

Welcome,
This Web Conference
Will Begin Soon

Telling our Stories: Learning as we
Build a Movement

(March 13, 2014)

#PowerInPrevention
Ending Child Sexual Abuse Web Conference Series



Ms. Foundation 12 MetroTech Center 26th Floor Brooklyn, NY 11201 Website: ms.foundation.org Facebook: www.facebook.com/MsFoundationforWomen Twitter: Follow @msfoundation Pinterest: http://forwomen.org/content/127/en/ YouTube: www.youtube.com/msfoundationforwomen Email: info@ms.foundation.org	#PowerInPrevention Ending Child Sexual Abuse Web Conference Series	PreventConnect 1215 K Street Suite 1850 Sacramento, CA 95814 Website: preventconnect.org Facebook: www.facebook.com/PreventConnect Twitter: Follow @PreventConnect Flickr: www.flickr.com/people/preventconnect YouTube: www.youtube.com/CaCASAVideo Email: info@preventconnect.org Email Group: http://groups.yahoo.com/group/Prevent-Connect/


	<ul style="list-style-type: none">• Raise hand• Text chat & private chat• PowerPoint slides• Polling questions• Phone• Closed captioning• Web conference guidelines• iLinc Technical Support: 800.799.4510 <p>Power In Prevention Ending Child Sexual Abuse Web Conference series is a national project of PreventConnect and the California Coalition Against Sexual Assault with support from the Ms. Foundation for Women. The views and information provided in this web conferences do not necessarily represent the official views of the Ms. Foundation for Women or CALCASA.</p>
#PowerInPrevention Ending Child Sexual Abuse Web Conference Series	

Ending Child Sexual Abuse Web Series

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- Thursday, July 18: Faith Communities Engaged in Ending Child Sexual Abuse
- Tuesday, Sept 17: Secret Survivor's Tools for Strengthening your Prevention Efforts
- Tuesday, Oct 15: Power of Organizational Practices: Innovations to Keep Kids Safer
- Wednesday, Nov 14: Statute of Limitations and its Connection to Prevention
- Thursday, Jan 16, 2014: Child Sexual Abuse and Disabilities
- Thursday, March 13, 2014: Telling our Stories: Learning as we Build a Movement

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Answer on the left

Have you been on a previous Ending Child Sexual Abuse Web Conference?


Feedback

Yes

No

No Answer

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Chat

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What type of work do you do in the field?

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Cordella Anderson Joan Tabachnick




Series Co-Hosts






Learning Objectives




- 1) Define *movement building* and its relevance for prevention
- 2) Increase understanding of how stories can help
- 3) Articulate how MFW Movement Building Document can be a tool for your efforts

Evidence Based Plus Stories



Attached at the Hip

“ Maybe stories are just data with a soul”

Brene Brown



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The key to the future of the world is finding the optimistic stories and letting them be known.

Pete Seeger



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Impact of Stories

Why is it so important to tell our stories?

- People learn through stories (e.g., mythology)
- Key child maltreatment/sex offender legislation reaction to a single case.



Example:

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

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Amy Brough: Using Your Story to Change Minds

Write it down & practice:

1. Name.
2. Role, residence, why you care.
3. Your ask in one sentence.
4. One or two data points.
5. Your story in two to three sentences.
6. Re-state your ask.
7. Thank the policy maker(s).
8. Follow up.



- I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."



Margaret Mead



Think about what movements inspire(d) you

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Kaihan Krippendorff

1. A community forms around a common goal
2. The community mobilizes resources
3. The community finds solutions ("fourth options")
4. The movement is accepted by (or actually replaces) the establishment

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Joan, Leona's, Cordelia's Story

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Answer on the left



What are other examples of movements you've been in or been inspired by?

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Christi Hurt



Natalie Sullivan



David Lee

Presenters





Natalie Sullivan, Program Officer, Safety
(MS Foundation for Women)




WHY MOVEMENT BUILDING

Building a social change movement to end child sexual abuse



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Diverse Strategies



The What of Movement Building

Playing with your head up



The What of Movement Building

1. Building a Base of Supporters
2. Leadership Development
3. Building Strategic Alliances
4. Strategy Development
5. Message Development
6. Policy Change
7. Social Norms Change



Storytelling for Movement

“Stories not only teach us how to act – they inspire us to act.”
-Marshall Ganz

Story of self → *Story of us* → *Story of now*



Silence → Movement



Movement Resource

Convening to End Child Sexual Abuse: a Strategic Choice for Movement Building

CONVENING TO END CHILD SEXUAL ABUSE: A STRATEGIC CHOICE FOR MOVEMENT BUILDING



CHILD SEXUAL ABUSE: A STRATEGIC CHOICE FOR MOVEMENT BUILDING

A REPORT FOR THE NATIONAL END CHILD SEXUAL ABUSE MOVEMENT

COMMISSIONED BY THE NATIONAL END CHILD SEXUAL ABUSE MOVEMENT

MARCH 2014

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CHILD SEXUAL ABUSE MOVEMENT TIMELINE



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What are key milestones or movements you'd add to the timeline?





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Christi Hurt, Director, Carolina Women's Center
(University of North Carolina at Chapel Hill)





WHAT I THOUGHT THE CONVENING
WOULD LOOK LIKE










THE CONVENING



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WHAT WE THINK OUR WORK LOOKS LIKE.

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WHAT OUR WORK REALLY LOOKS LIKE



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• What activities in the report (or that you've heard about so far) do you find most helpful?

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PC PreventConnect



David Lee, Director of Prevention Services
(California Coalition Against Sexual Assault)

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Social Media



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People Behind Social Media



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Empowering Children and Communities to Prevent Violence



Power of Social Media



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Social Media Fuels Action



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Social Media Tells Stories

Emerging spaces for storytelling: Journalistic lessons from social media in the Delhi gang rape case

The widely reported crime and the resulting protests were a watershed moment in India's use of social media in hard news coverage, according to three researchers.



<http://www.cimacslab.org/2013/04/emerging-spaces-for-storytelling-journalistic-lessons-from-social-media-in-the-delhi-gang-rape-case/>

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Empowering Children Through Prevention, Education & Justice



Social Media Builds Networks



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Social Media Unites Communities



www.demandthechangeforchildren.org



Spread the Word

- Post on social media (Facebook, Twitter, LinkedIn, etc.)
- Share on the website and request donations
- Email or call the office
- Contact your local media outlet
- Share and Demand the Change for Children logo



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SOCIAL MEDIA FOR... SOCIAL MOBILIZATION

Social media — the latest, greatest tool set for social movement building — is being used outside organizations:

- To **aggregate** individuals who share an interesting change,
- To **cohere** these individuals into a community, and
- To **mobilize** this community into off-line as well as online efforts to change a social situation.

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Movements Create Change

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How have you used social media to build the movement to end Child Sexual Abuse?

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Discussion with Speakers


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What are programs or strategies that you find inspiring, hopeful or promising?


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ONE Action



What is ONE action you can suggest for others who want to build on lessons from convening's or the new report?

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Speaker Contact

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- **Natalie Sullivan**
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- **David Lee**
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Ending Child Sexual Abuse Series

Resources and recordings from the series can be found at:

PreventConnect:
PreventConnect.org

Ms. Foundation for Women:
<http://forwomen.org/>

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Thank you



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