



Creating Stories for Gender Justice: A Narrative and
Culture Change Strategy to Prevent Sexual and Intimate
Partner Violence

Friday June 26th, 2020

11 AM-12:30 PM PT/2 PM-3:30 PM ET

AKJ: Hi everyone! We will be getting started at the top of the hour.

AKJ: In the meantime, please visit storyatscale.org/quiz and take the Story at Scale quiz to find out which audience group you belong to!

TV: This link should also take you there: <https://www.quiz-maker.com/QROOP3N>.

TV: Here is a hyperlink to the quiz: <https://www.quiz-maker.com/QROOP3N>

TP: Tama from Rape and Abuse Crisis Center in Fargo ND

TV: You can download the PowerPoint slides for this session here:
http://www.preventconnect.org/wp-content/uploads/2020/06/PreventConnect-webinar-June-26-2020_-_final-.pdf

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SF: CPS!

MM: comprehensive victim service center

LCP: foundation

LC: Church/Ministry!

LM: narrative and cultural strategy

LCP: Blue Shield of California Foundation :)

PJ: media research + narrative strategy

LM: "even a data scientist" - hi @Riki!

TV: Text chat question: What in our culture supports safety from violence? What in our culture might contribute to sexual and domestic violence?

BE: Male toxicity contributes to sexual and domestic violence.

RC: Victim blaming culture.

KM: White supremacy.

MGH: "Boys will be boys".

JF: 1. Phones and the ability to save and record evidence. Increased resources to support survivors. Cancel culture.

RG: Safety: Positive Social Norms and learning from agents of socialization
Lack of Safety: Normalization of sexual harm; rape culture; lack of sex education.

DB: dv education, law enforcement, faith community.

ME: resilience factors that support safety: community, belonging, support system.

TD: Tradition could contribute to sexual abuse/violence.

JR: For safety: Awareness of danger. For the other question: Gender stereotyping, especially when the individuals involved are WOC.

LDM: Community accountability and patriarchy.

MS: Sexualization of children is another norm.

AC: Our tendency towards "othering" significantly contributes to sexual and domestic violence. Also, the "white picket fence" mentality impacts whether or not a person feels safe to disclose or seek help. We all want our lives to look perfect.

LC: What contributes does not understand how ACEs play a role/isms.

CM: Contributes to Safety = increase in support for women's health resources.
Contributes to Risk = reaction by professional sports to allegations or arrests for crimes against women.

JC: language we use to describe women or "girly things"

MT: self-empowerment ameliorates IPV

BQ: Causes - unaddressed trauma (social, racial, generational)

DP: White patriarchy and sexual entitlement

T: contributes to violence - carceral feminism

KM: @Tegan- yes!

EN: Associating femininity with weakness

JF: 2. Phones and technology and the ability to marginalize and harm. The patriarchy. Toxic masculinity. Entertainment sources. Tropes

RM: misusing or abusing cultural practices to abuse others

KC: Supporting Safety: women warning one another about unsafe men through non-formal/non-criminalized means (social media, etc)

JP: In reference to what causes harm: media. Sexualization of women, basically making it seem like them saying "No" equates to them "playing hard to get"

CB: Safety: Awareness and education. Contributing factors would be turning a blind eye, unwilling to make the changes from generational ignorance, and the media.

LC: What I think helps: empowerment, resilience, addressing the "whole" person, having comfortable conversations when things are uncomfortable, healthy families and communities.

DP: Supporting safety: Creating culture of consent and accountability

RM: reclaiming the rich cultural practices that honors every people

KM: Individualism over collectivism makes society less safe.

LCP: Great to hear from this super power group about culture change and what is possible in the world now to advance gender and racial justice.

AKJ: @Lucia yesssss! So excited to have them here today.

BV: So grateful to be in community with you today!

LC: It is how we were raised! It is the gender and cultural scripts!

LC: Yes to Favianna!

ATS: Yep!

M: Yes!

LDM: White supremacy dismantling is very U.S.-centric. Oppressions are very different transnationally, so culture as power is also different.

AA: would it be possible to request a certificate for this webinar?

AA: That is very true white men get to do anything.

LC: When we think about oppression, it is internalized oppression. When it has been said about us, it becomes ingrained in us.

KLF: hahaha Favianna you are so on point and it's giving me energy! "they are falling in love with computers, they are doing everything!"

AKJ: @Andrea following the web conference a link to an evaluation survey will be emailed to you. At the end of that short survey is a link to download a certificate.

RC: During the pandemic seeing images of white men with guns/rifles at state capitals with no consequences and then watching protesters being sanctioned with state violence. UGH!

JF: is this recording going to be available? I'd love to have more of my colleagues see this

TV: Hi Andrea, a certificate is available at the end of the post-web conference survey. You will receive a link to the survey at the end of the web conference

AA: thank you so much

AKJ: @Jordan yes

TV: Hi Jordan, yes, you will receive an email when the recording is ready

AA: so empowering

KE: Yes to all of this!

KC: Kenia Chinchilla from Cherokee Family Violence Center at Canton, GA. Spanish STATEWIDE LINE Against Domestic Violence 1-800-334-2836. We also have 24/7 advocates to assist you doing interpretation with your Spanish-speaking clients.

TD: great points!

M: Thank you for this culturally grounded systems analysis that centers the work of dismantling anti-black white supremacist institutions.

LC: Thank you, Monte!

LC: To all co-hosts: Are you offering training on narrative and cultural strategy?

HK: Beautiful metaphor!

AB: Can you repeat who you give credit to the celestial metaphor?

LC: Could Favianna offer her contact information?

DS: thank you, Favianna

TV: Story at Scale: <https://www.storyatscale.org/>

RC: Favi, is also an author of the story platform and one of the featured artists who made content for Story at Scale.

SW: Like Lisa Connors, I would also love a training that has narrative & cultural strategy.

TV: Learn more about the story platform: <https://www.storyatscale.org/story-platform>

TV: Text chat question: What story pillars resonate most for you?

RG: Joyful, pleasurable, fun

VR: safety in community

ME: curiosity, kids, and the future & joy, pleasure, and fun!

BW: Safety, equally valued & curiosity

DGK: safety in community

JP: Different, equally valued <3

YU: I'm most moved by the broader vision of "a joy-filled life in a gender-just world."

BQ: abundance! there is room and space for everyone, allowing the other pillars to others does not mean less for everyone else!

SW: curiosity, kids, and the feature. joy, pleasure and fun! safety in community, different but equally valued

AS: I love that different ones are resonating for everyone

JJ: safety, equity, curiosity

RG: I think I tend to just focus on safety in community more than any other in my work, but I love the joyful, pleasurable, and fun and plan to further explore to integrate.

DP: I think reclaiming equitable ancestral culture could be another pillar

JR: Abundance, not scarce, and Different, equally valued.

LM: just answering the celestial metaphor question from @annabudelman - it's from a piece that I co-wrote with Jeff Chang and Erin Potts: <https://medium.com/a-more-perfect-story/a-conversation-about-cultural-strategy-9e2a28802160>

PB: Safety at home and Community

JC: working with victims you tend to lose the joy and fun. So that really resonates with me, and safety in community.

LC: Inclusion!

M: I like how the story platform model complements the constellations of stories idea that Favi talked about.

LM: It's interesting — in the process that led to the story platform and story pillars it was the folks on the front lines who were the most drained and exhausted by their work and trauma were the ones who were insistent that joy, pleasure, and abundance needed to be centered.

LC: I had a client who experienced trauma, and one of the things we worked on were enjoying her body, valuing her body.

AS: Thanks for sharing that, Lisa. Really important

DP: This is brilliant!

KE: Yes Lisa and Dan, I love the idea uplifting of ancestral culture

LM: Thank you, Lisa. I feel that personally. <3

AS: Sorry, Dan! Meant to mention your comment about ancestral culture. Love it

LM: Dan... interestingly in our cultural strategy work, one of the anchor partners who is doing very powerful work is IllumiNative (<https://illuminatives.org/>) and their ED Crystal Echo Hawk (Pawnee) has reminded us that we don't always want to do "culture change," but sometimes the powerful cultural work is protection and preservation.

AKJ: @Liz thanks for sharing that. That is so important to keep in mind when we are talking about these strategies.

DP: Nice! Thanks for that resource

LM: For sure!

LM: This Story at Scale audience work can be found here:
<https://www.storyatscale.org/audience>

LC: @Alisha, Kat, Liz...you are welcome!

LM: I'm curious what audience group you feel you are and what audiences you encounter in your extended families and communities? Like Riki said, I'm "Force for Good" but I know a lot of Justice Rising and a lot of For the Win.

KE: I'm also Force for Good

AKJ: I just took the quiz! Force for Good here1

RG: Another Force for Good here!

ME: Force for Good!

RM: Force for Good

LC: I love their voices! Yet, I believe we need to impact our local communities and neighborhoods. They are celebrities, people many of us will never meet. What about the people who interact with us on a regular basis?

MGH: I'm a Force for Good as well! :)

CB: Kids first was what I got from the quiz.

JC: I am justice rising and my community is no special treatment and religious traditionalist. it is exhausting, especially when posting on social media for my organization.

BQ: Is there a link to the quiz?

AKJ: I think my community has a lot of Kids First and No Special Treatment people. Interesting.

TV: [storyscale.org/quiz](https://www.quiz-maker.com/QROOP3N) or <https://www.quiz-maker.com/QROOP3N>

BQ: Thank you!

TV: *storyatscale.org/quiz

LM: @lisaconnors — you are 100% right. We used the known faces and brands for illustrative purposes to help folks easily grasp what makes these audience groups tick. The longer audience report gives deep information on each audience group: <https://www.storyatscale.org/audience>

SW: I love how there's a focus on the values of these audiences

AC: Justice Rising!

VR: Force for Good!

TV: Text chat question: What audiences have you thought less about in the past that you might want to reach, moving forward?

ME: For the Win

JC: for the win

VR: For the Win

MGH: I don't usually think about reaching Justice Rising since I tend to think they already think in a similar way to our goals

SW: thinking of my intersecting identities, I think reaching the no special treatment and religious traditionalist generations

AC: Kids First has been an important one for our area lately. Approaching that with a framework of wanting to make our community safer for future generation seems to be a lot more successful for us

RM: this is a fantastic way of organizing audiences to help us with our narrative. Thank you so much for taking on and sharing this work!

AS: I had never considered for the win!

TD: Value of the audience is such a key point. Kids First seems to be the focus for child abuse and neglect.

RC: For the Win was new to me as well. They appeared because we worked so hard to elevate marginalized voices in the survey.

LM: I have a lot of guys in my life who are For the Win. They can be sexist and irritating, frankly, but also a lot of fun and bring a lot of power and strength to the struggle!

RC: @Tanji 100%! We saw Kids First really reacting well to stories from kids about their parents. That's an opportunity to activate these folks who already see themselves as people who give care in their local communities

LC: Depending on the climate and the situation, I think I can be reaching all of them!

JC: i feel that i tend to appeal to kids first in efforts to incorporate the traditional religious group while still being true my own values

SW: thank you Liz Manne, I feel the same about some values and rigidity of the For the Win and Religious Traditionalist in my life. I'd like to build my own capacity to understand and activate them in my community

DC: consider a video game :-)

DP: More than "healthy" masculinity I'm interested in creating space for guys to embrace and value femininity in themselves and others.

AKJ: I love the idea of thinking about the pathways to connect. I am sure many of my fellow preventionists have had to do this already but we maybe just didn't have the language to describe it~

DP: That's so true. Trump promised "winning" in 2016

RC: Well, making anyone wrong is a good way to stop a conversation

AKJ: I know when I was working at the local level I had to find pathways to be able to get into schools, etc.

TV: It makes me think about the connections to social marketing, too, and the importance of different messages for different audiences

LC: Training?

TV: Text chat question: How might the story pillars help with your prevention work? What kind of stories might you want to tell?

AC: Telling story is HUGE for our local community. We encounter a lot of denial of facts so touching on people's empathy is crucial.

LC: Understanding the difference between sexuality and sensuality!

RC: In Ohio a story we want to tell is about the intersections of low wages, racism, and COVID.

TD: for me - to consider how stories move your focused audience to action.

JV: better understanding the story pillars and audience segments can help use craft messaging to make connections with new partners on prevention work.

AC: A story we need to be telling is what gender-based violence looks like in our rural communities vs. larger communities.

CM: how about sexual violence against children? especially concerning with children out of school and caring eyes of teachers not on them for 3 months and now the rest of summer.

LC: @Rebecca, I liked what you said!

LC: To Claudine, yes!!!

M: I'm curious about the idea of our communities seeing ourselves in our stories, esp. in stories outside the context of commoditized narratives for products or public relations.

LDM: How do we ensure safety in the stories/narratives?

RC: @Lisa it's an important story to be told.

JM: Can story pillars help how to begin and maintain conversations with men how they define/about what masculinity means to them?

PB: I have a female victim coming to my office in a few hours. She seem scared to get away, so she reaches out, then withdraws. What story would you suggest should be shared?

TD: intentionality of the stories - what do we hope to achieve?

ED: Yes @ Rebecca! I also think stories are really important working in a rural community and doing outreach here; I've been struggling to figure out how to connect so I look forward to thinking about strategy in this way. I've been working to figure out how to connect with the idea of "privacy" that's very important in rural communities and think this may be a great tool.

RC: Me, too!

LC: To Monte, I liked what you said about our stories!

DP: Do y'all have advice on how to create trauma informed stories? I always worry that authentic stories hit too close to home for participants.

DC: @Tanji -- through our stories we hope to achieve a change in attitudes, which will lead to changes in action.

LC: To Pat: Let her tell it and just be presence!

LM: @patboyd, I'm not a therapist or trauma expert, but I would like it's helping her tell you about stories she likes - shows on TV or music or a story about the life she dreams of? Sometimes it's as much about story listening as it is about storytelling.

LC: One thing I talk about regularly is: we do not seem to have the freedom to grieve the loss of our story!

TD: trauma can be relived when stories go beyond two minutes. add some grounding techniques when support individuals with trauma.

LC: Helping our clients find their voice and story are extremely important!

RC: I want to acknowledge that PreventConnect hosts the BEST webinars! The content is so very relevant, practical, and useful. Thank you!

AKJ: @Lisa I am sitting with that — powerful!@

KE: I love that Lisa. I actually do personal narrative storytelling workshops.

LC: @Ashleigh, Thank you so much!

PB: Thank you

AKJ: @Rebecca :) we have amazing partners and the best guests and community

LC: @Kat, Thank you! Are you doing any online training?

LM: Kat is practicing "Safety in Community"!

KE: when you talk about gender based violence, is the assumption for transgender individuals, or is it broader to include, for example, violence against women who are cisgender, too?

RC: @Ashleigh yes you do and thank you so much for bringing this content to us. FANTASTIC!

TV: <https://docs.google.com/forms/d/e/1FAIpQLSdctJR4Rlc91Rs-76Cl25SSptVTxIsxcZ5iB09nCi1q7pll2w/viewform>

LC: I do a lot of grief work, so I allow grieving to be a part of the journey! Why? Because clients may experience ambiguous and stigmatized loss, when it is deals with trauma/violence, etc.

CM: you have reminded me that it's not necessarily that people don't care about our mission to protect children, but maybe we aren't speaking their language. thank you

LC: *when it deals...

TD: agree

LM: @karinegge, our definition of gender justice comes from <https://womensfoundca.org/ca-gender-justice-funders/> "Gender justice is a framework used to bring about the fair and equitable treatment of people of all genders, working to achieve dignity for all. It serves all those directly impacted by gender- based oppression, including transgender and cisgender women,

genderqueer and non-binary people, and transgender men. True gender justice is intersectional and incorporates the needs and perspectives of those working towards racial justice, immigrant rights, LGBTQ+ liberation, disability justice, among others."

AK: Wow great conversation, narrative therapy for trauma and overcoming obstacles is so powerful

TV: Story at Scale: <https://www.storyatscale.org/>

KE: I'm planning doing a workshops soon, but haven't had one scheduled yet. Please email me at kat@culturalpower.org so we can stay in touch.

TV: Audience research: <https://www.storyatscale.org/audience>

TV: Story platform and pillars: <https://www.storyatscale.org/story-platform>

TV: Test videos: <https://www.storyatscale.org/videos>

KE: www.Culturalpower.org

KE: Thank you, Liz!

TV: In-depth reports: <https://www.storyatscale.org/reports>

KLF: FYI that Google form is asking for numeric entries in some fields that are actual text answered

LC: I think we do this work because we ALL have a story! Be okay to share your/our story!

TV: Additional resources: <https://www.storyatscale.org/resources>

AKJ: @Karin when we talk about gender based violence we are meaning violence based on gender norms and unequal power

KE: thank you, everyone!

TV: Story at Scale resource guide: <http://www.preventconnect.org/wp-content/uploads/2020/06/Story-at-Scale-navigation-guide.pdf>

RC: I can't wait for the recording so I can share with the rest of my team

AKJ: We will try to get it up quick, Rebecca!

LC: Thank you, Ashleigh!

TV: <https://www.culturalpower.org/stories/o-going-back-covid-19-cultural-strategy-activation/#:~:text=It%20lays%20out%20frameworks%20and,more%20equitable%20and%20just%20future.>

KE: kat@culturalpower.org

JR: Thank you.

TV: <https://www.jsi.com/resource/survivor-storiesto-build-partnerships-tools-for-domestic-violence-serviceproviders/>

TV: <http://idvsa.org/our-collective-future-wc/>

DP: Definitely sharing this! Really appreciate the power combo of research and art.

TV: <https://www.storycenter.org/ss-case-studies>

TV: <https://www.culturalpower.org/>

JP: Thank you all so much! Can't wait to share with my team (:

TD: thank you very much everyone!

TF: thank you

SJP: Thank you.

ATS: Thank you!!

JM: Thank you for sharing expertise. Very informative. Keep Well

KE: Thank you all so much for having us!

JQ: Thank you!!

BV: Thank you for this great conversation

ATS: This was great!

LCP: Thank you!

LG: Thanks so much!!

MBH: Thank you!

MD: Thank you!!

MGH: Thank you! This was a wonderful presentation!

JV: Thank you all so much! This was amazing and sooooo helpful. Can't wait to share with my team :)

EN: Thank you!

JF: thank you so much!

SW: Thank you! This was great!

LC: Thank you so much! This was great for a Friday! :-)

ED: Thank you!

TV: Our next web conference:

<http://www.preventconnect.org/2020/06/bystander-intervention-from-research-to-practice/>