

>> I am Ashleigh and I'm with PreventConnect and you are joining us for Re-envisioning Community Norms, Social norms change as a sexual and domestic violence prevention strategy.

The PreventConnect continue is myself and Tory.

We are online.

We excited to unveil the new website in the coming year.

Be on the look out for that.

You can send us an email with questions or trying to find something.

We also invite you to join the email group where you will join 1400 other prevention practitioners in sharing in conversation and prevention.

We also invite you to check out the resources on the E learning and WIKI sites.

Of course, if you are not following us on Facebook or twitter, join us there.

Quickly, using this technology, we are just using Adobe connect.

We are getting comfortable with the technology, but the main thing that we are going to use today is the text chat.

That is because we want to hear from you all.

We want to engage in a conversation and so we are asking you to respond to some of the questions.

If you have questions for our guests pop them in there.

If you have resources or insight or examples, so much wisdom in the audience.

Feel free to use the text chat.

The pow points are for download on the website.

We have pasted the link to where
get those.

Join us on the phone line.

And I'm going to do a couple of
polling questions to get a
better sense of who is in the
audience.

So the first one, let me clear
this, that you should see
popping up on the screen is have
you attended a web conference
before today?

We would like to know if you are
new the PreventConnect web
conferences.

So you should be able to see the
results and seeing how that is
breaking down.

So we have 40% of the folks who
are responding this is their
first time joining us.

So welcome.

We are so happy that you are

here.

For the almost 60% that have been with us before, thanks for joining us again and we are happy that you are part of this online community of prevention practice.

I will go ahead and take that poll away.

And then the next poll that should appear on the screen is asking what type of organization or agency that you are representing today.

So you will see a long list of the choices, everything from sexual violence to domestic violence and agencies and coalitions, public health departments, to colleges and universities, to mental health, folks who are working in the healthcare field, reproductive

health, military, faith based

organization, athletics.

If you can't find anything

that represents what it is that

you are doing in your work,

there is the other category and

use the text chat to let us know

what describes the work that you

are doing.

Sometimes we have authors on or

folks in other sectors.

But you should be able to see

how it is looking.

And so, the majority of you are

from sexual and domestic

violence agencies.

We have public health

departments.

We do have some colleges

represented.

And we have quite a few who have

selected other.

So I'm looking to see,

nonprofits, reproductive health.

Great.

Thank you all so much for
participating in that poll.

You can see that we have some
folks from different
organizations joining us.

I will take that away.

And we are going to move ahead.

PreventConnect we are interested
in basically stopping violence
before it starts and primary
prevention.

Stopping violence across the
life span before it ever starts
and we have to connect with one
another and find out what is
working and what is not and
connecting to other forms of
violence and oppression.

We have had a great season.

As I said this is winding down
the 2018 calendar year.

So these are the other topics
that we have explored.

Addressing access to alcohol and
looking at advancing health
equity for prevention.

If you missed any of these, you
can find the recordings and also
some web conference written
profiles that we have done.

We'll make sure you get the
links to those.

So I'm going to go ahead and
start recording this now.

Give me a moment.

Welcome, everyone.

I'm Ashleigh with
PreventConnect.

You are here for Re-envisioning
Community Norms Social norms
change as a sexual and domestic
violence prevention strategy.

I'm excited to be here from
prevention institute.

Thank you for both for
everything that you do for us.

There you go, Alisha.

>> Thank you to Abena and
helping with the outlining and
shaping the content and looking
forward to today.

We have a packed agenda, which
includes objectives around
outlining the norms that cricket
to sexual and domestic violence
and what is needed to address
them.

We are also going to have the
guests share how they are
changing norms to sexual and
domestic violence through the
multitude of strategies, it is
not one program or one thing but
to change the environments and
norms takes a multitude of
strategies together.

We are hoping to engage in a

discussion on the broader
conversations and momentums.

We invite to chat in the text
chat and reshare the reflections
as we go.

With that, I will start off by
sharing a definition of norms.

We are going to talk a lot about
them today.

Norms values, beliefs and
attitudes or behaviors.

They are sort of unseen.

They are taken for granted and
they are not things that people
think about a lot.

But luckily today we are
thinking more deeply about norms
that contribute to sexual and
domestic violence and what we
can do to really change those
norms.

And so, in exactly a year ago
actually prevention institute

wrote a blog post that I shared

the link to in the text chat.

And in it, we outlined five

norms that shaped gender based

violence and so the first one is

around rigid gender norms and

masculinity and domination and

control and risk taking.

People saying no means try

harder.

Or rigid gender norms that

promotes compliance and

sacrifice, so we hear go along

to get along.

And we also see our society

placing a lot of value on

claiming and maintaining power.

Which too often is expressed as

power over other people.

And so we'll hear things like

what do you expect that is what

strong leaders do.

We also see violence as

pervasive in society.

And it is often deployed as mechanisms for addressing conflict or resolving problems.

Then the last norm that I wanted to mention is looking at sexual and domestic violence as a private matter and not a public concern and so people will turn their eye and say, it is not my business to deal with this or focus on prevention for it.

Those are some of the norms that we wanted to mention and hope that the guests will share how they are addressing some of those today.

So I wanted to share quickly, we are already seeing a lot of change in the norms and but at the same time issues do exist.

For example, a study in the journal of gender and society

people believe women should have equal opportunities in work and in politics and that is where we have seen progress over time, but still today people continue to think that the women should be do more of the home making and child bearing.

We have a link in the article in the text chat for you.

One of the guests who is going to be presenting later is from Promundo and his name is Brian and I want invite Brian to share about the norms and specifically I think he's going to speak to norms around masculinity.

Are you here?

>> I am here and ready to go.

I was going to do a pop quiz stuff.

The slides are not able to do the animations and things.

I hope not all you saw the
answer to this first item.

Yeah, as Alisha said, I'm here
from Promundo, and I will speak
about the programming in a
minute and they do a lot of
research on the pretence of the
shaping of violence and work on
the harmful definitions of
masculinity in the United States
and around the world.

To demonstrate looking at the
norms about that Alisha talked,
no means try harder or the
regressive ideas about sex and
relationships and masculinity
and help it to ground ourselves
in how common are these ideas
still here in the U.S. with the
populations that we are working
with and Promundo has new data
speaking to that.

So just to be interactive, I

want you to think about, in our nationwide study with young men age 18-30, that we feel that about a year ago now, we asked all of those young men to tell us whether they agreed society as a whole, they are receiving a message from society that a real man should have as many sexual partners as he can.

How many encounter that message in the world.

Okay.

You saw this one, maybe, before.

Fully 60% of the sample of 18-30-year-old men across the state still encounter that very harmful idea about masculinity in society.

That is higher than the rates in the United Kingdom or Mexico.

That norm or idea is common place around them is far too

many.

Okay, one more.

Rather than asking the young men about what society is telling, we are asking about their own personal opinion.

So we are asking the guys, do you agree or not, if a guy has a girlfriend or wife he deserves to know where she is all of the time?

So norms about inequitable power and control in a relationship.

The man should always know the movements of the woman in the relationship.

What is the percent of the guys know that.

It is 46%.

So this is just to demonstrate that in ideas alive and well in the populations that we are working with here in the United

States.

And very quickly, I know that bar charts are overwhelming at times, but I want to emphasize that merely holding the attitudes is not the problem in and of itself.

we want to change the norms because we believe and know through empirical data how powerful they are as the root causes of violence.

What you are looking from the study here is the division of all of the young men 18-30-year-old young men into five different groups from the 20% of them who have the most positive attitudes so what are disagreeing with the negative attitudes that I shared up to the young men that hold on to those strong attitudes.

That is a scale of 17 total items.

On the Y axis is this number of the men that perpetrated sexual harassment.

The more strong you hold on to norms, you are more likely to perpetrating sexual predatory behavior.

We have to move quickly throughout all of this.

But the data that I shared is available free online and Abena will post the links in the chat box.

In our study called the man box.

The name is coming from the work from Paul and Oakland men's project in developing act like a man box activity that a lot of us have used in the community activism before.

To learn that is the report on

the left hand side.

Another report on the right hand side that recent has come out, looking at sexually violence and including suicide, homicide and conflict and war and really looking at the harmful masculine norms.

Exploring that through the gender theory and empirical data.

I thought that was a useful to the section.

Over to you Alisha.

>> I really recommend checking those out, the PreventConnect community is looking across the spectrum of violence.

So we are looking forward to bringing Brian back later on again, so thank you again for the introduction.

We wanted to share†-- one of the

things that the study found is that the millennial men are more likely to see that-- and to have many sexual partners.

Before we get to the first guest today, we have explored about the norms and Brian is able to expand a little bit on the norms around masculinity.

This is about norms change and to really change the norms, it is not just a single program.

It is not just about the individual knowledge and skills, but it is about comprehensive action across the spectrum of prevention.

Policies and equal pay, even, which we talked about last year on a web conference.

Those policies help to change the norms and what organizations are doing, creating coalitions,

educating providers and etc. If you are wanting to know more about more in this context, check out the blog post that I shared earlier.

I will share it once more.

I want to turn it over to the first guest today from the New York City alliance against sexual assault.

We have Saswati Sarkar.

We have Gena who is the founder and executive director of youth empower.

Just as I am.

Which is a leadership program for teens and youth and young adults and it officers workshops and trainings and mindfulness and personal development and Gena is also part of the New York City alliance against sexual assault team and serving

as a manager over the project

dots.

Hi to you as well.

>> Hi, thank you.

>> You are welcome.

And we are lucky enough to have

Joe-Ann, that started with

project dot as a participant and

now conducting the outreach and

student at La Guardia college

and creator for the love of Joe,

a space for women to love and

support one another.

Which is really great.

Hi Joe-Ann?

>> Hi, how are you?

>> Great.

Thank you for joining us as

well.

I wanted to get†-- I wanted to

ask what harmful norms you are

trying to change in the

community.

It doesn't have to be worded according to the slides that I showed before.

And while you are responding, how are you trying to change norms to prevent sexual violence in New York City?

And can you share about project dot and the components that will contribute to the norms change.

>> Thank you so much Alisha.

Welcome everybody, we are so excited to be here and sharing the work that we are doing.

I want to talk about who we are at the alliance.

So the New York City alliance against sexual assault and that is a mouthful.

Alliance is a New York City based agency and we look at policy, prevention as well as very comprehensive intervention

services and provide technical training and resources to the rape crisis partners throughout New York state and we have a pretty comprehensive role, but within those roles, one of my favorite stuff here at the alliance to be able to work on prevention.

And project dot is really a part of that effort.

I want to talk about dot about creating this and I would love for Joe-Ann to share her perspectives and being a dot leader and transitioning into an educator.

I want to talk about dot.

So project dot came from a place of dire need.

We engage people from under served community and we have been careful and mindful in the

frame work and what are some of the struggles and voices that are missing from the traditional curriculum out there engaging young people and project dot is fulfills those gaps and we want to be careful in terms as a community based agent and as advocates, we don't want to show up in community as change makers, we want the community to be the change makers and what tools to provide the communities and young people so they could make those changes.

So in terms of the social norms, they were helpful and in our work with project dot, we have been really approaching many of the social norms so we look at harmful norms and masculinity and femininity and the tolerance of aggression and violence in

young peer culture among young people and they are the things that young people are talking about that there are no resources nobody is talking to them about and these are the gaps and challenges that we have seen come up.

So this dot is really like acronym that we came up.

Project dot stands for dream own tell.

Everything about this project is what the young people shared and guided us with.

So I wanted to share a little bit about how project dot is changing the social norms and we are tag teaming on this.

Before that, I think something that I, we learned a along the way with the norms change, in order for us as advocates to be

thinking or considering norms
change, we really have to
understand our position in the
community and who we are and
which communities are we are
interfacing with.

Is our strategies for norms
change community responsive.
Are they marginalizing the
communities.

Also remembering it is really
important to think of norms
change as a community effort and
it takes a village to change the
social norms and thinking about
the people in the community
affected by the social norms
really participate in making and
creating those changes.

As an advocate, I caught myself
doing, I forget, I don't know
what works for another
community, I don't know exactly

what would take for the changes to actually take effect in that community.

In those instances in changing social norms the ground rule is really bring this conversation to the very people involved in those communities and living in those communities and who belong to those communities, so really taking those experiences as part of the larger conversation, it is really critical to thinking about norms change.

So in terms of project dot, we were and the way we have this program set up was in several different components.

We thought about the principles of prevention, that everyone takes into consideration.

We wanted to do work that would have impact, even though we

would reach fewer people, we wanted more intense depth conversations.

So project dot has 3 components. Educational component, which is 7-8 weeks curriculum and engage young people.

There is a community mobilization component and 4-6 weeks where the young people go out into their communities and engage adult community members and other young people.

Finally, we have a social media when we come back†-- which is youth driven.

For example, everybody told me to use a rubber, but nobody told me to check in with my lover.

that is a way to talk about consent.

We want to talk about how we have designed the 3 components

to really think about social norms and the reason I am saying this is because what we are doing is not out of the box, it is not rocket science, I am all the other advocates are doing it, but thinking about how could we create a curriculum that broad enough and welcoming the difficult voices from different communities.

When we started doing this work, it was tough.

I couldn't imagine other communities not struggling with the similar experience as I was.

So I want to welcome Joe-Ann for her perspective as a project dot change maker and educator now to talk about how she went through the curriculum changed the way she was able to identify healthy, unhealthy norms.

>> Hello, everyone.

When I first started project dot

I really wasn't aware a lot of

the things that we were being

taught.

I actually realized that I

didn't know half of the things

that I thought I did about

healthy relationships.

So when project dot starts the

curriculum it allows us to take

a chance to learn what a healthy

relationship looks like and

bring the curriculum back to the

communities and a place to learn

and actually go back to the

communities with the support of

the project dot and bring change

to the communities, because they

often tell us we can make a

change, but as young people we

really don't know and with the

help of project dot and the

adults that are the
professionals and supporting us
and letting us do something on
our own and bringing change to
our communities.

So think that is really awesome
and I'm a youth educator, I get
to help other youth in my
community bring change for their
generation.

>> Thank you.

I think what she pointed out and
we learned along the path, we
wanted to help young people and
provide them with the tools that
they needed to identify those
tools, really identify the
source of the tools, where are
we getting the social norms from
the community, from the
community or the music that we
listen to.

So ways to parse in with

understanding the social norms
change.

Question took the curriculum, we
used a bunch of different
exercises, gender box and
unpacking messaging and advices
from the parents and the
community, and once the young
people looked at the harmful
social norms we moved to a
phase.

Once they learned about how to
identify social norms where they
come from and feeling comfort
able to challenge them, the next
step is going to the community
and engage the community
members.

Here euro seeing a couple of
examples from those.

They have done a radio show and
for the Haiti community, and
there were parents asking

questions that parents were wondering about and that really tied back to all of the norms that that generation, the generation of parents were grappling with and bringing those into the conversation of understanding youth.

Young people did community teach-ins.

Gena is going to talk about that and talk about the work with adult engagement.

But one other component of community mobilization was peer engagement.

With peer engagement, it was really critical because we had young people have bring two or three friends to go in for like two sessions of bring in the bystander curriculum.

These are young people that

wouldn't step through the doors
and here they are coming for a
session and the young people
made that happen.

Finally t campaign.

That was really helpful for us
to bring everything together.

All the messages that you are
seeing here comes from our young
people.

As we go through the entire
curriculum, everything that we
get from young people from work
sheets to the exercises and like
when we do the gender box, we
save all of the responses and
the consent from the young
people and turn them into the
content for campaign.

So that is really how we are
doing some of this work.

Another slide on the work that
the young people created.

You can check out our website or
contact me.

I would be happy to talk more
and share our strategies.

>> I wanted to share some of
the things that are coming up
the text chat with everyone.

The rule settings and people
talked about working with LGBTQ
communities, also thinking about
the differences between gender
and sex and changing the norms
around that.

Gender being more socially
constructed.

People talked norms around
Sigma, sexual abuse and one that
is really interesting is about
norms in our field and how often
we look at prevention as
preventing victimization and how
we need to change those norms
and think about preventing

perpetration and the norm
needing to focus on just the
young people and not thinking
about the broader community and
so I know that the next thing
that is engaging significant
adults and the work in the
different components not just
the youth, but also adults and
I'm wondering if you can share
more about what engaging
significant adults in your work
looks like.

>> Hi, this is Gena.

As I started with project dot.

I started as a community member.

So coming from my nonprofit
youth empowerment, we partnered
with project dot to brought our
youth and they taught our crick
curriculum and that is where the
community of African-American
young people felt that they had

been getting, part of project
dot's curriculum we talk about
the pop culture and the lyrics
and messaging and the young
people admitted that is where
most of the education around
dating and relationships had
come from.

And they said they were not
getting information from their
parents or older adults in their
lives and so that became impetus
to do the radio show and a
teaching as well and spoke to
adults in the community from
their churches, parents, older
siblings and they shared the
impact of not having adult input
in their dating education as per
se.

So then we got to, so we wanted
to dive deeper into this and the
young people pulled together a

focus group and we taught them about the research aspect of a focus group.

And they did the focus group with adult and community members and adults were saying that they didn't learn how to speak about this with their children.

Also they didn't have experience themselves and learned on the spot.

And they were interested in breaking that cycle and they said they needed help.

And so, it was through that group of young leaders that we -- they decided to put together a parent training and they developed a four hour parent training that allows to community significant adults to come in and learn about ways to safely and I don't know, learn

about the ways to support the young people and their voices to be heard and ways to have those discussions that didn't push the young people away.

And so, we also talked about including community members, barbers and church members and the people at the corner store, to bring them into these conversations so they can address these norms of gender, the gender norms, the tolerance of aggression, and the whole discussion about whether dating violence is a public or private issue.

And these things are able to come up in the training that the young people created themselves.

>> That is so important.

Someone is saying they really like that you are focussing on

youth as experts and having them
play a role in engaging
significant adults.

Gena, the first we talked, I was
curious, you are doing great
work, and how are you reaching
the young people in the first
place and I am hoping you can
share the tips and the lessons
in the recruiting process.

>> Thank you.

Definitely as you were saying
using youth as experts is an
important part.

At first we were recruiting
young people for a youth
advisory committee and we
thought that would be special
and then we needed to ask the
people what are they looking for
to enhance their knowledge to
put on their resumes, to put on
their college applications and

it was more so of leadership,
civic leadership, more so of the
skills they can get out of this
internship.

So we redesigned, rebranded how
we can reach out to them.

As the interns we were able to
give them certain skills, right.

And we wanted to teach them how
to come together with a vision
and how to come together to make
change.

And we also talked about
language.

So we assumed when we put for
example young people of color,
we are looking for young people
of color, we use that language
in the work here, but young
people on the streets don't use
that terminology.

And so we have to think about
what norms are we creating and

supporting that are not useful
to the people that we are trying
to reach.

So language is a big part.

Using the youth as experts to
discuss language and who the
collaborate with and the
networks they want to do and who
they want to reach.

We do a lot of collaboration
with the community and that is a
huge piece.

You know, for the young people
when we were doing the dire
group and they wanted to speak
to the Haiti radio station, I
wouldn't think about that, they
saw that need and we listened to
them and talked to them about
who they want to connect with.

We offered them stipends and
transportation and food.

That is very important.

Certificates to use to show that they have attended this 13 week program.

And they are getting career skills out of it.

We talk about planning.

We talk about how to present in front of a group.

We give them skills in community and speaking to the media.

We have the immediate Y, especially with the metoo movement and things going on and the media do consult us and the young people really want to be heard.

That is the bottom line.

They want to be heard and find a way to hear their voice.

>> I love you are creating a space for them to be heard.

Measures changes in norms is a difficult.

I know that your goal is change
a lot of the norms that
contribute to sexual violence.

I am wondering if you have
success stories to share or
anything to share around
measuring the impact?

>> So project dot has been a
journey for us and I would be
honest and say it is not the
perfect journey.

We have had to pause.

We have had to think and re
strategize.

But if you think about the
change and the impact, and if I
had to say in one word, I feel
like nothing would have been
possible in the numbers that you
are seeing on the slide wouldn't
be possible if we not had the
guidance of young people.

And as advocates we have to keep

reminding ourselves that they
are really, the people who are
going to guide us in this work
and every time that we have been
falters and unsure, the young
people are the experts that
helped us think through and
strategize in the entire work
with project dot.

So I don't want to share a story
quickly and before we wrap up.

So we have been doing evaluation
that I will share a little bit
on the next slide.

Here it is.

We have a number of things that
we are doing.

Pre and post tests.

Look at like knowledge and
awareness and gender norms, like
perceptions around that.

Consent and healthy
relationships and comfort level

with the intervention and
bystander behavior and stepping
in.

And we also evaluate the
campaign, that is relatively
easy because it is all numbers
and community mobilization.

That is hard to evaluate
community mobilization but we
look at the effort and reach the
members of the target community.

Like how impactful was this
community mobilization in
raising awareness.

So we try to ask those
questions.

I want to go back to the
previous slide.

When we did the first round of
campaigns, we look at music and
think about like how is that
impacting some of our work in
our thinking.

The conference†--†--

(no audio)

>> Hi.

I don't know if you are back to
the conference line.

>> I can hear you.

>> The sound never went out for
me.

>> Hi, everybody.

>> Should we wait a little bit?

>> Hi.

This Alisha, we couldn't hear
for a while.

We can hear now.

Where did you leave off?

>> We dropped off, we were
talking about the music label.

>> Okay.

>> Maybe if you can start from
the music label portion again.

>> Okay.

>> It sounds like people are
returning to the phone lines.

>> I have a question, is it okay
to go back to one of the slides
and share a quick example with
people?

>> Yes.

>> Okay, thank you.

So I want to go back to one of
the slides to share the work
that really brought some
attention from a music company.

So here is, so we looked at all
of the music and the different
lyrics.

Here you have the Eminem love
the way you lie and the common,
when we did this exercise of
looking at music and coming up
to the reactions of the harmful
messages that the music is
sharing, you know, we took all
of those and with permission and
consent from the young people we
turned them into consent

messages.

When we did the campaign we had a record company out and tell us, we have been doing music so long and we never knew, I saw your campaign, you saw this message, and we didn't know that the music has so much power in the harmful norms that we are putting out there.

That was a big success, sometimes people are not thinking about these actively outside of our field and the young people's works have long lasting impact for the people not in the field, like a music company.

So I wanted to think about that.

We never know how change happens and from which direction.

So that is really something for us as advocates to think about

when we don't see a change right
away.

I do want to wrap up by
welcoming Joe-Ann back and
having her share about her
experience as a dot leader and
educators and what impact she's
kind of found this program has
and how is she impacting others
in the work.

>> Hello.

I am grateful to have project
dot.

When I started, Gena mentioned,
I came from there.

And when I first started I was
taken aback, I didn't know as
much as I thought I did.

I was in an abusive relationship
in high school and I met with
the counsellor but when I came
to project dot I learned so much
more than the counsellor taught

me.

When I was at project dot, there were triggers that came up because of my past but I was supported and most importantly I was shown it is okay to feel the way I did and learning from the experience, learning from my experiences†and from the curriculum it is so important because it really helps educate you on what is okay and what is not okay.

Being a youth at the time, I feel, I would go back and tell my friends all the things I was learning.

It became second nature to me, my vocabulary changing and using concept more.

My friends didn't understand what that meant and that was the opportunity for me to share what

I learned with project dot and now being a youth educator I am on the other side of the table and bringing the community more education on these topics that are extremely important, with this generation, social media is out of control and so powerful and you need to get the positive messages out there, the negative ones seem to draw more attention.

Being the fact that I'm part of a change whether in the group or not really makes me feel like such a leader in my community and this is work that you can continue to take with you wherever you go and no matter how old you are you can implement this work and this curriculum should be in the schools rather in the health classes that are

provided for the youth.

That is just my opinion.

I have grown so much not only as
a leader but a woman.

>> Thank you for sharing your
personal experience and being
open with us today.

It is not easy to do that.

We really appreciate that and to
the rest of the team, thank you
for this great effort that you
are doing.

We are going to bring you back
at the end.

I know we have Saswati's
information here.

They are coming back at the end.

I want to make sure that we get
back to Brian from Promundo.

Are you still there?

>> Check, check, check.

1, 2, 3.

>> Yes.

We can hear you, Brian.

So research officer at Promundo
and focuses on ELIMINATING
harmful forms and achieving
broader gender equality and
social justice in the United
States and around the world.

Brian co-authored a number of
research reports.

And we'll continue to share in
the text chat as we go.

Brian extensive program and
research experience in south
Asia, Africa and the Middle East
and sexual violence prevention
advocate.

You shared a little about
Promundo, I happy you can share
more and let us know how you are
thinking about the gender norms
change in your programming.

>> Yeah, absolutely.

I really appreciate the

opportunity to share the space
with project dot, who are just
amazing.

I have to say, I was blown away
of your presentation at the
conference.

Exciting to reconnect with you
and the work is really
inspiring.

Happy to introduce to Promundo.

We have an international
footprint and the history and
work is taking place overseas
and it is exciting to work in
the U.S. and use the
PreventConnect network to
immediate the like minded folks.

As you see, we were founded 20
years in Brazil and that is the
sort of location and the time
where our founding philosophy
comes from, using the critical
consciousness to bring real

attention to gender norms as a root cause of a lot of harm in society and our work expanded around the world.

I sit in Minnesota personally though our U.S. headquarters is in D.C. and you will see, we have programming in Pittsburgh, so there is a lot of good regional opportunities to collaborate with people on the call today.

But in the basic terms when we Promundo thinks about the work on the gender norm changes, gender transformative programming.

I wanted to introduce that way of thinking or that term to the call here today and to all your work to help you assess in any program that you are doing, any campaign, any norm change

initiative to really try to
address issues like sexual
violence and intimate partner
violence.

Are we transforming the harming
under lining forms and we really
take messages about masculinity
and femininity and arrangement
of power and control, and bring
that right into the project
itself.

So we make our if as a classroom
discussion, make it about
harmful norms.

Don't just kind of work around
the margins of that, actually
take that as the central kind of
learning process that the
participants go through seeing
the gender norms in a new way
and how harmful they are to
themselves and the community and
imagine a better way of living.

That seems obvious, especially
in a webinar that is focussed on
norm change initiatives.

Maybe you come up with a program
that is trying to reach school
age boys and girls and decide
for the boys they are interested
in sports so we'll do a sports
thing for the boys and the girls
are interested in fashion, so we
have a fashion discussion with
the girl and all of a sudden you
are reenforcing the binary
thinking and keeping the folks
inside of a box, even if it is
well intentioned.

I wanted to offer that idea, the
way that Promundo is making
everything that we are doing the
transformative.

>> That is a good example.

So I would love for everyone
participating today to chime in

on the text that how you are
incorporating a gender
transformative approach into
your work?

Now, we have really been talking
not one thing, but working
across the spectrum of
prevention and how these are
really complex norms that we are
trying to change and you can't
just have one program.

How does Promundo work across
multiple levels and multiple
entry points?

>> I will work quickly as I can.

Quickly, Promundo menu of the
core programming, H, M, D, P.

That is the library of the
programming.

H is young men and M.

The curriculum program D
focussed is bringing in the
perspective of bringing in more

considerations and working
against homo phobia and bringing
in acceptance for all forms of
identities and program P, Padre,
this is recently working with
men through the entry point of
their roles as fathers.

We find a lot of men with eager
to be engaged and caring and
loving nurturing fathers that
push against the traditional
gender role division and
definitions on that side.

So again, as I have shared
before, probably the most
effective thing to do in this
call is introduce you to
Promundo and help you find where
the resources are.

I am excited for you to reach
out to me directly and we'll
work together.

A full tool kit is available for

free on our web side and same thing for program P.

You can pick it up and adapt it and use it and help us improve it as well.

Exactly as Alisha was saying the idea of working with different groups, working across the age levels.

Not only engaging youth, that is important, but you can't put all to responsibility on the young people to make the transformations if the structures around them are not supporting that.

So engaging the significant adults is a fantastic start.

Using this model here where at the individual level, we have the curriculum programs for the young people focussed on helping that person go through a process

of critical consciousness and
seeing the boxes.

Thinking outside of that.

And working at the relationship
level, meaning all of the group
education sessions that we do
are taking place within that
reference group for young
people.

So you know, social norms are
social by definition.

They are created not just inside
of the mind of one individual
person, it is actually what that
person expects that most of
their friends and people that
they are looking up to would do
in a given situation.

That is the guts of the norm or
the group of the friends, peers,
role models, what I think that
the group expects of me.

That's how a norm gets made.

So a powerful thing that we do is create safe space within that group of friends where this whole group of friends is going through the transformative thinking together.

We are trying to bring it to the community level as well and empowering program participants to bring their stories, to really lift up and elevate the successes that we have had in the programs as a community level.

At the highest, we have to talk about structural forms of oppression if we are going to make any progress in this area as all.

So we are trying to work at that broader level economic structural level, policy structural level, Promundo does

a lot of advocacy writing and
promote legislation and policies
against sexual violence, to
remove restrictions and move to
the paid leave time for parents
and family members of all
genders to all the level of the
care work in the home.

That is where the father work is
coming in.

That is glimpse of working
across the levels.

We know, this is a busy slide,
but like I was saying individual
reflection is never enough to
transform the way that young men
or young women are thinking, but
we focus on the young men as the
identity empirically to be
perpetrating.

Changes in the significant
adults and all these other
areas.

Just to reenforce the point
under this session, we may in if
programs might notice we spend
too much time thinking about the
individual and could be doing
more on the structural side.

>> We are having great
discussion coming up in the text
chat.

We are going to share some of
the themes after you can maybe
first share a little about
program H and M and how you have
brought it to the U.S.

>> Thanks.

I will have time to briefly
introduce two programs, H and M
and P.

So program H and M.

This is really one of the
foundational programs that we
have come up and it emerged from
even in the late 90s bringing

this consciousness to work with young men whose lives are marked by a lot of violence around them, violence in their own behaviors and in their neighborhoods and tapping in their desire to live more gender equitable and violence free existence and working with the young people and developing a lot of the activities that we still use.

As I was saying, a key reason it is effective in tackling social norms is because it creates a safe space for a group of friends and peers to work through the processing together and you are actually transforming what that reference group for any social norm is thinking all at once.

So the bullet points say it is a

chance to learn.

So introduction to basic gender theory concepts.

What is masculinity and the man box.

It is not that biological.

It is social created and changeable and built to serve in their own power interest.

And you discuss and practice along with your friends different ways of thinking about this and different ways of acting.

At this point, the work is about 20 years old and the original program H and M have been adapted and implemented in various ways.

In a majority of these places we have evaluated to see if it is delivering on the objectives that we expect it to.

As a quick zoom, we have documented that participants in the program H and M decreased perpetration of sexual harassment and IPV.

We have seen increases in healthier practices related to sexual health.

Also, findings from young women in Brazil, the young men in the program are demonstrating positive changes.

For anyone interested, I am able to provide the studies and evaluations.

But the exciting opportunity that we have now is coming from the real global experience and learning we are able to bring the project to the U.S. for the first time and I think that's actually kind of an exciting reversal of the power dynamic.

There is a lot of international nonprofits and working in different fields around the world where some idea was crafted in a think tank office in New York or Washington, D.C. or where ever and flown over to Uganda or India there.

This is a case working in reverse, it is coming from the global south and implemented in Africa and south Asia and learning through those implementations around the developing world and the south and bringing the ideas to the communities in the U.S., where frankly there is a great need as we know on this call and dedicating to do, there is a need for better and greater programming.

Going back, the curriculum has

been fully revamped for the U.S.

This is called manhood 2.0.

And so far it is implementing in
Pittsburgh and Washington, D.C.

and it is sort of a flexible
approach.

18 hours that we expect to be
under taken over the course of
the session.

Sometimes it is a youth club or
within a school or other
community or organizations, can
sort of adopt the delivery to
what works best in that
location.

Maybe it is 3 longer sessions or
several more shorter sessions.

Digging into the curriculum, you
are seeing the activities and
what they look like.

It is probably similar to
project dot was discussing.

We have the man box discussion

and the power and privilege walk
and different forms of power
positive and negative and dive
into identities and yeah, theory
of change working through those
things together with your social
group.

>> Before you get to program P,
we'll share what is coming up
the text chat.

It is busy.

We want to share that out.

>> Yeah, thank you all so much
for participating in the text
chat how we are incorporating a
transformative change in their
work.

Pronouns and including all
gender identities, working
beyond the binary and including
all folks in the conversations
and catching ourselves when we
mess up and turning that into a

learning moment.

I want to call attention where
at the very beginning of this
work and we are so excited to
have to be at the starting point
and launching into more
transformative work too.

>> Thank you.

Because you know, we are going
over a few extra minutes.

Brian, can you quickly tell us
about the program P.

I know that is something that we
are interested in.

If you can give us a sneak peek
on what is that about.

>> Yes.

I am getting private chats of
the people interested.

I am encouraged you to do that.

So P, that means the work that
we are doing using fatherhood as
the entry point for the men.

Recruitment, this could be an open question to everyone, how do we really in an accountable way sort of way call the folks that identify as men into work for gender justice but in a way that is truly holding our best standards of accountability, calling the men in, but not coddling them either.

Calling them in and calling them out, the men need to be transforming their ideas about gender and their behaviors if we are ever going to really achieve anything close to gender justice in the world.

For better or worse, fatherhood is a domain seeing in a lot of places pretty big changes over the generations.

Where men who are having children now not everybody, but

quite a lot of them expect to a meaningful role in their children's lives and having a caring and nurturing relationship with their children and don't want to live a strict binary division of labor where the man in the terms of the child's life just providing the economic security and the money, and the woman in the situation would be the one doing all of the care work.

Men are eager to be, to have the deep long connections and so that was kind of something that we noticed that okay here is a domain men are pushing against some of the gender norms.

So we built a similar curriculum around the entry point.

We are still talking about power and privilege and violence and

focussed and the skill building
and fatherhood.

This work similar to the map of
program H and M is taking place
around the world, but the one
location where we had the
opportunities through generous
funding to do a big rollout and
very, the still of very rigorous
evaluations was in Rwanda.

They went through a version of
program P in one district there
and we found these bar charts
demonstrate compared to the
control group, the lighter blue
is the participating families
had very lower rates of violence
within those partnerships.

Now we should never accept or
celebration rates of violence as
high as 33%.

And this is a complicated slide
too, but it is speaking to how

far that we have come and how far we have yet to go all at once.

If you look at the third pair of bars from the left, the one that says hours per day spent on unpaid care.

We see that the light blue group, which is our participants, were participating in quite a lot more unpaid care on a daily basis than the control group.

Which is very meaningful and we know that these inequitable burdens on the women to undertake the unpaid, under valued work within the home is a major element of economic injustice and keeping the women from fully thriving in labor force.

We believe that is a powerful finding to celebrate.

At the same time, looking at the right side, whatever changes we achieved with the male in the group, it is not reducing the time that the women are spending on the work.

That is a real indictment, or a challenge for the field moving forward, it is well and good to have the power conversations with the fathers and the men and we have been able to achieve something meaningful with the increased unpaid work, but at the end of the day, the practices need to translate into concrete and material improvements with the women and girls in their lives.

That remains an open challenge and something that I would love to discuss with everybody here and how to pull that off.

Just a final thing for me going
to the structural level and
Promundo does a lot of advocacy
writing and work to push
congress in the U.S. and other
places, we have been producing
the state of the world's fathers
and we really try to demonstrate
from the feminist perspective
the measurable gains, what new
policy changes are taking place
around the world and all of that
distance we have yet to go.

There is a new edition of this
report coming out next year.

I encourage you to read these
reports.

Especially for the state of
America's fathers.

We know the incarceration rates
and what happens when one parent
is behind bars for a long time.

I think I will close there.

>> Just to wrap us up for today,
share two or three things from
your final wrap up.

>> So, the way I like to
conclude is even going way back
to the beginning that bar chart
where it is so stark how the
young men with the most rigid
harmful attitudes about
masculinity were 20 times likely
to report sexual harassing
behavior.

In a sense knowing that social
norms about masculinity are
linked so strongly with the
negative behaviors, it is making
our task easier, we start to
point toward the solution and
the solution needs to be
obliterating the social norms.

So in a sense it is simple, but
doing that is complicated.

We have such diversity of

identity and just what it looks
like to interact with the man
box and systems of society
oppression for a man of color
versus a white man and all
different identities, it is
making the work tricky to pull
off well.

But we do, these are the some of
the learnings from Promundo's
work around the world.

Thanks.

>> I think there is a lot of
interest in your work.

People are connecting with you
and that is great.

>> Just a couple so far.

You are welcome.

Please do.

>> Others feel free to connect.

So I want to ask everyone
participating today.

I want to hear from you, how are

you tying your efforts to
broader conversations and
momentum.

For example, have you been able
to leverage the momentum from
the metoo movement or other ways
to tie into broader efforts in
your community?

If you have, we would love to
hear your challenges and your
successes have been.

Please use the text chat to
share there.

I want to introduce Casey, what
has been waiting to share from
the national resource center on
domestic violence.

Casey.

>> Thank you so much.

I am so excited to be here with
you and I have learning and
participating in the text chat
and learning from all of you.

I really appreciate the
opportunity to be in this space
with you.

I want to share that our work at
the national resource center on
domestic violence is focussed on
capacity building, but that all
of that work is rooted in the
belief that domestic violence is
preventable and our focus is to
center the work on the needs and
experiences of the survivors
that are most marginalized and
the norms change is huge in
scope and it requires us to
actively challenge white
supremacy and phobias and all
forms of structural oppression.
So in alignment with that, we
are really committed to
providing free resources and
tools to support those of you
who are looking to take this

broad level approach to this work.

So I also want to share that we are honored to serve as a TA provider for C.D.C.'s delta impact grant.

I want to take a moment to highlight how to delta impact focus areas raise the opportunities for norms change at multiple levels and our presenters are emphasizing that it requires initiatives at multiple levels to make the real norms change that we want to accomplish.

So you are seeing this chart highlights by delta impact focus areas what are some opportunities for norms change.

When it comes to impacting structural norms in our work places, schools, neighborhoods and governments, this reflects

our commitment to create
protective environments.

Efforts to shift through the
networks is the work of engaging
influencers and bystanders.

And advocating for comparable
worth, living wage, workers
rights and opportunities are
opportunity strategies to shift
the culture norms related to
economic justice.

So just taking a look at norms
along all of these lines and
lifting up the work that the
grantees are embarking on
through that project.

I also want to high light the
prevent IPV website and we have
searchable tools that high light
the programs across the country
and internationally.

All of the tools also include
guidance for adapting the

materials in your own community
from those who developed the
tools.

So there you can find tools
developed to address norms
change, among a variety of other
prevention strategies and so you
can see on the screen you can
search our tools inventory by
prevention strategy and peer
influence norms change is one of
the many strategies to search
by.

You can look and see what
resources that we have available
there.

We hope that you will connect
with us for technical assistance
and training and go to the
websites for resources and
again, really appreciative of
everyone engaged on the web
conference and happy to be part

of it.

That is all from me.

So thank you.

>> Thank you.

We have appreciated your participation in the text chat too.

Prevent IPV is a great resource that I have turned to many times.

I hope you will check that out.

Ashleigh, what is coming up the text chat and how are people leveraging the momentum and what are the challenges?

>> It seems like folks are being able to leverage momentum and broadening the conversations in the communities thanks to some of the things that are in the news for the last year or so.

I think drew gave an example of creating momentum with youth

through using other avenues.

Like video games.

So things that youth are already engaged in.

And then another comment around

some of the challenges yes,

there is momentum and we have

opportunities but sometimes the

opportunities are not really

taken because of the need to

protect image, so an example of

working with college students

that really want to have the

conversations but there might

not be a lot of space or support

around that.

Thank you.

>> That really is an area of

opportunity and the resolutions

for the new year, how to tie our

efforts to broader conversations

for prevention.

Food for thought.

And so I want to give our guests a moment to just share last reflections before we close out for today.

Team from project dot, in a minute or so, anything to close off on, anything that you have in reaction to the text chat questions.

>> Hi, I have Joe-Ann with me.

So I want to quickly summarize some of our lessons learned.

So we have used project dot as like 7 or 8 new communities from south Asia and southeast, young people, blacks, Latinos and Muslim, LGBTQ and young men of clergy.

That is a pretty diverse group.

What we did today was provide you with a snip it and the lessons that we learned along the path is really be thinking

about the norms change
strategies being community
driven and remembering that the
youth are the center piece of
the work.

Pausing and taking the time to
problem solve and problem solve
with young people.

I want to leave with those few
tips.

Joe-Ann, do you have thoughts to
share?

>> Hello.

This is Joe-Ann.

I just honestly wanted to say
thank you to all of you,
everyone listening.

Thank you for giving youth an
opportunity to speak our truth
and stand in that and supporting
us.

I really appreciate this
opportunity and just a hundred

thank you.

Thank you so much.

>> Thank you.

And what about Brian?

>> Oh, man.

How can I go after Joe-Ann?

>> Sorry.

>> No, no.

I think just to say that we have a tremendous opportunity as the issue of sexual violence, as the particular moment in the long history of the metoo movement becoming a national conversation.

We have a great opportunity to open up conversations with people.

But also, just to validate out there, it is still really hard to do.

And I think we experience as Promundo, if you share this

reality, I share with you, we
are in this field, we see
systems of oppression for what
they are and the harmful
patterns of masculinity and
femininity.

Every young person, every aunt
and uncle they don't necessarily
come from the conversation with
the grounded perspective.

They don't come already with
sociology training.

The conversations can be so
hard.

One I think of is toxic
masculinity is a popular, the
word toxic is word of the year
from the dictionary.

We are talking about the toxic
masculinity.

Presentation up in front of the
college or high school students
and without that grounding in

our field and that perspective,
people hear the phrase toxic
masculinity, you are calling my
identity toxic.

Doing that is not what we are
doing at all, but it is just
making a hard point to start a
conversation.

So I want to say that Promundo
struggles with this and I
validate anyone struggling to
find a way to call men in and
call them out at the same time.

To really demand that the male
identifying people step up to
make gender justice a reality
and do it in a way that is not
over celebrating the minimal
contributions and that is really
holding to account to the groups
face the most oppression in
situations.

I don't know, that is my

attention.

>> Thank you.

I want to thank all of our guests for the incredible insight and resources and the work that you have all sharing with us on the call.

Thank you to our friends at prevention institute for a wonderful season and thank you all so much for joining the web conferences, for sharing your insights and ideas and challenges and successes with us.

Thanks for sticking around throughout the little glitch.

We have lots of resources listed in the power point slides and so we'll make sure that you will have access to those.

Everything is hyper linked.

But until 2019, we wish you all

a good rest of the year and

thank you again.

This concludes our web

conference for today.

Take care.