

# WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

PREVENTION WORKS:  
FOUNDATIONS IN PREVENTION



PreventConnect  
1215 K Street  
Suite 1850  
Sacramento, CA 95814

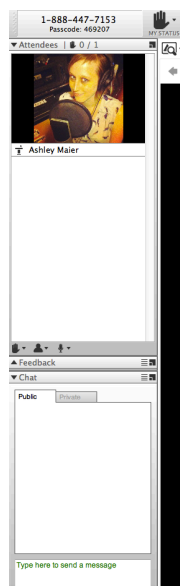
Website: [preventconnect.org](http://preventconnect.org)  
Facebook: [www.facebook.com/PreventConnect](http://www.facebook.com/PreventConnect)  
Twitter: Follow @PreventConnect  
Flickr: [www.flickr.com/people/preventconnect](http://www.flickr.com/people/preventconnect)  
YouTube: [www.youtube.com/CalCASAVideo](http://www.youtube.com/CalCASAVideo)  
Email Group (listserv): <http://groups.yahoo.com/group/Prevent-Connect/>  
Email: [info@preventconnect.org](mailto:info@preventconnect.org)



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 conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



## 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.



## 2014 Web Conferences

### Joining our fellow travelers:

#### **Practical applications for expanding the impact of sexual & domestic violence prevention efforts**

March 25: **Foundations in Prevention**

April 24: **Growing Our Impact: Moving from individual awareness building to community norms change strategies as a part of sexual and domestic violence prevention efforts**

May 21: **Public Sector Partnerships: The role of local government in sexual and domestic violence prevention initiatives**

June 26: **All Communities are Not Created Equal: Advancing health equity goals to enhance sexual and domestic violence prevention efforts**

September 17: **Shifting our Goal from Individual Knowledge Change to a Community Mobilized for Norms Change: What does it take to move from a skills building focus to practice and policy change success?**



## Tomorrow

### Intimate Partner Violence in the United States – 2010: Implications for Prevention



Intimate Partner Violence  
in the United States — 2010



## Ending Child Sexual Abuse

**#PowerInPrevention**  
Ending Child Sexual Abuse Web Conference Series



- 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**
- Thursday, 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**



## Peer Learning Forums



## PreventConnect

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





## Prevention Works

Training conducted by:



Annie Lyles, MSW

**March 25, 2014**  
**11:00AM -12:30 PST; 2:00-3:30 PM EST**



## Prevention Works

Training supported by:



Vanessa Yanez and Casey Tran

**March 25, 2014**  
**11:00AM -12:30 PST; 2:00-3:30 PM EST**



# Foundations in 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





Prevention  
and  
equity  
**Institute**  
at the center of community well-being



Dirt Devil play vacuum, just like mom's!



Prevention  
and  
equity  
**Institute**  
at the center of community well-being





Prevention  
and equity  
Institute  
at the center of community well-being



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

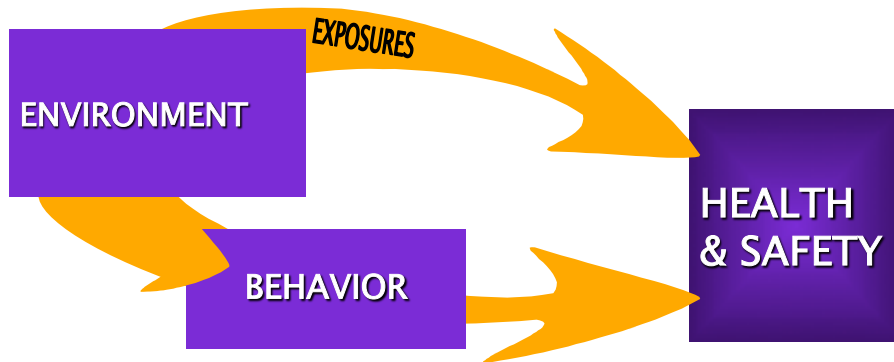
*The future leaders of America*



Prevention  
and equity  
Institute  
at the center of community well-being



## 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**

**“We are still standing on the bank of the river, rescuing people who are drowning. We have not gone to the head of the river to keep them from falling in.**

**That is the 21st century task.”** *Gloria Steinem*

Photo Credit:  
<https://www.flickr.com/photos/mukeit1/244750516/sizes/l/>



**MOVING  
UPSTREAM**

Prevention  
and  
equity  
Institute  
at the center of community well-being

PC  
PreventConnect

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

Prevention  
and  
equity  
Institute  
at the center of community well-being

PC  
PreventConnect



# 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**

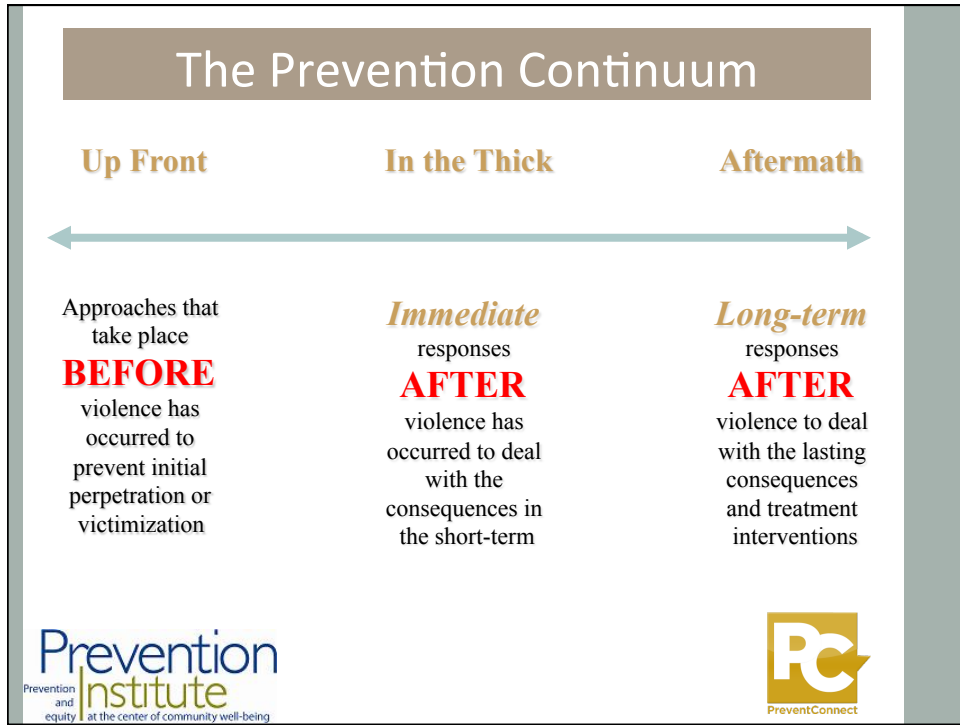


Approaches that take place **BEFORE** violence has occurred to prevent initial perpetration or victimization

**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**

## Halloween Costumes



**Purrry Kitty Child Costume**  
Item#90273649  
<http://www.spirithalloween.com>



**Devil Girl Child Costume**



## Re-think Halloween



<http://sgynowproject.weebly.com/empowering-halloween-costumes-for-girls--where-to-buy-or-how-to-make-your-own-costume.html>



## Girls Will Be



[http://blogs.babycenter.com/mom\\_stories/mom-creates-a-clothing-line-for-girls-08312013-tired-of-pink-and-purple/](http://blogs.babycenter.com/mom_stories/mom-creates-a-clothing-line-for-girls-08312013-tired-of-pink-and-purple/)

Prevention  
and  
equity  
Institute  
at the center of community well-being



## Rape Culture at Work



***Five examples of how employers turn women into sex objects***

<http://thinkprogress.org/health/2013/08/22/2510031/rape-culture-at-work/>

<http://jezebel.com/workplace-bullshit-still-exists-even-if-some-bros-thin-1167036103>

Prevention  
and  
equity  
Institute  
at the center of community well-being



## Pages Matam



Thank you to everyone that has watched, and thank you to Upworthy for believing in the #necessary message in my work. <http://t.co/vIHJMG66sf>



**7 Cowardly Words From A Totally Sexist Stranger Sparked This Courageous Response**  
t.co

What he overheard was horrible. What he turned it into? Stunning.



## My son wears dresses; get over it



# Raising My Rainbow

ADVENTURES IN RAISING A FABULOUS, GENDER CREATIVE SON



Lori Duron



The atlantic.com







Prevention



Prevention



# Norms Change



Prevention  
and  
equity  
**Institute**  
at the center of community well-being



Prevention  
and  
equity  
**Institute**  
at the center of community well-being





Prevention  
and equity  
Institute  
at the center of community well-being



## Norms Change



### Roxane Gay

**SALON** NEWS POLITICS ENTERTAINMENT LIFE TECH BUSINESS S

FRIDAY, JUL 5, 2013 05:15 AM PDT

#### What men want, America delivers

From Robin Thicke's latest songs to abortion restrictions around the country, America's all about men's desires  
BY ROXANE GAY

[http://www.salon.com/2013/07/05/what\\_men\\_want\\_america\\_delivers/](http://www.salon.com/2013/07/05/what_men_want_america_delivers/)

<http://bluestockingsmag.com/2013/03/13/currently-crushing-on-roxane-gay/>

Prevention  
and equity  
Institute  
at the center of community well-being



## Prevention Works

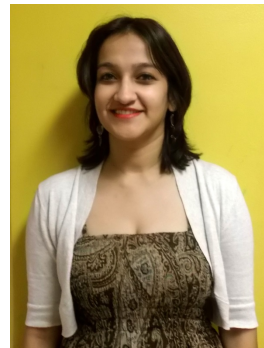


Where else do you see these norms playing out?

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



**Patrick Rioux**  
Manager of Communications  
St. Gabriel's Hospital/UFH  
<http://www.stgabriels.com/>



**Sangeetha Ravichandran**  
Girl/Friends Program Coordinator  
A Long Walk Home, Inc  
<http://www.alongwalkhome.org/>





## 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

← Answer to left.

Feedback

Yes

No

No Answer

**Prevention and equity** Institute at the center of community well-being

**PC** PreventConnect

## The Spectrum of Prevention

**Influencing Policy & Legislation**

Changing Organizational Practices



**Fostering Coalitions & Networks**

Educating Providers

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

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



## Strengthening Individual Skills & Knowledge



**Grand Forks County, ND**

- ◆ Reaches nearly every student in the county
- ◆ Addresses risk and resilience factors
- ◆ Accounts for age and context

Photo credit: Grand Forks Air Force Base



## Expect Respect

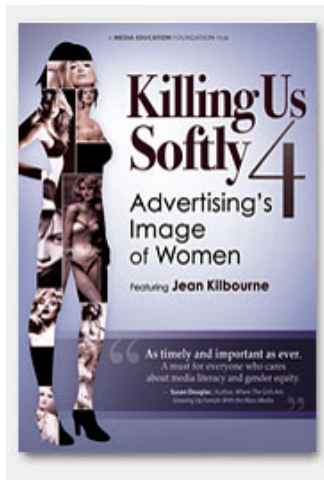


Expect respect.org

SafePlace's Expect Respect Program engages youth, parents, schools and communities in building healthy teen relationships and preventing dating abuse



## Media Literacy





## Media Literacy



Poweredbygirl.org




## Start Strong

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, minimizing 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**

## The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices



Fostering Coalitions & Networks

Educating Providers

**Promoting Community Education**

Strengthening Individual Knowledge & Skills

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



## Harrasmentitis Chalk Walk

*New York, NY*







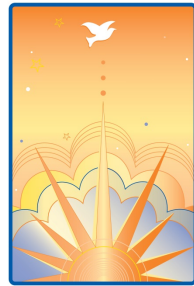
## Prevention Works



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



**Patrick Rioux**  
Manager of Communications  
St. Gabriel's Hospital/UFH



# Violence Prevention Initiative of Morrison County

Prevention and equity at the center of community well-being  
**Institute**



## My Power Is Not For Hurting.

*The demands of military life and the higher levels of stress created by the cycle of deployment and reintegration may increase the risk of domestic abuse within some families.*

**Break the Silence.**

**Stop the Violence.**

Col. Scott St. Saaver,  
Camp Ripley Post Commander

The Violence Prevention Initiative is made possible thanks to a Mission & Ministry Fund grant from Catholic Health Initiatives, the parent organization of St. Gabriel's Hospital.



Prevention and equity at the center of community well-being  
**Institute**



## Using Drama to Educate and Build Awareness/Support; Recruitment



Prevention  
and  
equity  
**Institute**  
at the center of community well-being



Compromise **Equality** Accepting  
Patience Friendship Humor  
**Secure** Responsible **Trusting**  
Honesty Value Gentle Sharing  
**Healthy Relationships**  
Laughter Dignity Enjoyment  
**Respect** Caring **Loving** Intimacy  
Talk Free Affection Kind  
Peaceful **Open Communication**

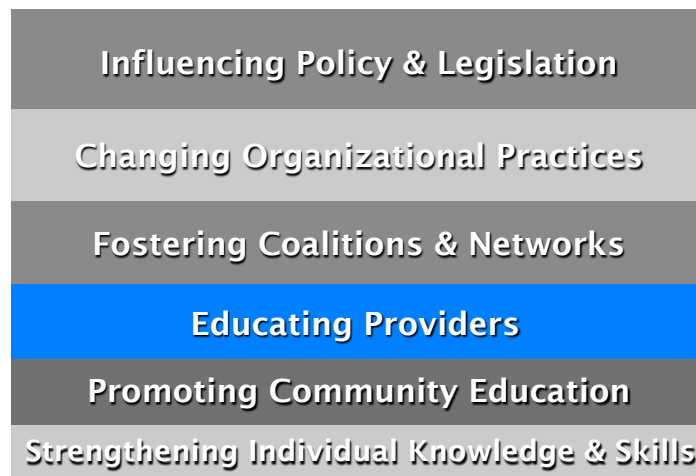
Prevention  
and  
equity  
**Institute**  
at the center of community well-being



## Violence Prevention Leadership



## The Spectrum of Prevention



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



## Educating Providers



## Peaceful Paths



Peaceful Paths

### *Gainesville, FL*


- ◆ Built trust and made the case to faith community
- ◆ Tailored seminars and handbook on healthy relationships and families



COLORLINES.COM /NOW


### Zerlina Maxwell Offers 5 Ways We Can Teach Men Not to Rape

Zerlina Maxwell on Hannity: Giving every woman ...



Source: Rethink

**Prevention and equity Institute**  
at the center of community well-being




## The Spectrum of Prevention

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

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

**Prevention and equity Institute**  
at the center of community well-being





## Youth Development

*Todd County, SD*



# Culture Matters

National Indian Child Welfare Association

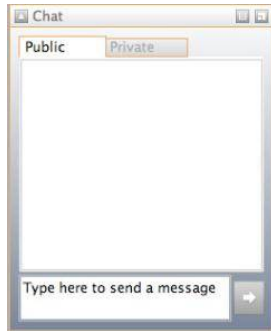


## CAMPpeaceworks

*Reading, PA*



## Prevention Works



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



**Sangeetha Ravichandran**  
Girl/Friends Program Coordinator  
A Long Walk Home, Inc









Prevention  
and equity  
Institute  
at the center of community well-being



Prevention  
and equity  
Institute  
at the center of community well-being





**Prevention**  
and equity **Institute**  
at the center of community well-being



## The Spectrum of Prevention

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

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

**Prevention**  
and equity **Institute**  
at the center of community well-being



## Wakanheza Project

*Ramsey County, MN*

- ◆ Create family-friendly spaces, train museum staff to support parents
- ◆ Improve customer service and prevent family violence



Prevention  
and  
equity  
**Institute**  
at the center of community well-being



## Monsoon Asia Women United

*Des Moines, IA*

- Offer Groups for Fathers and Children
- Increase Collaborations with Groups that are Focused on Men and Boys



Prevention  
and  
equity  
**Institute**  
at the center of community well-being





## Voices from the Gaps

*Minnesota*



## Movie Theaters

*Sweden*



Photo credit: Hannu Makarainen

- ◆ The film has two female characters.
- ◆ These characters talk to each other.
- ◆ Their conversation is about something other than a man.



## The Spectrum of Prevention

**Influencing Policy & Legislation**

Changing Organizational Practices



Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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



## Universal, High-Quality Pre-K



- ◆ **Oklahoma** Certified teachers and high standards
- ◆ Integrated into K-12 public school budget
- ◆ Partnerships with non-profit and private entities

American Prospect



## Challenging Power & Control

**Los Angeles, CA**

**Peace Over Violence**

**Youth Leadership & Mobilization:**

- ◆ Share Experiences and Perspectives
- ◆ Hold Decision Making Roles
- ◆ Highlighted as Leaders



## Rethink

**New Orleans**



Kids Rethink New Orleans Schools



Kids Rethink New Orleans Schools

## Violence Against Women Act

*2013 Reauthorization*



Kids Rethink New Orleans Schools



## Prevention Works



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

Prevention and equity at the center of community well-being  
**Institute**

**PC**  
PreventConnect

## THE SYNERGY OF THE SPECTRUM OF PREVENTION

Prevention and equity at the center of community well-being  
**Institute**

**PC**  
PreventConnect

The image contains three panels, each with a title, an illustration, and a corresponding concept:


- Panel 1:** Title: "Give a Family a Fish". Illustration: A family of cats sitting around a table with a large fish on a plate. Below: "= Charitable Act".
- Panel 2:** Title: "Teach a Family to Fish". Illustration: A family of cats in a small boat on water, with one cat holding a fishing rod. Below: "= Sustainability".
- Panel 3:** Title: "Organize a Community-Based, Intergenerational Fishing Collective". Illustration: A group of cats of various ages in a larger boat on water, some holding fishing rods. Below: "= Social Change".

Logos for Prevention Institute and PreventConnect are located at the bottom of the slide.

## 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

 Answer to left.

Feedback

Yes

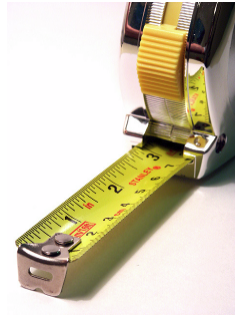
No

No Answer

Logos for Prevention Institute and PreventConnect are located at the bottom of the slide.

## Indicators

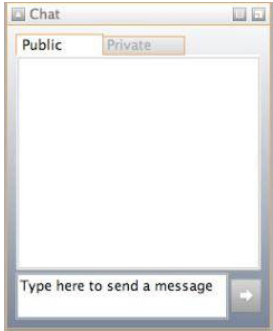
- How do we know we are having an impact?
- How do we measure that impact in a relevant way?




## 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?







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





## Tools



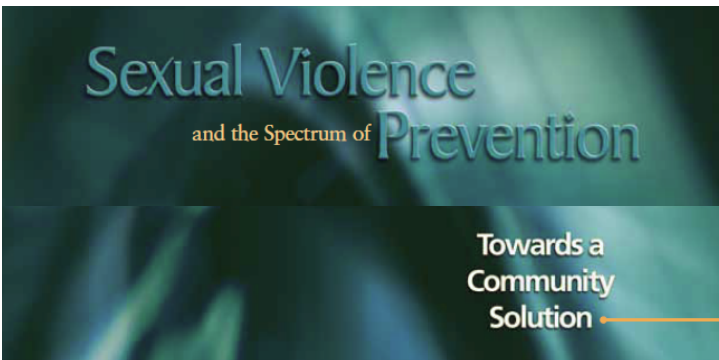
Photo credit: Emily Barney

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

**Prevention Institute**  
Prevention and equity at the center of community well-being




## Sexual Violence & The Spectrum of Prevention



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

**Prevention Institute**  
Prevention and equity at the center of community well-being



## 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:  
Aeris Lyles, MSW  
Larry Cohen, MSW  
Margot Brown

© May 2009

265 29th Street  
Oakland, CA 94611  
510.444.7738  
fax 510.663.1280  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

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

Prevention  
and  
equity  
Institute  
at the center of community well-being

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



National Sexual Violence Resource Center

## Prevention Assessment

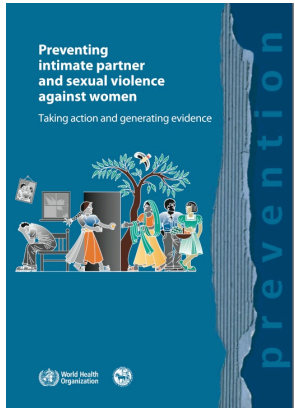
### Year 2 Report: Innovations in Prevention

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

Prevention  
and  
equity  
Institute  
at the center of community well-being



# Preventing Intimate Partner and Sexual Violence Against Women



Prevention  
and equity  
Institute  
at the center of community well-being



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

221 Oak Street  
Oakland, California 94607  
phone: (510) 444-7738  
fax: (510) 663-1280

[www.preventioninstitute.org](http://www.preventioninstitute.org)  
[prevent@preventioninstitute.org](mailto:prevent@preventioninstitute.org)



PreventConnect  
1215 K Street  
Suite 1850  
Sacramento, CA 95814

Website: [preventconnect.org](http://preventconnect.org)  
Facebook: [www.facebook.com/PreventConnect](http://www.facebook.com/PreventConnect)  
Twitter: Follow @PreventConnect  
Flickr: [www.flickr.com/people/preventconnect](http://www.flickr.com/people/preventconnect)  
YouTube: [www.youtube.com/CalCASAVideo](http://www.youtube.com/CalCASAVideo)  
Email Group (listserv): <http://groups.yahoo.com/group/Prevent-Connect/>  
Email: [info@preventconnect.org](mailto:info@preventconnect.org)



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 conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

