Welcome, this web conference will begin soon

While you’re getting settled, please take the Story at Scale quiz and find out which audience group you belong to.

storyatscale.org/quiz

CREATING STORIES FOR GENDER JUSTICE
A Narrative and Culture Change Strategy to Prevent Sexual and Domestic Violence

Friday, June 26
11 AM pst | 2 PM est
Meet the PreventConnect Team

Ashleigh Klein-Jimenez
Project Manager
she/her/hers

Tori VandeLinde
Project Coordinator
she/her/hers
How to use Zoom

‣ Text chat
‣ PowerPoint Slides
‣ Polling Questions
‣ Phone
‣ Closed Captioning
‣ Web Conference Guidelines
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 and oppression
- Connect to other prevention practitioners
PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by the U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.
Meet the Prevention Institute Team

Alisha Somji  
Program Manager  
she/her/hers

Abena Asare  
Senior Program Assistant  
she/her/hers
Objectives

- Identify the importance of a **narrative and cultural strategy** for sexual and domestic violence prevention
- Describe research on **audience groups and their core values**.
- Examine how **advocates are using narrative and cultural strategy** to advance gender justice
- Engage in a discussion on **what stories could support sexual and domestic violence prevention work**.
What in our culture supports safety from violence?

What in our culture might contribute to sexual and domestic violence?

Text Chat Question
Norms and culture

Norms

- Attitudes, beliefs, ways of being
- Behavior shapers
- More than a habit
- Sanction behavior
- Communicate regularity in behavior
- Taken for granted

Norms that shape gender-based violence

- Harmful norms about masculinity
- Sexual and domestic violence as a private matter
- Norms that support abuse of power
- Tolerance of aggression and violence
- Harmful norms about femininity
Applicable to mental health and gender-based violence
Meet Our Guests

Favianna Rodriguez,
she/her/hers
Center for Cultural Power

Liz Manne,
she/her/hers
Story at Scale

Kat Evasco,
she/her/hers
Center for Cultural Power

Riki Conrey,
she/her/hers
Story at Scale
CULTURE IS POWER

Artwork by Favianna Rodriguez
Imagine...

A world where political, economic and cultural power are more justly distributed and humans are in a regenerative relationship with nature.
A Celestial Metaphor

Stories are individuals, like stars.

Narratives are connected stories, like constellations are connected stars.

A culture is like a galaxy: ever-expanding and evolving, comprised of many, many narratives and stories.
About Story at Scale: storyatscale.org

1. Audience research
2. Story platform
3. Production & testing

77 co-creators
Conventional Advocacy: Policies, Laws & Elections

Air Game
- Strategic Communications

Ground Game
- Grassroots & Field Organizing

Inside Game
- Legal & Public Policy Advocacy
Cultural & Narrative Strategy: Narratives & Norms

Cultural Organizing
(Heart Game)
- Engaging Artists & Athletes
- Creative Activism
- Hollywood Storylines
- Surrogate Strategies
- Fandoms (K-Pop!)
- Buycotts & Boycotts
A joy-filled life in a gender-just world

storyatscale.org/story-platform

Joyful, pleasurable, fun
Abundant, not scarce
Safety in community
Different, equally valued
Sustaining forever
Curiosity, kids, and the future
What story pillars resonate most for you?

Text Chat Question
The Center for Cultural Power
Gender Justice Core Narratives

**Joy and Pleasure.** Stories that show diverse experiences of joy and pleasure. Stories of self celebration with a diverse range of bodies and genders celebrated. *Stories that reflect the joys of life—being free to create your own identity, enjoy love with partners, belonging, creating, family-making, solitude, acceptance, and on and on.*

**Abundant, not scarce:** Stories of economic equity and how to ensure that all people can make a good living. How it looks when all people have access to the resources they need to survive, including gender oppressed communities.

**Transformational Healing and Access to Healthy Communities** Stories of belonging—building and organizing strong, safer communities, families, and in-groups. *Stories that create a culture where all bodies and genders can experience health and well being. Stories that disrupt cycles of violence both in public and in the home and developing practices of restorative justice that center those impacted.*

**Resources To Thrive.** Stories where all people have access to housing, medical services and community spaces that meet their access needs.

**We Are Interconnected.** Stories that show our interdependence not only with each other, but the planet as a whole. Stories with thriving, collaborative communities.
6 Audience Segments

14% Justice Rising
Creative leftists who want safety and freedom

19% Force for Good
Thinking leftists who want progress and equality

18% Kids First
Parents and grandparents who want their kids to grow up well

12% For the Win
Leaders who want to have a good time and to win

18% No Special Treatment
Rule-followers who want recognition and achievement

19% Religious Traditionalist
Born again Christians who want security, conformity, and power
Ideology

Number of People

Progressive

Conservative
6 Audience Segments: Core Values
# 6 Audience Segments: Influencers & Brands

<table>
<thead>
<tr>
<th>Justice Rising</th>
<th>For the Win</th>
<th>No Special Treatment</th>
<th>Religious Traditionalist</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Justice Rising</strong></td>
<td><strong>For the Win</strong></td>
<td><strong>No Special</strong></td>
<td><strong>Religious</strong></td>
</tr>
<tr>
<td><img src="image" alt="Justice Rising" /></td>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>Force for Good</strong></td>
<td><strong>For the Win</strong></td>
<td><strong>No Special</strong></td>
<td><strong>Religious</strong></td>
</tr>
<tr>
<td><img src="image" alt="Force for Good" /></td>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>Kids First</strong></td>
<td><strong>For the Win</strong></td>
<td><strong>No Special</strong></td>
<td><strong>Religious</strong></td>
</tr>
<tr>
<td><img src="image" alt="Kids First" /></td>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>For the Win</strong></td>
<td><strong>For the Win</strong></td>
<td><strong>No Special</strong></td>
<td><strong>Religious</strong></td>
</tr>
<tr>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>For the Win</strong></td>
<td><strong>For the Win</strong></td>
<td><strong>No Special</strong></td>
<td><strong>Religious</strong></td>
</tr>
<tr>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="For the Win" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>No Special Treatment</strong></td>
<td><strong>No Special Treatment</strong></td>
<td><strong>No Special Treatment</strong></td>
<td><strong>Religious Traditionalist</strong></td>
</tr>
<tr>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="No Special Treatment" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
<tr>
<td><strong>Religious Traditionalist</strong></td>
<td><strong>Religious Traditionalist</strong></td>
<td><strong>Religious Traditionalist</strong></td>
<td><strong>Religious Traditionalist</strong></td>
</tr>
<tr>
<td><img src="image" alt="Religious Traditionalist" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
<td><img src="image" alt="Religious Traditionalist" /></td>
</tr>
</tbody>
</table>
What audiences have you thought less about in the past that you might want to reach moving forward?

Text Chat Question
CCP: Caring Across Generations

work-in-progress
by James Quarles
How might the story pillars help with your prevention work? What kind of stories might you want to tell?

Text Chat Question
What questions do you have for our guests?

Text Chat Question
Center for Cultural Power Key Takeaways and A Call to Action

‣ Art and Narrative Strategies shape culture and worldviews
‣ Culture influences politics and economics
‣ We need stories that imagine the future that we want for our kids
  ▶ Living in world where culture, politics, and economy prioritize people over profit
  ▶ Value life equally
  ▶ Healthy, happy, and thriving

CALL TO ACTION: What stories do you want to uplift?
Share your stories with us by completing this quick survey: https://forms.gle/ny949AsHP6ick6qU9
Tell a story
Make sure your story has a future in it
Make that's a future that the movement wants to see
Tools and Resources
Tools and Resources

culturalpower.org/stories/o-going-back-covid-19-cultural-strategy-activation/
Other Storytelling Resources from the Field

jsi.com/resource/survivor-stories-to-build-partnerships-tools-for-domestic-violence-service-providers/

idvs.org/our-collective-future-wc/

StoryCenter
LISTEN DEEPLY. TELL STORIES

Silence Speaks Case Studies:
storycenter.org/ss-case-studies