



## **TRANSCRIPT**

### **WEB CONFERENCE**

From Girls to Women: Countering Limited Roles for Women Through Norms Change

**July 29, 2010**

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

### **Presenters and Guests**

Annie Lyles and Christine Chang, Prevention Institute  
Cory Wechsler, Team Up for Youth  
Megan Williams, Hardy Girls Healthy Women

### **Host**

David Lee, PreventConnect Project,  
California Coalition Against Sexual Assault

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[NEW SPEAKER] PLEASE STAND BY. GOOD DAY, AND WELCOME TO TODAY'S WEB CONFERENCE, THIS WILL BE RECORDED.

I WOULD NOW LIKE TO TURN IT OVER TO DAVID LEE.

[NEW SPEAKER] GOOD MORNING, I'M PLEASED TO HAVE ALL OF YOU JOINING US FOR TODAY'S WEB CONFERENCE, FROM GIRLS TO WOMEN: COUNTERING LIMITED ROLES FOR WOMEN THROUGH NORMS CHANGE I'M DAVID LEE, AND THIS IS ANOTHER CONFERENCE AROUND NORMS CHANGE AND IT'S GREAT TO SEE SO MANY OF YOU HERE JOINING US ON LINE AND I SEE YOU'RE -- WRITING IN FROM WHERE YOU ARE ALL OVER THE COUNTRY, AND IT'S GREAT TO SEE PEOPLE FROM ALL OVER THE COUNTRY PREVENTCONNECT AS YOU'RE FAMILIAR WITH IS A PROGRAM FUNDED BY THE CENTERS FOR DISEASE CONTROL AND RUN BY THE CALIFORNIA COALITION AGAINST SEXUAL ASSAULT GO TO OUR WEBSITE, WWW.PREVENTCONNECT.ORG TO LEARN MORE ABOUT OUR ON-LINE COMMUNITY WE ALSO HAVE READING CLUBS WHICH ARE SMALLER WEB CONFERENCES THAT TALK WITH ISSUES RELATED TO WOMEN WE ALSO HAVE A W -- WIKI AND YOU CAN FOLLOW US ON TWITTER AND ON OUR BLOG, AND YOU CAN BECOME A FRIEND OF OURS ON FACEBOOK JUST AS YOU LOVE YOUR OLD SCHOOL, WE HAVE A LISTSERV AND AN E-MAIL GROUP A LOT OF PEOPLE ON THAT AND SO A LOT OF WAYS THAT WE ARE CONNECTING AND SO JOIN US THERE I WANT TO TALK JUST A LITTLE BIT ABOUT THE TECHNOLOGY SO YOU CAN BECOME FAMILIAR WITH IT, WE'RE GOING TO DO THIS REALLY QUICKLY FIRST THING TO NOTE IS IF YOU LOOK

JUST A LITTLE BIT ABOVE AND TO THE RIGHT OF MY HEAD, THERE IS A LITTLE HAND, AND THAT IS HOW YOU RAISE YOUR HAND, AND I WILL DRAW A LITTLE PURPLE CIRCLE THERE OH, WE GOT A SUNNY SOUND, AND SO IT'S -- FUNNY SOUND AND IT'S INTERESTING YOU'RE NOT AD VANING -- OH, I SEE THAT IS WHERE WE ARE GOING CAN EVERYONE RAISE YOUR HAND? I SEE FOUR -- GO AHEAD, RAISE YOUR HAND, AND IF YOU WANT TO ASK QUESTION IN THE PRESENCE T'S A GREAT WAY TO BE ABLE TALK WITH US NOW, MANY OF YOU ARE LISTENING TO US THROUGH YOUR COMPUTER IF YOU WANT TO ASK A QUESTION, THE WAY TO DO THAT IS EITHER IN OUR TEXT CHAT, AND IN THE TOP GRAY BAR, THERE IS A DIAL-IN NUMBER, AN 866 NUMBER AND A PASSWORD. GET AND CALL IN AND YOU CAN JOIN US YOU CAN'T TALK THROUGH THE COMPUTER BUT ONLY THROUGH YOUR PHONE, AND I SEE THAT 44 OF YOU RAISED YOUR HANDS. I'M GOING TO LOWER YOUR HANDS RIGHT NOW NEXT IS THE QUESTIONS AND ANSWERS AND THIS IS A WAY TO LEARN MORE ABOUT WHO IS IN OUR AUDIENCE, AND SO WHAT I'M GOING TO DO IS FIND MY AGENDA HERE AND I'M GOING TO POSE A POLLING QUESTION SO WE CAN LEARN ABOUT WHO IS IN THE AUDIENCE WE SEE WHERE YOU'RE FROM, YUCCA, CALIFORNIA, AND SEVERAL WYOMING PEOPLE, THAT IS FABULOUS THE FIRST POLLING QUESTION I'M GOING TO ASK IS: HAVE YOU ATTENDED A WEB CONFERENCE BEFORE TODAY? AND YOU HAVE SEVERAL OPTIONS: THIS IS THE FIRST I'VE EVER ATTENDED OR I'VE ATTENDED WEB CONFERENCES BEFORE BUT THIS IS THE FIRST TIME ATTENDING A PREVENTCONNECT CONFERENCE, AND THEN IF YOU HAVE ATTENDED ONE TO TWO PREVIOUS WILL HE -- TWO PREVIOUS PREVENTCONNECT CONFERENCES, THAT IS FABULOUS, AND A LOT OF YOU HAVE, 80% VOTING AND I'M GOING TO SHARE THE RESULTS WITH YOU ALL YOU CAN SEE THAT 40% OF YOU HAVE ATTENDED THREE TIMES OR MORE AND SO YOU DON'T WANT TO HEAR ME TALK ANYMORE ABOUT TECHNOLOGY, AND 21% THIS IS YOUR FIRST WITH PREVENTCONNECT AND ANOTHER 8% FIRST TIME ON A WEB CONFERENCE AT ALL, AND I HOPE THAT YOU ENJOY THIS. WE ARE PRETTY ENGAGING AS YOU CAN SEE AND NOW I WANT TO KNOW ABOUT WHO IS IN OUR AUDIENCE, SO I'M GOING TO ASK THE QUESTION ABOUT WHAT BEST DESCRIBES OUR ORGANIZATION? AND WHAT YOU SHOULD BE SEEING ON YOUR SCREEN IS ARE YOU A SEXUAL ASSAULT AGENCY OR A DOMESTIC VIOLENCE AGENCY OR COALITION, A DUAL SEXUAL ASSAULT OR DOMESTIC VIOLENCE COALITION, AND ARE YOU EDUCATION K-12, OR ATHLETIC OR AFTERSCHOOL? ARE YOU WITH THE FAITH COMMUNITY? OR ARE YOU WITH -- OH, I HAD MENTAL HEALTH TWICE, LAW ENFORCEMENT, MILITARY OR OTHER -- I'M GETTING A LOT OF PEOPLE SHARING AND WHAT WE WILL SEE HERE IS OUR AUDIENCE IS -- A THIRD OF YOU ARE WITH DUAL SEXUAL ASSAULT AND DOMESTIC VIOLENCE AGENCIES AND ANOTHER 27% ARE WITH SEXUAL ASSAULT AND DOMESTIC VIOLENCE AGENCIES AND 10% IN COLLEGES OR UNIVERSITIES AND NO ONE FROM K-12, AND THEY ARE NOT IN SCHOOL NOW, DON'T HAVE THAT EXCUSE, AND WE HAVE 7% FROM HEALTH CARE AND NO ATHLETICS OR AFTERSCHOOL RECREATION SOME COMMUNITY ORGANIZATIONS AND A FEW OTHERS IF YOU'RE IN OTHER, CAN YOU WRITE IN THE TEXT CHAT WHAT YOU ARE JUST SO WE CAN GET A SENSE OF WHO THE 2% OTHERS ARE? MUNICIPAL GOVERNMENT, AND SOMEONE IS K-12 AND SOMEONE IS FROM SOUTHWEST VIRGINIA OKAY, GREAT, THANK YOU WERE YOU ABLE TO SEE THE RESULTS? YOU ARE SUPPOSED TO SEE THE RESULTS BUT YOU DIDN'T.

SORRY, BUT I'M GOING TO WITHDRAW THE QUESTION BECAUSE THOSE WERE THE QUESTIONS WE WANTED TO ASK OF WHO IS IN THE AUDIENCE AND THE NEXT PIECE IS OUR TEXT CHAT, YOU ARE IN THE TEXT CHAT AND THIS IS THE WAY THAT YOU CAN WRITE DOWN AND SHARE WE'LL KEEP IT OPEN THE WHOLE TIME AND WE WILL MAKE A COPY OF THIS LATER ON, AND YOU CAN SHARE RESOURCES, PUT LINKS INTO THIS -- IF THE BOX IS TOO SMALL TO READ, WHICH IT IS, YOU CAN UNDOCK, AND THERE IS A BOX IN THE UPPER CORNER OF THE CHAT BOX, AND I'M GOING TO CIRCLE THAT -- CLICK THERE AND THAT WILL OPEN UP YOUR TEXTBOOK AND MAKE IT MUCH LARGER AND EASIER TO READ, AND THERE IS HI TO KARLA, THERE, AND THE IDEA IS TO GET THE HI'S OUT NOW SO WE CAN FOCUS ON THE TOPIC AT HAND THIS IS TALKING ABOUT THE TOPIC OR THEME OF THUNDERSTORM -- OF NORMS CHANGE, AND WE'VE SEVERAL OF THESE, AND WE ARE TALKING ABOUT GROWING BOYS INTO HAD MEN AND NOW WOMEN.

WE'LL BE REPEATING THIS SESSION NEXT WEEK AND SO IF YOU HAVE COLLEAGUES WHO WERE NOT ABLE TO ATTEND, WE STILL HAVE OPENING AND IT SHOULD BE FILLING UP SOON, BUT LET PEOPLE KNOW WE'LL BE TALKING ABOUT COUNTERING THE NORMS AROUND SOCIAL CONTROL AND WE HAVE A GREAT SESSION COMING UP IN AUGUST AND REPEATED IN SEPTEMBER AND THEN LOOKING AT HOW TO COMBAT SECRECY AND PRIVACY AND GREEN DOT WILL BE ONE OF THE HIGHLIGHTED PROGRAMS A GREAT OPPORTUNITY AND SO THESE ARE OUR WEB CONFERENCES COMING UP PREVENTCONNECT TALKS ABOUT DOMESTIC VIOLENCE AND SEXUAL VIOLENCE, WE LOOK AT VIOLENCE ACROSS THE LIFE SPAN AND WE TRY TO CONNECT IT TO OTHER ISSUES THAT ARE RELATED THAT IS WHAT PREVENTCONNECT IS ABOUT, A NATIONAL PROJECT OF THE CALIFORNIA COALITION OF SEXUAL ASSAULT SPONSORED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION THESE DO NOT REPRESENT THE OFFICIAL VIEWS OF THE U.S. GOVERNMENT, THE DEPARTMENT -- OR CALCASA AND WE HAVE CHRISTINE CHANGE AND ANNIE LYLES WITH US TODAY, SO TAKE IT AWAY CHRISTINE AND ANNIE.

[NEW SPEAKER] THANK YOU, AND HEY, I WANTED TO INTRODUCE THE CONCEPT OF HOW TO DO PRIVATE CHAT.

[NEW SPEAKER] WELL, IT'S EASY TO DO PRIVATE CHAT WHAT YOU DO IS JUST CLICK ON -- IN THE CHAT BOX YOU CAN SEE -- I HAVE TO LOOK AT HOW THAT LOOKS, THERE IS A THING CALLED PRIVATE CHAT AND YOU CLICK PRIVATE AND YOU CAN CLICK ON THE NAME OF THE PERSON THAT YOU WANT TO SEND THE CHAT TO, AND YOU GET A PRIVATE CHAT JUST BETWEEN THE TWO OF YOU. WE DON'T KNOW WHAT YOU'RE SAYING AND IF YOU WANT TO TALK ABOUT WHAT YOU'RE GOING TO DO FOR DINNER, BUT IF YOU'RE GOING TO SHARE YOUR CURRICULUM, DO IT ON THE PUBLIC ONE BECAUSE WE ALL WANT TO KNOW WHAT YOU'RE SHARING.

[NEW SPEAKER] THANK YOU, DAVID, THIS IS ANNIE, AND YOU CAN SEE MY PICTURE POPPING UP IN THE TOP WE ARE SO PLEASED TO HAVE YOU JOIN US TODAY ON THE WEBINAR AND I WANT TO INTRODUCE MY CO-HOST CHRISTINE CHANG.

[NEW SPEAKER] THANK YOU, ANNIE, SO GLAD TO BE HERE.

[NEW SPEAKER] LET'S GET STARTED THIS IS THE THIRD IN A SERIES THIS YEAR FOCUSING ON THE FIVE KEY NORMS THAT INFLUENCE GENDER VIOLENCE AND THE NORMS AS A KEY TO PREVENTION AND DURING EACH WEBINAR -- THANK -- WE HAVE HAD GREAT OVERVIEW BUILDING ON UNDERSTANDING OF WHAT PRIMARY PREVENTION IS, AND WE'VE BEEN TALKING ABOUT SPECIFIC STRATEGIES FOR CHANGING THOSE DAMAGING NORMS AND HOW TO COUNTER THEM IN ORDER TO END GENDER VIOLENCE.

[NEW SPEAKER] THANKS, CHRISTINE.

WE ARE ALSO GOING TO BE HEARING ABOUT EXCITING SUCCESS STORIES FROM OUR GUESTS AND AFTER 90 MINUTES WE HOPE THAT YOU'RE ABLE TO UNDERSTAND HOW CHANGING NORMS AND HOW THAT MAKES IT LESS LIKELY THAT VIOLENCE WILL OCCUR, AND WE ARE ALSO GOING TO BE LOOKING AT STRIKE THAT IS AND -- STRATEGIES AND INDICATORS WHICH IS A NEW PIECE FOR US ON HOW TO MEASURE PROGRESS IN NORMS CHANGE.

[NEW SPEAKER] FIRST OFF LIKE YOU MENTIONED EARLIER WE WANT TO MAKE SURE THAT EVERYONE IS ON THE SAME PAGE AND WE ARE ALL LEARNING FROM THE SAME PLACE AND UNDERSTAND WHAT WE ARE TALKING ABOUT WHEN WE TALK ABOUT PRIMARY PREVENTION WE ARE TALKING ABOUT STRATEGIES THAT OCCUR BEFORE VIOLENCE HAPPENS.

[NEW SPEAKER] EXACTLY, AND FOR THOSE OF YOU WHO HAVE BEEN HERE BEFORE, YOU HAVE SEEN THIS CONTINUUM IT GIVES PEOPLE A GOOD REMINDER THAT WE ARE TALKING

ABOUT UP-FRONT APPROACHES THAT TAKE PLACE BEFORE VIOLENCE HAS EVER OCCURRED AND THAT THERE ARE SECONDARY AND TERTIARY PREVENTIONS BUT WE ARE REALLY FOCUSED TODAY ON THOSE PRIMARY APPROACHES.

[NEW SPEAKER] EXACTLY, AND I THINK IT'S EASY FOR PEOPLE TO CONFUSE PRI MERE APPROACHES WITH -- PRIMARY APPROACHES WITH EARLY INTERVENTIONS WHICH ARE CRUCIAL BUT THEY CAN HELP TO ALLEVIATE TRAUMA, BUT EARLY INTERVENTION SERVICES DON'T NECESSARILY MAKE THE CHANGES TO THE BROADER COMMUNITY THAT GIVE RISE TO THE VIOLENCE IN THE FIRST PLACE.

[NEW SPEAKER] THAT'S RIGHT, AND WHILE EARLY INTERVENTION DOESN'T NECESSARILY STOP VIOLENCE FROM OCCURRING IN THE FIRST PLACE AND OUR FOCUS TODAY IS MOVING FAR UPSTREAM TO CHANGE THE ENVIRONMENTAL FACTORS TALKING ABOUT ECONOMIC INEQUALITIES AND SEXISM, AND WHAT MEDIA AND MARKETING PRACTICES IS -- THE KINDS OF THINGS THAT SHAPE NORMS AND BEHAVIORS OF AN ENTIRE POPULATION.

[NEW SPEAKER] EXACTLY, I'M REALLY EXCITED TO HAVE THIS CONVERSATION WITH YOU AND WE HOPE THAT YOU'LL PARTICIPATE AND GIVE US YOUR STRATEGIES AND YOUR INDICATORS SO WE CAN TALK ABOUT THE UPCOMING APPROACHES TO CHANGES IN ENVIRONMENT AND COMMUNITY APPROACH SO THAT GIRLS AND BOYS CAN THRIVE AND GENDER VIOLENCE IS LESS LIKELY TO OCCUR.

[NEW SPEAKER] WHEN WE LOOK AT THE GENDER APPROACH WE HAVE TO ADDRESS NORMS AND SO WE WANTED TO TALK A MOMENT AND ACKNOWLEDGE THAT NORMS HELP US TO EXPLORE SOCIAL FACTORS THAT CONTRIBUTE TO VIOLENCE AND GENDER BIAS.

[NEW SPEAKER] AND WE KNOW THIS IS REALLY ESSENTIAL IN SHAPING BEHAVIOR ON A FUNDAMENTAL LEVEL BECAUSE WE EXPERIENCE SOCIAL NORMS AND THEY -- SHAPE OUR BEHAVIORS.

[NEW SPEAKER] WE EXPERIENCE DIFFERENT SOCIAL EXPECTATIONS LIKE HOW YOU SHOULD ACT AT WORK COMPARED TO HOME, RIGHT?

[NEW SPEAKER] OR AS A SPORTS GAME OR A WEDDING --

[NEW SPEAKER] EXACTLY, AND SO FACE PAINT AT A SPORTING EVENT, OKAY? BUT AD A WEDDING? -- AT A WEDDING? A LITTLE BIT MORE QUESTIONABLE.

[NEW SPEAKER] GO AHEAD.

[NEW SPEAKER] NORMS ARE SO OFTEN ENGRAINED IN WHAT WE DO AND HOW WE LIVE ON A DAILY BASIS THAT WE DON'T NECESSARILY NOTICE THAT THEY ARE THERE AND WE DON'T TALK ABOUT THIS.

[NEW SPEAKER] PEOPLE CONFORM TO THOSE AROUND THEM, AND SO MUCH OF THE WORK IN THE FIELD HAS BEEN CENTERED AROUND GETTING PEOPLE TO STOP CRITIQUE THE NORMS THAT THEY TAKE FOR GRANTED BECAUSE SOMETIMES THEY ARE PERPETUATING THAT VIOLENCE.

>> AND WHAT WE'VE BEEN DISCUSSING UP TO NOW IS THAT NORMS DO CHANGE IN THIS FIELD WE'VE DISCUSSED HAVING GENDER BIASES CHANGE ONCE THEY ARE ADDRESS.

[NEW SPEAKER] THE GENERAL ACCEPTABILITY OF CULTURAL VIOLENCE AND THE NARROW DEFINITION MASCULINITY, AND THE LIMITED ROLES FOR WOMEN AND GENDER POWER, AND HAVING THIS BE A PRIVATE OR SECRET MATTER.

[NEW SPEAKER] WE HAVE BEEN FOCUSED ON THESE KEY NORMS THIS YEAR AND JUST TO ENSURE THAT YOU'RE IN THE RIGHT PLACE, TODAY'S FOCUS IS ON LIMITED ROLES FOR WOMEN.

[NEW SPEAKER] GREAT, TO LET'S GET TO IT WHETHER WE ARE MALE OR FEMALE, PEOPLE EXPECT OF US AND HOW WE ARE TREATED IS COMMON KNOWLEDGE.

[NEW SPEAKER] -- AND ALSO COMMON KNOWLEDGE, WE LOOK AT GENDER VIOLENCE AND HOW TO DECREASE IT.

[NEW SPEAKER] AND LOOK AT EXPANDING THE ROLES OF WOMEN IN SOCIETY, PROMISES STRATEGIES AND INDICATORS, THINGS THAT CAN BROADEN THE ROLES FOR WOMEN AS A WAY TO PREVENT GENDER VIOLENCE.

[NEW SPEAKER] WHEN WE THINK ABOUT NORMS FOR WOMEN WE THINK ABOUT WOMEN BEING BROUGHT UP TO PLAY A SPECIFIC LIMITED ROLE.

[NEW SPEAKER] THAT'S RIGHT, YOU CAN SEE FROM THE SITE. THE TOP IMAGE IS NOT THAT JARS THIS IS FROM TOYS R US.

THEIR PLAY VACUUM, JUST LIKE MOM'S THIS IS A SUBTLE WAY THAT WOMEN ARE ENCOURAGED AND I MADE THIS SMALL BECAUSE I FIND THIS SO INCREDIBLY JARS, IT'S REALLY A MUCH MORE DAMAGING NORM, WE ARE TRAINING GIRLS INTO THIS NOR ROW DEFINITION OF FEMININITY LIKE BEING AGREEABLE AND PASSIVE IN WAYS THAT DON'T FEEL SO OFFENSIVE BUT OTHERS LIKE THIS DOLCE SPRKS GABANA AD THAT IS REALLY OFFENSIVE.

[NEW SPEAKER] THE MESSAGES THAT GIRLS GET OFTEN DEPEND ON A LOT OF DIFFERENT EFFECT -- -- FACTORS THINGS THAT INCLIEWNS THEIR LIEFERS LIKE CLASS STATUS AND THE NUMBER OF GENERATIONS THEY'VE BEEN IN THE U.S.

[NEW SPEAKER] IN EACH GROUP IT'S IMPORTANT TO NOTE THAT THERE ARE NARROW DEFINITIONS OF WHAT IT IS TO BE A WOMAN BUT THERE ARE ALSO IN EACH CLASS WOMEN RESISTING THAT DEFINITION OF THEIR IDENTITY AND SO WE DON'T WANT TO SAY IT'S A FILL-IN-THE-BLANK TYPE OF THING I WANTED TO SAY FOR A MOMENT IF YOU'RE INTERESTED IN HAVING AN EXPERIMENT WITH YOUR GROUP I TRIED TO GET THE IMAGES OF THIS WEBINAR BY GOING TO GOOGLE AND TYPING IN THE WORD "GIRL" AND I GOT 182 MILLION IMAGES AND THE FIRST FOUR PAGES WERE NOT GIRLS, THEY WERE ALL ADULT WOMEN AND THEY WERE NOT DRESSED AND IT WAS A DIVERSE GROUP OF WOMEN, RIGHT? AND SO I'M GOING THROUGH, AND I DO HAVE TO ADMIT ON PAGE 4 THERE WAS AN IMAGE OF THE GOLDEN GIRLS BUT ON PAGE 13 I FOUND AN IMAGE THAT I PUT ON THE BOTTOM CORNER OF GIRLS THAT I FELT LOOK --ED MORE NORMM BUT WHEN IT CLICKED ON IT THE CAPTION WAS NERDY GIRLS AND SO THERE IS A DIFFERENT PRIVILEGE OF WHAT THEY CAN BE IN POSITIVE WAYS BUT WE KNOW IT EFFECTS EVERY GROUP AND EVERY GROUP HAS THE OPPORTUNITY OF WOMEN REALLY RESISTING THIS LIMITED ROLE.

[NEW SPEAKER] AND IT'S GOOD TO POINT OUT LIKE THIS IN CONVERSATION WE ARE REFERRING NOT ONLY TO THE WESTERN OR THE DOMINANT GROUP MODEL BUT WE ARE REALLY TOUCHING ON THE DIVERSE ENVIRONMENTS OF ALL OF OUR COMMUNITIES.

[NEW SPEAKER] RIGHT, AND SO WE KNOW IN THESE COMMUNITIES WE HAVE THE OPPORTUNITY TO GO UPSTREAM AND CHANGE THE DAMAGES ROLLS ASSIGNED FOR WOMEN, AND WE HAVE THE RIGHT TO ASK WHAT ROLE A GIRL BEING RAISED IN AND WHEN AND HOW IS ACTING LIKE A GIRL OR BEHAVING LIKE A WOMAN BEING TAUGHT TO THE NEXT

GENERATION A LOT OF PEOPLE IDENTIFY THERE IS IMPORTANT WORK TO DO IN THE FAMILY AREA AND WE REALLY WANT TO PUSH YOU TODAY AND THINK.

[NEW SPEAKER] EXACTLY, I MEAN, THERE A HUGE OPPORTUNITY THERE, AND IF WE WANT TO CHANGE ENVIRONMENTS AND NORMS WE HAVE TO TAKE THAT COMMUNITY-LEVEL APPROACH AGAIN.

[NEW SPEAKER] RIGHT, WE CAN'T JUST STOP AT FAMILIES AND SO CONCRETELY LET'S START WITH THE CURRENT ENVIRONMENT AND GET YOUR FINGERS ALL WARMED UP HERE HOW ARE YOU SEEING LIMITED DEFINITIONS OF FEM NIT BEING -- FEMININITY BEING TAUGHT AND REINFORCED IN YOUR -- COMMUNITY, AND WE JUST PUT THAT INTO THE TEXT.

[NEW SPEAKER] GET YOUR FINGERS WARMED UP, EVERYTHING.

[NEW SPEAKER] I ALWAYS TELL CHRISTINE THAT I ONLY WATCH THIS FOR RESEARCH PURPOSES BUT I'M VERY CONCERNED ABOUT THE KARDASHIANS AND WHAT IT'S SAYING TO WOMEN, LET ALONE JERSEY SHORE.

[NEW SPEAKER] AND LOWER PAY ON SCALES FOR WOMEN, AND SEVERAL TALK ABOUT FAITH COMING UP.

[NEW SPEAKER] NATALIE MENTIONED THE DISNEY FILM, ABSOLUTELY THAT GOES TO SOME OF OUR YOUNGEST WOMEN.

[NEW SPEAKER] SEXUALIZED PHOTOS OF WOMEN ATHLETES.

>>AND HETERO-SEXISM, LIKE TODDLERS IN TIARAS AND THIS IS AN INTERESTING ONE TO PUT UP, THEY ARE AUCTIONING OFF WOMEN "FOR A GOOD CAUSE" AND YOU THINK THEY DO THAT FOR MEN, TOO, BUT IT DOESN'T MAKE IT OKAY.

[NEW SPEAKER] -- PODIUM GIRLS FOR THE TOUR DE FRANCE.

[NEW SPEAKER] WE SEE THAT REPRESENTED IN A LOT OF WAYS.

[NEW SPEAKER] EXPECTING BABY GIRLS TO BE IN PINK OR PURPLE I HAD TO FIGHT FOR A PINK HAT FOR MY SON.

>> AND DAVID IS WEARING A PURPLE SHIRT TODAY THANK YOU, DAVID, FOR LIVING THE LIE, AND THERE IS MORE THAN ENOUGH HERE TO WORK ON CHANGING THE NORMS AND SO LET'S GO AHEAD AND TAKE IT TO THE NEXT LEVEL.

[NEW SPEAKER] ALL RIGHT, SO TAKING IT TO THE NEXT LEVEL, HOW DO NARROW ROLES FOR WOMEN AS CHARACTERIZED BY ALL THINGS MENTIONED, ATHLETICS, ELECTED POSITION, AND LOCAL GOVERNMENT, HOW DOES THIS MAKE GENDER VIOLENCE MORE LIKELY TO OCCUR?

[NEW SPEAKER] I THINK YOU GET PUT-BACK FROM WOMEN.

THIS IS MILEY CIRRUS' FATHER, AND AT THE NICKELODEON AWARDS THEY DID A STAGE PERFORMANCE THAT INVOLVED A POLE AND A POLE DANCE AND HER FATHER IS SAYING SHE JUST LIKES TO ENTERTAIN PEOPLE, THIS IS NOT A PROBLEM, AND CORY IS SHAKING HER HEAD, BUT LET'S TAKE A MINUTE THE PEOPLE THAT WE ARE TRYING TO WORK WITH TO CHANGE NORMS DON'T NECESSARILY SEE THIS LINK TO GENDER VIOLENCE, AND LET'S GET AND PUT THE PICTURES UP MEGAN WE HAVE ON THE PHONE AND I THOUGHT WE COULD HAVE OUR GUESTS START OFF BY RESPONDING TO THAT QUESTION

WHICH IS NOT AN EASY QUESTION, BUT WHAT ARE YOUR THOUGHTS? AND CORY IS IN OUR STUDIO IN OAKLAND AND MEGAN IS WITH US BY PHONE, AND CORY, MAYBE YOU CAN START WITH SOME THOUGHTS WITH THAT PHOTO, WHAT COMES TO MIND?

[NEW SPEAKER] HI, EVERYONE I THINK WHAT IS MOST DISTURBING ABOUT THAT IS HOW ACCEPTABLE IT IS AND THE LACK OF THINKING BEHIND THAT AND THE RESIDUAL EFFECT OF THAT IF IT'S OKAY FOR THOSE IMAGES TO BE OUT THERE -- AND THEN FOR REALLY HAD YOUNG GIRLS TO SEE IT, WHAT THEY ARE LEARNING ABOUT THEMSELVES AS THEY COME INTO YOUNG WOMANHOOD, THAT IS WHAT THEY ARE LEARNING TO BE SO I FIND THOUGHT I MEANS TO BE REALLY DAMAGING TO THE TRAINING, THE PRETRAINING OF WHAT IT MEANS TO BE A GIRL AND WHAT IT MEANS TO BE A WOMAN.

[NEW SPEAKER] YOU THINK ABOUT THAT IN THE CONCEPT OF BEING A YOUNG GIRL AND WHAT WE HOPE FOR FOR OUR YOUNG GIRLS AND THAT CONCEPT OF POLE DANCING AND BEING A SEXUAL OBJECT, WE HATE TO SEE IT REINFORCED IN SOMETHING WHAT IS JUST ENTERTAINMENT.

[NEW SPEAKER] AND NOT ONLY IS IT TEACHING GIRLS WHO THEY SHOULD BECOME BUT IF YOU DON'T FIT INTO THAT, THEN THERE IS A LOT OF -- THERE IS A LOT OF PRESSURE TO FIT INTO THAT AND IF YOU DON'T, THERE'S -- THERE ARE A LOT OF CONSEQUENCES, ALSO AND IT SAYS BOTH SIDES, LIKE THE PRESSURE AND THE CONSEQUENCES FOR NOT FITTING IN.

[NEW SPEAKER] MEGAN, DO YOU WANT TO JUMP INTO THIS? WHAT DO YOU THINK WITH THAT IMAGE AND HOW WOULD YOU RESPOND TO FAMILIES IN THE COMMUNITY?

[NEW SPEAKER] IT'S CLEARLY A DISTURBING IMAGE AND WHAT IS PARTICULARLY DISTURBING FOR ME IS THE LACK OF ROLE MODELS FOR GIRLS IN THE MEDIA, AND HANNAH MONTANA IS ONE AND A LOTS OF 8- AND 9-YEAR-OLDS ARE WAMPING AND THIS IS WHAT THEY ARE SUPPOSED TO SPIRE TO DO? THIS IS DISTURBING AND YOU SEE A LOT OF GIRLS WHO GROW UP INTO YOUNG PORN STARS AND YOU SEE THEM ON MAGAZINES ON THE COVERS OF GQ OR LINDSAY LOHAN IN A TEASING TYPE OF HEADLINES ON THE MAGAZINE AND IT'S DISTURBING BECAUSE IT'S A PART OF A THEME, OF HOW GIRLS GROW UP IN OUR CULTURE THEY BECOME POLE DANCERS AND SECRETARY OBJECTS AND THAT IS WHY IT'S -- SEX OBJECTS AND THESE ARE THE ROLE MODEL THAZ THEY ARE IDENTIFYING FOR THEMSELVES.

[NEW SPEAKER] IT'S HARD FOR PEOPLE SOMETIMES AND AS A FEMINIST YOU WANT WOMEN TO BE ABLE TO ACKNOWLEDGE THEIR SEXUALITY, BUT YOU WANT THAT TO BE NOT CO--OPED AND YOU WANT THEM TO HAVE STRONG FEMALE ROLE MOLDZ THAZ ARE NOT SEXUAL, AND GIRLS IN THE MICKEY MOUSE CLUB THAT ARE SEEN AS HANNAH MONTANA THAT THEY DON'T TRANSITION THROUGH PUBERTY TO SEX OBJECTS.

[NEW SPEAKER] AND WE WANT GIRLS TO HAVE HEALTHY OPINIONS WITH THEIR SEXUALITY AND YOU JUST DON'T KNOW THAT IN THE MEDIA.

[NEW SPEAKER] WE HAVE GREAT COMMENTS COMING IN WITH OTHER EXAMPLES AND WE WOULD LOVE TO HEAR FROM YOU ALL YOU KNOW, HOW DO YOU TALK ABOUT THIS WHEN YOU TALK WITH FOLKS AND I THINK WHEN WE SHOWED A PICTURE OF MILEY, THEY SAID WELL SO WHAT SHE IS WEARING A MINISKIRT, THAT WAS THE WHOLE GOAL IN THE 60'S, BUT CLEARLY WEARING A MINI CIRCLE IS NOT THE PROBLEM, RIGHT?

[NEW SPEAKER] I THINK PEOPLE ARE STARTING TO RESPOND TO THIS ONE, AND IT'S NORMALIZATION --

[NEW SPEAKER] GO AHEAD AND WRITE IN HOW DOES NORMALIZATION OF LIMITED FEMALE GENDER ROLES CONTRIBUTE TO GENDER VIOLENCE.

[NEW SPEAKER] GIRLS SHOULD NOT BE FIGHTING BACK AND THAT IS AN INTERESTING WAY TO PUT IT.

[NEW SPEAKER] AND TARA WRITES WITH THE DEHUMANIZATION, AND IF WOMEN'S BODIES ARE NOT HUMAN, YOU CAN'T HURT THEM.

>> AND GIRLS IF THEY FEEL THE PRESSURE AND DON'T BELONG THEN WHAT ARE THEY AND WHO ARE THEY?

[NEW SPEAKER] AND VICTIM BLAMING THIS IS A WOMAN'S ROLE AND IT'S NOT A MALE'S RESPONSIBILITY, SHE ASKED FOR THAT RATHER THAN UNDERSTANDING THE ROLE OF MEN IN PREVENTING GENDER VIOLENCE.

[NEW SPEAKER] MELANIE MENTIONED THAT PUTTING THE RISK REDUCTION ONLY ON WOMEN TO PREVENT THEMSELVES FROM BEING ASSAULTED.

>> AND IF I GET ANOTHER E-MAIL ABOUT NOT WEARING A PONYTAIL -- WE'VE GONE BEYOND THAT, PEOPLE.

[NEW SPEAKER] AND WE LIVE IN A PATRIARCHAL SOCIETY.

[NEW SPEAKER] IT'S REALLY ABOUT BEING THE OBJECT OF THE MALE GAZE.

[NEW SPEAKER] AND YOU THINK ABOUT WHAT THAT MEANS IF YOUR GOAL IS TO BE THE OBJECT OF THE MALE GAZE, THEN YOUR GOAL IT TO BE BEAUTIFUL AND ALL OF THE OTHER THINGS THAT TIE INTO THAT MIMICKING DRESSING FOR OLDER GIRLS.

[NEW SPEAKER] AND GIRLS CALLING EACH OTHER A HO.

[NEW SPEAKER] AND THEY ARE REALLY THE ONES THAT TRANSLATE THIS NORM.

>> AND THIS IS A GREAT TWO-WORD SUMMARY OF WHAT WE ARE TALKING ABOUT IN TALKING ABOUT LIMITED ROLES FOR WOMEN.

[NEW SPEAKER] YEAH, REALLY.

[NEW SPEAKER] OKAY, SO LET'S KEEP GOING AND WE ARE GOING TO GO OVER TO MEGAN, WITH HARDY GIRLS AND HEALTHY WOMEN, THEIR EXECUTIVE DIRECTOR AND WE WANT TO GIVE YOU EXAMPLES BOTH OF OUR PANELS ARE WORKING TO EXPAND THE ROLES FOR WOMEN IN THE COMMUNITY AND WE REALLY WANT TO THANK MEGAN FOR JOINING US, HARDY GIRLS COUNTERS LIMITED ROLES FOR WOMEN BY CHALLENGING GENDER STEREOTYPES AND WE WANTED TO GIVE YOU A CHANCE ABOUT HOW THAT GOAL IS IP CORPORATED INTO YOUR DAY-TO-DAY WORK.

[NEW SPEAKER] THANK YOU.

WE ARE A TEN--YEAR-OLD RESEARCH NONPROFIT, AND WE ARE PROMOTING A PLATFORM TO DRIVE SOCIAL CHANGE AND THAT MEANS NOT JUST TALKING WITH GIRLS ABOUT WHAT IS WRONG WITH THE LIMITED ROLES OF GENDER OR WITH THE MEDIA BUT EMPOWERING THEM TO DO SOMETHING ABOUT IT WE ARE INTERESTED IN PROVIDING PROGRAMMING THAT SUPPORTS GIRLS IN THEIR CRITIQUE OF THE CULTURE AND THAT GIVES THEM OPPORTUNITIES TO EXPAND THEIR HOR -- HORIZONS AND CHALLENGE STEREOTYPES AND GIVE THEM OPPORTUNITIES FOR LEADERSHIP AND SOCIAL ACTIVISM YOU SEE THIS

SLIDE, WHEN GIRLS EACH RAD LEFNTS THEY ARE CONFRONTED WITH IDEAS OF IMPOSSIBLE FEMALE BUTTE AND THEY LOSE CONNECTION WITH WHAT THEY KNOW AND THEIR SELF-ESTEEM DROPS, THEY HAVE CONFIDENCE ISSUES AND THEY LOSE THEIR VOICES AND THEIR DREAMS GO AT 6, 7 OF BEING AN ASTRONAUT TO GETTING A BOYFRIEND OR BEING POPULAR OR THIN AND WHAT WE ARE FOCUSED ON IS PREVENTING THAT FROM HAPPENING BY SHOWING THEM AND WHEN THEY ARE IN ADOLESCENCE WE FOCUS ON CONNECT --ING GIRLS WITH EACH OTHER, AND DEVELOPING HEALTHY NOTIONS OF SEXUALITY, ET CETERA.

[NEW SPEAKER] MEGAN, WE HAD A LOT OF GREAT DISCUSSION IN THE TEXT CHAT AND WE KNOW THAT GENDER STEREOTYPES AROUND AGGRESSION ARE HOT WITH THE RISE OF MEAN GIRLS AND QUEEN BEES.

>> AND YOU JUST MENTIONED FIGHTING --

[NEW SPEAKER] RIGHT, WHAT IS YOUR TAKE ON THAT?

[NEW SPEAKER] THERE IS A POPULAR IDEA THAT GIRLS ARE INHERENTLY MEAN OR CATTY OR BACK-STABBING WHICH IS ENTIRELY UNTRUE, BUT GIRLS ARE LEARNING THIS FROM THE MEDIA YOU SEE GIRL FIGHTS ON TELEVISION FOR ALL DIFFERENT AGE GROUPS YOU CAN'T WALK THROUGH THE GROCERY CHECKOUT LINE WITHOUT SEEING THE LATEST CAT FIGHT OR BRANGNA EXPANDLE.

[NEW SPEAKER] OR THE BAD GIRLS CLUB.

[NEW SPEAKER] -- EVEN DISHOUSEWIVES -- DESPERATE HOUSEWIVES WHICH IS VERY POPULAR SHOW AMONG GIRLS WE ASK GIRLS WHAT IS GOING ON IN THEIR LIVES AND MOST ARE NOT LIKE THAT AT ALL BUT BY PUTTING FORTH THIS IMAGE WE ARE JUST ENFORCING IT FOR GIRLS AND SO WE ARE FOCUSED ON CREATING SAFE PLACES WHERE GIRLS WITH WORK TOGETHER AND THEY CAN FOCUS ON SOMETHING BESIDE EACH OTHER AND THE COMPETITION BETWEEN EACH OTHER, THIS IS ESPECIALLY IMPORTANT AS GIRLS REACH ADOLESCENTS.

[NEW SPEAKER] AND WE KNOW YOUR OS IS WORKING -- YOUR ORGANIZATIONS IS WORKING ON HOW YOU APPROACH GIRLS I READ MICHAEL BROWN'S SPEACH ON YOUR WEBSITE, AND CAN YOU PUT UP THAT LINK? I ENCOURAGE FOLKS TO LOOK AT THIS SHE SAID WE HAVE TO SHIFT OUR FOCUS AWAY FROM SELF-ESTEEM, DEPRESSION AND EATING DISORDERS THE SYMPTOMS OF INDIVIDUAL DISTRESS AND WIDEN THE LENS TO CONSIDER THE SOCIAL AND POLITICAL LANDSCAPE IN WHICH GIRLS COMES OF AGE AND SHE ENCOURAGED US NOT JUST TO CREAD HARDY GIRLS -- CREATE HARDY GIRLS BUT A HARDY ENVIRONMENT, AND HOW DOES THAT PLAY OUT ON THE GROUND? SHIFTING FROM THE GIRLS TO THE ENVIRONMENT?

[NEW SPEAKER] WE HAVE TO START FROM A POSITION OF STRENGTH AND NOT ASSUME THAT ALL GIRLS ARE A CERTAIN WAY, THERE ARE A WIDE VARIETY OF GIRLS AND THEIR EXPERIENCES BUT WE HAVE TO ASK OUR OWN ASSUMPTIONS OF BIASES AND ASK THE SYSTEMS THAT KEEP GIRLS INFIGHTING AND GIRL FIGHTING AND THAT SORT OF THING IT'S REALLY IMPORTANT TO PROVIDE A SAFE SPACE FREE OF JUDGMENT TO GIRLS TO DO THIS CRITICAL THINKING AND THEN ALSO TO ENGAGE THEIR ENERGY AS I SAID BEFORE IN DOING SOMETHING ABOUT IT BECAUSE YOU KNOW, ESPECIALLY 12, 13, 14-YEAR-OLD GIRLS HAVE THIS -- AND BOYS -- HAVE THIS KEEN SENSE OF JUSTICE AND FAIRNESS AND SO IF WE CAN ENGAGE THAT FRUSTRATION AND ANGER IN A PRODUCTIVE WAY AND GET THEM FOCUSED ON CHANGING THEIR COMMUNITIES FOR THE BETTER, WE FOUND HARDY GIRLS THAT THAT IS THE WAY TO GO.

[NEW SPEAKER] WELL, I REALLY ENCOURAGE FOLKS TO LOOK AT YOUR WEBSITE, YOU HAVE SOME AMAZING RESOURCES THERE IN HOW TO APPROACH THIS ISSUE I WANT TO GIVE YOU A CHANCE TO TALK ABOUT THE SPARK SUMMIT, BUT CHRISTINE, DO WE WANT TO --

[NEW SPEAKER] WE WANT TO ACTUALLY OPEN IT UP TO THE AUDIENCE IF THERE IS ANYONE OUT THERE WHO WANTS TO RAISE THEIR HAND AND ASK MEGAN A QUESTION WE WANT TO FIND OUT MORE ABOUT ALL OF THE GREAT WORK THAT MEGAN AND HER GROUP HAVE BEEN DOING.

[NEW SPEAKER] AND YOU CAN ALSO SEND IN A TEXT CHAT OR RAISE YOUR HAND BY JUST CLICKING THE HAND THAT IS ABOVE CHRISTINE'S PICTURE.

>> AND WHILE PEOPLE GET THEIR QUESTIONS READY, MEGAN DO YOU WANT TO TALK ABOUT THE SPARK SUMMIT?

[NEW SPEAKER] ABSOLUTELY, WE TALKED ABOUT THE CHALLENGE OF WORKING WITH GIRLS IN A WORLD WHERE SEXUALITY IS SO NARROWLY DEFINED FOR GIRLS THE SPARK SUMMIT IS AN EFFORT THAT CAME OUT OF THE 2007 AMERICA PSYCHOLOGICAL TASK FORCE REPORT ON GIRLS AND IT'S NO SURPRISE TO US, IN EVERY MEDIA STUDIED THEY FOUND CLEAR EVIDENCE, AND SO THE SUMMIT -- ONE OF THE THINGS THAT THE REPORT CALLED FOR WAS A GRASSROOTS CAMPAIGN FOR CHANGE TO PUSH BACK SEXUALIZATION BUT ALSO TO PUT FORWARD HEALTHY NOTIONS OF SEXUALITY FOR GIRLS AND SO THE SPARK SUMMIT IS PARTICULARLY TO CHALLENGE THE SEXUALIZATION FOR GIRLS IT'S AN ACTIVIST SUMMIT WHERE GIRL ACTIVISTS AND LEADERS AND RESEARCHER, PROGRAM PRIDERS WILL GET TOGETHER ON A DAY TO SPEAK TOGETHER AND PUSH BACK ON THE POSITION OF GIRLS IN THE MEDIA.

>> AND YOU WERE TALKING ABOUT HOW GIRLS ARE REPRESENTED IN THE MEDIA AND WE WANTED TO PUT THIS IMAGE UP AND AS WE LOOK THROUGH THIS MAYBE WE CAN HAVE YOU RESPOND TO CLIFF'S QUESTION ABOUT HOW WE ENGAGE BOYS AND MEN IN ROLES CHANGE FOR WOMEN.

[NEW SPEAKER] I THINK THAT IS A FABULOUS QUESTION AND THERE IS NO QUESTION THAT BOYS AND MEN CAN PLAY A PREVENTIVE ROLE HERE THE MAJORITY OF BOYS AND MEN ARE NOT PERPETRATORS AT ALL AND WE CERTAINLY NEED TO SUPPORT PROGRAMS FOR BOYS THAT ENGAGE BOYS IN DOING THE SAME THINGS WE ARE ASKING GIRLS TO DO WHICH IS TO THINK CRITICALLY ABOUT GENDER ROLES AND STEREOTYPES WE HAVE A WONDERFUL PROGRAM HERE IN MAINE TALKING WITH BOYS ABOUT WHAT SEXISM IS AND WHAT GENDER VIOLENCE COMING FROM.

[NEW SPEAKER] THAT IS GREAT AND YOU WILL BE ABLE TO HANG ON FOR A WHILE, SNRIEGHT.

[NEW SPEAKER] MM-HMM.

[NEW SPEAKER] GREAT, SO AS FOLKS HAVE MORE QUESTIONS WE CAN KEEP GOING AND I THINK WE HAVE MORE STRATEGY EXAMPLES COMING UP IN THE NEXT SESSION.

[NEW SPEAKER] YES, WE DEFINITELY DO.

[NEW SPEAKER] AND I APPRECIATE THE SHOUT-OUT ABOUT MAX, THANK YOU, PAUL AND THANK YOU, MEGAN ALSO FOR YOUR WONDERFUL INPUT IT'S MY PLEASURE TO INTRODUCE YOU'RE SECOND GUEST WHO IS SITTING HERE WITH US IN OPEN STUDIO CORY, YOUR ORGANIZATION IS CALLED TEAM UP FOR YOUTH AND GET IN THE GAME, AND IT'S

DESIGNED ESPECIALLY FOR GIRLS WHY THE FOCUS ON GIRLS AND HOW DO GIRLS AND WOMEN BENEFIT FROM SPORTS?

[NEW SPEAKER] IT FOCUSES ON GETTING GIRLS SPECIFICALLY IN LOW-INCOME COMMUNITIES INVOLVED IN SPORTS LUCKILY WE CAN SEE IN MANY COMMUNITIES THAT GIRLS HAVE MUCH MORE ACCESS THAN THEY DID TO SPORTS IN ALIEUTENANTS NEIGHBORHOOD BUT THIS IS -- AFFLUENT NEIGHBORHOODS BUT THIS IS NOT THE CASE IN LOWER-INCOME NEIGHBORHOODS AND SO WE ARE FOCUSED ON ALLOWING YOUNG GIRLS TO HAVE ACCESS TO SPORTS PROGRAM.

[NEW SPEAKER] I LIKE THAT ON YOUR WEBSITE I KNOW YOU TALK ABOUT HAVING BENEFITS TO GIRLS IN SPORTS AND IF WE ARE THINKING ABOUT CHALLENGES THOSE LIMITED ROLES WHAT IS THE BENEFIT FOR YOUNG WOMEN IN PLAYING SPORTS?

[NEW SPEAKER] SPORTS UNLIKE MANY OTHER OUTLETS REALLY HELPS YOUNG PEOPLE TO EXPERIENCE THEMSELVES IN A STRONG AND POSITIVE WAY AND TO EXPERIENCE BEING PHYSICALLY ASSERTIVE AND ESPECIALLY WHEN TALKING ABOUT GIRLS AND VIOLENCE THIS IS SUCH A KEY PEACE, HOW DO WE HELP YOUNG PEOPLE GROW UP IN THEIR BODIES AND FEEL GOOD AND FEEL LIKE THEY HAVE A RITE TO BE IN THEIR -- A RIGHT TO BE IN THEIR BODIES AND TAKE UP SPACE THIS IS ONE OF THE BENEFITS FOR GIRLS AND OF COURSE THERE ARE MANY OTHERS FOR GIRLS AND BOYS SUCH AS HAVING BETTER HEALTH AND FEELING AND STUFF AROUND ACADEMICS BUT IN TERMS OF THIS CONVERSATION THE THING THAT KEEPS COMING UP FOR ME IS HOW IT HELPS GIRLS BE IN THEIR BODIES AND TAKE UP SPACE.

[NEW SPEAKER] I WAS AN ATHLETE IN HIGH SCHOOL AND I'M NOT AN ATHLETE AS A PRIMARY IDENTITY I WOULD SAY -- SOMETHING THAT I REALLY LOVED BEING WITH A TEAM OF WOMEN AND LOVED THE WHOLE IDENTITY OF BEING ON A TEAM AND I THINK BLEW MY PARENTS' MINDS WHEN I ANNOUNCED THAT I WANTED TO PLAY SPORTS BECAUSE I NEVER HAD AND I LOVED THE FAMILY COACH AND I COULD SEE THAT IN PREPARING ME TO BE ASSERTIVE AND THOUGHTFUL AND HAVE THIS CADRE OF WOMEN THAT ARE HELPING.

[NEW SPEAKER] I WOULD ADD TO THAT THAT SPORTS AS A PHYSICAL MEDIUM HELPS GIRLS GET THAT THEIR BODIES BUT HOWEVER IT REALLY DEPENDS ON THE ROLE OF THE COACH AND YOU WERE TALKING ABOUT YOU HAVE A FEMALE COACH WHO IS A ROLE MODEL AND IS BEING REALLY INTENTIONAL ABOUT UM POWERING GIRLS AND -- EMPOWERING GIRLS AND TRANSFERS THOSE LEVELS TO OFF THE FIELD, THEN THEY CAN TAKE THOSE LEVELS BACK WITH THEM INTO THE REST OF THE WORLD AND IT'S ABOUT HOW YOU TRAIN COACHES -- BOTH MALE AND FEMALE -- HOW TO HELP THEM TRANSLATE LESSONS, AND SO GOING AFTER THE BALL IN SPOORTS? HOW DOES TRANSLATE TO THE REST OF THEIR LIVES?

[NEW SPEAKER] IT SEEMS VERY COMPREHENSIVE IN NATURE AND WHAT MADE YOU DECIDE TO EXPLORE THAT POLICY AS A STRATEGY?

[NEW SPEAKER] SURE, THE GAME PLAN IS A LARGE UMBRELLA INITIATIVE AND THAT IS A PIECE BUT IT'S CLEAR THAT IS NOT ENOUGH WE'VE BEEN TALKING ABOUT SO MANY MESSAGES ABOUT WHAT IS OKAY AND NOT OKAY FOR GIRLS TO DO ESPECIALLY IN TALKING ABOUT LOW-INCOME COMMUNITIES AND SO WE FOCUS ON CONSTITUENCY BUILDING AND FOLLOWING OR BUSHING POLICIES THAT NEED TO BE THERE.

SO FOR EXAMPLE, AB2404 IS LIKE THE PUBLIC VERSION OF TITLE IX AND SO HOW DO YOU MAKE SURE THERE ARE GIRLS PROGRAMS HAPPENING IN REC CENTERS IN THE COUNTRY AND IN THE STATES? AND SO HOW DO WE HELP TO HELD REC CENTERS ACCOUNTABLE AND HELP THEM SET UP PROGRAMS SO THERE ARE POLICIES IN PLACE TO SUPPORT GIRLS?

[NEW SPEAKER] WHAT IS THE OUTCOMES OR LESSONS LEARNED? HAVING A SPORTING PROGRAM DOING THIS WOULD BE SUCH A GREAT PARTNER FOR OUR DOMESTIC VIOLENCE OR SEXUAL ASSAULT ISSUES AND WHAT WOULD YOU ADVISE FOR SOMEONE THINKING ABOUT TAKING THIS ON AS PREVENTION STRATEGY.

[NEW SPEAKER] ONE OF THE BIGGEST THINGS IS YOU CAN'T WORK ALONE YOU CAN'T SET UP GIRLS SPORTS PROGRAMS WITHOUT HAVING PEOPLE ON BOARD AND BEING CHAMPIONS AND WE TALKED ABOUT THE IDEA OF HAVING FATHERS BE CHAMPIONS AND GET INVOLVED AND VESTED IN THEIR GIRLS' WELL-BEING AND ONCE YOU HAVE FATHERS PUSHING THAT AGENDA, IT ACTUALLY IS EASIER TO MOVE THINGS FORWARD BECAUSE AGAIN THEIR ROLE IN THE FAMILY UNIT AND IN SOCIETY AND THEY CAN BRING COMMUNITIES ALONG.

[NEW SPEAKER] YEAH.

WE WANT TO TAKE THE LAST MINUTE HERE TO INVITE YOU GUYS TO ASK SOME QUESTIONS AND SO IF YOU WANT TO RAISE YOUR HAND BY CLICKING ON THE ICON YOU COULD ASK CORY A QUESTION OR IF YOU WANT TO PUT SOMETHING INTO THE TEXT CHAT YOU COULD ASK A QUESTION THE IMAGES YOU'RE SEEING ARE ACTUALLY -- TEAM UP FOR YOUTH AND I HAVE TO COMPLIMENT YOUR WEBSITE, IT'S SO REFRESHING TO SEE WOMEN, AND WOMEN OF COLOR, AND IT'S SO FOCUSED ON TEAM PLAY.

[NEW SPEAKER] THERE HAVE BEEN A LOT OF THEMES GO -- GOING ON IN THE TEXT CHAT BUT ONE OF THOSE IS THAT SOME GIRLS ARE NOT INTERESTED IN SPORTS AND WE HAVE TO CREATE ENVIRONMENTS THAT GET THE POSITIVE PIECES IN NOT JUST SPORTS BUT OTHER ACTIVITIES THAT WAS ONE THREAD, AND ONE OTHER BARRIER FOR SPORTS IS AROUND HOMOPHOBIA, AND THAT WOMEN AND GIRLS WHO PARTICIPATE IN SPORTS ARE SEEN AS LESBIANS BECAUSE THEY PARTICIPATE.

[NEW SPEAKER] WHEN WE DO TRAINING IN SPORTS THAT IS ALWAYS ONE OF THE HOT TOPICS AND PEOPLE WANT TO PRETEND IT'S NOT THERE, AND WE SEE PEOPLE DROPPING OUT, EVEN IF THEY HAVE AN INCREDIBLE SENSE OF BEING AN ATHLETE, THEY DROP OUT BECAUSE THEY ARE EITHER AFRAID OF BEING PERCEIVED AS BEING GAY, AND WE HAVE NOT TACKLED THAT IN A SMART WAY IN THIS SOCIETY YET IT'S A HUGE ISSUE, I AGREE.

[NEW SPEAKER] WELL, LET'S --

[NEW SPEAKER] AND THERE WAS ANOTHER THREAD THAT JENNIFER JUST BRINGING UP, WHICH IS AN ISSUE -- THERE IS AN ISSUE OF COST AND ALSO AN ISSUE OF WHY PEOPLE -- SOMETHING ABOUT THE REASON THAT PEOPLE DON'T PARTICIPATE IN SPORTS AFTER SCHOOL IS THE SAFETY AND HOW IT MEANS YOU GET HOME AND ALSO AROUND CLASS AND ENVIRONMENT BARRIERS FOR SPORTS.

[NEW SPEAKER] I CAN SPEAK TO ONE OF THE WAYS THAT TEAM UP FOR YOUTH HAS TACKLED THAT WE HELP ORGANIZATIONS IN LOW-INCOME COMMUNITIES SET UP FREE COMMUNITIES, BECAUSE THEY HAVE TO BE FREE OR LOW COST OR THEY ARE ACCESSIBLE TO THOSE FAMILIES AND PRIORITIZING, FINDING THE SPACE AND HAVING THE PARTNERS IN THE COMMUNITY THAT ENSURE THAT THIS SPACE IS SAFE, BUT AGAIN, WHEN WE TALK ABOUT BARRIERS AND FAMILIES THOSE ARE TWO OF THE BIG THINGS THAT COME UP AND WE ARE CONSTANTLY STRUGGLING WITH THAT TO FIGURE IT OUT.

[NEW SPEAKER] THIS IS A GOOD EXAMPLE OF HOW YOU CAN'T JUST DO A PROGRAM.

YOU HAVE TO HAVE A MULTIFACETED APPROACH AND HAVE MANY AT THE TABLE TO CHANGE A NORM AND SUSTAIN PREVENTING VIOLENCE AGAINST WOMEN AND PROMOTING ALL OF THE WONDERFUL THINGS IN SPORT --

[NEW SPEAKER] JUST ONE OTHER THING, MAY I?

[NEW SPEAKER] YEAH.

[NEW SPEAKER] RESEARCH SHOWS THAT GIRLS WHO DON'T PARTICIPATE IN SPORTS BY THE TIME THEY ARE 10 OR 12 WON'T PARTICIPATE WHEN THEY ARE OLDER AND SO THE YOUNGER WE CAN HOOK THEM AND HELP THEM FIND PASSION, THE MORE THEY ARE LIKELY TO CONTINUE TO HAVE THIS OUTLET AND WHEN WE TALK ABOUT THE DEVELOPMENT OF FEMININITY AND WHAT IT MEANS TO BE A GIRL OR A WOMAN, WE CAN REACH THEM MORE EASILY BECAUSE THEY ARE NOT UP AGAINST THE PRESSURES OF WHAT IT MEANS TO BE A WOMAN JUST YET, AND TARGETING THE YOUNGER GROUPS AND KIND OF USHERING THEM THROUGH ADOLESCENT AND THE MEDIA.

[NEW SPEAKER] WELL, WE HAVE SOME STRATEGIES REARE GOING TO -- WE ARE GOING TO HIGHLIGHT IN THE NEXT SESSION, BUT LET'S LOOK AT THESE STRATEGIES TO COUNTER NARROW ROLES FOR WOMEN.

[NEW SPEAKER] GREAT, AS MANY OF YOU KNOW OUT THERE, THE SPECTRUM OF PREVENTION IS A TOOL THAT HAS BEEN USED TO DEVELOP THAT COMPREHENSIVE APPROACH WE'VE BEEN TALKING ABOUT ALL ALONG THAT COMPREHENSIVE APPROACH THAT REALLY DOES SHIFT COMMUNITY NORMS AS SOME OF YOU KNOW, THIS SPECTRUM HAS BEEN USED AS CHRISTINE SHED TO SHIFT NORMS AND SO LET'S START WITH INDIVIDUALS SKILL, COMMUNITY EDUCATION AND PROVIDER TRAINING AND WE ARE GOING TO GO TO THE NEXT SLIDE -- GREAT.

HERE ARE THE EXAMPLES WE TALKED ABOUT, PROGRAMMATICALLY WE HAVE SEEN SUCCESS IN TOPICS LIKE PEER IMAGE AND CONFLICT RESOLUTION, AND THESE ARE THINGS YOU'RE MENTIONING A LOT IN THE TEXT CHAT.

[NEW SPEAKER] EXACTLY, AND IT'S ALSO EFFECTIVE TO OFFER COMMUNITY SKILL BUILDING ON TOPICS LIKE LITERACY, AND AGE-APPROPRIATE COMMUNICATION, AND CONFLICT RESOLUTION AND -- WE WANTED TO MENTION KILLING US SOFTLY, IT HAS JUST BEEN RELEASED WITH WIDE ACCLAIM.

[NEW SPEAKER] CHECK IT OUT, IT'S THE NEW UPDATED JEAN KILLBORN, WOMEN IN -- MEDIA, AND IT'S NOT JUST FOR TEENS BUT TEACHES PEOPLE ABOUT HOW TO FACE SEXUAL HARASSMENT AND I SAW ON YOUR WEBSITE, CORY, THE TEAM UP FOR GIRLS IS GOING TO RECRUIT AND TRAIN 750 NEW WOMEN COACHES BY 2011.

[NEW SPEAKER] YES, WE ARE!

[LAUGHTER]

WE ARE GOING TO RECRUIT AND TRAIN THEM SO THEY CAN HELP TO BRING THE LIFE LESSONS ON TO THE COURSE AND HELP GIRLS USE THEM OFF THE COURT.

[NEW SPEAKER] I'M SURE I COULD BE, AND YET HAVING THAT SUPPORT IN AN ORGANIZATION THAT IS TRAINING, WOULD MAKE SUCH A DIFFERENCE.

[NEW SPEAKER] I CAN SIGN YOU UP RIGHT NOW IF YOU WANT --

[NEW SPEAKER] I KNOW, I THOUGHT OH NO, THIS IS BEING RECORDED! THAT IS GREAT!

[NEW SPEAKER] WHAT DO YOU ALL KNOW ABOUT THE INDIVIDUALS OR COMMUNITY PROVIDERS OR ALL THREE THAT COUNTER LIMITED ROLES FOR WOMEN? GREAT, I SAW SOME EXAMPLES EARLIER AND I THINK JEFF PUT IN THAT COACHES BOYS TO MEN IS A GREAT, GREAT PROJECT FROM THE FAMILY VIOLENCE PREVENTION FUND AND THEY HAVE HAD LONG-TIME SUCCESS JOBS AND EDUCATION ARE POSSIBLE.

ABSOLUTELY THERE HAS BEEN A LOT OF WORK FOCUSED ON ECONOMIC DEVELOPMENT AND I THINK IT WILL BE INTERESTING TO SEE HOW WE TIE WOMEN AND YOUNG GIRLS INTO THE KIND OF THE NEW ECONOMY.

[NEW SPEAKER] GETS A LOT OF FEEDBACK ABOUT ENGAGING BOYS AND MEN AS ALL LEVELS AND THAT IS TRUE.

WE DISCUSSED THAT.

>> AND I THOUGHT ABOUT THE LET'S MOVE INITIATIVE AND HOW THERE IS GENDER EQUITY IN THAT.

[NEW SPEAKER] I LOVE IT, SOMEONE JUST SAID THEATER GROUPS TO LOCAL PLANNED PARENTHOOD, LOVE THAT! I'M A BIG THEATER PLAN.

>> AND THIS GIRL SCOUT TROOP IS SKIPPING THE MERMAID.

AND GIRL SCOUT VALUES REALLY RESONATE WITH WHAT WE ARE TALKING ABOUT.

[NEW SPEAKER] LORI IS GOING TO BE TRAINING ATHLETIC TEAMS -- SEE? UP FOR YOUTH.

>> AND NO TRADITIONAL CAREER WORKSHOPS AROUND LOVING YOUR BODY.

>> EXACTLY.

[NEW SPEAKER] ROTARY CLUB.

>> AND SOROPTIMIST, THEY HAVE A WEBSITE, EXPECT RESPECT, THAT I ACCIDENTALLY ENDED UP WITH WHILE I WAS RESEARCHING THE CURRICULUM, AND IT HAS INTERESTING MESSAGES ABOUT RELATIONSHIP VIOLENCE, SO THAT'S GREAT. NOW, LET'S KEEP GOING, KEEP THE INFORMATION GOING AND KEEP THE STRATEGIES GOING. WE HOLD ON TO THE TEXT CHATS AND SO ALL OF THE CONVERSATION AND SUGGESTIONS ARE REALLY VALUABLE.

[NEW SPEAKER] SO ANNIE, WE'VE BEEN TALKING ABOUT SEXUAL VIOLENCE PREVENTION, AT THE FIRST THREE LEVELS OF THE SPECTRUM, WE HAVE A LOT OF PARTNERS AND WORK BEING DONE AND NOW WE ARE MOVING INTO LESSER KNOWN TERRITORY WITH THE TOPPER LEVELS OF THE SPECTRUM OF PREVENTION AND NOW WE ARE GOING TO TALK ABOUT FOSTERS COALITIONS AND NETWORKS AND THAT INVOLVES PEOPLE COMING TOGETHER TO SHARE INFORMATION AND RESOURCES BUT THE MOST SUCCESSFUL COALITIONS REALLY DO GO FURTHER APPROXIMATE YOU CAPTAIN JUST PUT THIS IN PLACE TO ADDRESS BARRIERS -- WE HAVE SEEN PEOPLE DEVELOP RAPID RESPONSE MEDIA TO RESPOND TO BREAKING NEWS AND WE'VE SEEN THEM PURSUE JOINT FUNDING TOGETHER.

WE'RE GOING TO PULL UP AN EXAMPLE, AND YOU MAY HAVE HEARD OF IT BEFORE.

[NEW SPEAKER] I LOVE THIS EXAMPLE.

AN EXAMPLE OF THIS LEVEL IS TAKE BACK THE MUSIC WHICH IS A CAMPAIGN LAUNCHED BY "ESSENCE" MAGAZINE ABOUT SEXISM AND MISOGYNY, AND THE CONNECTION TO SEXUAL VIOLENCE THE IMAGE WE HAVE UP HERE, THREE OF THE TOP WINNERS FOR THE HIP-HOP SONG WRITING WAS WORKING WITH THE BERKELEY COLLEGE OF MUSIC AND ESSENCE MAGAZINE AND LOCAL LEADERS IN THE COMMUNITY.

[NEW SPEAKER] THIS WAS INTERESTING BECAUSE IT WAS IN 2006 I BELIEVE THEY'VE JUST TAKEN IT OFF THEIR WEBSITE AND IF YOU'RE INTERESTED IN AN ADVOCACY PIECE, THERE IS NO TAKE BACK THE MUSIC LINK ANYMORE, AND I THINK BERKELEY STOPPED THE CONTEST LAST YEAR.

AND THIS IS ONE OF THE MOST AMAZING DOCUMENTARIES THAT HAS COME OUT, AND I JUST FOUND OUT THEY HAVE AN EDITED VERSION BECAUSE SOME OF THE MATERIAL IS NOT AS APPROPRIATE CORY, DID YOU WANT TO MAKE A COMMENCE?

[NEW SPEAKER] NO, I'M TALKING ABOUT CHEER LEADING UNDER TITLE IX, ONE OF THE BIGGEST CONTROVERSIES ON WHETHER OR NOT CHEER LEADING IS A SPORT AND HOW DOES IT EXPAND GIRLS AND HOW DOES IT LIMIT THEM.

[NEW SPEAKER] IF YOU WANT TO MAKE ACTIVISM ON THIS THAT YOU HAVE TO BRING IN THE BROADER COMMUNITY.

[NEW SPEAKER] ABSOLUTELY.

[NEW SPEAKER] WELL, LET'S TURN IT OVER TO YOU AND GIVE YOU A LITTLE BIT MORE TIME -- "YOU" BEING THE AUDIENCE -- ON LIMITS ROLES FOR GOALS FOR WOMEN, AND COALITION AND NETWORK LEVEL, AND I THINK YOU HAVE GIVEN SOME EXAMPLES WHAT I NOTICED IS THERE IS A LITTLE BIT OF PAUSE BECAUSE THE ANSWERS COMING IN PR COMPLEX AND THOROUGH, AND THE LEVEL THAT THIS DISCUSSION TOUCHES IS FABULOUS AND I CAN'T WAIT TO SIT BACK AND READ THIS LATER ON.

[NEW SPEAKER] THERE IS SO MUCH GOING ON BUT I'M INTRIGUED.

[NEW SPEAKER] THE FIRST ONE FROM LORI IS TALKING ABOUT THE RAPE CRISIS CENTERS IN THE SCHOOLS AND THEN THE NEXT QUESTION IS HOW DO WE INTEGRATE ATHLETICS AND TALK WITH THOSE ORGANIZATIONS.

>> AND SHE SAYS THEY ARE COLLABORATING WITH THE FAITH COMMUNITY.

[NEW SPEAKER] AND TARA IS GIVING ADVICE ON CHEER LEADING AND RECOGNITION CEREMONIES FOR WOMEN ATHLETES, THAT IS WONDERFUL EMPOWERMENT GROUPS.

[NEW SPEAKER] CORE SERVICES, REC CENTERS AND LOW-INCOME APARTMENT BUILDINGS, THAT IS REALLY INTERESTING.

[NEW SPEAKER] I NOTE THAT THE NATIONAL HISPANIC ALLIANCE FOR HEALTH IS DOING A PILOT PROJECT AND THIS IS AN EXAMPLE OF A HEALTH GROUP BEING INTERESTED AND THEN WE THINK ABOUT VIOLENCE AGAINST WOMEN GROUPS MIGHT WANT TO GET INVOLVED IN THAT.

>> AND THEIR LENS MAY BE ABOUT THE HEALTH, WHICH IS COUNTERING OBESITY AND KEEPING ACTIVE BUT IT'S TIED TO VIOLENCE AGAINST WOMEN.

[NEW SPEAKER] GIRLS AS GRANT MAKERS, A PROGRAM IN PITTSBURGH WHERE GIRLS ACTUALLY GET TO DECIDE WHERE MONEY GOES IN THEIR COMMUNITY --

[NEW SPEAKER] OH, AWESOME, WE ARE ALL LIKE WHOOOO! AND SO LET'S KEEP THEM COMING IN, AND USING PHILANTHROPY -- GLAD YOU SHARED THAT! WE ARE NOW GOING TO MOVE TO THE OTHER LEVEL OF THE SPECTRUM.

>> AND MICHELLE HAS KICKED US OFF WITH A PRACTICE OF BANNING CELL PHONE USE IN THE SCHOOL TO COUNTERACT CYBERBULLYING AND I GET YOU COULD GET YOUTH DEVELOPMENT ADVOCATES AROUND THAT AS WELL.

[NEW SPEAKER] THAT IS A GREAT ONE.

[NEW SPEAKER] DO YOU WANT TO TAKE US TO THE NEXT SLIDE? GREAT.

THERE WAS A REPORT JUST RELEASED ABOUT FAMILY-FRIENDLY BENEFITS AND WE HAVE NOT REALLY TALKED ABOUT BENEFITS TODAY OR THE FAMILY UNIT, BUT WHAT THEY FOUND IS THAT BETWEEN 2006 AND 2010 PAID MATERNITY LEAVE HAS ACTUALLY DECREASED, AND PAID PATERNITY LEAVE HAS INCREASED IT'S SLIGHT BUT IT'S INTERESTING IN TERMS OF THE TRENDS AND THERE ARE PROBABLY ORGANIZATIONAL PRACTICES TO THINK ABOUT THERE, AND MEGAN WE WANT TO FOCUS HERE ON YOUR WORK YOU HAVE SOME GREAT EXAMPLES.

[NEW SPEAKER] IF YOU CAN TALK ABOUT HOW YOU'VE NIEWTIONALLIZED GIRLS -- INSTITUTIONALIZED GIRLS VOICES.

[NEW SPEAKER]

[NEW SPEAKER] ABSOLUTELY THIS IS A GROUP OF TEEN GIRLS AND WE HAVE 13 MEMBERS NOW AND THEY COME FROM ALL OVER THE STATE OF MAINE THE PURPOSE OF THE PROGRAM REALLY FOR US AS THE ORGANIZATION GREW TO REALLY PROVIDE A SPACE WHERE WE COULD GET FEEDBACK FROM GIRLS AND WHERE THEY COULD GIVE US FEEDBACK, SOLICITED AND UNSOLICITED FEEDBACK ON OUR PRACTICES, OUR PROGRAMS, OUR EVENTS AND OUR OVERALL MISSION WE HAVE BEEN ABLE TO REALLY BUILD GIRLS' VOICES INTO THE LEADERSHIP OF THE ORGANIZATION BY PROVIDING A SPACE WHERE THE GIRLS WHO GRADUATE OUT OF OUR OTHER PROGRAMS WHO WANT TO CONTINUE TO WORK WITH HARDY GIRLS CAN DO SO, AND SO OUR GIRLS ADVISORY BOARD MEMBERS DO FUNDRAISING FOR THE ORGANIZATION AND THEY COMPLETELY PLAN AND ORGANIZE AND PROVIDE CONTENT FOR OUR ANNUAL GIRLS CONFERENCE WHICH HAS MORE THAN 200 GIRLS FROM AROUND THE STATE, AND THEY DO THEIR PRESENTATIONS AND PROVIDE ALL OF THE WORKSHOPS AND IT'S JUST A PHENOMENAL EXPERIENCE FOR US BECAUSE THOSE TEEN GIRLS ARE SO MUCH HIPPER AND COOLER THAN WE EVER WILL BE, ESPECIALLY TO MIDDLE SCHOOL GIRLS BECAUSE IT'S A GREAT EXPERIENCE FOR THEM TO DEVELOP THEIR OWN LEADERSHIP PUBLIC SPEAKING AND TEAM BUILDING SKILLS.

[NEW SPEAKER] YOU KNOW, IT ISN'T EASY TO ACTUALLY PUT ON A CONFERENCE FOR YOUNG PEOPLE WHERE THEY GET TO BE THE DECISION MAKERS IT'S A COMMITMENT AND DO YOU HAVE LESSONS LEARNED ABOUT WORKING WITH GIRLS ON AN ADVISORY BOARD THAT YOU CAN SHARE WITH FOLKS?

[NEW SPEAKER] ONE DISCRETE EXAMPLE IS A COUPLE OF YEARS AGO WE WANTED TO BEGIN TO RECOGNIZE GIRLS' VOICES IN LEADERSHIP AND ACTIVISM IN THE STATE OF MAINE AND SO ONE OF OUR CO-CREATORS HAD JUST BEEN RECOGNIZED IN THE WOMEN'S HALL OF FAME AND WE WERE LIKE OH, THERE IS NO GIRLS HALL OF FAME HERE AND SO WE SHOULD START ONE AS A PART OF THE ORGANIZATION AND WE CAN RECOGNIZE A

NUMBER OF GIRLS EACH YEAR AND SO WE WENT TO THE GIRLS ADVISORY BOARD AND SAID HEY, WHAT DO YOU THINK ABOUT THIS IDEA AND THEY WERE LIKE OH, A GIRLS HALL OF FAME SOUNDS SO STUFFY AND BORING, WHY NOT CALL IT THE GIRLS ROCK AWARDS? AND NOW WE ARE GO INTO OUR THIRD YEAR OF THE GIRL'S ROCK AWARDS WHERE WE HAVE TITLES AND DESCRIPTIONS THAT ARE MUCH MORE APPEALING TO TEEN AND PRE-TEEN GIRLS THAN WE EVER WOULD HAVE MADE IT, THAT WAS A LESSON FOR US AND OUR FUNDERS FROM A FUNDING STANDPOINT WANT TO KNOW HOW OUR PROGRAMMING IS INFORMED AND SO ON A MACRO LEVEL IT WAS A REALLY GREAT DECISION FOR US TO INSTITUTIONALIZE THESE GIRLS' VOICES BECAUSE THEY WANT TO KNOW THAT OUR PROGRAMS ARE RELEVANT AND ARE REALLY IMPACTING GIRLS.

[NEW SPEAKER] THAT IS WONDERFUL AND I THINK ONE OF THE KEY THINGS I'M PULLING OUT OF WHAT I SAID IS TO "INSTITUTIONALIZE" IT'S NOT THAT THE BOARD MEETS JUST ONCE A YEAR --

>> AND YOU WERE SAYING IT REALLY KEEPS IT GOING.

>> AND ANOTHER POINT IF I COULD ADD ONE MORE THING, ORIGINALLY WE THOUGHT WE'LL JUST ASK TWO HIGH SCHOOL AGED GIRLS TO BE ON THE BOARD OF DIRECTORS FOR THE ORGANIZATION AND AFTER TALKING WITH SOME GIRLS ABOUT THAT, THEY THOUGHT WELL WE WANT OUR OWN GROUP, AND SO AGAIN PART OF INSTITUTIONALIZING IT IS REALLY CREATING THAT SPACE, YOU KNOW, THAT IS NOT JUST IN A TOKEN WAY, WELL, WE HAVE TWO GIRLS ON OUR BOARD OF DIRECTORS -- NO, WE HAVE AN ENTIRE GROUP OF GIRLS DEVOTED TO LEADERSHIP IN THE ORGANIZATION.

[NEW SPEAKER] AND NOT JUST TOKEN LEADERSHIP THAT IS WONDERFUL.

[NEW SPEAKER] NICE!

[NEW SPEAKER] LET'S GET ONE MORE EXAMPLE, AND IF YOU GO TO THE NEXT SLIDE, WE HAVE A POLICY EXAMPLE, AND I APOLOGIZE THAT THE FONTS ARE SMALL BUT YOU CAN GO TO THE TEAM UP -- THE LINK WE PUT IN FOR THE GET THE GAME PLAN -- I LOVE ALL OF THE SLOGANS GET IN THE BECAME OR GAME PLAN, IT'S ALL GOOD.

>> AND CORY YOU MENTIONED AB2404 WHICH IS ACTUALLY CALIFORNIA LEGISLATION SIGN UNDERSTOOD LAW, AND I THINK THE INTERESTING EXAMPLE OF THAT WHEN YOU THINK ABOUT NORMS FOR GIRLS AND I WANT TO GIVE YOU A CHANCE TO TALK ABOUT IT A LITTLE BIT.

[NEW SPEAKER] THE WHOLE POINT IS TO LOGICAL LIMIT THE DISCRIMINATION OF GIRLS ACCESS TO -- IS IT TO SPORTS SPECIFICALLY? NO.

>> I THINK IT'S JUST ATHLETIC PROGRAMS.

>> BASICALLY IS WHAT I SAW IT PROHIBITED CITIES AND COUNTIES AND OTHERS FROM DISCRIMINATING ON THE BASIS OF GENDER IN COMMUNITY ATHLETIC PROGRAMS IN PARKS AND RECREATIONAL STUDENTS.

[NEW SPEAKER] SO AWESOME THAT IT EXISTS AND THERE IS NO BODY ACTUALLY OVERSEEING IT, AND SO ONE OF THE CHALLENGES WE AS A STATE FACE AND ONE OF THE THINGS WE ARE TACKLING IS HOW DO YOU ENCOURAGE BODIES -- THESE ORGANIZATIONS -- TO BE SERVING GIRLS? BECAUSE RIGHT NOW IF YOU GO TO PARK REC CENTERS YOU SEE MANY BOYS AND NOT MANY GIRLS AND SO HOW DO YOU SERVE THEM? THERE IS NOTHING PUNITIVE, IT'S JUST HERE IS THIS POLICY AND TRYING TO FIGURE OUT HOW TO WORK CREATIVELY WITH THESE DIFFERENT GROUPS SO THEY ACTUALLY SEE IT THROUGH.

[NEW SPEAKER] AND SEEMS LIKE AN OPPORTUNITY FOR PARTNERSHIP AROUND YOUTH DEVELOPMENT AND OTHER PIECES THAT TEAM UP FOR YOUTH CAN DO SEEMS LIKE GREAT POLICY AND I HAD NEVER REALLY THOUGHT ABOUT THAT BEFORE.

BUT OUR REC CENTERS ARE HUGE PLACES AND WE THINK ABOUT YOUTH DEVELOPMENT.

[NEW SPEAKER] ESPECIALLY IN LOW-INCOME COMMUNITIES THAT IS WHERE KIDS ARE HANGING OUT AND SO YOU WANT TO BE SURE THAT GIRLS HAVE OPPORTUNITIES FOR SPORTS ACTIVITIES.

[NEW SPEAKER] AND ESPECIALLY IN MY HAD COMMUNITY OF OAKLAND, AND WHERE DOES THE FUND COME FROM AND HOW DO YOU MAKE SURE THEY CAN ACCESS THOSE ACTIVITIES.

>> AND ONE OF THE THINGS WE ARE LOOKING AT WITH THE BILL IS FINDING A REC SITE THAT IS INTERESTING AND MAKING SURE THERE IS NOT A DISPARITY AND USING THEM AS A STUDY SITE FOR OTHER BRANCHES TO USE AS A ROLE MODEL.

[NEW SPEAKER] I ALSO THOUGHT THAT PAUL WAS MENTIONING THE BENEFITS OF UNIVERSITIES AND GRADUATE PROGRAMS AND THAT IS A REALLY INTERESTING PIECE, AND YOU WORK WITH UNIVERSITIES QUITE A BIT TO GET YOUR WORK THROUGH, RIGHT?

[NEW SPEAKER] WE WORK WITH A LOT OF UNIVERSITIES AND A LOT OF DIFFERENT DEPARTMENTS TO ACCESS COLLEGE STUDENTS WHO REALLY WANT TO BE IN THE COMMUNITY SURVEYING AND WORKING WITH AND SURVEYING YOUTH. IT'S A REALLY IMPORTANT PARTNERSHIP.

[NEW SPEAKER] THAT IS WONDERFUL. OKAY, NOW LET'S TURN IT OVER AND MORE FORMALLY OPEN UP THE TEXT CHAT, ALL OF YOU HAVE BEEN TYPING MADLY ABOUT POLICIES THAT COUNTER LIMITED ROLES FOR GIRLS AND WOMEN WE HAD A QUICK QUESTION ABOUT THE EXPECT RESPECT RESOURCE --

[NEW SPEAKER] I WILL POST THE LINK.

I POSTED IT EARLIER AND I WILL POST IT AGAIN RIGHT NOW.

[NEW SPEAKER] GREAT, THANK YOU.

[NEW SPEAKER] THERE IS SO MUCH TEXT CHAT GOING THAT IT SCROLLS UP REALLY QUICK.

[NEW SPEAKER] SPORTS AVAILABLE FOR FUN AND NOT JUST HAVING TO MAKE A TEAM IN ORDER TO PARTICIPATE? ABSOLUTELY I THINK THAT DEFINITELY INFLUENCED -- I'M COMPETITIVE BUT I'M A LITTLE INTIMIDATED BY THE WHOLE TEAM COMPETITION.

[NEW SPEAKER] I WAS ON THE THIRD STRING VART TI BASKETBALL -- VARSITY BASKETBALL TEAM AND I WAS SO HAPPY I DIDN'T HAVE TO PLAY BUT COULD JUST PRACTICE.

[NEW SPEAKER] AND IT'S SO IMPORTANT THAT WE ARE DEVELOPING GIRLS' SKILLS WE HAVE THE HIGH EXPECTATION AND WE ARE GOING TO TEACH YOU THESE CIRCLES BUT WE WANT GIRLS TO FEEL LIKE THEY ARE COMPETITIVE OR THAT THEY HAVE IMPROVED OVER TIME, AND IT'S A DISSERVICE TO GIRLS WHEN WE DON'T BECAUSE THEY ARE NOT GETTING HOOKS INTO THEM AND DEVELOPING THOSE BENEFITS.

[NEW SPEAKER] IT'S TRUE.

[NEW SPEAKER] I SAW A COMMENT ABOUT SCHOOL PUBLIC POLICIES AND SEXUAL HARASSMENT AND THIS IS WHAT A LOT OF FOLKS ARE TALKING ABOUT, NOT JUST WHAT THE CAMPUS LOOKS LIKE AND WHAT ACTIVITIES, AND WE TALKED ABOUT THE UNIVERSITY EXAMPLE OF THE POLICY OF THE DATE AUCTIONS AND SCHOOLS REALLY HAVE AN OPPORTUNITY TO SET POLICY AROUND WHAT THAT ENVIRONMENT LOOKS LIKE WHEN YOUNG PEOPLE ARE SPENDING SO MUCH TIME IN THERE.

[NEW SPEAKER] AND IT'S A NEW ARENA WITH THE TECHNOLOGY AND THE INTERNET AND HAVING A SMART PHONE AND HAVING THAT SCHOOL POLICY TO BAN ALL CELL PHONES AND THAT MAY REDUCE THE AMOUNT OF BULLYING AND HARASSMENT GOING ON AND YOU HAD THAT STORY ABOUT PICTURE MESSAGING THERE ARE A LOT OF STUDIES THAT HAVE BEEN DONE AROUND THE MEDIA AND THE INCREASED TECHNOLOGY AND HOW MANY GIRLS GET HARASSED AND BULLIED VIA CELL PHONES.

[NEW SPEAKER] RIGHT, I ALSO SAW THAT DEDICATED RESOURCES IS A REALLY IMPORTANT ORGANIZATIONAL PRACTICE I THINK THAT IS ESPECIALLY DIFFICULT AS THE ECONOMY AND ORGANIZATIONS ARE REALLY DOING A LOT OF CUTTING AND CUTTING BACK I THINK THAT IS SOMETHING THAT WE HAVE TO JUST MAINTAIN AND I ALMOST SAID FIGHT TO MAINTAIN AND I DON'T WANT TO FIGHT BUT ADVOCATE FOR MAINTAINING IT GREAT WELL, IT LOOKS LIKE OUR POLICY EXAMPLES ARE A LITTLE BIT THINNER IN THIS AREA, AND THAT IS INTERESTING THAT WE ARE A BIT MORE COMFORTABLE AT THE EDUCATION AND COALITION LEVEL AND WE ARE STILL LEARNING ABOUT THIS AT THE POLICY LEVEL.

[NEW SPEAKER] SOMEONE MENTIONED IN CANADA THAT PARENTS GET A TAX CREDIT WHEN THEY SIGN THEIR CHILDREN UP FOR SPORTS WHICH IS SUCH AN AMAZING THING THAT EXISTS IN CANADA AND HOW ABOUT IF WE HAD SOMETHING LIKE THAT IN THIS COUNTRY TO ENCOURAGE PARENTS AND PLACED A VALUE ON SIGNING KIDS UP FOR SPORTS.

[NEW SPEAKER] AND ON PARENTAL LEAVE PRACTICES THAT SUPPORT PARENTS WHO WANT TO GET THEIR KIDS INVOLVED IN SPORTS.

[NEW SPEAKER] ABSOLUTELY.

[NEW SPEAKER] AND IT'S ALWAYS HELPFUL TO THINK THROUGH THIS BUT WE WOULD BE REMISS IF WE DIDN'T TAKE TIME TO TALK ABOUT HOW TO MEASURE THE SUCCESS OF THESE GREAT IDEAS.

>> THE QUESTION IS HOW DO WE MEASURE THE PROGRESS TOWARDS THOSE VISIONS AND GOALS? AND SO WE WANTED TO SWITCH GEARS AND WALK ABOUT INDICATORS HERE.

>> IT'S IMPORTANT TO KNOW HOW TO MEASURE YOUR PROGRESS IN ORDER TO KEEP YOUR WORK GOING FORWARD, ESPECIALLY IF YOU'RE TALKING ABOUT BUDGETS AND MEGAN AND CORY YOU BOTH TALKED ABOUT HOW IMPORTANT IT IS TO PORTRAY THIS TO YOUR FUNDERS TODAY WE WANT TO FOCUS ON TWO LEVELS AS WE LOOK AT INDICATORS.

[NEW SPEAKER] SO WE ARE SHARING HERE WITH YOU SOME SAMPLE SCHOOL INDICATORS THAT CAN SHOW THAT WE ARE MOVING THAT NEEDLE -- LIKE WE HAD THE GREAT IMAGE ON THE PREVIOUS SLIDE, MOVING THE NEEDLE TOWARDS PROGRESS AND CHANGE IN SCHOOL SETTINGS SOME OF THOSE INCLUDE REDUCED INCIDENCES OF SEXUAL HARASSMENT AND BULLYING AND INCREASING FEELS OF ATTACH. AND COMMITMENT AND HAVING A POSITIVE SCHOOL CLIMATE AND A FEELING OF SAFETY, AND COMPREHENSIVE SEXUAL EDUCATION CLICK RUM AND SCHOOLS AND -- CURRICULUM AT SCHOOLS AND HAVING BOYS AND GIRLS SPORTS TEAMS AND OTHER EXTRA CURRICULAR ACTIVITIES.

[NEW SPEAKER] WE BROUGHT SPORTS IN AS AN EXAMPLE AS AN IMPORTANT ONE WHERE WOMEN ARE GAINING GROUND I WATCHED THE NBA FINALS WHICH TOOK ME RIGHT INTO THE WORLD CUP AND I REELINGSSED PREPPING FOR -- REALIZED PREPARING FOR THIS THAT I DON'T WATCH AS MUCH WOMEN'S SPORTS AS I WOULD LIKE TO AND SO WHAT INDICATORS WOULD YOU LIKE TO SEE AT YOUR SCHOOL LEVELS AND WE ALSO THINK ABOUT COMMUNITY INDICATORS AND OH! LET'S KEEP GOING YEAH, WE WANT TO DO COMMUNITY LEVEL INDICATORS AND ONE OF THE THINGS WE TALKED ABOUT WAS INCREASED HOPE AND OPPORTUNITY WITH YOUNG WOMEN WE CAN ASK THE QUESTIONS ABOUT COMMUNITY SAFETY AND EQUALITY IN ADVERTISING AND COMMUNITY INVOLVEMENT I SAW SOMEONE MENTION A PROGRAM IN ST. LOUIS ABOUT GIRLS AND WOMEN IN LOCAL GOVERNMENT AND OTHER LEADERSHIP ROLES AND USING THAT AS ONE OF YOUR INDICATORS AS WELL AND MEGAN DID YOU WANT TO COMMENT ABOUT HOW YOU WANT TO MEASURE SUCCESS WITH HARDY ENVIRONMENTS THROUGH YOUR ORGANIZATION?

[NEW SPEAKER] YEAH ABSOLUTELY ONE OF THE PROGRAMS WE HAVE HAD SUCCESS IN MEASURING WITH -- BILLED FOR SCHOOLS AS A GIRL FIGHTING PREVENTION PROGRAM BUT AGAIN IT'S ABOUT CREATING THAT SAFE PLACE FOR GIRLS TO DISSECT SOME OF THESE CULTURAL MESSAGES AND TO SPEAK BACK SO HOW DO WE MEASURE OUR INDICATORS? WE USE A NUMBER OF SCIENTIFIC SCALES WHICH MEASURE TO WHAT EXTENT GIRLS ARE BUYING INTO FEM ANY IDEOLOGY -- FEMININE IDEOLOGY AND WE FIND THAT GIRLS RECORD MORE SELF-KNOWLEDGE AND INCREASED PERSPECTIVE TAKING, AND A HEIGHTENING CULTURE CRITIQUE, AND HEIGHTENED FEELS ABOUT THEMSELVES AND THEY ARE MORE ABLE TO BREAK DOWN STEREOTYPES AND THEY HAVE BETTER CONFLICT NEGOTIATION AND RELATIONAL SKILLS AND WE SEE THIS PLAY OUT IN A QUANTITATIVE AND QUALITATIVE WAY WHICH GIRLS REPORT BETTER RELATIONSHIPS WITH THEIR FAMILIES GIRLS ARE ALLIES FOR ONE ANOTHER AND WE CAN MEASURE THIS IN POST-INTERVIEWS WITH GIRLS AND THEN THEY HAVE BETTER RELATIONSHIPS WITH FAMILY MEMBERS AND PEERS.

[NEW SPEAKER] WELL, IT SOUNDS AMAZING DID YOU HAVE ANYTHING THAT YOU DIDN'T FEEL LIKE WERE GOOD MEASURES? LESSONS LEARNED? SOMETIMES WE FOCUS ON ALL OF THE THINGS THAT WORK FOR US AND FORGET TO MENTION THE THINGS THAT DIDN'T ACTUALLY DEPICT WHAT THE CHANGE THAT WE SAW WAS.

[NEW SPEAKER] THAT IS A GREAT QUESTION AND I'M NOT SURE OFF THE TOP OF MY HEAD WHAT THE ANSWER IS --

[NEW SPEAKER] WHAT I'M THINKING OF IS SOMETIMES WE MEASURE SELF-ESTEEM AND THEN WE FIND THAT SELF-ESTEEM IN GROUPS OF PEOPLE THAT ARE NOT DOING WELL ARE HYPERINFLATED BUT IT DOESN'T TRANSLATE TO THEIR ABILITIES WE ASKED A NUMBER OF YOUNG PEOPLE IF THEY WERE PLANNING TO GO TO COLLEGE, AND THEY WERE IN THE PROGRAM AND YES, YES, YES BUT WHEN ASKED WHAT THEIR GRADES WERE, THEY ALL HAD STRAIGHT D'S AND F'S AND I WAS SETTING THEM UP FOR INCREDIBLE FAILURE AND I REALIZED THAT I WAS NOT NECESSARILY ASKING THE RIGHT QUESTION WHICH WAS ARE YOU REALLY PREPARED TO GO TO COLLEGE? I WAS MISSING A PIECE.

[NEW SPEAKER] AND SO IT'S ALMOST AS IF THEY ARE REPORTING WHAT YOU WANT THEM TO SAY?

[NEW SPEAKER] EXACTLY.

[NEW SPEAKER] AND THAT IS WHY WE USE THREE DIFFERENT SCALES SO YOU CAN LOOK AT THE DISPARITY IF THEY ARE -- DISPARITY IF THEY ARE REPORTING A HEIGHTENED CRITIQUE OF FEMININITY, AND IT'S ALSO WHY WE PAIR QUALITATIVE WITH QUANTITATIVE SO WE CAN TALK WITH THE GIRLS AS WELL AS ABOUT THE CHANGE THEY ARE EXPERIENCING AND THEY CAN GIVE SPECIFIC EXAMPLES.

[NEW SPEAKER] WELL, GREAT AND WE WANT TO TURN IT OVER TO THE AUDIENCE PARTICIPANTS AND ASK YOU WHAT ARE THE INDICATORS THAT YOU KNOW WILL MEASURE PROGRESS IN COUNTERING LIMITED ROLES FOR GIRLS AND WOMEN IN COMMUNITIES.

[NEW SPEAKER] AND WE WANT TO ACTUALLY LOOK AT SCHOOLS AND COMMUNITIES AND TIE THE TWO TOGETHER AND I REALIZE THIS IS -- THIS IS -- WE HAVE SLIDES MOVING ALL OVER THE PLACE AND SO THIS IS A DIFFICULT QUESTION FOR US, NOT SOMETHING THAT I THINK WE'VE HAD AS A FIELD REALLY GOOD EXPERIENCE DOING IN TERMS OF COUNTERING NORMS AND SO LET'S THINK THROUGH THIS TOGETHER IF ANYONE HAS A COMMENT OR A LESSON LEARNED OR SOMETHING WE WANT TO SHARE BY PHONE, I WOULD REALLY ENCOURAGE YOU WE WANTED TO SET ASIDE TIME FOR PEOPLE TO BE ABLE TO SPEAK PLEASE RAISE YOUR HAND, WE HAVE A LOT AT LEAST 10 MINUTES AND WE REALLY DO WANT TO HAVE A MINUTE TO DOES THIS IT'S HARD TO ME TO DISCUSS -- WELL, CHRISTINE AND I COULD TALK ALL DAY, BUT WE WOULD LOVE TO OPEN IT UP TO YOU SO GIRLS LEADERSHIP IN SCHOOL.

AND TEEN PREGNANCY --

[NEW SPEAKER] OH THAT IS INTERESTING AND GOING TO OTHER OUTCOMES AND I SAW THAT TEEN PREGNANCIES ARE GOING UP FOR THE FIRST TIME IN A LONG TIME AND THEY WERE A LITTLE CONCERNED ABOUT THAT FEMALE TO FEMALE BULLYING, THAT IS A GREAT ONE, AND WE TALKED ABOUT RELATIONAL AGGRESSION, AND THE IMPACT ON THAT AND OPPORTUNITIES WITHIN THAT.

[NEW SPEAKER] PEOPLE HAVE BEEN TALKING ABOUT INCREASED PARTICIPATION IN COMMUNITY VOLUNTEER POSITIONS OR I THINK THERE IS A GIRL GROUP PROGRAMS THAT ARE DEFINITELY MEASUREMENT.

>> AND A WIDER EXPRESSION OF GENDER -- THIS IS THE GOAL, RIGHT BUT HOW WOULD WE MEASURE THAT? PEOPLE HAVE A MUCH BROADER VERSION OF WHO THEY CAN BE, BUT HOW DO WE MEASURE THAT AND GIRLS DRESSING MORE MODESTLY.

>> AND THE PARENT INVOLVEMENT IN SCHOOLS --

[NEW SPEAKER] MM-HMM.

>> I THINK I'M SAYING A DISCUSSION OF GIRLS' PARTICIPATION IN CLASSROOMS IS TYPIFIED AS MASCULINE, AND WE WERE TALKING TO A TEACHER THE OTHER DAY WHO SAID I HAVE TO TIE INTO MY MALE SIDE TO DO THAT AND EVERYONE IN THE ROOM PAUSED AND SHE SAID I CAN'T BELIEVE I JUST SAID THAT, AND SO TIEING INTO TRAINING AND HOW EXPLICITLY MAKE LEADERSHIP TRAINING FEMININE.

>> ANYONE OUT THERE WHO WOULD LIKE TO SPEAK WITH US BY PHONE? WE WOULD LOVE TO HERE FROM YOU.

[NEW SPEAKER] AND DAVID, YOU'VE BEEN QUIET ON THIS TOPIC AND I KNOW THIS IS NEAR AND DEAR TO YOUR HEART, HOW DO YOU SEE THE FIELD RIGHT NOW?

[NEW SPEAKER] WHEN WE LOOK AT PREVENTION, IN THE LAST SEVERAL YEARS -- THAT IS NOT ME -- I PUSHED THE WRONG BUTTON -- A LOT OF EMPHASIS ON ENGAGING MEN AND BOYS AND HISTORICALLY OUR WORK HAS BEEN REALLY COMING FROM THE FOUNDATION WITH THE WORK WITH WOMEN AND GIRLS AND MEGAN AND CORY BOTH TALKS ABOUT NOT JUST ENGAGING THEM BUT THEN HAVING THEM TAKE ACTIVE ROLES IN THEIR COMMUNITY TO BRING ABOUT CHANGE AND IF WE WANT TO -- AND IF WE WANT TO CHANGE THE CULTURE, LOOK AT YOUTH EFFORTS AND HOW YOUTH ARE INVOLVED AND MAKE SURE THAT WOMEN AND GIRLS HAVE A ROLE THAT PLAYS A VERY IMPORTANT ROLE IN BEING ABLE TO

HELP SHAPE OUR COMMUNITIES THAT IS WHAT I THINK IS REALLY EXCITED ABOUT THIS EFFORTS AND THE CHALLENGE FOR US TO IS MAKE SURE TO KEEP THE LINKS TO THE ISSUES OF SEXUAL VIOLENCE AND INTIMATE PARTNER VIOLENCE BUT NOT LIMIT OURSELVES TO THE ISSUES OF SEXUAL VIOLENCE AND DOMESTIC VIOLENCE.

>> EXACTLY.

[NEW SPEAKER] AND I THINK THAT IS WHY WE PICKED THESE TWO PROGRAMS TODAY, WHILE THEY ARE NOT NECESSARILY EXPLICIT AROUND THOSE ISSUES ALTHOUGH HARDY GIRLS TALKS ABOUT THAT QUITE A BIT, THESE PROGRAMS ARE ABSOLUTELY IN LINE WITH BEING ABLE TO CHANGE THE CONDITIONS THAT WILL REDUCE VIOLENCE AGAINST WOMEN.

[NEW SPEAKER] RIGHT, AND WHEN YOU TALK ABOUT THE YOUTH LEADERSHIP PIECE, WE ALL KNOW THAT IS A GREAT IDEA AND HAVING YOUTH WITH ON AN ADVISORY BOARD IS A GREAT IDEA BUT WHAT WE ARE LOOK AT IS HOW TO DO THAT EFFECTIVELY AND HOW DO YOU GET FUNDING FOR THAT? IT'S REALLY HARD WHEN YOU DO THIS PRIMARY PREVENTION WORK TO SOMETIMES GET FUNDING FOR THINGS ESPECIALLY THROUGH VIOLENCE AGAINST WOMEN CHALLENGES TO DO THE CHANGE WORK UP FRONT AND THAT IS ONE OF THE REASONS THAT WORKING IN PARTNERSHIPS IS SO IMPORTANT AND WE HAVE SOME REALLY INTERESTING THINGS HERE.

HIERARCHICAL MODELS AND THE CONSENSUS BUILDING AS OPPOSED TO THE VOTING THAT WE DO IN OUR ORGANIZATIONS I THINK THAT IS AN INTERESTING PIECE.

[NEW SPEAKER] AND I LOVE GIRLS WEARING LESS MAKEUP AND BOYING WEARING MORE MAKEUP.

>>AND IF YOU KNOW OUR EXECUTIVE DIRECTOR HE SHOWED UP ON MONDAY WITH BLUE FINGERNAIL POLISH ON HALF OF ONE HAND, AND APPARENTLY HE HAD A WONDERFUL WEEKEND WITH HIS NEPHEW, WHICH IS JUST WONDERFUL WHEN YOU THINK ABOUT ROLES FOR MEN AND WOMEN.

[NEW SPEAKER] AND THEN I SEE KARLA SAYING WE NEED A FEMALE PRESIDENT.

[NEW SPEAKER] THAT WAS AN INTERESTING PRESIDENTIAL RACE WE HAD.

>> AND WE THINK ABOUT FEMALE PRESIDENT, AND THAT IS THE SCHOOL BODY AND THE LOCAL PTA AND ALL OF THE ORGANIZATIONS THAT WE BELONG TO AND HOW ARE WE ENSURING THAT GIRLS WITH A LEADERSHIP ROLE I THINK ABOUT ONE OF OUR PAST GUESTS FROM DES MOINES, I'M TRAINING THEM WITHIN OUR ORGANIZATION, OUR YOUNG PEOPLE ARE INTEGRALLY INVOLVED IN THE DECISION MAKING SO THEY CAN BE OUR NEXT ADVOCACY AND WE CAN DO THIS IN OUR CHURCH GROUPS AND ANY TYPE OF GROUP WE DO IF WE MAKE THE SPACE BUT IT DOESN'T HAPPEN ORGANICALLY AND SO, SO GLAD THAT 40% OF YOU ARE BACK AGAIN! I FEEL LIKE THIS IS A COMMUNITY OF PEOPLE COMMITTED TO FIGURING OUT HOW TO MAKE THIS HAPPEN AND I MENTIONED BOYS AND THE COLOR PINK AS WELL, AND NOT REINFORCING GENDER ROLES GREAT.

[NEW SPEAKER] WELL, I REALLY DO SEE THAT ENGAGING GIRLS AND WOMEN IS AN IMPORTANT PART OF PREVENTION, AND SHIFTING AWAY FROM THE RISK REDUCTION MODELS AND FOCUSING SOLELY ON HOW GIRLS CAN PROTECT THEMSELVES TO LOOK AT HOW GIRLS CAN CHANGE OUR SOCIETIES AND CULTURE AND THESE ARE GREAT EXAMPLES OF WAYS AND OBVIOUSLY SPORTS IS ONLY ONE OF THE FUNCTIONS BUT THERE ARE OTHER WAYS THAT WE NEED TO BE ABLE TO -- ABLE TO MOVE FORWARD.

[NEW SPEAKER] AND INITIATING CONVERSATIONS AND THE COMMENT ABOUT SEX DIVERSITY, THAT IS THE NEXT PIECE AND GAIL FOLLOWED UP WELL WITH THE ANGRY DIKES COMMENT, AND YOU THINK ABOUT WHAT IT LOOKS LIKE FOR GIRLS TO SOLVE CONFLICT.

THERE ARE A LOT OF PLACES FOR US TO GO, AND WHAT IS GREAT IS TO HEAR US HAVE THE CONVERSATION AND WE ARE NOT DOING THIS WORK IN ISOLATION, HARDY GIRLS AND I HOPE THAT A YOUNG WOMEN I KNOW IS GOING TO JOIN THEIR VISUAL COMMITTEE, AND MEGAN YOU DIDN'T MENTION THAT, BUT YOU CAN PARTICIPATE VISUALLY WITH SPARK?

[NEW SPEAKER] THEY CAN, AND WE ARE WORKING ON A WEBSITE OR YOU CAN CHECK BACK ON THE HARDY GIRLS WEBSITE FOR UPDATES.

[NEW SPEAKER] AND WE SHARED THAT WEBSITE WITH EVERYONE BUT WE COULD POST THAT AGAIN.

[NEW SPEAKER] WE CAN PUT THAT UP, NO PROBLEM MEGAN, ANY KIND WORDS TODAY?

[NEW SPEAKER] -- ANY FINAL WORDS TODAY?

[NEW SPEAKER] IT'S IMPORTANT FOR US AS WE ALL DO PROGRAMMING FOR GIRLS AND BOYS TO NOT FOCUS ON JUST REINFORCING THOSE GENDER STEREOTYPES AND INCORPORATING GIRLS INTO THE SOCIAL ORDER, WE REALLY NEED TO SUPPORT GIRL'S VOICES AND LEADERSHIP AND SUPPORT THEM BREAKING OUT OF GENDER STEREOTYPES I APPRECIATE ALL OF THE WORK EVERYONE ON THIS CALL IS DOING IN THEIR OWN COMMUNITIES IT'S INSPIRING TO READ THE CHATS AND SEE WHERE YOU'RE ALL COMING FROM.

>> AND CORY, FINAL COMMENTS TODAY?

[NEW SPEAKER] I LOVE THE IDEA OF HOW WE ARE EXPANDING OUR IDEA OF WHAT IT MEANS TO BE A GIRL OR A WOMAN, AND WHETHER YOU'RE TALKING ABOUT SPORTS OR OTHER AREAS HOW DO WE LET IT BE A COMPLICATED DEFINITION AND A LOT OF SPACE, AND AGAIN I KEEP COMING BACK TO SPORTS BECAUSE THAT IS THE AREA I'M WORKING IN RIGHT NOW, BUT TALKING ABOUT HOW TO BE STRONG AND FEMININE, AND THOSE CONSIDERATIONS HAPPEN ACROSS THE BOARD I THINK IT'S -- IT SAYS A LOT THAT CAN HE WITH HAVE THAT CONVERSATION AND THAT WE ARE TALKING ABOUT VIOLENCE PREVENTION FROM THEIR PLACE VERSES KIND OF INTERVENTION MODELED.

[NEW SPEAKER] THIS FIELD WAS COME A LONG WAY BECAUSE OF THE DISCUSSIONS AND PEOPLE REALLY THINKING THROUGH WHAT IS THIS GOING TO TAKE? AND THAT CAN HE WANT JUST DO INTERVENTION AS IMPORTANT AS IT IS WE HAVE TO LOOK AT THESE ENVIRONMENTS FOR WOMEN AND FOR GIRLS AND ALSO WHAT WE ARE TEACHING BOYS WE DIDN'T TALK ABOUT THAT AS MUCH TODAY, BUT HOW DO THE MESSAGES ABOUT GIRLS INFLUENCE BOYS' BEHAVIOR CHRISTINE, ANY FINAL COMMENTS AS WE WRAP UP TODAY?

[NEW SPEAKER] I WOULD JUST LIKE TO THANK EVERYONE FOR THEIR PARTICIPATION IT'S BEEN A REALLY RICH DISCUSSION AND I LEARNED A LOT FROM WHAT PEOPLE ARE SUGGESTING I DIDN'T KNOW A LOT OF THESE EXISTED AND THAT IS THE BEAUTY OF THIS WEB CONFERENCE, WE CAN SHARE THE RESOURCES AND KEEP ON FINDING WAYS TO COUNTER NORMS.

[NEW SPEAKER] DAVID?

[NEW SPEAKER] WELL, I JUST WANT TO THANK ONCE AGAIN CORY AND MEGAN FOR JOINING US AND I WANT TO THANK ANNIE AND CHRISTINE FROM THE PREVENTION

INSTITUTE YOU WILL BE GETTING AN EVALUATION IN YOUR E-MAIL IN ABOUT TWO MINUTES AND TAKE A MOMENT AND --

[NEW SPEAKER] OH, WAIT! KARLA JUST MENTIONED SOMETHING REALLY IMPORTANT, REMEMBER YOUR PURCHASING POWER AND WHO YOU SUPPORT AS A CONSUMER.

[NEW SPEAKER] THANK YOU, KARLA.

[NEW SPEAKER] AND CONTINUE THESE DISCUSSIONS ON TWITTER, ON FACEBOOK, AND ON OUR LISTSERVS WITH EACH OTHER AS YOU'RE TRADING MESSAGES THIS IS A THEME THAT WE'RE GOING TO CONTINUE TO BE ABLE TO ADDRESS AND SUPPORT I REALLY WANT TO THANK YOU AND IF YOU WANT A COPY OF THE POWERPOINTS IT'S ON THE PREVENTCONNECT.ORG WE HAVE A COPY THERE, I POSTED THEM LAST NIGHT WE HAVE SOME GREAT OPPORTUNITIES -- WE'LL BE REPEATING THIS SESSION -- IT MIGHT BE A LITTLE DIFFERENT BECAUSE PEOPLE MIGHT GO DIFFERENTLY -- WE'LL BE REPEATING IT NEXT WEEK, AND IF YOU HAVE FRIENDS OR COLLEAGUES HAVE THEM GO TO PREVENTCONNECT.ORG BECAUSE IT WILL FILL UP I IMAGINE BUT WE WANT YOU TO BE ABILITY TO LET PEOPLE KNOW THAT IS AVAILABLE THANK YOU VERY MUCH, WE'LL KEEP THE TEXT CHAT OPEN FOR A COUPLE MORE MINUTES AND A COPY WILL GO UP PROBABLY NEXT WEEK AROUND THIS AND WE LOOK FORWARD TO SEEING YOU ALL ON LINE IN THE FUTURE AND FOR THOSE OF YOU COMING TO THE NATIONAL SEXUALITY CONFERENCE WE LOOK FORWARD TO SEEING YOU THERE, AND THANKS A LOT.

[NEW SPEAKER] BYE, EVERYONE.

[NEW SPEAKER] THAT DOES CONCLUDE TODAY'S PRESENTATION. THANK YOU EVERYONE FOR YOUR PARTICIPATION.