



Re-Envisioning Community Norms: Social Norms Change as a Sexual
and Domestic Violence Prevention Strategy

Wednesday December 19, 2018
11 AM-12:30 PM PT, 2 PM-3:30 PM ET

AKJ: Hi everyone! Thank you for joining us today. We are going to be getting started at the top of the hour.

TV: You can download the PowerPoint slides for this session here: <http://www.preventconnect.org/wp-content/uploads/2018/12/Re-Envisioning-Community-Norms-Social-norms-change-as-a-sexual-and-domestic-violence-prevention-strategy.pdf>

TV: or audio over the phone, please call 866-866-2244, passcode 9053509#.

JF: I'm at a local public health department, which isn't listed (only state/territory/federal health department listed)

OH: Hello! I run Speak About It, a nonprofit violence prevention organization based out of Portland, ME! We use theatre to teach consent.

AH: I'm at an INGO - working on reproductive health, but that's not the focus of my org.

TV: Hi Nicole! Our captions may be having some technical difficulties. Hope to have the stream up soon!

TV: Contact Adobe Connect support at <https://helpx.adobe.com/adobe-connect/connect-support.html>

TV: Web conference guest profiles: <http://www.preventconnect.org/2018/07/preventconnect-web-conference-guest-profiles/>

SO: Hello from San Jose, CA. representing YWCA

JO: Do you have a # that you are using for this particular webinar. Would like to follow along & share on Twitter?

RR: Hello! Project Coordinator for OVW Campus Project Grant at

KG: Hello! Community Preventionist from Kankakee, Illinois

TV: Hi Joe! We do not have a hashtag, but you can tag us @PreventConnect and @preventioninst

AS: Our blog post on norms change: <https://www.preventioninstitute.org/blog/together-we-can-change-norms-prevent-sexual-violence-and-harassment>

AA: <https://www.preventioninstitute.org/blog/together-we-can-change-norms-prevent-sexual-violence-and-harassment>

SA: #SurvivorSpeaks #OpportunityStartsAtHome #ThinkBabies

AS2: Hello from Silver City, New Mexico! Silver Regional Sexual Assault Support Services (SASS)

AKJ: A # suggestion - #preventionispossible #normschange

DK: Hello! I am Danielle representing both UCSF and Bay Area Women Against Rape.. San Francisco, CA

NB: Hello from The SAFE Alliance in Austin, TX!

AA: NY Times Article: Americans Value Equality at Work More Than Equality at Home <https://www.nytimes.com/2018/12/03/upshot/americans-value-equality-at-work-more-than-equality-at-home.html>

SW: 60?

KG: wow!

SW: Hmm 45%

AT: 70%

MM: 70

Chanel Tutson: 70

KdJ: 50?

RC: That is troubling

NSO: Is there anyone who can help turn on captions?

YB: 45% is depressing

AKJ: @Nicole we are working on that!

SA: interesting considering "known killers" have majorly come from USA and UK

AA: Promundo Report: The Man Box: A Study on Being A Young Man in the US, UK, and Mexico <https://promundoglobal.org/resources/man-box-study-young-man-us-uk-mexico/>

AA: Promundo report: Masculine Norms and Violence Making The Connections <https://promundoglobal.org/resources/masculine-norms-violence-making-connections/>

KdJ: When asking them if they had perpetrated sexual harassment, did you call it sexual harassment or did you have to word it otherwise?

CD: excellent question

AA: PEW Research Study on Gender Differences <http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/>

BH: Sunnyvale, CA

BH: To Kirstyn's question - no, that would be very bad question design if we were to use the term "sexual harassment"

BH: The wording of the item is:

BH: You made sexual comments to a woman or girl you didn't know, in a public place, like the street, your workplace, your school/university, or on an internet or social media space

AA: Prevention Institute's Spectrum of

Prevention: <http://preventioninstitute.org/tools/spectrum-prevention-0>

KdJ: Thank you, Brian! That makes sense!

SA: Source of income

BH: Even that item isn't perfect but in a short survey we felt it was the best we could do

AS: <https://www.preventioninstitute.org/blog/together-we-can-change-norms-prevent-sexual-violence-and-harassment>

EL3: is anyone hearing the speakers as if they're in an echo chamber?

AG: I don't hear any echoes.

BH: hat tip to Brett Goldberg who's here in the conference, who was a contributor to the Making the Connections report I shared before. Thanks for everything you do, Brett! :)

TV: Text Chat Question: What harmful norms are you trying to change in your community?

TS: Drinking and hook-up culture on college campuses

CM: only women get assaulted

BN: I work in a church/denominational setting where women are not valued equally to men.

OH: Assuming that all young people are hooking up

CH: hyper masculinity

JR: limiting gender norms

AT: the right to choose how you are treated

KC: lack of bystander behavior

AW: narrowed focused views of masculinity and that it is everyone's responsible to put an end to dv and sv

AS2: Sexual assault only happens on college campuses when people are drinking or partying.

MB-B: hyper-sexual norms in the LGTBQ+ community

DC: Changing unhealthy beliefs and attitudes regarding relationship and gender norms.

BG: Thanks Brian! It was an honor to contribute to the report!

JR: Minimizing abuse

YB: Everyone drops their restraining orders

CD: Unhealthy norms about gender

RC: Harmful norms around masculinity and femininity

ST: law enforcement

CG: toxic masculinity as it relates to rural communities

AH: at CARE we work to change all sorts of inequitable gender norms. A big focus is on preventing early marriage.

KP: Talking about SV outside of the home.

KdJ: Gender Stereotypes--asking students to recognize them and think critically about gender stereotypes and their consequences

AT: and the right and support systems available to walk away from abusive situations

LZ: That DV/IPV is acceptable

CD: Unhealthy norms about relationship violence, such as needing to know a partner's location at all times

LJ-P: dating violence in the LGBTQ community and the idea that violence in relationships is just a part of communication

DL: Understanding that norms are learned and not set in stone

RC: Norms around wage equity

KS: hyper masculinity

MB-B: Understanding that norms \neq biological facts

LJ-P: social media surveillance as just par for the course, i.e. finding out peoples location through Instagram

GB: Breaking down social norms and stigma around child sexual abuse to build social support for adults to protect children.

OJ: "if she sees me putting on a condom, she knows what is going to happen and it is on her to say she doesn't want to"

SM: The norm within prevention approaches being more focused on putting the responsibility on violence prevention on youth more so than parents/guardians/adults

CG: including gender stereotypes--women/girls seen as objects rather than equals in relationships

RC: The norm that IPV prevention = preventing victimization and what are you doing for the girls?

EH: assuming gender/ misgendering

KS: healthy vs unhealthy relationships

CR: gender stereotypes regarding the expression of emotion

LZ: Also, that women tolerate rape if they were under the influence
Women blaming themselves for abuse

JF: The way the environment around us (built environment) reinforces harmful norms

TM: Cultural norms vs. societal norms

AS: Can you share more about that Janell. Super interesting!

CR: social media and perpetuation of sexual assault and gender based violence

JF: I work with an Infrastructure Action Team. We primarily focus on physical activity and health equity, but we have also partnered with a local violence prevention group on Crime Prevention Through Environmental Design (CPTED) strategies.

JF: The way an environment is designed and built can affect safety and you can set up a space to prevent multiple forms of violence.

JF: There can also be gendered things in spaces (e.g. one of our partners did an assessment at a school - the boys trophies were on display, the girls' trophies were in the locker room)

AS: WOW, were they able to change that?

KdJ: Janell--that is awesome! If I want to read more about this strategy, what would be the keyword I could look up??

JF: They talked to the staff about moving the trophies. Not sure exactly what the final change looked like (hopefully positive!)

JF: Look up CPTED

CK: Love your approach, Janell! It's so important to address the ways in which oppression is reinforced by our environments

AKJ: @Janell what organization are you with? Would love to talk more!

KdJ: Thank you! I will!

JF: It's more about crime / violence prevention in general

AS: Yes, familiar with CEPTD, but love the gendered lens

CK: @Janell - Do you see oppression and crime/violence as connected?

AS: CPTED

AS: I know a community in Kansas that is using CPTED with great results in Wyandotte County in Kansas. It was really cool to hear about.

JF: Yes, I think oppression is extremely connected to violence. It's also connected to what types of activities and what populations are criminalized.

JF: I actually work at the Wyandotte County Health Department! :)

AS: Oh hi! I heard about it through MOCSA. I'm at Safehouse in Pittsburg, KS.

JF: Yeah, MOCSA is leading the Violence Prevention part of our Community Health Improvement Plan

NSO: I'd love to learn more about the community teach-ins through DOT!

LR: How old are the youth that you work with?

NP: closed captioning is not on

AS: Ages 13-21 I believe!

AKJ: @Nicolyn I am sending you a private chat

AM: Changing a norm of complacency; how do you build a norm of accountability which seems connected to building social capital

NP: there is no private chat, why is the captioning not on

SD: Amazing youth work!

CK: @Agnes - I love the idea of shifting norms from complacency to accountability!

DA: An ex marine is hosting a local conversation tonight about What Is Masculinity? Should be interesting

OH: In terms of preventing perpetration (not victimization), I think we as a field have a lot to learn from educators who use social scripting with neuro-diverse populations.

OH: GREAT point!

AKJ: @Stella I am sending you private chats please look at the toolbar below the chat box to access

BN: I like youth as experts, teaching adults

AS: Agreed!

BN: So important to be able to talk about it - to have these conversations

DS: @Ncolyn we can see the closed caption where we are

AKJ: @Nicolyn I sent you a message. You can access it by looking below this text chat box.

CK: Yes! So many of our norms within our own movement are rooted in white supremacy culture

TM: Yes.....Casey Keene

AV: I agree Casey!

CK: It feels important to look internally re: norms change in addition to our outward facing work Langston Iwalker@gnesa.org

AKJ: @Casey agreed!

CR: Would love to see your instrument if you are willing to share it, @Saswati The evaluation instrument

TV: For audio over the phone, please call 866-866-2244, passcode 9053509#.

AS: We'll go a little over time to make up the time so our guests can share their content!

CD: what is everyone's source of information from the community? I work more on the military side and would like to assist with my local community

RH: CMSAC utilities #Not A Number, these are very similar teachings.

AKJ: @Janet we are recording this and will also have a written profile

TV: Additional materials and the PowerPoint slides for this session are available here: <http://www.preventconnect.org/2018/12/re-envisioning-community-norms-social-norms-change-as-a-sexual-and-domestic-violence-prevention-strategy/>

BH: please email me the recordings and transcripts thank you

TV: And the recording will be available in a few days. You all will get an email when it's available.

AKJ: Yes Joe-Ann! Thank you for your leadership and sharing your wisdom here!

CH: Where can we view Project DOT?

ST: how do we get access to past trainings?

TV: Hi Stella! Past web conferences are available at PreventConnect.org. Here's a list of web conferences from this year: <http://www.preventconnect.org/2017/12/announcing-the-2018-preventconnect-web-conference-series/>

TV: Guest profiles are also available at <http://www.preventconnect.org/2018/07/preventconnect-web-conference-guest-profiles/>. These are great summaries from our web conferences and our guests.

CH: Good point

OH: What if any is the value of speaking directly about norms without asking for disclosure of lived experience?

TV: Text Chat Question: How are you incorporating a gender transformative approach into your work?

DA: Starting with working with professionals on LGBTQ and pronoun vocabulary

Amy Nelson: including non-binary folks as well

OH: "masculine folks" instead of boys.

CY: working to create space--policy space, practices and normative support for men in engaging in more caregiving activity.

ST: creating safe space and learning updated terminology

AW: I pay attention to my language and we have done film screenings of The Mask I live In and gender stereotypes presentation and the link to violence in middle school and high school classes

AA: Promundo's Program P: A Manual for Engaging Men in Fatherhood, Caregiving, and Maternal and Child Health: <https://promundoglobal.org/resources/program-p-a-manual-for-engaging-men-in-fatherhood-caregiving-and-maternal-and-child-health/>

SD: A small example: I do love languages with my youth in detention, regardless of gender. Boys (as my groups are gendered) should also know their love language.

AA: Promundo's Program HMD: A Toolkit for Action: <https://promundoglobal.org/resources/program-hmd-a-toolkit-for-action/>

SP: Our students are allowed to decide whether they want to be a part of the MyVoice or the MyStrength club and not pushed to join a specific one based on whether they identify as a male or female

SH: When discussing types of abuse, I use scenarios with gender neutral names and when asked if they are male or female, I ask does it matter.

AW: coaching boys into men from futures without violence

MM: "ecological onion" -- favorite new phrase

AS: Yes!

CH: Any work in 'community' or 'structural' thru Promundo?

SD: I also don't gender my students. I use gender neutral names and pronouns for everything, and when I do gender anything (like a scenario), I am intentional about it and use it as a learning moment.

AS: @Carol - think Brian will touch on that!

CH: I think he just did! Thanks Alisha!

AS: haha sounds like it! and more will come!

DO: @Sarah - I love your idea of using love languages in your groups! Such an important thing to discuss healthy relationships!

DS: love the gender transformative "challenge" - thinking about layering in other areas of transformation also i.e. race, class, ability, etc.; it is a provocative lens to think about using. Thanks, this has been thought provoking!

CK: Yes! Excellent point about shifting towards structural change

CK: @Debra - Totally agree that we cannot isolate gender oppression/norms - we must consider this as part of a larger web

TM: Makes sense to shift to structural especially sense youth are impacted by media/music so much

RC: It feels like we are not doing enough to be gender transformative. I try to use gender-neutral pronouns when writing so as not to create an immediate assumption about gender. Also, have begun to say my pronouns when introducing myself and ask others to do the same. Small steps...

OH: How are these programs implemented? How is community partnership working?

AA: Promundo's Manhood 2.0: A Curriculum Promoting a Gender-Equitable Future of Manhood <https://promundoglobal.org/resources/manhood-2-0-curriculum/>

WU2: Going to be using Manhood 2.0 with a group of young marginalized men in an alternative school in Western Washington in 2 months.

AS: Can you help answer Olivia's question about community partnership?

OH: I think my question may be more about invitation and partnership - entering community

WU2: I leveraged a complaint by a parent group that was concerned that there was a young women's group in this high school, but not one for young male identified folks...so used Title IX as an entre to get buy in from the school administration.

OH: Thanks @ward! We work in a variety of states and effectively and empathetically entering community as experts is always my biggest concern

CH: They might have been partnering in their unpaid care - win, win!

AA: Promundo's State of the World's Fathers reports: <https://sowf.men-care.org/download/>

AS: As an office full of women working in advocacy and violence prevention, how can we engage men and boys and put in programs like Manhood 2.0 and the like? Do you have men only facilitating these programs?

AA: Promundo's presentation at National Sexual Assault Conference: <http://www.preventconnect.org/2018/11/2018-national-sexual-assault-conference-be-bold-not-bogus-fostering-new-masculinities-and-preventing-sexual-violence-with-high-school-age-youth/>

TV: Text Chat Question: Have you tried tying your efforts to broader conversations and momentum (e.g. #MeToo)? If so, what have been your challenges and successes?

DC: We've successfully engaged young people through serious video games about consent and healthy relationships.

OH: We have found that we have a lot more entree into communities as the national news cycle changes

TS: Working within the university setting has been especially challenging because there are plenty of opportunities where my students would like to leverage momentum happening in society, but it seems like the university uses this momentum as a way to be proactive on protecting their image and stifling the movement

RJ: This aligns with STOP SV tech package implementation, too

TV: PreventIPV: <https://preventipv.org/>

CH: Thanks all. Good ideas!

AT2: Thank you for all your information, resources and insights!

OH: Thank you ALL! this is super thought provoking and useful to connect!

NB: Thank YOU all for the incredible work and support for other providers/educators!

PG2: Thanks to all the speakers like Brian says it hard

LZ: Thank you, everyone for your presence and information. I am a public health nurse in a small community, will be thinking of how to incorporate this into my work.

BH: Thank you everyone. It is good to hear about how these programs are working to effect change.

SD: Thank you!!!

BH: The YWCA is on a mission to eliminate racism, empower women and promote equality for all

TV: You can download the PowerPoint slides for this session here: <http://www.preventconnect.org/wp-content/uploads/2018/12/Re-Envisioning-Community-Norms-Social-norms-change-as-a-sexual-and-domestic-violence-prevention-strategy.pdf>