



Our Mission is to End the Violence: Primary Prevention of Sexual Violence

Emerging Trending in Primary Prevention of Sexual Violence

Presentations for
South Carolina Coalition Against Domestic Violence and Sexual Assault
Columbia, SC
April 12, 2012

David S. Lee, MPH
California Coalition Against Sexual Assault
david@calcasa.org
www.CALCASA.org
www.PreventConnect.org
916-446-2520

Most resources references in this talk have been blogged about on www.PreventConnect.org
A copy of the materials for this presentation is available at www.PreventConnect.org
(search for "South Carolina")



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 email Group with over 1000 prevention advocates
- eLearning units, Podcasts, Wiki on prevention

www.PreventConnect.org Twitter: [@preventconnect](https://twitter.com/preventconnect) facebook.com/PreventConnect

Our Mission is to End the Violence: Primary Prevention of Sexual Violence

NOTES

It's Time: NSVRC SAAM Promo <http://www.youtube.com/watch?v=GDtxz51zbdU>

President Obama puts Prevention into SAAM <http://preventconnect.org/2012/04/president-obama-puts-prevention-into-sexual-assault-awareness-and-prevention-month/>

Prevention is the work to build a community without sexual violence

- Andrea Dworkin, **I Want a Twenty-Four-Hour Truce During Which There Is No Rape (1983)** <http://www.nostatusquo.com/ACLU/dworkin/WarZoneChaptIIIE.html>
- **Transforming Rape Culture (1993)**, edited by Emilie Buchwald, Pamela Fletcher, Martha Roth
- belle hooks, **Talking Back thinking feminist - thinking black (1989)**
- *Principles of Prevention* eLearning Units on violence prevention, Centers for Disease Control and Prevention, www.vetoviolence.org
- Steven Johnson, **The Ghost Map**, 2006 <http://www.theghostmap.com/>
- 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-2/>
- Lydia Guy, "Can Radical Feminism Co-exist with the Public Health Paradigm?" in **Partners in Social Change** (A Publication from the Washington Coalition of Sexual Assault Programs) Volume 8 (3) Spring 2006. <http://www.wcaso.org/prevention/PDF/SPringPISC2006.pdf>
- **Case by Case: News coverage of child sexual abuse** (2011), Berkeley Media Studies Group http://www.bmsg.org/pdfs/bmsg_issue19.pdf
- **Breaking News of Child Sexual Abuse: Early Coverage of Penn State** (2012), Berkeley Media Studies Group http://www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf
- **Hollaback** www.ihollaback.org
- Derek Sivers, **How to Start a Movement**, TED Talks www.ted.com/talks/derek_sivers_how_to_start_a_movement.html

Ending Rape Requires Social Change

Prevention is the work to create that social change.

Prevention: Creating a Culture Free of Abuse

- *Primary Prevention:* a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place (from Prevention Institute, www.preventioninstitute.org)
 - Part of Comprehensive Response
 - Intervention, Treatment, Services
 - Effective System Response (Promote Accountability)
 - Awareness

- Promote Healthy Norms and Behaviors (Prevention)
- Before
 - Primary: Before violence takes place (upfront)
 - Secondary: Immediate responses (in the thick)
 - Tertiary: Long term responses (aftermath)
- Community
- Promote
 - Example: Search Institute 40 Developmental Assets
<http://www.search-institute.org/assets/assetlists.html>
- Comprehensive
 - eLearning Unit: **Developing Comprehensive Prevention: Linking Primary Prevention Activities, Strategies and Programs**
 - http://www.preventconnect.org/presentations/Comprehensive_Prevention/player.html
 - Worksheet <http://www.preventconnect.org/attachments/2009/worksheet-comprehensive-program.pdf>
 - Comprehensive Examples
 - MyStrength www.mystrength.org
 - Green Dot www.livethegreendot.org
 - I.A.M. Strong <http://www.sexualassault.army.mil/>
 - Respect WORKS! www.respect-works.org
 - Start Strong www.startstrongteens.org
 - Denim Day <http://www.denimdayusa.org/>
- Root Causes

Individual focus hides...

- Patterns of Abuse
- Context of Abuse
- Norms that
 - Contribute to Family Violence
 - Condone Family Violence
 - Ignore Family Violence

5 Key Norms

- Limited Roles for Women and Girls
- Restricted Gender Roles for Men and Boys
- Power
- Violence
- Secrecy and Privacy

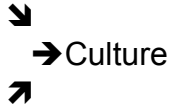
(PreventConnect eLearning Unit Changing Norms to Prevent Violence Against Women
<http://preventconnect.org/2006/11/changing-norms-to-prevent-violence-against-women/>)

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
 (A Publication from the National Sexual Violence Resource Center) July 2006.
<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>)

Elements of Community

- Expectations
- Norms
- Models
- Institutions
- Policies
- Media



Social Ecological Model

(see on PreventConnect wiki <http://wiki.preventconnect.org/Socio-ecological+Model>)



- Spectrum of Prevention (from www.PreventionInstitute.org)

The Spectrum of Prevention



Emerging Trends in the Primary Prevention of Sexual Violence

NOTES

How Do People Change?

- Knowledge → Attitudes → Beliefs → Behaviors ?????

Program

Engaging Men and Boys

- A CALL TO MEN www.acalltomen.org
- Coaching Boys into Men www.coaches-corner.org/
- Instituto Promundo (Brazil) www.promundo.org.br/
- Men Can Stop Rape www.mencanstoprape.org
- Men Stopping Violence www.menstoppingviolence.org
- Mentors in Violence Prevention (MVP) www.sportinsociety.org/vpd/mvp.php
- National Compadres Network www.nationalcompadresnetwork.com
- One in Four www.oneinfourusa.org
- 1 in 6 www.1in6.org
- One Man Can (South Africa) www.genderjustice.org.za/onemancan/
- Walk a Mile in Her Shoes www.walkamileinher shoes.org
- White Ribbon Campaign (Canada) www.whiteribbon.ca/
- Byron Hurt, Hip Hop: Beyond Beats and Rhymes www.bhurt.com
- Jackson Katz, Macho Paradox www.jacksonkatz.com
- Paul Kivel, Young Men's Work www.Paulkivel.com
- Rus Funk, Reaching Men www.rusfunk.com
- Tough Guise, Media Education Foundation www.MEF.org
- VoiceMale (magazine) <http://voicemalemagazine.org/>
- Engaging Men (Office on Violence Against Women) www.ovw.usdoj.gov/men-youth.htm

Empowering Women and Girls

- Report American Psychological Association Task Force on the Sexualization of Girls Report www.apa.org/pi/women/programs/girls/report-full.pdf
- NOVO Foundation www.novofoundation.org
- Move to End Violence www.movetoendviolence.org
- MS Foundation for Women www.ms.foundation.org
- Hardy Girls Healthy Women www.hardygirlshealthywomen.org
- SPARK Summit www.sparksummit.com
- V Girls www.v-girls.org/

Bystander

- Bringing in the Bystander and Know Your Power <http://www.unh.edu/preventioninnovations/>
- Engaging Bystanders, National Sexual Violence Resource Center <http://www.nsvrc.org/projects/engaging-bystanders>
- Green Dot www.livethegreendot.org
- California's Green Dot <http://calcasa.org/tag/green-dot/>
- Engaging Bystander eLearning Unit, (NEARI and NSVRC) <http://calcasa.org/prevention/online-course-on-engaging-bystanders-in-sexual-violence-prevention/>

- *Violence Against Women* journal on bystander <http://calcasa.org/prevention/research-on-bystander-programs-highlighted-in-journal/>

Teen Dating Violence

- Start Strong www.startstrongteens.org/
- Violence Against Women Act
- Love is Respect <http://www.loveisrespect.org/>
- MADE <http://www.loveisnotabuse.com/made/index.html>
- Break the Cycle www.breakthecycle.org/
- CDC Dating Violence www.cdc.gov/ncipc/dvp/datingviolence.htm

Healthy Sexuality

- **It's Time to talk about it!** (NSVRC SAAM Promo 2012) <http://www.youtube.com/watch?v=nxTgY0okyLM&feature=youtu.be>
- **An overview on healthy sexuality and sexual violence prevention** (NSVRC SAAM 2012) http://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf
- **Healthy Sexuality: A Guide for Advocates, Counselors and Prevention Educators** (NSVRC SAAM 2012) http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf

End Street Harassment

- Anti-Street Harassment Week <http://www.meetusonthestreet.org/>
- Stop Street Harassment <http://www.stopstreetharassment.org/>
- Hollaback! www.ihollaback.org

Science

- Types of Evidence – see blog on Wendi Seibold's article in Moving Upstream <http://calcasa.org/prevention/virginias-newsletter-on-evidence-for-prevention/>
- **Sexual Violence Prevention: The Role of Stages of Change**, Banyard VL, Eckstein RP, Moynihan MM *Journal of Interpersonal Violence*, January 2010; vol. 25, 1: pp. 111-135. <http://calcasa.org/prevention/social-marketing-to-prevent-sexual-violence-2/>
- Stages of Change (Transtheoretical Model) <http://wiki.preventconnect.org/Prevention+Theory>

Technology

- Twitter: i.e. PreventConnect <http://twitter.com/preventconnect>
- That's Not Cool www.thatstnotcool.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

Movement

- Move to End Violence www.movetoendviolence.org
- Say No – Unite to End Violence Against Women <http://www.saynotoviolence.org/>
- Project Envision http://www.svfreenyc.org/programs_prevention.html
- Close To Home <http://www.c2home.org/>

Sexual Violence Prevention

Resources

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://preventconnect.org/2009/04/sexual-violence-prevention/>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

An Evidence-Based Review of Sexual Assault Preventive Intervention Programs

by Shannon Morrison, Jennifer Hardison, Anita Mathew, & Joyce O'Neil. September 2004.

<http://www.ncjrs.gov/pdffiles1/nij/grants/207262.pdf>

Preventing intimate partner and sexual violence against women: Taking action and generating evidence, By World Health Organization/London School of Hygiene and Tropical Medicine. Geneva, World Health Organization, 2010.

http://www.who.int/entity/violence_injury_prevention/publications/violence/9789241564007_eng.pdf

Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria, Victorian Health Promotion Foundation, Victoria, Australia, December 2007.

<http://www.vichealth.vic.gov.au/preventingviolence/>

Report Describing Projects Designed to Prevent First-Time Male Perpetration of Sexual Violence by Monique Clinton-Sherrod, Deborah Gibbs, et. al. (RTI International) (September 2008).

http://www.nsvrc.org/_cms/fileUpload/RTI_Report_updated%202008.pdf

Sexual Violence Prevention: Beginning the Dialogue By the U.S. Centers for Disease Control and Prevention. 2004. <http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>

Training Professionals in the Primary Prevention of Sexual and Intimate Partner Violence: A Planning Guide. 2010, By US Centers for Disease Control and Prevention

http://www.cdc.gov/violenceprevention/pub/training_guide.html

World Report on Violence and Health By the World Health Organization. 2002.

http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html

Rape Prevention and Risk Reduction: Review of the Research Literature for Practitioners by Kimberly A. Lonsway with contributions from Dorothy Edwards, VAWnet: The National Online Resource Center on Violence Against Women (January 2009)

http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf

Case by Case: News coverage of child sexual abuse, Berkeley Media Studies Group, 2011.

www.bmsg.org/pub-issues.php#issue19f

Understanding Evidence: Part 1: Best Available Research Evidence, Centers for Disease Control and Prevention 2011, <http://www.cdc.gov/violenceprevention/pub/UnderstandingEvidence prt1.html>