



# FROM FOUNDATIONS TO CONVERSATIONS AND INNOVATIONS

Applying a public health  
approach to preventing  
sexual & domestic violence

 **PreventConnect**  
A NATIONAL PROJECT OF CALCASA

 **PREVENTION  
INSTITUTE**

Welcome,  
This Web Conference  
Will Begin Soon



**PREVENTION**  
INSTITUTE

From Foundations to Conversations and Innovations:  
Applying a public health approach to prevention of sexual  
and domestic violence

# Meet the PreventConnect team



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# How to use this technology

## Text Chat (Everyone)

ASHLEIGH KLEIN: Use this text chat box to respond to our questions, ask your own, and connect with others!

ASHLEIGH KLEIN: You can also send private text chat messages to the host, presenters, and other participants.

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

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# PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan, including child sexual abuse
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners



# From a Cycle of Violence to a Culture of Safety and Equity

January 17: From Foundations to Innovations: Applying a public health approach to preventing sexual and domestic violence

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February 28: How to Build Organizational Capacity to Support Sexual and Domestic Violence Prevention

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March 28: Toward Gender Equity: Supporting healthy masculinities for sexual and domestic violence prevention

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May 16: Addressing Access to Alcohol and Alcohol Environments for Sexual and Domestic Violence Prevention

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June 20: Community-level indicators: Advancements in evaluating sexual, domestic and other forms of violence prevention

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July 18: Participatory action in schools: Improving school climate and safety in K-12 schools for sexual and teen dating violence prevention

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August 15: Culturally-informed prevention: Preventing sexual and domestic violence in communities of color

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September 19: Centering the margins: Advancing health equity for sexual and domestic violence prevention



# From a Cycle of Violence to a Culture of Safety and Equity

October 31: Fostering School Environments that Prevent Teen Dating Violence and Sexual Harassment

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November 28: Getting Started on Supporting Economic Opportunity for Sexual and Domestic Violence Prevention

---

December 19: Re-Envisioning Community Norms: Social norms change as a sexual and domestic violence prevention strategy

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**January 24: From Foundations to Conversations and Innovations: Applying a public health approach to prevention of sexual and domestic violence**





FROM A CYCLE OF VIOLENCE TO A CULTURE OF SAFETY AND EQUITY

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# Web Conference

# **GUEST PROFILES**

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# From Foundations to Conversations and Innovations: Applying a public health approach to prevention of sexual and domestic violence

**January 24, 2018**

**11am-12:30pm PT; 1pm-3:30 pm ET**

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

# Prevention Institute Team



**Alisha Somji,**  
*she, her, hers*  
Associate Program Manager



**Abena Asare,**  
*she, her, hers*  
Program Assistant



# Objectives

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Identify **fundamental elements of a public health approach** to preventing sexual and domestic violence

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Discuss **emerging themes and innovations** in the field

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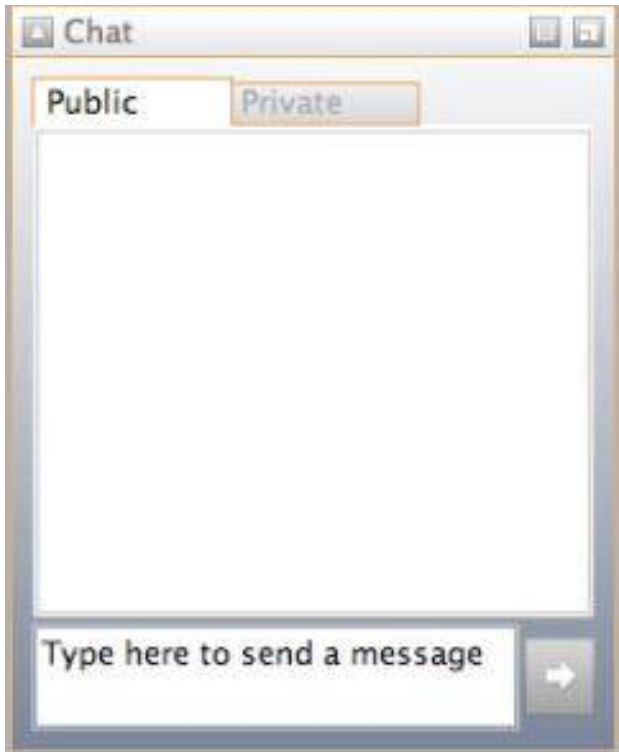
Review **determinants of sexual and domestic violence** using THRIVE, a framework and tool to address the social determinants of health at the community level

---

Provide examples of **effective primary prevention strategies and training tools**



# Audience Question



What does a public health approach to preventing violence mean to you? Does this terminology resonate?

# What is Needed?

A Comprehensive Public Health Approach to Violence Prevention

- Focuses on **prevention**
- **Population-based**
- Reduction of risks
- Increase in **resilience**



# The Prevention Continuum

## Up Front

## In the Thick

## Aftermath



Approaches that  
take place

**BEFORE**

violence has  
occurred to  
prevent initial  
perpetration or  
victimization

*Immediate*  
responses

**AFTER**

violence has  
occurred to deal  
with the  
consequences in  
the short-term

*Long-term*  
responses

**AFTER**

violence to deal  
with the lasting  
consequences  
and treatment  
interventions

# About our guest



**Jennifer Grove**

*she/her/hers*

Prevention Director

National Sexual Violence Resource Center





# National Sexual Violence Research Center



*The NSVRC's mission is to provide leadership in preventing and responding to sexual violence through collaboration, sharing and creating resources, and promoting research.*



# Emerging themes in the field

Operationalizing a **health equity** approach

Focusing on improving **community environments and norms**

Working across **multiple forms of violence**

Aligning with **social justice movements and other sectors**

# Emerging Theme

Operationalizing a **health equity** approach



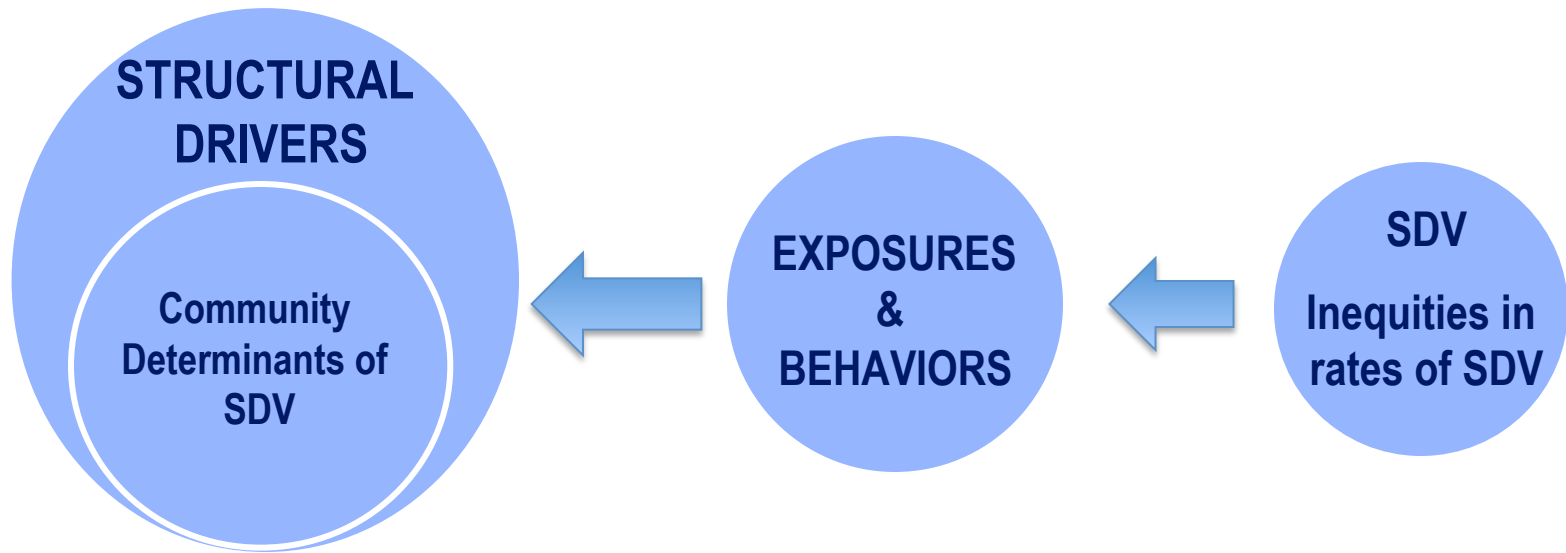
# Health Equity

**“Health equity** means that everyone has a **fair and just opportunity to be as healthy as possible**. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and healthcare.”

Braveman, P, et al. (2017.) *What is health equity? And what difference does a definition make?* San Francisco, CA: University of California San Francisco and Princeton, NJ: Robert Wood Johnson Foundation.

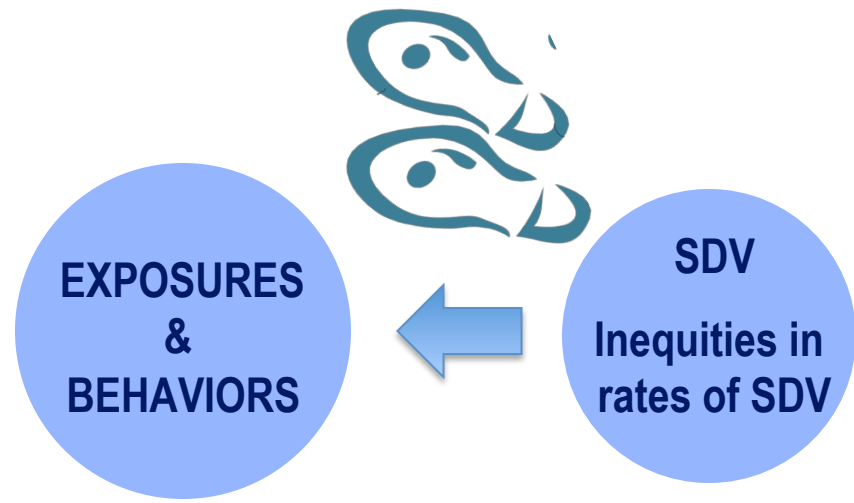


# Two Steps to Prevention

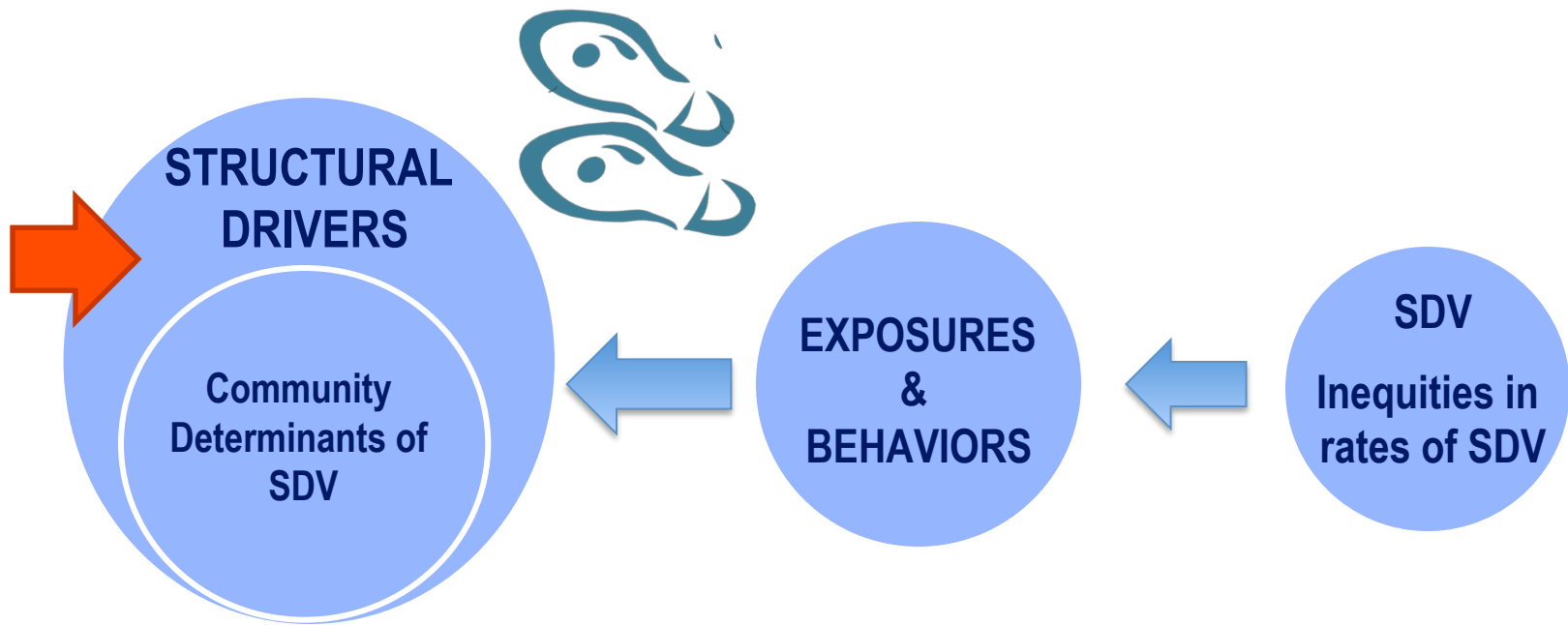


SDV – sexual and domestic violence

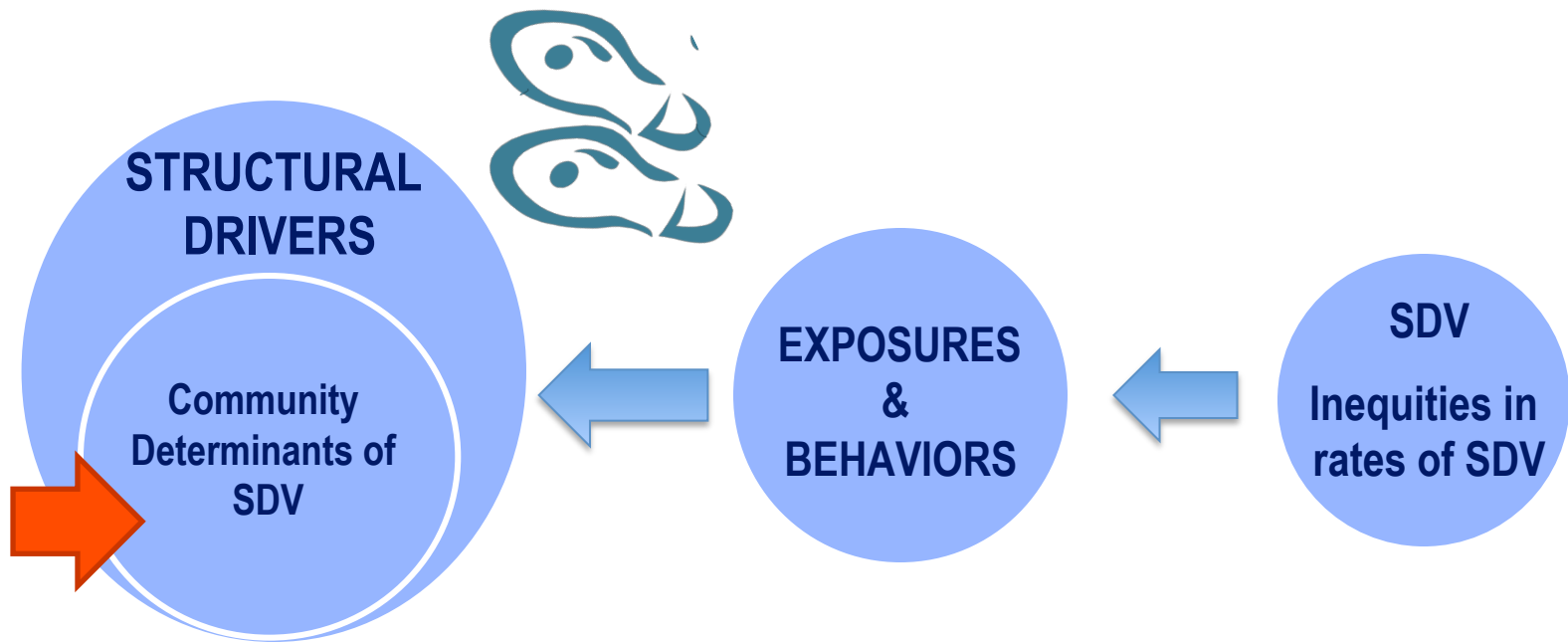
# Take a Step: From SDV and Inequities in SDV to Exposures and Behaviors



# Take a Second Step: From Exposures and Behaviors to the Determinants of Health



# Take a Second Step: From Exposures and Behaviors to the Determinants of Health





# East San Jose and Health Equity



# Oregon Coalition: Prevention Through Liberation

## *Pre·ven·tion* (noun)

“The action of stopping something from happening or arising.”

## *Lib·er·a·tion* (noun)

“The act of setting someone free from imprisonment, slavery, or oppression; release.”

“Freedom from limits on thoughts or behavior.”

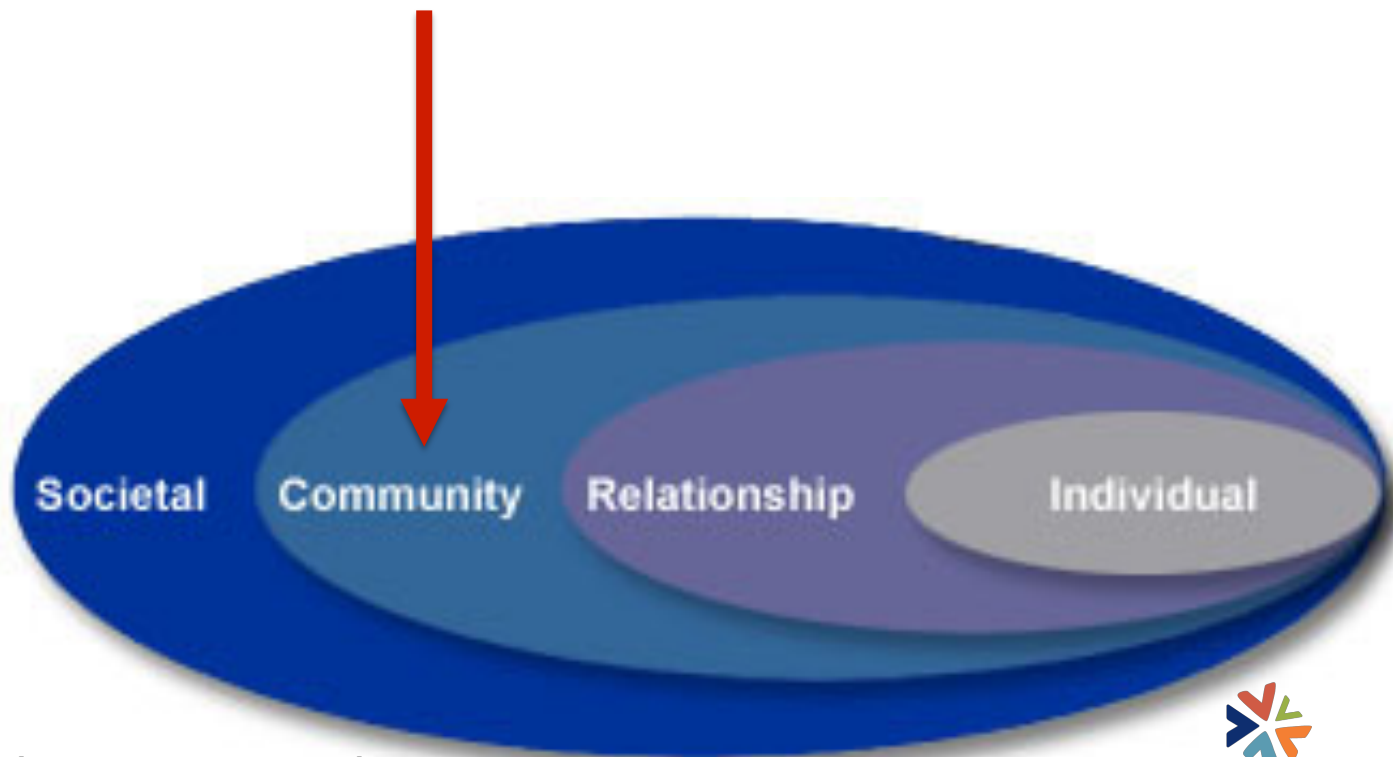


# Emerging Theme

Focusing on improving **community environments**

# Community-level change...

Impacts the entire community, regardless of whether they are part of the prevention group or efforts.



<https://www.cdc.gov/violenceprevention/overview/social->

# Community-level change looks like...



Individual	Relationship	Community	Society
<ul style="list-style-type: none"><li>• Attitudes</li><li>• Values</li><li>• Beliefs</li><li>• Behaviors</li></ul>	<ul style="list-style-type: none"><li>• Communication skills</li><li>• Relationship skills</li><li>• Respecting boundaries</li></ul>	<ul style="list-style-type: none"><li>• Policies and Procedures</li><li>• Climate</li><li>• Codes of Conduct</li><li>• Bills of Rights</li><li>• Environment</li></ul>	<ul style="list-style-type: none"><li>• Laws</li><li>• Policies</li><li>• Widespread Media</li><li>• Cultural norms</li></ul>

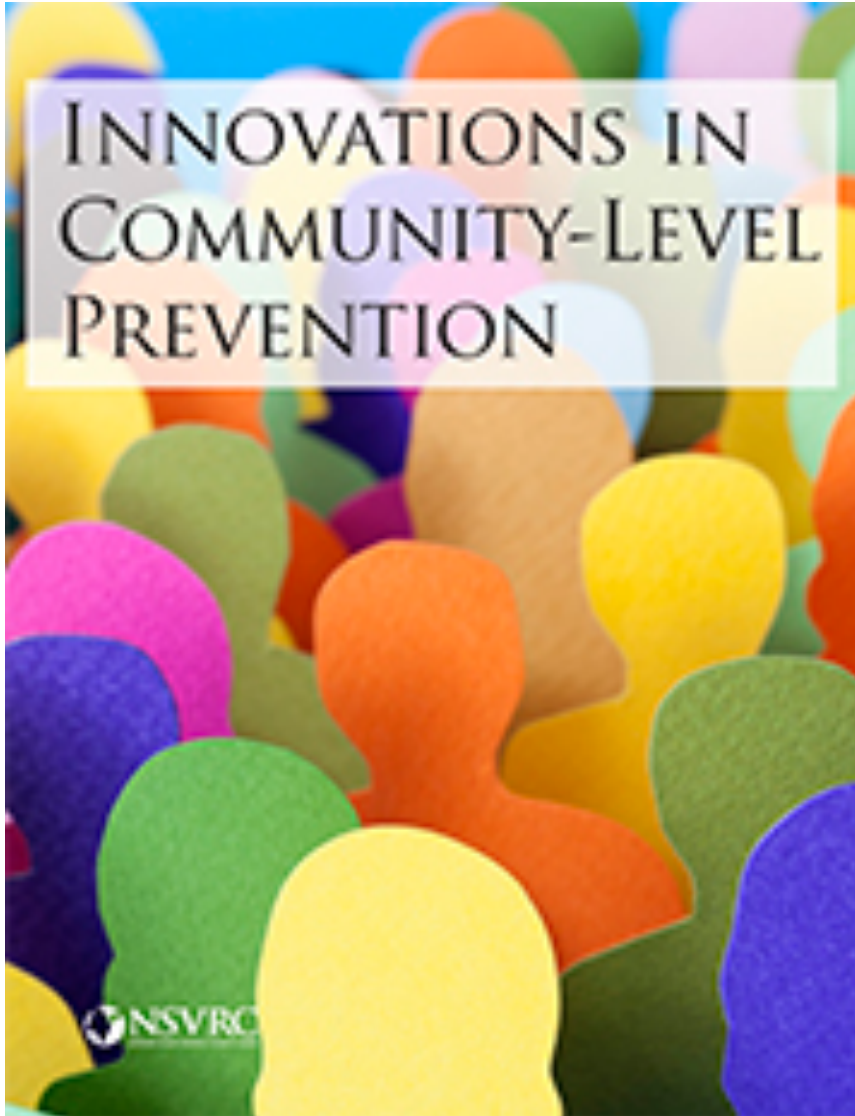
# Program Example

## High-School prevention program

- Weekly social justice group
- Peer mentorship program
- Staff buy-in, helps mentor and support groups

Individual	Relationship	Community	Society
Students confront their own beliefs about gender stereotypes and victim blaming attitudes	Students lead workshops for parents on how to increase positive communication about sex and relationships	The students in the social justice group work with the staff and faculty to pass a Student Bill of Rights	The group works with the state coalition to promote a bill requiring comprehensive sexual health education in high schools

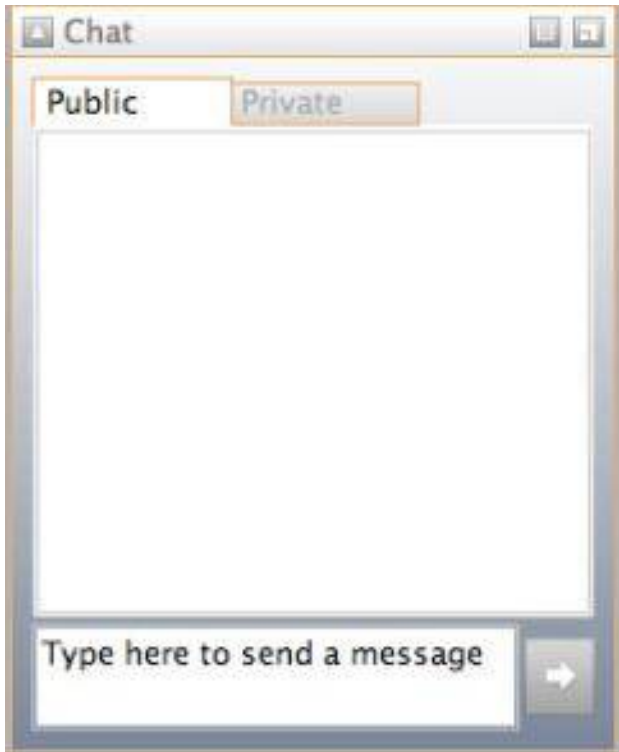
# Innovations in Community-Level Prevention



[https://  
www.nsvrc.org/  
innovations-  
community-level-  
prevention](https://www.nsvrc.org/innovations-community-level-prevention)



# Audience Question



What have you found helpful in explaining community-level prevention in your community?



***“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”***

*Institute of Medicine*



## PEOPLE

- Norms that support: healthy relationships, non-violence, and engagement in family matters
- Participation & willingness to act for the common good
- Collective efficacy and community sanctions

## PLACE

- Low alcohol outlet density
- Media and marketing for healthy relationships
- Safe, stable, and affordable housing

## EQUITABLE OPPORTUNITY

- Family and community economic security

# Community Determinants of Safe Relationships

# Promundo: Changing norms surrounding fatherhood

Program P A Manual for Engaging Men in Fatherhood, Caregiving, and Maternal and Child Health

# P

## Program P

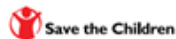
A Manual for Engaging Men in Fatherhood, Caregiving, and Maternal and Child Health

Authors:

REDMAS | Promundo | EME



RutgersWPF



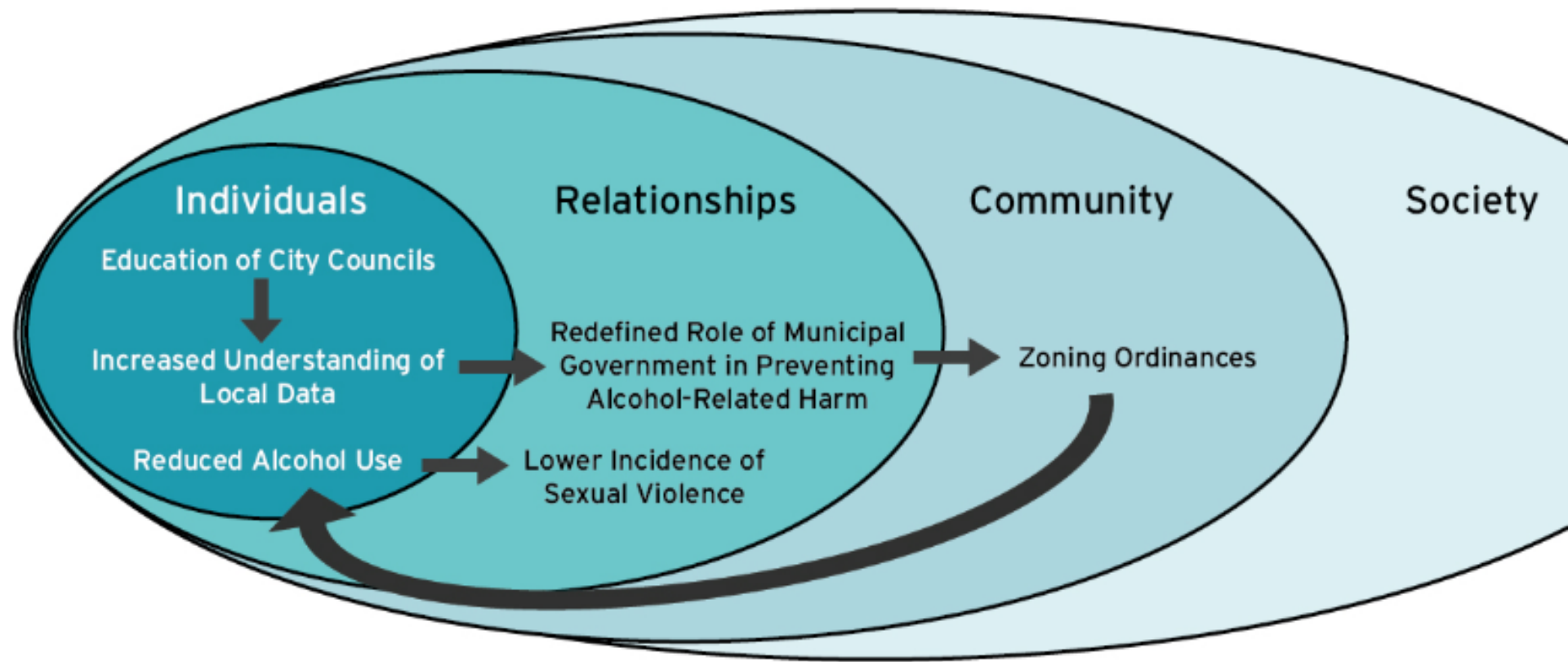
MenCare



# Addressing Access to Alcohol and Alcohol Environments



# Alcohol Density Work



**Figure 2.** Levels of change in alcohol density work

# Ohio: Partnerships for Wage Equity and Other Worker Supports



**STRONGER WOMEN.  
STRONGER FAMILIES.  
STRONGER OHIO.**

Get the facts on where candidates stand on issues affecting women and families.

[www.womenspublicpolicynetwork.org/voter-guide](http://www.womenspublicpolicynetwork.org/voter-guide)

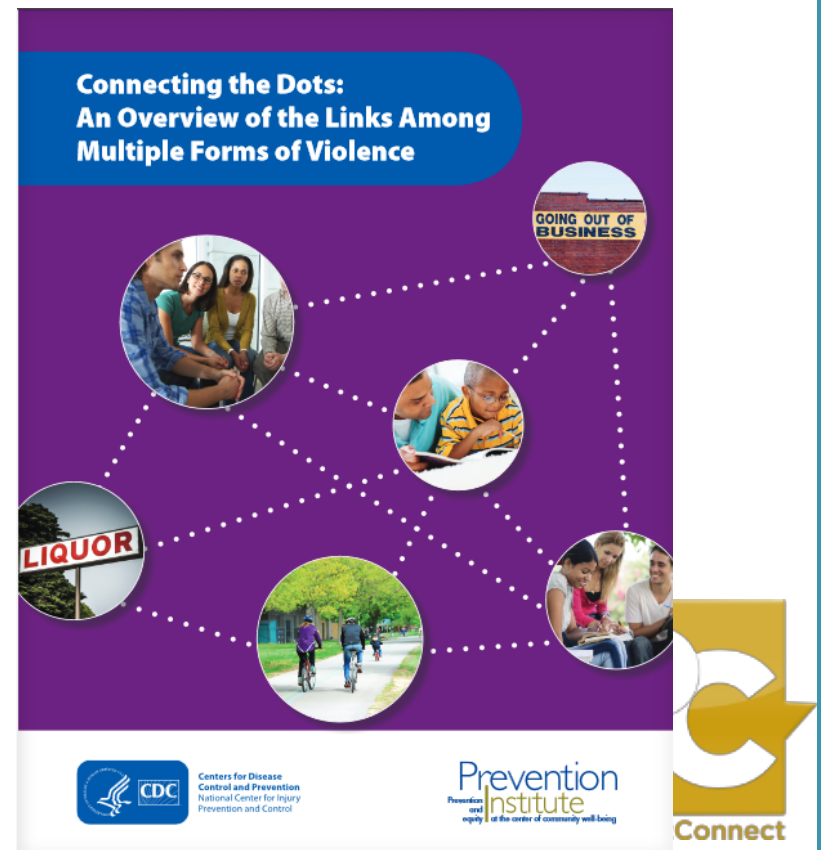
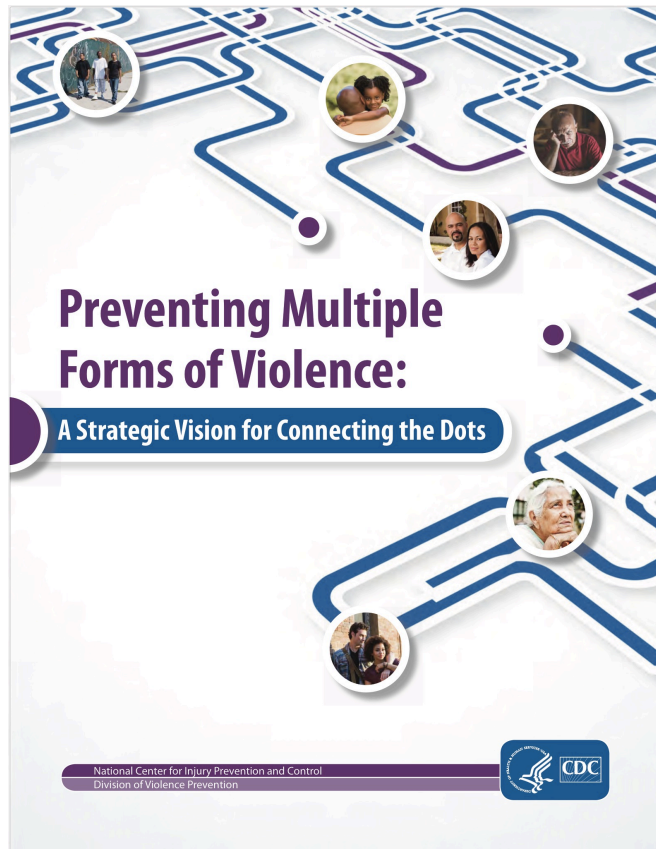


Planned Parenthood of Greater Ohio

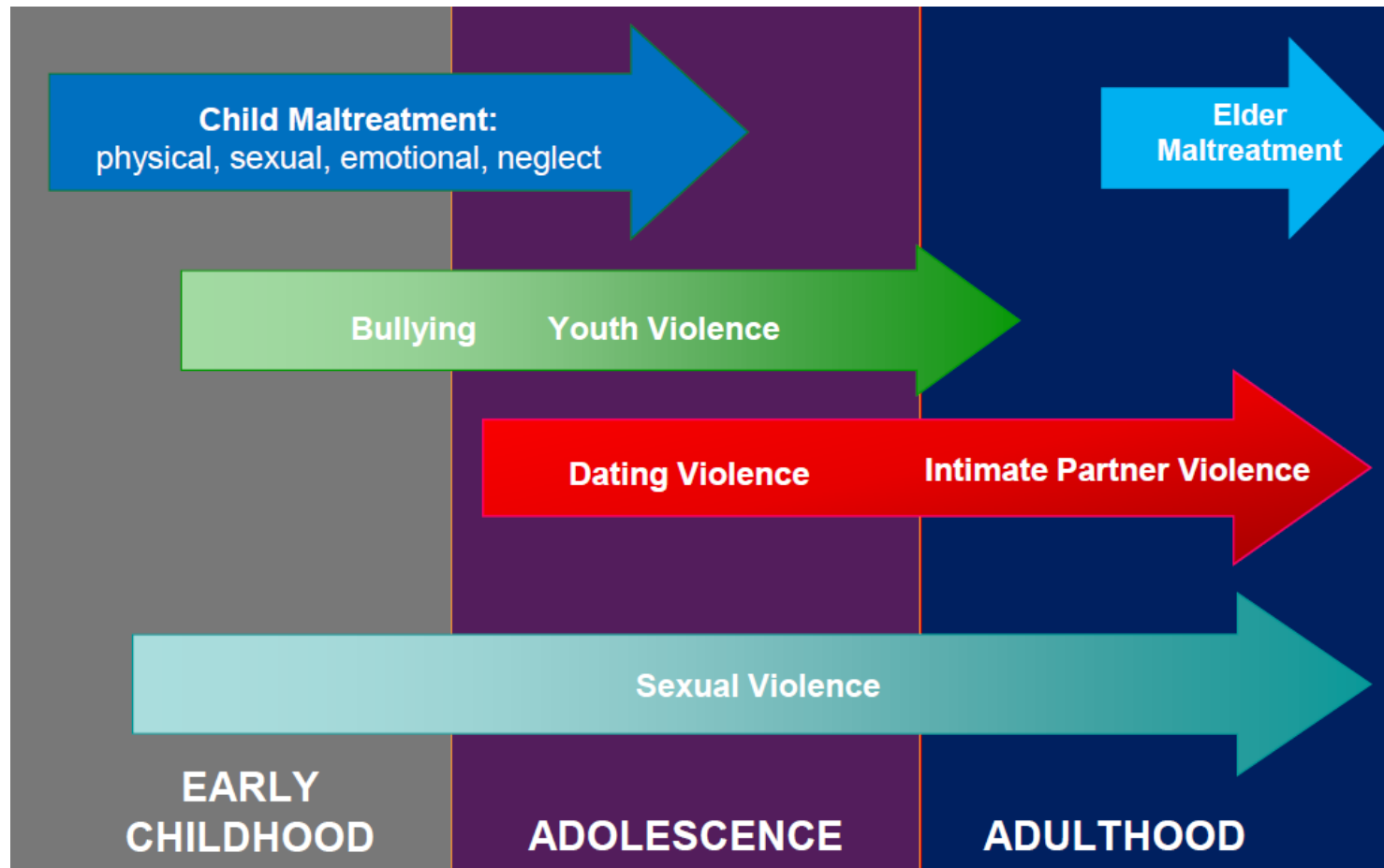


# Emerging Theme

## Working across multiple forms of violence



# Different Forms of Violence



Source: Centers for Disease Control and Prevention, Division of Violence Prevention



# Examples of Potential Strategies for Addressing Multiple Forms of Violence

- Community/Societal level
  - Norms change strategies
  - Strategies/activities that enhance community support & connectedness
  - Coordinated services
- Relationship level
  - Strategies that support families under stress
  - Strategies that connect youth with supportive adults, pro-social peers, and their schools
- Individual level
  - Strategies that build youth and families' skills in solving problems non-violently
  - Substance abuse prevention strategies



# ACEs and Violence Prevention

**ASTHO**Report

In-depth coverage of leading state and territorial public health issues.

December 2018

## Sexual Violence Prevention Legislation Scan

ASTHO conducted a scan of state legislation focused on adverse childhood experiences (ACEs) and housing stability. ASTHO chose these areas because strategies to mitigate these issues have the potential to strengthen protective factors and reduce risk factors for sexual violence.<sup>1</sup>

ACEs are incidents that harm social, cognitive, and emotional functioning and undermine the safe, nurturing environments children need to thrive. ACEs include emotional, physical, or sexual abuse, household dysfunction, and emotional or physical neglect, among other things. Research shows that ACEs can lead to negative physical, mental, and behavioral health outcomes and can affect social development and risk-taking behaviors into adolescence and adulthood.<sup>2</sup> Almost half of children nationwide have experienced some form of adverse experience, and individuals who have experienced at least one ACE are more likely to have experienced multiple ACEs.<sup>3</sup> At the threshold of four ACEs, the risk for negative physical and mental health outcomes increases, and at six or more ACEs the risk of premature death increases by 20 years.<sup>4</sup>

# Shared Protective Factors Being Addressed in Colorado



CONNECTEDNESS



POSITIVE SOCIAL  
NORMS



GOOD BEHAVIORAL  
HEALTH



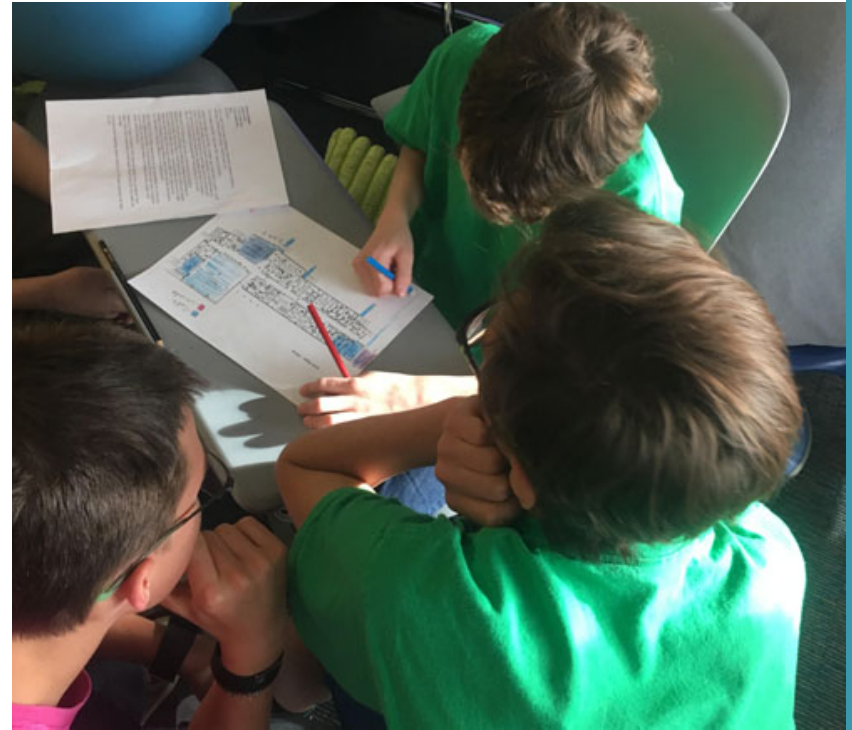
ECONOMIC  
STABILITY



RESILIENCE

# Hotspot Mapping

- Data-informed approach to identify spaces and develop recommendations for change
  - Usually identified as “hot” vs. “cold”
  - Can both change negative spaces and promote positive ones



*Eagle County Charter Academy middle school students map out safe and unsafe spaces in their school.*

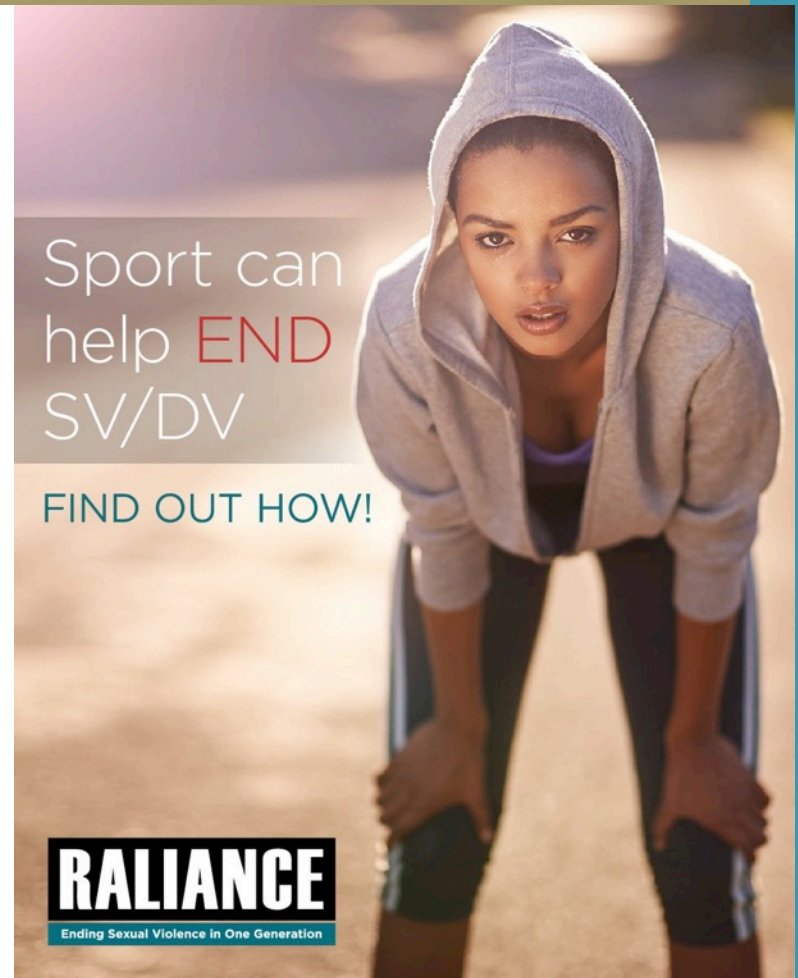
# Emerging Theme

Aligning with **social justice movements** and **other sectors**



# How Sport Relates to Prevention

- Values, norms, and behaviors can be taught and reinforced throughout the sport pipeline to cultivate and support healthy individuals, teams, and communities
- **Examples:** enforce policy, engage in partnership, build champions, provide resources, raise awareness



# Media partnerships



## **Moving toward prevention**

*A guide for reframing sexual violence*

# The



## How common is sexual misconduct in Hollywood?

A USA TODAY SURVEY OF 843 WOMEN IN THE ENTERTAINMENT INDUSTRY FOUND 94% SAY THEY'VE EXPERIENCED HARASSMENT OR ASSAULT.

Maria Puente and  
Cara Kelly, USA TODAY

Published 3:36 p.m. ET Feb. 20, 2018 | Updated 10:09 a.m. ET Feb. 23, 2018

# Percent

# Charlotte Housing Authority and North Carolina



Creating Community,  
Empowering Families, and  
Building Partnerships



*Our Resident Safety Department  
helps to ensure that all our residents  
are provided with safe housing.*





# Activities through the housing authority

- Bystander trainings for community leaders, residents, staff, and vendors
- System-wide policy regarding staff training and response to violence
- Community meetings and resource referrals for families who witness or experience violent events
- Youth outreach contest and community social marketing campaign



There are many ways we can stretch our current work toward the Community level.

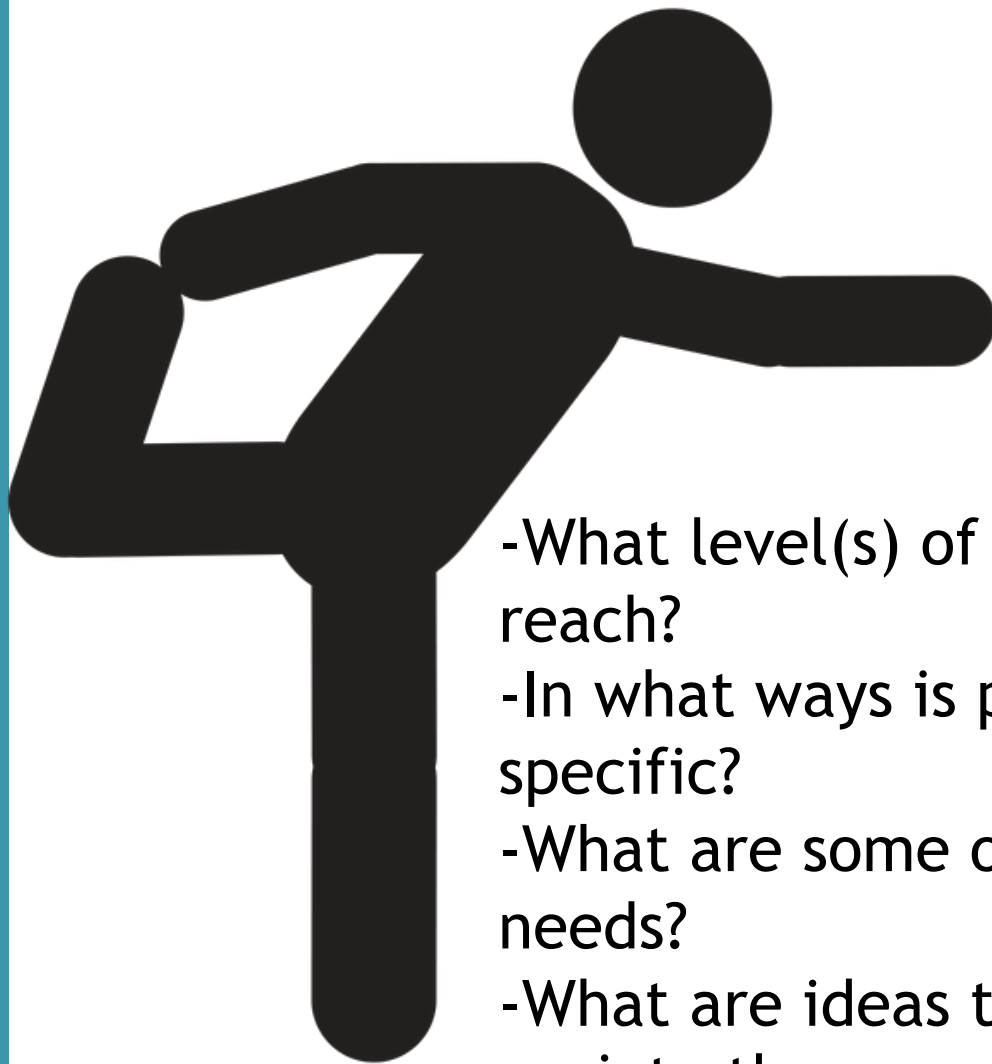
What are the  
community needs  
and priorities?



What programs and strategies are already working at a community level?

Think beyond SV Prevention.  
Who can you collaborate with?





# Let's Practice!

- What level(s) of the SEM does program reach?
- In what ways is program community-specific?
- What are some of the communities needs?
- What are ideas to expand this prevention into the community level?

# Coaching Boys Into Men (CBIM)

- *A local high school is using CBIM for their prevention work. The coaches lead the athletes through a brief CBIM session before their twice-weekly practice. The students enjoy the sessions and have been talking about how everyone else in the school should also have CBIM sessions, because the school climate is problematic – lots of girls are shamed for their clothes, and teachers don't take harassment or jokes seriously. The preventionist who works with the coaches says it's a nice idea, but CBIM is specifically designed for student athletes, and not everyone in the school is part of a sports team.*

# Question

- What level(s) of the socioecological model does Coaching Boys Into Men reach?



<https://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html>

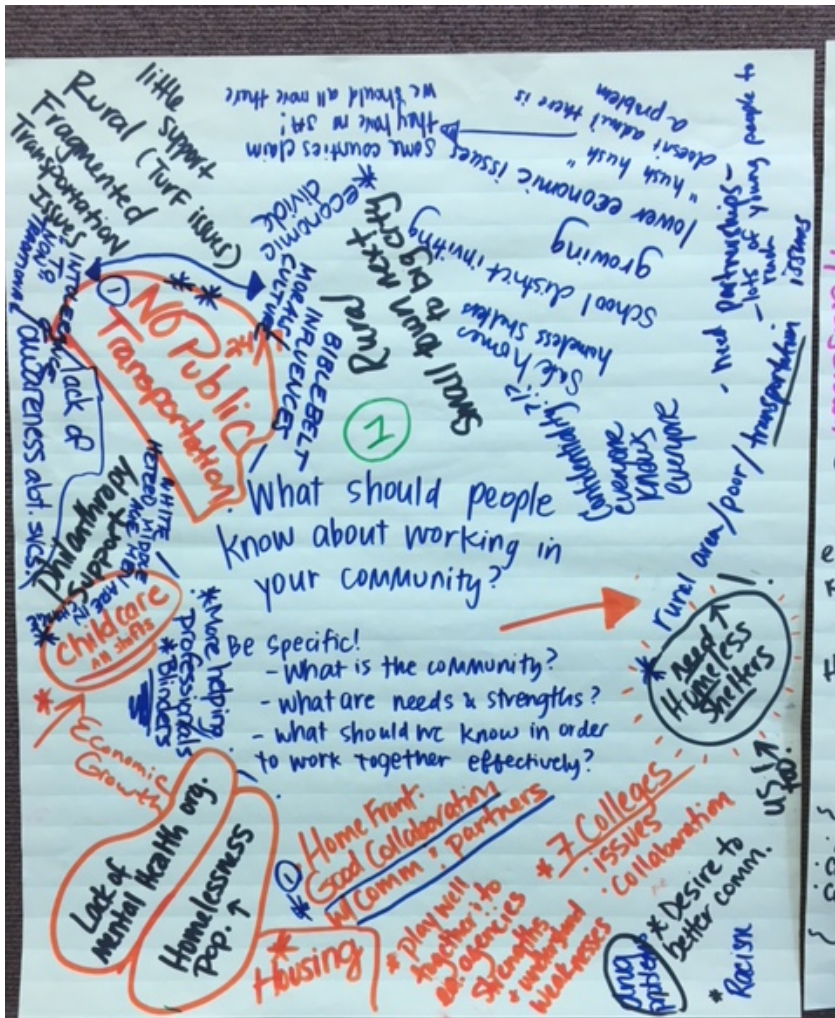
# More questions...

- In what ways is CBIM community-specific?
- What are some of the school's needs?
- What are ideas to expand this prevention into the community level?



# World Café

- **What should people know about working in your community?** Be specific! What is the community? What are the needs and strengths? What do we need to know in order to work together effectively?
- **Where are areas where oppression intersects with sexual violence in your community?** Think about systems, norms, harmful beliefs, power, laws, policies, etc.
- **What are ways to include those impacted by decisions in the decision-making process?** Think about policies, standards of care, norms, procedures, programs, etc.
- **What is an example of an effective community partnership?** Be specific. What made it work? Think about structures, relationships, agreements, etc.



legwork, embracing others  
 Asking  
 Financial Partnerships  
 Building through MDT, DVCC, SART  
 Invite people in - build connectivity with community  
 Recognition  
 Helping each other to see how they are connecting dots  
 Paying forward

Open-minded Asking  
 Connecting two dots of varied needs  
 Be a resource  
 Persistence  
 Recognize ebb & flow  
 Hangak disagreements  
 Puzzle pieces - ind. of value in greater whole

What is an example of an effective community partnership?

What made it work? Be specific!

Think about: structures, relationships, agreements, etc.

Share Knowledge  
 Open up training to others.  
 Everyone has a role  
 Talk with, not at  
 Talking for understanding listening?  
 Recognizing - moving beyond difficulty  
 Trust  
 Limits of others' roles  
 Don't take it personally  
 Expressing appreciation

survivor-focus  
 org. territory / specific perspective  
 open communication  
 olive branch  
 liaison  
 "Not a know it all"  
 Speaking their language  
 Asking what they need  
 Mod - clarity in expectations  
 Beyond individual  
 More than a piece of paper

# Emerging themes in the field

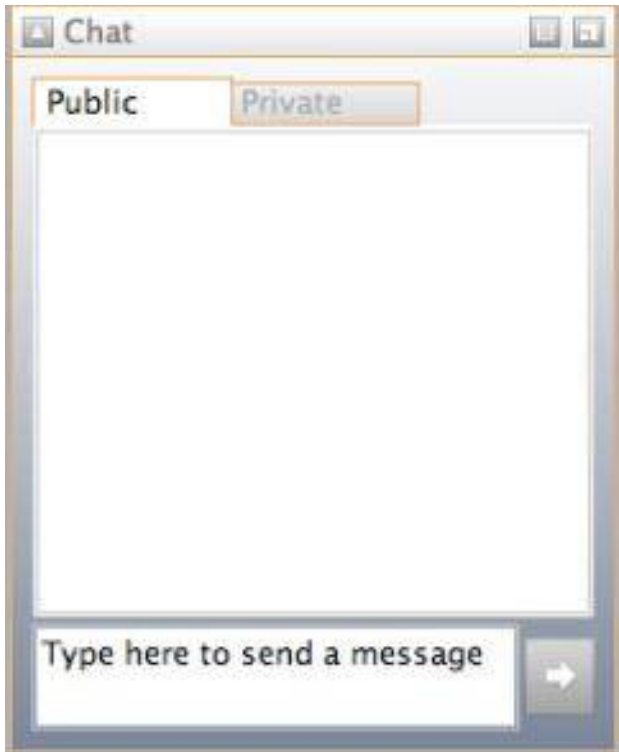
Operationalizing a **health equity** approach

Focusing on improving **community environments**

Working across **multiple forms of violence**

Aligning with **social justice movements and other sectors**

# Audience Question



With emerging themes in mind, what is one of your prevention goals for 2019? What's an initial step you would like to take?

# Tips from Jennifer



- Start with your strengths
- Look for new partners
- Be open to new strategies based on needs
- Co-create with communities

# Tools and Resources



Photo credit: Emily Barney

[www.preventioninstitute.org](http://www.preventioninstitute.org)



# NSVRC's Innovations in Community-Level Prevention



## INNOVATIONS IN COMMUNITY-LEVEL PREVENTION

<https://www.nsvrc.org/publications/nsvrc-publications-reports/innovations-community-level-prevention>





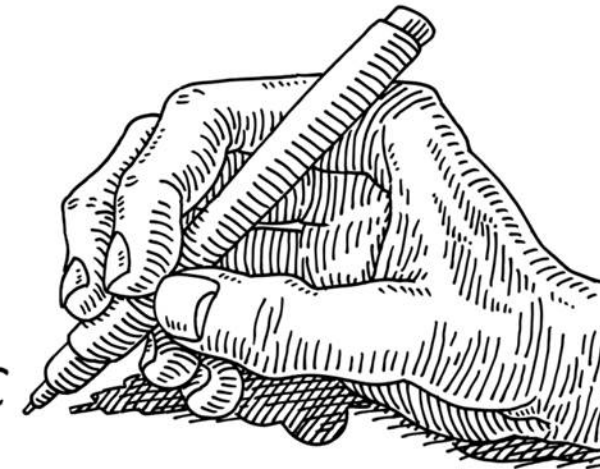
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QUIZ

# Primary Prevention Primer!

...an interactive way to familiarize yourself with primary prevention.

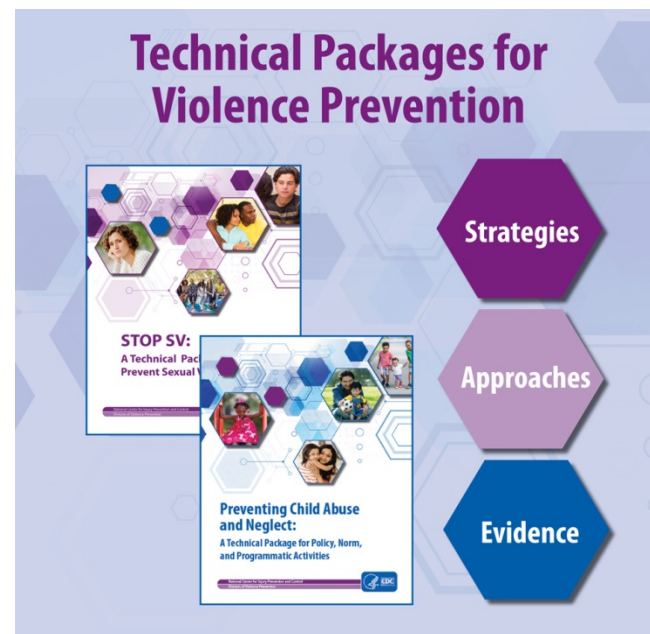
*Brought to you by NSVRC*





# CDC Technical Packages

- Based on the best available evidence
- Help communities and states focus on priorities with the greatest potential to decrease violence.
  - Child abuse and neglect
  - Sexual violence
  - Youth violence
  - Intimate partner violence
  - Suicide



FROM A CYCLE OF VIOLENCE TO A CULTURE OF SAFETY AND EQUITY

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# Web Conference

# **GUEST PROFILES**

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# A Health Equity and Multisector Approach to Preventing Domestic Violence

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## A Health Equity and Multisector Approach to Preventing Domestic Violence

Toward Community Environments that Support Safe Relationships in California

© July 2017  
www.preventioninstitute.org

<https://www.preventioninstitute.org/publications/health-equity-and-multisector-approach-preventing-domestic-violence>



Mural for the Family Education and Resource Center,  
A program of the Mental Health Association of Alameda County  
By Joaquin Alejandro Newman and Eduardo Pineda

### Introduction

The quality and safety of our partner relationships have vast immediate and long-term physical, emotional, social, economic, and other impacts on our lives. Yet in California and across the country, violence in relationships is pervasive, creating harm for those directly affected, including children, as well

*Increasingly, community members, leaders, and organizations are calling for more significant investments in community-wide solutions that help to proactively support people in having safe relationships and families with attention to reducing*





# PREVENTION INSTITUTE

[www.preventioninstitute.org](http://www.preventioninstitute.org)

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Prevention Institute

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