

**Welcome,
This Web Conference
Will Begin Soon**



Linked Yet Distinct: Prevention of Sexual and Intimate Partner Violence

**Peer Learning Forum Session #1:
Reciprocal Advancement**

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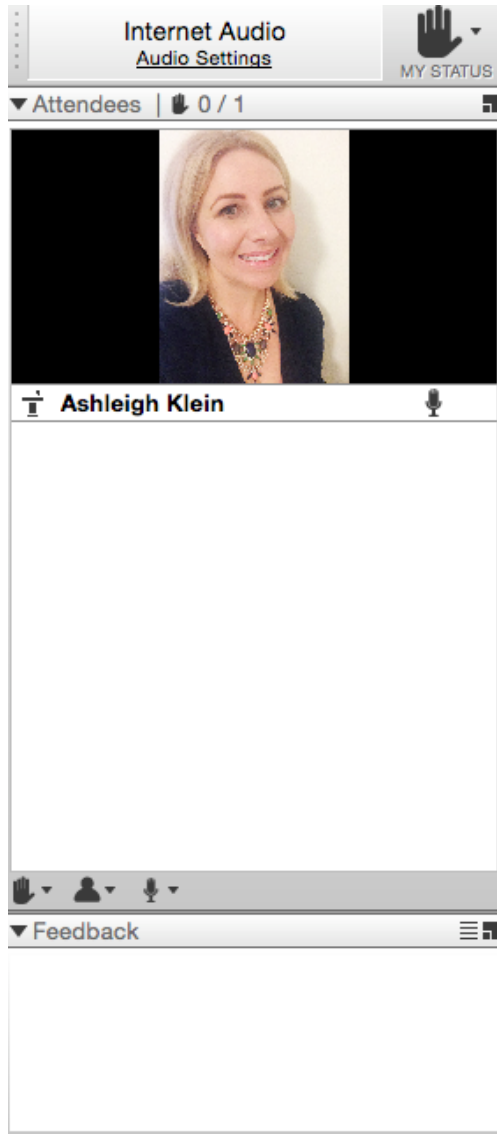
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How to use this technology



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

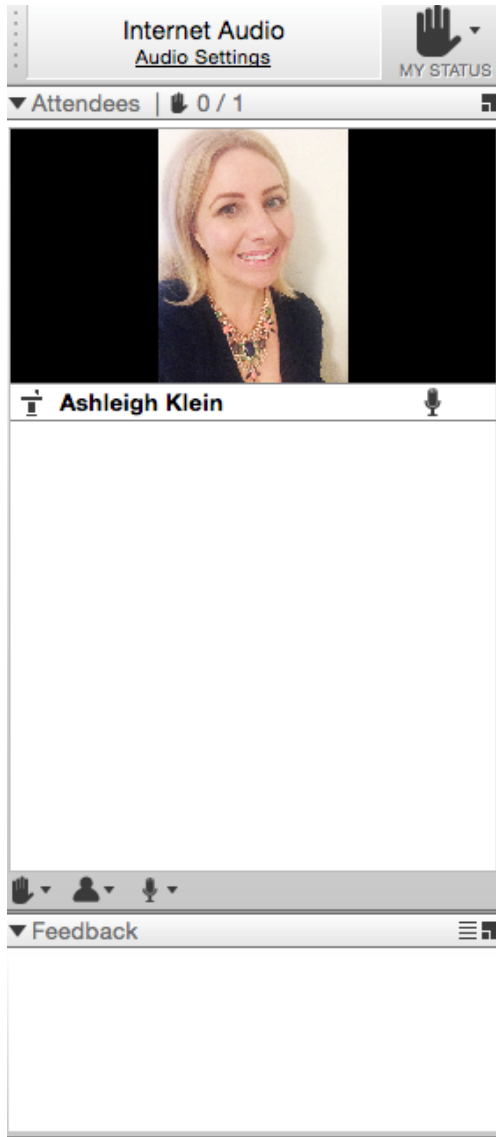
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Call iLinc Technical Support at 800.799.4510.

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*Peer
Learning
Forum*

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Towards Community Health and Justice

January 25: Back to basics and moving beyond: A prevention approach to sexual and domestic violence

February 15: Intertwined and aligned: Supporting health equity and justice in sexual and domestic violence prevention

March 15: How do we Connect the Dots? Local approaches to preventing multiple forms of violence

May 31: Communities for all: supporting inclusion and positive gender norms for sexual and domestic violence prevention

June 21: From private to community accountability: Building capacity to make sexual and domestic violence prevention a community responsibility

July 19: Organizing for economic opportunity : Movements and strategies to improve economic opportunities for sexual and domestic violence prevention

August 16: A safe place to call home: Strategies and movements to transform the physical/built environment for sexual and domestic violence prevention

September 20: From research to practice: Addressing shared underlying factors to prevent sexual and domestic violence



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Peer Learning Forum

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 2017						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 	23	24	25
26	27	28	29 	30	31	

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



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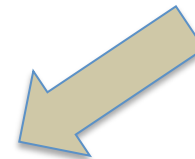
Audience Question

Have you participated in our
Peer Learning Forums in the past?

▼ Feedback 

0	Yes
0	No
0	No Answer

Answer on
the left





Linked Yet Distinct: Prevention of Sexual and Intimate Partner Violence

Peer Learning Forum Session 1: Reciprocal Advancement

March 8, 2017

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About the Presenter



Leah Aldridge,
California Coalition Against Sexual Assault



Peer Learning Forum

Learning Objectives

- Articulate ways to reimagine the work of sexual and intimate partner violence as unified
- Identify shared outcomes for sexual and intimate partner violence collective work
- Identify strategies to mobilize as a collective front

Linked Yet Distinct



Reciprocal Advancement

- Released in 2015
- Not enough funding
- Sexual violence often marginalized in dual organizations
- Significant and relevant distinctions between the two fields are not made



Sexual Assault Demonstration Initiative (SADI)

- Released in 2017
- Organizational change & programmatic change at 6 sites over a 4-year period
- Enhance sexual assault outreach, services, and community partnerships in dual/multi-service programs
- Found heavy focus on domestic violence, invisibility of sexual assault

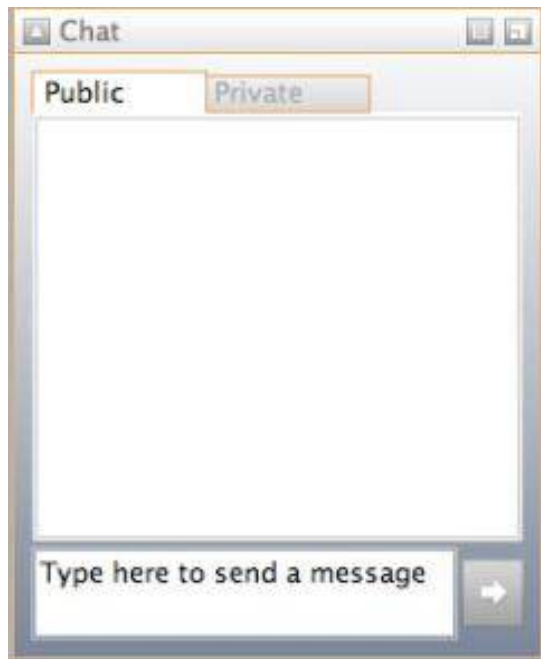


History of distinct fields

- Fields emerged at the same time with different socio-cultural impulses & political trajectories
- Field has become more scientific based and less politically based
- Has become more professionalized
- Social service v. social justice



Discussion Question



How have you discussed sexual assault and intimate partner violence in linked yet distinct ways?

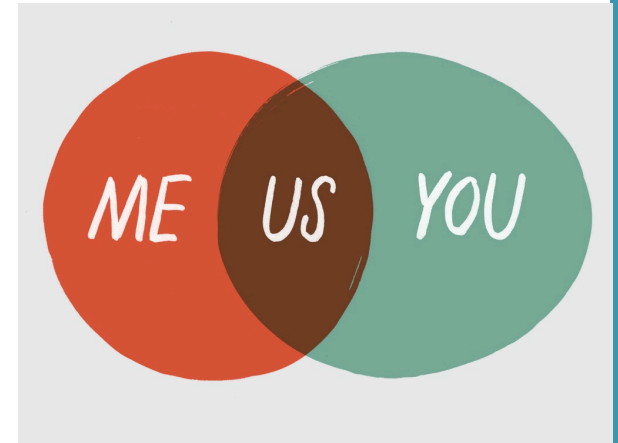
Ideologically - Reciprocal Advancement

- “... the method of intentionally linking the fields of sexual assault and domestic violence, internally and externally, to leverage funding, bolster client services, and coordinate advocacy efforts to increase the visibility and sustainability of both fields.”



Practice - Reciprocal Advancement

- Integrate prevention strategies
- Create new opportunities for investment and identify intersections and linkages between fields
- Support local, state, and national leadership in intentional conversations and collaborations aimed at breaking down barriers and increasing communication



Reframing



Brands

Brand: “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” -- American Marketing Association

Brands:

- Embody
- Distinguish
- Communicate
- Appeal



Brands tell a story



What narratives do you associate with each of the brand logos?

Two Strategies – One Movement

Purple & Teal Ribbon



Discussion Question



What issues of brand **identity** emerge when linking the fields of sexual and intimate partner violence intentionally?

Discussion Question



What are the **embodied values** of a branded and unified field?

Discussion Question



In 10 years from now, what will be the dominant **narrative** of the unified field?

Reciprocal Advancement Through Prevention: A good start

This is an orientation or position from which to work:

- Shared goals
- Shared content
- Shared risk & protective factors
- Efficient use of resources
- Increases consistency in messaging
- Focus on community and societal change

WE DEMAND
A NATIONAL STRATEGIC PLAN
TO END
GENDER-BASED
VIOLENCE.
#NSPnow



Examples from our work

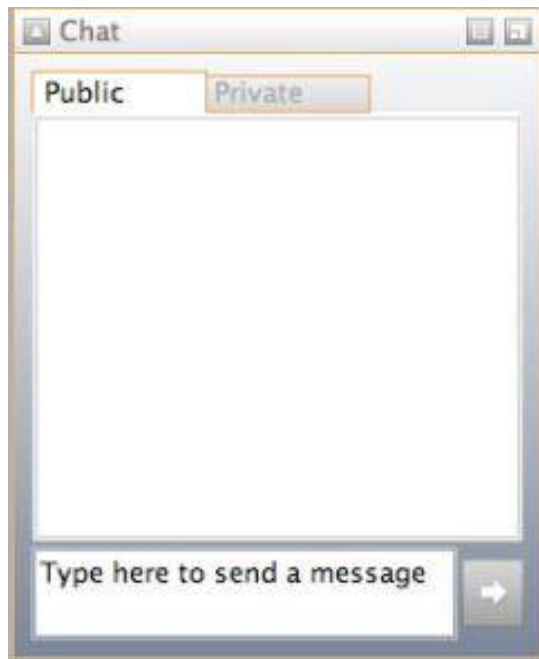
NO MORE TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT



WEEK WITHOUT VIOLENCE



Discussion Question



What role do you see yourself playing in a larger conversation to help define a more unified field?

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