



## The role of alcohol policies to prevent intimate partner violence and sexual violence perpetration

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Hello. This is Ashley Maier from PreventConnect. We are going to start at the top of the hour. You have joined Supporting Community Culture as a Norms Change Strategy for Preventing Sexual and Domestic Violence and thank you so much. We are going to start in just two minutes. I'm going to ask the presenters and speakers today to go ahead and unmute your lines and then we'll hear from you. Say hello, this is, and let us know, Brooke, Annie and MICAH.

This is MICAH. Thank you. Annie, Brooke, are you on the line? This is Brooke.

Hello, Brooke. You are loud and clear. Welcome to today. We look forward to having the conference with you.

Thank you, great to be here.

Annie, are you on the line?

This is Annie. I'm here loud and clear.

Thank you Annie . I'm moving the chat box to the right side of the screen. Put your state and city and what your weather is like and where you are calling from. There is sun and rain in Oregon. I lived there as well. We have some coldness. Wow the weather is all over the place today. And folks from just every corner. I'm hearing background noise and mute your phone, please. That would be great.

That was me. I'm sorry.

Thank you, Annie. That is good to know. You are not as able to mute your phone. We want to hear from you today.

I am going to go ahead and start the recording. Then we'll get started. Welcome everybody I'm Ashley Maier with PreventConnect and welcome to the web conference, Supporting Community Culture as a Norms Change Strategy for Preventing Sexual and Domestic Violence. It is so great to see you all using

the text chat and telling everyone where you are from and what the weather is like there. We have Baton Rouge to Pennsylvania to San Diego and the weather is all over the place. Raining and 40s where Leslie. So we are going to start today just by telling you a little bit about PreventConnect. I hope ya'll have visited PreventConnect.org and that is how you have come to the web conference today. We have lots and lots of offerings. Podcasts and web conferences, peer learning forums for specific audiences and social media, join the email group and lots and lots of ways to connect with each other. Let's talk about the technology. If you haven't been here before, and we'll find that out soon. You can raise your hand. If you look, it is actually right about here, it is cut off with the picture. Look next to your picture, you can click on the my status hand up there, top left. I have clicked on it and it raises your hand. That let's know you have a comment or a question and we'll check in with you and over the private chat tab. I encourage you to look at that. As we see, you are all using the text chat, the public chat on the right side of the screen. But you can see a gray tab next to the word public, which says private. That is a great place to have the conversations you don't want in the recorded public chat. We are going to post the transcript of the public chat and the whole recording of the session and PowerPoint slides are available and I have the link above. You can download the PDF's of the slides from the link provided by me. So we have polling questions we are going to do shortly. We also have audio over the phone. We have internet audio as well. We encourage you to call in on the phone. Closed captioning is available. Click on the CC little button that is on the very top right of I don't you are screen. And if you are having any issues, please send a private message. Send it to me Ashley Maier and we'll tech support here as well. And always a good idea if you are having issues call the technical support.

Ashley?

Yes.

Your mic may be a little close; I'm getting a bumping sound as you talk.

Oh. That is interesting. Let me, well, are you still hearing it?

Yeah.

I'm going to switch then.

This is what we do at PreventConnect we problem solve as we go.

So Annie, do I sound better?

Yes, you do.

Okay. Great. Great. Well, we are PreventConnect. Many resources domestic, sexual and violence and preventing it before it starts and we connection, not just to the many different and connected forms of violence, but also connection to each other. So speaking of that, we would like to do a polling question

and unfortunately it is not coming up. So we want to ask we'll put in, I will do a little feedback on the bottom left of our screen, I'm going to do let us know you are in a state sexual assault or domestic violence organization. Annie?

Let's do B could be community based organization.

Okay.

C will be local government, And D education.

Okay. Look in the bottom left hand corner there is a feedback box, bottom left. Feedback box, click there and it is showing the pie chart for us. It is moving as we go.

So A was a state coalition. B- Community based organization, C-Local government, D-Education. So yes, if you are other, please go ahead, Amanda says tribal. Type that in the text chat box if you are fitting into one of those.

Yes. We usually have a long poll. That is not popping up today. That happens. Kim Martin is not getting sound. Put the phone number to call into that text chat that would be good. She's not hearing me acknowledge that we hear her but she doesn't have the sound.

Great.

So we have a lot of folks from coalitions, local government and education. We have military.

A lot of state government folks. Chicago foundation for women. DOJ. State level coalitions. Tribal folks. Wonderful. And medical center. Great, great.

I want to acknowledge that some of the PreventConnect team is behind the scenes; we have Abbey that is here. David Lee and they are behind the scenes. You will hear from them in the text chat and we welcome you all as well. So this was we were going to do. Our series is making connections, honoring communities. So, on the 26th we focused on popular education. We'll put up the link for that recording. All of the sessions are recorded and including today. And today, Annie, we are focusing Supporting Community Culture as a Norms Change Strategy for Preventing Sexual and Domestic Violence. This is the 25th. And tomorrow we are focusing on the role of alcohol policies and preventing intimate partner violence and sexual and domestic violence. We'll put up those links when we get a chance.

Ashley, it seems like David Lee's picture is up in the box right now. Oh, there he goes. I didn't want to think his voice changed that dramatically.

Yes, it is clearly not the voice they are hearing now. Annie, this is a little, we brought you very early because you are an essential part of the web conferences, so I will introduce you officially. Annie and I

have known each other for a long time as community partners in San Diego and working to prevent sexual, and domestic and dating violence and related forms of violence and pleased to be on the web conferences with you again this year. Yes, it is a pleasure to be back. This is the first year of 2015 season. I'm ready to go. I have me coffee and donut and I'm in a happy place and amazing people to talk with today. I can't imagine a better way to start the year. What a great topic to start this discussion.

Absolutely. So what are the objectives.

Everyone is saying their audio is gone.

That is interesting phenomenon.

So let's take a moment and get in the phone numbers for calling in. I can hear you.

Yes, I can hear you. Our staff is hearing us. We have plenty of space for that to happen.

Yes, looks like the closed captioning is going. That is an interesting thing. Annie, tech is a world of the unknown.

Yeah, yeah.

Those are individual issues with the connections. We'll go ahead and we'll deal with that over in the text chat and on the fly we'll focus on the objectives. On the slides.

Yes, perfect. Thank you. All right. Maybe you want to put a note we are recording and for the folks that have to sign off will get the recording to them.

Yes. I'm happy to talk about the objectives. We do engage in candid discussions. These are really conversational, comfortable web conferences where we can really work out our issues and our strengths and just share about how is it that we can get to a place of doing the most effective prevention work that we can do. Today we are focused on the supporting community culture. Bidding on the community culture. The guests are sharing real world examples of the efforts that they use regarding the community culture and shifting to the community norms in that and the individual work and including that as well and they are going to, we'll, they will look at the tools and resources to support innovative resources to shifting the community norms. I love that, Annie.

I know, that is what we are all about. So surprise, surprise, here I am. For a short bio, I have been working in the field for 15 years and worked with Ashley through almost all of that, that is a real treat in a number of different phases and worked in school based, community clinics, at the county, so my focus has been families and health and well-being from a number of perspectives and at prevention institute and primary prevention for the last 8 years and as all of the years I have been on PreventConnect and this is a very nice coming home for me and those of you on the web conference, have been on five or

more of these. I saw Canada, Washington, Maine, it is a nice community and some of you are not able to stay with us because of the audio. We have about 200 folks with us today.

Annie, I want to note that this month is PreventConnect's ten year anniversary! And you have been here for frankly the majority of that time. So you are really quite the PreventConnector.

I like preventionista. I will take it. All right. We are going to start. We have a lot of wonderful things to talk about today. Two of the folks behind the scenes and helping, these are the web techs. Alexis and Will. Hello. We cannot hear you. We'll keep going. Wonderful they are here. This is their first web conference. They are seeing the problem solving things that happen and the show goes on. One of the things that are exciting about PreventConnect, we are focused on primary prevention, and to really make changes up front to prevent sexual and domestic violence in the first place. What do we change in the environment and what type of norms to prevent sexual and domestic violence from ever occurring. One of the ways we use to think about that, up front in the thick and in the aftermath. The way we use the terms, developed by young people in Philadelphia, they were not excited about the primary and secondary prevention, which I'm sympathetic too, I threw around those terms all the time but hard to define what the terms really were. We replaced them with the up front, in the thick and in the aftermath. Today we are looking at the up-front strategies to prevent sexual and domestic violence and we think about how it is important to look at the environment and the behavior. We come from a public health background and most people understand that, you know, the quality of land, air, and food is really important. You want to keep the toxins out of it. Lead is an example. We know that best strategies is getting the lead out of paint and we take the model to the violence prevention as well. It is important to have the individual skills, but what is really important is setting up the environment with the community norms to create the health and safety. You heard me mention the word norms twice or three times and you are going to hear that a lot today. They are the things that we take for granted. They are in culture and tradition. They shape the behaviors. We have 5 key norms. Root pieces. If you think, you know, what is going on in the community, these are the 5 things that we think make sexual and domestic violence more likely or less likely to occur. It is a culture of violence, nor Rae definitions of masculinity, limited roles for women, power and control over others and privacy and silence. This is not an exclusive list, but the core 5 that we have been working off for the last ten or so years. What is exciting, a week ago, on Friday last week, it feels longer, vice president Biden gave a speech on domestic violence and health. One of the things he said, he actually did pretty much clink on norms, if you are interested on norms, in may we focus specifically on some of the foundational norm pieces and he went through each one and talked about them in a national context, and he officially team PI. I wanted to pull out the comment about the culture. It is linking so nicely to what we are talking about today. He said, a country or culture, she's talking in an international context, but it is going right to the context here, it is not about the culture, that is about violence. So one of the assumptions that I think folks make when they come into thinking about norms and sexual and domestic violence is, I will be honest, every time I do a facilitation someone in the audience says violence is part of their culture. They are not talking about their culture. But pointing to another group in their community. I have never heard someone say violence is a part of my culture. That is a very important distinction to say. Distinguish between what is being violent and a culture. From the outside there is a lot of lumping into things and the vice president

made a distinction, violence is a violence. Violence is in every culture and respect in every culture. As we start to think about the norms and what a culture of violence looks and the pieces are looking like, it is important to make the distinctions when you think about the norms. That is key pieces that we are starting with today. There is a lot here and excited about the conversation and excited to hear it addressed on a national stage. I think we have a link that Alexis put up in the text chat. NBC didn't edit the tape. Vice president Biden comes on. It is awesome.

Annie, this is Ashley, I just want to say it is great to hear, that is the first time I have actually heard on this large national scale from someone with the kind of presence Joe Biden has. When I was a new advocate and working with women experiencing domestic violence, I heard that is just part of their culture. That is exactly what you said. If you talk to the people being talked about, they would say violence is core to their culture or part of their culture. It is good to hear that the statements are made public now.

I think it is acknowledging violence is a part of every culture. We do a lot of blaming and violence is in every culture. You move beyond that, right, there are all kinds of respects and equity in cultures too. You are not stuck. Let's get to. Supporting community culture as a norms change strategy for preventing sexual and domestic violence. We do a lot of work on violence prevention and this is where the two things are connects. Over 600 people registered for this web conference. We expect around 200 to show up. That is a pretty normal break off for the field. For me, wow, like, folks want to talk about this. This is fantastic given the busy schedules and given the demands on folks' time and we are coming up to end of the quarter. Before we go too far, I want to pause and do a text chat and ask you all what are you most interested in learning about today on this topic? As you think about community culture, what is that you are most interested in? And kind of the norms and the mobilization and if you can put that in, I want to make sure we guide the conversation, but I am interested in what aspects of this are important to you and we'll build off of that to do more work and more thinking. This really had a lot of resonance and I'm wondering what that means. Put that into the text chat.

I'm seeing evidence based prevention strategies. When it comes to prevention of sexual violence, intimate partner violence, we don't have a huge body of research and looking at practice based on the ground evidence.

Yeah. Systems change. A comment about not thinking there was power over others in culture. What I want to say is that exists in every culture. But it is not defining the culture. There's also examples of respect and equity within all cultures and so, it is about lifting up the norms that are positive, and helping to reshape or reframe the ones that are negative. No culture just has the negative ones to build off and you have to start from scratch or teach people something new. Thank you for that. Lauren is looking for strategies. Lots of strategies. A question about communication of the strategies. I don't know if we have that in there today. That is a great question as well. I'm seeing strategies, strategic, so we definitely have some guidelines, suggestions, great examples and I love as Lauren is talking about strategies that lift up communities wisdom. Acknowledging the wisdom and the strengths in the community.

Awesome. Keeping us honest with the questions about measuring change. We have pieces about measuring towards the end. We have lots of real examples and inspirational ones as well. Most of the examples we are providing are collective. They involve multiple sectors working together. That is important. Jasmine mentions looking at native American's communities. Role of public health. that is a lot of examples in here too. That is good. I think, oh no, Michele is keeping us real. See that one?

Yes, responding to push back from antiquated preventionists. That could be a number of people. People from different sectors. How do we as communities as prevention practitioners and respond to the pushback.

Brooke and Micah will be sharing experiences. And then, how community members, insiders can strategically challenge problematic culture norms without appearing to assimilate into the main stream cultural modes. You have an incredible amount of knowledge and experience and you have shown you know how to use the text chat and ask the questions, please use the text chat to answer some of the questions. Please feel free, chime in, you all know the answers to questions. You have been thinking about the questions and learning from each other is one of the most important things we do here. My wheels are spinning on these Depth of the questions. This is going to be fun. Here is the agenda. It is fitting in with the things we are talking about. Defining culture. Exploring its value in prevention. Steps initiating a culture based approach with examples. We are going to the case examples and how the work in Hawaii is going and rosebud is going on. We put more time to the case examples and getting in Depth with them. We'll loop back to the specific questions and think through them together with the guests after we get shared language and frame work together. So if you think of more things, put them in the text chat. We are always looking for good ideas for PreventConnect. I have 8 more web conferences coming up this year.

I was going affirm what you said, Annie. We really do at PreventConnect go through the text chats and we listen to you. We want to create something, this is a community. We will incorporate this and continue to share what you are looking for. We are here to meet those needs.

Claudia brings up an example, parenting norms. I want to use that example. I'm interested in not only the norms around parenting, the systems and environments. Someone is not on mute. Can you mute your phone.

I'm going to mute all lines again. So presenters and speakers unmute your lines after I mute them.

Ashley, can you hear me?

Yes, I can hear you Annie.

Let's go. We have an AHA. Violence is not uniquely part of any specific culture and every culture has examples of violence and has the wonderful protective factors as well. The second one, is community

culture is not a code word for race ethnicity. It is part of what includes the culture, we are looking at geographic culture. It could be culture around sexual orientation. It could be as in Hawaii they gather at a bar and have a bar culture. I wanted to give you a sense, when you think about culture defined this way, it opens the options of thinking about culture and kind of what that means. So that's the second AHA. Here comes the third one. They are coming quick today. The third is from Lupe. Wonderful work and this is quote that I think really helps me understand the importance of doing this work. When you start with needs, you get programs. When you start with strengths, you get possibilities. When you think about working in partnership around community culture, you are starting with the strengths of a culture. What are the things in a culture that help us be strong, that really help us counter community norms and you Gist a list of possibilities. That is one of the most important things and opening the door for all of the different things that you can do. You are not stuck with a curriculum. I think for this field, maybe, you know, five to ten years ago we were comfortable doing the curriculum in the schools and it was about skills building and parenting class or skills build our way out of it. As we learned and the science is showing how important that the environment and the norms are for individual behavior. We know we have trained our law enforcement saying they can't arrest their way out of the situation. We can't parent class our way out of situation either. If we want to get beyond the programs and curriculum, we have to go to possibilities and beyond the specific skills. There is a beautiful quote, this is a picture, that is my husband. We went to Hawaii and he's enjoying the view. I love this quote, 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 nor the endless immensity of the sea. This is showing a community culture, norms change model that we are not working specifically on individual skills, that is part of it, sure, but it is longing and giving space for folks to practice those wonderful examples of respect and equity and inspire culture pride and setting the bar differently for the expectations for themselves, their community and the way that the community interacts with each other. That is what we are doing. That is the long term sustainable change that we are able to do. And so, this quote is a really nice way to take the opportunity that you have when you do a culture change model. Community mobilization. So this is a CDC definition. The process of working with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address the issues affecting the well-being of those people. This is what you will be doing as the first part of the strategy. So we are going to a new technique in the text chat. We are doing a finish is phrase. This is a prevention connect first for me. It is a long one too, apologize. Communication is not my strength. Transitions from individual skills to supporting community norms change strategies might require. . . So if you are going from teaching people to build boats to longing for the endless sea, and asking people to make a shift from being comfortable in the classroom setting to working in partnership with community around the culture norms, what might that require for your organization to get that going? So I'm starting to see -- oh, lots of things in the text chat. Wow, real applause.

Great strategy here. Patience. Time. Listening. Taking steps back. Trusting.

Imagination. Qualifications and skills. You are such a savvy audience. A smile and a hand shake. I love it. Open mindedness and buy in. Maybe at the end we'll do a word cloud nor this question. Creative funding. One of the things that is so important as you make the work plans, the difference is putting the

time in the work plan for the relationship building. Right. Like, it is not just here is the curriculum, it is actually figuring out and working in partnership with each other. This list is so excellent.

The audience is already coming to this web conference and valuing the strength in communities, valuing that approach of nothing for us without us and really centering the work in our communities.

Hi, this is David Lee. I can post the word cloud.

Already?

Already.

David Lee is the best.

I advanced the slide for you.

As he puts that up, one of the things that is important as we do this work is to learn from each other. And share tools. So anything you see in PreventConnect you are welcome to tailor for us in your community. Including the cool word clouds like this. You are seeing the words that come up the most often, they are bigger. For real time word clouding, David Lee takes the cake. Community, time, listening, trust, connection, communication, networking. I love this. How inspirational.

A lot of people named Alexis.

Yes. [Laughter]

Awesome. Thanks for that.

Thank you, David.

Very cool. All right. I'm going to go -- oh, can we move the word cloud?

I believe so. There we go. Awesome. Oh. There it is. Four steps. One of the things that we always give people at PreventConnect are concrete resources. What happens next. What do I do. We have a long publication that is work book with lots of steps. And I summarized -- \M\M music is going. Make sure you are muted. You know who you are. The music came on loud where ever you are.

All right, four steps. Practice and training. Here is another AHA moment. It is not training for the community or for members individually, it is for your organization and all of the skills that we talked about. Getting your house in order before stepping out. The second is engaging the community. The third shared priorities and fourth the evaluating and making sure that you all work together well. Here is a model that we use. It is a public health example. The reason it is up here, not because it is

groundbreaking, it is because this is what the folks are already doing. It is how we do the work to begin with. It is nice that the model actually fits really nice with a good public health practice. It is not so much you are doing dramatically differently. It is working in partnership. It is a good strategy to have and especially important with the community work. So I will give you a couple of examples of what that looks like. This is a health department and they wanted to put prevention efforts that were based in the faith community and brought together the leaders for a day to think and work on the communications work. If you are really interested in this, email me. The outcomes of this were fabulous. They have inspired messages. I would have never come up with this of messaging. It is not my culture and not what flows from my tongue. It is amazing and how much their message was transformed as a result of that. This is backbone zone. I included this one because this is controversial. This was a youth lead, youth culture and they wanted to be edgy and reflect the youth language. What is interesting, just because you are working with the community members, doesn't mean you don't work with the policy makers. In this case, the school principle might have been a little uncomfortable with the posters being put up at the school. This is a reminder how important it is when working with the community groups, local leaders and you are working with the policy makers so they are on board to seeing how important it is and relevant it is and when the materials come out they are understanding the value of using the language that maybe doesn't relate to them but relates to the community.

Annie, there is an interesting comment here saying it is interesting she put up the posters in the middle schools, but the pushback was actually from the college campuses and the administration.

Yeah. I just used them with the same example that some folks felt uncomfortable with them at a conference. A person in the audience was horribly offended by the posters. If she was the policy maker, you would have to spend time with them and work on a compromise or help them be more comfortable. It is not right or work but establishing the relationships and working together. There are some core things that go into good communications and we wouldn't put those out there, we are not saying everything is good. But how important it is for the relationships. So here is the last thing, the 4th piece of the puzzle. Evaluating the results of it. You have proven to be a very bright audience. What type of outcomes would you expect from community norms change? Lift up these great community traditions, strengths that are already going on, giving you know space to practice the things, proud about their identity, things that also prevent sexual and domestic violence what would you expect to change. What might be measurable? It doesn't have to be evidence based already. It could be just what you think might be possible. You don't have to be epidemiologist here to make a suggestion. What might actually change? This is an area there are not a ton of evaluations. I'm curious about what type of things do you actually see changing.

I'm seeing a lot of answers that I see when I work one on one with the programs in the communities. More community participation now. We are talking about this issue now. You know, the businesses are more vocal and involved and someone posted a voice now for those that usually go unheard. We are hearing more marginalized or oppressed communities than we have in the past. Great responses here. Keep them coming.

I love the ideas of the ownership. This goes to sustainability. The programs come and go, but these kinds of work build a deeper sense of ownership and a more sustainable change. Less acceptance of violence. Less stigma, less myths.

I like how they are getting more specific. I was just looking at someone's logic model actually and they have the outcome we are going to end sexual violence in the community. Well, what we seeing is something we encourage the folks to think about. How are you noticing that your community is changing for the better. We are seeing policies. Institutions are changing. Peer culture is changing. More space for the people to discuss oppression and more specific changes in our communities.

Yeah. These are wonderful, wonderful. I will be printing these out and using these. This is exactly the kind of stuff that you want to see happen when you go from something like community culture strategies to ending sexual and domestic violence. We have to create a bridge for the policy makers that don't have a natural understanding. Biden made a point of mentioning nurse home visiting. This works to prevent domestic violence and that is part of the job helping the folks see the bridge between strong prevention practice and those outcomes that come down the road that is really prevention and benefit everyone. Very cool. It is asked to share the outcomes after the conference and yes. The text chat will be available.

It is going on the website, PreventConnect. org. We'll post that. Here is the specific link to that. Under materials and yes, a PDF transcript of the chat posted within 48 hours.

Wow, that is fast. One more in there about the community norms change around bystanders. Awesome. Here are things that I came up. One thing is a great investment in accountability. It is a great investment in sustainability. This is a quote, these are two things to weave into the program when doing just individual work, but if you start looking beyond the individual to the community norms change, you are getting those two outcomes. The second one is from New York. This is New York comic com. It is not just about changing the culture norms, how do they get institutionalized. Here is a great example for this community. They had a history of sexual harassment as one part of their culture. They had 7 foot signs that very, very said co-play is not acceptable. They posted the an hi harassment policy. I think this is one of those things where you want to work with policy makers to that I can these kind of expectations and maybe codify them into a policy and institutionalize them and set for the expectations. If you want to get more into the four steps, this is the document on prevention institute website that gets into that. We'll put up the link. It is in the text chat. But what I want to do is go to the guests that have been working on this for a while. Feedback poll. See where folks in the audience are before we get to Brooke and MICAH. They are getting situated for us.

Support the work of others. We partners with others. We lead efforts. We lead collaborative efforts.

Look at the pie chart moving around. Primarily where you are sitting. We want a sense of where the folks in the audience are. Most folks are partnering with others. So they are not necessarily the lead, but doing a little more than supporting the work of others. But we do have, you know, 40% that are actually

doing leading efforts that culturally based. That is higher than I would expect. 44%, 45%. So that is interesting. This points to the topic that we can go more in Depth on and calling on you to share how is it you are leading the efforts. We are going to hear from Brooke and MICAH on the phone. Are you there, ladies?

Yes. Aloha. This is Brooke.

Welcome.

MICAH? Hit star 6. We don't hear you yet. I will let you get to the place to use the audio. Brooke is the manager of education and community outreach a program of the medical center in Hawaii. Holding a masters degree in public health. She's worked in mental, public, health and direct services and education trainer. She's from San Francisco. But Brooke moved to the island beach. Now in Hawaii. She loves it and feels right at home. Brooke, welcome.

Thank you, thank you for having me.

Hey, as you have heard the conversation today, any initial thoughts or any places you want to weigh in and what is exciting for you?

Well, I feel like I don't have to talk because everybody in the text chat and weighing in is already doing this work and it is exactly, everything I have to say is what they are saying. I feel like my job is done. I can get off the phone now. [Laughter]

No way. Not so easy.

I think so many golden gems here that I think really make me feel validated in the work that we are doing and inspired so many other folks are thinking along the same lines and you know, really trying to build strength. I think in our field, it's been so much about stopping this awful problem. Of course, that is at the back of everybody's mode of apparatus, but it is really inspiring to see people really moving towards this kind of strength based, really building partnerships and moving to this positive change and building up from positive norms. Which I think, you know, it is just so inspiring and just from the top, you give example of Joe Biden and the programs that have been built from the grass roots up that you shared with the faith based leaders. There's just great examples and we are privileged to be this time where everything is really recognizing the need for prevention in this area.

Well, let's talk a little bit about what you are doing. One of the things that I learned is the respect campaign that has been a grass roots piece that come alive for you all. And one of the reasons that I had you come on today, I want you to share about the model, you can correct me if I am wrong, but you have create add frame work and tailoring to the community cultures, bar culture, LGBT, youth, Hawaiian culture. Tell me a little bit about how that is going and how you came about to that work.

Absolutely. So yes, we have SATC has our prevention message is respect. And we have a logo and message behind it and we want to build this movement. And we want to support building a culture of respect. And it is get away from the curriculum based models where you know you are just teaching the skills and it is really a call to action, it is building in the positive attitudes and behaviors that prevent sexual violence. It is strength based and building healthy relationships and consent and engaging the bystanders and working to the positive actions that people can take to prevent sexual violence. I think the great thing about respect, we have so much great feedback from our community partners and people that we work with statewide, that this is a message that can translate across cultures. We are working with youth, bars, we are working with so many different cultures in Hawaii, we are a mixed plate, that this is really a message that really resonates with the people. We started the conversation to get across is that Annie you said that when you went to, when you do the training, you don't hear people saying violence is part of my culture but part of other people's cultures. The great thing about respect is that people do say respect is an important part of me. It is important part of my culture. So we are building something that already exists for people. Already resonates with people. It is a core value that means so much. And we have to build on that. I think it really gives a great foundation to work from. As I said, it is translating across to so many different types of cultures.

The name of our O is sexual abuse treatment center. It is not culture based prevention strategies and can you talk about how you transition from clinical expertise or curriculum expertise to going into community, exploring the opportunities and showing and demonstrate respect as a value that is contrary to sexual assault and what have you learned as you have embarked on this?

The great thing working at SATC, we say SATC, the great thing about working for this organization is that the model here has always been multi-pronged and we definitely have a great clinical team and so great add providing the support for survivors and really supporting that healing aspect, but what is great about the model with SATC it has focus on the prevention aspect as well as the policy piece. All the pieces working together and it is great to be part of the organization that does all of it. We are a nonprofit. We are grant based and yet we are able to work at multiple ends and everything informs the others. So you know, when I want to get an example of the effects of sexual violence on individuals, I can go across the hall to the crisis team and ask about the ER case. I can ask the policy resource and working hard at the ledge that is in session right now on a lot of potential bills that are coming up that affect the sex assault victims and so, it really does have a unique feel to it just organization ally. I think that on the prevention side, it's been great to move more from this kind of curriculum based approach, which we do actually have a curriculum and doing that in schools and moving to the campaign that tab tailored to different audiences. Hold on.

Let me jump in here. There is a question, doesn't good curriculum focus on the matters you are emphasizing respect, and the issue is dynamic curriculum. I will weigh in first, for me, maybe I'm using the curriculum too broadly. This is focused on individual change versus creating the expectations in the community that are different. A lot of times curriculum is focused on individual skills for respect and resiliency and a community culture norms change model is lifting up opportunities to practice and lift up respect and resiliency and coded in the policy, make it the theme of the night and everyone to enjoy the

aspects of the culture and taking pride into it. For me that looks different in terms of who, what does it look like, but also kind of how does it feel in terms of individual making changes in their behavior to changes in the way we interact with each other and the way that the community looks and how we are talking about things. Do you want to weigh in on that, Brooke?

Yeah, I think you can definitely have a curriculum that is dynamic and we have seen with the youth that we work with; again, you can have a curriculum that can be adaptable. You can take both approaches. Right now we are building a tool kit. So it is less a curriculum but it has some we are taking core elements from our curriculum and things that we have used in the past and we are making them able to be used differently with different audiences. I think that's really what we have tried to make this respect campaign about, is that it wouldn't just for the schools, which many the past our school based curriculum is meant for the school based setting and taking core messages and lessons out of that and translating to us it across the different populations. So part of what we have been doing the working on a safer bars project and we are using the respect message and bringing it into bars, which you know, we are really trying to work at this link between alcohol use and sexual violence.

The other distinction then that I am making in my head, it is going into teach someone, I have the answer, I'm going to teach you skills, versus coming into work and facilitating and partnership with someone how is your community showing respect and how is it that we all can show respect. You are moving from educator to facilitator. You are not walking in with the answer. You are walking in with a process and tool kit outlining the process based on the core values, yeah, is that it?

Absolutely. It is really more about being a facilitator and starting the conversation, rather than being an educator with the answers. What is great is with this kind of conversation, you are honoring other people's expertise. I'm not the expert in the bar business. I'm not an expert in youth culture, all though, I still think of myself as youthful, but you know, the youth culture is definitely different. I'm not an expert in native Hawaiian culture, but with this core message, it is resonating with so many people in different ways and people can make it their own. So it is really facilitating the dialogue and having genuine dialogue. It is not about me and changing and doing something different. It is igniting what they have and building upon that.

I can't say it better. It is going to the core of accountability, sustainability and igniting what the person already has. I talked to a young person, if you were a super hero; I would help a person understand what their most precious gift is and giving them a place to practice it. Oh.

Oh my goodness. Pure poetry.

We actually hold, we partner with so many great organizations that are doing different work but able to come together with a common message. This is the second year we are doing it, we partner with the Honolulu theatre were youth and fabulous, fabulous performers and going out and doing the school based plays and they have a theatre and youth plays they are putting on, we have partnered with them to hold a youth rally, a rally for respect and bring the youth from around the island, and even within one

small island so many different sub cultures and we bring in the youth and artists from the community and they do the art based workshops around the theme of respect and they ask you, what does respect mean to you and the artist facilitates workshops, music, spoken word, dance, theatre, and they really use that foundation of respect and expressing what it means to you. What does respect mean to you. We did the first one last year and I can't tell you how palpable is energy was from the youth and they came together and performed and rallied around this concept of respect can prevent sexual violence. It was amazing.

We have a minute left before switching over, I want to ask you a question, well, more than a minute on this, one of the things that you talked about, if you are working in the cultures that you don't necessarily identify with, and share a little bit how is it being an outsider and working on in inside culture, in partnership with a culture that you don't necessarily belong to. Any tips for folks? This is a web conference in and of itself. So you have been successful, so this is a way to do it. We could do a whole conference series on that topic. Because I think there's so much within that. I couldn't do it justice within a minute. For me, there's always been something so powerful in that humility and knowing I don't have all of the answers, I'm not able to take even the things that work great for us, which we know have been successful, that it may not translate across. The power of the work is being flexible. Meeting people where they are at and working together towards something. I don't get to define what that is. It is just that openness and being authentic and genuine. I don't know if that is it. I don't know. I think it is really just being authentic. People can tell if you are genuine and when it is more about getting something done or trying to make something work that may not work. And being too I guess authoritarian. I really feel like being open to change and being open to work with folks, rather than telling people what they need to do to make sexual violence go away. When you start with strengths, you make possibilities. That resonates so well. People already have within them what is needed to make this, to make the problems go away. Respect is forever. It is not just a moment. To me, it really did, respect is ingrained.

Feel free to ask text chat questions. We are all family here. I will turn it over to MICAH here. Thank you, Brooke. MICAH is enrolled member of the nation in South Dakota. And advocate for children for the last ten years and she's knowledge through her life experiences and working on the rosebud. Welcome.

Thank you, Annie. I'm glad to be on today. Thank you everybody for registering for the web conference.

Yeah. As you have heard the conversation today, what is sticking out to you and what are you thinking about?

I'm kind of in the same boat as Brooke. Everybody has said everything I needed to. I did a list of the key points and turned into the two pages and I hope I am able to address and talk about a few things. What is the --

What is at the top of the list?

Here at rose bud, the program that I work for, I think our biggest accomplishment that we have done or one of the biggest is the development of our collaborative body. It is 35 plus tribal, state. They have participated in the monthly meetings.

Wow, that is amazing.

Yeah, some of the things that came out of the monthly meetings are a development of universal intake and referral form. The biggest thing that comes up, I have to come and fill out and tell the story and going here and telling the story again and the re victimization was happening and that was a big issue for us and service providers how to work with this. What can we do to not put our families or relatives re victimize them. So we developed universal forms and we also developed a universal MOA and provided to entities that are part of the body.

Just as a note, Brooke, I hear your daughter. If you can mute yourself. One of the things that you have shared with me, someone said when we start doing the culture values, you said you had to develop thick skin and a strong backbone, and that it took time to get the folks to believe in your vision around this, and can you talk about the strategies you have used to bring the skeptics on board to the culturally based work?

Yes, going back to the collaborative body, we had to meet some of the people part of the body; we had to have one on one meetings just to build that relationship with them so they could trust that. To kind of diminish the us mentality. We had to build the relationships and build the trust, and they going back to the beginning where you talked about violence is part of their culture, violence is not part of our culture and that is something we take every time we engage our families and parents in the programs, violence is not part of our culture. We know what it takes to stand against this violence. You know, in our history, our ancestors, there was no violence. So, we know we have it somewhere inside of us that we know the steps to take, what it takes to get us back to that way of life.

Yeah.

The other thing is transparency. You know, there's politics that come into play. Especially if you are moving towards change. People are uncomfortable with change. And so, you know, we just being transparent, being able to share. How can you be part of this? How can you share with us and this vision of change towards ending violence. Especially children's exposure to violence.

It is interesting a lot of times when I do this work people think we are going to launch a new project and I need everyone at the table, we need 90 people at the meeting and that is success. You are pointing to very important knowledge, success may be four or five people that are key to start with and maybe it is a group meeting but the one on one meetings to start with. I heard that a lot and I advise people to do that. You are not ready for a 90 group of people in the meeting. Hear the concerns, and keep moving. One of the things that you and I talked about is that just because you are inside of a culture and identify with a culture doesn't mean it is smooth sailing.

Yes.

Especially in the smaller communities and can you talk about the advice to the folks working within their own community. I heard about this, it is a tight group and they all know each other and when someone is working on the culture change and community norms and things are coming up, can you talk about your experience and any advice you have for the folks.

I think, you know, if you are moving towards to change in establishing something, the community buy-in is very important. Your people, your community has to feel as though they are part of this. And they should be. And I think, you know if you are working with families or with children that are from a different background than yourself, it is important to educate yourself on the history of their people and their culture and how it is playing a role in their lives. Even for me, I was born and raised here in rosebud, this is where I work, it is a tight knit group of community and families and everybody knows everybody and when we first started doing our community outreach, we did have quite a lot of pushback because people weren't ready to hear what rosebud was experiencing. That silence and privacy. Well, if we don't talk about it, nobody is going know about it. We are a program that speaks up about the violence that happens here, especially in rosebud and going back to you have to have thick skin, you know, you can't please everybody. You have to be okay with that. You have to be able to acknowledge your own history, acknowledge things that you have done, good or bad, and be okay with that. There will be a time when somebody might point out your past experiences.

Your personal past experiences, right?

Yes, personal past experiences.

It is a whole other level of living the walk. I lived in South America and there were moments where I was much a part of the culture and having the immersion experience. There were moments I was an American and I'm not going to do that. It is a very privileged space to be in. I think sometimes we underestimate how challenging this work can be for everyone, not just being inside of a culture you don't have a free pass. You have to negotiate the personal politics and the accountability and sustainability; it is there for you as well.

Yes, identifying the personal and professional relationships. Here there is a fine line there. You just have to be very strategic, identifying the person or the people that you want to talk with and share your ideas with and really strategizing around how you are going to engage this person. You have to find out their self-interests and their passions.

I think one of the key take away for me, community norms change work is really about listening and identifying those what is in it for them and how are we kind of not coming in with a cape to save people, but really understanding what is motivating folks and giving them space to follow their hearts. You talked about your work; part of what you do is berry harvest, ceremonial foods, sweats for purifying the

mind and body. You had to connect that to elders and connecting that back to the domestic violence prevention and how did you make the case for those connections between these tribal kind of traditions and culture traditions to preventing domestic violence?

When we first started here at DCI we did a lot of one on one meetings with our tribal leaders, elders, our medicine people and the same theme that kept coming out of the meetings were, you know, the earlier you start with the child, you know, the prevention efforts you start with the child, the earlier you do that, you know, you can see a change. You will start to see a change. They have identified four things that children need to be able to live a positive life. It is self-identity. A role model. It is to have some type of purpose. They need to know what that purpose is. And the last thing is to be loved. And so, you know, that was the common theme that we heard from these different leaders and so when we started to talk about implementing your culture traditions into the prevention work, I guess it wasn't something that we had to work too hard towards because the guidance we were given, they were telling us this needs to happen. We have to go back to the culture ways this is where the violence will stop. Within our culture, within our traditions, is the values, is the purpose that you are going to find in your life. Is the identity that you need as a young person? And so the hard part for us was reaching out and identifying those that were comfortable in showing us how to implement this into our program.

That makes a lot of sense.

I was going to say, you know, there's all kinds of groups that have traditions and thinking about going to traditional ceremony or values, what advice would you give them on how to launch an effort like this and what are the first steps, you know, one of the things you said you weren't afraid to second guess yourself. You have been doing this as a practice, this is a practice that we are doing and what advice would you give to folks starting this as a practice?

Again, going back to listening to the people, to the community that you are working in. Really developing those relationships because I have always felt like I'm not coming in here to tell you this is what you need to do and this is how you are going to fix your life. I need to hear from you. What are your strengths and build from the strengths and not so much focus on the negativity. A lot of times when you ask a person, what are your strengths; sometimes you don't get a response. Nobody has asked them that before. It is building the relationships with the community and you know being vulnerable while going in there with an open mind, really listening to them. You can hear them, but really listening to what they want because they know, they know what they are experiencing and they know how to fix it, but you are there to pull that out of them. You are there to pull that out of them and see. So they can come to realize yes, okay, I have had it in me for so long and thank you for helping me get to the point of helping myself.

That is so beautiful. We are closing in to the end of the time. Being vulnerable the one of the key changes. You are coming in as a vulnerable place and wanting to the student. That is one of the changes of doing this work from this perspective. This has been a great conversation. I don't have a favorite audience, well, if I did, this is great conversation that we have started today and we have 8 more web

conferences coming up and continuing to explore all of the different kind of complexities and the topics. I want to leave you with this, I got a text message from a former people I supervised, people say you can't change culture, what do I say? That is a culture issue. I can't anxious that in a text. We are just breaking the iceberg. I came up, culture is always changing. This is water over rocks. This allowing space, practice, and so I want to end with this image. This is my daughter in the center and me on the far right. My mother, grandmother, great grandmother and great, great grandmother. And when I think about culture and the culture of violence and how it relates to sexual and domestic violence think about how much it changes since the early days. Even for my mom, that wasn't allowed to go to college unless she majored in home EC. I think about the future for my daughter and how much our culture has evolved so quickly and question we have to far to go. Culture is always moving and we are the change makers and keeping the water flowing. I thank you all for joining us today. Thank you for the depth of the conversations. Wow. So much to think about. You have set the bar high for the future web conferences for getting to roots of the issues. I thank you. Sometimes the signs of a good web conference you end up with more questions than the answers and I have a lot to think about and you do too and many, many, thanks. Thanks to Brooke and MICAH and all of you, and friends at PreventConnect and CALCASA for hosting us.

Thank you, Annie and Brooke and MICAH and attending. We look forward to continuing the journey as we talk about making connections and honoring communities and we encourage you to attend tomorrow. Register at [PreventConnect.org](http://PreventConnect.org). It is about linking alcohol to prevention. We'll have a review of culture at that web conference. Thank you so much. Looking forward to seeing you online.

Thanks everyone.