

# PreventConnect

## TEXT CHAT TRANSCRIPT

### WEB CONFERENCE

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**

11 AM Pacific (2 PM Eastern)

### Presenters and Guests

Annie Lyles, Prevention Institute

Nicole Daley, Program Director, Start Strong: Building Healthy Teen Relationships Initiative at the Boston Public Health Commission  
Cynthia, Peer Leader, Start Strong: Building Healthy Teen Relationships  
Tyler, Peer Leader, Start Strong: Building Healthy Teen Relationships  
Destie Sprague, Program Director, Maine Coalition Against Sexual Assault  
Cara Courchesne, Communications Director, Maine Coalition Against Sexual Assault

### Host

Ashley Maier, CALCASA and PreventConnect

*Participant names have been removed from this chat record, unless provided by the participant in text.*

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- Materials from today's session  
[http://www.preventconnect.org/2014/04/\\_webconf\\_impact/](http://www.preventconnect.org/2014/04/_webconf_impact/)
  - <http://www.pea-pod.org/>
  - Community Affairs & Volunteer Management for sexual assault program
  - Link to more about the web conference series  
[http://www.preventconnect.org/2014/04/\\_webconf\\_impact/](http://www.preventconnect.org/2014/04/_webconf_impact/)
  - Link to more about the Ending Child Sexual Abuse series  
[http://www.preventconnect.org/2013/06/ecsa\\_series\\_2013\\_2014/](http://www.preventconnect.org/2013/06/ecsa_series_2013_2014/)

- Peer Learning Forums <http://www.preventconnect.org/2014/04/peer-learning-forum-shaping-perceptions-of-sexual-and-domestic-violence-for-prevention-the-power-of-public-narratives/>
- Web conference series [http://www.preventconnect.org/2014/03/2014\\_web\\_conference\\_series/](http://www.preventconnect.org/2014/03/2014_web_conference_series/)
- Last month's Foundations in Prevention web conference [http://www.preventconnect.org/2014/03/webconf\\_foundations/](http://www.preventconnect.org/2014/03/webconf_foundations/)
- <http://www.unwomen.org/ca/news/stories/2013/10/women-should-ads>
- <http://womenshistorymonth.gov/>
- Who else can we honor for Women's History Month?
- Annie Sullivan
- bell hooks
- Maya Angelou
- Harriet Tubman
- Harriet Tubman
- alice walker
- mothers
- Elenor Roosevelt
- Our family members
- My mom
- Grace Hopper
- Moms!
- mothers!
- Madame Curie
- mothers, women in our communities
- Dolores Huerta
- Trans\* women
- Super MOMs!!
- trans-identitfying folks
- Teachers
- cooks/chiefs
- Maria Dorion
- susan b anthony
- Law Enforcement woment
- indigenous women fighting for self-determination
- Teachers, Early Childhood Prevention workers, Social Workders, Therapists, Police Officers
- <https://www.youtube.com/watch?v=kOjNcZvwjxl>
- Women serving in the military
- women coaches
- Hail Sheryl Sandberg!! No more BOSSY!
- midwives

- <http://banbossy.com/>
- <http://www.gettyimages.com/creative/frontdoor/leanin>
- Here is a link to a great clip from John Stewart this week highlighting how women in politics are treated differently from men (probably NSFW)  
<http://thedailyshow.cc.com/videos/snggjc/the-broads-must-be-crazy>
- this is not what we are suppose to do
- From men
- <http://www.buzzfeed.com/jessicamisener/clothing-company-uses-female-phds-instead-of-regular-models>
- Music
- Where else are norms communicated?
- JOhn Stewart - always keeping it real.
- The bedroom.
- media, families, work place
- via institutional/organizational policy
- from the pulpit!
- parents
- Family members
- social media/internet
- family
- schools
- home/tv
- schools
- families, women to women
- schools
- From our parents
- workplace, television...everywhere!
- movies, language
- At home
- religion
- Family, school, politics
- friends
- schools
- social media
- children's books
- sanctions and lack of sanctions
- social media, peers
- television, magazines
- Types of jokes told
- TV shows
- Cartoons
- schools

- reveal parties before babies are born
- video games
- everyday conversations
- politics!
- Only 18% women in the "people's house"...Congress.
- BILLBOARDS...frustrates me
- co-workers, friends, family
- courtroom
- tv shows, target kids and tweens
- calendars
- radio
- OMG - I hate those reveal party things
- commercials
- Memes and tweets
- YouTube
- social media
- internet comments
- toy shops
- families
- weddings normalize gender roles
- comics
- book stores
- WWE
  
- Oooo you can check out my comics at PEA-POD.org. I embraced that opportunity.
- #notbuyingit
- #notbuyingit
- <http://roxanegay.tumblr.com/>
- vom.
- ugh
- society turns everyone into a gender cop.
- haha - yes, Jen!
- Ivette Vidal, CVAC
- Great message!
- Posters will solve all of our problems.
- Highlighting our differences is also very important. Men and women are not the same. Neither is better than the other - differences are good.
- Love IT!!
- Nice Jen
  
- I think it's important too to acknowledge that the idea of binary gender often plays a part in sexism and violence... people are all different, not just men &/or women

- Hi ya'll!
- YAAAS Start Strong! I see you!
- Yes Sarah!
- Agree Sarah.
- <http://thehallsboston.com/>
- Materials from today's session will be posted at [http://www.preventconnect.org/2014/04/webconf\\_impact/](http://www.preventconnect.org/2014/04/webconf_impact/)
- <https://twitter.com/TheHallsBoston>
- So cool! Can't wait to show the web series in our youth programs!
- I'm excited! This is wonderful. I can't wait to share your site with my own 15 year old twins.
- This program is wonderful! Great work!
- My teen sons will see this!
- I am loving this - great job, y'all!
- Are the actors your classmates/peers?
- How are you using social media for social norms change?
  
- I post provocative articles on facebook and invite my friends to comment and share
- What age would you say this web series is geared towards?
- THANK YOU! This project is awesome. You guys inspire.
- starting a conversation
- awareness articles about similar topics on facebook
- We've used twitter to call out sexist ads and have had a lot of success with actually getting to educate those companies.
- Maintain facebook page about bystander intervention/prevention
- example following college campus issues
- Re-tweeting and sharing important articles and graphics.
- we've been using a blog, twitter, facebook, to publish articles, infographics, and meme combatting sexual violence, challenge culture, and normal bystander intervention at MasculinityU.com <http://masculinityu.com/blog/>
- Our students manage our social media messaging. They know better than we do what will resonate with their peers.
- personal twitter and facebook to openly call out isms, abuse, disrespect.
- White Board Campaign
- sharing important messages/materials
- Facebook and Twitter to share events, articles, and discussion starters
- Just take a look at the outrage that came from the Game of Thrones episode this week and a lot of good articles were born from that outrage that spread through social media.
- helping parents and community to create their own content on violence prevention in social media
- SAAM has done a great job of mobilizing on social media.

- How did you get your peers to engage with the material i.e. watch the YouTube clips, etc.?
  - What kind of technical assistance did you require/need?
  - What does the evaluation look like for this project?
  - SAAM Twitter chats!
  - Question for presenters: Do you foresee creating additional episodes? What is your vision for wide-spread usage and continuous dialogue?
  - Yes @Jen Grove! Hi!
  - professionally to talk about and share things I've made relating to issues around isms, abuse, and respect
  - You rock, Alison!
  - Right back at you!
  - It's great that hashtags work pretty much everywhere now.
  - Our facebook page
  - <https://www.facebook.com/AwarenessforBystandersOpposedtoViolence>
  - Hi Ma'at.
  - Thank you!
  - Thanks for Walk the Halls
  - Destie and Cara!
  - Destie and Cara together on this webinar!!! AWESOME>
  - Angela! Jen!
  - <http://www.mecasa.org/>
  - Scandal
  - scandal
  - Mellie...SCANDAL
  - scandal
  - I don't recognize either
- 
- how did you get journalists and law enforcement to participate in your workshops?
  - Not that I watch Scandal
  - I'm not seeing the slides anymore.
  - I love you, Cara
  - Is that the way life should be? Without television?!
  - The 007 movies totally glamorize rape. I haven't seen the new ones but for sure the ones from the 70s to 80s
  - I think you are on to something, Destie
- 
- Cara, been following your work on educating journalists - does MECASA have a toolkit or other materials that we could use here in DC? We've had some recent issues with survivors having terrible experiences with journalists, so we want to at least have those terrible experiences become a learning moment for the journos.
  - Slides are available on the top tab that says "Presentation Slides"

- I don't recognize them either Ma'at
- From Cara- yes, we'll follow up!
- I stopped watching Tru Blood because they glamorized rape. It was really creepy.
  
- Julia - the NSVRC has a media packet online that may be helpful  
<http://nsvrc.org/publications/nsvrc-publications-information-packets/media-packet>
- Yes, it was. I was angry with the writers of Downton
- Thanks, Jen!
- You bet - I think it is a great starting point with journalists. I believe the packet will be updated soon, but it still pretty recent.
- BBC Sherlock It's not only rape - it's using sex as a character attribute ie., Irene Adler - the only woman who bests Sherlock in the canon turned into a dominatrix. So disappointing.
- good point...about Sherlock
- I am a fierce advocate for training...NOT TO OFFEND!!
- <http://www.mecasa.org/backbone/mission.html>
- love these posters
- LOVE the Backbone Zone! Just featured it in a training I did for folks in MD today.
- Is that Futures Without Violence? Coaching Boys Into Men?
- Here's a podcast about Backbone Zone  
<http://www.calcasa.org/2012/12/preventconnect-podcast-the-backbone-zone-developing-a-successful-marketing-campaign/>
  
- A more direct link <http://www.preventconnect.org/2012/12/backbone-zone-podcast/>
- Similar campaign came out of Duke recently - "You Don't Say" campaign  
<https://www.facebook.com/youdontsayduke>
- Love "You Don't Say."
- How could you not love this poster. I mean, it has a Pug on it.
- I had the same thought with the word "crazy" so I made a comic. I've sold it at comic conventions and was so happy that many people who picked it up said, "Yes!"  
<http://www.pea-pod.org/oppression-awareness/crazy-comic>
- Seriously, Ashley!
- Agreed Annie!!
- schools also don't like to talk about sexual violence
- i have to approach them by talking about healthy relationships
  
- Research has shown the same thing for gun violence, Julia. People don't respond to messages about gun violence, but they will respond to issues of community safety.
- that's really interesting
- although there are schools that are open to me talking about dating violence
- but sexual violence scares them

- As a Prevention Educator I ran into some attitudes of denial. "We don't need you to speak here because that's not a problem here."
- It's all about how it's framed for that particular audience. Some communities can tackle gun violence head on, some need a different approach.
- Denial is a big issue for all sorts of things. Good, local data is desperately needed. We are currently collecting that for Ohio.
- Often it was just a matter of calling the presentation something else but really the conversations with the audience came out the same.
- Everyone wants to talk about real life. So even if the Principals aren't comfortable, the students bring it up.
- Christine, that's awesome that ya'll are collecting data. No two communities are exactly the same.
- In that interview Amy Schumer made comments about "grey rape" (which she called GRape) that I felt were difficult to deal with too
- From Cara the grape ruined it for me
- yuck
- Thank you, Nicole. Well said.
- Feminism is not a dirty word, thank you for talking about it!
  
- Men and women are different and separate and think different and separate. Genders are separate and will never be the same. Gender should be kept different and distinct as it was intended to be, but one gender should not be treated differently or valued any less than the other. In other words, being different is good, but placing greater or lesser value on someone for any reason is not showing equality. Equality has more to do with treatment and values than skills and gender.
- I've seen Amy Schumer on Comedy Central a few times and I just can't handle her...mostly for the grey rape stuff, but other things as well.
- We still have so much stigma around female sexuality in general.
- I think that in general we need to be careful not to reify sexism by placing an intense amount of judgment on people (specifically women) who act upon their own agency (ie Beyonce, Miley, etc.)
- <https://www.youtube.com/watch?v=0gjsoSY18kg>
- Agreed, Jen.
- we also need to make sure that men aren't defining feminism or taking over. but being involved
- It's crazy that female sexuality is still such a stigma and yet if a female victim were to orgasm during a rape, it would be jumped on immediately. We can't seem to discuss female sexuality unless it's negative or violent.
- <http://gas.sagepub.com/content/early/2014/02/28/0891243214526468.full?keytype=ref&siteid=spgas&ijkey=1zjS.dsfVDs32>



- I think it would be great if we could start teaching boys and girls about healthy sexuality at a very young age and continue to offer developmentally appropriate education around this topic throughout people's lives...
- because it's a spectrum
- Agreed Anne!
- Health should be taught every year, just like math.
- Agreed, Sarah!
- [http://www.preventioninstitute.org/index.php?option=com\\_jlibrary&view=article&id=105&Itemid=127](http://www.preventioninstitute.org/index.php?option=com_jlibrary&view=article&id=105&Itemid=127)
- Implementing healthy relationship policy in schools
- Organizing workgroups to lead statewide social change work.
- Working with Green Dot and beginning in Restaurants and Bars, as well as general community.
- working with school wellness centers on dating abuse and gender-based violence prevention and response protocols
- we're working to influence urban planning to create physical spaces that are safer for women
  
- Forming a Coordinated Community Response Team to address domestic violence and a Violence Prevention Stakeholder Group in Finney County (southwest) KS.
- Families as well
- Family Planning and advocacy agencies.
- We've gotta get to the outer layers...that's my motto.
- C
- all areas must be addressed at once - its the intersections that make a difference
- But keeping in mind that policy and legislation often reflect community level change and need to be implemented at the institutional level.
- changing norms about violence against children -- including emotional violence, which would include all that we've talked about today
- One thing that is happening right now to change norms at Comic Conventions is some are starting to create harassment policies. Fans and creators are having conversations thru twitter, tumblr, and facebook. I created an Abuse and Harassment Resource Guide and worked with Emerald City Comicon to have it distributed. Because of this Denver Comic Con approached me to create one for them. Woah, I started typing that BEFORE the question came up.
- Policing decisions through legislation is important, but influencing the initial decision is crucial.
- raising awareness to health care providers. Helping putting screenings & protocols in place with cultural sensitivity
- Not polarizing our conversations
- Comprehensive sex ed that teaches boundaries, consent and respect for all from day one.

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- Yes, Cara! Kids can have boundaries too!
- We complicate this as much as we can. We can keep it simple. It is about everyone deserving to be respected.
- There has been a post going around on Facebook regarding what Cara talked about - forcing kids to give kisses and such.
- this was amazing!!
- Discussions about Healthy relationships are crucial
- Or making them sit on a stranger's lap- Easter Bunny. Drives me nuts!
- Ewww, Alison - Easter Bunnies and Santas - just say no.
- Right?!?!?
- Nice Jennifer!
- Sooo creepy.
- Policies supporting respectful change helps individuals also change.
- <http://www.preventioninstitute.org/index.php>
- Thanks to all who had a part in this. Got some great ideas and insight
- Green Dot !!!!
- Coaching Boys Into Men!!!
- thank you all - this was fabulous!
- Thank you, this was fantastic!