



**Supporting Community Culture as a  
Norms Change Strategy for  
Preventing Sexual and Domestic Violence**

**March 26, 2015**

**11am-12:30pm PT; 2pm-3:30pm ET**

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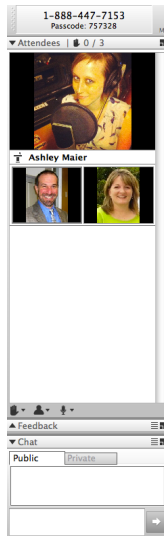
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## How to use this technology



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

Please send a private chat message for help.

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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.



## 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



## Polling Questions

Who is in the audience today?

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Institute  
Prevention and equity at the center of community well-being



## Making Connections, Honoring Communities

February 26: Using Popular Education to Engage Communities in Sexual Violence Prevention

March 12: **Supporting Community Culture as Norms Change Strategy for Preventing Sexual and Domestic Violence**

March 26: **The Role of Alcohol Policies to Prevent Intimate Partner Violence and Sexual Violence Perpetration**

April 9: **Men of Color and Community Trauma Prevention: What Do Sexual And Domestic Violence Efforts Offer to Support Well-Being?**

May 7: **From Foundations to the Future: A Prevention Approach to Sexual and Domestic Violence**

June 11: **Linking with Child Focused Approaches when Preventing Sexual and Domestic Violence**

July 9: **Joint Strategies: How Does Sexual and Domestic Violence Better Leverage Local Health, Justice, Education, and Community Sectors?**

August 13: **Closing the Loop: Increasing Investment and Sustainability for Sexual and domestic violence prevention.**



## Supporting Community Culture

### Objectives

- Engage in a candid discussion around the value of community norms change work and identify strategies for shifting norms that build on community culture
- Share real world examples of efforts that use community culture to shift community level norms
- Identify tools and resources to support innovative approaches for shifting community level norms.



## About the Presenter



Annie Lyles, MSW  
Program Manager  
Prevention Institute



## About the Webtechs



Alexis Captanian and William Haar  
Prevention Institute

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## 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.

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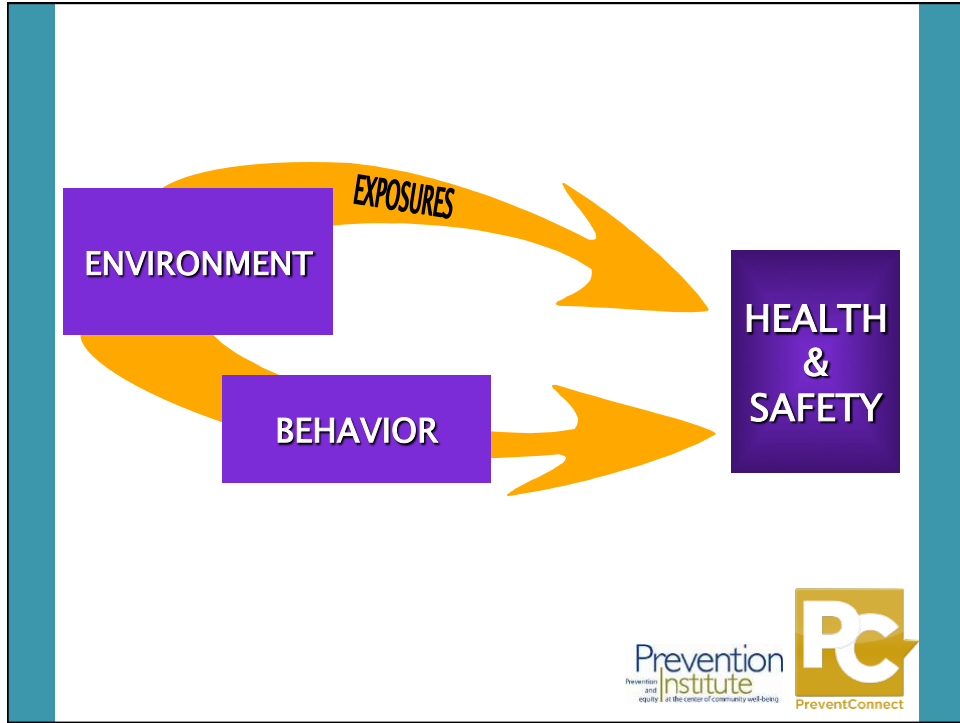
# What can be done to prevent the problem from occurring

***in the first place?***



## The Prevention Continuum





## Norms

*more than a habit*

*based in culture & tradition*

*sanction behavior*

*taken for granted*

*attitudes, beliefs, ways of being*

*behavior shapers*

*communicate regularity in behavior*

The slide features a title 'Norms' at the top center. Below it, several phrases are arranged in a circular pattern, each in a different color and slanted. The phrases are: 'more than a habit' (red), 'based in culture & tradition' (orange), 'sanction behavior' (green), 'attitudes, beliefs, ways of being' (blue), 'behavior shapers' (green), and 'communicate regularity in behavior' (blue). In the bottom right corner, there are two logos: the 'Prevention Institute' logo with the tagline 'Prevention and equity at the center of community well-being' and the 'PreventConnect' logo with a stylized 'PC' icon.



## Key Norms

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

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“A country or culture, when they engage in forms of abuse -that's not culture -that is violence.”

Vice President Joe Biden



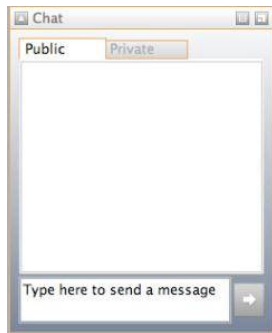




Supporting Community Culture as a  
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## Text Chat Question



What are you most interested in learning about today?



## Agenda

- Define Culture
- Explore its value in prevention
- Steps to initiate a culture based approach
  - Practice & Training
  - Engage Community
  - Foster Shared Priorities
  - Evaluate the Mobilization



## 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.




*When you start with needs, you  
get programs....*  
*When you start with strengths  
you get possibilities.*

Lupe Serrano


casa de esperanza

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“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

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## Community Mobilization

“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.”

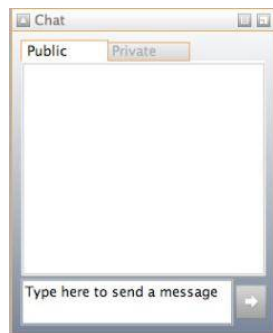


— Centers for Disease Control and Prevention’s  
Committee on Community on Community Engagement

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## Text Chat Finish the Phrase



Transitions from individual skills to supporting community norms change strategies might require...

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## Four Steps

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

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



# Communicate Priorities

Framing Prevention Efforts to Reflect Community Values: Portland, Oregon

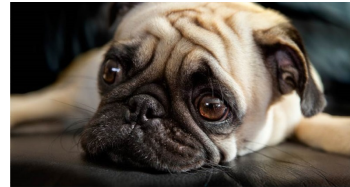


Source: Multnomah County Health Department

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"THIS PARTY IS So GAY."



THIS IS A BITCH.



"THIS PARTY IS So BORING."



THIS IS A GIRL WHO SPEAKS HER MIND.

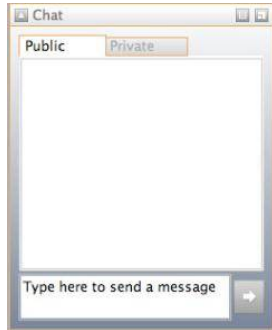
Sexist and homophobic words are violence  
and they're everybody's problems.  
Everybody has a backbone. Use yours.



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## Text Chat Question



What kind of outcomes would you expect from community norms change?

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“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*





Source: <http://whatever.scalzi.com/2014/10/10/a-note-on-new-york-comic-cons-anti-harassment-policy/>

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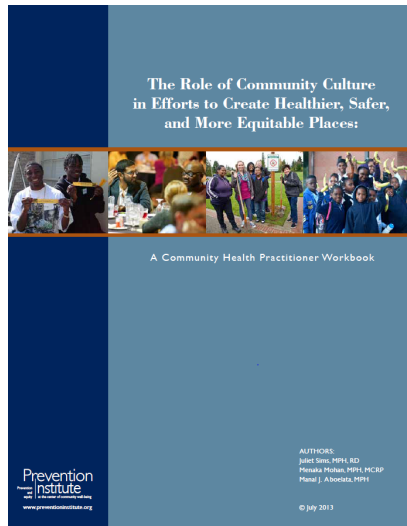
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## Role of Community Culture



## Please Answer the Polling Question

How much experience does your site have in cultural based norms change?

- A. We support the work of others
- B. We partners with others
- C. We lead efforts
- D. We lead collaborative efforts



## About Our Guests



Brooke Conway  
Manager for Education & Community Outreach  
Sexual Abuse Treatment Center  
Kapiolani Medical Center for Women and Children



Micah R. Lunderman  
Prevention/Outreach Coordinator  
Rosebud Sioux Tribe  
Defending Childhood Initiative



## About Our Guest



Brooke Conway  
Manager for Education & Community Outreach  
Sexual Abuse Treatment Center  
Kapiolani Medical Center for Women and Children







## Please Answer the Polling Question

- A. I work primarily with a culture where I am a member.
- B. I work primarily with a culture where I am not a member.
- C. It's a mix, sometime I am an insider and sometimes I am an outsider.









# About Our Guests



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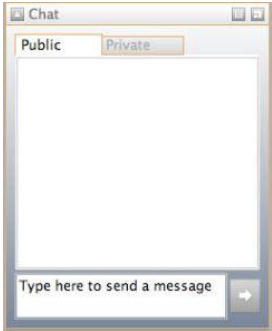








## Text Chat Question



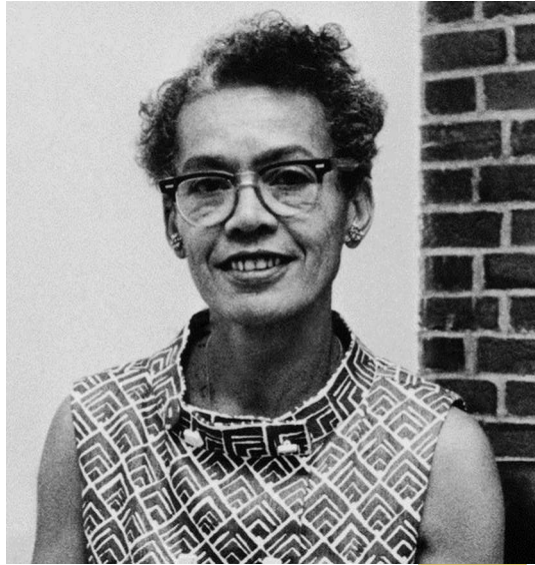
What might staff need to consider before working in their own community?





The ideas of  
one generation  
become the  
instincts  
of the next.

D.H. Lawrence



*Dr. Pauli Murray*

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