

# WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

PREVENTION WORKS:  
UPDATING THE FOUNDATIONS OF SEXUAL AND  
DOMESTIC VIOLENCE PREVENTION



PreventConnect  
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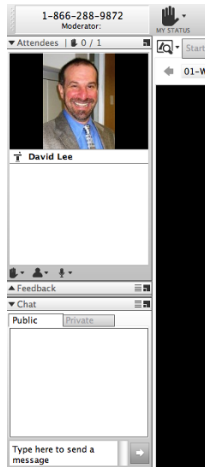
TWITTER



VIDEO



## How to use this technology



- Raise hand
- Text chat
- PowerPoint slides
- Polling questions
- Phone

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCSA.



## 2013 Web Conferences



May 15, 2013:

Indictors of Change: Meaningful way to Measure Success in Preventing Sexual and Domestic Violence



## PreventConnect

- Domestic violence/Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners

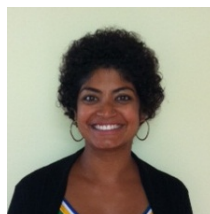


## Prevention Works

Training conducted by:



Annie Lyles, MSW



Menaka Mohan, MPH, MCRP

**March 28, 2013**  
**11:00AM -12:30 PST; 2:00-3:30 PM EST**



## Prevention Works: Updating the Foundations of Sexual and Domestic Violence Prevention



### Learning Objectives

- Engage in a **candid discussion** of the challenges and opportunities
- Provide examples of **lessons learned**
- Identify opportunities to incorporate **population based efforts**
- Identify **potential indicators**





## WHAT'S SDV GOT TO DO WITH IT





American Apparel®

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Dirt Devil play vacuum, just like mom's!



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## In Pictures: America's 15 Most Powerful CEOs 40 and Under

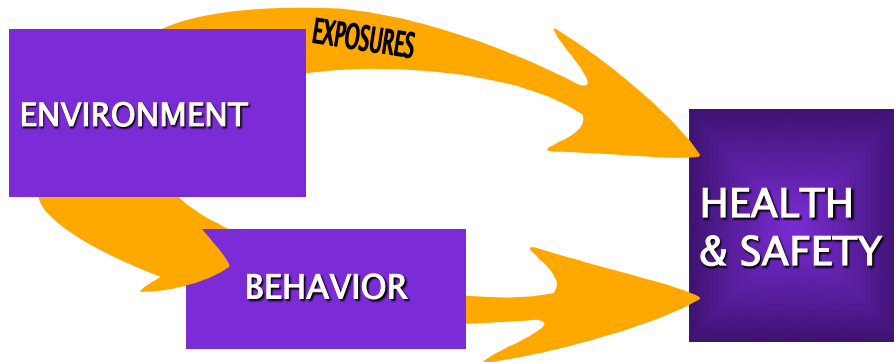
*The future leaders of America*



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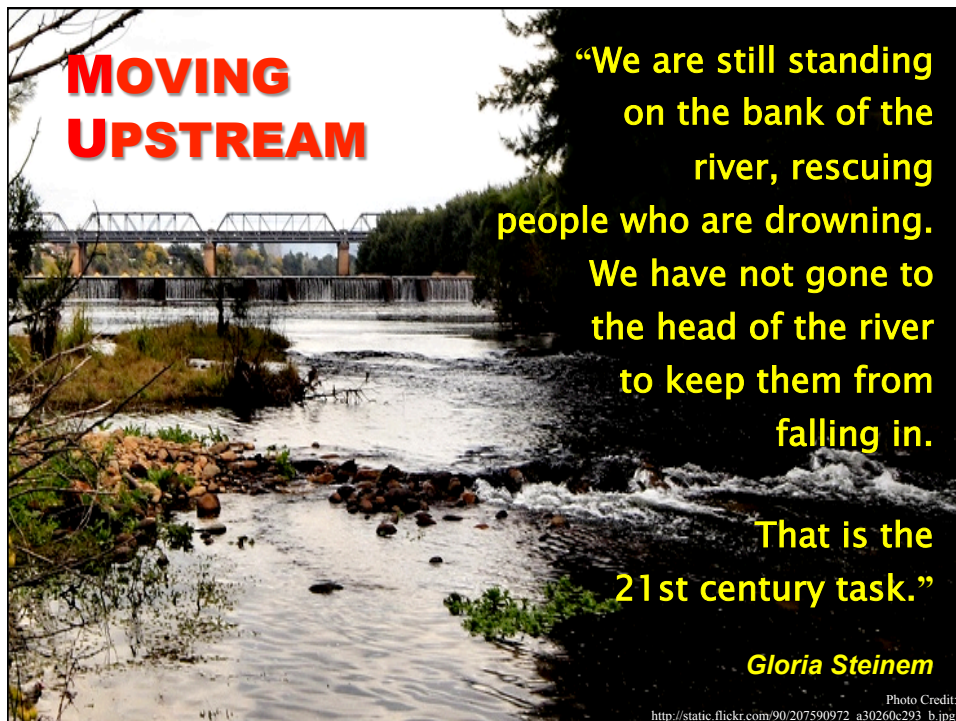


## WHAT'S SDV GOT TO DO WITH IT



*“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”*

*Institute of Medicine*





**MOVING  
UPSTREAM**

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**What can be done to  
prevent the problem  
from occurring  
*in the first place?***

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# Prevention

a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

## Primary Prevention

taking action **before** sexual and domestic violence occurs.



## The Prevention Continuum

**Primary**

**Secondary**

**Tertiary**

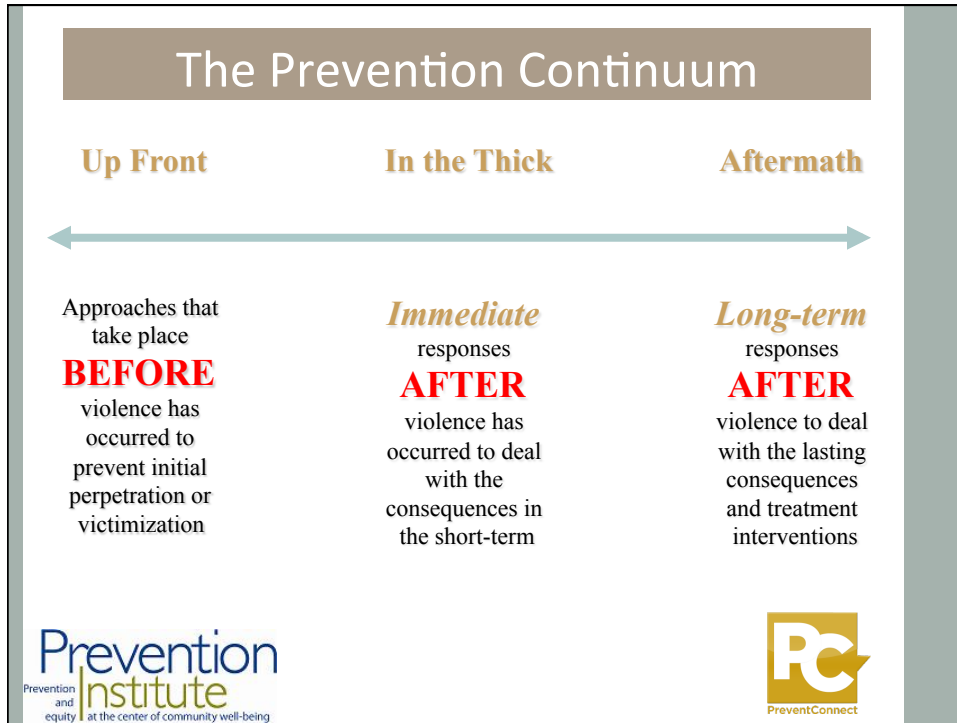


Approaches that take place **BEFORE** violence has occurred to prevent initial perpetration or victimization

**Immediate** responses **AFTER** violence has occurred to deal with the consequences in the short-term

**Long-term** responses **AFTER** violence to deal with the lasting consequences and treatment interventions





# Prevention Works

- Smoking Prevention
- Minimum Drinking Age Laws
- Childhood Immunizations
- Motorcycle and Bicycle Helmet Laws
- Reduced Lead Levels in Children



***“THE IDEAS OF  
ONE GENERATION  
BECOME THE  
INSTINCTS  
OF THE NEXT.”***



**D.H. Lawrence**



## Norms

**more than a habit**

**based in  
culture & tradition**

**sanction behavior**

**taken for granted**

**attitudes,  
beliefs,  
ways of being**

**behavior shapers**

**communicate regularity  
in behavior**



## Norms Are Behavior Shapers



*focus on norms  
can help prevent abuse  
and exploitation.*



## Key Norms

**Culture of Violence**  
**Narrow Definitions of Masculinity**  
**Limited Roles for Women**  
**Power & Control**  
**Privacy & Silence**

## Culture of Violence



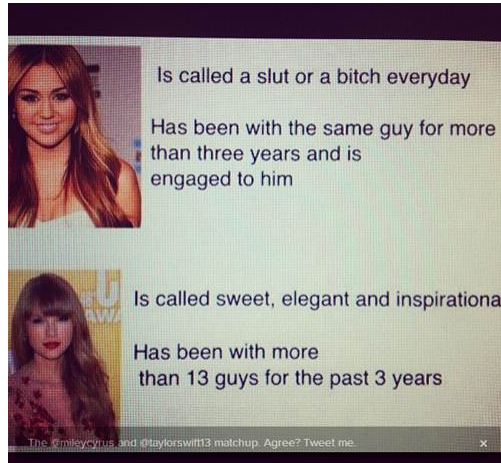
Chronicle / Lacy Atkins



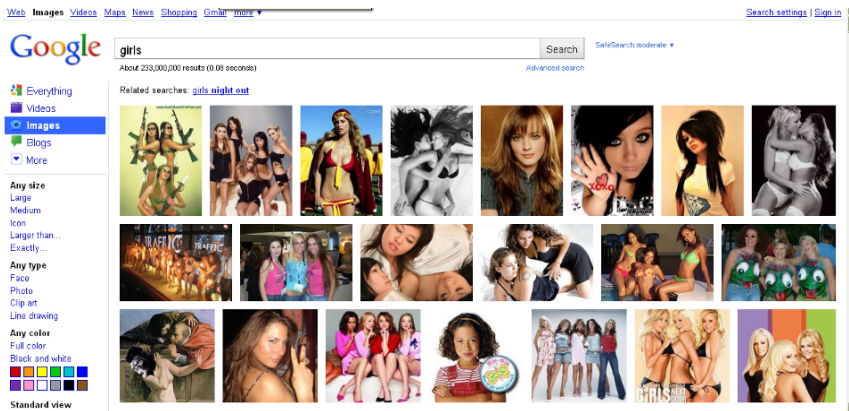
## Narrow Definition of Manhood



## Limited Roles for Women



## Limited Roles for Girls



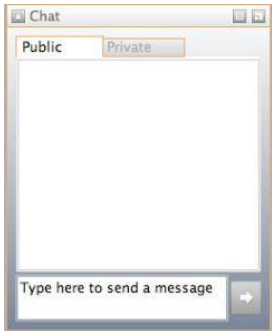
## Power & Control Over Others



## Privacy & Silence





## Prevention Works



Where else do you see these norms playing out?

1. Culture of Violence
2. Narrow Definition of Masculinity
3. Limited Roles for Women
4. Power & Control Over Others
5. Privacy & Silence









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Teen Relationships Abuse  
Prevention Program  
School of Nursing  
University of Tennessee  
at Chattanooga

**Ann Trebesch**  
Vice President of  
Mission Leadership Integration  
St. Francis Healthcare Campus









## Please Answer the Polling Question

Of the following selected levels of the *Spectrum of Prevention*, which are you currently **MOST** focused on in your work?

- A. Individual skill-building and/or community education
- B. Educating providers
- C. Fostering coalitions and networks
- D. Changing organizational practices and/or influencing policy and legislation

## The Spectrum of Prevention

**Influencing Policy & Legislation**

**Changing Organizational Practices**



**Fostering Coalitions & Networks**

**Educating Providers**

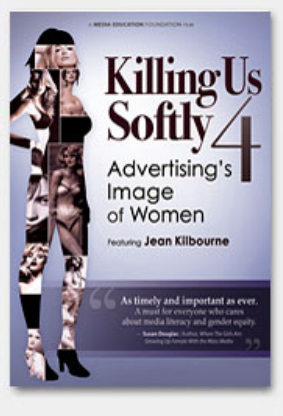
**Promoting Community Education**



**Strengthening Individual Knowledge & Skills**

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## Strengthening Individual Skills & Knowledge







**THIS AD IS NOW POWERED BY GIRL**

**MYTH: Girls are most powerful when they are sexy, skinny and objectified**

What is this pose really selling?

Fun game to play with this ad:  
Count the number of times the color PINK is used.  
What does the media's constant use of pink to represent women mean to you?

BEACH BLONDE, POUTY LIPS, TAN FACE, FAKE NAILS, BLUE EYES...  
WHAT ABOUT OTHER KINDS OF BEAUTY?

Who shows this much cleavage when they go to work?

TALKING BACK TO THE MEDIA:  
Tell AXE you'll take ANY EXCUSE...  
Not to buy their products!

Wow, wiping up the spill with her own hair... Both offensive and demeaning.

**PBG fast fact:**  
Did you know that the same company which owns AXE (Unilever Global) also owns... Dove?

**ANY EXCUSE TO GET DIRTY**

BY KALYN & AMELIA, WATERVILLE ME

## Community Education

Sound Relationships

Evaluate the nutritional value of the music you listen to!



### Nutritional Impact


Artist: \_\_\_\_\_  
Song title: \_\_\_\_\_  
Serving Size: Min: \_\_\_\_\_ Sec: \_\_\_\_\_

Amount per serving:	Present (X)	Intensity level (1-10)
<b>Unhealthy Relationship Ingredients</b>		
Drama		
Possession/obsession		
Disrespect		
Relationship = sex		
Manipulation		
<b>Total Unhealthy</b>		
<b>Healthy Relationship Ingredients</b>		
Fun/Enjoyable		
Support		
Respect		
Equality		
Trust		
<b>Total Healthy</b>		


**The song may portray:** **Drama:** a belief that making up/breaking up, yelling, bitter arguing, destroying property or a general sense that unhealthy conflict in the relationship is part of a normal relationship. **Possession/Obsession:** a belief that another person is an object to use for one's personal benefit. This could include stalking, objectification, and controlling behavior. **Disrespect:** a belief that it is acceptable to disregard another person's feelings, ideas, opinions and wishes. This could include name calling, put downs, mimicking language, and cheating. **Relationship=sex:** a belief that the main component or focus of the relationship is sex. **Manipulation:** a belief that it is acceptable to lie or use another person's emotions or vulnerabilities to get what is desired. This could include guilt trips, lying, and using alcohol to get sex. **Fun/Enjoyable:** a belief that relationships are enjoyable and fun. **Support:** a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. **Respect:** a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of positive or supportive words to describe the other person. **Equality:** a belief that both parties share in decision making and are free to choose what is right for them. One person does not have power over the other either in decision making or sex. **Trust:** a belief that the other person in the relationship has your best interest at heart. This could include being faithful and honest.

**Boston, MA**

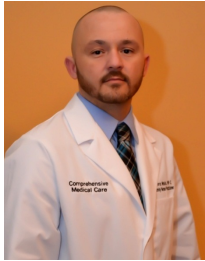





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**Christopher Walls**  
Teen Relationships Abuse  
Prevention Program  
The School of Nursing,  
University of Tennessee  
at Chattanooga

THE UNIVERSITY of TENNESSEE **UT**  
**CHATTANOOGA**  
<http://www.utc.edu/Academic/Nursing/>

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## The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education**
- Strengthening Individual Knowledge & Skills

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## Community Education

*project unbreakable*  
the art of healing

**New York, NY**







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## Community Education

**Oakland, CA**



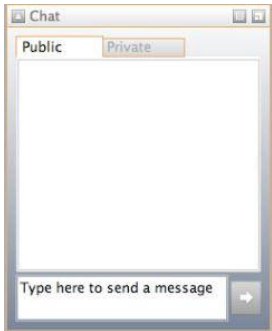


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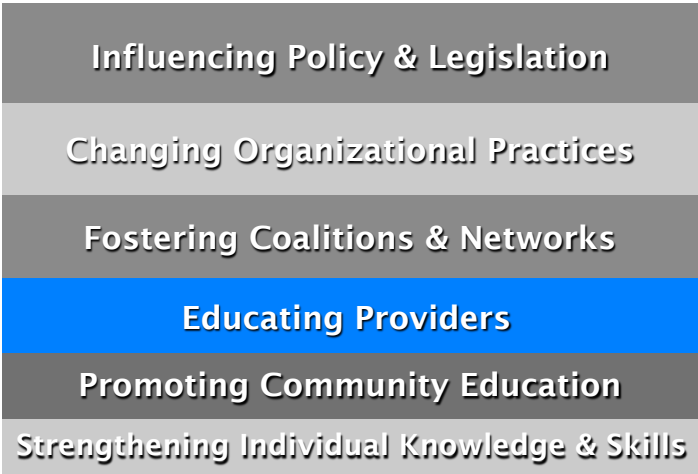
## Prevention Works



Are there other examples  
of individual  
**skills & knowledge or  
community education**  
that you know of?

## The Spectrum of Prevention





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## Educating Providers



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## Educating Providers



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## Educating Providers



**A girl was raped and the media...**

-  says the boys were "promising students"
-  makes excuses for the rapists
-  laments the boys' "promising football careers."
-  stresses that the victim was drunk

#RapeCulture #despicable  
#reporttherealnews

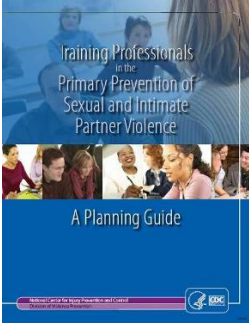





## Educating Providers



**Train:**

- Youth serving agencies
- Childcare/daycare
- Faith based
- Agencies working with men and boys
- Violence prevention coalitions
- Health care providers



**Resources provide:**

- Suggested Resources
- Example Outcomes
- Training Content
- Rationale
- ... for each sector

## The Spectrum of Prevention

**Influencing Policy & Legislation**

Changing Organizational Practices



**Fostering Coalitions & Networks**

Educating Providers

**Promoting Community Education**

Strengthening Individual Knowledge & Skills

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## Fostering Coalitions & Networks

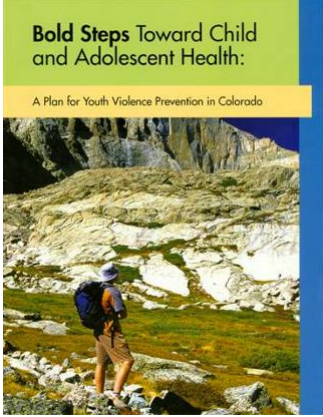
*YOUTH VIOLENCE PREVENTION IN COLORADO*



**Created integrated recommendations for violence prevention based on risk and protective factors for different types of child and adolescent violence across the socioecological model.**

**The socioecological model encompasses societal, relational and individual domains.**

**Bold Steps Toward Child and Adolescent Health:**

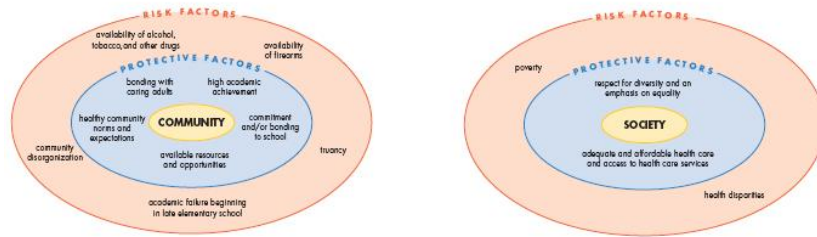
A Plan for Youth Violence Prevention in Colorado





# Fostering Coalitions & Networks

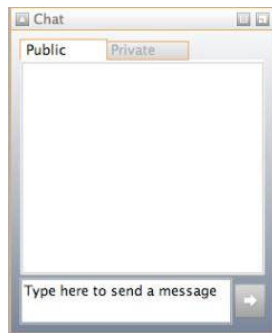
## SOCIOECOLOGICAL MODEL FOR PREVENTION



The bold steps outlined in this strategic plan are intended to highlight strategies that address these shared factors.



# Prevention Works



Are there other examples of educating providers or fostering coalitions & networks that you know of?







**Ann Trebesch**  
**Vice President of**  
**Mission Leadership Integration**  
**St. Francis Healthcare Campus**



<http://www.sfcare.org/>





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## The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices**
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

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# Organizational Practices



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# Organizational Practices

**seventeen magazine's BODY PEACE TREATY**

**We vow to...**

- Help make your life amazing! You have **big dreams** and we want you to achieve every single one of them!
- Never change girls' body or face shapes. (Never have, never will.)
- Celebrate **every kind of beauty** in our pages. Without a range of body types, skin tones, heights, and hair textures, the magazine—and the world—would be boring!
- Always feature real girls and models who are healthy. Regardless of clothing size, being healthy is about honoring your natural shape.
- Be totally up-front about what goes into our photo shoots. You can go **behind the scenes** on our Tumblr ([seventeen.tumblr.com](http://seventeen.tumblr.com)) and see the whole shebang!
- Help you make the **best choices** for your body—food that fuels you, exercise that energizes you—so you can feel your absolute best each day.
- Give you the confidence to walk into any room and **own it**. Say bye-bye to those nagging insecurities that you're not good enough or pretty enough—they're holding you back from being awesome in the world!
- **Listen carefully to you.** If something in the magazine confuses you or makes you feel bad, we want to hear about it. You can e-mail us anytime at [mail@seventeen.com](mailto:mail@seventeen.com) or reach out to me directly at [ann@seventeen.com](mailto:ann@seventeen.com). XOXO -A.

**what really changes!** Waterville, ME



Here's a peek at the minor tweaks we made to a fashion picture of Magdalena, 21. A few messy details—cleaned up. Her gorgeous smile—totally authentic!

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## Organizational Practice



## The Spectrum of Prevention



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## Influencing Policy & Legislation

<u>Industry</u>	<u>Fraction Female</u>	<u>Number of Created Jobs Expected to go to Women</u>
Mining	13%	3,000
Construction	13	88,000
Manufacturing – Total	29	117,000
Wholesale Trade	31	49,000
Retail Trade	50	304,000
Information	42	21,000
Financial Activities	59	127,000
Professional and Business Services	45	154,000
Education and Health Services	77	186,000
Leisure and Hospitality	53	262,000
Other Services	52	52,000
Utilities	26	3,000
Transportation and Warehousing	24	23,000
Government – Total	57	140,000
<b>Total</b>	<b>49</b>	<b>1,529,000</b>

Sources: BLS Establishment Survey and authors' calculations from Table 4.



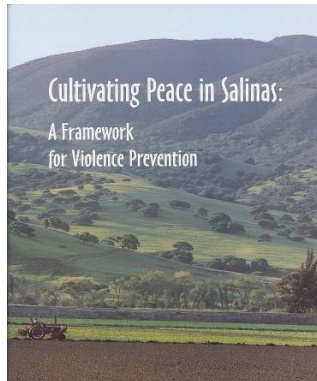
## Influencing Policy & Legislation

### VAWA REAUTHORIZATION



## Influencing Policy & Legislation

**one key fact:**



**Useful policy  
is often  
developed  
locally.**



## Influencing Policy & Legislation

*New Orleans, LA*



Source: Rethink







## Prevention Works

Chat

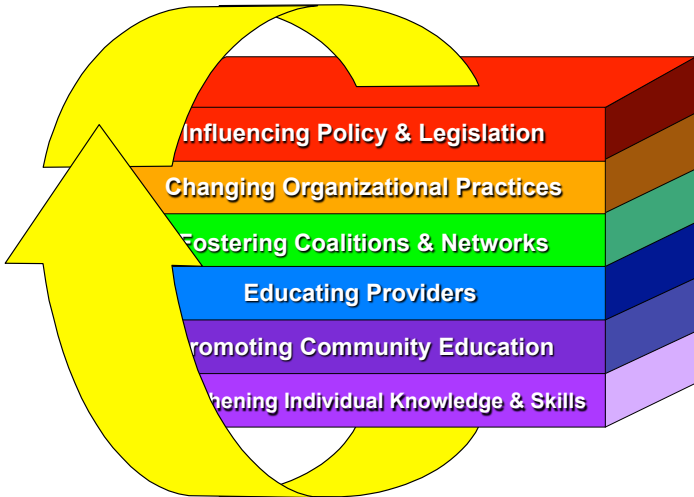
Public Private

Type here to send a message



Are there other examples of **changing organizational practice or influencing policy & legislation** that you know of?



## Data & Evaluation Shape the Spectrum



- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills





## THE SYNERGY OF THE SPECTRUM OF PREVENTION

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## Prevention Works

*San Francisco, CA*



*Formerly Family Violence Prevention Fund*

### Coaching Boys into Men:

- ↑ Bystander Intervention
- ↑ Athletes Intention to Intervene

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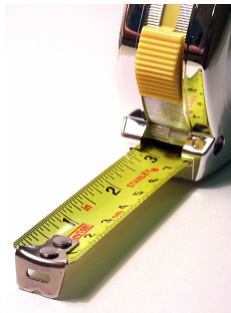
## Please Answer the Polling Question

Of the following selected levels of the *Spectrum of Prevention*, in which would you be MOST interested in expanding your focus?

- A. Individual skill-building and/or community education
- B. Educating providers
- C. Fostering coalitions and networks
- D. Changing organizational practices and/or influencing policy and legislation

## Indicators

- How do we know we are having an impact?
- How do we measure that impact in a relevant way?



## Sample Indicators

- Support institutionalization of gender equity policies
- Increased leadership opportunities for women
- Positive healthy relationships reflected in youth settings
- Community shares prevention stories in media

## Prevention Works



What are indicators that will measure progress towards having successful sexual and domestic violence prevention efforts?



**Imagine**  
... our lives without sexual violence or exploitation.

We would have more ...

Trust Freedom  
Equality Respect  
Caring, respectful relationships  
Dignity Safety Confidence

**Prevention works!**

MDH

**Does this help reach the goal of equity & respect for women and men?**

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Tools



Photo credit: Emily Barney

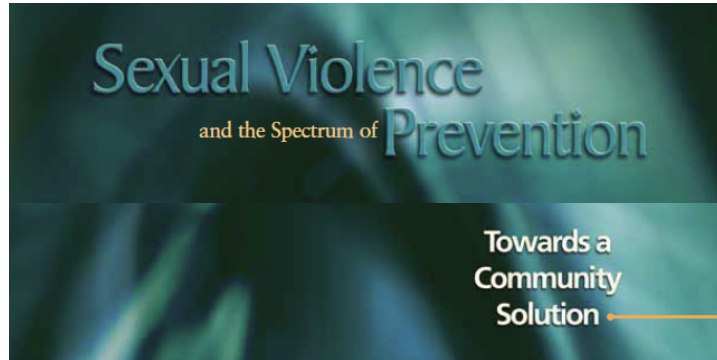
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## Sexual Violence & The Spectrum of Prevention



[www.preventioninstitute.org/publications](http://www.preventioninstitute.org/publications)




## Transforming Communities to Prevent Child Sexual Abuse & Exploitation

Transforming Communities to Prevent Child Sexual Abuse and Exploitation:  
A Primary Prevention Approach

This document was prepared by Prevention Institute.  
Principal authors are:  
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Larry Cohen, MSW  
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National Sexual Violence Resource Center



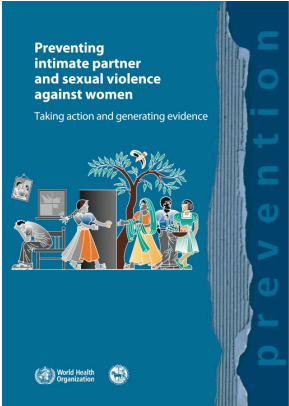
# Prevention Assessment

**Year 2 Report:  
Innovations in Prevention**



<http://www.nsvrc.org/publications/nsvrc-prevention-assessment-year-2-report-innovations-prevention>



## Preventing Intimate Partner and Sexual Violence Against Women



Prevention Institute



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