

Welcome,
This Web Conference
Will Begin Soon



PreventConnect

A Project of



CALCASA

Growing Our Impact:

Moving from individual awareness building to community norms change strategies as a part of sexual and domestic violence prevention efforts

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org

Email: info@preventconnect.org

Email Group:

preventconnect.org/email-group

eLearning: learn.preventconnect.org

Wiki: wiki.preventconnect.org



preventconnect.org/Facebook



preventconnect.org/Twitter



preventconnect.org/Flickr



preventconnect.org/YouTube



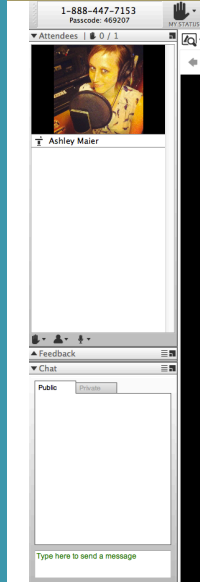
preventconnect.org/LinkedIn



preventconnect.org/Pinterest



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?**



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

Shaping perceptions of sexual and domestic violence: The power of public narratives

May 2014

April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Next Peer Learning Forum

Better multi-sector partnerships: What does it really take to work across sectors to prevent sexual and domestic violence?

August 2014

July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



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





Growing Our Impact:

Moving from individual awareness building to community norms change strategies as a part of sexual and domestic violence prevention efforts

April 24, 2014

11am – 12:30pm PT ; 2pm – 3:30pm ET

About the Facilitator



Annie Lyles, MSW
Program Manager
Prevention Institute

Prevention
Institute
Prevention
equals
well-being



About the Webtechs



Vanessa Yanez and Casey Tran
Program Assistants
Prevention Institute



Learning Objectives

By the end of the web conference, participants will be able to:

- Engage in a **candid discussion** around the value of community norms change work and identify strategies for shifting norms.
- Share **real world examples** of efforts that shift community level norms.
- Identify **tools and resources** to support innovative approaches.



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.

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

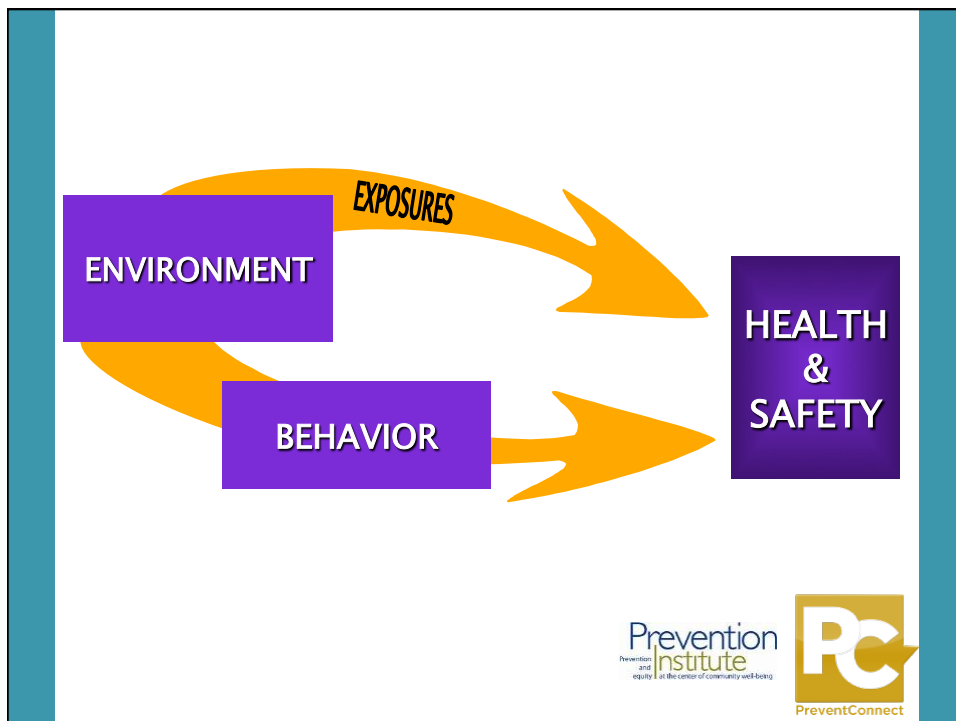
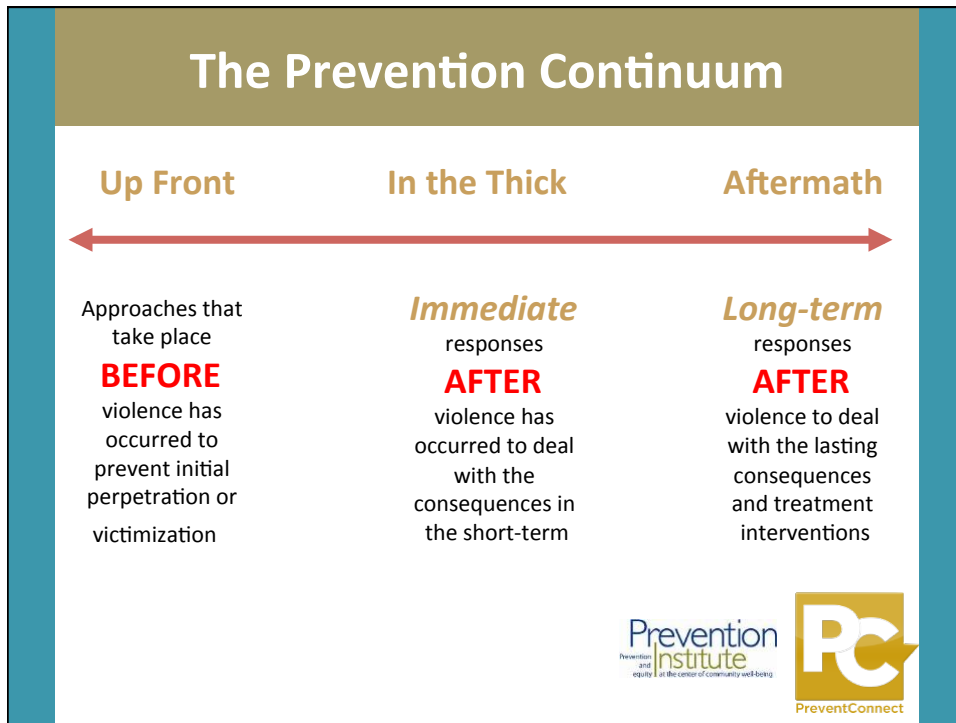


**What can be done to
prevent the problem
from occurring**

in the first place?

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





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

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

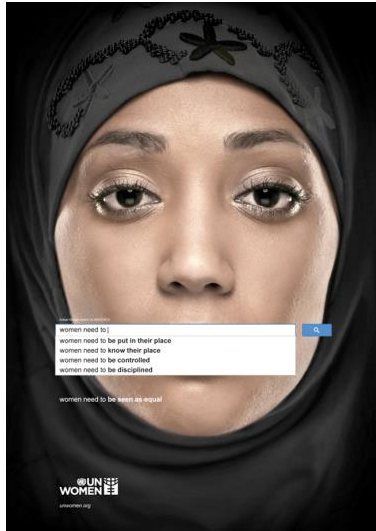


5 Key Norms

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

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

What Do People Really Think About Women?



Unwomen.org

Actual google search 4/30/2013

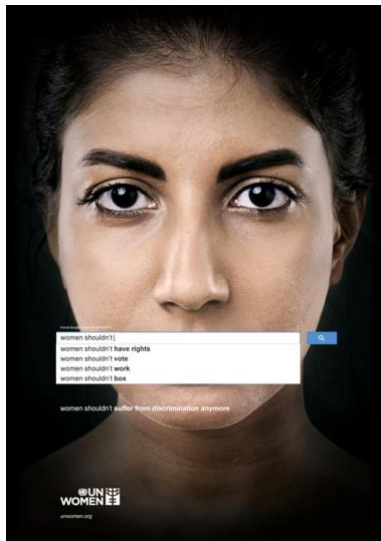
women need to |
women need to be put in their place
women need to know their place
women need to be controlled
women need to be disciplined

Women need to be seen as equal.

Prevention
institute
Prevention
and
equity | at the center of community well-being



What Do People Really Think About Women?



Unwomen.org

Actual google search 4/30/2013

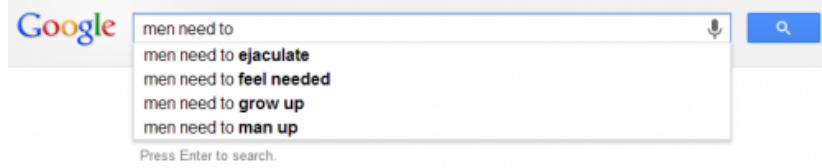
women shouldn't |
women shouldn't have rights
women shouldn't vote
women shouldn't work
women shouldn't box

Women shouldn't suffer from
discrimination anymore.

Prevention
institute
Prevention
and
equity | at the center of community well-being



What Do People Really Think About Men?



thesocietypages.org

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



Women's History Month



Aviator



Athlete



Astronaut

Womenshistorymonth.gov

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



Please Answer the Text Chat Question



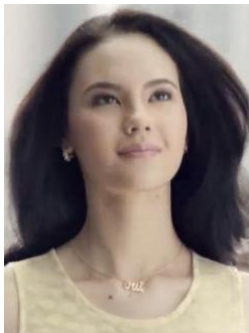
Who else can we honor for Women's History Month?

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



Pantene Washes Sexism Out

Philippines



29Secrets.com



Thefashionspot.com

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



Ban Bossy

Bossy holds girls back.

Girls are twice as likely as boys to worry that leadership roles will make them seem "bossy."



BAN BOSSY

banbossy.com
Primary Source: Girl Scout Research Institute, 2008

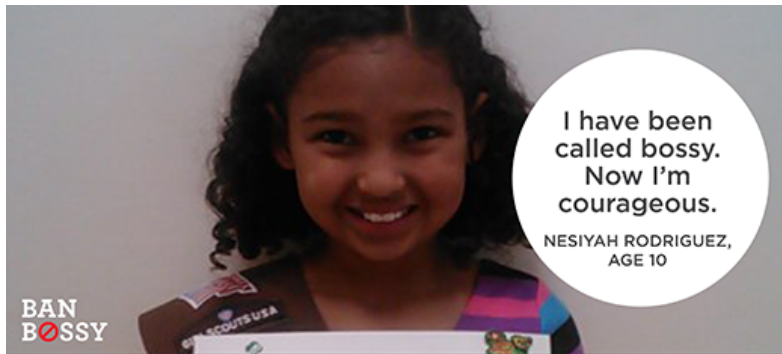
LEAN IN girl scouts

Banbossy.com

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



Ban Bossy



I have been called bossy. Now I'm courageous.

NESIYAH RODRIGUEZ,
AGE 10

BAN BOSSY

banbossy.com

LEAN IN girl scouts

Banbossy.com

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



Lean In



LeanIn.org

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



Women with PhDs as Models



ASHA has her PhD in Cognitive Psychology from Stanford

betabrand.com

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



Women with PhDs as Models



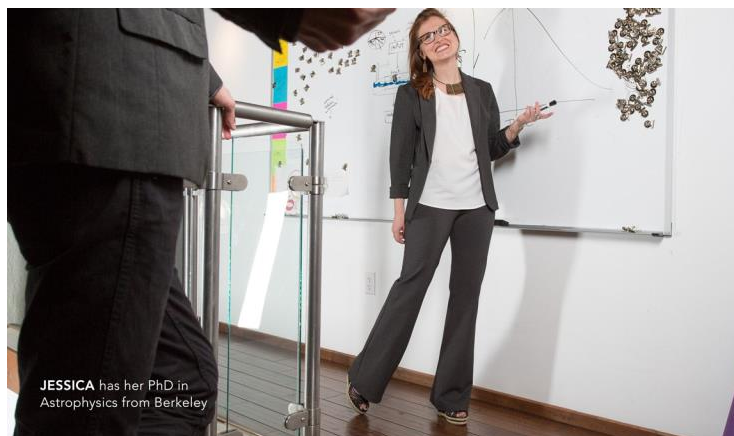
JULIET is an Oral Biology PhD candidate at the University of Washington

betabrand.com

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



Women with PhDs as Models



JESSICA has her PhD in Astrophysics from Berkeley

betabrand.com

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



Please Answer the Text Chat Question



Where else are norms communicated?

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



Creative Resistance to Ads

Germany



Daniel Soares

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



Creative Resistance to Ads

Seattle



Jonathan McIntosh



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



Norms Change

Roxane Gay



Bluestockingsmag.com



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





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

We would have more ...

Trust Freedom
Equality Respect
Caring, respectful relationships
Dignity Confidence
Safety

Prevention works!

MDH
MAINE DEPARTMENT OF HEALTH & HUMAN SERVICES

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

Prevention **institute**
equity at the center of community well-being

PC
PreventConnect

Tell Them Not to Rape



Joseph Kaczmarek/AP Images

Prevention **institute**
equity at the center of community well-being

PC
PreventConnect

About Our Guests

The Halls Boston

thehallsboston.com



Cynthia
Peer Leader



Nicole Daley
Director



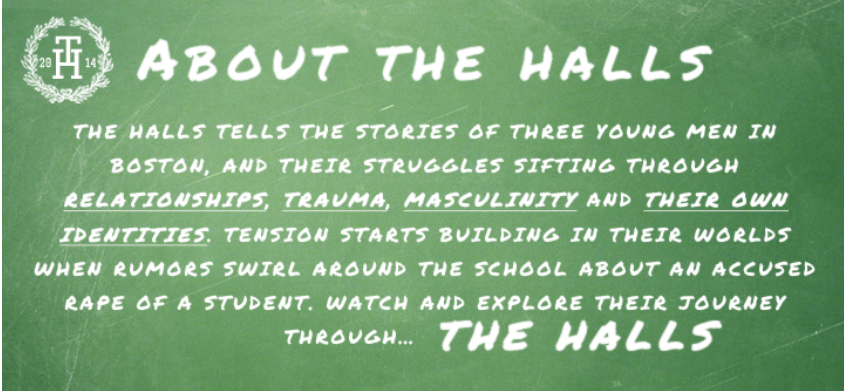
Tyler
Peer Leader


Prevention
Institute
equity at the center of community well-being





Prevention
Institute
equity at the center of community well-being





 **ABOUT THE HALLS**

THE HALLS TELLS THE STORIES OF THREE YOUNG MEN IN BOSTON, AND THEIR STRUGGLES SIFTING THROUGH RELATIONSHIPS, TRAUMA, MASCULINITY AND THEIR OWN IDENTITIES. TENSION STARTS BUILDING IN THEIR WORLDS WHEN RUMORS SWIRL AROUND THE SCHOOL ABOUT AN ACCUSED RAPE OF A STUDENT. WATCH AND EXPLORE THEIR JOURNEY THROUGH... **THE HALLS**



Tweets

- Following
- Followers
- Favorites
- Lists

Follow The Halls

Full name

Email

Password

Sign up

Photos and videos

The Halls @TheHallsBoston

The Halls inspire young viewers to challenge how messaging teaches them to act in relationships, freeing them to engage in positive alternatives. thehallsboston.com

TWEETS 854 FOLLOWING 210 FOLLOWERS 493 **Follow**

The Halls @TheHallsBoston 3h Providers, have you used our toolkit to discuss healthy and unhealthy relationship with your teens? If so, tell us! [ow.ly/vIGzY](#)

Expanded [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Retweeted by The Halls

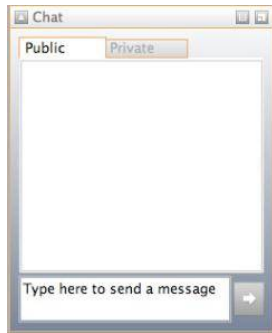
City of Boston @NotifyBoston · Apr 20

A YouTube video player interface showing a video titled "THE HALLS CLASS DISMISSED". The video features three people sitting in a classroom setting. From left to right, they are Mynaja Ferguson, Tyler Jones, and Kelly Dao. The video player includes a progress bar at 0:13 / 4:51, a volume icon, and social media sharing options for Tweet and Like. The Prevention Institute and PreventConnect logos are visible in the bottom right corner of the slide.

A promotional poster for the video "THE HALLS CLASS DISMISSED". The poster features a young man, Tyler Jones, wearing glasses and a patterned polo shirt, looking at his phone. The text on the poster includes "THE HALLS CLASS DISMISSED", "TYLER GOOD GUYS FINISH LAST?", "WATCH EPISODES ONLINE", "THEHALLSBOSTON.COM", and "@THEHALLSBOSTON". The Prevention Institute and PreventConnect logos are visible in the bottom right corner of the slide.

Please Answer the Text Chat Question



How are you using social media for social norms change?

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



About Our Guests

Maine Coalition Against Sexual Assault

www.mecasa.org



Cara Courchesne
Communications Director



Destie Hohman Sprague
Program Director

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





WELCOME TO
MAINE
The Way Life Should Be

www.gardenofeden.com
© 2013

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

PC
PreventConnect

TV Glamorizes Rape



It's time for rape to stop being cable's narrative device.
We are treated to an endless parade of women being forced into submission as... delicate and wilting flowers
--Roxane Gay

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





Prevention
and
equity | at the center of community well-being
institute



Tell Them Not to Rape



Joseph Kaczmarek/AP Images

Prevention
and
equity | at the center of community well-being
institute





"THIS PARTY IS SO GAY."



"THIS PARTY IS SO BORING."

Sexist and homophobic words are violent
and they're everybody's problem.
Everybody has a backbone. Use yours.



THIS IS A BITCH.



THIS IS A GIRL WHO SPEAKS HER MIND.

Sexist and homophobic words are violent
and they're everybody's problem.
Everybody has a backbone. Use yours.



Tackling Sexism Through Comedy



NPR

“Someone sleeping? That’s a no.”

Amy Schumer tackles sexism and general gender [lies] in her stand up comedy.

Prevention
institute
equity at the center of community well-being



Snickers Doesn't Respect Women



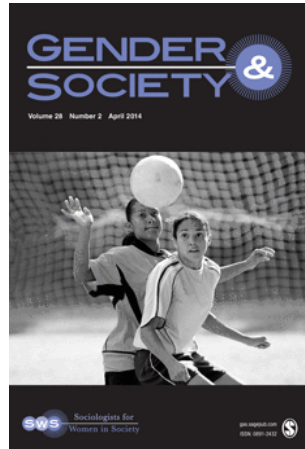
Thesocietypages.org

“You want to hear a filthy word?
Gender bias.”

Prevention
institute
equity at the center of community well-being



Sexual Violence is the New Normal



Young Women Don't Report Sexual Violence Because They Assume It's Normal

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



Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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



Please Answer the Polling Question

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

Prevention
and
equity
at the center of community well-being



Please Answer the Polling Question

Of the following selected levels of the *Spectrum of Prevention*, which have the most potential to impact norms change?

- 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

Prevention
and
equity
at the center of community well-being



Boy Suspended for Sexual Harassment

Cañon City,
CO

No, It's Not OK to 'Steal Kisses' – Here's Why

“By NOT talking to children about their bodies, their boundaries, their rights and the entitlements others might feel about them, we ARE talking to them.”

-- Soraya Chemaly, Huffington Post

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



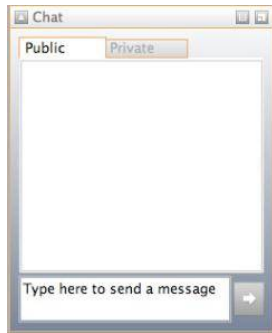
We Can Teach Men Not to Rape



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



Please Answer the Text Chat Question

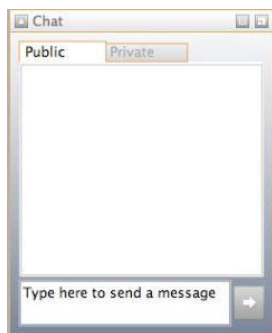


How else do we bring the norms change discussion to the masses?

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



Please Answer the Text Chat Question



What do you count as norms change success?

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



Indicators

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



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



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



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

221 Oak Street
Oakland, California 94607
Phone: (510) 444-7738
www.preventioninstitute.org
prevent@preventioninstitute.org

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org
Email: info@preventconnect.org
Email Group:
preventconnect.org/email-group
eLearning: learn.preventconnect.org
Wiki: wiki.preventconnect.org

preventconnect.org/Facebook preventconnect.org/YouTube
preventconnect.org/Twitter preventconnect.org/LinkedIn
preventconnect.org/Flickr preventconnect.org/Pinterest

