Welcome,
This Web Conference
Will Begin Soon

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?

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How to use this technology

- Raise hand
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- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

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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

- Monday, September 29 – Unique Opportunities for Child Sexual Abuse Prevention: Learning from Migrant Farmworker Communities
- Wednesday October 22 – Child Sexual Abuse Prevention at the Intersections: Commercial Sexual Exploitation of Children
- Wednesday, November 19 – New Ways to Look at Justice: Perspectives of South Asian Communities
- Wednesday, January 21 – Preventing the Harm, Promoting the Helpful: Healthy Sexuality
- Wednesday, February 18 – Bridging Knowledge in Child Sexual Abuse Prevention: Promising Practices in Indigenous Communities
- Wednesday, March 18 – Pillars of Policy for Child Sexual Abuse Prevention: A Discussion

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
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?

September 17, 2014
11am – 12:30pm PT ; 2pm – 3:30pm ET

About the Presenter

Annie Lyles, MSW
Program Manager
Prevention Institute
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:

- Identify examples of community education efforts that can be expanded to norms change strategies.
- Understand the key characteristics of a mobilization approach.
- Be familiar with examples of successful efforts and tools to further refine local efforts.
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.

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

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

In the Thick
Immediate responses AFTER violence has occurred to deal with the consequences in the short-term

Aftermath
Long-term responses AFTER violence to deal with the lasting consequences and treatment interventions

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ENVIRONMENT

BEHAVIOR

EXPOSURES

HEALTH & SAFETY
Norms are more than a habit. They are based in culture & tradition, taken for granted, and sanction behavior. Norms communicate regularity in behavior, attitudes, beliefs, ways of being, and are behavior shapers.

Key Norms

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

- Define Mobilization
- Explore its value
- Steps to mobilization strategy
  - Practice & Training
  - Engage Community
  - Foster Shared Priorities
  - Evaluate the Mobilization

What is Community Culture?

A set of core beliefs, values, practices, principles, norms, or behaviors that are held by a group of people who have common interests and a willingness to work together to achieve them.
Community Engagement

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”
— Centers for Disease Control and Prevention’s Committee on Community on Community Engagement

About Our Guests

Paula Chun
Hawaii Coalition Against Sexual Assault

Helene Kaiwi
Hawaii Department of Health Maternal and Child Health Branch

Valerie Mariano
Community and Crime Prevention Branch, Hawaii Department of the Attorney General
Laulima...
Many Hands Working Together

Community Mobilizing:
Public Health Example
About Our Guest

Alan Heisterkamp
Center for Educational Transformation
Mentors in Violence Prevention Leadership Institute at the
Center for Violence Prevention at the University of
Northern Iowa
What value does a mobilization effort offer?

Steps to Mobilization Strategy

- Define Mobilization
- Explore its value
  - Steps to mobilization strategy
    - Practice & Training
    - Engage Community
    - Foster Shared Priorities
    - Evaluate the Mobilization

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook
Community engagement is a critical element of successful efforts to improve the built environment because it:

- Ensures the needs and concerns of community residents are understood and incorporated into projects/plans
- Builds local capacity (of residents, government and organizations) to develop shared solutions; ongoing community cohesion and social capital
- Provides an opportunity to build stronger partnerships among residents, business owners/ operators, public agencies, etc.
- Can result in a stronger, better outcome for prevention efforts

Source: Building Healthy Places with People and for People: Community Engagement for Healthy and Sustainable Communities

“If you want to build a ship, don’t drum up people to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

— Antoine de Saint-Exupery, French Novelist
The technique must fit the purpose.

Disenfranchised communities must have a genuine voice in the planning and implementation of projects. Community engagement provides a mechanism for cultivating this voice and maximizing the likelihood that the outcome reflects its input.

What Makes Community Mobilization Successful

- Allows for an ongoing dialogue with community members
- Strengthens groups/organizations to address SVP
- Creates an environment in which individuals can empower themselves to address sexual violence in their community
- Provides a forum where community members can participate in ways that recognize diversity and equity
- Can link communities with external resources
Why It Matters

“Community participation, when it’s real, is your main investment in accountability. It’s your main investment in sustainability...community participation is when, truly, you involve people in creating a mechanism for themselves to define change.”

- America Bracho, Executive Director, Latino Health Access

Key Steps for Mobilization

- Practice & Training
- Engage Community
- Foster Shared Priorities
- Evaluate the Mobilization
Text Chat Question

What kind of training or practices would you want in place?

VIP Initiative
“bureaucracies deal best with other bureaucracies”

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook

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**Engaging the Community**

- Identify existing community-based organizations, collaboratives, and councils whose work is aligned with your initiative
- Establish an advisory board with community representatives and leadership
- Utilize key community members and leaders that can serve as a bridge to marginalized and isolated communities.
- Provide venues for direct community input

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook
Please Answer the Polling Question

How many of the community engagement strategies do you use regularly?

A. All four
B. Three
C. Two
D. One

- Identify existing efforts
- Advisory board
- Bridges to marginalized and isolated communities.
- Venues for direct community input

Text Chat Question

What other engagement strategies hold promise?
Spectrum of Prevention-School Focus

Adopting and Influencing School Policy

Schools Fostering Coalitions and Networks with Parents & Broader Community

Changing and Modifying School Based Practices

School Faculty and Staff Education & Professional Practice

Strengthening Student Knowledge, Awareness and Skills

Slide courtesy of Alan Heisterkamp
Logistical Strategies for Engaging Underserved Groups

- Select engagement techniques appropriate for your context
- Consider the location of meeting places
- How are community members or community-based organizations compensated for their time?
- What language is used for communication?

Fostering Shared Priorities

- Identify the root causes and community conditions that drive illness and injury within the community
- Develop a structured process by which communities can help shape priority strategies
- Choose engagement activities that build on the capacity of community members
- Identify messages that effectively communicate priorities
Please Answer the Polling Question

How many shared priorities strategies do you use regularly?

A. All four
B. Three
C. Two
D. One

- Identify root causes
- Structure to shape priorities
- Engagement activities
- Messages that communicate

Please Answer the Polling Question

Which are you least likely to use regularly?

A. Identify the root causes and community conditions
B. Develop a structured process by which communities can help shape priority strategies
C. Choose engagement activities that build on the capacity of community members
D. Identify messages that effectively communicate priorities
Getting Started:
First CAT Statewide Training Meeting

GOAL:
- Bring together community-based teams to develop community action plans that align with the Sexual Violence Prevention Statewide Plan.

OBJECTIVES: Community-based teams will have the opportunity to:
- Obtain information on how to support
- Develop strategies for implementation
- Develop strategies for sustainability

Slide courtesy of Hawaii RPE Team
Identify Messages that Effectively Communicate Priorities

Portland, Oregon
Framing Prevention Efforts to Reflect Community Values

Harrassmentitis Chalk Walk

New York, NY
Schools fostering coalitions, partnerships, or networks with parents and the broader community means creating or strengthening the ability of faculty, staff, parents, and all constituents to join together to maximize expertise and resources on preventing violence and abuse.

Potential Strategies for consideration
- Develop working relationship between school district and SA/DV agency
- Explore existing models of collaboration as templates for SA/DV agency
- SA/DV Advocate/Agency representative on school district/school advisory councils
- Inform and include parent representation on school/community prevention initiatives

Potential Barriers:
- Views of "vocal minority on issue(s)" preventing SA/DV issues from being addressed
- School district leadership fearful of schools being viewed as unhealthy
- School leadership do not feel they have parental support or fear parent pushback

Slide courtesy of Alan Heisterkamp
Adopting and Influencing School Policy

Adopting and influencing school district policy means identifying needs and strength in awareness, education, practice, and prevention of sexual assault, dating violence, domestic violence and stalking. Working together, changes to board policies and regulations at the local district level that address student disclosures, bystander education and prevention strategies and protocols for district employees can have a positive impact on the mental and physical well-being of secondary students.

Potential Strategies for consideration
- Policies on sexualized assault developed and communicated
- Incorporating bystander education and prevention into strategic plan
- Awareness and communication of federal policies
- School district advisory group informed of DV/SA model prevention practices and polices

Potential Barriers:
- Limited awareness and knowledge of DV/SA among school leaders?
- Omission of school policies addressing DV/SA specifically
- Prioritization of student, staff and district needs given resources
- Limited awareness of local DV/SA incidents driving policy decisions

Slide courtesy of Alan Heisterkamp
Measuring Community Mobilization


Spectrum of Prevention

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

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
Tools

www.preventioninstitute.org/tools
Chapter 19:
Building Healthy Places with People and for People: Community Engagement for Healthy and Sustainable Communities

Author:
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www.preventioninstitute.org/tools

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Prevention and equity at the center of community well-being

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