEMBER TO GO BEYOND COMMUNITY EDUCATION AND INDIVIDUAL KNOWLEDGE, IF YOU WANT TO CHANGE ENVIRONMENT. ENVIRONMENTS ARE REALLY THROUGH POLICY, WORK, PRACTICE AND COALITION OF THE NETWORK. AND, SO SOME OF YOU MAY BE GROANING OUT THERE. IF YOU KNOW ANYTHING ABOUT PREVENTION INSTITUTE, YOU KNOW THAT WE ARE ALL ABOUT GOING BEYOND FOR SURE. THIS IS REALLY WHAT WE NEED. ONE OF THE COMMUNITY PARTNERS, SHE SAID IT BEST. SHE SAID, YOU CAN'T JUST EDUCATE THE COMMUNITY AND EXPECT THE ENVIRONMENT TO CHANGE. COMMUNITY EDUCATION HAS TO BE TIED TO COLLECTIVE ACTIONS. IT IS NOT ABOUT ONE PROJECT. IT IS ABOUT A COMMUNITYWIDE RESPONSE THAT CAN SHIFT NORMS IN THE COMMUNITY.

NEW SPEAKER: NOW, WE KNOW THAT NORMS CHANGE AS WE SAID, SINCE THE BEGINNING, THAT NORMS CHANGE IS A PROCESS. THERE IS NO ONE WAY TO GO ABOUT OR HENCE, WE WANT TO HAVE YOU GUYS ALL GIVING US YOUR IDEAS AND YOUR CONTRIBUTIONS. AND WE WANT TO USE THE NEXT TEN MINUTES TO REALLY GENERATE IDEAS ON THE GROUND READY TO GO STRATEGIES THAT WILL COUNTER VIOLENCE. THINGS YOU THOUGHT OF DOING OR IDEAS THAT ARE BUILT ON TEXT CHAT AND THINGS THAT WE SHARE WITH ONE ANOTHER. SO IN ORDER TO PREVENT GENDER VIOLENCE, WE HAVE TO GO UPSTREAM. AND WE HAVE TO ADJUST THE CULTURE OF VIOLENCE. OUR EMPHASIS IS TODAY. HOW IS IT BEING PROMOTED IN OUR COMMUNITIES? WHEN AND HOW IS IT TAUGHT TO THE NEXT GENERATION? PEOPLE REALLY QUICKLY GO TO STANLEYS AND THERE IS NO OPPORTUNITY, THERE IS AN OPPORTUNITY, THERE IS AN OPPORTUNITY, BUT IF WE WANT TO CHANGE ENVIRONMENTS AND CHANGE NORMS WE HAVE TO TAKE A BROADER COMMUNITY APPROACH. AND WE KNOW THAT THE MEDIA HAS A REALLY

SIGNIFICANT IMPACT ON OUR ENVIRONMENT. WE THOUGHT WE WOULD START. YOU SEE WE WEN AHEAD AND SHOWED YOU WHAT WE WERE GOING TO DO FOR THE MOMENT. REALLY LOOK AT THE MEDIA FACTOR AND GO THROUGH THE SPECTRUM AND START THINKING OF EXAMPLES OF HOW WE ARE GOING TO COUNTER THIS. SO WE RECENTLY COMMISSIONED A PAPER FROM BERKELEY MEDIA STUDIES GROUP TO GO INDEPTH AND STUDY HOW THE MEDIA PORTRAYS YOUNG PEOPLE. WE WANTED TO FIND OUT, HOW DO YOUNG PEOPLE SEE THEMSELVES REFLECT AND HONESTLY, WHAT WE FOUND, ALARMING. NOT ONLY IS VIOLENCE HYPER INFLATED, MEANING, YOUTH SHOWN, OVERWHELMING AS VICTIMS AN PERSON TRAITORS OF VIOLENCE ALSO HYPER INFLATED YOUNG PEOPLE OF COLOR AND VIOLENCE. SO, LIKE FOR THAT, THAT MEANS, YOU KNOW, ONE OF THE ONLY WAYS PEOPLE OF COLOR WERE SHOWN IN THE IMMEDIATE YEAH WERE THOSE PERPETRATORS OF VICTIMS OF VIOLENCE. YOU KNOW, YOUNG LEADERS, COMMUNITY SERVICE PROJECTS. ACADEMIC ACHIEVEMENT. THESE ARE ALL IMPORTANT ROLES OF YOUNG PEOPLE. THEY ARE BASICALLY ABSENT FROM MEDIA COVERAGE OF YOUNG PEOPLE. THAT REINFORCES THE CULTURE OF VIOLENCE.

NEW SPEAKER: BASED ON THE FINDINGS, THE PAPER REALLY MAKES RECOMMENDATIONS ACROSS THE SPECTRUM OF PREVENTION TO CHANGE THE NORMS, THAT WE WANT TO USE THIS, THOSE ARE THE BASIS OF DISCUSSION, WHERE WE CAN USE THE MEDIA SECTOR AS A CASE STUDY TO THINK ABOUT THING THINKING THROUGH PREVENTION STRATEGIES THAT COUNT AS NORMAL VIOLENCE.

NEW SPEAKER: THANK YOU, CHRISTINE. LET'S START WITH INDIVIDUAL EDUCATION. ONE STRATEGY WE HAVE SEEN AND IT HAS BEEN READING, WORKING WITH THEM, LEARN AND PLAY CENTERS. THEY HAVE BEEN STRUCTURED TO POSITIVE CENTERS FOR YOUNG PEOPLE WHERE PARENTS CAN BUILD THE SKILLS AN OPPORTUNITY TO PLAY WITH THEIR CHILDREN IN A POSITIVE ENVIRONMENT. SO IT IS OUTSIDE THE INFLUENCE OF TV, OUTSIDE THE INFLUENCE OF VIOLENT GAMES. THEY ARE TRYING TO CHANGE THE NORM OF PARENTS INTERACTION. I HAVE TO NOTE, THESE CENTERS LOCATED IN THE NEIGHBORHOOD MOST IMPACTED BY VIOLENCE. SO IF YOU THINK ABOUT IT, THAT IS THE POLICY OR THE OTHER PRACTICES, THAT MAKE A DECISION TO INVEST IN COMMUNITIES THAT ARE REALLY FACING SOME OF THE BIGGEST BURDENS WITH THE LEAST AM OF RESOURCES. SO, ANOTHER ONE THAT WE SAW UNDER COMMUNITY EDUCATION WAS

COMMUNITY SKILL BUILDING INCLUDING MEDIA LEADER LITERACY. MEDIA LITERACY, IT IS ONE OF THE THINGS, I THINK, GETTING A LOT OF TRACTION ON THE GROUND. FOLKS ARE REALLY INTERESTED IN. HOW DID WE AS A SOCIAL JUSTICE MOVEMENT REALLY TEACH YOUNG PEOPLE TO BE CRITICAL AND FOR FAMILIES TO BE CRITICAL, I THINK, I DON'T KNOW IF YOU SEEN THE "NEW YORK TIMES" PIECE ABOUT BABY EINSTEIN. AND THAT IT WAS AN EDUCATIONAL. THINKING OF THAT, HOW DO WE CRITIQUE AND THINK ABOUT THOSE PIECES ARE REALLY IMPORTANT. LET'S GET TO THE TEST. YOUR TURN. HOPEFULLY YOUR FINGERS ARE WARMED UP NOW. WHAT ARE SOME STRATEGIES THAT THE INDIVIDUAL AND COMMUNITY EDUCATION LEVELS THAT COUNTER THAT CULTURE OF VIOLENCE? SO I SAW, LET'S SEE, WELL, WE ALREADY HAVE SOME POLICIES. WE WILL GET TO POLICY IN A MINUTE. HOLD ON TO THAT ONE. BUT I LOVE IT. SO, NO NEED TO APOLOGIZE. YOU KNOW, POLICY IS WHERE OUR HEART IS OVER HERE.

NEW SPEAKER: JULIE HAS A GREAT EXAMPLE OF USING TWILIGHT AS AN EXAMPLE TO TALK ABOUT THE ROLE OF VIOLENCE IN PURE RELATIONSHIPS. GENDER EQUITY AND ANTI-GENDER, BASED OPPORTUNITY. MIRA WILL TALK ABOUT THAT LATER TODAY. CALLING OUT PEOPLE WHO MAKE INAPPROPRIATE JOKES, THINKING OF HOW BYSTANDERS, EDUCATING PARENTS. EXAMPLES OF POSITIVE MESSAGES I SAW BOSTON PUBLIC HEALTH DEPARTMENT HAS A NUTRITION CONTENT FOR YOUR MUSIC. SO THEY HAVE A REALLY COOL WORK SHEET ON THE WEB SITE. YOU KNOW, YOU THINK OF THE NUTRITION YOU EAT IN YOUR FOOD. WHAT ABOUT, WHAT YOU ARE PUTTING IN YOUR EARS AND HOW TO PUT POINTS ON A SONG AS A WAY OF DOING CRITIQUE. SARA BROUGHT UP MEN DOING FOR THE MALE NORM. WONDERFUL.

NEW SPEAKER: PEER TO PEER EDUCATION. THAT IS ALWAYS GOOD FOR INDIVIDUAL BUILDING. MIRROR. ABSOLUTELY.

NEW SPEAKER: GO AHEAD AND KEEP TEXTING IN SOME OF THE IDEAS. IT SOUNDS LIKE THERE IS A LOT OF OPPORTUNITIES. LOOKS LIKE THROUGH MUSIC, STEREOTYPES, KIND OF THE PREVENTION AROUND SOCIAL JUSTICE NORMS. THAT IS GREAT. IF YOU THINK ABOUT WORKING ON ANTI-OPPRESSION OR SOCIAL JUSTICE, NOT ONLY ARE YOU GOING TO PREVENT GENDER VIOLENCE,

WE SAY THAT GOOD PREVENTION HAS MULTIPLE OUTCOMES. YOU ARE THINKING OF ALL OF THE OTHER THINGS YOU ARE HELPING PEOPLE OUT AND BUILDING CLIENTS. LET'S GO TO NEXT LEVEL.

NEW SPEAKER: HERE WE DISCUSS ON THE NEXT LEVEL, EDUCATING PROVIDERS. PROVIDERS, WANT TO TAKE A SECOND HERE TO DISCUSS THE FIRM TERMS OF PROVIDERS. A LOT OF PEOPLE HAVE THE IMAGE THAT PROVIDERS ARE DOCTORS THAT ARE TEACHERS AND OF COURSE, THOSE ARE YOUR FIRST IMAGE OF PROVIDER BUT WE HAVE TO THINK OF, WHO ARE ALTERNATIVE PROVIDER, PEOPLE WHO WORK IN THE GROCERY STORES ARE EXAMPLE OF A PROGRAM FOR EDUCATING PEOPLE WHO HAD THE WIC COUPONS WHO PURCHASED HEALTHY FOOD FOR THEIR CHILDREN. YOU HAVE TO THINK ON THE EDGE OF THE BOX, THAT IS THE TERM WE USE AT PREVENTION INSTITUTE TO THINK A LITTLE DIFFERENTLY ABOUT WHAT THAT TERM PROVIDERS MEANS. HOW DIFFERENT PEOPLE CAN PARTICIPATE AND ACT AS A PROVIDER IN THE COMMUNITY. A COUPLE OF EXAMPLES, STRATEGIES, TO OFFER MEDIA TRAINING TO HELP COMMUNICATE MORE EFFECTIVELY WITH JOURNALISTS. TRAINING AND ESTABLISHED GUIDELINES FOR JOURNALISTS AND HOW THEY ARE GOING TO GO ABOUT WITH THEIR STORIES. ENCOURAGING THE MEDIA TO GO BEYOND INDIVIDUAL PORTRAIT AND SHOW THE LANDSCAPE OF THE ENVIRONMENTAL ACTIONS AN SOCIAL NORMS IMPACTING ANY GIVEN ISSUE THAT THEY ARE ON.

NEW SPEAKER: THIS KIND OF MEDIA PIECES IS ONE OF THE KEY POINTS FROM THE MOVING FROM THE DOCUMENT THAT WE SHOWED YOU. THEY REALLY TALK ABOUT THE FACT THAT MEDIA ZOOMS IN ON THE PERSON. OFTENTIMES THE VICTIM OR THE PERPETRATOR, WE ARE ASKING THEM TO ZOOM OUT A LITTLE BIT AND SHOW THE ENVIRONMENT AND ENVIRONMENT CONTEXT THAT IMPACTED THAT INDIVIDUAL. SO THERE IS ALL SORTS OF WORK AROUND THAT YOU CAN PUT INTO PLACE TO REALLY SHIFT THAT FOCUS SO THAT THE SHIFT IN YOUR PROJECT DOESN'T HAVE TO BE AS PROGRAM FOCUSED. IT CAN SHIFT IT ON ENVIRONMENTAL FOCUS. LET'S HEAR FROM YOU. WHAT ARE SOME STRATEGIES AROUND EDUCATING PROVIDERS THAT YOU WORKED ON OR THAT YOU HAVE HEARD ABOUT OR YOU THOUGHT OF BASED ON THE BRAIN STORM SO FAR THAT COUNTER THAT CULTURE OF VIOLENCE? SO, I SAW ANNE IS ENGAGING JOURNALISTS AN REPORTERS, OTHER MEDIA PRACTITIONERS AN PREVENTION SLAMMING. THAT IS

GREAT. BEFORE YOU ROLE OUT THE PROGRAM AND CHOOSE THEM AS AUDIENCE, THINK OFFING OF THEM AS THE PLANNING GROUP, THINKS OF WHAT THEY CAN DO.

NEW SPEAKER: I LIKE ANNE'S SUGGEST, INCLUDE THE VOICE OF YOUNG PEOPLE IN THE GENDER DISCUSSION AND REALLY, OPEN DISCUSSION ABOUT THE NORM.

NEW SPEAKER: UH-HUH. OPPORTUNITIES FOR CLERGY. I THINK THAT IS A PROVIDER WE DON'T ALWAYS THINK ABOUT. ESPECIALLY WITH GENDER VIOLENCE.

NEW SPEAKER: GIRL SCOUT LEADERS, NOW THAT IS ANOTHER OPPORTUNITY. SPORTS FIGURES.

NEW SPEAKER: AUDREY RAISED REALLY INTERESTING ISSUE, NOT JUST PICKING WHO THEY ARE, BUT ALSO, HOW DO WE FIND WAYS TO GET THE PROVIDERS TO BE READY TO DO THIS CONVERSATION? AND WE HAVE TO FIND WAYS TO WORK WITH IT. WE HAVE BEEN DOING WORK WITH MILITARY. RESONATE WITH MILITARY TO COINCIDE TO MOVE FORWARD. SUCH AS ANOTHER WAY TO HIGHLIGHT HOW WE CAN WORK WITH PROVIDERS AND DOING THE WORK.

NEW SPEAKER: RIGHT, RIGHT. BUSINESS LEADERS, ANOTHER IMPORTANT ONE. WE'LL TALK ABOUT IT. HE BROUGHT UP BEAUTY SALONS. MY FAVORITE EXAMPLES. >> CUT IT OUT PROGRAM.

NEW SPEAKER: CUT IT OUT PROGRAM.

NEW SPEAKER: ABSOLUTELY. SO, KEEP TEXTING AND LET'S GO TO THE NEXT LEVEL OF THE SPECTRUM, WHICH IS FOSTERING COALITIONS AND NETWORKS WHICH I IS A LITTLE BIT OF WHAT WE ARE GETTING TO HERE. SO, EXAMPLES STARTED, THAT WE HAVE FOR THE MEDIA SECTOR, WITH THE DEVELOPER, RAPID RESPONSE MEDIA NETWORK TO COORDINATE IN THE LIVES OF PREVENTION ADVOCATES CAN RESPOND TO BREAKING NEWS OF PROACTIVE PREVENTION MESSAGES THAT INCORPORATE ENVIRONMENTS ON UNDERSTANDING OF THE CAUSES

AND SOLUTIONS OF THE ABUSE. THAT IS REALLY A WAY TO ADDRESS IT AS THINGS COME UP. AND HAVE A RESPONSE READY AND HAVE SUPPORT SYSTEM.

NEW SPEAKER: AND YOU THINK ABOUT IT, WHAT ARE TALKING POINTS THAT HELP SHIFT THE DISCUSSION FROM THE PERSON TO THE ENVIRONMENT FROM THE PORE TRAT TO THE LANDSCAPES? SO THIS IS SOMETHING THAT PEOPLE ARE REALLY INTERESTED IN, THIS RAPID RESPONSE, WHETHER IT IS LOCAL LEVEL, THE STATE, EVEN NATIONAL LEVEL.

NEW SPEAKER: ALL RIGHT. AMANDA LIKES IT.

NEW SPEAKER: ALL RIGHT, AMANDA! LET'S GO TO YOUR THOUGHTS. AND, YOU KNOW, WHAT ARE SOME COALITION AND NETWORK STRATEGIES THAT CAN COUNTER THE CULTURE OF VIOLENCE THAT YOU KNOW ABOUT.

NEW SPEAKER: BLOCKS AND SOCIAL MEDIA TO REACH A LARGER AUDIENCE. DAVID IS THE BEST EXAMPLE FOR US IN TERMS OF STRATEGIES AROUND BLOGS AND SOCIAL MEDIA. IT HAS BEEN WONDERFUL TO BE A PART OF PREVENT CONNECT AND KIND OF SEE THAT IN ACTION WITH TWITTER AND ALL OF THOSE OTHER PIECES.

NEW SPEAKER: DAVID, ARE YOU TWEETING RIGHT NOW?

NEW SPEAKER: I WAS KEEPING UP WITH TEXT CHAT.

NEW SPEAKER: SO ANOTHER ONE, ANTI-BULLYING CAMPAIGNS, I THINK THAT WE PUT THAT UNDER COMMUNITY EDUCATION. EDUCATING CITY COUNCIL, COUNTY BOARD, WE PROBABLY PUT UNDER EDUCATION, COALITION AND NETWORKS WOULD BE, HOW TO BRING THEM IN? YOU KNOW, WHAT WOULD MAKE SENSE FOR COUNTY AND A CITY COUNCIL? HOW WOULD THEY BE PART OF THE SOLUTION? THINKING OF HOW WE WORK WITH THAT AROUND COMMON GOALS AND INTEREST, TRICIA. THANK YOU SO MUCH FOR ADDING THAT.

NEW SPEAKER: DISCUSSION PANELS AN VARIOUS LOCATIONS. THAT IS GREAT. COUNCIL, BOTH ADDRESS PREVENTION AS WELL AS INTERVENTION. OH, THANK YOU FOR ADDING THAT.

NEW SPEAKER: SO LET'S SEE WHAT ELSE WITH WE HAVE.

NEW SPEAKER: VIDEOS.

NEW SPEAKER: THAT IS GREAT.

NEW SPEAKER: I THINK THAT AGAIN WOULD GO UNDER COMMUNITY EDUCATION. SO THINK ABOUT YOUR COALITIONS AND NETWORKS. HOW ARE YOU BRINGING FOLKS TOGETHER? WHAT ARE YOU BRINGING TOGETHER AROUND?

NEW SPEAKER: VIOLENCE PREVENTION COMMITTEE WITH LEADERS IN THE COMMUNITY.

NEW SPEAKER: GREAT. REGIONAL PLANNING. THAT IS GREAT WITH CITY LEADERS.

NEW SPEAKER: JUDGES. JUDGES. THAT IS A PROVIDER EXAMPLE. THAT IS A GREAT ONE, THINKING OF THEM.

NEW SPEAKER: CAMPUS COALITIONS. >> CAMPUS COALITIONS. I THINK WHEN YOU THINK OF WHO THE FUTURE LEADERS OF THE MOVEMENT IS, MIRA WILL TALK A LOT ABOUT HOW SHE HAS BEEN CULTIVATING LEADERS IN HER COMMUNITY AND CAMPUSES ARE A BIG PIECE OF THAT.

NEW SPEAKER: GREAT. SO AS YOU KIND OF PUT SOME MORE EXAMPLES IN, WE ARE GOING TO GO TO THE NEXT LEVEL. WE WILL BE CAPTURING ALL OF THIS TEXT CHAT AND MAKING IT AVAILABLE. SO, JUST BECAUSE WE DIDN'T GET THE HIGHLIGHTED AT THE MOMENT, GET IT IN THERE. THIS IS FOR PROSPERITY. WE WILL USE THIS, AND USE THIS TO SHAPE AS WE MOVE FORWARD.

NEW SPEAKER: WE'LL POST IT ON PREVENTCONNECT.ORG. BECAUSE TOO QUICK TO READ, I KNOW. WE'LL BE ABLE TO DO THAT TO KEEP A RECORD OF ALL OF OUR THOUGHTS.

NEW SPEAKER: ABSOLUTELY. ABSOLUTELY. ALL RIGHT. SO LET'S GO TO CHANGING WORK PRACTICE AND POLICIES. THIS IS MY FAVORITE LEVEL. I'M POLICY GEEK OVER HERE. SO WE HAD ONE KIND OF TRADITIONAL AND NON-TRADITIONAL. WE HEARD LITTLE BIT ABOUT YOUTUBE, PUTTING EXAMPLES TO ASK THEM TO CLASSIFY SEXUAL CONTACT, GETTING TO THAT DESENSITIZED PEOPLE BROUGHT UP. SAME THING WITH MOVIES. WE ARE VERY SENSITIVE TO SEXUAL CONTENT IN MOVIES BUT TOTALLY DESENSITIZED TO VIOLENCE AND HOW DOES THAT CONTRIBUTE TO A CULTURE OF VIOLENCE AND INCREASED LIKELIHOOD OF GENDER VIOLENCE. THAT WAS ONE STRATEGY. NON-TRADITIONAL AND NEW. OTHER TWO STRATEGIES THAT I THINK THAT ARE REALLY GOOD, STRONG PIECES, DECREASING THE SATURATION OF MEDIA MESSAGES AIMED AT THE CHILDREN, THINKING ABOUT LEGISLATION AND POLICIES THAT DO ADVERTISING, AND ANOTHER ONE IS OFFERING, INCENTIVES FROM STATE AND NATIONAL GOVERNMENTS TO RETAILERS THAT HAVE STATE, WON'T PUT VIOLENCE IN THEIR ADS AND PRODUCTS. IF YOU THINK OF THAT, NATIONAL LEVEL, OVERWHELMING. DEPENDING WHAT THE FOCUS IS. THINK ABOUT THE COMMUNITY. WHAT IS ADVERTISING IN THE SCHOOL? HOW IS IT ADVERTISING TO THE YOUNG PEOPLE IN THE SCHOOL? FAITH COMMUNITY? WE ARE ALL PART OF ORGANIZATION, REALLY IMPORTANT TO THINK ABOUT HOW ADVERTISING IN THE MEDIA DEEP INTO THE ORGANIZES?

NEW SPEAKER: SO LET'S GET YOUR THOUGHTS. WHAT ARE SOME OF THOSE STRATEGIES THAT THE ORGANIZATIONAL PRACTICE AND POLICY LEVELS THAT COUNTER THAT CULTURE OF VIOLENCE.

NEW SPEAKER: INCENTIVES FOR RETAILER, LICENSES. >> YOU THINK OF SOME OF THE LOCAL RETAILERS, THEY ARE YOUR BEST PARTNERS. THEY CARE ABOUT THE YOUNG PEOPLE IN YOUR COMMUNITY AND HAVE A VESTED INTEREST IN THAT.

NEW SPEAKER: WILMA TALKS ABOUT COURSE PARTNERSHIP WITH LOCAL AND STATE UNIVERSITIES WHICH SORT OF A PARTNERSHIP BUT ABLE TO FIND WAYS TO HAVE MORE COMMUNITY CENTERED WORK THAT IS A GREAT OPPORTUNITY.

NEW SPEAKER: YEAH. AND, YOU KNOW, THOSE STUDENTS AT COLLEGE ARE NOT ONLY THE LEADERS OF TOMORROW BUT THEY IMPACT THE DISCUSSION. EVEN IF THEY DON'T GO DIRECTLY INTO THIS FIELD. THEY HAVE FOLKS WHO ARE BUSINESS LEADER, PARTNERS LATER ON. EXPERIENCE WITH THE OFFICE. WE REALLY ENCOURAGE THAT.

NEW SPEAKER: MICHELLE JUST MENTIONED, REMOVING FLYERS SHOWING GIRLS A SEXUAL OBJECTS IN THE COMMUNITY AND IMPLEMENT A POLICY WHERE THEY WILL NOT HAVE THAT ADVERTISEMENTS ALLOWED. COMMUNITY EVENT. WE HAD SOMEONE TALK ABOUT WALKING AROUND THE COMMUNITY, WHAT THE ADVERTISING IS IN LOCAL STORES, LOOKING AT BILLBOARDS IN THE COMMUNITY. THINKING OF THAT, JUST LIKE ALCOHOL OUTLET. AS, YOU KNOW, WHAT IS THE SATURATION? IS IT GUN SHOWS? IS IT ALCOHOL ADS? FOCUSES ON WOMEN AND VIOLENCE. THINKING OF THAT, TOO, ENVIRONMENT. HIGH SCHOOL IS OFFERING GRADUATION CREDITS TO KIDS WHO PARTICIPATE IN PEER GROUPS AN EDUCATE ON SEXUAL PREVENTIVE.

NEW SPEAKER: RIGHT. THAT IS A GREAT POLICY AND CHANGING HEALTH CURRICULUM TO SHOW THE INTERCONNECTIVE OF UNPLANNED PREGNANCY AND VIOLENCE. A WHOLISTIC APPROACH!

NEW SPEAKER: WE GET TO THE EARLIER, STOP STAYING AT HOTELS THAT ALLOW VIOLENT IMPORTANT. I KNOW THAT WE SAW ANOTHER ONE, THAT SOMEONE DID EARLIER.

NEW SPEAKER: RIGHT.

NEW SPEAKER: IT IS, IF YOU THINK OF THIS, OVERWHELMING AND DIFFICULT PRACTICE AND POLICY CAN BE FOR FOLKS, IT CAN BE VERY CONCRETE AND VERY SUCCESSFUL WIN FOR YOUR COALITION. SO AS YOU WORK ON THESE ISSUES AND THINK ABOUT THIS, I WANT YOU TO REMEMBER, USEFUL POLICY IS OFTEN

DEVELOPED AT A LOCAL LEVEL. IF YOU GO BACK TO, YOU KNOW, 15 SLIDES OR SO, WHEN CHRISTINE SHOWED THE NORMS THAT HAD CHANGED AROUND SAFETY BELT USE AND TOBACCO, YOU KNOW, THOSE WERE LOCAL POLICIES THAT DIDN'T START AT NATIONAL LEVEL. THAT IS PEOPLE THINKING ABOUT WHAT THEY WANTED IN THEIR COMMUNITIES AND WE ARE AT THE POINT IN CALIFORNIA WHERE WE HAVE NON-SMOKING BEACHES. YOU KNOW, WE HAVE TAKEN THIS, AGAIN, IT IS A LOCAL EFFORT THAT IS SPRINGBOARD OUT WHEN PEOPLE SAY, THIS IS WHAT I WANT FOR MY COMMUNITY, THIS IS WHAT I WANT FOR THE YOUNG PEOPLE IN THE COMMUNITY. WHEN YOU THINK ABOUT THE CULTURE IN VIOLENCE, HAVE YOU TO ASK THAT QUESTION. WHAT DO I WANT FOR THOSE YOUNG PEOPLE GROWING UP IN MY COMMUNITY? SO WE ARE GOING TO TURN IT OVER TO SOME FOLKS NOW WHO ARE A GUEST TODAY THAT REALLY HAVE TAKEN THIS CULTURE OF NORM ON IN THEIR COMMUNITIES. AND HAVE DONE SOME REALLY AMAZING WORK COUNTERING A CULTURE OF VIOLENCE AND REALLY IMPROVING THE ENVIRONMENT IN THEIR AREA. AND LAURA FIDLER IS HERE WITH THE NEW YORK CITY OF VIOLENCE, AND MIRA IS HERE WITH US IN THE STUDIO. WELCOME MIRA!

NEW SPEAKER: YAY.

NEW SPEAKER: SHE IS WITH MONSOON UNITED ASIAN WOMEN'S ALLIANCE.

NEW SPEAKER: HI.

NEW SPEAKER: HI, LAURA. YOU ARE UNDERSTANDING THE COMMUNITY PERCEPTION OF USING INNOVATIVE METHODS. WE ARE SO HAPPY TO HAVE YOU HERE, LAURA.

NEW SPEAKER: THANKS FOR HAVING ME.

NEW SPEAKER: GREAT. CHRISTINE, YOU WANT TO START US OFF?

NEW SPEAKER: SURE. SO, LAURA, PARTICIPATE TORRE ACTION RESOURCE IS PAR, WE ARE REFERRING TO, INTEGRATED INTO YOUR WORK IN NEW YORK. AND,

BEFORE WE GET INTO WHAT, IN A INTO THE WHAT AND HOW PART, CAN YOU TELL ME ABOUT WHY AND WHAT INTERESTED YOU IN PAR AS A STRATEGY?

NEW SPEAKER: SURE. SO, PAR OR PARTICIPATE TORRE ACTION RESEARCH. IT IS ABOUT INVOLVING THE STUDY IN THE RESEARCH PROCESS. SO GIVING THEM THE CHANCE TO IDENTIFY THE PROBLEM AS THEY UNDERSTAND, OR AS THEY EXPERIENCE IT. INCLUDE THEM IN THE PROCESS OF DEVELOPING STRATEGIES THAT ARE BEST FOR THEIR COMMUNITY. AND, SO, LIKE ANNIE CALLED IT, THE COMMUNITY WISDOM THAT WE WANT TO LOOK TO. SO IT IS GREAT TOOL FOR NOT ONLY GETTING, YOU KNOW, GREAT COMMUNITY LEVEL DATA ABOUT SEXUAL VIOLENCE BUT ALSO REALLY PART OF A LARGER INTERVENTION. PAR IS A GREAT COMMUNITY MOBILIZING TOOL. BECAUSE IT HELPS GENERATE DIALOGUE AND MAKE CONNECTIONS TO PEOPLE WHO WOULDN'T OTHERWISE BE TALKING ABOUT SEXUAL VIOLENCE. JUST GENERALLY AWARENESS FOR THE NEED OF PRIMARY PREVENTION.

NEW SPEAKER: WHEN YOU THINK ABOUT THIS RAISING THE AWARENESS FOR THE NEED FOR PRIMARY PREVENTION, HOW DO YOU TIE THIS TO GENDER VIOLENCE. SO WHAT KIND OF QUESTIONS ARE YOU ASKING THAT YOU EXPLORE THROUGH PAR?

NEW SPEAKER: SO, WE CONDUCTED THE PAR RESEARCH IN THREE DIFFERENT COMMUNITIES IN NEW YORK CITY. IN THE LOWER EAST SIDE OF MANHATTAN. THE SOUTH BRONX. AND WILLIAMSBURG BROOKLYN. WE HAVE A COMMUNITY COALITION OPERATING IN EACH OF THE THREE NEIGHBORHOODS. SO, WE TRAINED COMMUNITY RESEARCHERS TO GO OUT AND EXPLORE THESE FIVE QUESTIONS THAT WE HAVE LISTED HERE. THE SCOPE OF SEXUAL VIOLENCE, THE ROOT CAUSES, OF SEXUAL VIOLENCE AND THE PREVENTION PRIORITIES, AS THE COMMUNITY SEES IT. AND, TALKING ABOUT, YOU KNOW, A STRENGTH BASED APPROACH AND BUILDING ON THE STRENGTHS OF THE COMMUNITY THAT ALREADY EXISTS. WE WANT TO ASK WHAT ARE THE OPPORTUNITIES THAT EXIST FOR PREVENTION, AND WHAT ARE THE COMMUNITY ASSETS. WHAT RESOURCES ARE THERE ALREADY IN THE COMMUNITY THAT WE CAN BUILD ON?

NEW SPEAKER: SO, WHAT KIND OF THINGS DO YOU DO TO GET THESE KIND OF QUESTIONS ANSWERED?

NEW SPEAKER: WE USE SEVERAL DATA COLLECTION TOOLS. ALL OF THEM FIT UNDER OUR, IN OUR PAR RESEARCH ORIENTATION. BOTH QUANTITATIVE AND QUALITATIVE DATA COLLECTION METHODS. WE CONDUCTED FOCUS GROUPS AND I HAVE AN EXAMPLE OF ONE OF THE TOOLS THAT WE WOULD USE IN A FOCUS GROUP TO THE RIGHT OF THE SLIDE HERE THAT IS CALLED THE LISTING AN RANKING TOOL. SO, YOU KNOW, WE WANTED TO FIGURE OUT WHAT ARE THE PREVENTION PRIORITIES IN THE COMMUNITY. AND SO THAT THE RESEARCHERS ASKED, WHAT ARE THE COMMON FORMS OF SEXUAL VIOLENCE IN YOUR COMMUNITY? SO WE ENCOURAGE THAT THE PEOPLE WHO ARE SITTING IN THE FOCUS GROUP TO GO UP AND PLACE THEIR ANSWERS ON THE FLIP CHART PAPER AN GROUP SIMILAR ANSWERS AN RANK THEM TO SORT OF COME UP AS A TEAM, COLLECTIVELY WHAT DO WE BELIEVE IS THE MOST IMPORTANT COMMON FORM OF SEXUAL VIOLENCE? TO IDENTIFY OUR PRIORITY? WE USE STREET INTERCEPT SURVEYS AND THAT IS MORE OF A RANDOM SAMPLING, DATA COLLECTION METHOD. THAT HELPS KIND OF QUANTIFY OUR ANSWERS. WE USE COMMUNITY MAPPING TO HELP IDENTIFY THE EXISTING ASSETS. AND, WE CONDUCTED KEY INFORMANT INTERVIEWS AND SCOPE SURVEYS. SCOPE SURVEYS ARE ANOTHER TOOL TO HELP QUANTIFY COMMUNITY MEMBERS, PERSONAL EXPERIENCES WITH VIOLENCE.

NEW SPEAKER: THIS IS ANNIE. I JUST THINK THAT IT IS SO EXCITING TO THINK ABOUT HOW YOU REALLY ARE BUILDING AND USING THE LANGUAGE OF FOLKS IN THE COMMUNITY TO REALLY DEFINE AND KIND OF MOVE FORWARD ON AN ISSUE. I HAVE TO ASK YOU, YOU KNOW, THESE ARE, A PRIVATE TOPIC, RIGHT? HOW ARE YOU APPROACHING PEOPLE TO TALK WITH THEM ABOUT THIS?

NEW SPEAKER: YEAH, I THINK THAT IS REALLY IMPORTANT TO RECOGNIZE. NOT SOMETHING THAT OUR COMMUNITY RESEARCHERS WERE TELLING US THAT WAS DIFFICULT TO APPROACH PEOPLE UNDERSTANDABLY ON THE STREET. TOLD STRANGERS AND ASK THEM TO TALK TO US ABOUT THEIR EXPERIENCES WITH SEXUAL VIOLENCE. SO WE PREPARED OUR COMMUNITY RESEARCHERS TO SHARE A DEFINITION OF SEXUAL VIOLENCE WITH, YOU KNOW, RESEARCH PARTICIPANTS THAT WOULD HELP CLEAR IT UP FOR PEOPLE. WHAT WE MEAN WHEN WE SAY SEXUAL VIOLENCE. BECAUSE, NO, WE CAN'T ASK PEOPLE WHAT ROOT CAUSES ARE OR OPPORTUNITY FOR PREVENTION ARE, IF THEY DON'T UNDERSTAND WHAT

SEXUAL VIOLENCE IS. HAVING A REALLY GOOD COMPREHENSION OF SEXUAL VIOLENCE TO POINT TO, THAT HELP STARTS THE CONVERSATION. I THINK, WAS REALLY VALIDATING TO PEOPLE THAT THE EXPERIENCES THEY HAVE HAD OR THEY HAVE WITNESSED IN THE COMMUNITY THAT THOSE THINGS DO COUNT AS SEXUAL VIOLENCE.

NEW SPEAKER: WELL, GREAT. I HEARD YOU TALK ABOUT A COALITION, LIKE HOW DOES PAR SUPPORT YOUR COALITION?

NEW SPEAKER: WELL, LIKE I SAID, PAR WAS PART OF THIS SORT OF GREATER MOBILE COMMUNICATION EFFORT. SO IT WAS USEFUL IN ENGAGING PEOPLE IN THE COMMUNITY AND DIALOGUE AND ENCOURAGE THEM TO STAY ON IN THE PROCESS. THAT IS VERY DIFFERENT FROM SORT OF STANDARD SCIENTIFIC RESEARCH. TYPICALLY, RESEARCH PARTICIPANTS ARE, YOU KNOW, DISMISSED AFTER THEY HAVE CONTRIBUTED TO THE PROJECT. WE ARE ENCOURAGING THEM TO STAY ON AND PARTICIPATE AND HELP INFLUENCE THE RESEARCH. SO THE NEEDS ASSESSMENT WAS REALLY AN EXCELLENT TOOL FOR BUILDING OUR COALITION MEMBERSHIP. WE WOULD, YOU KNOW, ASK THEM QUESTIONS THAT HELP GET TO OUR, RESEARCH QUESTIONS AN INVITE THEM TO BE COALITION MEMBERS AND ATTEND MEETINGS AN SHAPE THE PROCESS. AND, COALITIONS HAVE REALLY BEEN IN PLACE TO TRY TO MODEL THE KIND OF HEALTHY, SOCIAL NORMS THAT WE WANT TO SEE IN OUR COMMUNITIES. THINGS LIKE CONSENSUS BUILDING AND PROVIDING EACH OTHER FEEDBACK. AND SHARING RESPONSIBILITY FOR THE PROJECT. JUST LIKE, YOU KNOW, SHARING RESPONSIBILITY FOR PRIMARY PREVENTION THAT WE HOPE TO SEE, YOU KNOW, MODELED THROUGHOUT OUR COMMUNITY.

NEW SPEAKER: IT IS REALLY INTERESTING TO THINK ABOUT HOW SOMETHING THAT PEOPLE THINK OF AS A RESEARCH MODEL IS ACTUALLY COMMUNITY EMPOWERMENT, SOCIAL JUSTICE, WORKING ON THE COALITION, AND I SEEN SOME QUESTIONS COMING UP IN A TEXT CHAT, BEFORE I TURN IT TO THE AUDIENCE AND I GOT, YOU PUT ONE IN, WE HAVE IT HERE, JOT IT DOWN. I WANT TO ASK YOU ONE MORE QUESTION ABOUT RESULTS. WE ARE FOCUSED ON KIND OF THE INDICATORS AND MEASURABLE OUTCOMES AND GIVEN THE PROCESS WHICH IS

REALLY, I WANT TO SAY IT FEELS PERSONAL. FEELS LIKE A QUALITATIVE PROCESS.

NEW SPEAKER: YEAH. >> WHAT ARE YOUR RESULTS? HOW DO YOU TAKE YOUR GOOD WORK AND TRANSLATE TO OUTCOME?

NEW SPEAKER: WELL, I WOULD ENCOURAGE EVERYONE TO CHECK OUT THE RESEARCH SUMMARIES THAT ARE AVAILABLE ON THE ALLIANCES WEB SITE AND THE LINK IS THERE ON THE SLIDE. THAT IS REAL CLEAR TANGIBLE EXAMPLE OF THE OUTCOME OF THE POWER PROCESS. THERE ARE OTHER LESS TANGIBLE THINGS LIKE HAVING BUILT A STRONG HEALTHY COMMUNITY COALITION WHO HAS GREATER CAPACITY TO WORK TOWARDS PREVENTION. AND HAVING THIS GREAT KNOWLEDGE, ALL OF THE DATA TO SHARE WITH THE COMMUNITY. THAT IS REALLY AN ESSENTIAL COMPONENT OF PARTICIPATE TORRE ACTION RESEARCH. REALLY ONE OF THE PRINCIPLES IS THAT, YOU KNOW, IT, IT IS NOT ENOUGH THAT RESEARCHERS AND ACADEMICS HAVE THIS KNOWLEDGE ABOUT THE COMMUNITY. THEY HAVE TO SHARE IT BACK TO THE COMMUNITY. BACK WITH THE PEOPLE THAT IT BELONGS TO. AND, REALLY THE NEXT STEP, AND THIS IS THE NEXT TANGIBLE THING, THIS GREAT COMMUNITY LEVEL DATA IS WHAT IS GOING TO HELP US DEVELOP THE COMMUNITY SPECIFIC PREVENTION PROGRAM. SO, AT THE ALLIANCE FOR PROVIDING TRAINING AN TECHNICAL ASSISTANCE TO EACH OF THE THREE COALITIONS ON HOW TO DESIGN PROGRAMS. HOW TO WRITE A LOGIC MODEL, HOW TO WRITE A PROGRAM PROPOSAL SO THAT THEY CAN TAKE THE NEEDS ASSESSMENT FINDINGS AND TRANSLATE THEM INTO CONCRETE PREVENTION ACTIVITIES.

NEW SPEAKER: OH, GREAT. WELL, I WANT TO GIVE A CHANCE FOR SOME FOLKS IN THE AUDIENCE, BECAUSE IT SOUNDS LIKE REAL INTEREST IN LEARNING MORE ABOUT THESE FINDINGS AND HOW YOU TRANSLATE THESE PIECES. BEFORE I TURN IT OVER FOR HANDS UP, I KNOW ONE QUESTION ON WHAT THE DEFINITION WAS THAT YOU USED. FOR SEXUAL VIOLENCE. DO HAVE YOU IT OFF THE TOP OF YOUR HEAD? OR A LINK TO THAT, THAT PEOPLE CAN GET TO?

NEW SPEAKER: I'M SURE IT IS ON THE WEB SITE. I WOULD BE HAPPY TO SHARE IT.

NEW SPEAKER: ALLIANCE UNDERSTANDS SEXUAL VIOLENCE AS COMPLETED OR ATTEMPTED SEXUAL ACT AGAINST A PERSON'S WILL OR PERSON WHO IS UNABLE TO GIVE CONSENT. AND WE WANT TO EMPHASIZE THAT THE VIOLENCE ENCOMPASSES A CONTINUUM OF ACTS, RANGING FROM UNWANTED SEXUAL COMMENTS OR ADVANCES TO A COMPLETED RAPE. AND WE REMIND PEOPLE, IN THIS CASE, RESEARCH PARTICIPANTS, WE REMIND THEM THAT ANYONE CAN EXPERIENCE SEXUAL VIOLENCE AND ANYONE CAN PERPETRATE SEXUAL VIOLENCE. SO, WE ENCOURAGE PEOPLE TO THINK BEYOND, YOU KNOW, SEXUAL VIOLENCE PERPETRATED BY A STRANGER AND REALLY START TO THINK ABOUT PEOPLE WHO MIGHT BE IN A POSITION OF POWER OR TRUST AND ACQUAINTANCE, RELATIVE OR A FRIEND, PARTNER.

NEW SPEAKER: GREAT. SO LET'S TAKE THE NEXT-4 MINUTES AND GET SOME QUESTIONS FROM THE AUDIENCE. I WILL TURN IT TO DAVID TO MAKE THAT HAPPEN.

NEW SPEAKER: SO, IF YOU HAVE A QUESTION, WE ARE SEEING GREAT QUESTIONS IN THE TEXT CHAT, LEASE RAISE YOUR HAND IN THE MEETING. THAT IS A WAY THAT WE WILL BE KNOWING IF YOU HAVE A QUESTION. IF YOU HAVE A QUESTION, YOU KNOW, HERE, DID YOU TALK TO -- I SEE LAURA'S, DID YOU SURVEY AND DO FOCUS GROUPS WITH MEN AND WOMEN? SEPARATELY? TOGETHER? HOW DID YOU DO THAT?

NEW SPEAKER: WE DID A COUPLE GROUPS THAT WERE JUST MEN. FINDING WOMEN WHO WERE WILLING TO PARTICIPATE IN FOCUS GROUPS, THAT WAS A BIT EASIER. EASIER TO FIND WOMEN WHO WERE WILLING TO SPEAK ABOUT SEXUAL VIOLENCE FOR A FEW HOURS. WE DID HAVE A GROUP OF MEN AND WOMEN. THAT WAS REALLY NICE TO SEE A CONVERSATION ABOUT SEXUAL VIOLENCE HAPPENING WITH MEN AND WOMEN IN THE SAME GROUP AND THIS KIND OF SAFE BASE. IF YOU HAVE A QUESTION TO ASK, WE WOULD LOVE TO HEAR YOUR VOICES. RAISE YOUR HAND SO WE KNOW THAT YOU HAVE A QUESTION. I SEE THERE WAS A QUESTION, DID YOU INCLUDE NON-ENGLISH SPEAKING COMMUNITY MEMBERS IN THE WORK YOU DID?

NEW SPEAKER: UHM, WE DID. WE HAD A FEW SPANISH SPEAKING RESEARCHERS SO WE WERE ABLE TO CONDUCT A FEW SPANISH SPEAKING FOCUS GROUPS AND THE OCCASIONAL SPANISH LANGUAGE SURVEY. THAT WAS A REAL LIMITATION FOR THE ALLIANCE AND COMMUNITY RESEARCHERS BEING LIMITED TO EVEN ONE OTHER LANGUAGE IS BARELY ENOUGH IN NEW YORK CITY. I MEAN, HOW MANY LANGUAGES DO YOU HAVE TO SPEAK TO REACH EVERYBODY IN THE CITY? LANGUAGE LIMITATIONS WERE UNDER THE LIST OF RESOURCES THAT WE, YOU KNOW, THAT WE HOPE TO HAVE IN THE FUTURE?

NEW SPEAKER: GREAT. WE SEND THIS BACK TO CHRISTINE AND ANNIE. AND WE CAN INTRODUCE OUR OTHER GUESTS.

NEW SPEAKER: LAURA, YOU WILL BE ABLE TO HANG OUT FOR A LITTLE WHILE AND MAYBE ANSWER SOME MORE QUESTIONS AT THE END OF THE WEBINAR.

NEW SPEAKER: YES, ABSOLUTELY.

NEW SPEAKER: GREAT. THANK YOU FOR HANGING OUT. I'LL SHOW YOU THE WORK.

NEW SPEAKER: BRING ON MIRA.

NEW SPEAKER: YAY! SO, WE ARE SO HAPPY TO INTRODUCE A SECOND GUEST TODAY. MIRA IS THE EXECUTIVE DIRECTOR OF MONSOON. AND SHE IS WITH US HERE IN OAKLAND. YOU ARE HERE.

NEW SPEAKER: I'M HERE!

NEW SPEAKER: GREAT. YEAH, LET'S GO AHEAD AND WE'LL GET HER BACK ON AGAIN. BUT, WE'LL GET MIRA'S PICTURE UP. WE HAVE MIRA'S PICTURE UP ON THE SLIDE. YOU CAN SEE OUR LOVELY GUEST. SO, IT IS WONDERFUL TO HAVE YOU TODAY, MIRA. >> THANK YOU.

NEW SPEAKER: ACTUALLY, ON THE WEST COAST. GETTING --

NEW SPEAKER: CLARIFICATION.

NEW SPEAKER: THANK YOU.

NEW SPEAKER: STOPPING BY OUR STUDIO.

NEW SPEAKER: APPRECIATE IT. WE KNOW THAT YOUR ORGANIZATION MONSOON UNITED ASIAN WOMEN OF IOWA IS A GRASSROOTS GROUP WITH THE MISSION TO END VIOLENCE AGAINST WOMEN IN ASIAN COMMUNITIES IN IOWA. LIKE A LOT OF NON-PROFIT, YOU PROVIDE ADVOCACY AND DIRECT SERVICE FOR WOMEN. WHAT MADE YOU DECIDE TO ADD A YOUTH COMPONENT TO YOUR PROJECT. >> IOWA COALITION OF SEXUAL ASSAULT IN 200. WE DID NOT HAVE THE CAPACITY TO PROVIDE DIRECT SERVICES, TO A CAPACITY, TO ESTABLISH VIOLENCE PROTECTION PROGRAM UNTIL 501-C3 AND OBTAIN FUNDING FROM THE STATE OF IOWA IN 2007. IT ALLOWED US TO HIRE A ONE STAFF, EXECUTIVE DIRECTOR. AND PERFORM A COMMUNITY ASSESSMENT IN EARLY 2008. AND WE BELIEVE THAT WE HAVE TO BE INCLUSIVE, SO THEREFORE WE DECIDED TO INCLUDE THE USE IN, YOU KNOW, IN THE COMMUNITY ASSESSMENT. ALSO TO PRESENT, BOTH CRUCIAL FOR US, WHEN DOING PREVENTION WORK WHEN WE DO THIS. ALSO, BASED ON OUR EXPERIENCES WITH THE COMMUNITY, THAT WE DECIDED WE ARE GOING TO, THE ELDERS AND TRADITIONAL COMMUNITY LEADERS ARE RESISTANT TO OUR EFFORTS THAT WE ARE KIND OF -- WE ARE GOING TO FORGET ABOUT THEM FOR A MINUTE. FOCUS ON THE ONES THAT WE THOUGHT WOULD BE MORE OPEN TO NEW IDEAS IN THE YOUTH. SO WE DECIDED TO INCLUDE THE YOUTH TO THE MOVEMENT AND ALSO TO THE MEDIA ASSESSMENT.

NEW SPEAKER: I MEAN, I'M LIKE CAPTIVATED BY THE PICTURE. IT IS SO COOL. THEY ARE ALL HANGING OUT.

NEW SPEAKER: INTERVIEWING. IT IS BUILT ON THE ASSET OF THE COMMUNITY. RIGHT? YOU HAD YOUNG PEOPLE WHO WERE READY, WILLING AND ENGAGED. GOING WITH THAT. THAT IS GREAT.

NEW SPEAKER: SO, THE YOUTH COMPONENT, DOESN'T USE A TRADITIONAL CURRICULUM APPROACH. INSTEAD, YOU HAVE SESSIONS.

NEW SPEAKER: YES.

NEW SPEAKER: IN THE SCHOOLS. CAN YOU TELL US MORE ABOUT YOUR APPROACH? HOW YOU LANDED ON THAT?

NEW SPEAKER: WHEN WE WERE PERFORMING THE COMMUNITY ASSESSMENT TO THE YOUTH, WE DECIDED TO USE A METHOD, AND MIDDLE SCHOOL IN DES MOINES WELCOMED US BASICALLY. WE CAN ONLY AFFORD NINE CAMERAS BECAUSE WE GAVE THE DIGITAL CAMERAS TO THE KIDS. WE CAN ONLY AFFORD NINE DIGITAL CAMERAS SO WE HAD NINE PARTICIPANTS. BASED ON THE COMMUNITY ASSESSMENT, THERE APPEARED TO BE A LACK OF UNDERSTANDING AMONG THE API STUDENTS ABOUT THEIR OWN CULTURE, HISTORY AND TRADITION. ALSO ABOUT SOCIAL JUSTICE. AND ABOUT POLITICAL ACTIVISM. SO WE DECIDED TO HAVE A CURRICULUM WITH FOUR COMPONENTS BASICALLY. SO THAT IT WILL BE TRADITION, CULTURE, IDENTITY AND COMMUNITY AND RELATIONSHIP BUILDING. SO IN ADDITION, SINCE WE ARE UNDER THE IOWA COALITION AGAINST SEXUAL ASSAULT, WE HAVE TO HAVE EVIDENCE BASED CURRICULUM. AND THERE ARE NO EVIDENCE BASED CURRICULUM FOR THE A PI COMMUNITY. SO THEREFORE WE DECIDED TO MERGE DIFFERENT CURRICULUMS, APPROVED BY THE IOWA IN ADDITION TO THE NON-EVIDENCE BASE. SPECIFIC FOR THE API COMMUNITY. SO MONSOON, WE USE BASICALLY THE GENDER VIOLENCE, GENDER JUSTICE, FLIRTING OR HURTING, RESPECT AND FAITH BASED. THEN WE ALSO DECIDED TO USE CURRICULUM CREATED BY THE ASIAN TASK FORCE AGAINST DOMESTIC VIOLENCE AGAINST BOSTON CALLED WAVE OF NATION EMERGING, PREVENTION CURRICULUM FOR ASIAN YOUTH FOCUSSING ON RELATIONSHIP AND VIOLENCE. WE INTEGRATED ALL OF THIS CURRICULUM TO A DIFFERENT ACTIVITY THAT WE FIND PERTINENT TO OUR FOUR COMPONENTS. FOR EXAMPLE, FOR THE HISTORY SECTION, WE ASKED THE PARTICIPANT, BASICALLY ABOUT THEIR OWN HISTORY AND CONNECTED WITH GRAND NARRATIVE ABOUT THE COUNTRY, WHERE YOUR PARENTS ORIGINALLY FROM. SO THEY CAN THINK ABOUT TRADITION AND CULTURE. SO OUR GOAL IS BASICALLY TO INTEGRATE ALL OF THE FOUR COMPONENTS IN ORDER FOR THE YOUTH TO CRITICALLY THINK ABOUT HOW VIOLENCE IS LINKED TO GENDER. RACE, CLASS, RELIGION, IMMIGRATION STATUS AND OTHERS.

NEW SPEAKER: TELL US ONE MORE TIME. HISTORY.

NEW SPEAKER: HISTORY. BASICALLY, WHAT WAS IT? HISTORY AND TRADITION, CULTURE, IDENTITY AND COMMUNITY AND RELATIONSHIP BUILDING.

NEW SPEAKER: THIS IS SUCH A GOOD EXAMPLE. FOUR COMPONENT, ALL COUNTERING THE CULTURE OF NORMS. THEN YOU TALKED A LITTLE BIT ABOUT HOW YOU TIED THAT BACK IN TO GENDER VIOLENCE. CAN YOU TALK A LITTLE BIT ABOUT WHAT DOES IT LOOK LIKE? HOW DOES THAT TRANSITION? HOW DOES IT FEEL LIKE FOR THEM? WHAT IS HAPPENING IN THE GROUP THAT TIES IT BACK TO VIOLENCE? WHAT ARE MESSAGES THEY ARE GETTING? .

NEW SPEAKER: FOR EXAMPLE, WHEN WE ARE TRYING TO LINK THEM TOGETHER, WE ARE ALSO DISCUSSING CURRENT ISSUE, RIGHT? ORIGINALLY CALIFORNIA GANG RAPE CASE LAST NOVEMBER. SO WE DISCUSSED THEIR ROLE OF BYSTANDER. SO WE DISCUSSED THE USUAL, YOU KNOW, USUAL ISSUES. AND THEN, INTEGRATING INTO THE ROLE OF RAPE AND CLASS IN THE ISSUE. ALSO, WHAT ARE THE ROLES OF THE RICHMOND HIGH STUDENTS WHEN THEY DID LIKE A COMMUNITY DISCUSSION ABOUT IT? YOU KNOW, ARE THEY PART OF IT? THEY WERE. THEREFORE, WE HAVE TO DISCUSS THAT ALSO BECAUSE THOSE ARE BASICALLY ROLE MODELS. THEY ARE PEERS, RIGHT? WHAT IS GOING IN CALIFORNIA CAN ALSO BE INTEGRATED IN IOWA.

NEW SPEAKER: WELL, YEAH. I THINK THAT IS ANOTHER GREAT THING ABOUT SHARING THIS MODEL. YES, HAVE YOU A VERY SPECIFIC COMMUNITY IN IOWA. VERY SPECIFIC CONTEXT IN IOWA BUT SO MUCH TO LEARN. CHRISTINE AND I WERE TALKING THIS, WE ARE READY TO START OUR OWN GROUP AT LOCAL GROUP TO FOCUS ON HISTORY AND CULTURE. THERE IS A RICHNESS TO THAT, THAT IS APPLICABLE AND ADAPTIVE IN OTHER PLACES. I THINK THE OTHER PIECE OF THIS IS, WE TALK A LOT ABOUT BUILDING RESILIENCE AS ONE OF THE STRATEGIES AND PEOPLE ARE USUALLY INTERESTED IN HOW, HOW TO CREATE MEANINGFUL TUNES FOR PARTICIPATION FOR YOUNG PEOPLE. I KNOW THAT OUTSIDE OF THE SESSIONS WHERE THEY FOCUS ON EDUCATION, HAVE YOU A LOT OF REALLY GREAT CORE STRATEGIES ABOUT HOW THESE PEOPLE ARE

CONTRIBUTING TO THE COMMUNITY AND ALSO TO MONSOON. I WANTED TO GIVE YOU A CHANCE TO TALK A LITTLE BIT ABOUT THAT.

NEW SPEAKER: IN OUR PROGRAM, IT IS INCLUSIVE AND PROMOTE PARTICIPATION. WE ARE NOT ONLY HOPING THAT WE ARE TRAINING COMMUNITY EDUCATORS TO PREVENT VIOLENCE BUT TRAIN FUTURE LEADERS IN THE MOVEMENT AND VIOLENCE AGAINST WOMEN AND GIRLS. SO WE DECIDED TO BASICALLY, TO HAVE A YOUTH INTERNSHIP. SO WE IMPLEMENTED A PAGE INTERNSHIP PROGRAM UNDER THE YOUTH COUNCIL, WHERE THE YOUTH IN VIOLENCE PREVENTION PROGRAM. THAT IS VERY INCLUSIVE. THEY ARE PART OF THE PLANNING, IMPLEMENTATION. EVEN THE EVALUATION OF THE PROGRAM.

NEW SPEAKER: WOW.

NEW SPEAKER: SO WHAT THEY DO, THEY CO-FACILITATE IN THE SESSION. THEY HAVE, OUR MAIN SEXUAL VIOLENCE PREVENTION EDUCATOR AND THEN THEY CO-FACILITATE. THEY HAVE TO HAVE TRAINING AND FACILITATE. ALREADY, THEY ARE LIKE CREATING STRATEGY, CREATING A NEW, LEARNING A NEW SKILL. BECAUSE THEY HAVE. SOME OF THEM EVEN WANT TO BE TEACHERS. A WAY FOR THEM TO BE PART OF IT. RIGHT? THEY LEARN HOW TO DO IT.

NEW SPEAKER: ALSO, BASICALLY, PLAN WHAT WILL BE DISCUSSED FOR THE SESSION. THEY COME IN EVERY SUNDAY AND THEY PLAN. AND NOT JUST PLAN BUT ALSO, YOU KNOW, THEY HAVE TO LEARN ABOUT IT. THEY HAVE TO BE THE EXPERT ABOUT THE ISSUE. IN ADDITION, IN ADDITION TO THE SCHOOL SESSION, THEY ALSO PLAN ACTIVITIES. FOR EXAMPLE, THE LAST MONTH WE, THEY PLANNED A MOVIE NIGHT. EVERY NIGHT, EVERY MONTH THEY HAVE A MOVIE NIGHT. LAST MONTH, THEY DISCUSS ABOUT SEX TRAFFICKING. THEY SHOWED A MOVIE CALLED HOLLY, WHICH IS ABOUT A YOUNG GIRL THAT WAS TRAFFICKING IN CAMBODIA AS A PROSTITUTE. A SEX WORKER. THEREFORE, THEY CREATED THE FLYER, THE DISCUSSION AND QUESTIONS AND EVEN FACILITATED A DISCUSSION AND INVITED FRIENDS. THIS MONTH, THEY WILL BE WATCHING GRAND TORINO AND NEXT MONTH, SLUMDOG MILLIONAIRE.

NEW SPEAKER: YEAH.

NEW SPEAKER: THEY ARE ALSO PLANNING API YOUTH SUMMIT FOR MAY 7, WHICH IS VIOLENCE AND PREVENTION. THEY HAVE A LOT OF OPPORTUNITIES WITHIN MONSOON. WE WANT TO MAKE SURE THAT THEY ARE, NOT JUST TALKING TO THEM. BUT THEY ARE ALSO PART OF THE CONVERSATION.

NEW SPEAKER: RIGHT. I THINK YOU HAVE POINTED OUT YOU ARE REALLY ENGAGED IN GIVING THEM THE SKILL. TO LEAD THESE CONVERSATIONS IN ALL SORTS OF DIFFERENT FACTORS AND ON DIFFERENT TOPICS. THAT IS REALLY EXCITING. WOW. SO, YOU TALK A LOT ABOUT BUILDING A MOVEMENT AND SUSTAINABILITY FOR YOUR ORGANIZATION. WHEN WE TALKED ON THE PHONE AND I WANTED TO GIVE YOU A CHANCE BECAUSE THIS WHOLE MEANINGFUL PARTICIPATION ALSO TIES INTO SUSTAINABILITY FOR MONSOON. SO TELL ME ABOUT, HOW THAT PREVENTION WORK KIND OF WORKS IN THAT NORM SHIFT?

NEW SPEAKER: IF WE COMPARED THE API COMMUNITIES IN IOWA TO API COMMUNITIES IN THE PAY AREA, CHICAGO OR NEW YORK, THE COMMUNITIES IN IOWA ARE BASICALLY WAY BEHIND POLITICALLY, LIKE POLITICAL OR SOCIAL ACTIVISM. POSSIBLY BECAUSE THEY ARE SMALLER AND FEWER COMMUNITIES. OR POSSIBLY BECAUSE POLITICAL OR SOCIAL ACTIVISM IS MORE ELITIST AND LESS GRASS ROOT IN IOWA. ALSO, RESISTANCE FROM THE API LEADER FORCE MORE TRADITIONAL LEADERSHIP ABOUT DISCUSSING ISSUES SUCH AS VIOLENCE. OR ANY PROBLEMS IN THE COMMUNITY. OR EVEN TO SHARE LEADERSHIP WITH YOUNG PEOPLE, RIGHT? SO, BY UTILIZING COMMUNITY ORGANIZING STRATEGIES THAT ARE BASED ON THE YOUTH, OUR HOPE IS TO GET AND INSPIRE STUDENTS, YOUNG PEOPLE TO CONTINUE THE WORK AND NOT BE AFRAID TO WORK FOR NON-PROFITS. OR EVEN TO CREATE COMMUNITY BASED ORGANIZATION FOR BETTER COMMUNITY. WE WANT THEM TO LEARN ABOUT GOOD PRACTICES. AND TO ENCOURAGE THEM TO BE INNOVATIVE OR THINK OUTSIDE THE BOX AND NOT TO BE AFRAID OF THE POLICY OR TRADITION. BASICALLY, ONCE THEY LEAD THE MOVEMENT AND VIOLENCE BEGINS WITH EMPOWERING THE YOUNGER GENERATION. WE ARE WORKING WITH YOUNG PEOPLE EARLY HELPS CREATE SOCIAL CHANGE AND BRING ABOUT SOCIAL JUSTICE. THAT WAY, THROUGH THE WORDS AND ACTION, YOU CAN SPREAD A MESSAGE OF PEACE TO THEIR PEERS WHO WILL TRUST THEM

MORE READILY THAN ADULTS. WE SEE THE SHIFT IN NORMS MORE A HEALTHY DOMINO EFFECT.

NEW SPEAKER: SO THAT SNOWBALL, THE DOMINO. REALLY ABOUT BUILDING MOMENTUM. I SEE A BUNCH OF QUESTIONS COMING IN. I TURN THIS OVER TO DAVID MIRA, WE CAN GET SOME QUESTIONS FROM OUR AUDIENCE.

NEW SPEAKER: SO, GREAT. IF YOU HAVE A QUESTION, GO AHEAD AND RAISE YOUR HAND IN THE MEETING. WE CAN HEAR YOUR VOICE. WE LOVE HEARING VOICES AND GET INTO A DISCUSSION. I SEE THAT I -- GOOD LUCK ON MY PRONOUNCING YOUR NAME. DURELLE BROOKS, CAN YOU PRESS STAR 1. DURELLE BROOKS, SO WE CAN OPEN UP YOUR PHONE LINE. SO PRESS STAR 1, DURELLE. OPERATOR, DO WE HAVE A PHONE LINE OPEN? >> WE DO.

NEW SPEAKER: HI, THIS IS DURELLE.

NEW SPEAKER: SORE WITHY FOR MISPRONOUNCING YOUR NAME.

NEW SPEAKER: NO, IT IS OKAY. MIRA, I HAVE A QUESTION ABOUT A MASCULINITY AND DOING THE WORK. AND SORT OF, IF YOU COULD TALK TO ME SORT OF HOW YOU ADDRESSED ASIAN MASCULINITY, THROUGH SOCIAL MEDIA, DEPICTIONS OF THAT VERSUS COMMUNITY LEVEL. I THINK, LARGELY PEOPLE, YOU KNOW, VIEW ASIAN MASCULINITY AS EMASCULATED. WHAT DID YOU DO? DID YOU SEE ANY OF THAT? HOW DID YOU WORK TO SORT OF PULL IT OUT? YOU KNOW, AND TALK ABOUT IT? AND ALL OF THAT SORT OF THING. IS THAT CLEARISH?

NEW SPEAKER: YES, VERY CLEAR. LIKE, FOR OUR PROJECT, WE SKIDDED TO TAKE BASICALLY THE PARTICIPANTS NEEDED TO TAKE PHOTOS OR IMAGES OF WHAT IS ASIAN -- WHAT DOES AN ASIAN MALE SUPPOSED TO BE? ASIAN MALE.

NEW SPEAKER: UH-HUH.

NEW SPEAKER: THEREFORE, THEY BASICALLY, LIKE, PUT PICTURES UP THEREOF GRANDMOTHER, COOKING, OR EVEN WE SAW PICTURES OF A GRANDFATHER LIKE,

BASICALLY TAKING CARE OF THEIR, OF THEIR GRANDCHILD. SO THAT WAS HOW. THEN WE DISCUSSED IT. IS THIS A TYPICAL ASIAN MALE IMAGES? AND, THROUGH THOSE CONVERSATIONS, I THINK WE DISCUSSED HOW IT IS DIFFERENT, MAYBE, HOW ASIAN HEAL ARE PORTRAYED. THERE IS EMASCULATION BECAUSE THEY ARE NOT SUPPOSED TO BE SEXY OR DON'T LOOK -- NOT AS ATTRACTIVE OR EVEN THE IMAGE. WHILE IN ASIA, THEY ARE SEEN AS KUNG FU FIGHTERS. THERE IS KIND OF BOTH IMAGES. WE BASICALLY DISCUSSED THAT WITH THE YOUTH. HOW THERE ARE TWO IMAGES OF THEM BEING KUNG FU FIGHTER, REALLY GOOD IN KUNG FU. THE OTHER ONE, THEY ARE LIKE NO SEXUALITY. THEY CANNOT BE PERPETRATORS BECAUSE THEY DON'T HAVE THAT, YOU KNOW, THEY ARE NOT SEEN AS ATTRACTIVE.

NEW SPEAKER: UH-HUH. CAN I ASK ONE MORE QUESTION. I DON'T WANT TO MONOPOLIZE.

NEW SPEAKER: YES.

NEW SPEAKER: DID YOU SEE ANY SORT OF LINKING BETWEEN SORT OF GENDER STEREOTYPES AN SORT OF HIGH OCCURRENCES OF GENDER BASED VIOLENCE AT ALL?

NEW SPEAKER: HOW DID WE INTEGRATE THAT?

NEW SPEAKER: NO, NO, NO, DID YOU SEE ANY OCCURRENCE? LIKE, SOME OF THE YOUTH YOU WERE WORKING WITH, PRESENTED THEM AS MORE MASCULINE? HIGH OCCURRENCE OF GENDER BASE VIOLENCE, OF THOSE WHO ARE PERPETRATING THE VIOLENCE OR ANYTHING LIKE THAT IN TERMS OF MASCULINITY?

NEW SPEAKER: WELL, I MEAN, I THINK, THIS IS ANNIE, I THINK FROM MY EXPERIENCE AND THIS GOES TO KIND OF THE RESEARCH, THE BELIEFS ARE REALLY CONNECTED TO MORE USE OF VIOLENCE. BUT I DON'T KNOW IN THAT PROJECT, MORE FOCUS ON PRIMARY PREVENTION. I DON'T KNOW IF SHE WAS MEASURING THE OCCURRENCE OF VIOLENCE WITH THE YOUNG PEOPLE SHE WORKED WITH. I THINK, LET'S POSE THAT OUT TO THE FOLKS IN THE AUDIENCE. WHO I THINK THERE IS QUITE A BIT OF RESEARCH AROUND THAT. AND THE

CONNECTIONS BETWEEN HAVING, YOU CAN SEE DURELLE, BETTER THAN I DO.
PROPOSE THAT OUT TO THE AUDIENCE.

NEW SPEAKER: I WAS TRYING TO FIGURE OUT IF THERE WAS A CONNECTION
BETWEEN SORT OF ONE ADHERENCE TO TRADITIONAL OR STEREO TYPICAL GENDER
IDEAS. AND THE SORT OF CONCURRENCE OR THE INCIDENCE OF GENDER BASED
VIOLENCE.

NEW SPEAKER: IF FOLKS USE THE TEXT SECTION TO RESPOND BACK TO THAT. I
WANT TO ENCOURAGE YOU, NEXT WEBINAR IN MAY, FOCUSING ON TRADITIONAL
ROLE FOR MEN. WE'LL GO IN DEPTH FOR THAT.

NEW SPEAKER: THERE ARE OTHER QUESTIONS HOW MIRA, YOU GOT YOUTH
INVOLVED. SO LET'S KIND OF, IF YOU WANT TO TALK ABOUT HOW YOU GOT
THOSE YOUNG PEOPLE INVOLVED. THANK YOU, DURELLE.

NEW SPEAKER: THANK YOU.

NEW SPEAKER: SO WE STARTED BASICALLY WITH THE PROJECT, WITH THE
COMMUNITY ASSESSMENT AND THEN WE -- THEN WE ALWAYS ASK THEM, OKAY,
WHAT DO YOU WANT TO, YOU KNOW, WE ALWAYS ASK THEM, WHAT DO YOU REALLY
WANT TO DO?

NEW SPEAKER: THEREFORE, AFTERWARDS, THEY BASICALLY WERE THE ONES,
MIRA, I WANT TO CREATE THE COUNCIL.

NEW SPEAKER: AND WE'LL NAME IT FOR YOU. THEY BID ALL OF THAT. AND WE
ARE OPEN ABOUT IT. WE ARE NOT TELLING THEM, DO THIS OR THAT. WE ARE
BASICALLY ASKING THEM FOR SUGGESTION. I THINK, THROUGH THAT, WE HAVE
CREATED THIS ALMOST LIKE RESPECT. WE RESPECT YOUR OPINION AND I
NEVER, I THINK THAT THEY NEVER HAD THAT BEFORE.

NEW SPEAKER: RIGHT. BECAUSE THEY ARE ALWAYS, MAYBE THE PARENTS DON'T
WANT TO LISTEN TO THEM. WE WERE WILLING TO LISTEN. WE WERE ALSO
WILLING TO ACT UPON THE SUGGESTION. BECAUSE THEY WERE WONDERFUL

SUGGESTIONS LIKE, FOR EXAMPLE, MAYBE I SHOULD BE THE ONE THAT WILL WRITE THE PRINCIPAL. SO THEN, WE COULD GET INTO THE SCHOOL.

NEW SPEAKER: SO FOR US, IT IS LIKE, WOW, YOU DO THAT. SO FOR US, IT IS LIKE, HAVING THIS RESPECT AND TRUSTING THEM, I THINK THAT BUILDS THE MOMENTUM OF THEM WANTING TO BE A PART OF IT. ALSO THE FACT THAT WE PAY THEM, REALLY WELL, BECAUSE WE VALUE THEIR WORK. WE PAY THEM \$15 PER HOUR OR \$10 PER HOUR WHICH IS GOOD FOR IOWA, RIGHT? WE ARE WILLING TO CREATE A BUDGET SPECIFICALLY FOR THE INTERNSHIP. WE ARE NOT JUST USING THEM AND GETTING FREE LABOR. THEREFORE, WE ARE LIKE, HEY, YOU KNOW WHAT? DO THE WORK. WE WILL MAKE SURE THAT YOU CAN GET SOMETHING. THEY NEED IT.

NEW SPEAKER: YEAH. ALSO THE COUNCIL. WE CREATED A COUNCIL WHERE THEY MEET EVERY MONTH. THIS IS OLDER SUGGESTION. WE ARE BASICALLY GOING, GOING WITH THE FLOW WITH THEM.

NEW SPEAKER: RIGHT.

NEW SPEAKER: ALL RIGHT. LET'S GO AHEAD AND KEEP MOVING. I WANT TO GIVE THEM SPACE TO INDICATOR AND MAYOR WILL HANG OUT. IF YOU HAVE MORE QUESTIONS, THERE IS A PODCAST, RIGHT, DAVID?

NEW SPEAKER: WELL, WE JUST RELEASED TODAY A PODCAST OF MIRA AND ONE OF THE COLLEAGUES, IOWA COALITION, TWEET THING. YOU ROCK. LAURA IS ANSWERING QUESTIONS IN THE TEXT CHAT. YOU CAN GET OTHER INFORMATION. LET'S TALK ABOUT HOW DO WE KNOW WHEN THERE IS CHANGE TAKING PLACE? WHAT ARE WE LOOKING FOR? WE KNOW THAT WE HAVE TO LOOK FOR SOMETHING MORE THAN JUST TRYING TO GET THE DECREASE OF RAPE RATES WITHIN DOING A PROJECT AFTER A FEW MONTHS.

NEW SPEAKER: RIGHT. AND WHEN YOU LOOK AT, YOU KNOW, SMALLER COMMUNITIES AND REALLY DOING A ENVIRONMENTAL CHANGE. HOW DO YOU SHOW THAT CHANGE IN THAT COMMUNITY? WE WANTED TO START WITH THIS QUOTE. WE WANT THIS TO BE, WE WANT THIS TO FEEL GOOD. WHEN YOU THINK OF

INDICATORS, PEOPLE TEND TO TENSE UP AND THINK, NUMBERS, THEY WILL MAKE ME -- OH, I KNOW THAT I AM DOING THE RIGHT THING. THIS IS EXTRA WORK. IF YOU THINK OF THIS AND I THIS OF IT THIS WAY, THE IDEA OF ONE GENERATION BECOMES THE INSTINCTS OF THE NEXT. WHAT WE ARE TRYING TO DO IS MEASURE THE ABILITIES TO TAKE IDEAS FROM ONE GROUP AND MAKE THEM THE INSTINCTS OF THE NEXT GROUP. SO, I AM GOING TO TURN THAT TO CHRISTINE TO KIND OF KEEP US GOING.

NEW SPEAKER: THANK YOU, ANNIE. YOU KNOW, I THINK THIS IS SO HELPFUL, THIS LAST HOUR AND REALLY GOTTEN A GREAT DIALOGUE FROM OUR PARTICIPANTS. IT HAS REALLY BEEN HELPFUL FOR ALL OF US TO THINK THRUWAYS TO COUNTER THIS NORM OF VIOLENCE. BUT WE WOULD BE REMISED, IF WE DIDN'T TAKE TIME TO THINK ABOUT HOW TO MEASURE THE SUCCESS OF THE GREAT IDEAS. WE ARE GOING TO GO THROUGH THREE SECTORS THAT ARE ALL IMPACTED BY THE CULTURE OF VIOLENCE AND THINK ABOUT HOW THINGS WILL BE CHANGING AS A RESULT OF OUR WORK.

NEW SPEAKER: AND I THINK THAT WHAT WE WANT TO DO IS GIVE YOU AN IDEA. FAMILY INDICATORS IS ONE PIECE. PEOPLE HAVE VISION. KNIVES ARE ONLY FOUND IN THE KITCHEN. CHILDREN ARE CONNECTED TO CARING ADULTS. WHEN I THINK OF YOUNG PEOPLE, MIRA, IN YOUR EXAMPLE CLEARLY REALLY WELL CONNECTED TO THE GROUP OF ADULTS. WE ARE GOING TO MOVE QUICKLY THROUGH THIS. WE WILL NOT DO A TEXT CHAT ON THIS ONE. SCHOOL INDICATORS ANOTHER ONE. KIDS CAN GO TO SCHOOL WITHOUT BULLIED OR TURNED INTO A BULLY. YOU LOOK ABOUT THAT ENVIRONMENT ON THE SCHOOL CAMPUS, INCREASED MEASURES OF RESILIENCE. THESE ARE ALL AVAILABLE ON THE WEB SITE. WE WANTED TO TAKE A MOMENT TODAY, FOCUS ON COMMUNITY INDICATORS. REALLY THIS IS WHERE WE SEE THE BIGGEST OPPORTUNITY. WHAT IS YOUR VISION? WE WANT DECREASED EXPOSURE TO VIOLENCE. YOU WANT FOLKS TO SAY, LOOK, MY SON COULD WALK TO SCHOOL. YOU WANT TO SEE WOMEN WALKING IN THEIR ENVIRONMENT. WE WANTED TO PUT THIS UP THERE AS, THIS IS WHAT IT LOOKS LIKE WHEN THIS CULTURE OF VIOLENCE HAS SHIFTED. THEN WE PUT SAMPLE MEASURES UP, THAT WOULD BE THINK, THINGS THAT PEOPLE LOOK AT AND SEE. AT THIS LEVEL, WHEN WE THINK OF INCREASED PERCEPTION OF FAITH-BASED SAFETY, INCREASED POSITIVE

FEELINGS ABOUT A NEIGHBORHOOD, POSITIVE PERCEPTION. WHAT IS MISSING HERE? WHAT IS MEASURES THAT POSITIVE LEVEL BASED ON YOUR EXPERIENCE. WHAT HAS BEEN, LET'S SPEND THE LAST FEW MINUTES TO REALLY THINK ABOUT, GIVEN THAT MODEL, WHAT ARE SOME INDICATORS THAT MEASURE PROGRESS TOWARDS COUNTERING A CULTURE OF VIOLENCE? I'M ACTUALLY GOING TO GO BACK TO THAT SLIDE. THIS IS NEW FOR FOLKS. A LOT OF TIMES, PEOPLE MEASURE HOW MANY GOT TRAINED AND HOW MANY POSTERS WE GAVE OUT AND BROCHURES. WE ARE REALLY ASKING YOU TO SHIFT A LITTLE BIT HERE. SO THESE ARE SOME EXAMPLES BUT, YOU KNOW, GO AHEAD AND START TEXTING IN. I KNOW THERE ARE 153 IN THE TEXT CHAT. LET'S GET A HUNDRED EXAMPLES. WHAT'S UP THERE?

NEW SPEAKER: DENNIS IS WANTING TO KNOW, HOW DO YOU MEASURE THESE IN.

NEW SPEAKER: I THINK BEVERLY MAKES A GOOD POINT. MENTION NOT JUST THE LACK OF DEFICIT, BUT THE POSITIVE THINGS THAT WE WANT TO SEE. THAT IS HOW WE ARE GOING TO CREATE HEALTHY COMMUNITIES. IF YOU THINK OF SOME OF THOSE EXAMPLES, PERCEPTIONS OF SAFETY, ALL SORTS OF GREAT MEASURES IN THE RESEARCH THAT KIND OF PUSH THAT OUT. DO I HAVE SOMEONE THAT I TRUST. SOMEONE I TRUST ENOUGH TO WATCH MY KIDS? SOMEONE I FEEL COMFORTABLE IN MY TRAINING. ALL SORTS OF PIECES LEFT IN THE RESEARCH IF YOU CHOOSE THESE INDICATORS. HIGHER GRADUATION RATES. AGE OF MENTION. REALLY GOOD POSITIVE INFORMATION. SCHOOL CLIMATE RESEARCH THAT TALKS ABOUT ACADEMIC ACHIEVEMENT GAPS IS ANOTHER ONE THAT FOCUS ON IN SCHOOLS THAT COUNTER THAT AND BUILDS RESILIENCE. INCREASED COMMUNITY ENGAGEMENT MUCH.

NEW SPEAKER: YES.

NEW SPEAKER: INCREASE GENDER BASE AGE APPROPRIATE GENDER CLASSES.

NEW SPEAKER: INCREASING COMMUNITY EVENS. SOCIAL COHESION AND TRUST, HAVING CULTURAL EVENTS IS ONE THING. ARTS EVENTS. BUT, I WANT TO SAY, HAVING THE EVENTS IS NOT THE INDICATOR. YOU HAVE A BUNCH OF EVENS, WHAT DO YOU WANT THE RESULT OF THAT? HOW ARE PEOPLE GOING TO

FEEL DIFFERENT OR ACT DIFFERENTLY BECAUSE THEY HAD THE OPPORTUNITY OF THE EVENTS? I THINK THAT IS THAT NEXT PIECE. PRIDE AND SELL. TRUST AND NEIGHBORS. FEELING SAFE AS THEY WALK THROUGH THE COMMUNITY.

NEW SPEAKER: I'LL GIVE YOU AN EXAMPLE OF CONNECTING TO TEACHERS AN FEELING THAT OTHER STUDENT, IDENTIFYING OTHER STUDENTS AS THEIR ALLIES. THOSE WOULD BE REALLY GREAT INDICATORS ABOUT SOMETHING THAT IS CHANGING IN THEIR COMMUNITY. MICHELLE SAID STRESS LEVELS IN DOCTORS APPOINTMENTS. THAT CAN BE, DOCTORS APPOINTMENTS GREAT EXAMPLE, BUT THROUGH COMMUNITY SURVEY. LOOK AT THE SUCCESSORS. DO YOU HAVE THINGS LIKE PARKS, PARENTS ABLE TO GET TO THOSE THINGS?

NEW SPEAKER: GABRIEL MENTIONED EQUAL OPPORTUNITY FOR MEN AND WOMEN. WE HAVE ANOTHER MEASURE THAT WE MENTIONED, WHICH IS A VISION WE WANTED FOR EVERY DOLLAR A MAN EARNS, A WOMAN WOULD EARN A DOLLAR.

NEW SPEAKER: TILTON SAYS THE SAME THING. JASMINE ALSO. I THINK THAT IS IMPORTANT. I WON'T NAME THEM, BUT LEADERSHIP CONFERENCE FOR A NATIONAL COALITION OF ELECTED LEADERS THAT DO GOVERNMENT WORK. ON THE DI AS, FOR THREE DAYS, PURE MEN. ON THE THIRD DAY, A WOMAN ON IT. AND STOOD UP AND SAID, FINALLY ON THE THIRD DAY WE HAVE A WOMAN! AND IT IS LIKE, ALL OF THE WOMEN IN THE AUDIENCE STOOD UP AND GAVE HER A STANDING OVATION. THOSE ARE THE KIND OF THINGS THAT ARE STILL HAPPENING AND STILL SENDING VERY SPECIFIC MESSAGES. AS YOU PLAN YOUR CONFERENCES AND SPEAKER, YOU ARE THINKING, THOSE THINGS ARE IMPORTANT.

NEW SPEAKER: OH, THIS IS GREAT. SO DEBRA MENTIONED THAT AGE ASSESSMENT, REVERSE CHILDHOOD EXPERIENCES. IF YOU DON'T KNOW ABOUT THE WORK OF DR. VINCENT, IT IS A REALLY INTERESTING AREA WHEN YOU THINK OF PRIMARY PREVENTION. HE HAS FOUND THAT A LOT OF THESE HEALTH ISSUES, LATER ON IN LIFE IS CORRELATED WITH ADVERSE CHILDHOOD EXPERIENCES THAT ARE PREVENTIBLE. THINKING OF THOSE AND TRYING TO GET THOSE MEASURES AND PREVENT FROM HAPPENING. THAT IS GREAT.

NEW SPEAKER: INCREASE THE NUMBER OF PATIENTS REGULARLY ABOUT THEIR SAFETIES. ASKED. YES.

NEW SPEAKER: MEN NOTICE CHALLENGES OF SEXISM. I WOULD LOVE TO SEE THAT. NOT JUST MEN, BUT ALSO WOMEN. WOMEN FEELING SAFE AND SECURE AND BEING ABLE TO CHALLENGE GENDER ROLES AND SEXISM. DAVID, GREAT. PUT UP THE CHILD EXPERIENCE AND THAT IS WONDERFUL. SAFETY AT HOME IN THE COMMUNITY. WORKPLACE AND AT SCHOOL. ABSOLUTELY LOOKING AT SOME OF THE FACTORS.

NEW SPEAKER: MEN ADVOCATE FOR WOMEN WITHOUT LABELED GAY.

NEW SPEAKER: GREAT. REQUEST. CROSS GENERATIONAL WILL WORK.

NEW SPEAKER: INTERESTING. SHARON OAKS PUT THAT PIECE UP. ALSO, AS WE TALKED ABOUT THAT MEDIA SECTOR EXAMPLE, WHAT WOULD YOU WANT TO SEE IN THE MEDIA? MORE STORIES FOCUSED ON THE LANDSCAPE. LESS STORIES JUST IN THE PORTRAIT. MORE LETTERS TO THE EDITOR THAT PUSH THE ISSUE. MORE BUY-IN WITH ELECTED LEADERS ON THIS. MORE OF THE LEADERS COMFORTABLE STANDING UP. ALL OF THEM INCLUDE, HOW MANY POSTERS YOU PUT UP. HOW MANY FLYERS WERE GIVEN UP. THE OUTCOME. RIGHT NOW, ONE OF MY FIRST, WHAT IS THE VISION THAT WE ARE TRYING TO ACHIEVE?

NEW SPEAKER: THESE ARE GREAT. YOUNG BOYS MENTOR CHILDREN ABOUT POSITIVE MALE ROLE MODELS. DID HE THINK ABOUT THAT? THAT IS A PROGRAM. WHAT IS THE -- WHAT IS THAT? THEY HAVE A CARING ADULT ROLE MODEL. THEY HAVE A POSITIVE ROLE MODEL. COUNTERING THAT CULTURE OF VIOLENCE. THESE ARE GREAT, GREAT EXAMPLES. I REALLY APPRECIATE FOLKS WRITING THESE IN AND I HOPE THAT THIS IS THE FIRST OF THE DISCUSSIONS. I THINK THAT AS DAVID TALKED ABOUT, WE HAVE DATES SET OUT FOR THE OTHER NORMS. WE ARE GETTING TO SOME OF THE THINGS. THINGS THAT WE TALKED ABOUT. THEY ARE RELATED. ROLES FOR MEN AND WOMEN. MAY IS ACTUALLY OUR NEXT WEBINAR. THAT IS TO FOCUS ON TRADITIONAL ROLES FOR MEN. WE HOPE THAT YOU ARE GOING TO JOIN US FOR THAT AS WELL. WE CAN KEEP THIS DISCUSSION GOING. WITH THE FOCUS ON KIND OF THE NORM,

STRATEGIES AND A GOOD DISCUSSION ABOUT INDICATORS BUT I THINK THAT THIS IS SOMETHING WE ARE STILL LEARNING.

NEW SPEAKER: GREAT. I THINK IT IS GETTING TO THAT TIME WE ARE GOING TO HAVE TO SAY GOODBYE TO PEOPLE. I REALLY WANT TO THANK OUR GUESTS. LAURA, IT IS REALLY A PLEASURE TO HAVE YOU HERE.

NEW SPEAKER: THANK YOU SO MUCH FOR HAVING ME.

NEW SPEAKER: AND MIRA, IT WAS REALLY GREAT TO HAVE YOU JOIN US AND JOINING US IN PERSON HERE IN OUR -- WE SAID SMALL STUDIO. SHE NOW SEES IT. I TOOK A VIDEO. I'LL THROW IT ON. YOU CAN SEE US IN ACTION IN THE ROOM. I'LL PUT THAT UP ON YOUTUBE. ONCE AGAIN, I WANT TO THANK CHRISTINE AND ANNIE FROM PREVENTION INSTITUTE. REALLY INVITE ALL OF YOU TO JOIN US ON FUTURE PREVENTION WEB CONFERENCES, PREVENT CONNECTED AND ALL OF OUR OTHER PREVENT CONNECT ACTIVITIES. YOU WILL BE RECEIVING, IN THE MAIL, VERY SHORTLY, IN EVALUATION FORM, THAT WILL BE COMING ON. VERY SOON. AND, I WILL SAY, BEST SESSION ATTENDED. GREAT. WE'LL SEND YOU TO OUR FUNDER. CONTINUE IN THE CONVERSATION. YOU'LL SEE THIS. WE HAVE A LINK ON THE LETTER THAT WILL COME TO YOU. MIRA, THE PODCAST WITH MIRA. IF YOU WANT TO TALK MORE AND HAVE QUESTIONS FOR MIRA, YOU CAN PUT THEM ON THE BLOG MUCH THE PODCAST DONE. SO WE CAN SPREAD INFORMATION THAT WAY AND GET MORE INFORMATION. THANK YOU ALL VERY MUCH. WE LOOK FORWARD TO SEEING YOU ON LINE IN THE FUTURE. THIS WILL CONCLUDE THE AUDIO PORTION. REMERS IF YOU STAY ON THE PHONE, SUBCONFERENCE. YOU WILL KEEP THE TEXT CHAT OPEN FOR A FEW MINUTES TO KEEP ON WRITING MESSAGES. WE'LL POST THE TEXT CHAT. THANKS A LOT. TAKE CARE EVERYONE.

NEW SPEAKER: THANKS EVERYONE.

NEW SPEAKER: SEE YOU IN MAY! BYE!