WEB CONFERENCE
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, 2013
2:00-3:30 PM Eastern (11:00 AM – 12:30 PM Pacific)

Presenters
Annie Lyles, Prevention Institute

Invited Guests
Helene Kaiwi, Senior Associate, Hawaii Department of Health, Maternal and Child Health Branch
Paula Chun, Executive Director, Hawaii Coalition Against Sexual Assault
Valerie Mariano, Chief, Community and Crime Prevention Branch, Hawaii Department of the Attorney General
Alan Heisterkamp, Director, Mentors in Violence Prevention Leadership Institute, Center for Violence Prevention

Host
Ashley Maier, PreventConnect Project
California Coalition Against Sexual Assault

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

• What value does a mobilization effort offer?
  Teamwork
  Buy in from the community
  buy in from many enitities, advertising from each regarding the issues
• Share the work
• diversity of perspectives and strategies
• engagement/buy in
• connection to the larger community outside of our field
• greater outreach and service providing
• Ownership and relevancy
• If the organizing processes include consensus building, it can create buy in for the outcomes.
• mobilize stakeholders for buy in
• Participation using the gifts and skills of everyone
• respecting other agencies needs and values
• Mobilizing also creates more players to play with!
• Unity
• diverse ideas
• one of the detectives I worked with used this analogy - we are all chapters in the same novel we want the story to end well
• Community partners bring new and creative ideas to the work.
• Variety of Skills
• Inclusive messaging, policies, and procedure
• Help connect how violence is connected to so many aspects of the community - our strongest connection was with the faith based orgs/communities our FBO leaders were also integral to connecting with the community
• We used the Green Dot model (research results in reduction of perpetration by over 50%) by using other "no choir members"
• *non
• Shifting the frame from "helping people" to honoring existing community wisdom and capacity
• seeing and understanding different perspectives
• Clearly getting everyone in the community to come to the table to address the problem and needing to get them to collaborate in finding a solutions that can address all concerns
• Schools can work in partnership and adopt to the individual needs of their own school. Schools and Churches have the ability to reinforce these notions best.
• That's distillation for sure!
• I like the 10 page useable resource! rather that 250 page manual
• facilitation skills become very important - to be sure everyone's voice is heard and they feel included
• 250 pages to a 10 page tool for communities -- great work!
• Amen, Debra!
• 10 page works for me
• good note about the importance of facilitation skills
• We were lucky so many of us had been training in group facilitation methods, weren't we?
• Prevents duplication of effort.
• It's a challenge to get folks to the table.
• Will we have access to the 10 page/250 pages documents?
• Also to the extent that the messages come from multiple places yet are coordinated and mutually supportive - both increases dosage and builds on related issues.
• Idea generation. One group's efforts inspiring another, and so on. Continually building a sustained and improved front.
• Absolutely! Listening, and the process is key.
• Great cp., emt/ please tell me this will be recorded.
• Let me move a speaker so I can see what I am saying!
• Thanks for your question, Amber. We'll follow up with our guests and see if we can get that document to you.
• Yes! Recording will be posted at http://www.preventconnect.org/2014/08/norms_change/
• Where can we get access to the 10 page/250 pages documents?
• Great comment, community mobilization needed then evidence-based curricula can be a tool.
• We need to cast the vision - build the longing for what we want' 
• really great message in that quote!
• One of my all-time favorite quotes!
• nice quote
• Yes, useful quote
• yeah love that!
• can you put that quote in the text chat? I missed it and want to copy it down
• Social work 101: Meet the community where it is at and move it from there.
• The slides are available for download at http://www.preventconnect.org/2014/08/norms_change/
• @Rebecca - Right? From the outside in!
• So true - learned that lesson the hard way by taking a program we created for a group of youth in D&A rehab center...because we thought we knew what was best for them. MAJOR FAIL.
• 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
• Thank you
• Great points!
• D
• A
• B
• b
• B
• A for our youth mobilization work...C for the parent mobilization
• C
• B
• and d
• A
• You can answer in the left hand box
• What other engagement strategies hold promise?
• Consensus building
• social media
• Empowerment, especially for young people
• social media, empowering youth
• Support your partners in their efforts outside of sexual violence work.
• free food
• Q: What are some of the best techniques folks have used to build the TRUST necessary to really work with the communities?
• Parent Listening Projects
• Check out the Institute for Cultural Affairs at http://www.ica-usa.org/
• building relationships with organizations that may be interested in our efforts but not directly involved in our mission
• Meet basic needs of community first
• Transparency.
• Click on Tops/facilitation methods.
• the trust issue is a big one and overlaps with conversation on the previous multi-sector engagement series -
• Establishing rapport, being supportive and open to the community, not acting like you have come to "save" the community from itself, demonstrating that your goals are their goals
• Transparency and Accountability build trust
• Doing good work! Follow through, accountability---time spent demonstrating your own commitment!
• show that we really care about those we are partnering with who may have a different focus than ours - that we are not trying to take away from what they care most about
• Consistency builds trust
• Earning trust = acting in a trustworthy manner. So you really have to be trustworthy to earn trust.
• Using art to share stories, ideas, start conversations and allow individuals an opportunity to connect with the issue on a personal level.
• Food always works! - we also offered a series that included health positive sessions (yoga, cooking, tech skills) that were very popular
• I agree consistency is important
• Helping promote other missions as well as your group or community mission.
• Answer to the left under "feedback"
• That is so important! An engaged community is not necessarily an empowered community.
• B
• C
• Can Hawaii explain societal plan
• Hollaback http://www.ihollaback.org/
• Hollaback is awesome
• I was part of a reproductive justice cohort facilitated by Western States Center in Portland - the report might be helpful to folks it has a lot of useful info on how organizations used surveying techniques to connect with the community and address their priorities which also led to effective mobilizing.
• Thanks for sharing Saara
• There is a complicated balance of the energy of the group and staying focused on what we have learned works and takes an effective direction. The energy of the broader group and a lens of experience.
• How soon will PP slides become available
• How soon will the PP slides become available,„„good information
• Slides are available now at 
  http://www.preventconnect.org/2014/08/norms_change/
• Can you give some examples of the online mapping tools?
• Are they using this as an outcome measure?
• Hawaii is doing amazing prevention work! Congratulations!
• Recording of this session will be posted at 
  http://www.preventconnect.org/2014/08/norms_change/
• Tools: www.preventioninstitute.org/tools
• The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook:
  http://preventioninstitute.org/component/jlibrary/article/id-338/127.html
• Community Engagement in Design and Planning
  http://www.preventioninstitute.org/component/jlibrary/article/id-316/127.html
• Prevention Institute http: www.preventioninstitute.org
• Where do I get: 250 pages to a 10 page tool for communities
• Will you email out the slides from the powerpoint, as well?
• Thank you for sharing everyone.
• http://www.preventconnect.org/2014/08/norms_change/
• Great information. So grateful the opportunity!
• Thank you so much!
• Thank you all!
• http://www.preventconnect.org/2014/08/norms_change/
• Thank you
• thank you!
• we all may want the report
• Thank you!
• please send email request to Joanne Higashi at Hawaii DOH and we can send you PDF of our 225 page SVP Plan.
• Thank you great information
• joanne.higashi@doh.hawaii.gov
• Thank you!
• Thank you all for a brilliant presentation and for the time you take in coordination. We appreciate it so much.