

Peer Learning Forum
Session 2

**Welcome,
This Web Conference
Will Begin Soon**



A Project of



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

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



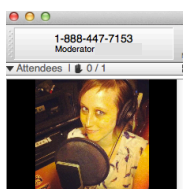
preventconnect.org/LinkedIn



preventconnect.org/Pinterest



How to use this technology



Ashley Maier

- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

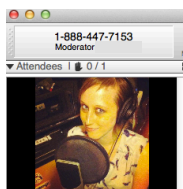
Please send a private chat message for help.

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.



How to use this technology



Ashley Maier

- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

*Peer
Learning
Forum*

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.



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?**



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?**



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



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



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



Dave Mann
Grassroots Policy Project



Lori Grassgreen
Alaska Network on Domestic Violence & Sexual Assault



Ati Nasiah
AWARE, Inc.



Julia Smith
Sitkans Against Family Violence

**SHAPING PERCEPTIONS OF SEXUAL
AND DOMESTIC VIOLENCE FOR
PREVENTION: THE POWER OF
PUBLIC NARRATIVES**

Series Objectives

- Articulate a definition/description of public narratives.
- Provide example of how public narratives have been used in SV/DV work.
- Identify how public narratives limit SV/DV work.
- List ways public narratives can enhance your prevention work.



Series Objectives

- Articulate a definition/description of public narratives.
- Provide example of how public narratives have been used in SV/DV work.
- Identify how public narratives limit SV/DV work.
- List ways public narratives can enhance your prevention work.



Audience Question

Did you attend last session? Did you listen to the recording?

▼ Feedback

0	A
0	B
0	C
0	D
0	No Answer

- a. Attended last session
- b. Listened to recording
- c. Both attended & listened
- d. Neither attended nor listened



Audience Question

Where do you work?

▼ Feedback

0	A
0	B
0	C
0	D
0	No Answer

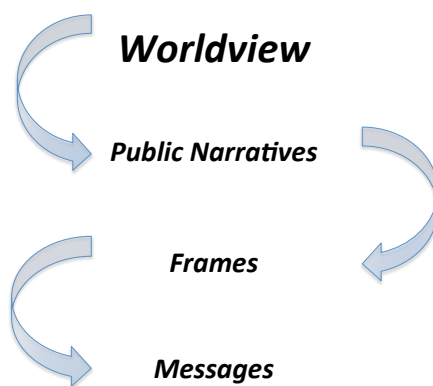
- a. State SV/DV coalition
- b. State health dept.
- c. Local grantee
- d. Other



Worldview is a set of values, beliefs, assumptions that shape our view of the world.

A **public narrative** is a story that, when told in many different ways, can shift public consciousness and change what is possible

A **dominant public narrative** is one that trumps other narratives and has the most power to shape what is possible



Public Narratives Are...

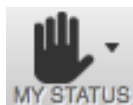
- Created by people and can be changed by people
 - Grounded in values & beliefs
 - Designed to shape what is possible
 - More powerful than facts in changing outcomes
 - Grounding for messaging & strategy



Audience Question



Where have you
seen dominant
narrative showing
up in your work?



The Bangor Daily News uses your location to provide local content and weather. [Learn more](#)

Bangor Daily News
Account
Blogs
Start a blog
Post News
Post Events
Subscribe
Contact

News from your community: State | Aroostook | Augusta | Bangor | Down East | Hancock | Lewiston-Auburn | Mid-Maine | M

Previous story:

« Bucksport girl charged in fatal accident appears in court

Next story:

Investigators search for cause of fires along southern Maine train tracks »

MAINE FOCUS

Rape victims are not ‘asking for it’

Print

Email

Share

Tweet

3

Like

0

Share

submit

Cara Courchesne | BDN

By Cara Courchesne,
Posted May 09, 2014, at 10:48 a.m.
Last modified May 09, 2014, at 1:33 p.m.

It's not in the way you dance, the way you dress, or the way you act – you're never asking to be sexually assaulted.

PATHWAYS TO PREVENTION

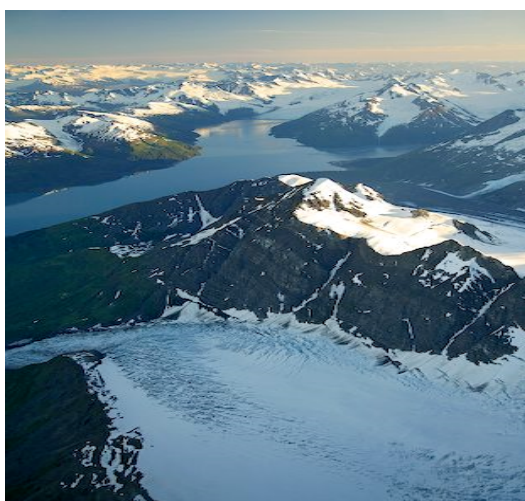
WORKING TOGETHER TO END VIOLENCE



- Groundwork and backdrop
- Approaches
- Outcomes
- Surprises and challenges
- Next steps and bridges



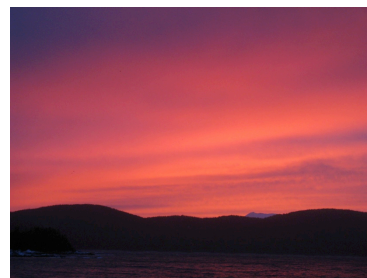
Alaska is roughly **20%** of the entire US
landmass





Backdrop

- DELTA Site (4 local funded DELTA sites)
- 7 Pathways
- DELTA FOCUS
- How we started

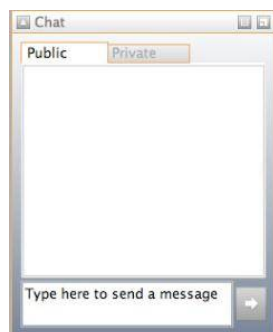


Public Narratives Are...

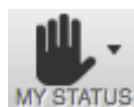
- Created by people and can be changed by people
 - Grounded in values & beliefs
 - Designed to shape what is possible
 - More powerful than facts in changing outcomes
 - Grounding for messaging & strategy



Audience Question

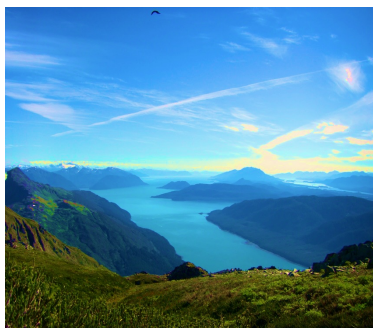


What are some settings in which you'd like to discuss public narrative?



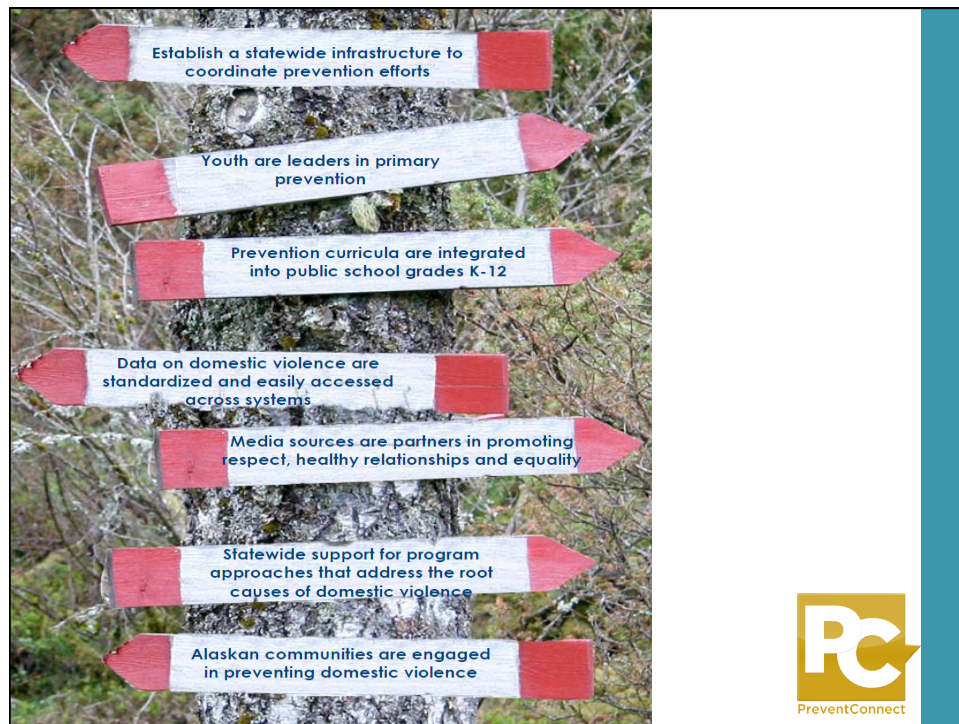
Settings

- **Statewide Steering Committee**
- **Prevention Coordinators**
- **AWARE (Juneau)**
- **SAFV (Sitka)**



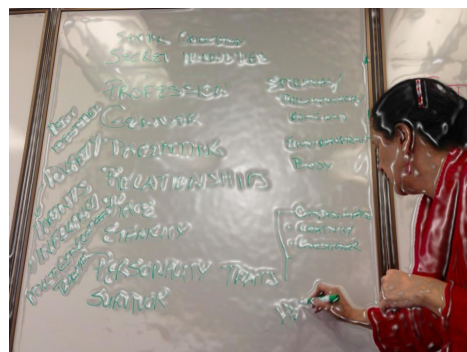
Pathways Statewide Steering Committee and Leadership Team





Outcomes

- **A list of collective values or foundational beliefs agreed upon by the Steering Committee and a checklist to assist with implementation.**



Values

- **Together we can do what we can't do apart.**
- **We will ask the community what it needs.**
- **Solutions lie within the community.**
- **For these foundational values, the following all apply:**
 - We will educate ourselves first about communities we are working with.
 - Community partnerships and activities will be carried out in a culturally respectful way/ with cultural attunement and cultural humility
 - We will respect the decisions of the community as to our engagement and do what they ask.
 - We will build trust with the community by all of the above and following through.
 - We will provide what is needed in language appropriate to the community.
- **We will advocate to change policies that do not support our communities, families, and individuals.**
- **We will continually evaluate how our privilege impacts our work.**



Values

- **We will work to create policies and programs that address the full self.**
 - We recognize that every person has multiple identities that impact their life and needs including, but not limited to: race; ethnicity; national origin; class; gender; gender identity; sexual orientation; educational background; vocational background; language; immigration status; kinship ties (parent; grandparent; etc.); disability; marital status; etc.
 - We recognize that every person's multiple identities are not separate, but rather, intersect and impact their life and needs
 - We will work to create programs and policies that support the full self, not one identity.
- **We will work to understand our place in the system and the responsibilities we hold.**
- **We will always ask who is not at the table.**
 - We will continuously ask who is receiving/accessing the services (of a program) and who is not.
 - We will continuously ask what a community needs in order to access or receive services (of a program).

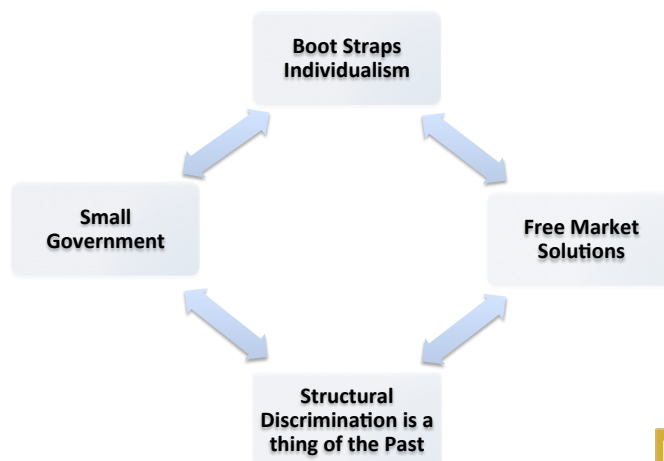


Public Narrative Process

- Explained concept of narrative
- What the dominant narratives are nationally that inform our decisions? Are these the same or different in Alaska?
- How does this impact public support for DV/SA?
- What would we like the narrative to be?
- How could building consensus around narrative transform how we
- do our work?
- Where would we
- like to take this
- conversation next?



Themes of the Dominant Worldview Narrative





Themes

- Support community self-determination and community solutions.
- Role modeling of healthy relationships, gender norms, and power structures.
- It is only us not them.
- Inclusion, equity, we/us/our, life cycle
- Balance individual responsibility with structural barriers.
- All of our health is connected to one another's health.
- Power is exerted with money or aggression (masculine).
- Understanding of how we got to where we are (history and intergenerations)



Themes

- The health of our community is linked to disparity.
- Understanding community change is what's in it for me"
- Early learning, early prevention, and early role modeling. The sooner we role modeling and teach prevention the better.
- Holistic, accepting and unifying
- Social connectedness, collective responsibility, collective efficacy – we can all do something
- Everything is cyclical. Spirituality and "spirit" are paramount. Not just out of a "how to" book.
- One size of prevention does not treat everyone. Most programs try to find convenience because of low resources. Prevention needs to be diverse.
- Concepts of power that demonstrate power with rather than power over
- Collective identity – we are all part of a community



What did Pathways Members Think?

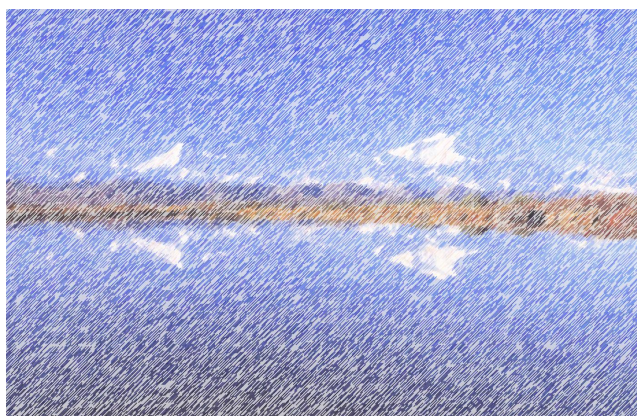
- It's nice to think about elevating a new narrative?
- This still feels big – let's get to nuts and bolts
- Feels hopeful. We can make great changes – we've already made great strides in the last hundred years
- It helps to know what we're having this conversation for – to what end
- It's a good reminder however much data we may have. Sometimes it will not shift views if they are bought into a specific narrative.
- We need to keep the tipping point in focus – whatever that small percentage is what we should be focusing on
- It is interesting to think about how do we create those moments of transformation



DV/SA Prevention Program Coordinators



Unmasking



- Anyone can pull themselves up by their bootstraps;
 - You can rise above adversity with hard work
 - If you fail , you didn't try hard enough;;
- People are poor because they aren't working hard enough
- Money equals free speech; money and power equals success
 - More is better; bigger is better
 - America is a post-racial society
- We have come so far we don't need laws to ensure equality anymore
 - Rule with a big stick; America knows and has the right for other country
- Individuality is more important than working as a collective whole
 - Individual success—more—capitalism—money
- We've transcended "isms" and we're all equal and oppression is over
 - We are free
 - Exploitation is necessary
 - Limit government spending
- Individuals don't have a say in the nation business interests do.

Impacts to DV/SA & Our Work



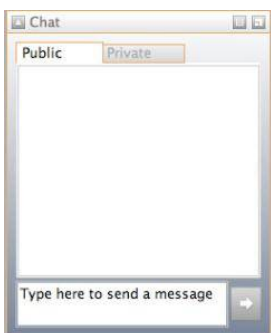
- Victim allows it/victim blaming (If you were smarter, worked harder, this wouldn't happen)
- The individual does not know what is best
- Not part of mainstream—You are the exception, so why do we need to help you? What's wrong with you?
- There's always going to be exploitation
- oppression is supposed to be over! We are so passed it, there is no sexism, racism, etc. what's wrong with you?
- Funding priorities—family issue, not national issue
- America knows best—problems can be solved with war/violence/force
- Don't provide systems that can work in context; just implement "American" plan/system
- To fit into capitalist society, you have to buy into dominance expressed in ads/media
- The system protects itself and allows dominance (dominant partner) to continue and objection to oppression to be sidelined
- Further isolates families
- Contributes to internalizing oppression

Impacts to Community

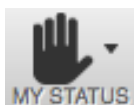
- What can I do to change it?
- Hopeless/powerless—grief frozen
- Isolation of victims and perpetrators
- Lots of needs, doesn't provide for resources for "isms" and anti-oppression work
- Grant-based funding and sustainability, leading to program "fatigue" and lack of trust from turnover



Audience Question



In your community,
what would you
add?



Impacts to Community

- What can I do to change it?
- Hopeless/powerless—grief frozen
- Isolation of victims and perpetrators
- Lots of needs, doesn't provide for resources for "isms" and anti-oppression work
- Grant-based funding and sustainability, leading to program "fatigue" and lack of trust from turnover

In your community,
what would you
add?



Moving Forward

- More training on how to create new narratives
- Good to look at when analyzing community and systems
- Useful for messaging for norms change
- Teach people within communities to access media and “voice spaces” themselves
- Lots of misconceptions from the narratives that exist, so we need to make sure that those are countered with a new story or any project we’re working on



Moving Forward

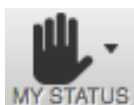
- Evaluate ourselves—where are we perpetuating systems and narratives we’re working against?
- Make our new stories more accessible
- Necessary to have conversation for analyzing what and why we’re doing it and keep us on track with the new envisioned story.
- More education on how to facilitate conversations to change public narrative and envision a new narrative.



Audience Question



With what other sectors do you conduct DV/SA prevention?

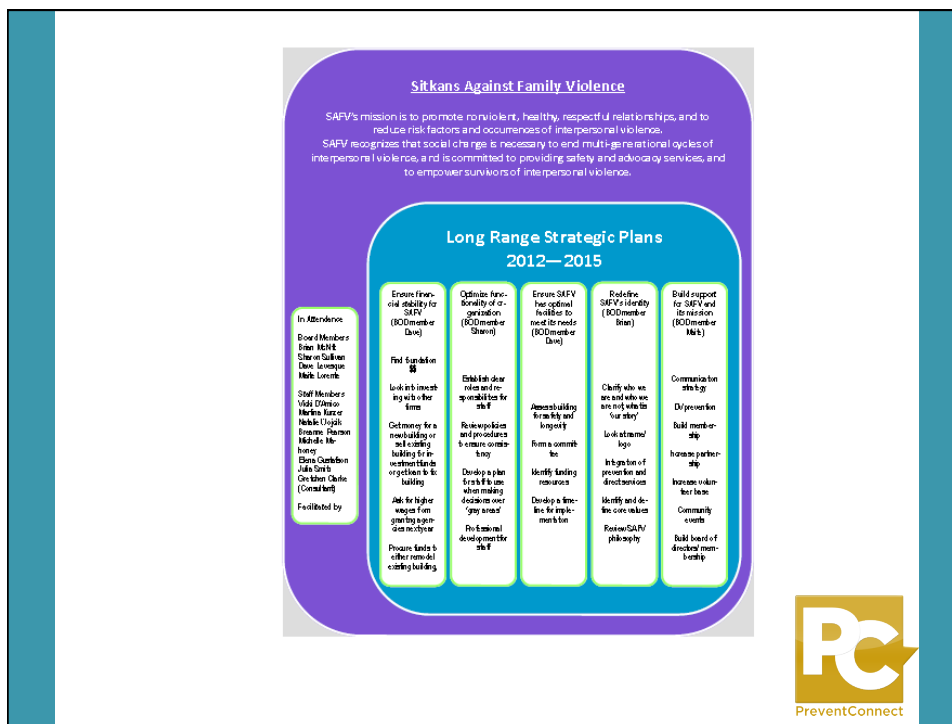


Dominant Health Narrative

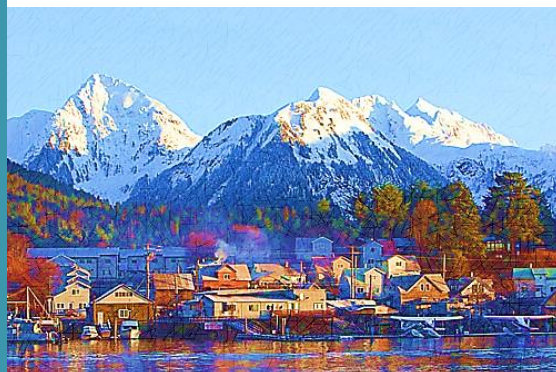
- health = health care
- health is an absence of physical illness
- health is an individual responsibility
- health is a private matter
- health disparities are the result of individual choices, not systemic problems
- we all have an equal opportunity to be healthy







- Shape narrative to impact both internal and external policies and actions
- Identify values that the agency hopes to embody and incorporated into a living agency philosophy
- The philosophy will help to define and shape for staff and the community the roles SAFV plays in Sitka and how it can better serve those roles.





Sitka Specific:

- Existing narratives in the community include “Sitkans help each other” and “Sitkans are rugged and independent”, “typically masculine” characteristics are valued in men and women, traditions are often said to be valued. While seemingly at odds, they speak to the multiple complexities underlying the push/pull sway Sitka has on its residents



How This Thinking Relates to DV/SA Work

- People think power inequity and violence do not exist so it is an individual responsibility.
- People believe men and women are now equal so how can it be that women experience this. Men and women are now equal so why are we not helping men more
- Aggression/Violence is acceptable and gives power in our society. It is prized in men. Power is the ideal and seeking it justifies unethical behavior
- We are not working together as a community and blame victims



- The way funding and politics intersect makes it difficult to provide the best services
- Money is given and results are expected in the short term to match election cycles. This does not allow for the most consistent and comprehensive approaches to creating a shift.
- Certain groups are benefiting off services and government role more than others.



- That people think it is not their problem and it is the problem of “those people”. They can not get involved.
- There must be something wrong with those people in the shelters ...drug addicts and alcoholics so what can be done
- Why is SAFV not doing its job and ending violence or fixing these women.



Elevate

We agree that in order to effectively provide advocacy or prevent violence we must elevate these new narratives:



Elevate

- Women, children, everyone, deserves to feel safe and deserve equal treatment and opportunity.
- Understanding of the causes of violence and understanding of the solutions: including an imbalance of power, intergenerational violence and the need for healing, and inequitable access to achieve ideal wellness.
- It is important for our society that all people, including women, have access to decisions and power in their own lives, in their families, and in their communities.
- It is not the problem of a few. Collective responsibility and ultimately a collective experience- we're in it together
- Men are part of the solution. It's not a woman's problem.
- There is space for all voices. Cooperation is needed for comprehensive prevention
- Non-violence communication and respect are cornerstones to how we interact to reduce violence
- Community responsibility and roles to support healthy thriving individuals are essential. Make sure all have responsibility to solve the problem of dv/sa



Elevate

- We can change from our existing society.
- Fostering an environment where tradition can survive, opportunities are available to everyone equitably.
- Responsibilities of government, agencies, community.
- Success will incorporate many worldviews and lenses.
- The solutions, in part, do require funding and human resources to ensure coordination and follow through.
- There are non-violent approaches and equitable uses of power that can help us succeed.
- There is a need for systems to shift to support people to thrive.
- Investing in ending violence and breaking the cycle impacts the whole community
- We are saving the government a lot of money by helping families to heal.



SAFV provides empowerment-based safety and advocacy services for victims/survivors of domestic violence and sexual violence while promoting a community of nonviolence and respect.



Philosophy

- SAFV recognizes that domestic violence and sexual assault exists within Sitka, and we believe that systems of oppression such as sexism, racism, and historical trauma are factors that create patterns of violence within our community. We recognize that women are disproportionately impacted by this violence, contributing to a power imbalance within Sitka.
- SAFV believes all people deserve to feel safe in their homes and community, live free of judgment and shame, and have equal access to confidential services.
- SAFV believes in treating staff and those seeking services with respect and transparency, advocating for and supporting individual needs and fostering an environment where cultures and identities thrive.
- SAFV believes our community has a responsibility to create an environment that prevents domestic violence and sexual assault and that supports the rights of women. SAFV provides the tools necessary for individuals to raise awareness and mobilize change.
- SAFV believes in building partnerships within Sitka and across Alaska to create system changes that hold perpetrators accountable and to establish new norms where violence against women is not tolerated.



Impact: If successful in shifting the narrative, these may be some of the potential impacts.

- Equal rights for people of all diverse cultures and identities.
- Safety and no fear.
- Diverse representation in leadership and decision making roles.
- Support, not barriers or hoops to jump through.
- An Infrastructure that supports various individual, family and community needs.
- Bigger and more integrated services and shelter support. In the short-term (housing, safety, counseling, economic opportunities, mental health services etc).
- Equitable systems – access to resources and opportunities.
- Traditions and regional peoples' values are incorporated into systems and schools and government.
- More resources available for important issues.
- Society where money isn't the key influence factor.
- Collaboration/Partnerships.
- Civic and social responsibilities.
- I've got your 6.
- Accountability for batterers, bullies, etc.
- Community responsible to each other.
- A shift from victim blaming to help and supportive climate for victims.





Public Narrative Discussion

Sitkans Against Family Violence

The following includes the completion of notes from SAFV staff's discussion narrative and values impacting domestic violence and sexual assault work in Sitka.

11/6/2012





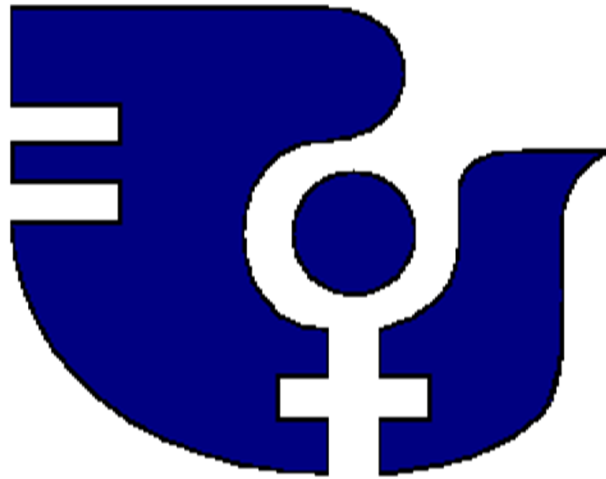
Aiding Women in Abuse and Rape Emergencies, Inc.




Public Narratives in Juneau



AWARE, Inc.



UNMASKING



DOMINANT NARRATIVES

- Pull yourself up by your bootstraps
- American Dream/ Manifest Destiny
- Self-sufficiency/ Individualism
- Systematic oppression is over
- Small government is good
- Sharing/altruism is bad – it doesn't get you anywhere
- Helping people is bad
- The justice system is fair
- Materials = success
- Our identity is connected to labels (clothing, car, materials, etc.)
- If you're not successful, it's because of your own doing
- Boys will be boys
- Victim blaming/Rape Culture
- Women's sexuality is wrong – they use it to get things, manipulate people; creation story starts with blaming women.
- War and violence are acceptable ways of conflict
- If others fear you, then you can have control
- White, rich, and Christian men are the norm; everyone else is feared
- If you're poor, it's because you want to be
- Motherhood is sacred (unless you are single, lower class, etc.)
- Gender-essentialism



ELEVATING NEW NARRATIVES



ELEVATING

- A narrative of accountability for perpetrators: systemically, not just individually
- Equity: all people deserve safety and accessibility
- EMPOWERMENT: a new model of power not based on using privilege, violence, fear, and intimidation tactics
- Systemic oppression still exists and reinforces sexism, domestic violence, and sexual assault



NEXT STEPS

- “It’s important to make the time for this big picture work, a next step is to get all AWARE staff on the same page and continue the conversation and identify the new narratives we want to elevate.”

- “Important to acknowledge the reality and different lens for our partners and have grounding conversations about their ideas of public narratives.”

- “Consider how to engage with people who are not operating under the same values.”

- “Grounding the narratives; how we build new narratives with our partners in the different sectors of AWARE services (prevention, crisis, education, etc.)”



STRATEGIZE







Audience Question



What steps are you thinking about taking in your work?



Audience Question



What more would
you like to learn?



Next Session

Wednesday, May 28, 2014
11am PST – 12:30pm PST
(1pm – 2:20pm EST)

May 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



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

