

WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

BRINGING WORK TO SCALE:
HOW DO WE JUMP FROM SELECTED
TO UNIVERSAL



PreventConnect
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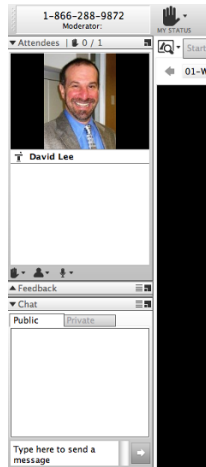
TWITTER



VIDEO



How to use this technology



- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

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 CALCASA.



Peer Learning Forum

Building support for community prevention: Going beyond curriculum

- **Tuesday, May 28: Bringing Work to Scale: From Selected to Universal**
- **Thursday, June 13: Increases Skills and Capacity for Community Level Work**
- **Thursday, June 27: Integrating Community Will and Engagement Strategies**

****EVALUATION****



2013 Web Conferences

Preventing Sexual and Domestic Violence: Learning from the evidence of practice to create community action

- Tuesday, April 23: **Indicators of Change: Meaningful Ways to Measure Success in Preventing Sexual and Domestic Violence**
- Friday, May 10: **Understanding Evidence: A Demonstration of CDC's Interactive Tool to Support Evidence-Based Decision Making for Technical Assistance Providers**
- Wednesday, May 15: **Start Strong: Lessons learned from a four-year initiative to promote healthy relationships and prevent teen dating violence**
- Thursday, June 20: **Shifting Boundaries: Lessons Learned from Implementing a Sexual Violence Prevention Program**
- Tuesday, July 9: **Primary Prevention in the context of a traumatized community**
- Tuesday, July 16: **Understanding Evidence: An Interactive Web Resource for Evidence-Based Decision Making in Sexual Violence and Intimate Partner Violence Prevention**
- Tuesday, July 30: **Gender Transformative Programs: Lessons Learned from HIV Prevention and other health program**
- Tuesday, September 17: **Bystander Intervention: Continuing Discussion**



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- 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



Bringing Work to Scale



Annie Lyles, MSW



Edward-Michael Muña, BA

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



Bringing Work to Scale: From Selected to Universal

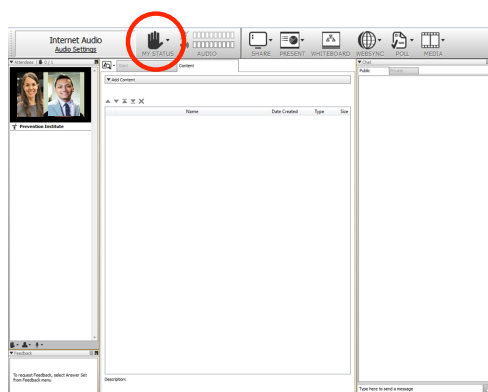


Learning Objectives

- 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**

Please Raise Your Hand

Why work at the community level?



- Flashback 10 years...



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The Spectrum of Prevention



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Social-Ecological Model

Centers for Disease Control and Prevention



Risk & Protective Factors

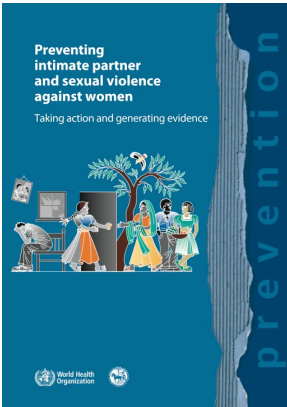
Community Factors

- Low social capital:
 - lack of institutions, relationships, and norms that shape a community's social interactions
- Weak community sanctions against SDV
- General tolerance of sexual violence within the community
- Poverty & lack of employment opportunities

Societal Factors


- Societal norms:
 - support sexual violence
 - support male superiority and sexual entitlement
 - maintain women's inferiority and sexual submissiveness
- Weak laws and policies related to gender equity
- High tolerance levels for crime and other forms of violence

Preventing Intimate Partner and Sexual Violence Against Women




The cover features a blue background with a central illustration of a woman sitting at a desk, a man standing, and a woman in a yellow sari. A tree is in the background. The text on the cover reads: 'Preventing intimate partner and sexual violence against women' and 'Taking action and generating evidence'. Logos for the World Health Organization and UN Women are at the bottom.

http://www.who.int/violence_injury_prevention/violence/activities/intimate/en/



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Risk & Protective Factors

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Adapted from CDC (note-no Protective Factors were identified): <http://www.cdc.gov/violenceprevention/sexualviolence/riskprotectivefactors.html#2>

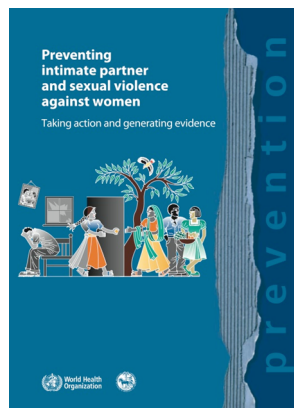


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Protective Factors



- Belonging to an association
- Community support
- Connectedness

Risk & Protective Factors

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5 Key Norms

Culture of Violence

Narrow Definitions of Masculinity

Limited Roles for Women

Power & Control

Privacy & Silence

Bringing to Scale



Other sources or ideas
for community or
societal level
protective factors?

- Belonging to an association
- Community support
- Connectedness

Prevention Strategies



- Empowerment & participatory approaches for addressing gender inequality
- Change social and cultural gender norms through:
 - social norms theory
 - media awareness campaigns
 - working with men and boys



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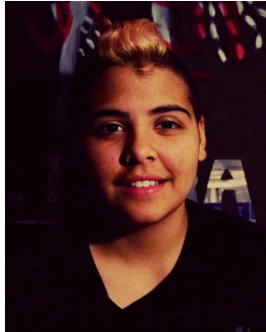


Elijah Chevalier
Peer Educator/Volunteer Coordinator
Stand & Serve



Isa Woldegiorgis
Executive Director
The Center for Hope and Healing, Inc.





<http://www.peersolutions.org/stand-and-serve/>

Elijah Chevalier
Peer Educator/Volunteer Coordinator
Stand & Serve



<p>Give a Family a Fish</p> <p>= Charitable Act</p>	<p>Teach a Family to Fish</p> <p>= Sustainability</p>	<p>Organize a Community-Based, Intergenerational Fishing Collective</p> <p>= Social Change</p>
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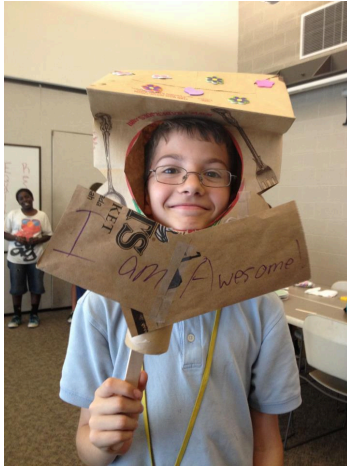


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<http://www.centerforhopehealing.org/>

Isa Woldegiorgis
Executive Director
The Center for Hope and Healing,
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The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

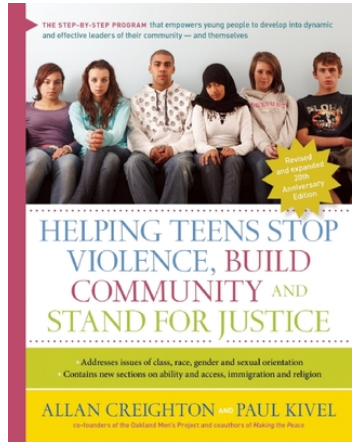
Promoting Community Education

Strengthening Individual Knowledge & Skills

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Moving Beyond Curriculum



Bringing to Scale



How could a teen curriculum develop into a community level strategy?




Sociological Images

Prevalence of Female Characters Across Media

Prevalence Indicator	Family Films	Prime-Time Programs	Children's Shows
% of female characters	28.3%	38.9%	30.8%
Ratio of male to female characters	2.53 to 1	1.57 to 1	2.25 to 1
% of stories w/female narrator	26.5%	44.2%	20%
% of stories w/gender-balanced casts	11%	22%	19%
Total # of speaking characters	5,839	5,520	568


Employed Characters within Sector by Highest Clout Position

Industry	Family Films		Prime Time-Programs	
	Males	Females	Males	Females
% in the C-suite	96.6%	3.4%	86%	14%
% of investors, developers	100%	0	57.1%	42.9%
% of high level politicians	95.5%	4.5%	72.2%	27.8%
% of chief justices, DAs	100%	0	100%	0
% of doctors, healthcare managers	78.1%	21.9%	70.4%	29.6%
% of editors in chief	100%	0	0	100%
% of academic administrators	61.5%	38.5%	61.5%	38.5%
% of media content creators	65.8%	34.2%	72.7%	27.3%



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<http://thesocietypages.org/socimages/tag/gender/>



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The Spectrum of Prevention

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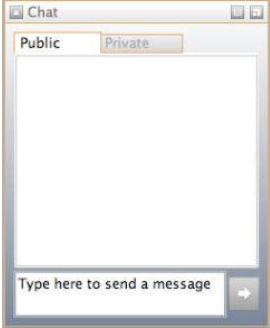
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How could a provider training develop into a community level strategy?

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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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Teen Dating Violence Policy Change: *Case Study of Los Angeles Unified School District*

Why Policy Change?

- Codifies practices
- Shows commitment
- Insures accountability
- Moves to an end-means implementation
- Face 2 Face Education is not enough

Spectrum of Prevention

Ecological Model

Share Like

Teen Dating Violence Policy Change: A Case Study of Los Angeles Unified School District

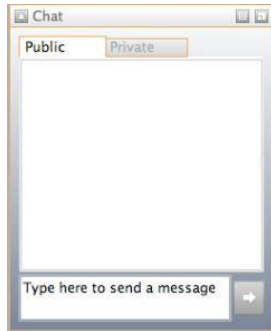
Overview of teen dating violence prevention policy changes in 2nd largest school district in the nation, LAUSD.

by [Emily Austin](#) on 7 September 2012 • 36 [Tweet](#)

More presentations by [Emily Austin](#)

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How could a policy change develop into a community level strategy?



A School Policy to Increase Student Safety

Promote Healthy Relationships and Prevent Teen Dating Violence Through Improved School Climate



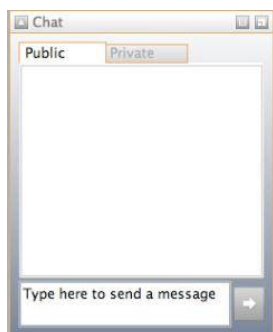
Produced by
FUTURES
WITHOUT VIOLENCE
Formerly Family Violence Prevention Fund
and
Break the Cycle



<http://www.futureswithoutviolence.org/content/features/detail/1833/>



Bringing to Scale



What topics would you like covered in the 2nd Webinar:

Increasing
Skills & Capacities for
Community Level Work?

Examples

Please share examples of organizations or programs that have successfully:

- Scaled up their efforts
- Increased skills & capacities for community level work
- Integrated community will & engagement

Please send examples in 100 words or less to
ilana@preventioninstitute.org

Prevention
Putting prevention
at the center of **Institute**
community well-being

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