

# PreventConnect

## TEXT CHAT TRANSCRIPT

### 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.*

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- What value does a mobilization effort offer?
  - Teamwork
  - Buy in from the community
  - buy in from many entities, 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 & the 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 than 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 comment, ease 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/](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/](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

- <http://www.bphc.org/whatwedo/violence-prevention/Violence-Intervention-and-Prevention/Pages/Violence-Intervention-and-Prevention.aspx>
- Great points!
- D
- A
- B
- b
- B
- A for our youth mobilization work...C for the parent mobilization
- C
- B
- a nd 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 Topics/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.  
[http://www.westernstatescenter.org/tools-and-resources/Tools/growing-from-groundwork-pdfs/growing-from-groundwork-ready-to-print-pdf/at\\_download/file](http://www.westernstatescenter.org/tools-and-resources/Tools/growing-from-groundwork-pdfs/growing-from-groundwork-ready-to-print-pdf/at_download/file)
- 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 the 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/](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/](http://www.preventconnect.org/2014/08/norms_change/)
- Tools: [www.preventioninstitute.org/tools](http://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/](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/](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](mailto: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.