



"How do we create change?": Primary Prevention Building community change to prevent sexual violence and domestic violence

Training for
Colorado Advocacy in Action Conference
Vail, CO
June 12, 2013

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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 email Group with over 1100 prevention advocates
- eLearning units, Podcasts, Wiki on prevention
- Mobile App

www.PreventConnect.org

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

facebook.com/PreventConnect

Primary Prevention

Building community change to prevent sexual violence and domestic violence

NOTES

Framing Prevention

Prevention is the work to build a community without sexual violence and domestic violence

Ending Sexual and Domestic Violence Requires Social Change

Primary prevention is the work to create that social change.

Primary Prevention is creating a culture Free of Abuse

Primary Prevention is promoting the behaviors and norms we want

- **Rape more common than smoking** <http://preventconnect.org/2012/01/rape-more-common-than-smoking-in-the-us/>
- **National Intimate Partner and Sexual Violence Survey** www.cdc.gov/violenceprevention/nisvs/
- 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)**
- Malas Htun and S. Laurel Weldon, **The civic origins of progressive policy change: combatting violence against women in a global perspective, 1975-2005**, American Political Science Review, Volume106 / Issue03 / August 2012, pp 548-569 <http://phys.org/news/2012-10-largest-global-violence-women-feminist.html>
- *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.wcas.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
- President Obama puts Prevention into SAAM
<http://preventconnect.org/2012/04/president-obama-puts-prevention-into-sexual-assault-awareness-and-prevention-month/>
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Ending Rape and Domestic Violence Requires Social Change

Primary 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
 - Dating Matters (see section in web conference recording <http://preventconnect.org/2012/09/involving-families-in-teen-dating-abuse-prevention/>)
 - Start Strong www.startstrongteens.org
 - Denim Day <http://www.denimdayusa.org/>
 - Root Causes
 - Fit the Community

How Change Takes Place

How Do People Change?

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

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 → Culture
- Institutions ↗
- Policies
- Media

Social Ecological Model

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



Programmatic Approaches to Prevention

Using Logic Models for Planning Primary Prevention Programs: PreventConnect eLearning Unit

This lesson contains a presentation that describes the value of logic models in planning domestic and sexual violence primary prevention efforts. It starts by looking at how logic models build on existing strengths and when to use a logic model. The presentation then reviews logic model basics, explaining how logic models are a simple series of questions and exploring the steps in creating logic models.



Go to learn.PreventConnect.org and sign up this this intermediate unit.

Comprehensive school-based

Comprehensive school based programs go beyond educating students about sexual violence, domestic violence and dating violence. In order to create change for young people, programming end to take place on multiple levels.

Activities may include, but are not limited to:

- Classroom Presentations
- Teacher Training
- Parent Education
- School Prevention Policies
- Peer Education Programs
- Youth-led organizations
- Theater-based projects
- Social Marketing

Examples:

- Start Strong <http://www.startstrongteens.org/>
- Expect Respect <http://www.expectrespectaustin.org/>
- Respect WORKS <http://www.respect-works.com/>
- Dating Matters <http://www.cdc.gov/violenceprevention/datingmatters/>
- Fourth R <http://www.youthrelationships.org/index.html>

Community mobilization

Community mobilization and primary prevention: PreventConnect eLearning Unit

This course will support and motivate you as you apply community mobilization theory and techniques in your sexual assault and domestic violence prevention work.

We assume that you are familiar with the basic theory and practice of community mobilization, along with general concepts of primary prevention. New learners should complete the Building Blocks of Prevention course before proceeding.

Go to learn.PreventConnect.org and sign up this this intermediate unit.

<http://preventconnect.org/2012/08/community-mobilization-and-primary-prevention/>



Resources

- **Project Envision**
www.svfreenc.org/programs_prevention.html
- **Close To Home** <http://www.c2home.org/>
- **Principles of Community Engagement.** Centers for Disease Control and Prevention. CDC/ATSDR Committee for Community Engagement. (1997).
<http://www.cdc.gov/phppo/pce/>
- Hildy Gottlieb: “Community Engagement Action Kit”:
<http://hildygottlieb.com/2011/04/18/community-engagement-planning-in-3-steps/>
- **Preventing Family Violence: Community Engagement Makes the Difference.** P. Catlin Fullwood for the Family Violence Prevention Fund. (2002).
- **Synergies: Strategies for enhancing the capacity of organizations, communities and individuals to prevent sexual violence in Washington State.** Prepared by Lydia Guy Ortiz for Washington State Department of Health, 2009. Available at:
http://www.nsvrc.org/sites/default/files/file/Projects_RPE_WA_State2009Plan.pdf
- **Community readiness: research to practice.** Edwards, R.W., Thurman, P.J., Plested, B.A., et al. (2000). *Journal of Community Psychology*, 28, 291–307.
- **Assessing community readiness for prevention.** Oetting, E.R., Donnermeyer, J.F., Plested, B.A., Edwards, R.W., Kelly, K., Beauvais, F. (1995). *The International Journal of Addictions*, 30(6), 659-683.
- Tri-Ethnic Center for Prevention Research, Colorado State University. Available at:
http://triethniccenter.colostate.edu/communityReadiness_home.htm.
- The Community Toolbox, a project of the Work Group for Community Health and Development at the University of Kansas. <http://ctb.ku.edu/en/default.aspx>.
- **Promising Practices in Sexual Violence Prevention and Community Mobilization for Prevention: A Report to the City of Seattle.** Erin Casey (2007).

Go in search of Your People;
Love Them;
Learn from Them;
Plan with Them;
Serve Them;
Begin with what They have;
Build on what They know.

But of the best leaders
when their task is accomplished,
their work is done
The People all remark:
“We have done it Ourselves.”

Chinese verse –
Helping Health Workers Learn by
David Werner and Bill Bower

- **Community Development and Sexual Violence Prevention.** By Gayle M. Stringer. (1999). For the Washington State Sexual Assault Prevention Resource Center. http://svfreenyc.org/programs_prevention_resources.html
- **Engaging Community in Sexual Violence Prevention: A guide book for individuals and organizations engaging in collaborative prevention work.** By Morgan J. Curtis. A publication of the Texas Association Against Sexual Assault. http://svfreenyc.org/programs_prevention_resources.html
- **Toward a Multi-Level, Ecological Approach to the Primary Prevention of Sexual Assault: Prevention in Peer and Community Contexts.** Erin A. Casey and Taryn P. Lindhorst. (2009). *Trauma Violence Abuse*.
- **Mobilizing Communities to Prevent Domestic Violence.** Melanie Sheppard. (2008). VAWnet: http://svfreenyc.org/programs_prevention_resources.html.
- **Center for Community Based Research.** <http://www.communitybasedresearch.ca/>

“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

Changing norms

Root causes of sexual and domestic violence include social and cultural norms that allow the violence to exist in the first place.

Cultural and social norms are rules or expectations of behavior within a specific cultural or social group. (WHO, 2009)

Norms that contribute to sexual and domestic violence include:

- Power and control
- Limited roles for women
- Narrow definitions of masculinity
- Violence
- Privacy and silence

Bystander Education

Bystander programs seek to offer a way for everyone to become involved in the prevention of violence, educating people to know how to safely and effectively intervene and challenge social norms and behaviors.

- Mentors in Violence Prevention, <http://www.mvpnglobal.org/>
- Bringing in the Bystander/Know Your Power <http://www.know-your-power.org/>
- Green Dot <http://www.livethegreendot.com/>
- Red Flag Campaign <http://www.theredflagcampaign.org/>
- Step Up, <http://www.stepupprogram.org/>

Social Marketing Campaigns

Social marketing campaigns can also be a great way to challenge social and cultural norms

that support and/or promote violence. We want to be able to market those norms we WANT to see and reach as many people in the target audience as we can with that positive messaging. Here are a few examples:

- NO MORE, <http://nomore.org/>
- Backbone Zone, <http://www.mecasa.org/backbone/index.html>
- Know Your Power, <http://www.know-your-power.org/>
- My Strength, <http://www.mystrength.org/>
- Where Do You Stand? <http://www.mencanstoprape.org/Strength-Media-Portfolio/preview-of-new-bystander-intervention-campaign.html>

Media Literacy

Media literacy refers to the ability to access, analyze, evaluate and create media messages of all kinds (Media Literacy Project). Because we obtain most of our information through media, and much of that media is fraught with negative messaging (rigid gender roles, stereotypes, victim-blaming), having the skills to critically analyze and evaluate those messages is critical. Many media literacy campaigns are aimed at youth, and provide skills-based education so that they are not only equipped to do that critical analysis but also to create the positive media that they want to see.

- Media Literacy Project <http://medialiteracyproject.org>
- Reel Grrls <http://www.reelgrrls.org/>
- Youth Media Project <http://www.youthmediaproject.org/>

Working with Men and Boys

The promotion of gender equity and positive masculinity are key to interrupting harmful social norms that contribute to violence. We exist in a male-dominated social system, and men receive harmful messages about the dominant constructions of masculinity, or “what it takes to be a man”. Many programs are engaging men and boys in violence prevention work by using educational and social media approaches to dispel those myths and re-envision masculinity.

- Coaching Boys into Men, <http://www.coachescorner.org/>
- Men Against Rape – Healthy Masculinity Action Project, Men of Strength Clubs <http://www.mencanstoprape.org/>
- A Call to Men, <http://www.acalltomen.org/>
- Men Stopping Violence, <http://www.menstoppingviolence.org/>

Resources:

- **Prevention as Social Change: Bridging Sexual and Domestic Violence and Social Justice Movements** <http://www.preventconnect.org/2012/05/prevention-social-change/>
- **Innovations in Prevention** (NSVRC, 2012) http://www.nsvrc.org/sites/default/files/Publications_NSVRC_Reports_Prevention-Assessment_Year2-Innovations-In-Prevention_0.pdf
- **Media Savvy Youth: Challenging Pop Culture Messages that Contribute to Sexual Violence** (WCSAP, *Connections* Spring 2010) <http://www.wcsap.org/sites/www.wcsap.org/files/uploads/documents/MediaSavvyYouthSpring2010.pdf>

- **Media Education Foundation** <http://www.mediaed.org/>
- **Men and Boys: Preventing Sexual and Intimate Partner Violence** (VAWnet Special Collection, July 2012) <http://vawnet.org/special-collections/EngagingMen.php>
- **Toolkit for Working With Men and Boys** (Futures Without Violence) <http://toolkit.futureswithoutviolence.org/Home/>
- **Engaging Bystanders in Sexual Violence Prevention** (NSVRC, 2008) http://www.nsvrc.org/sites/default/files/Publications_NSVRC_Booklets_Engaging-Bystanders-in-Sexual-Violence-Prevention.pdf
- **Social Marketing as a Tool in Primary Prevention** (Prevent Connect learning course) <http://learn.preventconnect.org/course/view.php?id=9>

Youth leadership

When it comes to the prevention of sexual and domestic violence, it's important to invest in programming that engages youth in identifying the problem and creating the solution. When youth are engaged in developing and delivering prevention programming, they are more likely to stay involved and feel an investment in and ownership of the programming. Who knows best the needs and issues of youth than the youth themselves? Training and supporting youth as leaders is also a way for our movement to develop strong leaders for the future

Programs in this category identify in a variety of ways, including:

- Peer led, peer leadership, peer facilitated
- Youth led
- Youth driven

Examples of programs that are using this approach include:

- Youth 360 – youth activist training program (Cleveland Rape Crisis Center) <http://www.clevelandrapecrisis.org/services/education-prevention/youth-360>
- Peer Solutions' STAND & SERVE <http://www.peersolutions.org/stand-and-serve/>
- Outspoken – LGBT Youth Speaker's Bureau <http://nwnetwork.org/what-we-do/youth-programs/>
- YouthLEAD – Peace Over Violence <http://peaceoverviolence.org/prevention/in-touch-with-teens/youthlead/>
- Camp Peaceworks – engaging youth in anti-oppression and anti-violence work <http://www.berkswomenincrisis.org/peaceworks.html>

Resources:

- **Youth-Led Prevention** <http://www.wcsap.org/youth-led-prevention> Washington Coalition of Sexual Assault Programs
- **NCFY Recommends: In Honor of Domestic Violence Awareness Month, Check Out These Youth-Driven Violence Prevention Campaigns** <http://ncfy.acf.hhs.gov/the-beat/2012/10/domestic-violence-awareness>
- **Youth Sexual Violence Prevention** (VAWnet, September 2012) http://www.vawnet.org/Assoc_Files_VAWnet/AR_YouthSVPrevention.pdf

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>

Finding the Perfect Shade of Change: Resources for sexual violence preventionists working to create safe and healthy communities by National Sexual Violence Resource Center, 2012.

<http://nsvrc.org/publications/nsvrc-publications-information-packets/perfect-shade-change-resources-sexual-violence>

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/>

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>

Programmatic Approaches to Prevention Worksheet

Comprehensive school-based

Community mobilization

Changing Norms

Youth Leadership



Societal	Community	Relationship	Individual

