



## Primary Prevention of Violence: Using Social and Traditional Media to promote Social Change

Presentation for  
**Idaho Coalition Against Sexual and Domestic Violence Membership Meeting**

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PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect Listserv with over 1200 prevention advocates
- eLearning, Podcasts, Wiki on prevention

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

Twitter: [@preventconnect](https://twitter.com/preventconnect)

Blog: [preventconnect.org](http://preventconnect.org)

**Learning Objectives:** At the end of this presentation, the participant will be able to...

1. Describe how primary prevention is social change work
2. Identify two uses of social media to advance prevention of domestic violence / teen dating violence
3. Identify two strategies to reframe traditional media / new coverage of domestic violence / teen dating violence
4. Identify resources to support using social and traditional media

**Any updates & additional links can be found at  
[www.preventconnect.org](http://www.preventconnect.org) and search for “Idaho”**

## NOTES

### *Ending Sexual & Domestic Violence Requires Social Change Prevention is the work to create that social change.*

- PreventConnect eLearning unit Social Justice and Public Health:  
<http://preventconnect.org/2009/09/a-social-justice-model-of-public-health-integrating-prevention-of-violence-against-women/>

#### Social Media

- Twitter
- Blog
- Video
- Facebook
- Wiki
- Mash-ups
- Mash-ups
- eLearning

#### Examples

- Twitter: i.e. PreventConnect <http://twitter.com/preventconnect>
- That's Not Cool [www.thatsnotcool.com](http://www.thatsnotcool.com)
- Flash Mobs:
  - Stand Up Guys <http://www.brightonpittsfordpost.com/feature/x157794792/Stand-Up-Guys-use-mob-to-send-message?foto=0>
  - Anti Bullying. <http://www.youtube.com/watch?v=MhYyAa0VnyY>
- Hollaback! [www.ihollaback.org](http://www.ihollaback.org)
- Principles of Prevention (CDC) [www.vetoviolence.org/education-pop.html](http://www.vetoviolence.org/education-pop.html)

#### Resources

- Social Media to Advance Prevention of Sexual Violence (including sample Social Media Policies)  
<http://calcasa.org/calcasa/social-media-to-advance-prevention-of-sexual-violence/>
- Utilizing Social Media Tools to Engage the Community - Webinar Materials  
[http://www.vawnet.org/summary.php?doc\\_id=2263&find\\_type=web\\_desc\\_TT](http://www.vawnet.org/summary.php?doc_id=2263&find_type=web_desc_TT)

#### Traditional Media

- Media Advocacy (adopted from Berkeley Media Studies Group by Indiana Coalition Against Domestic Violence <http://www.icadvinc.org/prevention/for-service-providers/media-advocacy/>)
  - Work with the media to shift coverage from the portrait to the landscape view.
  - Work with the media to appropriately define the problem.
  - Connect the conversation about the problem to the action that you seek.

#### Resources

- Materials from Berkeley Media Studies Group [www.bmsg.org](http://www.bmsg.org)
  - Issue 13: Distracted by Drama: How California Newspapers Portray Intimate Partner Violence  
<http://www.bmsg.org/pub-issues.php#issue13>
  - Issue 19: Case by Case: News coverage of child sexual abuse [www.bmsg.org/pub-issues.php#issue19f](http://www.bmsg.org/pub-issues.php#issue19f)
  - Reporting on Violence: A Handbook for Journalists <http://www.bmsg.org/pub-papers.php#violenceHandbook>
  - Reporting on Violence: New Ideas for Television, Print, and Web [www.bmsg.org/pub-papers.php#newIdeasForTV](http://www.bmsg.org/pub-papers.php#newIdeasForTV)
  - Reporting on Violence Instructor's Guide <http://www.bmsg.org/pub-papers.php#violenceInstructorsGuide>
- Media Savvy Youth: Challenging Pop Culture Messages that Contribute to Sexual Violence (WCSAP)  
<http://www.wcsap.org/media-savvy-youth-challenging-pop-culture-messages-contribute-sexual-violence>
- CALCASA Media Advocacy Guide [http://calcasa.org/wp-content/uploads/2009/08/media\\_guide.pdf](http://calcasa.org/wp-content/uploads/2009/08/media_guide.pdf)
- Michigan Coalition Against Domestic and Sexual Violence Media Toolkit  
[http://www.nsvrc.org/sites/default/files/file/SAAM/MCADSV\\_Media\\_Toolkit.pdf](http://www.nsvrc.org/sites/default/files/file/SAAM/MCADSV_Media_Toolkit.pdf)
- NSVRC Media Advocacy Resources <http://www.nsvrc.org/saam/media-resources>
- VAWnet Media Advocacy: Getting Our Issues in the News  
[http://www.vawnet.org/summary.php?doc\\_id=2847&find\\_type=web\\_desc\\_TT](http://www.vawnet.org/summary.php?doc_id=2847&find_type=web_desc_TT)
- Domestic Violence Awareness: Action for Social Change - Part II: Organizing and Communications  
[http://www.vawnet.org/summary.php?doc\\_id=2066&find\\_type=web\\_desc\\_NRCDDV](http://www.vawnet.org/summary.php?doc_id=2066&find_type=web_desc_NRCDDV)

## Framing

PreventConnect series of web conferences on framing prevention of violence against women. Recordings of sessions are available.

- Cost-Effectiveness of Sexual and Domestic Violence Prevention  
<http://preventconnect.org/2011/05/cost-effectiveness-of-sexual-and-domestic-violence-prevention/>
- From Data to Prevention II: Using Data to Make the Case for Prevention Create News to Prevent **Violence**  
<http://preventconnect.org/2011/07/from-data-to-prevention-2/>
- Framing data to demonstrate the need for primary prevention  
<http://preventconnect.org/2011/08/framing-data-to-demonstrate-the-need-for-primary-prevention/>