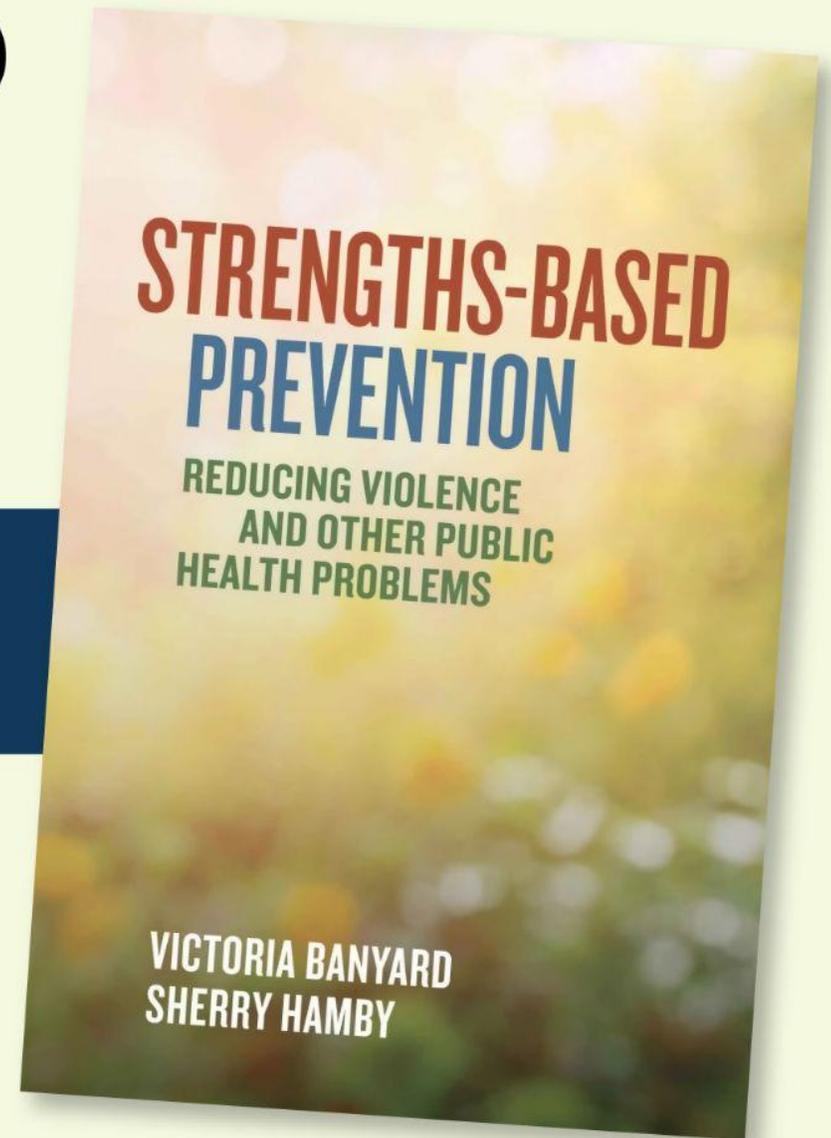


# STRENGTHS-BASED PREVENTION THAT WORKS: SESSION 3

Tuesday, January 31, 2023  
11:00 AM PT/2:00 PM ET



# Meet the PreventConnect Team



**Ashleigh Klein-Jimenez**

Director of Prevention

she/her/hers



**Janae Sargent**

Project Coordinator

them/they



prevent  
connect

## **PreventConnect.org**

[info@PreventConnect.org](mailto:info@PreventConnect.org)

[PreventConnect.org/email](https://PreventConnect.org/email) – email group

[Learn.PreventConnect.org](https://Learn.PreventConnect.org) – eLearning

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# Listen and Review our Podcasts!



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## COMMUNITY ENGAGEMENT: Authenticity in Practice

Available on  



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## Digital Consent and Creating Safer Online Spaces:

SEXUAL ASSAULT AWARENESS & PREVENTION MONTH 2022

Available on  

## PREVENTION IN SPORT

Highlights from new game-changing research



Available on  

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## Letting Youth Lead:

DIRECTIONS IN PREVENTION

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## EMBRACING INTERSECTIONALITY:

2022 National Sexual Assault Conference Preview

Available on  

## DISABILITY JUSTICE AND PRIMARY PREVENTION

Part 1 and 2 out now

Available on  



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## ROADMAP TO PREVENTION



### Connecting Critical Race Theory and Anti-Oppression

Available on  

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## HIGHLIGHT REEL: Health Equity Approaches to Prevention

Available on  

prevent connect  
A ValorUS PROJECT

## DOMESTIC VIOLENCE AWARENESS MONTH 2022:



### No Survivor Justice Without Racial Justice

Available on  

prevent connect  
A ValorUS PROJECT

New Podcast Episode Available Now

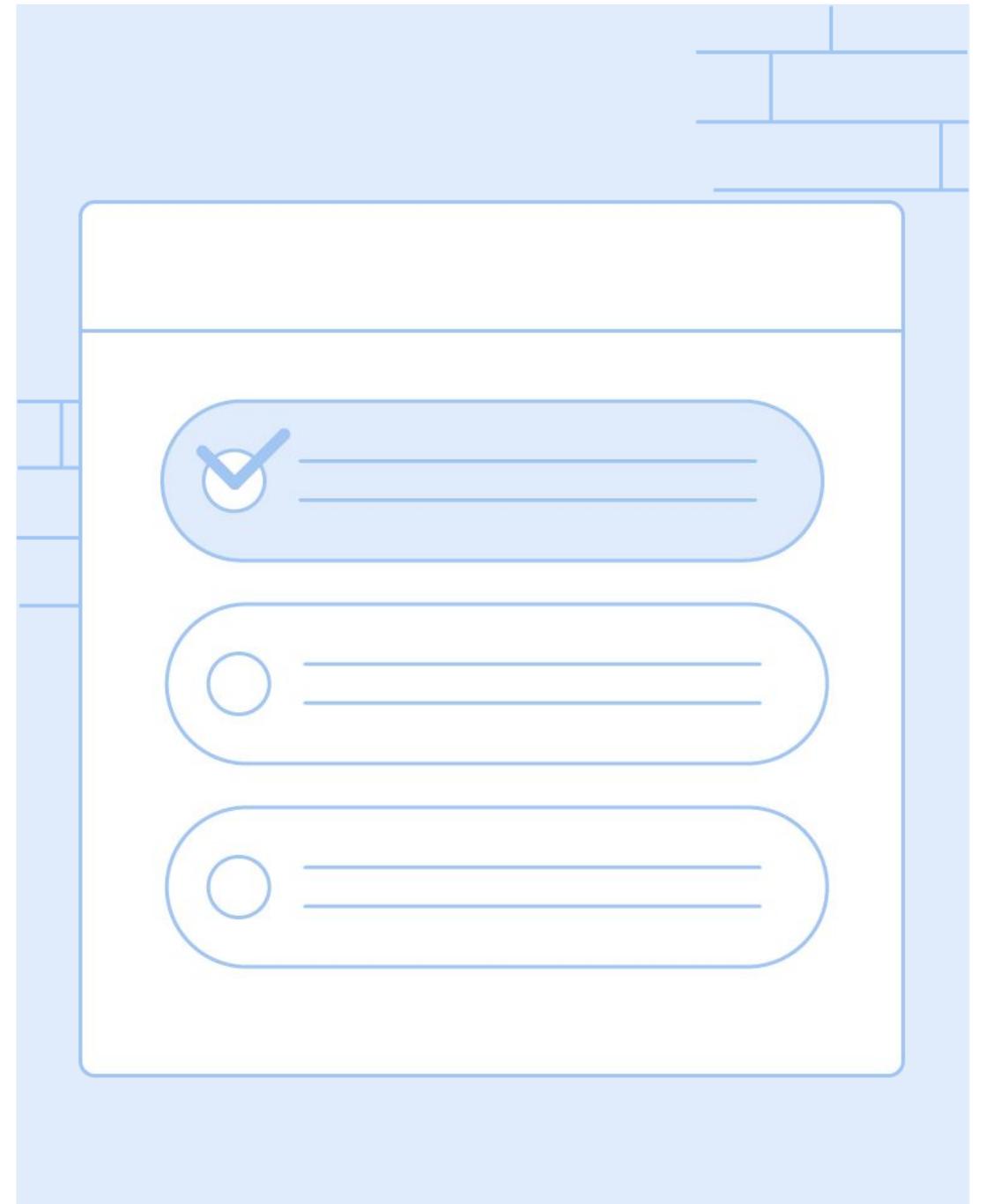
# Bridging Data and Practice in the Case for Prevention



Available on  Spotify 

Did you attend any  
of the other sessions  
in this series?

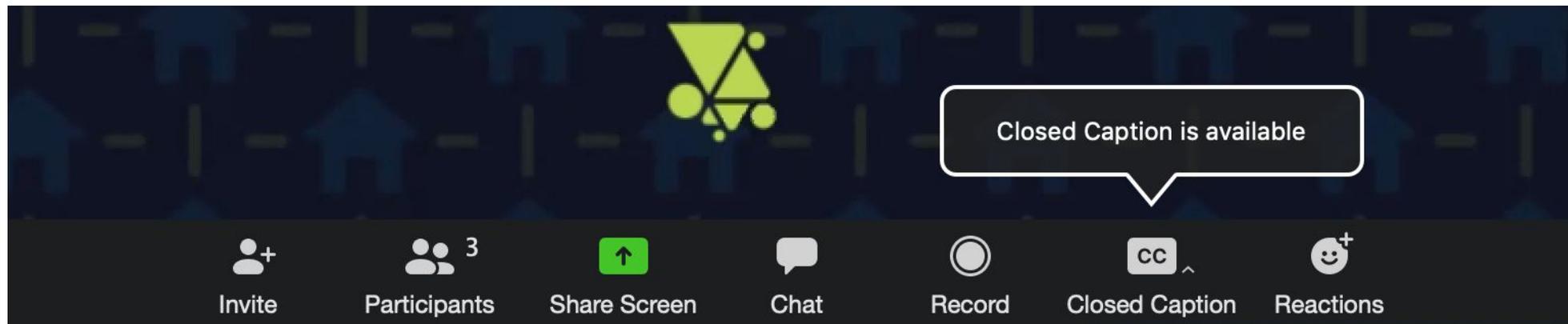
Polling Question



The diagram illustrates a polling question interface. It features a white rounded rectangle on a light blue background. At the top of the rectangle is a white header bar. Below the header, there are three vertically stacked rounded rectangular options. Each option contains a radio button on the left and two horizontal lines representing text on the right. The top option has a blue checkmark inside its radio button, indicating it is the selected answer. The middle and bottom options have empty radio buttons.

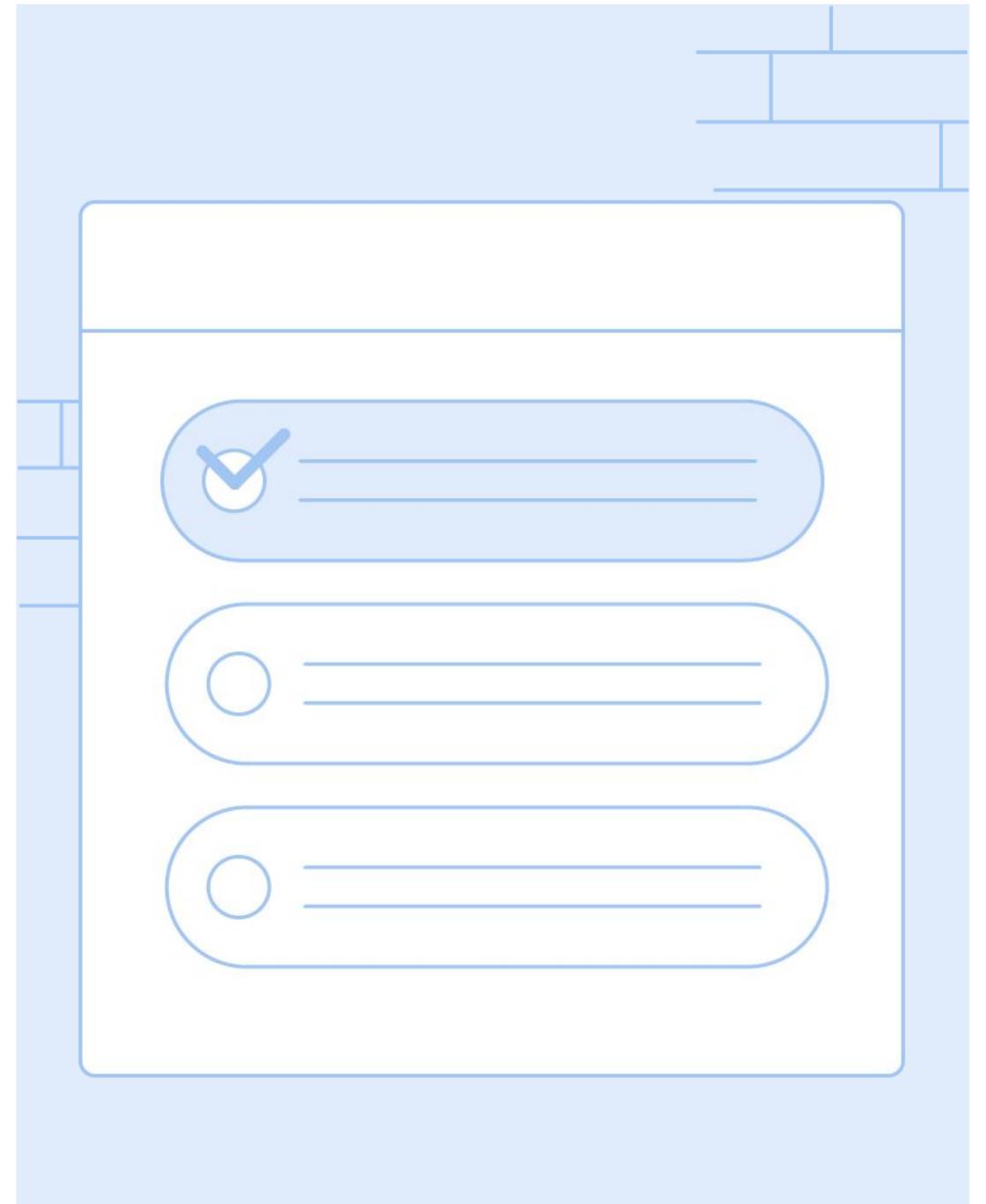
# How to use Zoom

- ▶ Text chat
- ▶ PowerPoint Slides
- ▶ Polling Questions
- ▶ Phone
- ▶ Closed Captioning
- ▶ Web Conference Guidelines



Did you attend  
Session 1 of this  
series?

Polling Question



The diagram illustrates a polling interface on a light blue background with a faint brick pattern. It features a white rounded rectangle containing three vertically stacked options. Each option is represented by a rounded rectangular button with a light blue gradient and a thin blue border. The top button is selected, indicated by a blue checkmark inside a small white circle on the left and two horizontal lines on the right. The middle and bottom buttons are unselected, each featuring a small white circle on the left and two horizontal lines on the right.

# STRENGTHS-BASED PREVENTION THAT WORKS: SESSION 1

Tuesday, December 13, 2022  
11:00 AM PT/2:00 PM ET



STRENGTHS-BASED  
PREVENTION  
REDUCING VIOLENCE  
AND OTHER PUBLIC  
HEALTH PROBLEMS

# STRENGTHS-BASED PREVENTION THAT WORKS: SESSION 2

Tuesday, January 24, 2023  
11:00 AM PT/2:00 PM ET



STRENGTHS-BASED  
PREVENTION  
REDUCING VIOLENCE  
AND OTHER PUBLIC  
HEALTH PROBLEMS

VICTORIA BANYARD  
SHERRY HAMBY

Session 1 recording available:

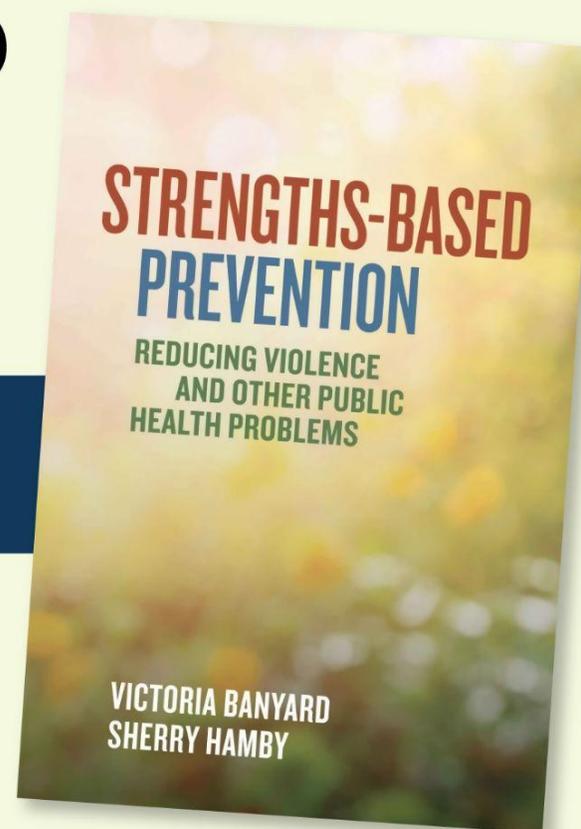
<https://www.preventconnect.org/2022/11/strengths-based-prevention-that-works/>

Session 2 recording available:

<https://www.preventconnect.org/2023/01/strengths-based-prevention-that-works-session-2/>

# STRENGTHS-BASED PREVENTION THAT WORKS: SESSION 3

Tuesday, January 31, 2023  
11:00 AM PT/2:00 PM ET



PreventConnect is a national project of ValorUS 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 VALOR.

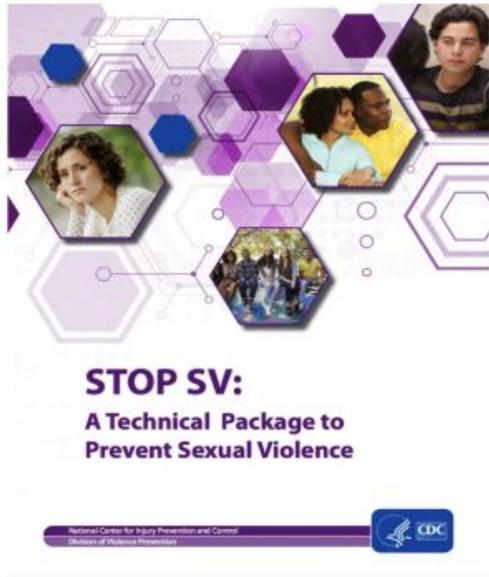
# PreventConnect

- ▶ 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

# Objectives

- Participants will learn how to implement hot spot mapping, walk audits, and photovoice as tools to assess and address systemic issues.

# CDC's Technical Packages



STOP SV		
	Strategy	Approach
<b>S</b>	Promote <b>Social Norms</b> that Protect Against Violence	<ul style="list-style-type: none"> <li>Bystander approaches</li> <li>Mobilizing men and boys as allies</li> </ul>
<b>T</b>	Teach <b>Skills</b> to Prevent Sexual Violence	<ul style="list-style-type: none"> <li>Social-emotional learning</li> <li>Teaching healthy, safe dating and intimate relationship skills to adolescents</li> <li>Promoting healthy sexuality</li> <li>Empowerment-based training</li> </ul>
<b>O</b>	Provide <b>Opportunities</b> to Empower and Support Girls and Women	<ul style="list-style-type: none"> <li>Strengthening economic supports for women and families</li> <li>Strengthening leadership and opportunities for girls</li> </ul>
<b>P</b>	Create <b>Protective Environments</b>	<ul style="list-style-type: none"> <li>Improving safety and monitoring in schools</li> <li>Establishing and consistently applying workplace policies</li> <li>Addressing community-level risks through environmental approaches</li> </ul>
<b>SV</b>	Support <b>Victims/Survivors</b> to Lessen Harms	<ul style="list-style-type: none"> <li>Victim-centered services</li> <li>Treatment for victims of SV</li> <li>Treatment for at-risk children and families to prevent problem behavior including sex offending</li> </ul>

# Meet Today's Guest Speaker

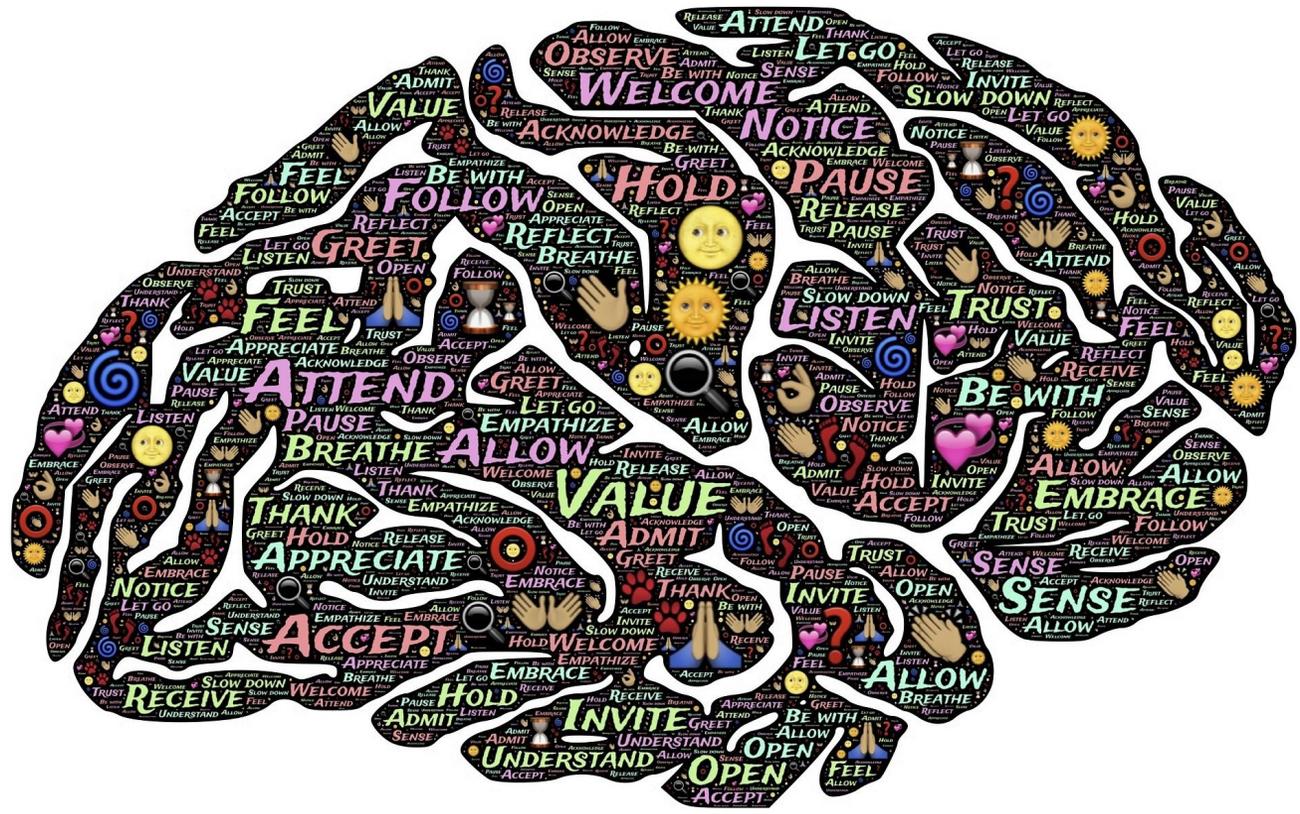


**Victoria Banyard, Ph.D.**  
Rutgers University School of Social Work  
and Center for Research on Ending  
Violence



**Sherry Hamby, Ph.D.**  
(she/her)  
University of the South and Life  
Paths Research Center

# Mindfulness Moment



# What We Will Discuss Today

- ▶ Brief reminder about The Prevention Portfolio Model
- ▶ Changing social environments: Social norms and social marketing

**\*\*Interview interlude\*\***

- ▶ Changing physical spaces: the natural environment, hot spot mapping, walking audits

**\*\*Interview interlude\*\***

- ▶ Q and A

What are some ways  
social environments  
prevent (or uphold)  
norms around sexual  
and intimate partner  
violence?

Text Chat Question

Chat

From Me to **Everyone**:

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

To: **Everyone** ▼

Type message here...

# Strengths Domains of P/ RPM



<https://pixabay.com/photos/juggler-trick-magician-juggle-1216853/>

## Regulatory:

- Emotion
- Awareness
- Emotion regulation
- Endurance



<https://www.pexels.com/photo/photo-of-people-putting-their-hands-up-3228685/>

## Interpersonal:

- Social
- Support
- Generativity
- Community support



<https://nara.getarchive.net/media/us-naval-academy-midshipmen-stand-and-recite-the-oath-of-enlistment-during-41a20a>  
<https://www.pexels.com/photo/person-standing-under-a-rock-formation-on-a-starry-night-33688/>

## Meaning making

- Purpose
- Optimism
- Service
- Cultural Traditions
- Mattering

Banyard, V. & Hamby, S. (2021). Strengths-Based Prevention: Reducing Violence and Other Public Health Problems. Washington, DC: APA Books.

# Social Marketing & Social Norms Strategies

# Social Norms and Social Marketing

**Know Your Power®**

Do you see this? Not cool!

We should tell him to backoff!

Why the F\* were you talking to HIM?!

Please I didnt mean to...He was just talking about the group project!

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**Soteria Solutions™**  
Activating Bystanders, Igniting Change.

**Step In, Speak Up**  
You Can Make a Difference

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<https://soteriasolutions.podia.com/know-your-power-products>. ©2022. Know Your Power® is owned and copyrighted by University of New Hampshire and exclusively distributed by Soteria Solutions.

# Social Marketing vs Social Norms Campaigns

- ▶ Marketing – using principles from field of marketing to influence health behavior choices.
- ▶ Social norms – perceptions about what a group thinks is acceptable behavior.
  - ▶ A type of marketing that focuses on what people think others think and do and how those perceptions of others' behaviors affects our own.

# Why Social Marketing Campaigns

- ▷ Diffusion of Innovation – reach more people
- ▷ One way of using opinion leaders to create change
- ▷ Part of the “visual signals in the environment” – more on that later



# Types of Norms

- ▶ Can be measured at the group or community level or at the individual level – we most often measure an individual's perception of norms (which is an attitude).
- ▶ Different from other social processes important to communities like social cohesion or collective efficacy.
- ▶ Descriptive
  - ▶ What are other people doing?
  - ▶ What do I think other people are doing?
- ▶ Injunctive
  - ▶ What do others think accepted behavior is – what should we do?
  - ▶ What do I think others think is accepted behavior?

# Links between Norms and Public Health Behaviors



<https://www.pexels.com/photo/group-of-people-near-wall-2422290/>

Tobacco,  
alcohol and  
other  
substance  
use

Violence  
perpetration

Bystander  
behavior

# Current Limitations

- ▶ Focus on risk and not on strengths – what norms do we want to see?  
What does positive behavior look like?
- ▶ Not tailored – we know different types of norms affect different audiences
  - ▶ CAMI teens versus adults
  - ▶ Reference group is important
  - ▶ Study of social marketing and college men – different messages appealed to different groups.

# Mabry & Turner 2016

- ▶ Young men who perceived low peer descriptive and injunctive norms about bystander helping responded better (greater intent to help post-marketing campaign) when messaging was positive: take a stand as an active bystander. These young men lowered intent when negative messaging (don't be the guy who doesn't get consent) were used.



<https://www.pexels.com/photo/men-in-blue-denim-jacket-847078/>

# Effective Social Marketing

- ▶ Message about what people do, but make sure they describe behavior you want to see happen.
- ▶ Avoid suggesting that the problem you are trying to stop is super common and “everybody’s doing it.”—you will create the very norm you are trying to fight.
- ▶ Don’t fudge stats—people won’t believe them – and keep them .
- ▶ Avoid admonishment.
- ▶ People like feeling like they are part of the solution or even heroic.
- ▶ Consider inoculation strategies—come up with responses to likely counter arguments.

# Effective Social Marketing cont.

- ▶ Norms take time to change
- ▶ Be careful about putting at-risk peers together
- ▶ Tea and consent YouTube video as example  
<https://www.youtube.com/watch?v=pZwvrxVavnQ>
- ▶ Build on norms already in place: Navy values of honor, courage, commitment
- ▶ Pay attention to broader messages that are in the environment. What is being shown on TVs in gyms and other public spaces, for example?

# Social Self-Identification

- ▶ Potter et al work on Know Your Power campaign
  - ▶ Important that audience sees themselves in marketing materials
  - ▶ Potter and Stapleton structured focus group method for tailoring social marketing campaigns.



<https://www.pexels.com/photo/photo-of-man-looking-at-the-mirror-1134184/>

Potter, S. J., & Stapleton, J. G. (2011). Bringing in the target audience in bystander social marketing materials for communities: Suggestions for practitioners. *Violence Against Women*, 17(6), 797-812.

# Positive Marketing

- ▶ Visual affirmation of goals on posters.
- ▶ How can you signal strong sense of community through marketing materials?
- ▶ If I walked on Main St. how would I know this is a community where people help each other and violence isn't tolerated?
- ▶ Green Dot Spots

## HOW TO PARTICIPATE:

1. Visit a participating Green Dot Spot for a Spotlight Week Passport. Or [click here](#) to download one.
2. During the week, take your passport to other Green Dot Spots and fill it with stamps!
3. THEN on Saturday, March 24, take your card to The Java Cup to be entered in a raffle for a chance to win either \$500, \$100, or \$50.

Below is a list of the newest Green Dot Spots. Have fun!

## What is a Green Dot Spot?

Green Dot Spots are the pioneer businesses, agencies, and groups that proudly announce their contribution to a safer community. Making your workplace a Green Dot Spot is a powerful way to use your influence to let everyone know that you are not okay with violence and you invite everyone to do their part to make our community safer.

## Green Dot Spot Benefits

- Team bonding during training
- Support in promoting a safer workplace
- Showing that you care about our community
- Certificate for training participants
- Green Dot Spot Signage
- Listed on CGD website as a Green Dot Spot

Introducing Our Newest Green Dot Spots:

# Localized Feedback on Social Norms

Did you know 74% of RCAS youth (grades 7-10) think its important to talk about how to stop sexual assault?



We are taking a stance in our community against sexual violence.  
#positivebystander #rcyouthvip #dontwatchtakeaction  
Find more info @ [YouthVIP.org](http://YouthVIP.org)

RC Youth Voices in Prevention

**"I work hard now to make a good future for myself"**

**Says 93% of RCAS 7-10th graders**

#positivebystander #rcyouthvip #dontwatchtakeaction  
Find more info @ [YouthVIP.org](http://YouthVIP.org)

RC Youth Voices in Prevention

**"My opinion is important because I can make a difference in Rapid City."**

Preventing sexual harassment and dating violence is everyones responsibility.

70.8% of RCAS (grades 7-10) youth think its important for adults to talk about healthy relationships  
#rcyouthvip #dontwatchtakeaction #fearisfiction

RC Youth Voices in Prevention

**88% of youth in RC think that everyone has a role to play.**

**What is YOUR role in ending sexual assault?**



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

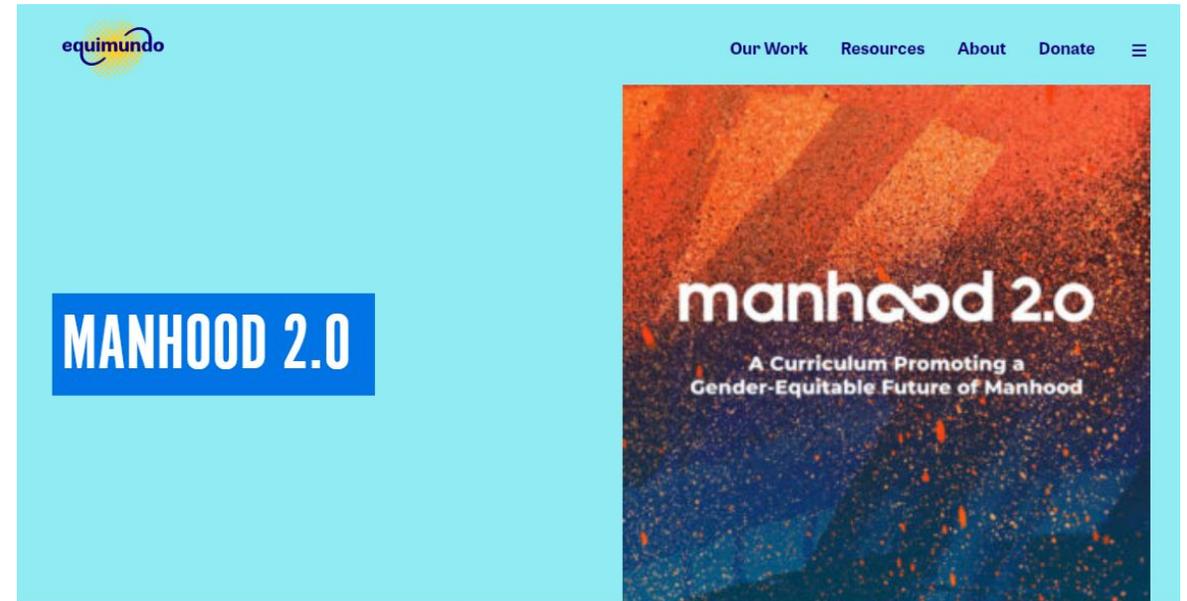


<https://www.pexels.com/photo/health-workers-wearing-face-mask-3957987/>

Wear a mask for short-term gains like being able to go to a social event rather than long term risks like death.

# Social Norms Focused Programs

- ▷ Gender Norms
- ▷ Manhood 2.0 (both norms program and job training reduced perpetration)
- ▷ Coaching Boys Into Men
- ▷ Bystander norms
- ▷ Green Dot
- ▷ The Men's Project – Berkowitz
- ▷ Mentors in Violence Prevention



# “Climate doesn’t exist beyond people.” - J. Pryor

- ▶ Encourage network diversity as a prevention goal. See, for example: Gomes, K. D., Sánchez-Cardona, I., & Moore, B. A. (2021). Team Resilience: Practical Implications for Military Service Members. *Military Behavioral Health*, 1-12.
- ▶ Co-worker support improves impact of reporting harassment in workplace.
- ▶ Military study that climate of respect in workplace associated with lower harassment.
- ▶ “Culture of Excellence” in the Navy including trust and connectedness.  
<https://www.mynavyhr.navy.mil/Portals/55/Support/21stCenturySailor/COE/signature-behaviors.pdf?ver=XTdBCqpOMsUeIFAH39kOVA%3D%3D>
- ▶ Climate surveys found higher connectedness in work teams was related to lower problems including substance use, domestic violence.

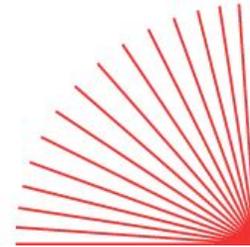


INTERVIEW

INTERLUDE

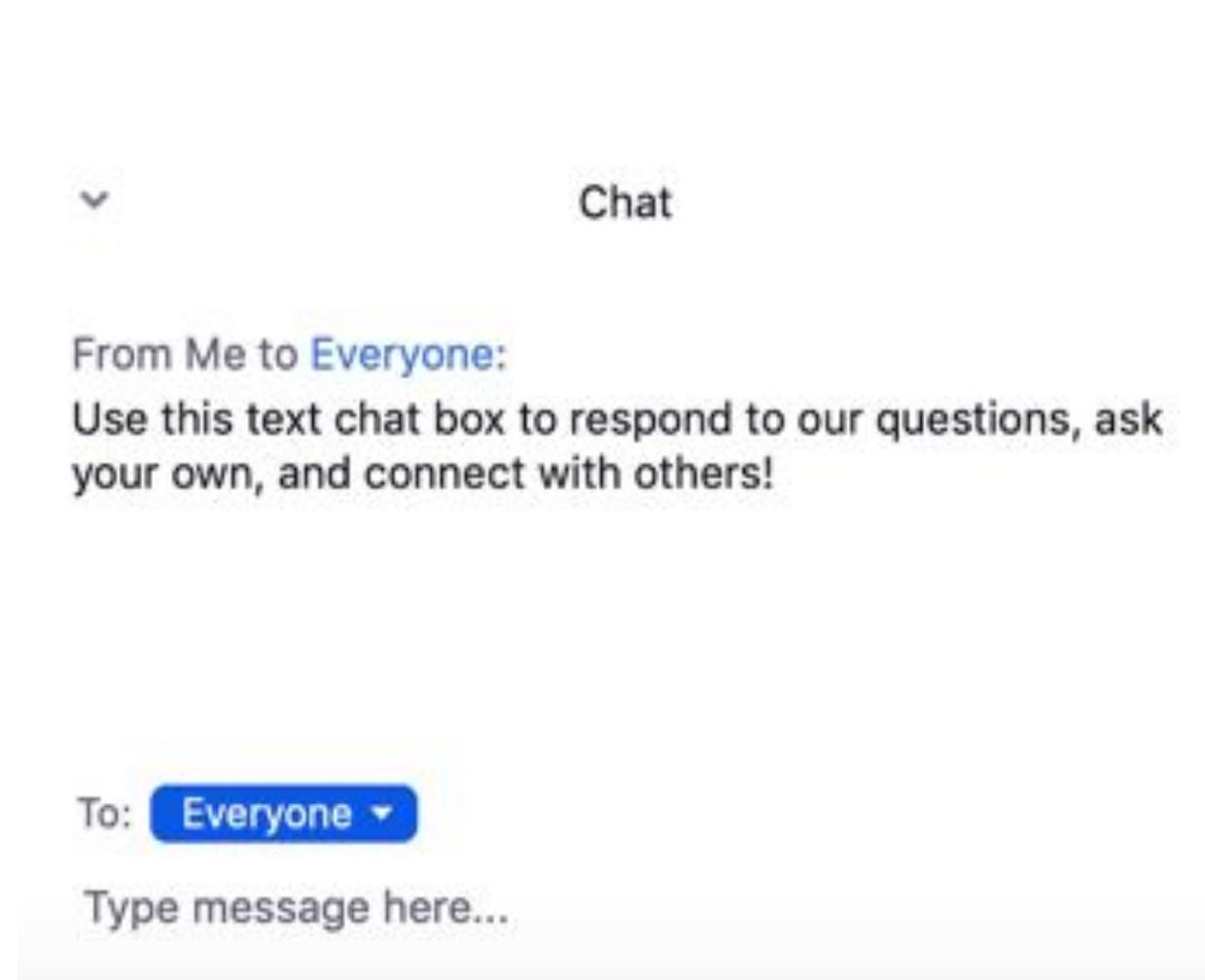
INTERLUDE  
INTERLUDE  
INTERLUDE

PODCAST



What are some opportunities to impact social environments in your work to prevent violence?

Text Chat Question



# The Built & Natural Environments as Prevention

Including Hot Spot Mapping, Geographic Interviewing, & Walk Audits

# The Build Environment as Prevention

- ▶ Physical spaces: Crime Prevention Through Environmental Design (CPTED)
- ▶ Alcohol outlet density
- ▶ Green spaces
- ▶ School climate
- ▶ Residence Hall design on campuses
- ▶ “Design justice” – from surveillance to collaboration & investment
- ▶ Behavior scripts based on place (Barker)
- ▶ Hirsch work on campuses
- ▶ Visual cues
- ▶ Murals, street art, health communication

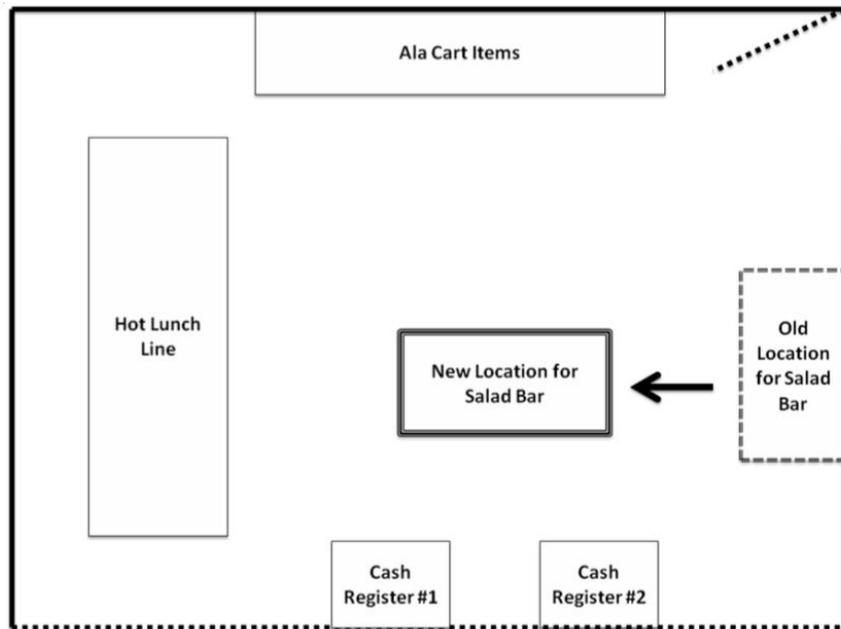


Robert Wood Johnson University Hospital's Domestic Violence Prevention Program unveiling of the second Healthy Relationships/Dating Violence Prevention Community Mural at David's Florist, 224 Hamilton Street, in New Brunswick on July 2 at 5 p.m. Alexander Loma / Editorial Vision

**NEW BRUNSWICK** A new public mural in the city is adorned with flowers, the words "trust," "respect," and "love" in English and Spanish, and a phone number.

The number — 1-800-572-SAFE (7233) — is for the New Jersey Domestic Violence Hotline.

# Does Our Environment Reflect Our Priorities?



If all we do is tell kids to eat more vegetables, are we really communicating that is what we want?

--Beware of "prevention theater" versus real prevention.

There are lots of ways to increase vegetable consumption. In addition to above, other famous nudges include re-arranging choices at checkout & changing names of dishes to sound more appealing.

# The Natural Environment as Prevention

# Shinrin-Yoku (Forest Bathing), Gardening, & Contact with Green Spaces

- ▶ There is extensive evidence that contact with nature improves our mental health (Engemann et al., 2019; Kotera et al., 2022).
- ▶ This includes evidence that simply being outdoors—"forest bathing"—is better than spending time outside in more urban environments.
- ▶ It also includes evidence that exercising (hiking) in natural environments is better than the same amount of exercise in indoor or urban environments (e.g., Niedermeier et al., 2017).
- ▶ It also includes evidence that simply adding green spaces to urban environments, in the form of parks, community gardens, or other plantings, can improve the wellbeing of the whole neighborhood.
- ▶ May be due to exposure to phytoncides and other organic plant compounds.



[2010\\_Davie\\_Street\\_community\\_garden\\_Vancouver\\_BC\\_Canada\\_5045979145](#)

Many humans in today's societies are nature-starved.

# Incorporating the Natural World Into Therapeutic & Professional Spaces

- ▶ Can be as simple as bringing plants into your office space.
- ▶ Some previous suggestions re outdoor paths or trails help here too, but even adding an outdoor bench works.
- ▶ Encourage clients and students to try gardening or houseplants.
  - ▶ <https://www.thespruce.com/low-light-conditions-houseplants-1902917>
- ▶ <https://bloomscape.com/green-living/9-easiest-houseplants-anyone-can-grow/>
- ▶ Invest in landscaping around your workspace.
- ▶ Consider adding gardening programs to schools, elder care centers, or other day or inpatient programs.
- ▶ Some places are working to build outdoor platforms and gazebos to create more accessible spaces to have outdoor



Sansevieria or "snake plant" will survive in minimal or artificial light (image from Wikimedia).

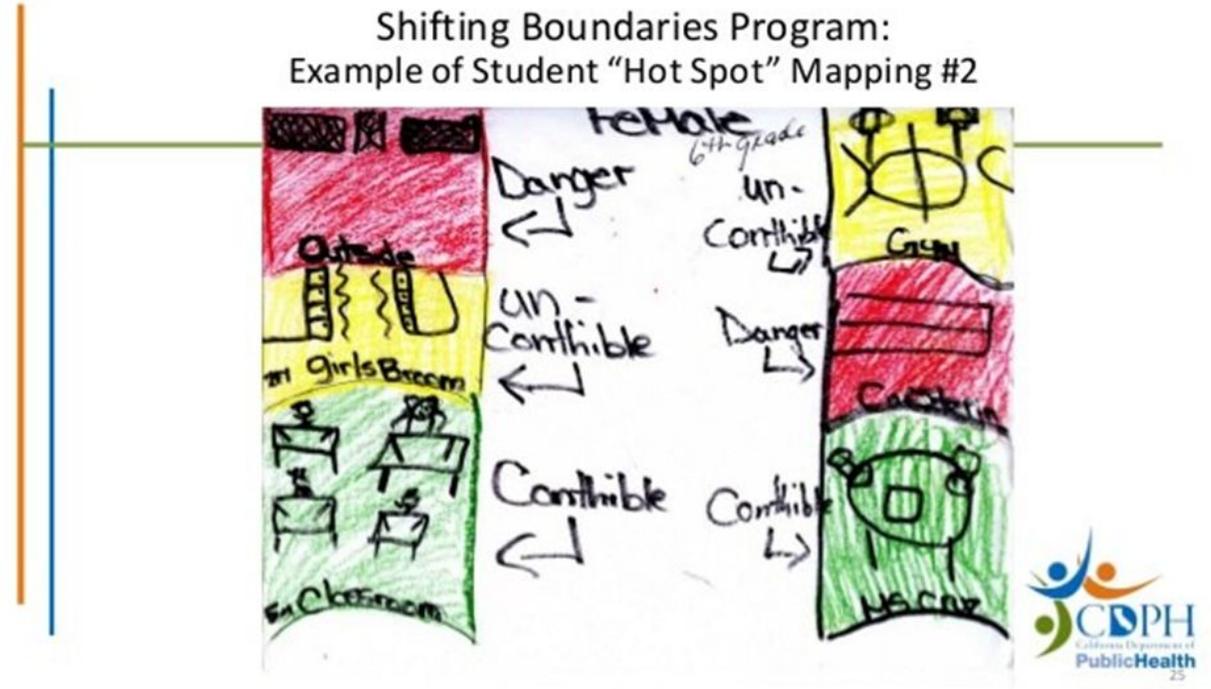


Spider plant is another good choice (image Wikimedia)

The best time to plant a tree was 20 years ago. The second-best time is now.  
— Chinese proverb

# Hot Spot Mapping & Geographic Interviewing

Bullying, assault, drug use—these problems are not evenly distributed across any setting, such as a school campus, military base, or neighborhood. Focus on areas where most problems are occurring. In schools, this is often cafeterias, gyms, dorms, school buses, bathrooms, and playgrounds. Hot spot mapping helps you identify the critical spaces in your setting and focus on those.



Slide from California Dept of Public Health, Shifting Boundaries Program by Bruce Taylor, Nan Stein and colleagues.



# “Exploring experiences of place & community” – Littman on geographic interviewing at ResilienceCon 2022

## Composite Blueprints



From young adults living in new “trauma-informed” permanent supportive housing. Littman, D. (2022, April). Using geographic interviews as a method for mapping young people’s adaptive experiences of place. Presented at ResilienceCon 2022. (shared with permission)

# How to Implement Hot Spot Mapping

- ▶ Pass out maps of your campus/base/neighborhood, or let people draw their own red, yellow, and green zones.
- ▶ Hot spot mapping & geographic interviewing do not require any history of victimization or perpetration, self-disclosure, or reporting on others—just a knowledge of the dangerous spaces in a community. Thus, not stigmatizing or risky for participants.
- ▶ Once hot spots are identified, think about changing the environment to improve safety.

## Social Spaces at Williams College

College life provides many opportunities to interact with students in social spaces.

How do you feel in this social space at Williams College?

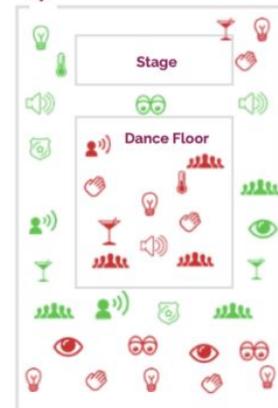
Please use as many stickers as you wish to illustrate, using GREEN for your positive feelings and RED for your negative feelings about these issues:

The Environment	
Lighting	 
Noise	 
Temperature	 
Crowd Density	 
Vision/Sight Lines	 
Drunkenness	 
Campus Security	 

Interactions with Others	
Look	 
Talk	 
Touch	 

Entry



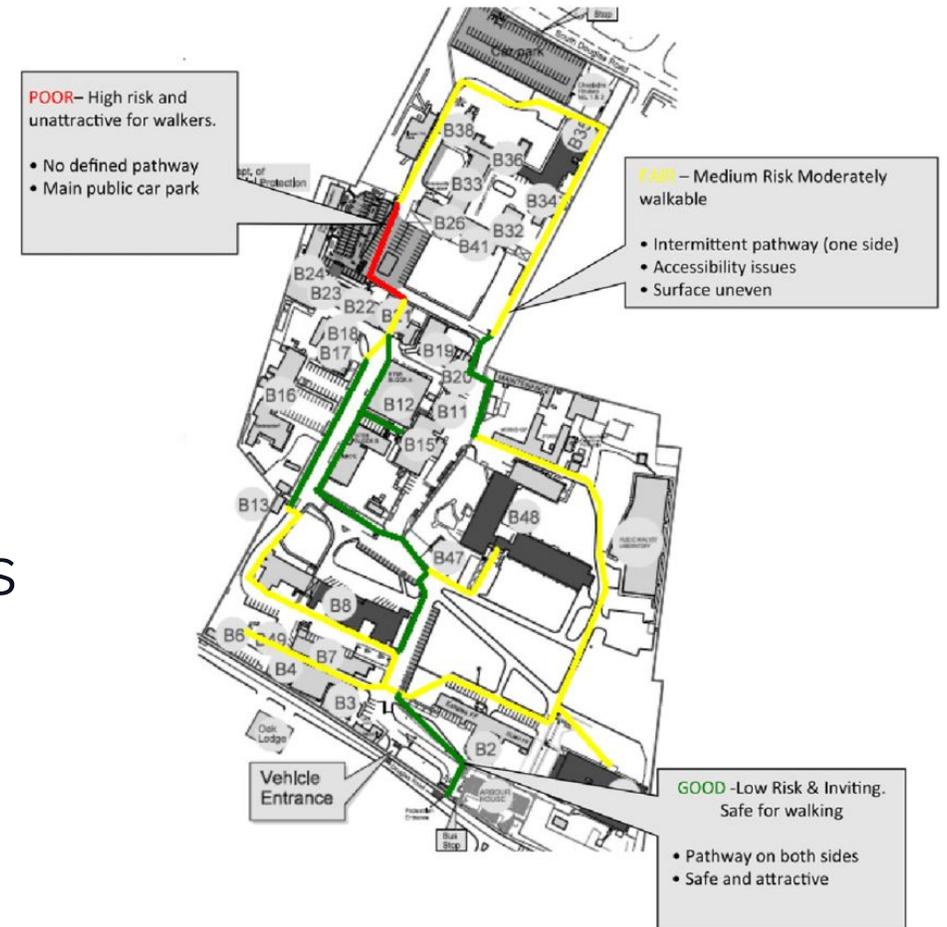
<https://www.preventconnect.org/2019/12/introducing-enhancing-campus-sexual-assault-prevention-efforts-through-situational-interventions/>

# How to Implement Hot Spot Mapping

- ▶ For example, if a cafeteria is a dangerous red zone, consider changing:
  - ▶ The seating
  - ▶ The traffic flow (Washington State Covid example)
  - ▶ The schedule of who eats when
  - ▶ The number of parent or other adult volunteers eating in the cafeteria during mealtimes (ideally offer some training beforehand).
- ▶ You might even consider something like re-purposing that space. For example, making the cafeteria the location of a buddy program for K and 5th-6th graders, so the older students start to associate that space with being their best selves and role models for others (during morning or afternoon hours).
- ▶ The point is to focus on building-level or campus-level alterations, not individuals.

# The Walk Audit

- ▶ Involves physically going out and experiencing your professional spaces as a client or family member would (Kan et al., 2020).
- ▶ Can be helpful to take photos or videos to identify areas that are unwelcoming or hard to navigate.
- ▶ Another opportunity to consider what messages you are sending clients and family members and to work on making spaces more accessible and welcoming.



From Cronin, J. (2016) Audit of workplace walkability in Irish healthcare setting.  
[https://www.researchgate.net/figure/Colour-coded-map-of-walking-audit-segments-from-SFHC-Worksite-Walkability-Audit-March\\_fig1\\_280122690](https://www.researchgate.net/figure/Colour-coded-map-of-walking-audit-segments-from-SFHC-Worksite-Walkability-Audit-March_fig1_280122690)

# Questions to Consider

- ▶ How easily can a newcomer navigate your space?
- ▶ How welcoming is your space?
- ▶ Are your organization's values readily apparent from the surroundings?
- ▶ Much of the above can be accomplished as easily as printing signage, welcome signs, statements of values (or posters etc.).
- ▶ Does your organization's surroundings promote wellbeing through warm or vibrant (versus sterile) color choices, comfortable furnishings, quiet and privacy when needed?
- ▶ Are the surroundings appropriate for all ages served by the organization (are their child-appropriate furnishings, décor, toys etc. available if the organization serves children? Are all the toys for toddlers or are there appropriate magazines or games for older children and adolescents?)
- ▶ Are our basic human/mammalian needs being met—bathrooms, kitchens, fridges, opportunities to eat, exercise, rest?

# An Example of a Recent Systemic Effort

- ▶ Sherry's university, the University of the South, worked for more than a year to distill core values and get them into super brief forms (hard!). Now, they are investing in multiple ways, including these signs, to better communicate these values.
- ▶ This is a process. There are times the institution does not live up to these values and there's been a lot of discussion about making sure they apply "up" to the administration as well as "down" to the students, faculty, and staff. Still, it's been a positive step forward to have some clear and shared reference points for all the many conversations about values (financial priorities, discipline procedures, etc.) that were happening anyway.



# Practice: Think about the building you are in now

Write in the chat

1. What is one strength about the way this building is set up?
2. What is one change that would be more welcoming or better reinforce the messages of the organization? (even a home office space)



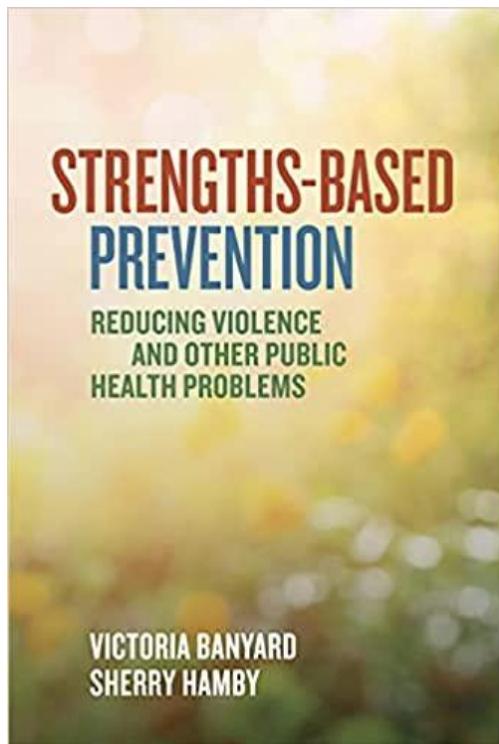
INTERVIEW

INTERLUDE

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Thank you!

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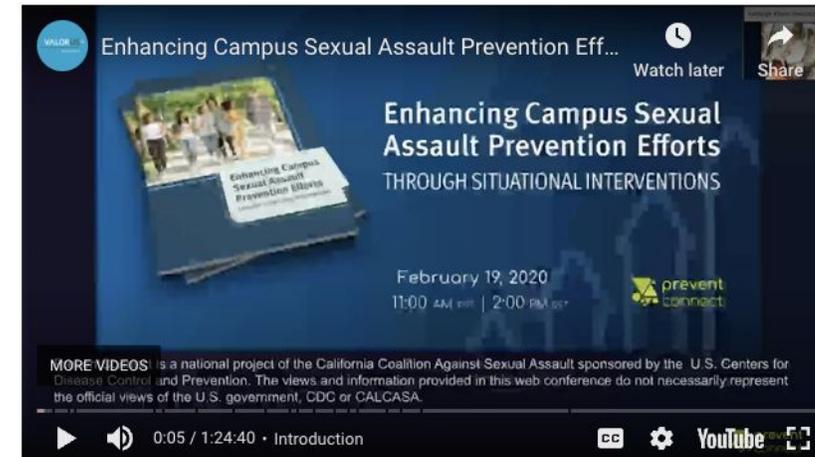
<https://www.apa.org/pubs/books/strengths-based-prevention>

<https://www.amazon.com/Strengths-Based-Prevention-Reducing-Violence-Problems/dp/1433836254>

# Past Web Conferences Exploring Environmental Approaches



<https://www.preventconnect.org/2017/07/a-safe-place-to-call-home-transforming-the-physicalbuilt-environment-for-sexual-and-domestic-violence-prevention/>



<https://www.preventconnect.org/2019/12/introducing-enhancing-campus-sexual-assault-prevention-efforts-through-situational-interventions/>



<https://www.preventconnect.org/2019/05/what-surrounds-us-shapes-us-greening-and-other-physical-built-environment-strategies-for-preventing-domestic-and-sexual-violence/>



<https://www.preventconnect.org/2022/11/health-equity-approaches-to-preventing-sexual-and-intimate-partner-violence-session-3-partnering-with-sectors-and-movements/>



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