

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



Linked Yet Distinct: Prevention of Sexual and Intimate Partner Violence

**Peer Learning Forum Session #2:
Framing a Unified Field**

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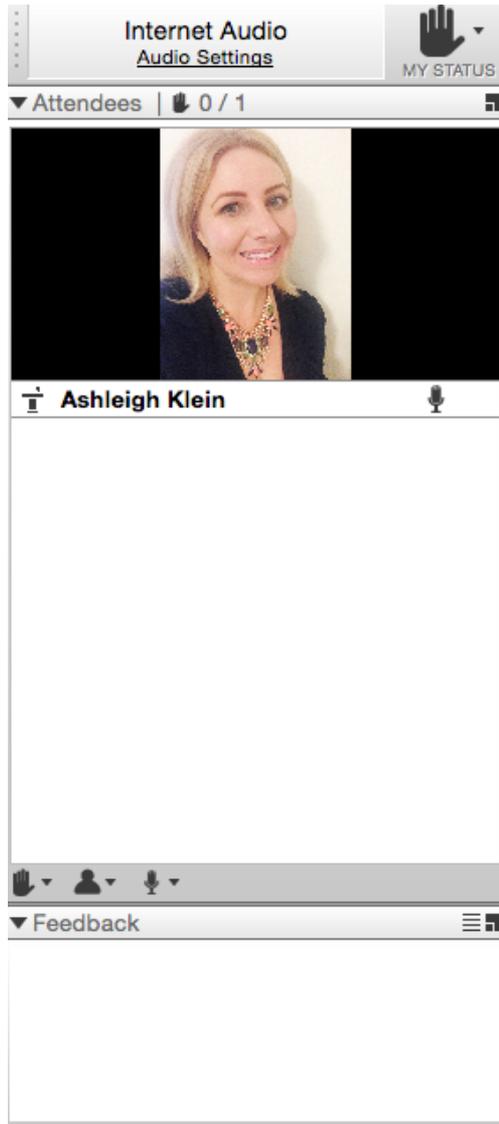
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How to use this technology



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

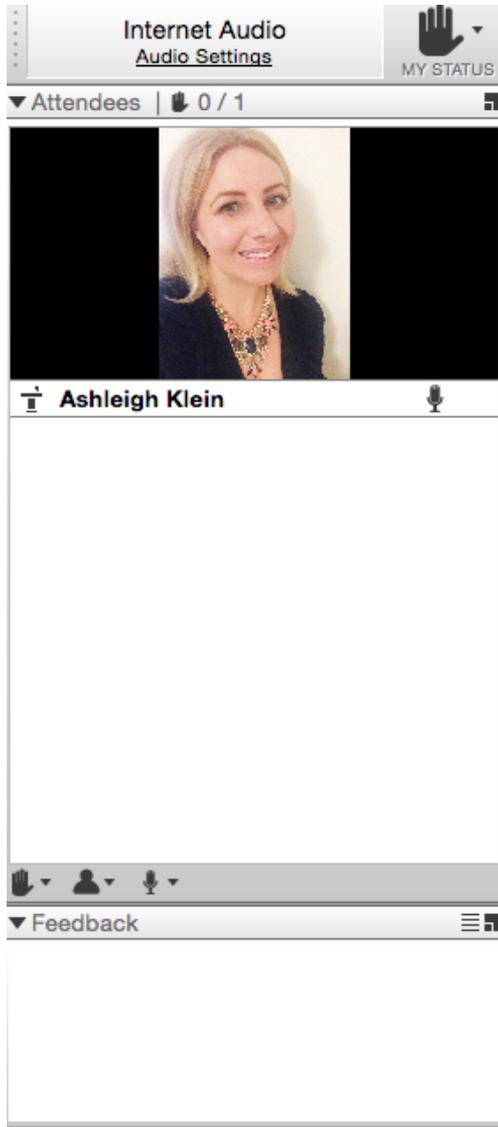
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*Peer
Learning
Forum*

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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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DIFFERENT



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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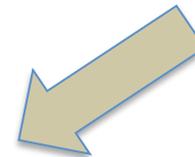
Audience Question

Did you attend session 1 of this Peer Learning Forum series?

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 2: Framing a Unified Field

March 22, 2017

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About the Presenter



Leah Aldridge,
California Coalition Against Sexual Assault



Peer Learning Forum

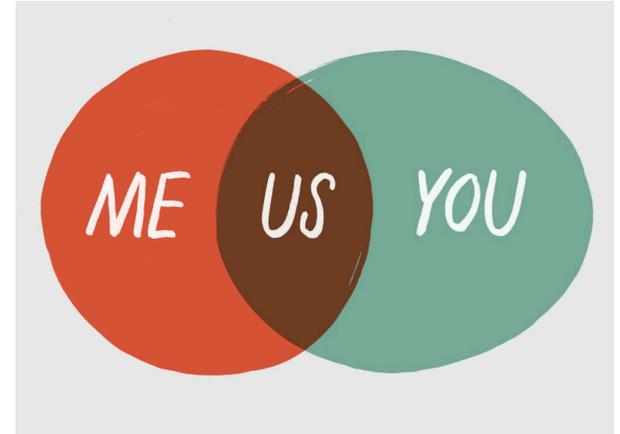
Learning Objectives

- 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

Session 1: Reciprocal Advancement – Linked Yet Distinct

Reviewed:

- Research
- History of distinct fields
- Challenges to working together
- Reframing our “brand”
- Prevention as a place to start



Session 1: Reciprocal Advancement – Linked Yet Distinct

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

“Stress the IPV/SV link in social norms change work”



“Use IPV as an entry point to talk about SV”

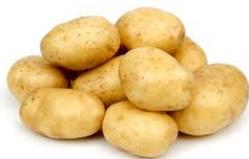
“Focus on promoting healthy relationships”

“Consortiums, committees, caucuses”

Linked-Yet-Distinct: Transformation by Messaging a Movement



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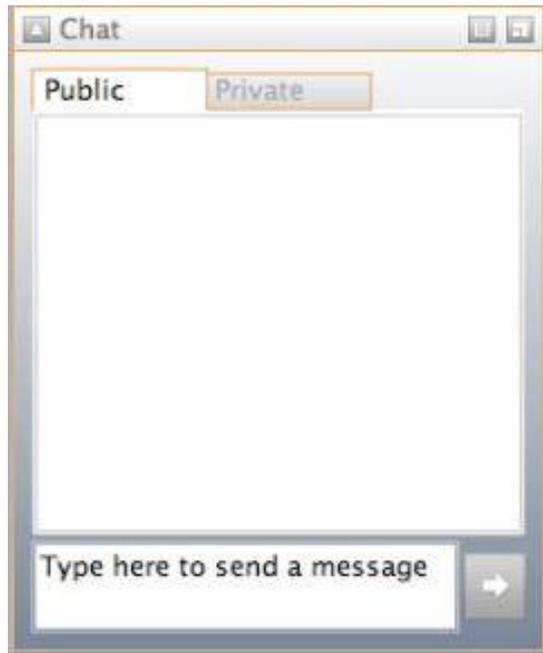
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Discussion Question



In a Linked-yet-Distinct movement, what could our brand **promise, value, and positioning** be?

DISCUSSION: Linked-Yet-Distinct Brand Identity

Purple & Teal Ribbon



Sexual
Violence

Domestic
Violence

Brand Promise (why we matter)

Brand Value (what do we stand for)

Brand Positioning (how are we different from everybody else)

Brand *symbolizes* and *embodies* messaging.
Messaging *communicates* brand's meaning.



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



Session 2: Successful Messaging



Linked-Yet-Distinct: Sample Messaging

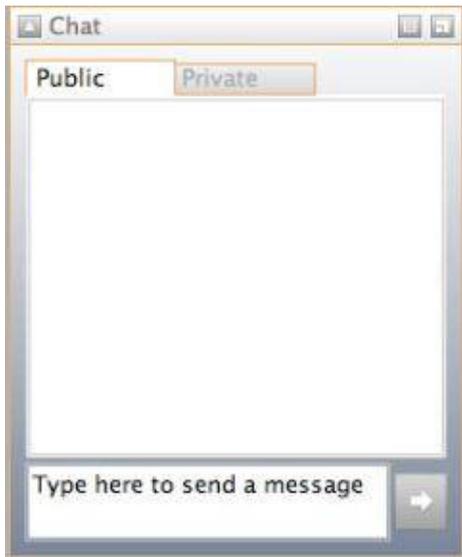
“Moving Forward Together.”

“Together for Change.”

“Connection Creates Change.”



Discussion Question



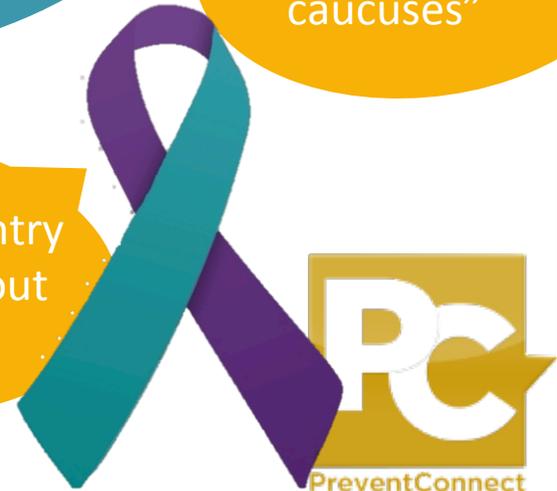
How do we turn these strategies into messages that reflect our brand?

"Stress the IPV/SV link in social norms change work"

"Consortiums, committees, caucuses"

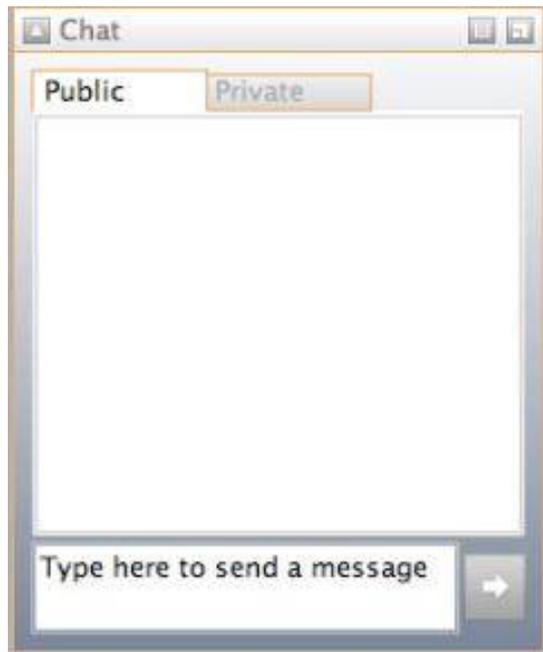
"Focus on promoting healthy relationships"

"Use IPV as an entry point to talk about SV"



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Discussion Question



What examples of sexual and intimate partner violence prevention messaging come to mind?

Discussion Question

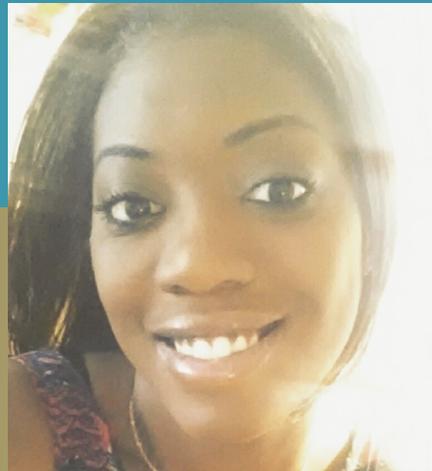


What is a **success** you have had related to intentionally linking SV and IPV prevention?

OHIO'S EFFORTS



Lynn Bilal,
OAESV



India Harris-Jones,
ODVN



Rebecca Cline ,
ODVN

RPE Stories from the Field

Preventing Sexual Violence in Ohio

Working Strategically to Stop Sexual Violence BEFORE It Occurs



The Ohio Department of Health is using an innovative approach to prevent rape and other forms of sexual violence across the state. With funding from the Centers for Disease Control and Prevention (CDC) Rape Prevention and Education (RPE) program, Ohio is working strategically with diverse stakeholders, including the Ohio Alliance to End Sexual Violence, Ohio Domestic Violence Network, and Ohio Sexual and Intimate Partner Violence Prevention Consortium, to leverage expertise and resources to stop sexual violence BEFORE it occurs. These collaborations are enabling the state to support a coordinated approach based on the social ecological model to primary prevention of sexual violence and domestic/intimate partner violence.

WHAT IS OHIO DOING TO PREVENT SEXUAL VIOLENCE?

All states, including Ohio, use multiple programs and tools to implement and sustain prevention efforts that ultimately decrease the number of individuals who **perpetrate sexual violence** and who are **victims of sexual violence**. While the Ohio Department of Health receives violence prevention funding from the CDC RPE program, the Ohio Domestic Violence Network receives funding from the CDC Domestic Violence Prevention Enhancements and Leadership Through Alliances (DELTA) program. Leadership in these two organizations recognize that the most powerful prevention initiatives are built on a sustained, comprehensive, and coordinated approach by a network of individuals, groups, and organizations. Thus, the **Ohio Sexual and Intimate Partner Violence Prevention Consortium** was created in 2006 to take on the challenge of building individual, community, and organizational capacity to engage in planning, implementation, and evaluation of sexual and intimate partner violence prevention strategies for Ohio. Since that time, more than 60 consortium members representing state organizations, non-profit organizations, foundations, universities, faith communities, and individual members have worked together to develop and carry out Ohio's strategic plan for sexual and intimate partner violence prevention, titled *Pathways in Prevention: A Roadmap for Change*.

The CDC RPE program has been strengthening our communities and striving to reduce the burden of sexual violence since 1994. CDC provides RPE funding to all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and the Commonwealth of Northern Mariana Islands.

WHY IS OHIO WORKING TO PREVENT SEXUAL VIOLENCE?

Among Ohio high school students:

7%

have been physically hurt on purpose by a boyfriend or girlfriend during the past year

8%

have been physically forced to have sexual intercourse

10%

have been forced to engage in sexual activities by someone they were going out with or dating

Source: Ohio Youth Risk Behavior Survey, 2013

WHAT IMPACT IS THE RPE PROGRAM INTENDED TO HAVE IN OHIO?

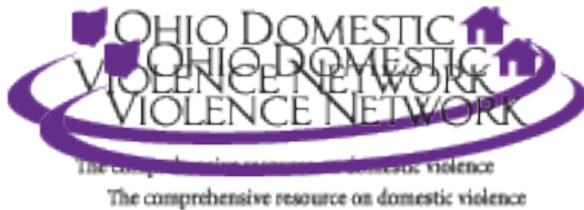
The Ohio RPE program aims to prevent sexual violence by promoting non-violent social norms, attitudes, beliefs, policies, and practices.





OHMAN

Ohio Men's Action Network





Discussion Question



How can **clear messaging** create new paths for sexual and intimate partner violence prevention?

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