



**Our mission is to end the violence:  
Advancing prevention of domestic violence and sexual assault**

Presentation for  
Arizona Coalition to End Sexual & Domestic Violence  
**REFRAMING OUR MOVEMENT:**  
Unifying Our Approach & Response to Sexual Assault,  
Domestic Violence, and Victims of Crime  
Phoenix, AZ  
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**Slides and references to resources described in this  
presentation will be available at**  
[www.preventconnect.org/2016/08/az/](http://www.preventconnect.org/2016/08/az/)  
**(or search for “Arizona”)**

  
**Intentional • Strategic • Comprehensive**

Most campus prevention materials will be found at PreventConnect Campus  
[www.preventconnect.org/category/campus/](http://www.preventconnect.org/category/campus/)

NOTES:



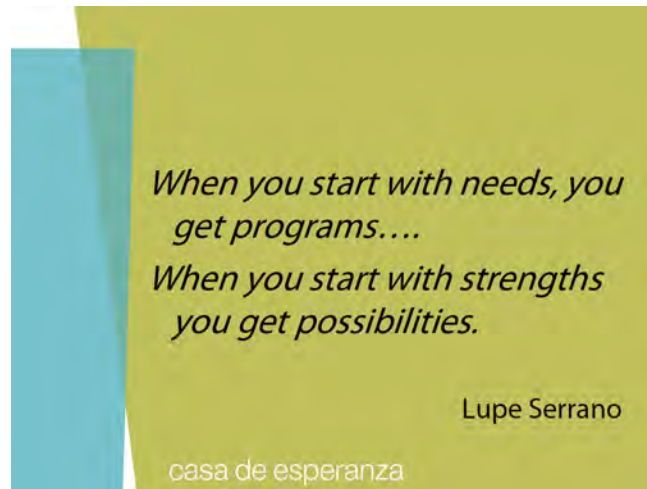
What is your mission?

**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/>



### 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
    - Senn et al. Efficacy of a Sexual Assault Resistance Program for University Women, *New England Journal of Medicine*, 372;24 (June 11, 2015)
  - Promote Healthy Norms and Behaviors (Primary Prevention)
    - Respectful Relationships – what we want instead of violence  
<https://whiteribbon.org.nz/sexual-violence-and-the-issue-of-consent/respectful-relationships/>
    - Healthy Sexuality
      - Overview on healthy sexuality and sexual violence prevention  
[http://www.nsvrc.org/sites/default/files/SAAM\\_2012\\_An-overview-on-healthy-sexuality-and-sexual-violence.pdf](http://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf)
      - Healthy Sexuality: a guide for advocates, counselors and prevention educators  
[http://www.nsvrc.org/sites/default/files/SAAM\\_2012\\_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf](http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf)
      - Consent: It's As Simple as Tea  
<https://www.youtube.com/watch?v=fGoWLWS4-kU>
      - California Affirmative Consent  
<http://www.ischoolguide.com/articles/28325/20151006/california-state-sexual-consent-lessons-mandatory-high.htm>

- **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](http://www.preventioninstitute.org))

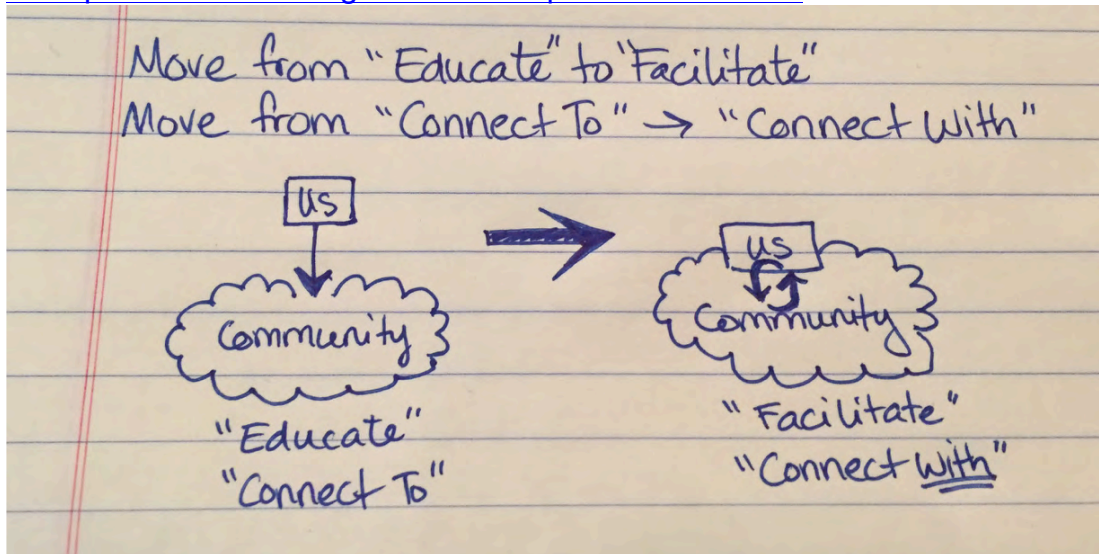
**Prevention Definitions:**

- **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/](http://www.preventconnect.org/2015/02/the-power-of-connect/)



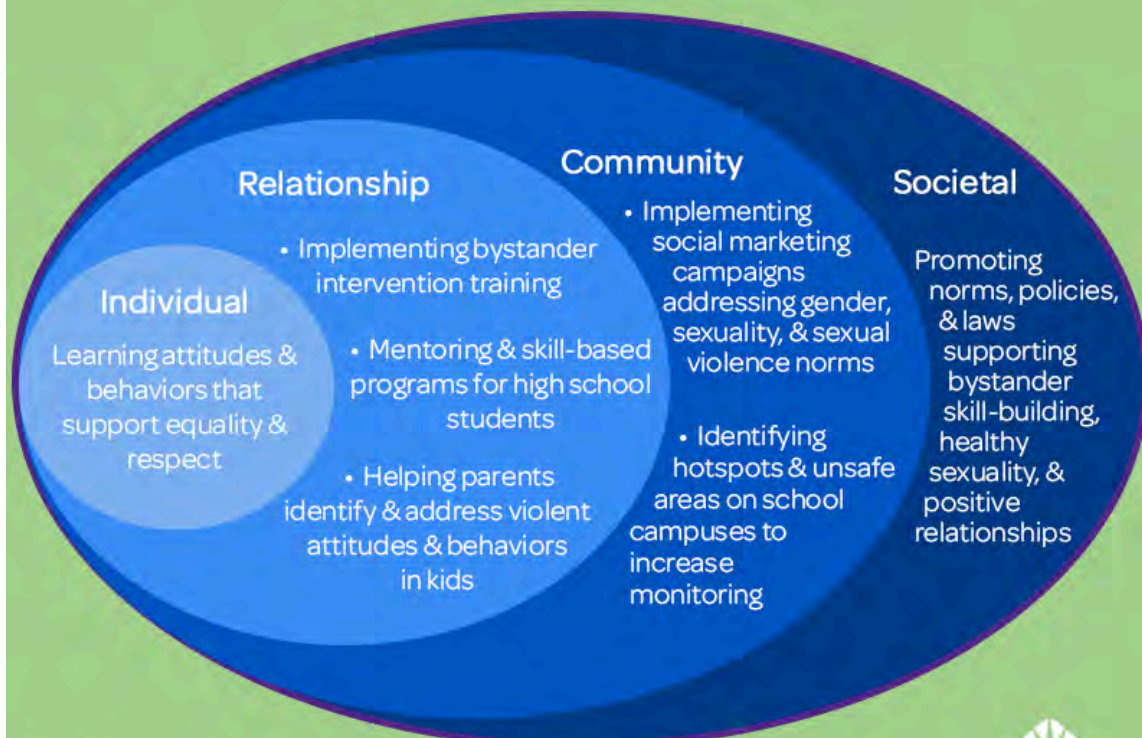
## Social Ecological Model

(see on PreventConnect wiki <http://wiki.preventconnect.org/Socio-ecological+Model> )  
[http://www.who.int/violence\\_injury\\_prevention/violence/world\\_report/en/index.html](http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html)



## 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



# Risk and Proctive Factors

TABLE 4

## Risk factors for sexual violence<sup>a</sup>

Perpetration by men	Victimization of women
<b>INDIVIDUAL LEVEL</b>	
<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Low socio-economic status/income</li> </ul>	<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Young age</li> <li>Lower education</li> <li>Separated/divorced and single women</li> </ul>
<ul style="list-style-type: none"> <li>Gang membership</li> </ul>	<ul style="list-style-type: none"> <li>Early exposure to sexual activity</li> </ul>
<b>EXPOSURE TO CHILD MALTREATMENT</b> <ul style="list-style-type: none"> <li>Sexual abuse</li> <li>Physical abuse</li> <li>Intraparental violence</li> </ul>	<b>EXPOSURE TO CHILD MALTREATMENT</b> <ul style="list-style-type: none"> <li>Intra-parental violence</li> <li>Sexual abuse</li> </ul>
<b>MENTAL DISORDER</b> <ul style="list-style-type: none"> <li>Antisocial personality</li> </ul>	<b>MENTAL DISORDER</b> <ul style="list-style-type: none"> <li>Depression</li> </ul>
<b>SUBSTANCE USE</b> <ul style="list-style-type: none"> <li>Harmful use of alcohol</li> <li>Illicit drug use</li> </ul>	<b>SUBSTANCE USE</b> <ul style="list-style-type: none"> <li>Harmful use of alcohol</li> <li>Illicit drug use</li> </ul>
	<ul style="list-style-type: none"> <li>Prior victimization</li> </ul>
<b>RELATIONSHIP LEVEL</b>	
<ul style="list-style-type: none"> <li>Multiple partners/infidelity</li> </ul>	<ul style="list-style-type: none"> <li>Multiple partners</li> </ul>
<ul style="list-style-type: none"> <li>Low resistance to peer pressure</li> </ul>	
<ul style="list-style-type: none"> <li>Family honour and sexual purity</li> </ul>	
<b>COMMUNITY LEVEL</b>	
<ul style="list-style-type: none"> <li>Weak community sanctions</li> </ul>	<ul style="list-style-type: none"> <li>Weak community sanctions</li> </ul>
<ul style="list-style-type: none"> <li>Poverty</li> </ul>	<ul style="list-style-type: none"> <li>Poverty</li> </ul>
<b>SOCIETAL LEVEL</b>	
<ul style="list-style-type: none"> <li>Traditional gender norms and social norms supportive of violence</li> </ul>	<ul style="list-style-type: none"> <li>Traditional gender norms and social norms supportive of violence</li> </ul>
<ul style="list-style-type: none"> <li>Ideologies of male sexual entitlement</li> </ul>	<ul style="list-style-type: none"> <li>Ideologies of male sexual entitlement</li> </ul>
<ul style="list-style-type: none"> <li>Weak legal sanctions</li> </ul>	<ul style="list-style-type: none"> <li>Weak legal sanctions</li> </ul>

<sup>a</sup> Some of these factors are also risk factors for intimate partner violence (see **Table 2** for risk factors for both intimate partner and sexual violence).

[http://www.who.int/violence\\_injury\\_prevention/publications/violence/9789241564007\\_eng.pdf](http://www.who.int/violence_injury_prevention/publications/violence/9789241564007_eng.pdf)

## Examples of Social Ecological Model

- Start Strong Middle School  
<http://startstrong.futureswithoutviolence.org/>
- College Campus (from Not Alone)  
<https://notalone.gov/assets/evidence-based-strategies-for-the-prevention-of-sv-perpetration.pdf>



## The Spectrum of Prevention



**Sexual Violence and the Spectrum of Prevention: Towards a Community Solution** Rachel Davis, Lisa Fugie Parks, and Larry Cohen of the Prevention Institute. 2006. <http://www.nsvrc.org/publications/nsvrc-publications/sexual-violence-and-spectrum-prevention-towards-community-solution>

### Examples

- **Safe Dates**
- **Sound Relationships** <http://www.bphc.org/whatwedo/violence-prevention/start-strong/Documents/Start%20Strong%20Sound%20Relationships.pdf>
- **Hollaback** [www.ihollaback.org](http://www.ihollaback.org)
- **STOP SV: A Technical Package to Prevent Sexual Violence** <http://www.cdc.gov/violenceprevention/pdf/sv-prevention-technical-package.pdf>

STOP SV		
	Strategy	Approach
<b>S</b>	Promote <b>Social Norms</b> that Protect Against Violence	<ul style="list-style-type: none"> <li>• Bystander approaches</li> <li>• Mobilizing men and boys as allies</li> </ul>
<b>T</b>	Teach <b>Skills</b> to Prevent Sexual Violence	<ul style="list-style-type: none"> <li>• Social-emotional learning</li> <li>• Teaching healthy, safe dating and intimate relationship skills to adolescents</li> <li>• Promoting healthy sexuality</li> <li>• Empowerment-based training</li> </ul>
<b>O</b>	Provide <b>Opportunities</b> to Empower and Support Girls and Women	<ul style="list-style-type: none"> <li>• Strengthening economic supports for women and families</li> <li>• Strengthening leadership and opportunities for girls</li> </ul>
<b>P</b>	Create <b>Protective</b> Environments	<ul style="list-style-type: none"> <li>• Improving safety and monitoring in schools</li> <li>• Establishing and consistently applying workplace policies</li> <li>• Addressing community-level risks through environmental approaches</li> </ul>
<b>SV</b>	Support <b>Victims/Survivors</b> to Lessen Harms	<ul style="list-style-type: none"> <li>• Victim-centered services</li> <li>• Treatment for victims of SV</li> <li>• Treatment for at-risk children and families to prevent problem behavior including sex offending</li> </ul>

- Engaging Bystanders, National Sexual Violence Resource Center <http://www.nsvrc.org/projects/engaging-bystanders-sexual-violence-prevention/bystander-intervention-resources>
- Engaging Bystanders PreventConnect eLearning <http://learn.preventconnect.org/course/view.php?id=8>
- Social Norms working with men and boys [https://www.usaid.gov/sites/default/files/documents/1865/Men\\_VAW\\_report\\_Feb2015\\_Final.pdf](https://www.usaid.gov/sites/default/files/documents/1865/Men_VAW_report_Feb2015_Final.pdf)
- Flood, M. (2016). Working With Men: Strategies and challenges in engaging men in building non-violence and gender equality. Capacity-building workshop, Malta, April 6. [www.xyonline.net/content/working-men-strategies-and-challenges-engaging-men-building-non-violence-and-gender-equality](http://www.xyonline.net/content/working-men-strategies-and-challenges-engaging-men-building-non-violence-and-gender-equality)
- Shifting Boundaries [http://www.preventconnect.org/2013/05/shifting\\_boundaries/](http://www.preventconnect.org/2013/05/shifting_boundaries/)
- Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence [http://www.cdc.gov/violenceprevention/pdf/connecting\\_the\\_dots-a.pdf](http://www.cdc.gov/violenceprevention/pdf/connecting_the_dots-a.pdf)

## Resources

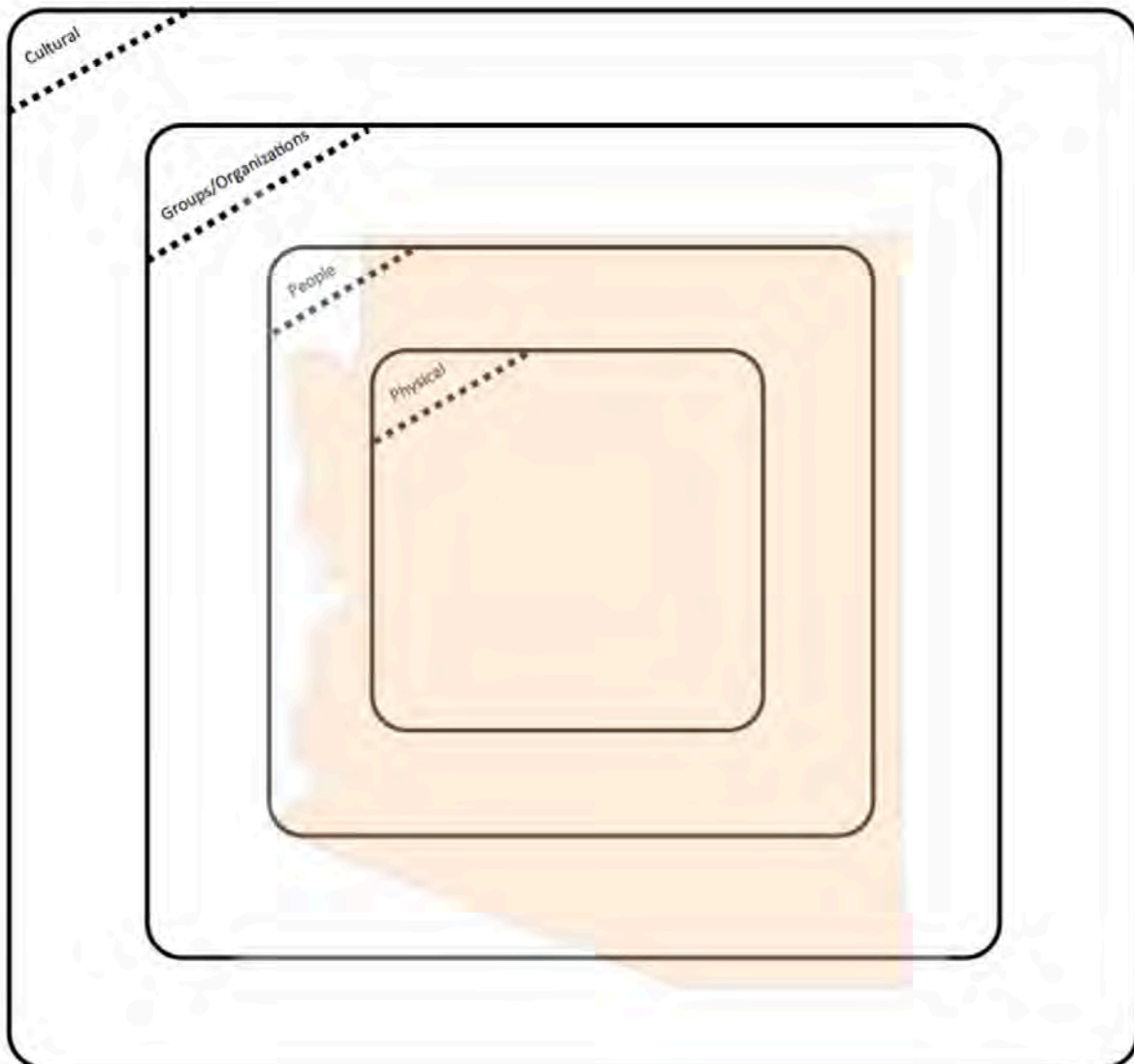
- **eLearning Units:**
  - VetoViolence “*Violence Prevention Basics: The Public Health Approach*” <http://vetoviolence.cdc.gov/index.php/violence-prevention-basics-public-health-approach/>
  - Learn.PreventConnect.org “*Building Blocks of Prevention*” <http://learn.preventconnect.org/course/view.php?id=18>
- **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/>
- **PreventIPV** [www.prevetnipv.org](http://www.prevetnipv.org)
- **National Sexual Violence Resource Center** [www.nsvrc.org](http://www.nsvrc.org)
- **Veto Violence** [vetoviolence.cdc.gov](http://vetoviolence.cdc.gov)





**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

## Asset Mapping Workshop Handout



Developed for ACESDV Conference, September 2016  
Adapted from Close to Home <http://www.c2home.org/>

## Programmatic Approaches to Prevention Worksheet



Societal	Community	Relationship	Individual