



TRANSCRIPT

WEB CONFERENCE

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

August 5, 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

[NEW SPEAKER] PLEASE STAND BY.

WE'RE ABOUT TO BEGIN GOOD DAY, LADIES AND GENTLEMEN, AND WELCOME TO TODAY'S CONFERENCE, A PREVENTCONNECT CONFERENCE FOR OPENING REMARKS AND INTRODUCTIONS I WOULD LIKE TO TURN THE CONFERENCE OVER FOR YOUR HOST, MR. DAVID LEE.

[NEW SPEAKER] GREAT, AND WELCOME, EVERYONE! IT'S GREAT TO SEE PEOPLE FROM ALL OVER THE COUNTRY FROM A HIGH OF 109 IN TEXAS TO PERHAPS DOWN HERE IN THE BAY AREA, BEING THE COOLEST IN THE LOW 60'S IT'S GREAT TO SEE SO MANY PEOPLE JOINING US FOR TODAY'S CONFERENCE.

NORMS CHANGE FROM GIRLS TO WOMEN, THIS IS A REALLY EXCITING DISCUSSION AND I'M PLEASED TO HAVE OUR GUESTS JOINING US TODAY PREVENTCONNECT IS AN ON-LINE COMMUNITY TO ADVANCE THE PREVENTION OF VIOLENCE AGAINST WOMEN, PARTICULARLY - AGAINST WOMEN, PARTICULARLY DOMESTIC VIOLENCE WE TAKE LITERATURE FROM THE ARTICLES AND WE HAVE PREVENTION WI AND PODCASTS -- WIKI AND PODCASTS I ENCOURAGE YOU TO FOLLOW US ON TWITTER IT'S A GREAT WAY TO BE ABLE TO HAVE A FABULOUS DISCUSSION IN 140 CHARACTERS OF LESS, AND SO PLEASE DO THAT THE PREVENTCONNECT INSTITUTE IS ALSO ON THERE, AND I KNOW THAT HARDY GIRLS AND HEALTHY WOMEN IS ALSO ON TWITTER AND SO A GREAT OPPORTUNITY WE HAVE A BLOG

WHERE WE BLOG ABOUT PREVENTION, AND I JUST WENT TO THE NATIONAL COALITION AGAINST DOMESTIC VIOLENCE CONFERENCE AND BLOGGED ABOUT THAT, AND IF YOU'RE OLD SCHOOL AND WANT TO GO TO OUR E-MAIL GROUP OR LIVE SERVE, WE HAVE OVER 100 PRACTITIONERS WHO PARTICIPATE IN THAT OUR CONTACT INFORMATION IS ON THE PAGE, MYSELF AND CHAD SMITH AT PREVENT CONNECT HOW TO USE THIS TECHNOLOGY, JUST SO YOU'RE ALL FAMILIAR WITH IT, IF YOU LOOK ABOVE MY HEAD A LITTLE BIT ON THE RIGHT-HAND SIDE OF MY HEAD THERE IS A LITTLE HAND GRAPHIC, I WILL DRAW A LITTLE CIRCLE WHERE IT SORT OF IT UP HERE AND IF YOU CAN -- EVERYONE JUST RAISE YOUR HAND, PRACTICE RAISING YOUR HAND, GO AHEAD I SEE 20 PEOPLE, 23, 29 -- SEE? I GET THE TOTALS UP TO 41, AND SOME UNDO IT, AND A FEW MORE, AND WHEN YOUR HAND RAISES YOU JUST DO A LITTLE CROSS-THROAT AND I SEE THAT HALF OF YOU HAVE NOT RAISED YOUR HANDS YET, IF YOU WANT TO ASK A QUESTION, RAISE YOUR HAND AND WE CAN UNMUTE YOUR PHONE MANY OF YOU ARE -- I'M GOING TO LOWER YOUR HANDS RIGHT NOW BECAUSE WE DON'T NEED THEM UP THERE BUT THANK YOU FOR DOING THAT, IT'S GREAT TO SEE SO MANY PEOPLE, MANY OF YOU I KNOW, AND MANY OF YOU ARE CONNECTING THROUGH THE COMPUTER, AND IF YOU WANT TO DO THAT AND YOU WANT TO ASK A QUESTION YOU CAN'T DO THAT IN PERSON BUT YOU CAN ALWAYS DIAL THE PHONE NUMBER IN THE TOP BAR AND THE PASS CODE AND JOIN AND WE WANT TO ENCOURAGE PEOPLE'S VOICES TO BE HEARD DURING THIS CONVERSATION WE'LL ALSO HAVE QUESTIONS AND ANSWERS AND I WANT TO ASK A COUPLE OF QUESTIONS OF THE GROUP ABOUT WHO IS IN THE ROOM TODAY.

MY VOICE IS GARBLED? I HOPE THAT SOUNDS CLEARER AND GAIL, IF YOU'RE DOING IT ON THE COMPUTER, SOMETIMES IF YOU HAVE A BANDWIDTH PROBLEM, THEN YOU WILL FIND -- AND YOU'RE LISTENING ON THE COMPUTER, IT MIGHT MEAN THAT YOU HAVE A SLOW CONNECTION AND YOU MIGHT WANT TO GO AHEAD AND CALL IN SO I'M -- FOR BETTER SOUND -- I'M TYPING THIS -- FOR BETTER SOUND, PLEASE CALL IN AT 1-866-237-3252 AND THE PASS CODE IS.

[NEW SPEAKER] 970-- 973934 POUND.

[NEW SPEAKER] SO NOW I'M GOING TO ASK A QUESTION OF THE AUDIENCE CAN YOU TELL US WHAT BEST DESCRIBES YOUR ORGANIZATION? A DOMESTIC VIOLENCE ORGANIZATION OR COALITION OR A DUAL SEXUALITY AGENCY OR COALITION, AND JUST GO AHEAD AND CLICK ON THE LITTLE CIRCLES THE ONES THAT MAKE SENSE, WITH A LOCAL, STATE OR PUBLIC HEALTH OR A COMMUNITY BASED ORGANIZATION OR ARE YOU WITH EDUCATION, K-12 OR COLLEGE OR UNIVERSITY OR OTHER AND SO GO AHEAD AND VOTE I SEE THAT WE'VE GOT QUITE A FEW OF YOU VOTED BUT NOT EVERYONE YET I'M GOING TO SHARE THE RESULTS -- WITH YOU SO YOU CAN SEE WHO IS IN THE AUDIENCE WE HAVE A NUMBER OF DOMESTIC VIOLENCE ASSOCIATIONS ABOUT 16% SEXUAL ASSAULTS AND 24 PERCENT DUAL AND 7% LOCAL OR STATE OR NATIONAL PUBLIC HEALTH, AND 8% PUBLIC HEALTH -- IT DISAPPEARED FOR A SECOND, AND THEN 2% EDUCATION AND 7% HIGHER EDUCATION AND 3% OTHER AND SOME OF YOU DIDN'T SEE THE POLLS, I APOLOGIZE FOR THAT, SOME OF YOU DON'T -- DON'T DO THAT AND LET ME POSE ANOTHER QUESTION.

I WANT TO KNOW IF YOU HAVE ATTENDED A WEB CONFERENCE BEFORE SO IF YOU HAVE ATTENDED -- SO THAT SHOULD BE APPEARING THIS IS YOUR FIRST TIME AND SAY NO, THIS IS THE FIRST TIME I'VE ATTENDED A WEB CONFERENCE OR YOU'VE ATTENDED PREVIOUSLY BUT THIS IS YOUR FIRST PREVENTCONNECT ONE, DO THAT, AND IF YOU HAVE ATTENDED ONE OR TWO PREVIOUS DIRECTCONNECT CONFERENCES PRESS THE THIRD ONE AND IF YOU HAVE GONE TO THREE OR MORE OR A LOT OF OUR WEB CONFERENCES, CLICK THAT, AND I TYPE IT HAD WRONG, PICK BETWEEN THE THIRD OR FOURTH ONE AND I WILL SHARE THE RESULTS INDEED, 22% OF YOU THIS IS THE FIRST TIME EVER ON A WEB CONFERENCE, AND SO WELCOME, AND ANOTHER 25% OF YOU THIS IS YOUR FIRST TIME AT A PREVENTCONNECT WEB CONFERENCE AND SO HALF OF YOU ARE NEW TO

PREVENTCONNECT WELCOME! I ENCOURAGE YOU TO BE ABLE TO PARTICIPATE FULLY, AND THERE ARE 20% OF YOU WHO HAVE GONE TO THREE OR MORE, AND THANK YOU SO MUCH AND KEEP ON COMING BACK IT'S GREAT TO SEE WE HAVE A LARGE NEW AUDIENCE HERE TODAY I'M GOING TO REMOVE YOUR POLLING QUESTIONS NOW, AND GO OVER AND -- WE WILL HAVE A TEXT CHAT AND I SEE YOU HAVE ALREADY LEARNED HOW TO WRITE INTO THE TEXT CHAT, SO I WON'T GO OVER THAT, AND IF YOU WANT TO SEE IT OR MAKE IT BIGGER BECAUSE OUR AUDIENCES LOVE THIS, YOU UNDOC AND IN THE UPPER REBOUND CORNER OF THE -- UPPER RIGHT-HAND CORNER OF THE TEXT BOX CLICK THERE AND IT EXPANDS YOUR BOX AND MAKES IT MUCH EASIER TO READ, I FIND THAT HELPFUL BUT IT MAKES THE SLIDE SLOWER AND THE SLIDES ARE ALSO AVAILABLE ON OUR WEBSITE AND I'M SENDING YOU THE ADDRESS NOW.

AND ALSO IN E-MAIL AT THE END OF THE SESSION WE'LL LINK YOU TO A COPY OF THE SLIDES THIS IS A PART OF A SERIES THAT WE'VE BEEN DOING AT DIRECTCONNECT THIS YEAR TO TALK ABOUT -- AT PREVENTCONNECT THIS YEAR TO TALK ABOUT NORMS CHANGE BECAUSE WE KNOW THE PRIMARY PREVENTION OF DOMESTIC VIOLENCE AND SEXUAL VIOLENCE IT REQUIRES A CHANGE IN THE NORMS OF OUR COMMUNITIES WE HAVE RECORDINGS OF OTHER SESSIONS AND WE HAD ONE PREVIOUSLY ON VIOLENCE EVERYWHERE, TALKING ABOUT THE CULTURE AND HOW TO BE ABLE TO COUNTER THE CULTURE AND WE ALSO TALKED ABOUT GROWING BOYS INTO MEN IN A WAY TO COUNTER SOME OF THE DOMINANT FORMS OF MASCULINITY, REFRAMING IT AWAY FROM THE TRADITIONAL AND TODAY'S SESSION IS ON FROM GIRLS TO WOMEN AND THE NEXT SESSIONS COMING UP SOON WILL BE ON CONTROL AND WE'LL BE OPENING THIS ONE VERY SOON, TALKING ABOUT HOW TO COUNTER THE VALUE PLACED ON POWER AND CONTROL AND THEN WE'LL ALSO TALK ABOUT MY BUSINESS AND HOW TO COUNTER SECRECY AND PRIVACY, AND SO THAT IS IN NOVEMBER AND I ENCOURAGE YOU TO JOIN OUR SERIES PREVENTCONNECT TALKS WITH DOMESTIC VIOLENCE AND PARTNER VIOLENCE, WE ADDRESS VIOLENCE ACROSS THE LIFE SPAN AND SEEK TO PREVENT BEFORE VIOLENCE STARTS IN THE FIRST PLACE AND TO BE ABLE TO CONNECT TO OTHER FORMS OF VIOLENCE AND OTHER RELATED ISSUES PREVENTCONNECT IS A NATIONAL COALITION AND THESE VIEWS DO NOT REPRESENT THE VIEWS THE -- THE UNITED STATES GOVERNMENT, THE CDC OR CALCASA I'M PLEASED TO AND THIS OVER TO ANNIE AND CHRISTINE.

[NEW SPEAKER] THANK YOU, DAVID I JUST WANT TO WELCOME EVERYONE TO TODAY'S WEBINAR, THIS IS ANNIE, AND YOU WILL SEE MY PICTURE POP UP IN THE CORNER ESPECIALLY ALL OF THE FOLKS WHO HAVEN'T JOINED US BEFORE, I HOPE THAT YOU ENJOY THE LIVELY COMMUNITY HERE ON PREVENTCONNECT PEOPLE TEND TO LOOK OUT FOR EACH OTHER HERE AND THE DIALOGUE IS AMAZING THROUGH THE TEXT CHAT WELCOME AND WE LOOK FORWARD TO HEARING FROM YOU I WELCOME BACK MY CO-HOST CHRISTINE CHANG, ALSO FROM PRESENTATION INSTITUTE.

>> HELLO, EVERYONE, I THINK THIS IS GOING TO BE A GREAT DISCUSSION WE HAVE GREAT GUESTS TO SPEAK WITH YOU AND WE DEFINITELY WANT TO HEAR FROM YOU PARTICIPANTS WE SHOULD GET GOING! THIS IS THE THIRD IN THE SERIES THIS YEAR ON THE POWER OF CHANGING NORMS AND THAT IS THE KEY TO PREVENTION DURING EACH WEBINAR WE REALLY BUILD ON FOUNDATIONAL UNDERSTANDING OF WHAT PRIMARY PREVENTION IS AND WE'VE TALKED ABOUT STRATEGIES FOR CHANGING NORMS AND THEN EXAMINED HOW TO COUNTER THE NORMS IN ORDER TO END GENDER VIOLENCE.

[NEW SPEAKER] THANKS, CHRISTINE YOU WILL BE HEARING EXCITING STORIES FROM OUR GUESTS AND IN THE NEXT 90 MINUTES WE HOPE THAT YOU UNDERSTAND HOW THE NORMS CREATE ENVIRONMENTS IN WHICH VIOLENCE IS LESS LIKELY TO OCCUR, AND WE ARE COUNTING ON YOU TO TEXT IN EXAMPLES SO BE THINKING WE'LL ALSO BE LOOKING AT SOME STRATEGIES AND SOME POTENTIAL INDICATORS FOR MEASURING SUCCESS IN THIS PROGRESS.

[NEW SPEAKER] SO JUST TO GET GOING, WE WANT TO MAKE SURE THAT EVERYBODY HERE IS STARTING FROM THE SAME PLACE AND WE WANT TO BE CLEAR WHEN WE ARE TALKING ABOUT PRIMARY PREVENTION WE ARE TALKING ABOUT STRATEGIES THAT ADDRESS VIOLENCE BEFORE IT EVER OCCURS IN THE FIRST PLACE.

[NEW SPEAKER] RIGHT ONE WAY TO THINK ABOUT THIS IS UP FRONT, IN THE THICK AND IN THE AFTERMATH AND SO TAKE AWAY ALL OF THE FANCY PRIMARY, SECONDARY, AND TERTIARY TERMS AND THINK ABOUT UP FRONT, THINK ABOUT EVERYTHING THAT EVERYONE NEEDS TO GROW AND THRIVE.

THINGS IN THE THICK AND IN THE TERTIARY ARE -- IMPORTANT BUT WE ARE THINKING ABOUT THINGS THAT CAN TAKE PLACE BEFORE THE VIOLENCE EVER OCCURS.

[NEW SPEAKER] THAT'S RIGHT, AND YOU KNOW I THINK IT'S EASY FOR PEOPLE TO CONFUSE PRIMARY PREVENTION APPROACHES WITH SERVICE LIKE EARLY INTERVENTIONS FOR VICTIMS AND PERPETRATORS THEY ARE IMPORTANT TO HELP ALLEVIATE TRAUMA AND PREVENT FUTURE VIOLENCE BUT THEY DON'T NECESSARILY MAKE CHANGES TO THE BROADER COMMUNITY AND SOCIETAL NORMS THAT GAVE RISE TO THE VIOLENCE IN THE FIRST PLACE.

[NEW SPEAKER] YOU MAKE A GOOD PLACE, IT DOESN'T NECESSARILY PREVENT VIOLENCE FROM HAPPENING IN THE FIRST PLACE AND SO WE ARE MOVING FAR UPSTREAM TO CHANGE THE ECONOMIC AND EQUALITY AND SEXISM IN MEDIA AND MARKETING PRACTICES -- THE THINGS THAT SHAPE THE NORMS AND BEHAVIORS OF AN ENTIRE POPULATION.

[NEW SPEAKER] RIGHT, AND WE ARE TALKING ABOUT THOSE UP-FRONT APPROACHES SO THAT GIRLS AND BOYS CAN THRIVE AND GENDER VIOLENCE IS LESS LIKELY TO OCCUR SO WHEN WE USE THAT PRIMARY PREVENTION APPROACH, WE HAVE TO ADDRESS NORMS THAT OBVIOUSLY IMPACT VIOLENCE AGAINST WOMEN.

[NEW SPEAKER] IF YOU THINK WHAT IS CONTRIBUTING TO VIOLENCE AGAINST WOMEN, WE KNOW THAT SOCIAL AND COMMUNITY ENVIRONMENTS ARE ESSENTIAL? SHAPING BEHAVIOR WE ALL EXPERIENCE THESE NORMS IN OUR OWN LIVES.

>> ABSOLUTELY.

[NEW SPEAKER] AND WHAT YOU DO IN A CERTAIN SITUATION.

[NEW SPEAKER] RIGHT, AND FOR EXAMPLE WE EXPERIENCE DIFFERENT SOCIAL EXPECTATIONS FOR HOW WE SHOULD ACT AT WORK VERSUS HOME OR SCHOOL.

[NEW SPEAKER] A SPORTS STADIUM VERSUS A WEDDING.

[NEW SPEAKER] YES, DEFINITELY AND OFTEN THE NORMS ARE INGRAINED AND WE DON'T NECESSARILY NOTICE THAT THEY ARE THERE.

[NEW SPEAKER] PEOPLE GENERALLY CONFORM TO THOSE -- GENERALLY CONFORM TO THOSE AROUND THEM AND THEY ARE PERPETUATING THE BEHAVIORS AND ESTABLISHING THEM AS NORMS.

[NEW SPEAKER] BUT NORMS DO CHANGE, AND WE IDENTIFIED FIVE KEY NORMS THAT, IF CHANGED, THEY WILL DECREASE THE INCIDENT OF GENDER VIOLENCE FROM OCCURRING IN THE FIRST PLACE.

>> THESE ARE THE FIVE NORMS AND THE FIVE TOPICS FOR THE FEBRUARY NARES THIS YEAR.

-- FOR THE WEBINARS THIS YEAR NUMBER 2 IS A NARROW VERSION OF MASS -- MASCULINITY, AND THE FIFTH IS THE IDEA THAT GENDER VIOLENCE IS A PRIVATE MATTER AND THIS IS ONE THAT WE'VE SEEN THE MOST CHANGE ON IN THE LAST 25 TO 30 YEARS.

[NEW SPEAKER] EVERYONE HERE THINKS IT'S VERY EXCITING TO SEE THE CHANGING OF THOSE NORMS AND AS ANNIE SAID, THIS IS THE FOCUS OF OUR WEBINAR SERIES THIS YEAR, AND TODAY'S FOCUS JUST TO REPEAT, WE ARE FOCUSED ON THE LIMITED ROLES FOR GIRLS AND WOMEN.

[NEW SPEAKER] RIGHT.

[NEW SPEAKER] AND SO I THINK WHETHER WE ARE MALE OR FEMALE, WE CAN GENERALLY ACCEPT THAT WE KNOW IT AFFECTS WHAT PEOPLE EXPECT OF US AND HOW WE ARE TREATED.

[NEW SPEAKER] SURE, MESSAGES GIRLS AND GIRLS GET ABOUT WHAT IT MEANS TO BE A WOMAN CAN INCREASE OR DECREASE THE LIKELIHOOD OF GENDER VIOLENCE.

[NEW SPEAKER] AND TODAY WE TALK ABOUT EXPANDING THE ROLES OF WOMEN IN SOCIETY AND LIKE ANNIE SAID EARLIER WE WANT TO IDENTIFY THE PROMISING STRATEGIES THAT BROADEN ROLES FOR WOMEN AS A WAY TO PREVENT GENDER VIOLENCE.

>> AND SO LET'S START WITH EXPECTATIONS FOR GIRLS WHEN WE THINK ABOUT THE LIMITED ROLES FOR WOMEN AS A NORM, WE ARE SAYING THAT GIRLS AND WOMEN ARE BROUGHT UP TO BEHAVE IN CERTAIN WAYS OR PLAY A LIMITED ROLE.

[NEW SPEAKER] EXACTLY, AND FROM A YOUNG AGE -- THIS PICTURE ON THE SLIDE SHOWS -- ARE OFTEN ENCOURAGED THROUGH SUBTLE OR OVERT MESSAGES TO BE TREATED AS OBJECTS OR BE USED AND CONTROLLED BY OTHERS AND GIRLS GET A TRAINING INTO A VERY NARROW DEFINITION OF FEMININITY, AND IT OFTEN INCLUDES GIRLY CHARACTERISTICS WHICH IS BEING AGREEABLE OR PASSIVE THIS IMAGE IS REALLY INTERESTING THERE WE GO THIS IMAGE THAT ANNIE FOUND ON TOYS R US.COM IS A TOY, A PLAY VACUUM BUT THE PRODUCT DESCRIPTION SAYS DIRT DEVIL PLAY VACUUM, JUST LIKE MOMS AND THERE ARE SUBTLE MESSAGES THERE.

>> RIGHT, AND I THINK THIS DOLCE AND GABANA AD HAS A SHARP DIFFERENCE WE ARE NOT SAYING THAT -- NO ONE I THINK WOULD SAY THAT THEY ARE -- THAT THEY ARE SAYING THAT RAPE OR GANG RAPE IS OKAY BUT WHAT DOES THIS IMAGE SAY ABOUT THE ROLE OF WOMEN IN OUR SOCIETY? AND I IMAGINE YOU ALL HAVE EXAMPLES FROM MEDIA THAT HAVE PUT THOSE LIMITED ROLES FOR WOMEN TO THE TEST SO LET'S THINK ABOUT THOSE ROLES ALL GIRLS GROW UP WITH SOCIAL TRAINING AND EXPECTATIONS ABOUT WHAT IT MEANS TO BE A WOMAN, BUT GIRLS OFTEN RECEIVE DIFFERENT EXPECTATIONS DEPENDING ON THEIR SOCIAL ENVIRONMENT AND THE NUMBER OF YEARS THEY'VE BEEN IN THE U.S.

[NEW SPEAKER] AND IN EACH GROUP THERE ARE DEFINITIONS OF WHAT IT MEANS TO BE A WOMAN AND ALSO IN EACH GROUP WHETHER IT'S CLASS STATUS OF ETHNICITIES THERE ARE WOMEN WHO ARE RESISTING AND REFRAMING THOSE NARROW DEFINITIONS OF WHAT IT MEANS TO BE WOMEN.

[NEW SPEAKER] RIGHT, WE DON'T WANT TO CHALK THIS UP TO CULTURE OR ANOTHER I WENT INTO GOOGLE AND I TYPED THE WORD GIRLS AND I HAD 182 MILLION RESULTS THERE WERE WOMEN OF ALL DIFFERENT ETHNICITIES AND YOU CAN IMAGINE WHAT THEY WERE WEARING WHICH WAS NOT MUCH AND SO YOU HAVE A VERY DIVERSE PICTURE OF SEXUALIZED WOMEN AND GIRLS AND ON THE FOURTH PAGE I FOUND THE GOLDEN GIRLS

WHICH IS HILARIOUS, BECAUSE THEY CERTAINLY STUCK OUT AND THEN DOWN ON PAGE 13, I POUND THIS IMAGE IN THE RIGHT-HAND CORNER, AND SO I HAD TO GO THROUGH 13 PAGES OF RESULTS BEFORE I FOUND THIS IMAGE OF GIRLS A LITTLE BIT MORE REPRESENTATIVE OF THE POPULATION NOW, AND IT'S HARD TO TELL FROM THE PICTURE TO TELL THE AGE BUT I CLICKED ON THE PICTURE AND THE TITLE IS... NERDY GIRLS AND IT WAS HEARTBREAKING LIKE WHAT ARE THESE IMAGES? AND THERE WERE NOT ANY IMAGES OF WOMEN OF COLOR WITH A CONTRARY OR MORE REALISTIC EXPECTATION AND YOU THINK OF THIS THROUGH THE LENS OF IMAGERY AND RACISM AND CLASSISM, AND IT'S IMPORTANT TO KEEP THAT IN MIND AS WE THINK ABOUT THE ROLES FOR WOMEN.

[NEW SPEAKER] THERE IS A VERY DIVERSE RANGE OF THE TYPES OF COMMUNITIES THAT WE LIVE IN, AND WE ARE REFERRING NOT ONLY TO THE WESTERN OF DOMINANT MODELS BUT ALSO THE DIVERSE UPSTREAM ENVIRONMENTS FROM ALL OF OUR DIFFERENT COMMUNITIES.

>> AND WE ARE REALLY ASKING THIS QUESTION: IN ALL COMMUNITIES WE HAVE THE OPPORTUNITY TO GO UPSTREAM AND CHANGE THE DAMAGES NORMS OF GIRLS AND WOMEN AND WE START BY ASKING THIS QUESTION: WHAT SORT OF ENVIRONMENT ARE GIRLS WEEING RAISED IN AND WHAT -- BEING RAISED IN AND HOW AND WHEN IS ACTING LIKE A GIRL OR A WOMAN TAUGHT TO THE NEXT GENERATION? WE ALL HAVE A RESPONSIBILITY FOR THAT PEOPLE THINK OH THIS HAPPENS IN FAMILIES BUT THERE IS A HUGE IMPACT OUTSIDE OF IN A.

[NEW SPEAKER] DEFINITELY.

>> THERE IS A GREAT AMOUNT OF OPPORTUNITY THERE AND IF WE WANT TO CHANGE THOSE NORMS WE HAVE TO TAKE THE BROADER LENS AND GO UPSTREAM.

[NEW SPEAKER] WELL, I'M GLAD TO SEE THAT THE YWCA IS IN THE HOUSE AS IT WERE, AND WE HAVE CLASS, I LOVE IT, AND WHAT I WOULD LOVE TO SEE IS ALL OF YOU STRETCHING OUT YOUR FINGERS AND GETTING ON TO YOUR KEYBOARDS BECAUSE CONCRETELY WE WANT TO START WITH THE CURRENT ENVIRONMENT HOW ARE YOU SEEING LIMITED DEFINITIONS OF FEMININITY BEING TAUGHT AND REINFORCED AND SO LET'S GET SOME COMMENTARY HERE, AND SEE EXAMPLES --

[NEW SPEAKER] RIGHT NOW WE ARE STILL GETTING PEOPLE SAYING WHO IS IN THE HOUSE, AH, NO, SPORT, NO EQUAL OR SUPPORTED.

[NEW SPEAKER] DANIEL, YOU WILL HEAR A LOT FROM OUR GUESTS ABOUT EXCITING OPPORTUNITIES AROUND SPORTS.

[NEW SPEAKER] AND HERE IS A MENTION OF MUSIC VIDEOS.

[NEW SPEAKER] AND EDUCATION.

[NEW SPEAKER] GIVE ME EXAMPLES IN THE MEDIA, RENEE, WHAT ARE YOU SEEING?

[NEW SPEAKER] NOT PUSHING COLLEGE AND THEN COUPLE THAT WITH GIRLS GONE WILD.

>> AND I LOVE -- THAT YOU HAVE TWO CHOICES OF WOMEN, YOU HAVE TO KEEP YOUR INNOCENCE OR YOU MIGHT AS WELL BE GIRLS GONE WILD.

>> AND GABRIEL MENTIONED UNEQUAL PAY, WHICH IS GOING TO DEFINITELY --

[NEW SPEAKER] GRETCHEN TALKED ABOUT LEGOS AND THAT IS INTERESTING BECAUSE OF COURSE THEY DO -- THEY NOW SELL, QUOTE, LEGOS FOR GIRLS THAT COME IN PINK AND PURPLE.

[NEW SPEAKER] ARE YOU KIDDING?

[NEW SPEAKER] NO!

[NEW SPEAKER] OH, LEGOS! OH, NO! REALLY?

[NEW SPEAKER] CAN HAVE A CAREER BUT MUST BE IN CHARGE OF THE HOUSEHOLD ORGANIZATION.

[NEW SPEAKER] RIGHT, THAT SECOND SHIFT WE TALKED ABOUT.

[NEW SPEAKER] AND THEN THE CLOTHES, SHORT SKIRTS.

[NEW SPEAKER] AND BOYS AISLE AND GIRLS AISLE, AND MEDIA, BEING SHORT, TIGHT AND BEING RIGHT -- HOW, SHORT AND TIGHT, BEING RIGHT --

[NEW SPEAKER] AND ALSO THE TRUCKER FLATS, THE WOMEN SYMBOL ON THE TRUCKER FLAPS.

[NEW SPEAKER] AND STRONG WOMEN IN MOVIES AND TELEVISION -- STRONG WOMEN AS A PARTNER AS WELL AS BEING ALWAYS SINGLE.

>> AND THEY ALSO MENTION THE BRATS DOLLS AND THAT SEEMS TO COME UP FREQUENTLY AND EVEN IN OUR DISCUSSION OF BOYS AND MEN.

[NEW SPEAKER] AND MONICA IS BRINGING UP THE TIARAS AND THE COME-CALLED --

[NEW SPEAKER] I DON'T WATCH ENOUGH TELEVISION.

[NEW SPEAKER] THE TIARA SHOW FOR LITTLE GIRLS AND THANKFULLY I DON'T KNOW THE TITLE OF THAT.

[NEW SPEAKER] THERE WE GO, TODDLERS AND TIARAS.

[NEW SPEAKER] AND COUPLE THAT WITH VIDEO VIXENS.

[NEW SPEAKER] OH, I'M EMBARRASSED.

>> AND THEN AMY BROUGHT UP DISNEY, AND BRANDY IS ON THE CALL AND KNOWS MY FEELINGS ABOUT DISNEY.

[NEW SPEAKER] GREAT, SO LET'S TAKE THIS TO THE NEXT LEVEL.

[NEW SPEAKER] I THINK EVERYONE HAS GIVEN GREAT EXAMPLES AND WE DEFINITELY WANT TO KEEP THAT DISCUSSION GOING BUT WE WANT TO SHIFT THE CONNECTION HOW DO THESE FACTORS AND NARROW ROLES FOR WOMEN AS CHARACTERIZED BY ALL OF THE THINGS YOU'RE SAYING, HOW DOES THAT MAKE GENDER VIOLENCE MORE LIKELY?

[NEW SPEAKER] THIS IS A TOUGH QUESTION, AND WE WANTED TO POSE THIS BECAUSE WE ARE THINKING ABOUT HOW WE TAKE THIS WORK OUTSIDE THE WEBINAR AND WE GET A LOT OF PUSH-BACK WITH SPECIFIC AUDIENCES SAYING IT SOUNDS GOOD, BUT IT DOESN'T REALLY MATTER, IT'S NOT REALLY HARMING FOLKS AND I SHOW YOU THIS CLIP

OF -- MILEY CYRUS, AND LITERALLY HAS A POLE ON STAGE AND SHE DID A POLE DANCE BUT WHAT BOTHERED ME IS HER DAD SAYING, MILEY LOVES TO ENTERTAIN FOLKS, IT'S HARMLESS. AND WE SAY WHAT DOES SHORT SKIRT HAVE TO DO WITH THIS? AND SO LET'S TAKE A MOMENT AND ASK: SO WHAT? HOW DO THESE NARROW ROLES CONTRIBUTE TO GENDER VIOLENCE BEING MORE LIKELY AND RENEE I'M GOING TO ASK YOU TO BE A LITTLE MORE SPECIFIC ON EVERYTHING BECAUSE WE DO WANT TO MAKE THAT CASE.

[NEW SPEAKER] RIGHT.

[NEW SPEAKER] AND LET'S OPEN THIS UP FOR MEGAN WILLIAMS AND CORY WECHSLER AND GIVE US THEIR ORGANIZATIONS ANSWERS TO THIS QUESTION AND WE'LL KEEP THE TEXT CHAT GOING AS WELL AND SO MEGAN, WELCOME.

[NEW SPEAKER] THANK YOU, GREAT TO BE HERE.

[NEW SPEAKER] COULD YOU START US OFF? IF YOUR THINKING ABOUT HARDY GIRLS WHAT DO THESE THINGS HAVE TO DO WITH GENDER VIOLENCE BEING MORE LIKELY TO OCCUR?

[NEW SPEAKER] WELL, IF YOU LOOK AT THE MEDIA THERE IS JUST ONE WAY TO GROW UP AND MILEY CYRUS IS JUST ONE WAVE OF POP STARS THAT GIRLS GROW UP WITH THAT TURN INTO THESE HYPER-SEXUALIZED YOUNG WOMEN, YOU KNOW, HER NEW CD IS "UNTAMED" AND SHE IS CLEARLY PLAYING ON THE SEXINESS THAT IS SELLING AND THAT SELLS SO MUCH BUT YOU KNOW, BRITNEY SPEARS AND LINDSAY LOHAN AND AMANDA BYNES HAVE ALL GROWN UP INTO HYPER-SEXUALIZED WOMEN AND WHEN THOSE ARE OUR ROLE MODELS FOR OUR GIRLS TODAY, THEY ARE GOING TO ADOPT THOSE ASPIRATIONS AS WELL, AND SO AT HARDY GIRLS WE ARE REALLY FOCUSED ON HELPING GIRLS CRITIQUE THE IMAGES THEY SEE IN THE MEDIA AND GIVING THEM A SAFE SPACE TO REALLY QUESTION WHAT THOSE MESSAGES ARE -- WHERE THEY ARE COMING FROM AND HOW AT THE CAN GIVE PUSH-BACK AND ALSO GIVING THEM A PLATFORM TO DO SOMETHING ABOUT IT.

[NEW SPEAKER] THIS IS ONE OF THE THINGS THAT HARDY GIRLS DOES EXCEPTIONALLY WELL, GIVING THEM AN OPPORTUNITY TO DO SOMETHING ABOUT IT.

>> AND CORY, COULD YOU CHIME IN, AND WE ARE DEFINITELY SO HAPPY THAT YOU'RE HERE WITH US, GIVE YOUR FEEDBACK ON HOW YOU THINK THAT IS THE NORMALIZATION AND THAT LIMITED FEMALE GENDER ROLES CONTRIBUTE TO GENDER VIOLENCE.

[NEW SPEAKER] SURE, HI, EVERYONE WE ALL LEARN WHO WE ARE BY WHAT IS AROUND US AND WE HAVE TO TAKE IN ALL OF THE IMAGES AND THE MESSAGES AND DEPENDING ON WHAT THOSE ARE, IT DIRECTLY IMPACTS WHO WE BECOME AND HOW PEOPLE SEE US BECAUSE AS WE LEARN WHO WE ARE, WE ARE ALSO LEARNING WHAT IS EXPECTED BY OTHERS AND WHEN WE HAVE THESE REALLY -- WHEN WE HAVE THESE IMAGES OF GIRLS THAT ARE REALLY LIMITING OR MESSAGES AND THE FLIP SIDE AND WE DON'T HAVE CERTAIN IMAGES OF WHAT IT MEANS TO BE A GIRL OR A WOMAN, THAT DIRECTLY INFORMS WHAT THE NEXT GENERATION BECOMES AND HOW WE TREAT THEM AND RAISE THEM WHICH DIRECTLY AFFECTS IN TERMS OF TREATMENT TOTALLY IMMEDIATE -- FEEDS INTO THE CYCLE OF VIOLENCE IN GENERAL.

>> AND THAT IS THE CONNECTION FOLKS DON'T ALWAYS MAKE IS HOW DOES THIS LEAD INTO THE CYCLE OF VIOLENCE, AND THE COMMENTARY I'M SEEING, LET'S OPEN IT UP FOR YOU ALL TO CHIME IN EVEN MORE I SAW SOME COMMENTS AND SARAH JUST -- COMMENTS AND SARAH JUST STOPPED ME IN MY TRACKS SAYING THAT THE GOAL OF GIRLS IS TO "STOP THE MALE GAZE." AND THEIR VIEW IS THAT WOMEN SHOULD DESIRE THE MALE GAZE, AND THE COMMENTS BEFORE, PEOPLE TALKED ABOUT IT, THE MEN WEAR THE PANTS IN THE FAMILY IS ONE COMMENT, AND YOUR SELF-ESTEEM IS LOWERED BECAUSE

THERE IS THIS UNREALISTIC EXPECTATION OF BEAUTY AND YOU'RE MORE LIKELY TO PUT UP WITH THINGS AND SEXUAL OBJECTIFICATION.

[NEW SPEAKER] AND I HAVE SEEN COMMENTS ABOUT WHAT WOMEN WEAR, LIKE IF YOU'RE A POP STAR YOU'RE EXPECTING TO SHOW AS MUCH SKIN AS POSSIBLE BUT IF YOU'RE A POLITICIAN, YOU'RE WEARING A SUIT, AND IT REALLY LIMITS US.

[NEW SPEAKER] WE WERE IN A TRAINING THE OTHER DAY AND A WOMAN MENTIONED WHEN I'M A SUPERVISOR I GET INTO MY MALE SIDE, MORE DOMINANT AND CONTROLLING AND THEN SHE PAUSED AND SAID, OH, I CAN'T BELIEVE I JUST SAID THAT, AND SO WE GET INTO THESE IDEAS OF BEING A WOMAN BUT ALSO BEING A LEADER AND THE TREATMENT OF WOMEN, AND THAT THE WOMEN ARE NOT SEEN AS FEMININE OR THEY ARE JUDGED ON THEIR APPEARANCE RATHER THAN THEIR INTELLIGENCE.

[NEW SPEAKER] DEFINITELY, AND I HAVE KNOWN PEERS AND THERE ARE REFERENCES TO WOMEN LEADERS BEING THE MAN -- THOSE ARE JUST THE WORDS THAT PEOPLE USE.

[NEW SPEAKER] YEAH.

[NEW SPEAKER] REALLY INTERESTING AND I'M SEEING REALLY GREAT RESPONSES COMING FROM PARTICIPANTS WE WANT TO KEEP THAT GOING AND LISA FLEMMING HAS HER HAND UP.

[NEW SPEAKER] IF YOU HAVE A QUESTION, LISA, LESS US KNOW IF YOU WANT US TO UNMUTE YOUR PHONE OR SEND US A CHAT -- AND I'M GOING TO SEND YOU A PRIVATE CHAT.

[NEW SPEAKER] WELL, GREAT, AND LET'S GET DEEPER INTO THIS AND KEEP THIS GOING THERE ARE REALLY IMPORTANT LESSONS THAT WE ARE HEARING FROM PEOPLE AND HOW I LEARNED TO TALK ABOUT THE ISSUE IS LISTENING TO OTHER PEOPLE, MY PEERS TALKING ABOUT THIS BUT RIGHT NOW I THINK WE WANT TO TURN THINGS BACK OVER TO YOUR GUESTS FOR TODAY THEY ARE BOTH WORKING INCREDIBLY HARD CHANGING NORMS AND EXPANDING THE ROLES OF GIRLS AND WOMEN IN OUR COMMUNITY.

>> AND WE WANT TO WELCOME MEGAN BACK TO THE PODIUM, THANK YOU AGAIN FOR JOINING US, YOU ARE THE EXECUTIVE DIRECTOR OF HARDY GIRLS, HEALTHY WOMEN, AND YOU CHALLENGE GENDER STEREOTYPES HOW DOES THIS IMPACT YOUR WORK?

[NEW SPEAKER] A LOT OF THIS IS FITTING GIRLS IN THE STATUS QUO, AND HARDY GIRLS IS REALLY FOCUSED ON ADDRESSING GIRLS LIVES IN THE RELATIONAL AND SOCIAL CONTEXT AND WE THINK IT'S NOT THE GIRLS BUT THE CULTURE IS THE GIRLS ARE GROWING UP IN THAT IS IN NEED OF REPAIR, AND SO THE WORK WITH GIRLS IS NOT FITTING THEM INTO YOUR TRADITIONAL OR DOMINANT ROLES BUT RATHER TO REPRESENT THEM QUESTION WHAT THOSE ROLES ARE AND WHY THEY EXIST, AND SO WE ARE CALLED HARDY GIRLS AND THAT NOTION -- WE ARE TRYING TO CREATE HARDINESS ZONES FOR GIRLS AND FOR PEOPLE INTO GARDENING YOU KNOW THAT CERTAIN PLANTS NEED THINGS TO THRIVE IN CERTAIN AREAS AND THE SAME WITH GIRLS THEY NEED THINGS FROM THEIR PARENTS AND FRIENDS AND SCHOOLS TO THRIVE, AND IF WE CAN CREATE THAT FOR GIRLS WITH EACH OTHER, AND THE ADULT IN THEIR LIVES AND ALSO CHALLENGE THEM TO DO SOMETHING ABOUT IT, THEN WE CAN REALLY PROVIDE GIRLS AT OF AGENCY AND THAT IS -- THAT IS HOW WE CHANGE THE WORLD AS FAR AS OUR CONCERNS.

[NEW SPEAKER] YEAH, AND I THINK WE PUT UP THIS IMAGE REALLY QUICKLY AND SORRY WE DIDN'T DO IT WHEN YOU FIRST BEGAN SPEAKING BUT IT'S A STRIKING EXAMPLE OF HOW YOUNG WOMEN INTERNALIZE THE ENVIRONMENT AROUND THEM AND WHERE

THEY ARE SITTING IN STRUGGLE I NO THAT FEMALE GENDER STEREOTYPES ARE A HOT TOPIC, I HEAR A LOT ABOUT QUEEN BEES AND BAD GIRLS.

[NEW SPEAKER] IN THE LAST COUPLE OF YEARS WE HAVE SEEN THIS MESSAGES HAPPENING OR HITTING GIRLS AT YOUNGER AND YOUNGER AGES AND AT A TIME WHEN GIRLS SHOULD BE TURNING TO EACH OTHER FOR SUPPORT AND UNDERSTANDING, THAT IS THE POINT WHERE THEY ARE GETTING THIS MESSAGE THAT GIRLS ARE NOT TO BE TRUSTED AND THEY WOULD RATHER STAB YOU IN THE BACK THAN HAVE YOUR BACK AND THEY ARE INHERENTLY MEAN OR CATTY OR BACK-STABBING IT'S AN INCREDIBLY DIVISIVE AND DAMAGING MESSAGE THINK ABOUT THE POTENTIAL GIRLS HAVE WHEN THEY WORK TOGETHER AND THEN IF -- SORRY, I'M TRYING TO TALK AND READ THE CHAT AT THE SAME TIME.

[LAUGHTER]

SO OUR WORK IS REALLY FOCUSED ON BUILDING COALITIONS OF GIRLS BECAUSE WE KNOW WE CAN COUNTERACT THESE MESSAGES THAT GIRLS ARE INHERENTLY MEAN OR CATTY AND ONE OF THE ONES SHOWN HERE IS OUR MIDDLE SCHOOL GIRLS GROUP HAVING DISCUSSIONS THAT RANGE FROM BODY IMAGE TO BULLYING TO SEXUAL HARASSMENT TO DATING OR HEALTHY DATING RELATIONSHIPS THE IDEA IS TO REALLY ENGAGE GIRLS IN CRITICAL CONVERSATIONS NOT JUST ABOUT THE MEDIA BUT THE CULTURE MESSAGES ABOUT WHAT THEY ARE SUPPOSED TO LOOK LIKE AND WEAR AND ACT AND FEEL, AND HELP THEM UNDERSTAND WHERE THOSE MESSAGES COME FROM, AND FOR THOSE WHO WORK WITH YOUTH, YOU KNOW THAT GIRLS HAVE A VERY KEEN SENSE OF FAIRNESS AND JUSTICE, AND ONCE YOU GET THEM FIRED UP ABOUT BEING DUPED BY THE CORPORATIONS OR THE CULTURE AT LARGE, THEY GET PISSED OFF AND WANT TO DO SOMETHING ABOUT IT AND THAT IS WHAT OUR GIRLS GROUPS ARE FOCUSED ON, NOT JUST TALKING ABOUT IT BUT DOING SOMETHING ABOUT IT ALL OF OUR GROUPS DO ACTIVIST WORK.

[NEW SPEAKER] ONE OF THE INTERESTING THINGS ABOUT THIS ACTIVIST WORK IS YOUR ORGANIZATION IS REALLY WORKING TO SHIFT THE WAY THAT PEOPLE EVEN APPROACH THE WORK WITH GIRLS AND I WANT TO READ THIS THERE IS A PDF OF THIS AND WE'LL PUT A LINK UP FOR YOU IN THE TEXT CHAT TO A SPEECH THAT I FOUND REALLY INSPIRATIONAL THAT ONE OF YOUR FOUNDERS LYNN MICHAEL BROWN WROTE, SHIFTING THE FOCUS AWAY FROM SELF-ESTEEM OR EATING DISORDERS AND SO WIDEN THE LENS TO CONSIDER THE SOCIAL AND POLITICAL LANDSCAPE IN WHICH A GIRL COMES OF AGE REALLY SHOULD BE THE FOCUS AND SHE GOES ON TO CHALLENGE US AS ADULTS TO REALLY CREATE A HARDY ENVIRONMENT WHEN HE TALKED ABOUT WITH THE GARDENING I'M JUST WONDERING HOW DOES THIS PLAY OUT INTO PROGRAM DEVELOPMENT PEOPLE ARE FOCUSED SO MUCH ON CURRICULUM HOW DO YOU ACTUALLY SHIFT THAT AWAY FROM INDIVIDUAL AND YOU KNOW, EFFECT SOCIAL AND POLITICAL LANDSCAPE?

[NEW SPEAKER] YOU KNOW, I DON'T THINK THERE IS AN EASY ANSWER TO THAT I THINK IT'S VERY EASY TO DO INDIVIDUAL WORK AND SAY IF YOU CAN JUST REALIZED THAT THESE IMAGES ARE PHOTO SHOPPED YOU WON'T HAVE LOW SELF-ESTEEM, THAT JUST DOESN'T WORK BECAUSE GIRLS ARE SO SATURATED WITH THE MEDIA TODAY, AND OUR GROUPS ARE RUN BY GIRLS AND WOMEN WHO HAVE DONE THEIR OWN WORK AND EXAMINED THEIR OWN BIASES ABOUT GIRLS AND WOMEN AND WE ARE CREATING A SAFE SPACE THAT IS FREE OF JUDGMENT AND GIRLS CAN SAY ANYTHING THEY NEED TO SAY AND CAN REALLY BE REAL.

SO MUCH OF GIRL'S INTERACTIONS TODAY TEND TO BE CONSTRAINED AND IT'S A PERFORMANCE BUT IF WE CAN REALLY CREATE SPACES FOR GIRLS TO BE REAL AND CONNECT WITH EACH OTHER IN STRONG ADULT FEMALE ROLE MODELS AND THEN ALSO BE GIVEN THE SUPPORT THEY NEED AND THE TRUST THEY NEED FROM ADULTS TO DO THIS SOME OF THIS WORK ON THEIR OWN, THAT IS HOW WE BELIEVE YOU CREATE A HARDINESS

ZONE, AND FOLKS CAN FIND OUT MORE INFORMATION ON OUR WEBSITE, BUT IT'S CONTROL, COMMITMENT AND CHALLENGE GIRLS NEED TO FEEL LIKE THEY HAVE CONTROL OF THEIR OWN LIVES AND COMMITMENT FROM THE ADULTS IN THEIR LIVES AND THEY NEED TO BE CHALLENGED TO DO THEIR BEST WORK.

[NEW SPEAKER] THAT IS AMAZING.

[NEW SPEAKER] I WAS SO IMPRESSED WITH THE HARDY GIRLS AND HEALTHY WOMEN WEBSITE, I HOPE THAT EVERYONE CHECKS IT OUT TO SEE THE HARD WORK AND THE PROGRAMS AVAILABLE AND THE WAY THEY REALLY ARE ADDRESSING NORMS MEGAN TO CLOSE, CAN YOU SHARE WITH US SOME OF THE OUTCOMES FROM ALL OF THE THINGS YOU DO IN YOUR WORK AND THE LESSONS LEARNED THAT YOU CAN SHARE WITH US TODAY?

[NEW SPEAKER] YES, AND CAN I TALK REALLY QUICKLY ABOUT THIS SLIDE? THIS IS ONE OF OUR OUTPUTS --

[NEW SPEAKER] AND TALK A LITTLE BIT MORE ABOUT SPARKS AS WELL.

[NEW SPEAKER] OKAY, WELL, ONE OF OUR OUTCOMES IS GIRLS DOING ACTIVIST WORK, AND BEING INVOLVED IN CHANGING THE STATUS QUO THIS IS POWERED BY GIRL WHICH IS OUR NEW ON-LINE COMMUNITY FOR TEEN GIRL ACTIVISTS WHO WANT TO DO THIS MEDIA ACTIVISM WORK, AND WE ARE PARTICULARLY FOCUSED ON SEXUALIZATION AND HEALTHY NOTIONS OF SEXUALITY BECAUSE OF OUR PARTICIPATION IN THE SPARKS SUMMIT SPARKS SUMMIT DOESN'T HAVE A WEBSITE YET BUT YOU CAN FIND THEM ON FACEBOOK AND TWITTER BUT IT WILL BE A SUMMIT THAT WILL ACTUALLY KICK OFF A MOVEMENT TO REALLY CHALLENGE THE WAY THAT GIRLS ARE SEXUALIZED IN THE MEDIA TODAY AND WE'LL ALSO FORWARD A WIDER SPECTRUM OF GIRL'S SEXUALITY, AND WE CAN'T DO THIS WORK WITHOUT BEING IN PARTNERSHIP WITH GIRLS BECAUSE THIS IS THEIR LIVES, THIS IS THEIR MEDIA AND YOU CAN'T JUST SAY YOUR MEDIA IS BAD BECAUSE THEY ARE SO EDGE GAUGED WITH IT BUT WE ARE FACED WITH THIS OPPORTUNITY WHERE GIRLS ARE SO ENGAGED ON LINE AND OFTEN IN CREATING THEIR OWN MEDIA AND WE REALLY NEED TO LEVERAGE THIS MOMENT TO CREATE AN UPSWELL OF PUSH BACK AND OF THE POSITIVE STUFF.

[NEW SPEAKER] AND I THINK YOU MENTIONED BUT I JUST WANTED TO SAY THAT PEOPLE REALLY CAN ATTEND THE CONFERENCE.

[NEW SPEAKER] YES, AND OUR WEBSITE SHOULD BE UP BY THE END OF THE MONTH SO THAT PEOPLE CAN PARTICIPATE BY OCTOBER 22 WE ARE SORT OF IN THE PROCESS OF CREATING THE PROGRAM AND WE REALLY WANT TO HEAR WHAT FOLKS ARE INTERESTED INNING ABOUT AT THE -- LEARNING ABOUT AT THE SUMMIT.

[NEW SPEAKER] NEXT SLIDE?

[NEW SPEAKER] LET'S TALK ABOUT THIS LOVELY IMAGE.

[NEW SPEAKER] AX BODY SPRAY IS A FREQUENT OFFENDER WHEN IT COMES TO THE HORRENDOUS IMAGES THEY PUT UP ABOUT BOYS AND GIRLS THIS IS AN ADVERTISEMENT THAT OUR GIRLS ADVISORY BOARD -- THEY PBG'D IT, POWERED BY GIRL, AND THEY DECONSTRUCTED IT AND TALKED ABOUT THE THEME AND SET AND RAISED AWARENESS ABOUT THE FACT THAT YOU KNOW, AX IS OWNED BY THE SAME COMPANY THAT OWNS DOVE, AND THEY TALK ABOUT SOME OF THE STEREOTYPES SEEN HERE, THAT GIRLS ARE MOST POWERFUL WHEN THEY ARE SEXY, SKINNY, AND OBJECTIFIED WHICH IS NOT TRUE, AND THEN THEY PLAY FUN GAMES OR DO A CALL TO ACTION AND COUNT THE NUMBER OF TIMES THAT PINK IS USED AND SO WE ENCOURAGE GIRLS TO TAKE ADVERTISEMENTS LIKE THIS AND MARK THEM UP AND TELL THE CORPORATIONS AND THE MARKETING EXECS WHAT THEY

REALLY THINK ABOUT IT AND MOVE THEM AROUND THEIR SOCIAL MEDIA AND ALSO SEND THEM TO THE COMPANY IN THIS AGE OF THE DEMOCRATIZATION -- DEMOCRATIZATION OF -- OF MEDIA, MARK-UPS LIKE THIS CAN REALLY IMPACT THE MESSAGES.

[NEW SPEAKER] AND YOU SEE IN THIS THE TEXT CHAT, DOING THE REAL-WOMAN COM PANE AND TOP MODEL AND AT THE TIMING A BUTTE STANDARD AND TRYING TO EXPAND IT -- THERE IS A LOT OF COMPLEXITY IN THIS WORK AND I WANTED TO OPEN IT UP FOR QUESTIONS.

[NEW SPEAKER] LISA FLEMMING, YOU'VE RACED YOUR HAND AND I DON'T KNOW IF YOU'RE ON THE PHONE OR NOT, IF YOU ARE, YOU CAN -- I SENT A PRIVATE CHAT BUT I HAVEN'T HEARD, AND SO OPERATOR, IF YOU GET A STAR 1 FROM LISA, WE'LL OPEN UP HER LINE AND LET US KNOW WHEN THEY COMES IN.

[NEW SPEAKER] MEGAN I ALSO SAW A QUESTION EARLIER ABOUT HOW IN YOUR WORK WITH GIRLS YOU TRY TO KEEP THEM FROM ONE-UPPING EACH OTHER AND FROM INTERNALIZING THAT ROLE OF WOMEN.

[NEW SPEAKER] THAT IS A GREAT QUESTION.

I THINK IN OUR PROGRAM SPECIFICALLY THE GIRLS COALITION GROUPS WE SPEND A LOT OF TIME AT THE OUTSET CREATING A SAFE SPACE FOR GIRLS AND ONCE THEY FEEL LIKE THEY ARE NOT BEING JUDGED AND THEY REALLY CAN SPEAK THEIR MINDS AND CONTRIBUTE, THEY ARE NOT AS LIKELY TO ONE-UP I THINK IT'S DANGEROUS TO ASSUME THAT GIRLS WILL TRY TO ONE-UP EACH OTHER IN THEIR WORK, WE HAVE FOUND THIS IS JUST NOT TRUE, AND AS LONG AS THE GROUP LEADERS ARE SETTING A GOOD EXAMPLE AND RESPECTING AND HONORING EACH GIRL'S CONTRIBUTIONS I DON'T EXPECT THAT YOU WOULD SEE GIRLS TRYING FOR ONE-UP EACH OTHER, ESPECIALLY AFTER THE FIRST SEVERAL SESSIONS.

[NEW SPEAKER] NOW, MEGAN YOU'RE GOING TO HANG OUT WITH US A LITTLE BIT LONGER?

[NEW SPEAKER] MM-HMM.

AND AFTER WE HEAR FROM CORY, THERE ARE OTHER STRATEGIES THAT WILL BE GREAT TO HIGHLIGHT.

[NEW SPEAKER] THANK YOU SO MUCH FOR YOUR INPUT, MEGAN AND WE WANT TO TURN IT OVER NOW TO CORY WECHSLER FROM TEAM UP FOR YOUTH HERE IN OAKLAND THANK YOU SO MUCH FOR BEING HERE, CORY.

[NEW SPEAKER] MY PLEASURE.

[NEW SPEAKER] YOUR NEW INITIATIVE, GET IN THE GAME IS DESIGNED ESPECIALLY FOR GIRLS AND HOW DO YOU THINK THAT GIRLS AND WOMEN BENEFIT FROM SPORTS?

[NEW SPEAKER] OUR GAME PLAN FOCUSES ON GETTING GIRLS SPECIFICALLY IN LOW-INCOME COMMUNITIES INVOLVED IN ORGANIZED SPORTS AND THE REASON WE ARE SO FOCUSED ON THAT AND KIND OF FIRED UP ABOUT IT IS THAT WHEN YOU LOOK AT WHO HAS ACCESS TO SPORTS, THIS IS THE POPULATION THAT DOESN'T AT ALL AND SO VERY OFTEN WE HEAR PEOPLE SAYING OH, WELL, WHY DO YOU NEED TO FOCUS ON GIRLS AT ALL? THEY HAVE OPPORTUNITIES AND THEY ARE PLAYING AND OUT INVOLVED IN SPORTS AND WE SEE THE NUMBERS AND OUR RESPONSE IS YES, THAT IS TRUE IN AFFLUENT NEIGHBORHOODS BUT THAT IS NOT HAPPENING IN POORER COMMUNITIES IN GENERAL, AS WITH ANYTHING ELSE, POOR COMMUNITIES HAVE WAY LESS ACCESS TO THIS

AND GIRLS EVEN MORE SO AND SO WE ARE REALLY COMMITTED TO HELPING LEVEL THE PLAYER FIELD. PARTIALLY BECAUSE THERE ARE SO MANY INCREDIBLE, INCREDIBLE BENEFITS TO ALL YOUNG PEOPLE PARTICIPATING IN SPORTS, AND THE LITTLE RESEARCH THAT HAS COME OUT RECENTLY SHOWS THAT THE BENEFITS ARE EVEN GREATER FOR GIRLS IN LOW-INCOME COMMUNITIES BECAUSE OF THE LACK OF ACCESS TO RESOURCES IN GENERAL AND SO GIRLS IN THE GAME FOCUSES BOTH ON DRAMATICALLY GETTING MORE SPORTS OPPORTUNITIES UP AND RUNNING FOR GIRLS BUT THEN ALSO LOOKING AT THE OTHER KIND OF PIECES THAT NEED TO BE IN PLACE SO THAT GIRLS CAN HAVE ACCESS, WE HAVE FOUND THAT IT'S NOT ENOUGH JUST TO SET UP PROGRAMS THERE ARE SO MANY HAD BARRIERS THAT KEEP GIRLS OUT OF THE GAME.

BESIDE THE ECONOMIC BARRIERS THERE ARE ALSO CULTURE AND RESPONSIBILITIES AND SAFETY ISSUES THAT MAKE IT VERY DIFFICULT FOR GIRLS TO GET IN THE GAME WE RECOGNIZE THERE HAVE TO BE OTHER PIECES IN PLACE, AND COMMUNITY AND FAMILY INVOLVEMENT AND ADVOCACY SO THAT GIRLS CAN ACCESS SPORTS IT'S SOMETHING THAT IS SEEN AND ENCOURAGED AS A BENEFIT IN THESE COMMUNITIES.

[NEW SPEAKER] WELL, YOUR APPROACH IS REALLY COMPREHENSIVE AND I THINK IT'S IMPORTANT TO POINT OUT THAT YOU'RE NOT JUST OFFERING A PROGRAM BUT YOU'RE LOOKING AT CHANGING AN ENVIRONMENT SO THAT GIRLS CAN PARTICIPATE IN SPORTS I THINK THAT IS VERY MUCH IN ALIGNMENT WITH THE FIELD OF VIOLENCE AGAINST WOMEN HOW WOULD YOUR ORGANIZATION MAKE THE CASE THAT SPORTS HAS ANYTHING TO DO WITH MAKING VIOLENCE AGAINST WOMEN MORE LIKELY TO OCCUR.

[NEW SPEAKER] I THINK SPORTS IS AN AMAZING MEDIUM BECAUSE IT'S ALL ABOUT BEING IN THE BODY AND IT'S ALL ABOUT BEING -- HAVING A MOVEMENT VOCABULARY AND BEING ASSERTIVE AND CONFIDENT, AND SO I THINK THAT DIRECTLY CONNECTS TO HOW GIRLS AND THEN WOMEN GROW INTO THEMSELVES THE MORE YOU ARE IN YOUR BODY, THE MORE YOU EXPERIENCE YOUR STRENGTHS AND THE MORE YOU'RE ENCOURAGED TO TAKE UP SPACE IN YOUR BODY, I THINK THAT DIRECTLY IMPACTS HOW YOU SEE YOURSELF AND HOW PEOPLE VIEW YOU AS YOU'RE MOVING THROUGH THE WORLD WHICH TOTALLY CONNECTS TO ISSUES OF VIOLENCE, ESPECIALLY WHEN YOU HAVE GIRLS IN PROGRAMS WHERE THE COACHES ARE BEING REALLY INTENTIONAL ABOUT NOT ONLY GETTING THEM IN THEIR BODIES ON A PHYSICAL BODIES BUT ALSO TRANSFERS LESSONS TO THE REST OF THEIR LIVES LIKE CHASING DOWN THE BALL, BEING THE BEST YOU CAN BE, AND IF COACHES CAN TRANSFER THAT TO THEIR SCHOOL AND HOME AND COMMUNITY LIVES THEN YOU'RE REALLY HAVING A COACH WHO IS IMPACTING YOUNG PEOPLE'S FULL DEVELOPMENT.

[NEW SPEAKER] YOU KNOW, I HADN'T THOUGHT ABOUT IT THAT WAY, AND I NEVER EXCELLED IN SPORTS I PLAYED TEAM SPORTS A LOT GROWING UP AND THE CAMARADERIE, IT WAS A TIME TO WORK COOPERATIVELY WITH GIRLS BUT WE HAD A FOCUSED GOAL AND IT WAS COMPETITIVE AND WE LEARNED WHAT HAPPENED IF WE DIDN'T MAKE THE GOAL, AND IT'S A FANCY WORD, BUT SELF-EFFICACY, YOU DON'T HAVE TO DO IT BY YOURSELF, BUT I HADN'T NECESSARILY THOUGHT ABOUT THAT WITH SPORTS BUT I THINK YOUR POINT IS REALLY STRONG.

>> AND I FEEL LIKE ONE OF THE THINGS THAT SPORTS TEACHES DEFINITELY MEN, AND TEACHES GIRLS WHEN WOMEN AND GIRLS CAN ACCESS IT IS THAT YOU HAVE THE RIGHT TO EXCEL, AND YOU HAVE THE RIGHT TO BE BETTER THAN OTHER PEOPLE, AND YOU HAVE CONTROL OVER THAT, AND THOSE ARE REALLY POWERFUL MESSAGES FOR GIRLS TO GET AND THEY DON'T GET THAT OFTEN AND DON'T GET TO EXPERIENCE IT ON A PHYSICAL LEVEL.

[NEW SPEAKER] I THINK THAT IS REALLY WONDERFUL WORK YOU'RE DOING AND SPORTS HAS BEEN MENTIONED THROUGHOUT THE TEXT CHAT HERE AS A GREAT WAY TO APPROACH THE NORMS CHANGE KIND OF TO SHIFT GEARS YOU MENTIONED BACK IN YOUR

EXPLANATION OF ALL OF THE DIFFERENT INITIATIVES HOW COMPREHENSIVE THAT IS IN TERMS OF LIKE GIVING GIRLS ACCESS TO THOSE SPORTS, RIGHT? AND CAN YOU ASK YOU WHAT MADE YOU DECIDE TO EXPLORE POLICY AS A STRATEGY IN YOUR WORK?

[NEW SPEAKER] POLICY HAS ALWAYS BEEN A PART OF OUR WORK AT TEAM UP FOR YOUTH, AND IT WAS REALLY CLEAR TO US THAT YOU HAVE TO BE MAKING CHANGE AT THAT LEVEL, AND YOU HAVE TO HAVE POLICIES IN PLACE THAT OPEN UP DOORS AND WE SAW THAT WITH TITLE IX AS SOON AS IT PASSED, THE NUMBER OF WOMEN INVOLVED IN SPORTS SKY ROCKETS AND IT WAS NOT ALL OF A SUDDEN THEY WERE INTERESTED BUT ALL OF A SUDDEN THEY HAD ACCESS AND SO WE REALLY BELIEVE THAT YOU HAVE TO BE WORKING SIMULTANEOUSLY ON THE PROGRAMS AND THEN ALSO DOING THE POLICY WORK PARTLY BECAUSE THEN YOU HAVE THE PEACES IN PLACE AND YOU -- THE PIECES IN PLACE AND YOU CAN USE THAT AS LEVERAGE BUT THEN YOU'RE ALSO EDUCATING A POPULATION THAT IS GOING TO ADVOCATE AND MOVE THIS EFFORT FORWARD.

[NEW SPEAKER] I JUST WANT TO PUT OUT THERE THAT I SEE IN THE TEXT CHAT A LOT OF COMMENTS ABOUT SIZE AND THE -- OF SIZE AND CLOTHING WE ARE TALKING ABOUT SOME REALLY BIG CHALLENGES FOR THE FIELD AND CHANGES IN SIZE OF CLOTHING IS A SYMPTOM BUT LET'S FOCUS ON THE REAL ISSUE ABOUT HOW DO WE CHANGE THE ENVIRONMENT FOR YOUNG WOMEN, AND CORY, YOUR PROJECT AND YOUR INITIATIVE IS FUNDAMENTALLY CHANGING THAT STRUCTURE IN MAKING THAT YOU ARE THAT SPORTS IS AVAILABLE FOR GIRLS I THOUGHT ABOUT THE TEXT CHAT EARLIER ABOUT FATHERS AND THE ROLE OF FATHERS I KNOW YOUR ORGANIZATION WHILE IT'S FOCUSED ON GETTING GIRLS IN THE GAME YOU SPECIFICALLY HAVE A ROLE FOR MEN, AND HOW DO MEN AS ALLIES SHIFT ROLES FOR WOMEN?

[NEW SPEAKER] SURE, ONE OF THE THINGS WE FOUND THAT IS WONDERFUL AND EXCITING IS THERE ARE A LOT OF MEN AND FATHERS OUT THERE COACHING THEIR CHILDREN, SPECIFICALLY THEIR DAUGHTERS AND WE FOUND IF WE CAN TAP INTO THAT BODY OF MEN AND REALLY ENCOURAGE THEM TO BE CHAMPIONS, THE ONES ADVOCATING NOT ONLY FOR THEIR DAUGHTERS BUT THEIR DAUGHTERS' FRIENDS, THEN THERE IS A SHIFT THAT HAPPENS IN THE CONVERSATION BECAUSE OF THEIR POSITION IN THE FAMILY AND IN SOCIETY AND SO WE HAVE BEEN REALLY MAKING AN CONCERTED EFFORT TO TAP INTO THAT POPULATION AND ENCOURAGE THEM TO HAVE A ROLE IN GETTING GIRLS IN THE GAME -- A LARGER ROLE THAN JUST AS A COACH, BUT AS A VERBAL CHAMPION.

[NEW SPEAKER] I THINK THAT IS SUCH AN AMAZING INITIATIVE AND SUCH A GREAT EFFORT FROM TEAM UP TO BE APPROACHING IT THAT WAY CORY, QUICKLY, CAN YOU SHARE SOME OF THE OUTCOMES FROM YOUR INITIATIVE AND SOME OF THE LESSONS LEARNED?

[NEW SPEAKER] SURE IN TERMS OF PROGRAMMATICALLY ONE OF THE THINGS WE'VE SEEN IMMEDIATELY IS AS SOON AS WE PUT OUT THAT WE ARE ABLE TO HELP SET UP SPORTS PROGRAMS FOR MIDDLE SCHOOL THERE IS A FLURRY OF INTEREST, AND PEOPLE WANT TO BE ABLE TO PROVIDE THIS AND RECOGNIZE THE IMPORTANCE AND IT'S CHALLENGING AND HARD TO GET GIRLS INVOLVED BECAUSE IT'S SO NOT SEEN AS WHAT THEY DO, ESPECIALLY GIRLS IN MIDDLE SCHOOL, AND SO WE HAVE A TON OF REALLY SUCCESSFUL GIRLS LEAGUES UP AND RUNNING IN THE BAY AREA, THAT IS A BIG PIECE, AND IN TERMS OF PUBLIC EDUCATION, WE HAVE HAD SUMMIT GATHERINGS THAT HAVE BROUGHT A RANGE OF COMMUNITY MEMBERS TOGETHER AND PEOPLE WANT TO BE ABLE TO SEE THIS IT'S BEEN A REALLY GREAT OUTCOME AND I THINK WE ARE GOING TO TALK MORE ABOUT THIS LATER, BUT IT WOULD BE 2404, A POLICY THAT IS KIND OF THE SISTER POLICY TO TITLE IX FOR PUBLIC SPACES IN CALIFORNIA AND THINKS ABOUT HOW DO WE HELP EQUITY ISSUES IN PUBLIC SPACES FOR GIRLS IN SPORTS SO A RANGE OF THINGS WE'VE BEEN WORKING ON AND THE CHANGE WE'VE SEEN HAPPENING AS A RESULT.

[NEW SPEAKER] WE HAVE A QUESTION FROM DAVID, HE SAID WHAT DOES IT MEAN TO BE A VERBAL CHAMPION FOR GIRLS SPORTS?

[NEW SPEAKER] GOOD QUESTION.

REALLY SPEAKING UP ABOUT THE BENEFITS OF GIRLS PARTICIPATING IN SPORTS, BEING WILLING TO, YOU KNOW, GET IN THERE AND GET INTO ARGUMENTS BECAUSE PEOPLE REALLY PUSH BACK CREATE -- BEING A COACH AND DRAWING PEOPLE IN AND BEING PROACTIVE AND DRAWING PEOPLE IN, I THINK TALKING TO SCHOOLS AND ASKING SCHOOLS WHY AREN'T YOU OFFERING GIRLS PROGRAMS OR HOW CAN WE OFFER GIRLS PROGRAMS? AND GOING TO COMMUNITY CENTERS AND SAYING I'M CONCERNED, I SEE A LOT OF BOYS ON THE PLAYING FIELDS BUT WHERE ARE THE GIRLS? AND BEING ACTIVE WITH YOUR KIDS AND YOUR KIDS' FRIENDS AND BROADLY THE COMMUNITIES THEY ARE IN AND REALLY CHALLENGING PEOPLE TO LOOK AT THE DISPARITY AND WHO IS BEING SERVED.

[NEW SPEAKER] REALLY QUICK, I KNOW WE WANT TO LET FOLKS GO TO STRATEGY BUT SOMEONE HAD A QUESTION ABOUT: DO YOU HAVE OPPORTUNITIES FOR COACHES TO DO TRAINING? AND I THINK YOU DO ON OUR WEBSITE, RIGHT?

[NEW SPEAKER] I WILL SHARE THAT THE OTHER IF A CUSS OF THE GAME PLAN IS TO GET WOMEN IN THE ROLE OF COUCHES BECAUSE THEY -- AS ROLE MODELS CAN HAVE A REALLY PROFOUND IMPACT ON GIRLS BUT ALSO FOR THEM TO SEE THAT PROFOUND IMPACT EFFECTS WHO THEY ARE AND SO WE DO A LOT OF RECRUITMENT AND TRAINING OF COACHES AND FEMALE COACHES IN PARTICULAR, AND YES, WE PROVIDE TRAINING AND WE HAVE A LOT OF TRAINING RESOURCES FOR SPORTS COACHES CHECK OUT OUR WEBSITE OR YOU CAN CONTACT ME DIRECTLY AND WE HAVE ALOOF GUIDES THAT ARE ABOUT TO GET OUT THIS FALL, FREE AND EASY TO DOWNLOAD AND USE.

[NEW SPEAKER] GREAT WE HAVE A QUESTION FROM LINDOLA.

[NEW SPEAKER] IF YOU CAN PRESS STAR 1 ON YOUR PHONE, WE CAN UNMUTE YOUR PHONE.

SO OPERATOR, DO WE HAVE SOMEONE WHO PRESSED STAR 1.

[NEW SPEAKER] NOT AT THIS TIME.

[NEW SPEAKER] AND SO I SEE YOU'RE ON THE PHONE, PRESS STAR 1 AND -- GREAT, GO AHEAD.

[NEW SPEAKER] I THINK THERE WAS A QUESTION EARLIER ABOUT EXPANDING AND THE KIND OF A SCOPE FOR TEAM UP FOR YOUTH, CAN YOU SPEAK TO THAT?

[NEW SPEAKER] EXPANDING...?

[NEW SPEAKER] GEOGRAPHICALLY.

[NEW SPEAKER] RIGHT NOW WE SERVE CALIFORNIA SO THE BAY AREA, AND L.A., SAN DIEGO AND THE FRESNO MATTER WITH THE RESOURCES THAT ARE GOING TO BE ON LINE WE'RE GOING TO BE DOING A LOT OF PROVIDING TOOLS OUTSIDE OF CALIFORNIA AND ALSO SPECIFICALLY I MENTIONED TEAM UP FOR GIRLS TO HELP PROGRAMS SET UP LEAGUES AND SO WE'LL DO THAT FROM A DISTANCE ALSO, AND SO WE OFFER KIND OF A WEBINAR FOR REGIONS INTERESTED IN SETTING UP GIRL LEAGUES AND THEN FOLLOW-UP MATERIALS FOR THAT, AND IF THERE IS ANY INTEREST, PLEASE, PLEASE FEEL FREE TO CONTACT ME DIRECTLY AND I CAN GIVE YOU MORE DETAILS.

[NEW SPEAKER] TEAM UP FOR YOUTH MAY NOT BE THE LEAD AGENCY OR THE DV OR THE SEXUAL ASSAULT AGENCY OR THE LEAD BUT IT'S REALLY AN EXCITING COLLABORATION WHEN YOU THINK ABOUT OPPORTUNITIES FOR WOMEN WHO REALLY WANT TO MAKE AN IMPACT THIS IS A REALLY GOOD COLLABORATIVE PROJECT BEFORE WE TALK ABOUT MORE OPPORTUNITIES FOR COLLABORATIONS WE'LL GIVE GLENOLA ONE MORE CHANCE, ARE YOU THERE?

[NEW SPEAKER] I THINK SHE HAD TROUBLE WITH HER PHONE, BUT WE'LL GET THERE SOON, AND SO LET'S GO ON AND TALK ABOUT THE NEXT TOPIC.

[NEW SPEAKER] WE WANT TO USE THE NEXT TEN MINUTES TO DEVELOP STRATEGIES FOR EXPANDING ROLES FOR WOMEN.

[NEW SPEAKER] WE'VE BEEN USING THIS TO DEVELOP THAT COMPREHENSIVE APPROACH THAT SHIFT COMMUNITY NORMS SO WE'RE GOING TO FOCUS AND HIGHLIGHT EACH OF THE LEVELS OF THE SPECTRUM OF PREVENTION AND START WITH THE BOTTOM THREE LEVELS, SOMETHING THAT MOST OF YOU KNOW VERY, VERY WELL, WHICH ARE INDIVIDUAL SKILLS, COMMUNITY EDUCATION AND TRAINING AND SO WE HAVE A COUPLE OF EXAMPLES FOR YOU HERE.

[NEW SPEAKER] THIS IS PROBABLY THE EASIEST PLAY TO PEOPLE TO THINK ABOUT IS STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS THIS IS A WELL-RESPECTED CURRICULUM, AND HERE IS ANOTHER, GENE KILBORNS "KILLING US SOFTLY 4" IS OUT, AND THAT HAS BEEN AN INCREDIBLE CONVERSATION ABOUT WOMEN IN THE MEDIA, AND THE LAST EXAMPLE WE HAVE FOR EDUCATING PROVIDERS IS ACTUALLY TEAM UP FOR YOUTH, CORY, AND ONE OF THE THINGS THAT TEAM UP FOR YOUTH IS EDUCATING PROVIDERS AND COACHES AND YOUR GOAL IS TO RECRUIT AND TRAIN 750 NEW WOMEN COACHES BY THE END OF 2011 CAN YOU TELL US ABOUT THE GOAL OF THAT PROJECT?

[NEW SPEAKER] WELL, THAT IS THE GOAL! GET THE YOUNG WOMEN TO STAY IN THEIR COMMUNITIES AND WORK WITH THE NEXT GENERATION THE RELATIONSHIP BETWEEN FEMALE COACHES AND THEIR PLAYERS IS A REALLY POWERFUL ONE AGAIN, ONE OF THE FOCUSES OF OUR TRAINING IS HOW DO YOU HELP COACHES BE INTENTIONAL IN THEIR COACHES SO IT'S NOT JUST SPORTS FOR SPORT'S SAKE BUT REALLY HELPING TO DEVELOP THESE YOUNG GIRLS INTO POWERFUL AND CONFIDENT WOMEN, AND WHO BEST TO DELIVER THAT BY WOMEN? AND A LOT OF COMMENTS ABOUT MEN HAVE A REALLY IMPORTANT ROLE AND MALE COACHES DO FOR SURE, BUT WHEN WE'VE TALKED ABOUT YOUNG WOMEN AND GIRLS ABOUT FIND OF MEMORABLE COACHES, WHEN THEY TALK ABOUT THEIR FEMALE COACHES THE FEW WHO HAVE HAD FEMALE COACHES IT'S A VERY DIFFERENT RELATIONSHIP AND SO WE REALLY WANT TO MAKE SURE THAT THE NEXT -- SURE THAT THE NEXT GENERATION HAS THAT AND THAT WE HELP WOMEN SEE THEMSELVES AS ROLE MODELS.

[NEW SPEAKER] I WANT TO ACKNOWLEDGE SARITA'S QUESTION HERE, WHAT ARE BOYS' AND MENS' ROLES AND I THINK WE CAN PUT IN A LINK THE FOCUS OF THE LAST WEBINAR WAS REALLY ABOUT THE FOCUS ON MEN AND BOYS I'M NOT GOING TO PUT OUR FOCUS ON THAT TODAY BECAUSE WE SPEND THE LAST WEBINAR BUT THE DIALOGUE WAS INCREDIBLY RICH AND I THINK YOU CAN LEARN A LOT BY LOOKING AT THE SLIDES AND THE CHAT, AND WE DID SPEND A WHOLE SESSION LOOKING AT THAT, BUT WHAT WE DO WANT TO FOCUS ON IS GIVING YOU A CHANCE TO SHARE YOUR TIPS AND EXAMPLES AND SO LET'S ALL GET BACK TO THE TEXT CHAT WE WANT TO HEAR FROM YOU IN TERMS OF WHAT ARE STRATEGIES THAT INDIVIDUALS AND THE COMMUNITY AND PROVIDERS LEVEL THAT COUNTER LIMITED ROLES FOR WOMEN.

[NEW SPEAKER] YOU SAW AN EXAMPLE OF ANOTHER COMMUNITY EDUCATION VIDEO SOMEONE PUT IN WHICH WAS -- I THINK IT'S CALLED DREAM -- OH MY TEXT CHAT IS MOVING TOO QUICKLY -- DREAM WORLDS I -- DREAM WORLDS III AS ANOTHER EXAMPLE

OF COMMUNITY EDUCATION WHAT HAVE YOU BEEN THINKING ABOUT DOING AND WHAT HAVE YOU ALREADY BEEN DOING AT THE INDIVIDUAL, COMMUNITY, AND PROVIDER LEVEL? WE WOULD LOVE TO HEAR FROM YOU SOUNDS LIKE YOU'RE TYPING IN LONG ANSWERS HERE --

[NEW SPEAKER] LOTS OF DISCUSSION ABOUT DREAM WORLDS IN SOME OF THE QUESTIONS ON VOICE, BECAUSE IS IT A CRITIQUE OR ARE THERE YOUTH VOICES AND IS IT JUDGMENTAL OR NOT? AND SO WHAT ARE OTHER STRATEGIES THAT PEOPLE HAVE USED OR SEE TO USE ON AN INDIVIDUAL, COMMUNITY, OR PROVIDER LEVEL THAT CAN COUNTER LIMITED ROLES MENTORING AND RITES OF PASSAGE FOR GIRLS.

[NEW SPEAKER] WE HAVE SEEN THIS WITH YOUNG MEN AND IT'S INTERESTING TO SEE THIS COMING AROUND AS A STRATEGY FOR YOUNG WOMEN, AS WELL THAT WILL BE GREAT, AND I THINK AT THE END IF WE HAVE A LITTLE TIME WE CAN TALK MORE ABOUT THAT, AND I THINK MEGAN IS HAPPY TO TALK ABOUT THAT, IF YOU CAN GET IN TOUCH WITH HER.

[NEW SPEAKER] FINANCIAL EMPOWERMENT PROGRAMS FOR GIRLS AND WOMEN.

[NEW SPEAKER] READING ON GENDER ROLES.

[NEW SPEAKER] BYSTANDER EDUCATION.

[NEW SPEAKER] OH, INTERESTING, FINANCIAL EMPOWERMENT PROGRAMS I THINK ABOUT MICRO CREDIT AND MICRO LENDING AND IF YOU THINK ABOUT THAT IN THE U.S. THAT IS REALLY EXCITING AS WELL.

>>AND [INAUDIBLE] SELF-DEFENSE CLASSES.

[NEW SPEAKER] THERE IS A LOT ABOUT GENDER AND MOVING AWAY FROM THE BINARY NATURE OF GENDER -- AND WE HAVE A PREVENTCONNECT INTERVIEW WITH CHRISTI FROM GROUNDSPARK, AND THEIR WORK.

[NEW SPEAKER] AND MARGHETTA WAS TALKING ABOUT CAREER ADVANCEMENT AND LOOKING AT MALE DOMINATED FIELDS AND LOOK AT OPPORTUNITIES FOR WOMEN AND THE AMERICAN REINVESTMENT ACT AND A LOT OF MONEY GOES INTO CONSTRUCTION AND WHAT DOES THAT MEAN FOR WOMEN BECAUSE IT'S SUCH A MALE-DOMINATED FIELD, AND SO KEEPING LENS ON AND THINKING ABOUT THAT.

>>AND MORE MENTORING AND ROLE MODELING, WHAT WE'VE BEEN TALKING ABOUT TODAY.

[NEW SPEAKER] THIS IS INTERESTING, A STORE OWNER, A PROGRAM FOR MIDDLE SCHOOL GIRL THE CALLED PAY IT FORWARD THAT LOOKS AT SELF-ESTEEM AND THE STORE IS CALLED PRESENT MOMENT, THAT IS INTERESTING.

>> AND AROUND SEXUAL HEALTH EDUCATION AND BRAD TALKS ABOUT A SEXUALITY EDUCATION SEMINAR ON WOMEN'S HEALTH AND PLEASURE AND THAT IS A WAY TO BE ABLE TO MOVE FORWARD AND THAT IS ANOTHER IMPORTANT PIECE THAT MEGAN TALKED ABOUT AROUND HEALTHY GIRLS, LOOKING AT HEALTHY SEXUALITY.

[NEW SPEAKER] SO IF PEOPLE CONTINUE TO GIVE THEIR STRATEGIES THIS IS A GREAT OPPORTUNITY TO SHARE THINGS THAT EXIST AND THINGS THAT WE CAN LEARN ABOUT AND RESOURCES AND WE HOPE YOU WILL CONTINUE TO -- CONTRIBUTE THOSE BUT WE ARE GOING TO MOVE ON TO COALITIONS AND NETWORKS THIS INVOLVES PEOPLE REALLY COMING TOGETHER TO SHARE INFORMATION BUT THE MOST SUCCESSFUL COALITIONS REALLY DO GO FURTHER THAN JUST SHARING INFORMATION.

[NEW SPEAKER] THE WHOLE IDEA OF FOSTERS YOUR COALITION OF NEW YORK IS THAT YOU CAN DO MORE TOGETHER, WHAT CAN YOU DO AS A TEAM? DEVELOP A RAPID RESPONSE MEDIA NETWORK OR RESPONSE TO BREAKING NEWS AND PROACTIVE MESSAGES, AND JOINT FUNDING -- THE MOST SUCCESSFUL GROUPS WORK IN PARTNERSHIP TO ACHIEVE THEIR GOALS WE KNOW THAT.

[NEW SPEAKER] AND WE HAVE A REALLY GREAT EXAMPLE HERE CALLED TAKE BACK THE MUSIC CAMPAIGN LAUNCHED BY "ESSENCE" MAGAZINE A FEW YEARS AGO.

[NEW SPEAKER] THIS IS AN OLD CAMPAIGN AND I LOOKED UP TO SEE WHAT WAS GOING ON AND "ESSENCE" HAS ACTUALLY TAKEN IT OFF THEIR WEBSITE AND THEIR PARTNER THE BERKELEY COLLEGE OF MUSIC WAS KEEPING THIS GOING AND THREE OF THE MEN PERFORMING WERE AMONG THE WINNERS BUT THEY PARTNERS WITH THE BERKELEY COLLEGE OF MUSIC AND THE MAYOR'S OFFICE TO BRING ATTENTION TO THIS WHICH IS A MUCH BROADER IMPACT AND SO I THINK THIS IS INTERESTING, AN INTERESTING COLLABORATION, AND BECAUSE OF A COLLABORATION, THE MOVEMENT WENT FURTHER THE ORIGINATING ORGANIZATION MOVED ON BUT WITH THE COLLABORATING AGENCIES IT WAS STILL RELEVANT ON THE IMPORTANT FOR THEM.

[NEW SPEAKER] IT IS INTERESTING TO SEE HOW THINGS PROGRESS AND GIRLS ROCK CAMP IS ANOTHER AMAZING PROGRAM, I WOULD LOVE TO CHECK THAT OUT AND THEY ARE ALREADY GIVING THEIR STRATEGIES WHICH WE LOVE, HEARING BACK FROM YOU ALL, WE WOULD LOVE TO KNOW WHAT STRATEGIES AT THE COALITION AND NETWORKS LEVEL EXIST THAT COUNTER THE LIMITED ROLES FOR GIRLS AND WOMEN.

>> AND WHEN YOU THINK ABOUT COLLABORATION, WHO IS PARTNERS WITH WHO? ONE OF THE REASONS WE HAD TEAM UP FOR SPORTS BUT YET A COLLABORATION WITH A SEXUAL ASSAULT OR DOMESTIC VIOLENCE ORGANIZATION SEEMS TO MAKE A LOT OF SENSE AND SO WE ARE WONDERING WHO IS IN YOUR COALITION AND WHO ARE YOU WORKING WITH AS A PART OF YOUR NETWORK TO ACHIEVE YOUR GOALS?

[NEW SPEAKER] OH, PLANNED PARENTHOOD HAS A YOUTH THEATER TROUPE, I LOVE THAT.

BRING THESE TO THE TABLE, ALWAYS GREAT TO HAVE THEIR VOICE.

[NEW SPEAKER] THANK YOU, GABRIELA, THAT IS HARD FOR FOLKS TO DO IS THINK ABOUT WHEN AND HOW TO BRING YOUTH TO THE TABLE.

[NEW SPEAKER] AND 4H TALKS ABOUT THIS.

[NEW SPEAKER] OH, INTERESTING.

[NEW SPEAKER] AND OF COURSE INCLUDING MEN'S GROUPS, DEFINITELY.

TEEN COUNCIL -- WE WERE WORKING IN A COMMUNITY WHERE PREVIOUS MAYOR HAD A TEEN COUNCIL AND THE NEW MAYOR TOOK OFF AND SAID THAT WAS A PROJECT OF THE OLD MAYOR BUT THE COMMUNITY TOOK OVER AND SAID NO, THIS IS SOMETHING WE WANT INSTITUTIONALIZED IN THIS COMMUNITY, AND THEY REWORKED THEIR CHARTER TO HAVE A TEEN COUNCIL.

[NEW SPEAKER] GREAT.

[NEW SPEAKER] I'M SEEING ANOTHER THEME OF DEALING WITH REPRODUCTIVE HEALTH AND SEXUALITY AND EDUCATION AND RECOGNIZING THAT THERE IS A WHOLE COMPLEXITY

INVOLVED WITH THAT ISSUE, BUT ANOTHER IMPORTANT OPPORTUNITY THAT WE NEED TO EXPLORE HOW WE ARE GOING TO MOVE FORWARD WITH.

[NEW SPEAKER] AND HOW WE TALK ABOUT IT AS PARTNERS THERE ARE PEOPLE WHO ARE EXPERTS AROUND THIS AND THOSE ARE OUR PARTNERS THAT WE CAN BRING IN.

[NEW SPEAKER] COLEEN IS A CHAIR WORKING WITH THE RCMP WITH CITY HALL AND HOSPITALS AND SOCIAL WORKERS AND COMMUNITY AGENCIES AND THEY ARE WORKING ON SEXUAL ASSAULT PROTOCOLS AND WORKING ON PREVENTION OF VIOLENCE IN THEIR ENTIRE COMMUNITY THAT IS A VERY DIVERSE COLLABORATION.

[NEW SPEAKER] AND IF YOU THINK ABOUT WORKING WITH A COMMUNITY, YOU NEED FOLKS FROM ALL CORNERS OF THE COMMUNITY, NOT IN ISOLATION.

[NEW SPEAKER] RIGHT.

[NEW SPEAKER] WELL, KEEP ON CHIMING IN, GREAT STRATEGIES WE'RE GOING TO MOVE ON TO THE TOP TWO RUNGS.

>> YEAH.

>> AS ANNIE MENTIONED PEOPLE ARE MORE FAMILY WITH THE BOTTOM TWO LEVELS BUT THE TOP THREE ARE LESS KNOWN AND WE WANT TO CHALLENGE YOU ALL TO BE THINKING ABOUT HOW TO MAKE CONCRETE STRATEGIES TO PUSH THIS WORK FORWARD BECAUSE AGAIN WE WANT THAT COMPREHENSIVE APPROACH.

>> AND I THINK WHAT I WANT TO SAY REALLY QUICK ON THIS, SPECTRUM OF PREVENTION, THINK ABOUT THE PROGRAM YOU'RE RUNNING, THE EDUCATION YOU'RE PROVIDING WHAT KIND OF POLICIES OR PRACTICES WOULD BETTER SUPPORT YOUR PROGRAM? WOULD BETTER SUSTAIN YOUR PROGRAM? AND IF YOU DON'T KNOW POLICY, LET'S START WITH THAT LENS AND WE HAVE SOME EXAMPLES FOR YOU ONE OF THE THINGS I NOTICED IS IN THE ECONOMIC DOWNTURN WE ARE SEEING A TREND IN THE CHANGE OF BENEFITS OFFERED BY SMALL BUSINESSES THAT IS AN ORGANIZATIONAL PRACTICE, AND MOST OF US I'M ASSUMING ARE NOT IN THE BUSINESS OF FIGHTING FOR PATERNITY OR MATERNITY LEAVE, BUT THAT IMPACTS A FAMILY, AND SO WHAT DO THEY NEED UP FRONT? THEY NEED A CHANCE TO BOND WITH THAT INFANT, TO COME TOGETHER AS A FAMILY, AND WE'VE SEEN MATERNITY LEAVE BEING OFFERED LESS, OVER THE PAST FOUR YEARS BUT INTERESTINGLY, PATERNITY LEAVE OFFERED MORE, IT'S NOT SIGNIFICANT BUT IT'S INTERESTING TO SEE THAT CHANGE IN THAT DIRECTION.

[NEW SPEAKER] THAT IS THE NORM OF THE FATHER'S ROLE IN THE FAMILY AND THERE IS A SHIFT THAT MATERNITY LEAVE HAS BEEN LOWERED BUT INTERESTING THAT PATERNITY LEAVE HAVE BEEN INCREASING THERE IS ALSO INSTITUTIONALIZING GIRL'S VOICES FROM THE LEADERSHIP AND MEGAN IS CAN GIVE US A LITTLE BIT OF FEEDBACK ON THAT AND TALK A LITTLE ABOUT THE GIRL'S ADVISORY BOARD, WE WOULD LOVE TO HEAR ABOUT THAT.

[NEW SPEAKER] SURE.

SO WE ARE A TEN-YEAR-OLD ORGANIZATION AND ABOUT FIVE OR SIX YEARS AGO WE HIRED OUR FIRST STAFF AND REALIZED AT THAT POINT THAT IN ORDER TO SAY THAT WE WERE -- AT THAT POINT AND IN ORDER TO SAY THIS WE REALLY NEEDED TO CREATE A GROUP OF GIRLS WHO HAD COME OUT OF OUR PROGRAMS WHO WANTED TO STAY ENGAGED ON WHAT WAS GOING IN THEIR LIVES IF YOU WORK WITH LIFE, THE PRESSURES ARE NOT THE SAME AS THEY WERE FIVE OR TEN YEARS AGO OR WHEN WE WERE GROWING UP WE DECIDED TO CREATE A GIRLS ADVISORY BOARD WHICH WOULD BE A GROUP OF TEEN GIRLS

WHO HAD COME OUT OF OUR PROGRAMS, SORT OF GRADUATED OUT AND WERE TOO OLD TO PARTICIPATE IN OUR ESTABLISHED PROGRAMS ANYMORE WHO COULD DO SIMILAR WORK TO OUR BOARD IN THAT THEY WERE REALLY ADVISING US ON OUR PROGRAMMING AND KEEPING US SORT OF MISSION-FOCUSED BUT ALSO WOULD BE A FOUNDING BOARD FOR US AND GENERATE IDEAS FOR US FOR EXAMPLE, ONE OF THE THINGS WE WANTED TO CREATE A NUMBER OF YEARS AGO WAS A RECOGNITION CEREMONY THAT WOULD HONOR GIRLS DOING ACTIVIST WORK HERE IN THE STATE OF MAINE AND WE KNEW THERE WAS A WOMEN'S HALL OF FAME BUT WE DIDN'T THINK THERE WAS A GIRL'S HALL OF FAME AND SO WE WENT TO OUR GIRLS ADVISORY BOARD AND SAID, HEY, WHAT DO YOU THINK ABOUT HAVING A GIRL'S HALL OF FAME? WE COULD RECOGNIZE GIRLS DOING GREAT WORK IN THE STATE AND THEY WERE OH, THAT SOUNDS SO STUFFY, WHY NOT CALL IT THE GIRL'S ROCK AWARDS, AND WE'LL HONOR GIRLS WHO ROCK, AND OUR GIRLS ROCK WEEKEND AND OUR AWARDS HAVE BECOME A REALLY WELL ATTENDED AND FUN EVENT AND WE HAVE A LOTS OF GIRLS ATTENDING AND NOT JUST ADULTS AND SO WE WERE REALLY -- WE WERE LOOKING FOR A GENUINE WAY TO REALLY INCORPORATE GIRL'S VOICES AND GIRL'S LEADERSHIP INTO THE STRUCTURE OF THE ORGANIZATION AND WE FOUND IT IN OUR GIRLS ADVISORY BOARD, BUT WE ALSO -- YOU KNOW, ALL OF OUR PROGRAMS ARE DESIGNED TO GO WHERE GIRLS WANT TO GO, AND SO WE BUILD THAT FLEXIBILITY INTO ALL OF CURRICULAR AND PROGRAM DESIGNS.

[NEW SPEAKER] THAT IS A REALLY IMPORTANT PIECE THAT YOU BUILD THIS IN, IT'S A NATURAL STEP AND NOT JUST SOMETHING THAT YOU GO TO, AND THE IDEA OF DOING POLICY, AND I WANT TO TRANSITION TO THE NEXT EXAMPLE WITH CORY'S GROUP, THIS IS AN OPPORTUNITY TO THINK ABOUT GIRLS IN LEADERSHIP ROLES AND AS ADULTS TO ADVOCATE FOR THEM AND CORY, CAN YOU TALK ABOUT THE ROLE THAT ADULTS CAN PLAY IN SUPPORTING GIRLS THROUGH THIS LEGISLATION?

[NEW SPEAKER] WELL, SURE I MEAN, YOU'RE TALKING ABOUT AB2404 SPECIFICALLY?

[NEW SPEAKER] YEAH, YEAH.

[NEW SPEAKER] SO THE GREAT THING ABOUT AB2404 IS THAT IT EXISTS AND THE NOT-SO-GREAT THING IS THAT THERE IS NOBODY HOLDING ANYONE ACCOUNTABLE FOR IT AND SO IT'S REALLY, REALLY IMPORTANT THAT THE DIFFERENT BODIES OF PEOPLE ARE SPEAKING UP ABOUT THE IMPORTANCE OF IT AND REALLY PUSHING SITES TO BRING OPPORTUNITIES TO GIRLS. ONE OF THE THINGS THAT WE ARE TRYING TO FIGURE OUT HERE IS HOW DO YOU WORK WITH ORGANIZATIONS AND KIND OF CREATE COALITION TO ACTUALLY BRING THOSE POLICIES ALIVE SO THEY ARE ACTUALLY ACTIVE BECAUSE RIGHT NOW THEY ARE NOT AND SO WORKING WITH PARKS AND REC AND WITH SCHOOLS AND OTHER SITES, SO IT'S REALLY A TEAM EFFORT, AND THAT IS EFFORT IS AROUND OPENING THESE OPPORTUNITIES FOR GIRLS I THINK LIKE THE POLICIES ARE A KIND OF A GREAT EXAMPLE OF THE NEED FOR COALITIONS OF FOLKS TO BE WORKING TOGETHER BECAUSE OTHERWISE I THINK IT'S JUST GOING TO BE ANOTHER ONE ON THE BOOKS.

[NEW SPEAKER] RIGHT, AND IN THAT COALITION WHERE MOVEMENTS LIKE THIS COME ALIVE, RIGHT?

[NEW SPEAKER] EXACTLY.

>> AND SO LET'S HEAR FROM YOU ALL WHAT ARE YOU WORKING ON WITH POLICY? AND WHAT WOULD YOU LOVE TO SEE IN PRACTICE THAT SUPPORTS GETTING TO YOUR GOALS? WE WOULD BE REMISS IF WE DIDN'T REALLY THINK ABOUT ORGANIZATIONAL PRACTICE AND POLICY CHANGES I KNOW PATTY, GAVE AN EXAMPLE THAT STUCK WITH ME OF A FATHER THAT STOOD UP DURING PARENT NIGHT AT THE SPORTS LEAGUE AND SAID WHY IS THE YOUNG MAN -- THE UNIFORM LOOK PROFESSIONAL AND POLISHED AND THE GIRLS UNIFORMS HAVE THE SCHOOL'S NAME WRITTEN ACROSS THEIR REAR ENDS?

[NEW SPEAKER] AND IS USING GENDER VIOLENCE CERTIFICATION INTO A K-12 CERTIFICATION AND DEGREE PROGRAMS --

[NEW SPEAKER] THAT IS INTERESTING.

[NEW SPEAKER] AND WE HAVE COLEEN SEND US A MESSAGE SAYING THEY ARE CHANGING THEIR POLICIES TO HIRE MORE MALES, AND ANYONE FOUND STRATEGIES THAT WORK WELL FOR RURAL AREAS? THOSE OF YOU IN RURAL AREAS IF YOU COULD GIVE ADVICE TO GRETCHEN, THAT WOULD BE GREAT I KNOW THERE IS REALLY INTERESTING WORK HAPPENING THROUGH CATHOLIC HEALTH INITIATIVES BUT THOSE PEOPLE WORK IN RURAL COMMUNITIES AND I WOULD BE HAPPY TO CONNECT YOU IF YOU SEND ME AN E-MAIL LATER.

>> AND THERE IS A COMMENT ABOUT LAW ENFORCEMENT BEING REQUIRED TO TAKE GENDER SPECIFIC TRAINING.

[NEW SPEAKER] SO A REQUIREMENT FOR TRAINING IS A POLICY BUT I ALSO WANT TO PUT FOLKS TO KEEP GOING WITH, YOU KNOW, WHAT IS IT THAT WE WANT TO SEE FOR POLICIES IN PLACE, AND WHAT IS THE ORGANIZATIONAL PRACTICE? BECAUSE IF YOU WANT LAW ENFORCEMENT AND PROBATION TO BE TRAINED IN GENDER-SPECIFIC TOPICS WHAT DOES IT MEAN? WELL, PROBABLY YOU WANT GIRLS AND BOYS TO BE TREATED EQUITABLY, AND THEY ARE USUALLY ARRESTED FOR DIFFERENT TYPES OF OFFENSES AND IS IT APPROPRIATE TO CRIMINALIZE RUNNING AWAY, AND WE ARE STILL THINKING ABOUT WHAT KINDS OF PRACTICES DO WE WANT TO PUT IN PLACE AND NOT JUST TRAINING AND LEAVING IT UP TO THE INDIVIDUALS TO BE WELL TRAINED BUT WHAT POLICIES SUPPORT THAT GOOD TRAINING.

[NEW SPEAKER] AND WE ARE GETTING A LITTLE BIT LOW ON TIME, WE DEFINITELY WANTED TO LEAVE TIME TO TALK ABOUT INDICATORS THIS IS REALLY, REALLY CRUCIAL IN CARRYING THIS WORK FORWARD WE NEED TO NOW HOW WE ARE HAVING AN IMPACT AND HOW WE MEASURE THAT IN A RELEVANT WAY SO OUR WORK IS SUSTAINED AND THAT IT IS RELEVANT AND IT'S GOING TO FORWARD IN A POSITIVE DIRECTION, I WANT TO OPEN THIS UP TO THE INDICATORS DISCUSSION.

[NEW SPEAKER] AND I THINK WHAT MAKES THE MOST SENSE TO ME IS LET'S LOOK AT INDICATORS AT THE COMMUNITY LEVEL, THE PLACE WHERE I THINK WE CAN REALLY BENEFIT FROM HEARING DIFFERENT FOLKS I WANT TO MOVE AHEAD A COUPLE OF SLIDES, THESE ARE AVAILABLE TO YOU ON LINE AND SO THIS IS REALLY FOCUSED ON SCHOOLS AND LET'S KEEP GOING TO THE COMMUNITY LEVEL INDICATORS -- BRAINSTORM HERE PRESENTATION INSTITUTE, AND WE THOUGHT ABOUT WHAT CAN WE MEASURE --

[NEW SPEAKER] IN THE COMMUNITY WE CAN SEE THERE ARE INCREASED FEELINGS OF HOPE AND OPPORTUNITIES WHICH ARE GATHERED THROUGH SURVEYS AND OTHER FORMS OF RESEARCH, AND IMPROVED COMMUNITY SAFETY, AND REDUCED SEXUALLY SUGGESTIVE ADVERTISING AND MARKETING.

[NEW SPEAKER] AND WE TALKED ABOUT GIRLS AND WOMEN IN LOCAL GOVERNMENT AND OTHER LEADERSHIP ROLES AND INSTITUTIONALIZING THE ROLES FOR YOUNG WOMEN WITHIN ORGANIZATIONS AS WELL AND SO WHAT YOU THINK WOULD BE GREAT IS TO HEAR FROM YOU ALL, JUST SUGGESTIONS. WHAT ARE SOME INDICATORS THAT MEASURE PROGRESS COUNTERING THESE ROLES -- I'M TRYING TO -- THE LIMITED ROLES FOR GIRLS IN COMMUNITIES WHAT ARE YOU MEASURING? AND WHAT DO YOU THINK WOULD BE GREAT TO MEASURE?

[NEW SPEAKER] EQUAL PAY.

[NEW SPEAKER] THIS IS HUGE, WE STILL HAVE A LONG WAY TO GO ON THAT ONE.

[NEW SPEAKER] THE ACTUAL OPPORTUNITIES WOULD BE -- OH, THE ACTUAL OPPORTUNITIES THAT EXIST IN COMMUNITY WOULD BE -- VERY GOOD POINT, BRAD.

[NEW SPEAKER] AND KATHY BROUGHT UP PROP 8 AND DECLARING THAT THE GAY MARRIAGE BAN WAS UNCONSTITUTIONAL AND THAT IT DIDN'T NECESSITATE A CONSTITUTIONAL AMENDMENT AND IT WILL BE INTERESTING TO SEE HOW THAT GOES.

[NEW SPEAKER] REJECTION OF GENDER BULLYING.

[NEW SPEAKER] INCREASE COMFORT AT SCHOOLS WITH VARIOUS IN GENDER EXPRESSION AND GENDER IDENTITY THAT WOULD BE VERY INTERESTING TO MEASURE, AMY, I LOVE IT AND LAURA HAS A GREAT ONE, MORE WOMEN ENROLLED IN TRADITIONALLY MALE CAREERS AND CLASSES.

[NEW SPEAKER] AND LESS TEEN AND UNPLANNED PREGNANCY.

[NEW SPEAKER] INCREASED SAFETY, AND WE HAVE ALSO LOOKED AT THIS AS SOMETHING CONNECTED TO CHRONIC DISEASE, NPR DID A STORY ON THE CENTERS OF DISEASE CONTROL SAYING LOOK, CHRONIC OBESITY CAN'T BE BLAMED ON THE INDIVIDUAL BUT THE COMMUNITY, AND I THOUGHT ABOUT THIS WITH GIRL'S SAFETY AND THEY TALK ABOUT IT BEING A BARRIER FOR THEM TO PLAY SPORTS AND SO THAT MIGHT BE AN INTERESTING INDICATOR AS WELL AND GIRLS FEELING SATISFIED TO PURSUE BROADER CAREER CHOICES.

[NEW SPEAKER] GREAT.

[NEW SPEAKER] OKAY, MEGAN --

[NEW SPEAKER] YEAH, I KNOW I GET LOST.

[NEW SPEAKER] DO YOU HAVE INDICATORS FOR PEOPLE IN THINKING ABOUT HARDY ENVIRONMENT THE?

[NEW SPEAKER] ABSOLUTELY WE MEASURE THE BASKET OF OUR GIRLS -- THE IMPACT OF OUR GIRLS GROUP IN HOW WELL IT HELPED GIRLS THINK ABOUT GENDER STEREOTYPES AND HOW IT HELPS TO CREATE COALITIONS OF GIRLS IN A SCHOOL AND WHETHER IT PROVIDE FACILITIES FOR GROUP DISCUSSION AND ACTION AND WHETHER IT SUPPLIES GIRLS WITH A FOUNDATION FOR SOCIAL CHANGE, AND SO SOME OF OUR OUTCOMES HAVE BEEN THAT GIRLS PARTICIPATE IN THESE GROUPS REPORT BETTER SELF-KNOWLEDGE AND INCREASED PERSPECTIVE TAKING WHICH HELPS TO COUNTING WHAT GIRLS FACE WHEN THEY GO THROUGH ADOLESCENCE AND THAT LOSS OF VOICE THE ABILITY TO BREAK DOWN SHOULD TYPES ABOUT THEMSELVES AND OTHER GIRL -- THEMSELVES AND OTHER GIRLS AND IMPROVED CONFLICT AND ENTER RELATIONAL SKILLS IMPORTANT IN SCHOOLS BUT ALSO IN FAMILIES GIRL LEARN THE IMPORTANCE OF BEING ALLIES TO OTHER GIRLS AND GIRLS HAVE MORE POSITIVE RELATIONSHIPS WITH THEIR FAMILY MEMBERS AND THEN GIRLS REPORT THAT THE GIRLS GROUPS ARE SAFE SPACES FOR THEMSELVES AND FOR OUR GIRLS.

[NEW SPEAKER] AND WHAT IS INTERESTING IS DO YOU HAVE A SAFE SPACE? AND THINKING ABOUT THAT AS A COMMUNITY INDICATOR AS WELL.

THAT IS WONDERFUL ONE OF THE COMMENTS HERE ABOUT CORPORATE -- WE WERE LOOKING AT FORBES MAGAZINE, AND IT WAS THE TOP 20 EXECUTIVES UNDER 40.

RIGHT? AND WE WERE LOOKING FOR ETHNICITY TO MAKE SURE THEY HAD A DIVERSE GROUP AND THEN WE REALIZED THERE WERE NO WOMEN, AND IT WAS NOT LIKE THESE ARE THE RICHEST PEOPLE BUT THE NEW EXECUTIVES AND THEY WERE ALL MEN --

[NEW SPEAKER] THE YOUNG FUTURE OF TOMORROW, AND IT'S JUST A SUGGESTIVE THING THAT FORBES DID AND SO WE HAVE A LOT OF WORK TO DO I ALWAYS APPRECIATE PREVENT CONNECT, AND IN WAYS THIS IS OUR CIRCLE WHERE WE COME TOGETHER AND TALK ABOUT THESE ISSUES AND WE GET EXCITED --

[NEW SPEAKER] -- SHARE RESOURCES.

[NEW SPEAKER] THANK YOU, AND I ALSO APPRECIATE THE OPPORTUNITY TO COME TOGETHER I HOPE IF YOU HAVE JOINED US FOR THE FIRST TIME THAT YOU WILL BE JOINING US AGAIN, AND I REALLY WANT TO THANK OUR GUESTS, MEEGEN AND CORY -- MEGAN AND CORY FOR HELPS US TO EXPAND THE VISION OF THAT IS POSSIBLE THANK YOU SO MUCH.

[NEW SPEAKER] SURE.

[NEW SPEAKER] ALL RIGHT, DAVID, I'M GOING TO TURN IT OVER TO YOU.

[NEW SPEAKER] I WANT TO THANK YOU ALL OF YOU FOR BEING ABLE TO PARTICIPATE AND JOIN US IN TODAY'S CONVERSATION, AND ONCE AGAIN OUR CONVERSATIONS ARE BEGINNINGS OF TOPICS AND WE BEGIN TO DO THIS AS A WAY TO MOVE FORWARD, AND IT'S GREAT TO SEE IF IT WAS YOUR FIRST TIME HERE.

>> COME BACK!

>> AND WE ARE TRYING TO FIND A WAY TO HAVE A DISCUSSION, AND THIS IS ONE FORUM, AND THERE ARE OTHERS YOU CAN TWEET ABOUT THIS AND SOMEONE ASKED ME ABOUT PRIVATE CHATS, WE CAN HAVE THIS ON THE LISTSERV WE DO HAVE A SURVEY, AND IF IT ALL WORKS RIGHT IT WILL BE COMING TO THE IN THE NEXT FEW MINUTES AND IT'S A GREAT WAY FOR US TO BE ABLE TO EXPLORE I WANT TO THANK CORY AND MEGAN TO JOINING US AND THE TEAM FROM THE PREVENTION INSTITUTE, AND CHAT AT CALCASA, THIS IS A GREAT OPPORTUNITY FOR US TO BE ABLE TO THINK ABOUT HOW TO MOVE FORWARD SOON WE'LL BE MOVING UP -- REGISTRATION FOR OUR NEXT CONFERENCE, AND FOR THOSE OF YOU COMING TO THE NATIONAL SEXUAL ASSAULT CONFERENCE, GREAT OPPORTUNITIES AND ANNIE WILL BE PRETENDING.

[NEW SPEAKER] STOP BY AND SAY HI, GUYS.

[NEW SPEAKER] AND OTHERS HERE IN THE AUDIENCE WILL ALSO BE PRESENTING AND WE'LL HAVE A FEW OURS AND SO LET'S STOP AND SAY HI, AND WE'LL TRY TO COME UP WITH LITTLE BADGES FOR PREVENTCONNECT MEMBERS AND I WILL KEEP THE CHAT OPEN FOR A FEW MORE MINUTES, AND WE'LL MOST THAT ON OUR WEBSITE NEXT WEEK, AND SO THANK YOU ALL, THAT IS THE END OF OUR AUDIO PORTION.

[NEW SPEAKER] THANK YOU.

>> THANK YOU, EVERYONE.

[NEW SPEAKER] LADIES AND GENTLEMEN THAT WILL CONCLUDE TODAY'S PRESENTATION, THANK YOU FOR YOUR ATTENDANCE AND HAVE A GREAT DAY.