



Community-Level Change to Prevent Sexual Violence

Training for
New York Department of Health

Albany, NY
April 22, 2015

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Most resources references in this talk have been blogged about on www.PreventConnect.org
A copy of the materials and updates links for this training will be available
at <http://preventconnect.org/>



PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect email Group with over 1100 prevention advocates
- eLearning units, Podcasts, Wiki on prevention
- Mobile App

www.PreventConnect.org

Twitter: [@preventconnect](https://twitter.com/preventconnect)

facebook.com/PreventConnect

Community-Level Change to Prevent Sexual Violence

NOTES

Learning Objectives

- Participants will be able to identify two community strengths (assets) that can support their prevention efforts.
- Participants will be able to describe the value of making community level change
- Participants will be able to identify two resources to support their prevention efforts to have a stronger focus on community level change.
- Participants will be “jazzed” about taking on community level

Community Assets Approach

- Kretzmann/McKnight, **Building Communities from the Inside Out**, 1993

Needs	Assets
Focus on deficiencies	Focus on effectiveness
Results in fragmentation of response to local needs	Builds interdependencies
Makes people consumers of services, builds dependence	Identifies ways people can give of their talents
Residents have little voice in deciding how to address local concerns	Supports leadership development

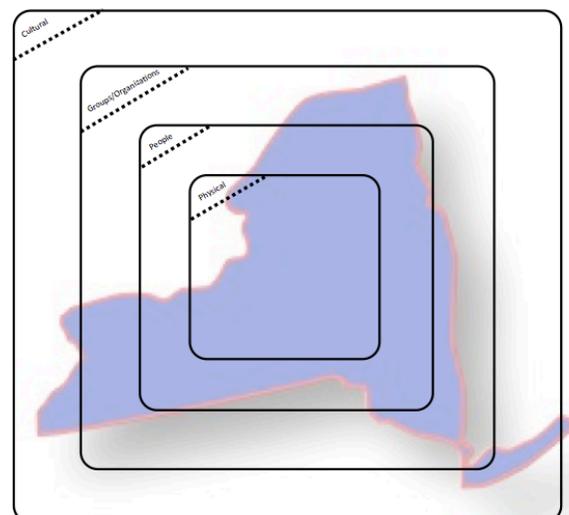
From *Close to Home* <http://www.c2home.org/>

When you start with needs, you get programs....

When you start with strengths you get possibilities.

Lupe Serrano

casa de esperanza



Asset Mapping

- **Physical:** Landmarks, Parks, Natural Resources...
- **People:** Activists, organizers, champions, decision makers, volunteers...
- **Groups/Organizations:** Neighborhood/citizen's associations, grassroots organizations, community centers, community groups, community-based organizations, clinics, advocacy groups...
- **Cultural:** traditions, customs, events, behaviors, activities...

Why Community

- **What does it take to prevent sexual violence?**
- **Prevention is part of Comprehensive Response**
 - Intervention, Treatment, Services
 - Effective System Response (Promote Accountability)
 - Raise Awareness and Reduce Risk
 - Promote Healthy Norms and Behaviors (Primary Prevention)
- **Individual focus hides...**
 - Patterns of Abuse
 - Context of Abuse
 - Norms that
 - Contribute to Family Violence
 - Condone Family Violence
 - Ignore Family Violence

Prevention is the work to build a community without violence and abuse

Primary Prevention is creating a culture Free of Abuse

Primary Prevention is promoting the behaviors and norms we want

Primary Prevention: a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place (from Prevention Institute, www.preventioninstitute.org)

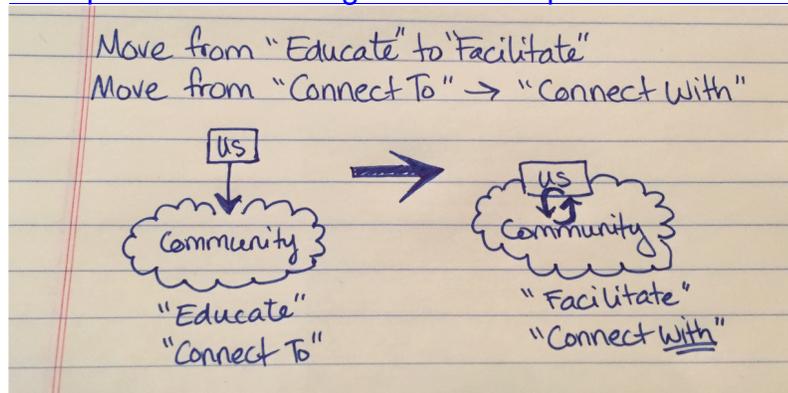
Prevention Definitions:

- **Primary:** Before violence takes place (upfront)
- **Secondary:** Immediate responses (in the thick)
- **Tertiary:** Long term responses (aftermath)

Move from “Educate” to “Facilitate”

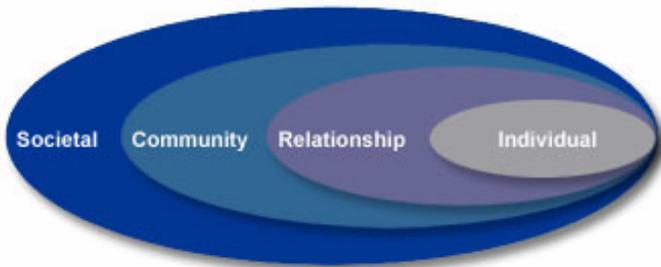
Move from “Connect to” to “Connect with”

www.preventconnect.org/2015/02/the-power-of-connect/



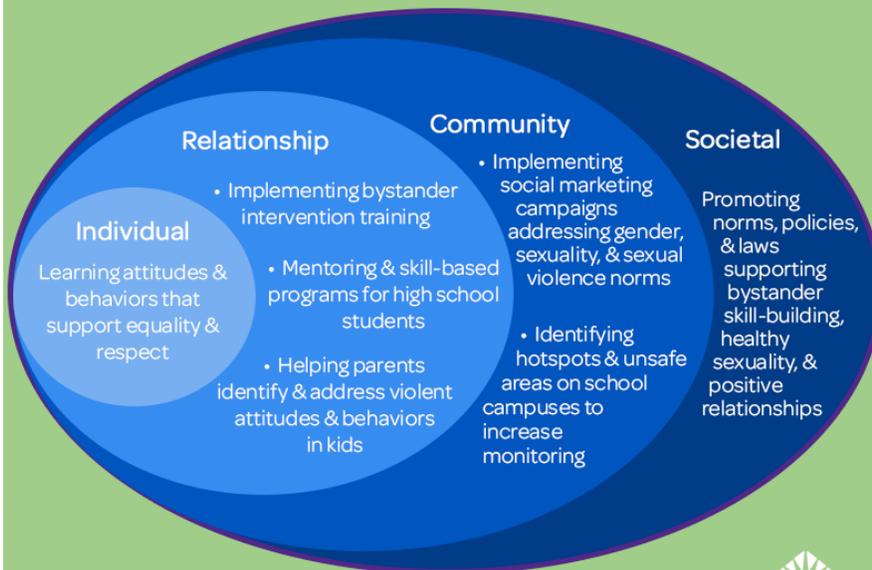
Social Ecological Model

(see on PreventConnect wiki <http://wiki.preventconnect.org/Socio-ecological+Model>)



Encouraging Work at All Levels Prevents Sexual Violence

Strategies may include:



Learn more about sexual violence prevention from CDC:
<http://www.cdc.gov/violenceprevention/sexualviolence/prevention.html>.



VetoViolence



Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute. 2006.

<http://www.nsvrc.org/publications/nsvrc-publications/sexual-violence-and-spectrum-prevention-towards-community-solution>

Resources

- **eLearning Units:**
 - VetoViolence “*Violence Prevention Basics: The Public Health Approach*”
<http://vetoviolence.cdc.gov/index.php/violence-prevention-basics-public-health-approach/>
 - Learn.PreventConnect.org “*Building Blocks of Prevention*”
<http://learn.preventconnect.org/course/view.php?id=18>
- **Article:** David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson ***Sexual Violence Prevention, The Prevention Researcher***, Volume 14(2), April 2007
<http://preventconnect.org/2009/04/sexual-violence-prevention/>
- **Web Conference:** May 7, 2015 “*From Foundations to the Future: A prevention approach to sexual and domestic violence*”
<http://www.preventconnect.org/2015/04/from-foundations-to-the-future-a-prevention-approach-to-sexual-and-domestic-violence/>

Strategy 1: Coalition Building

- we can leverage resources, support for a common outcome
- Collaboration Multiplier (from Prevention Institute)

Partner	Importance	Organizational Goals	Expertise	Assets & Strengths	Key Strategies	Desired Outcomes	Partnership	Organizational Benefit

- **Importance:** Why is this issue important?
 - **Organizational Goals:** What are the goals related to this issue?
 - **Audience:** Who is the primary audience/constituency?
 - **Expertise:** What unique expertise does this field bring to the collaborative?
 - **Assets/Strengths:** What resources (skills, staff, training capacity, funding) can be brought to the table?
 - **Key Strategies:** What key strategies/activities are currently implemented relevant to this issue?
 - **Desired Outcomes:** What specific results/outcomes are desired as a result of this collaboration? What does success look like?
 - **Data:** What data is collected, and how?
 - **Partnership:** Which partners/participants can be brought to the table to enhance outcomes?
 - **Organizational Benefit:** What is the benefit of participating in this collaborative?
- **Resources**
 - Developing Effective Coalitions: An Eight Step Guide http://www.preventioninstitute.org/index.php?option=com_jlibrary&view=article&id=104&Itemid=127 (from Prevention Institute),
 - Collaboration Multiplier (from Prevention Institute) <http://www.preventioninstitute.org/component/jlibrary/article/id-44/127.html>
 - Connecting the Dots (CDC and Prevention Institute) http://www.cdc.gov/violenceprevention/pub/connecting_dots.html
 - eLearning from Learn.PreventConnect.org
 - “Collaboration for Sexual and Domestic Violence Prevention” <http://learn.preventconnect.org/course/view.php?id=25>
 - “Coalition Building and Turf Management for Strategic Prevention Partnerships” <http://learn.preventconnect.org/course/view.php?id=26>

Strategy 2: Community Mobilization

- By the community, for the community to create community-level change
- **Case Study:** New York City Alliance Against Sexual Assault- Project ENVISION
http://www.svfreencyc.org/programs_prevention.html
- **Resources:**
 - PreventConnect eLearning “*Community mobilization and primary prevention*”
<http://learn.preventconnect.org/course/view.php?id=6>
 - **Principles of Community Engagement.** Centers for Disease Control and Prevention. CDC/ATSDR Committee for Community Engagement. (1997).
<http://www.cdc.gov/phppo/pce/>
 - Hildy Gottlieb: “Community Engagement Action Kit”:
<http://hildygottlieb.com/2011/04/18/community-engagement-planning-in-3-steps/>
 - **Preventing Family Violence: Community Engagement Makes the Difference.** P. Catlin Fullwood for the Family Violence Prevention Fund. (2002).
 - **Synergies: Strategies for enhancing the capacity of organizations, communities and individuals to prevent sexual violence in Washington State.** Prepared by Lydia Guy Ortiz for Washington State Department of Health, 2009. Available at:
http://www.nsvrc.org/sites/default/files/file/Projects_RPE_WA_State2009Plan.pdf
 - **Community readiness: research to practice.** Edwards, R.W., Thurman, P.J., Plested, B.A., et al. (2000). *Journal of Community Psychology*, 28, 291–307.
 - Tri-Ethnic Center for Prevention Research, Colorado State University. Available at: http://triethniccenter.colostate.edu/communityReadiness_home.htm.
 - The Community Toolbox, a project of the Work Group for Community Health and Development at the University of Kansas. <http://ctb.ku.edu/en/default.aspx>.
 - **Community Development and Sexual Violence Prevention.** By Gayle M. Stringer. (1999). For the Washington State Sexual Assault Prevention Resource Center. <http://www.wcsap.org/community-development-and-sexual-violence-prevention>
 - **Engaging Community in Sexual Violence Prevention: A guide book for individuals and organizations engaging in collaborative prevention work.** By Morgan J. Curtis. A publication of the Texas Association Against Sexual Assault. <http://www.taasa.org/wp-content/uploads/2014/10/Engaging-Communities-in-Sexual-Violence-Prevention.pdf>
 - **Mobilizing Communities to Prevent Domestic Violence.** Melanie Sheppard. (2008). VAWnet Applied Research Paper: http://www.vawnet.org/applied-research-papers/print-document.php?doc_id=1582
 - **Center for Community Based Research.**
<http://www.communitybasedresearch.ca/>

Strategy 3: Social Norms Change

- Norms are Behavior Shapers- changing community-level norms can make sustainable change throughout the community

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- **5 Key Norms that contribute to sexual violence and intimate partner violence**

- Limited Roles for Women and Girls
- Restricted Gender Roles for Men and Boys
- Power
- Violence
- Secrecy and Privacy

(PreventConnect eLearning Unit *Changing Norms to Prevent Violence Against Women* <http://www.preventconnect.org/2006/11/changing-norms-to-prevent-violence-against-women/>)

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

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- **What Shapes Behavior?**

Knowledge → Attitudes → Beliefs → Behavior **?????**

- **Elements of Community**

- Expectations
- Norms ↘
- Models → Culture → Behaviors
- Institution ↗
- Policies
- Media

- **Case Study:** Vera House, White Ribbon Campaign <http://www.verahouse.org/about-us/news-events/events-calendar/ev-detail/white-ribbon-campaign>

- **Resources:**

- **Social Marketing** (see attached worksheet)
- **The Social Norms Approach:** individuals hold misperceptions about certain social norms [pluralistic ignorance]; revealing the true social norms has been shown to both discourage the problem behavior and encourage the healthier, more respectful behavior. <http://www.alanberkowitz.com/articles/social%20norms%20approach-short.pdf>

Strategy 4: Policy Education

- Policies guide institutions to create environments that work to prevent SV or promote positive behaviors
 - Alcohol
 - National Sexual Violence Resource Center, 2015 [Key Findings: Exploring Alcohol Policy Approaches to Prevent Sexual Violence](#)
 - Kearns, MC, Reidy, DE, Valle, LA (2015), [The Role of Alcohol Policies in Preventing Intimate Partner Violence: A Review of the Literature](#), *Journal of the Study of Alcohol and Drugs*. 2015 Jan;76(1):21-30.
 - Lippy, C, DeGue, S., *Trauma Violence and Abuse*. [The Role of Alcohol Policies in Preventing Intimate Partner Violence: A Review of the Literature](#), ePublished 2014 Nov 16
 - **PreventConnect Web Conference**: “*The role of alcohol policies to prevent intimate partner violence and sexual violence perpetration*”, March 26, 2015, recording available at <http://www.preventconnect.org/2015/03/the-role-of-alcohol-policies-to-prevent-intimate-partner-violence-and-sexual-violence-perpetration/>
 - School
 - Start Strong <http://startstrong.futureswithoutviolence.org/4-elements-of-success/policy-change/>
 - Improving Your School District’s Policy on Teen Dating Violence and Healthy Relationships: An Advocacy Toolkit http://startstrong.futureswithoutviolence.org/wpcontent/uploads/FWV_StartStrongToolkit_R4.pdf
 - A Guide to Addressing Teen Dating and Sexual Violence in a School Setting, Peace Over Violence, 2008 http://www.peaceoverviolence.org/media/downloadables/ca_tdv_a_guide_to_addressing_teen_dating_violence_adaoe.pdf
 - College Campus
 - Colleges Need to Think Bigger to End Campus Rape <http://time.com/3740895/college-sexual-assault-campus-safety/?xid=fbshare>
 - CALCASA 3 Prong Approach) <http://www.calcasa.org/2014/04/campus-sexual-assault-garners-national-attention/>
 - Survivor Centered
 - Community Collaboration and Engagement
 - Comprehensive Prevention

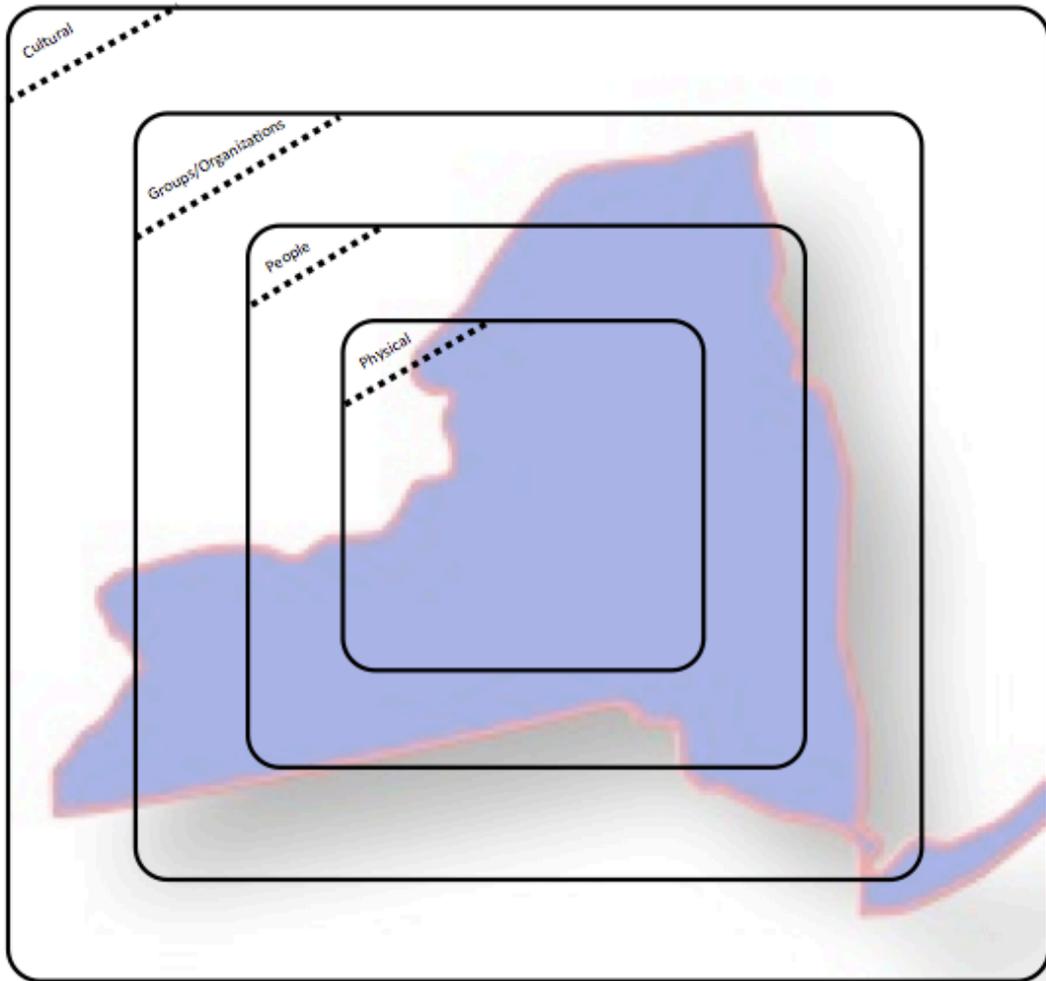
Resources

- CALCASA 2014 Student Summit on Sexual Assault: Report and Recommendations <http://www.calcasa.org/wp-content/uploads/2010/12/CALCASA-Student-Summit-National-Web.pdf>

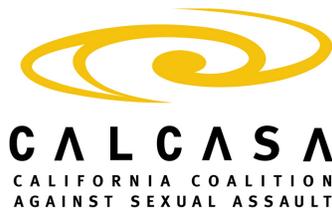


CALCASA
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT

Asset Mapping Workshop Handout



Developed for New York Department of Health Training, April 2015
Adapted from Close to Home <http://www.c2home.org/>



Social Marketing Handout Social Marketing Principles

- Understand Primary Audience
- Define Desired Behavior
- Identify Benefits of Adopting Behavior
- Identify Barriers to Adopting Behavior / Competition
- Ease to Implement Behavior
- Communication Strategy
- Mobilize
- Create Social Norms
- Evaluate

Resources:

- **Social Marketing Wiki** <http://socialmarketing.wetpaint.com/>
- **What is Social Marketing?** by Nedra Kline Weinreich
<http://www.social-marketing.com/Whatis.html>
- **Social Marketing as a Tool in Primary Prevention** (PreventConnect eLearning Unit) <http://preventconnect.org/2012/08/social-marketing-as-a-tool-in-primary-prevention/>
- **7-Step Montana Model on Social Norms Marketing** <http://www.mostofus.org/wp-content/uploads/2010/02/The-Toolbox.pdf>
- **National Social Norms Institute** <http://socialnorms.org/>
- **Wisconsin Children's Trust Fund** <http://wchildrenstrustfund.org/>

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