



**PREVENTION
CONNECTION**
THE VIOLENCE AGAINST WOMEN
PREVENTION PARTNERSHIP

A Project of



C A L C A S A

Prevention
Putting prevention
at the center of
Institute
community well-being

Welcome to this Web Conference

Toward a Community Solution:
Advancing Primary Prevention
of Violence Against Women

We will start soon



- ◆ Today is the first in a series of web conferences on the primary prevention of violence against women.
- ◆ The next web conferences will be:
 - Thursday, May 5, 2005
 - Thursday, June 9, 2005

There will be more sessions in Summer and Fall 2005.



- ◆ To sign up for web conferences visit www.PreventConnect.org
- ◆ Materials and Archives of previous events will be available
- ◆ Sign up for the Prevent-Connect ListServ for more information and follow-up discussion

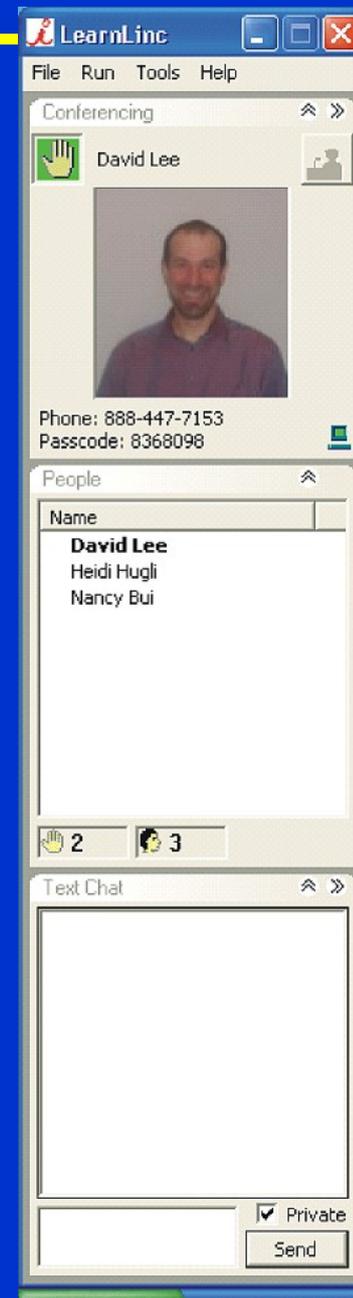
Examples of Effective Prevention

- ◆ Build upon existing Prevention efforts
- ◆ Share examples of how you address violence prevention in your community
- ◆ Send examples to Prevent-Connect Listserv
- ◆ Join at www.PreventConnect.org



How to Use This Technology

- ◆ Phones (*6 to mute; *8 to unmute)
- ◆ Raise Hand
- ◆ Q&A
- ◆ Text Chat (check private to send)
- ◆ PowerPoint Slides
- ◆ Other Web Conference information



Technology

- ◆ For trouble on the web please send a private chat
- ◆ You can call iLinc technical assistance at 800-799-4510
- ◆ Phone Customer Service call iLinc at 866-297-9161
- ◆ For other information, call CALCASA at 888-922-5227



“Violence Against Women”

- ◆ Domestic violence
- ◆ Sexual violence
- ◆ Violence across the life-span
- ◆ **Prevent** before violence starts
- ◆ **Connect** to other forms of violence



Collaborative Partners

- National Sexual Violence Resource Center – www.nsvrc.org
- National Youth Violence Prevention Resource Center – www.safeyouth.org
- PREVENT, Preventing Violence through Education, Networking and Technical Assistance – www.prevent.unc.edu
- Prevention Connection– www.PreventConnect.org
- VAWnet, The National Online Resource Center on Violence Against Women – www.VAWnet.org

Prevention Connection is sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in the listserv and web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.



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www.PreventConnect.org

Toward a Community Solution

Advancing Primary Prevention of Violence Against Women

Training conducted by:



March 17, 2005

11:00AM - 12:30 PST; 2:00-3:30 PM EST



Sexual Violence & Intimate Partner Violence Prevention Team



Larry Cohen



Lisa Fujie Parks



Rachel Davis (& Dolfi)



Elizabeth Berger



Ryu Cheng



When violence against women and girls ends, we will...

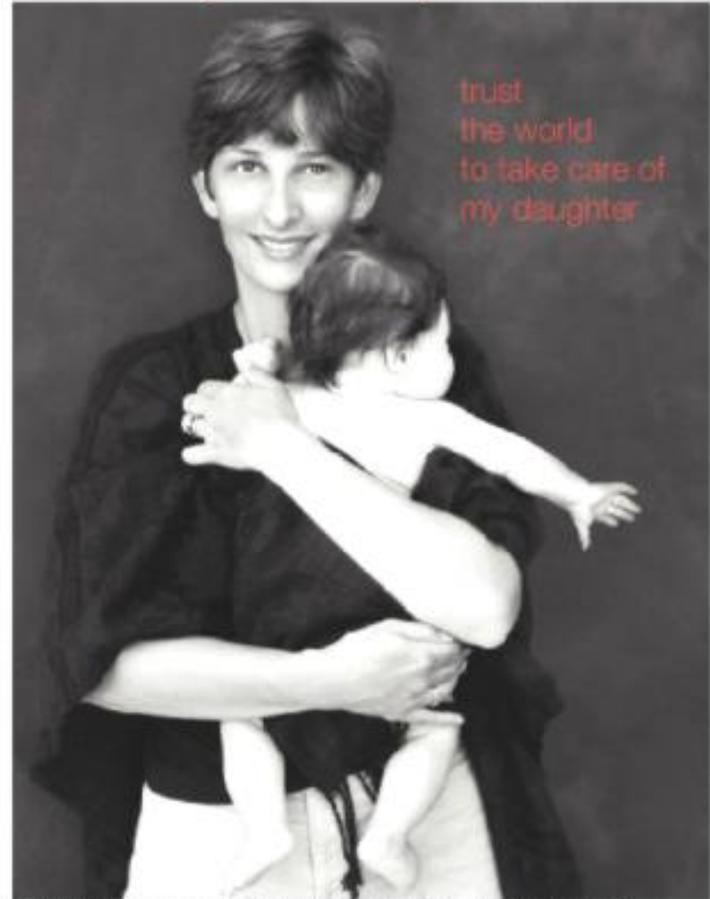


Carens Blue, Star Boy, Lakota, V-Day Indian Country Proud - Kaskinwah (Yellowstone) & Agnes Hanks, Founder, V-Day Lakotian for Girls, Black Ferns. Photographed by Janna Tennessen ©

V DAY JOIN THE PREVIOUS STOPS.
Join at vday.org

Join Us
Envision a world where violence has ended.
Support V-Day. Take action. Mobilize.
Let V-Day become V-World 2005

When violence against women and girls ends, I will...



Lucia Lowenk, Director, Worldwide Campaign for V-Day, with daughter Tai, Santa Fe, NM. Photographed by Janna Tennessen ©

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Source: www.vday.org



Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, condition, or injury occurring.



Training Agenda

- I. Overview and introduction
- II. Norms change & primary prevention
- III. 3 Keys to Preventing Violence Against Women
 - *The Spectrum of Prevention*
- IV. Additional tools
- V. Questions and discussion
- VI. Evaluation

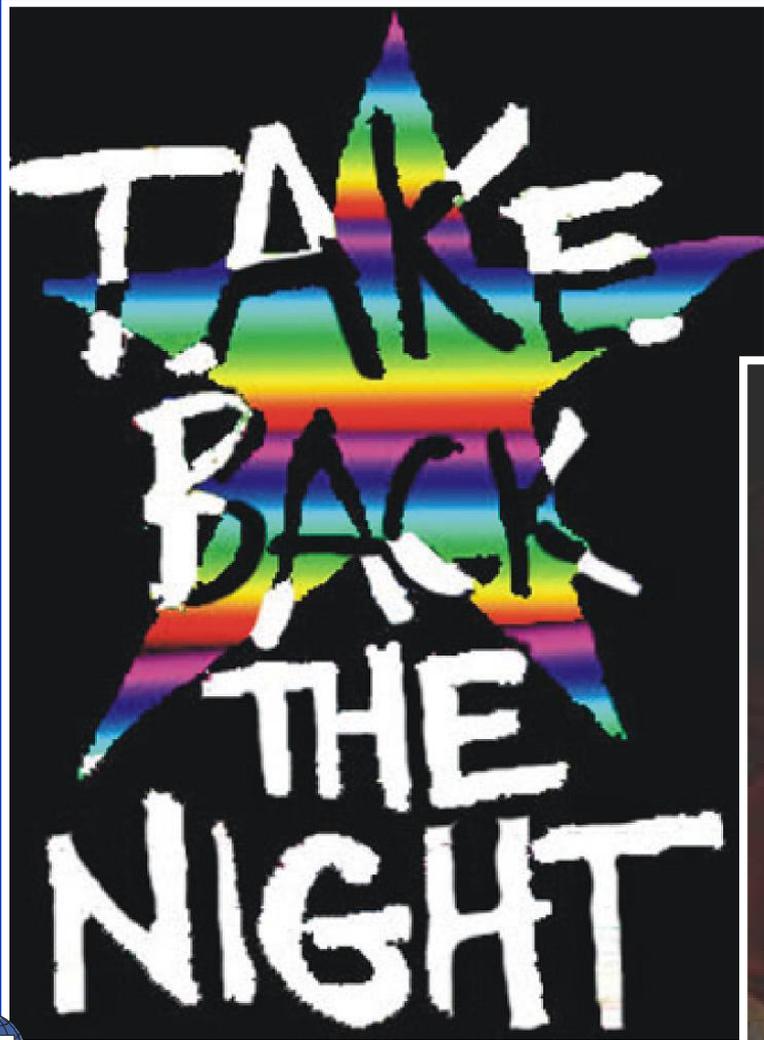


Learning Objectives

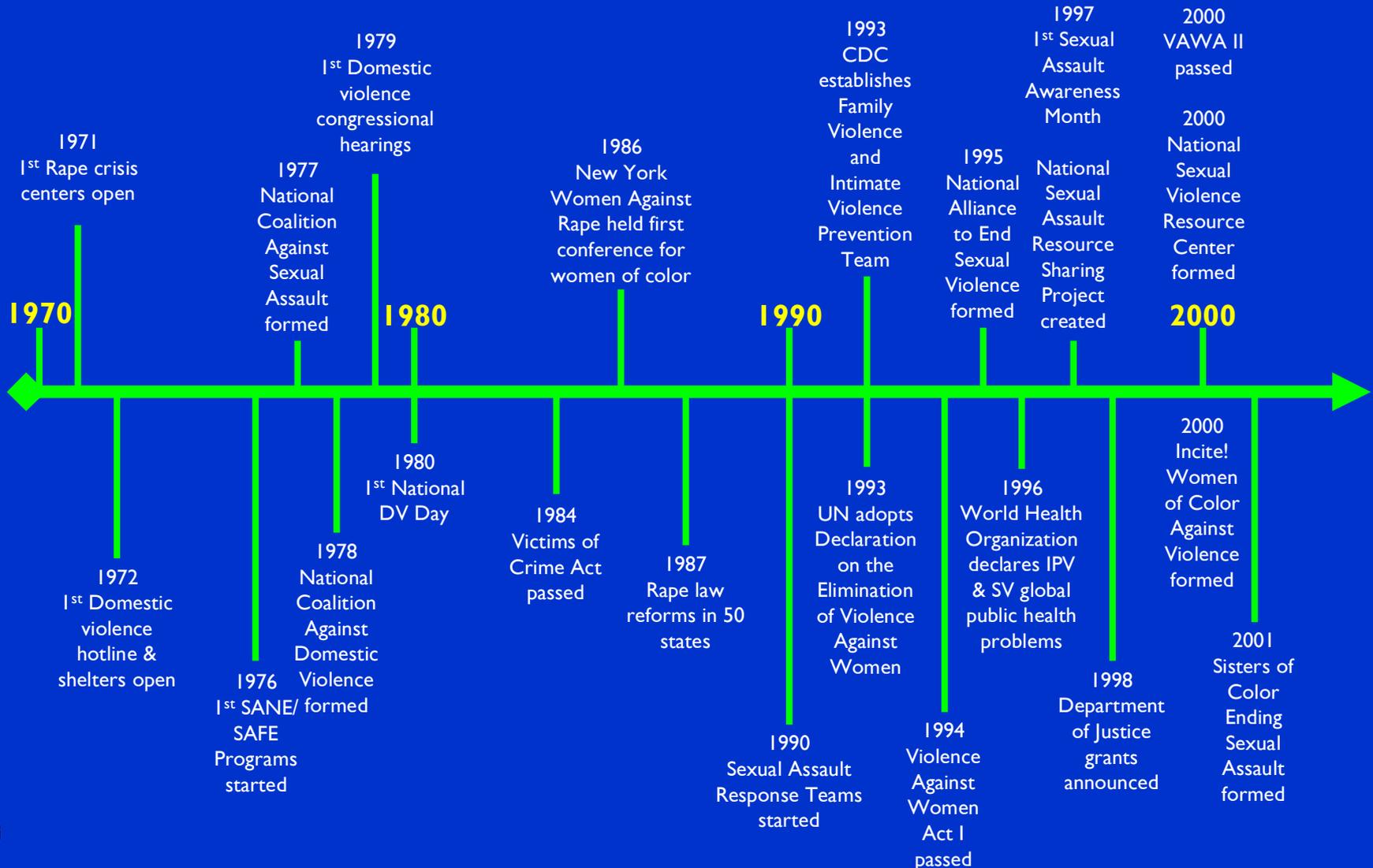
- ◆ Understand why **norms change** is an important outcome to work toward to prevent violence against women
- ◆ Understand how **primary prevention approaches** can *add value* to the anti-violence against women movement
- ◆ Have an initial understanding of the *Three Keys to Preventing Violence Against Women*
- ◆ Understand how the *Spectrum of Prevention* can be used develop **comprehensive strategies** to prevent violence against women

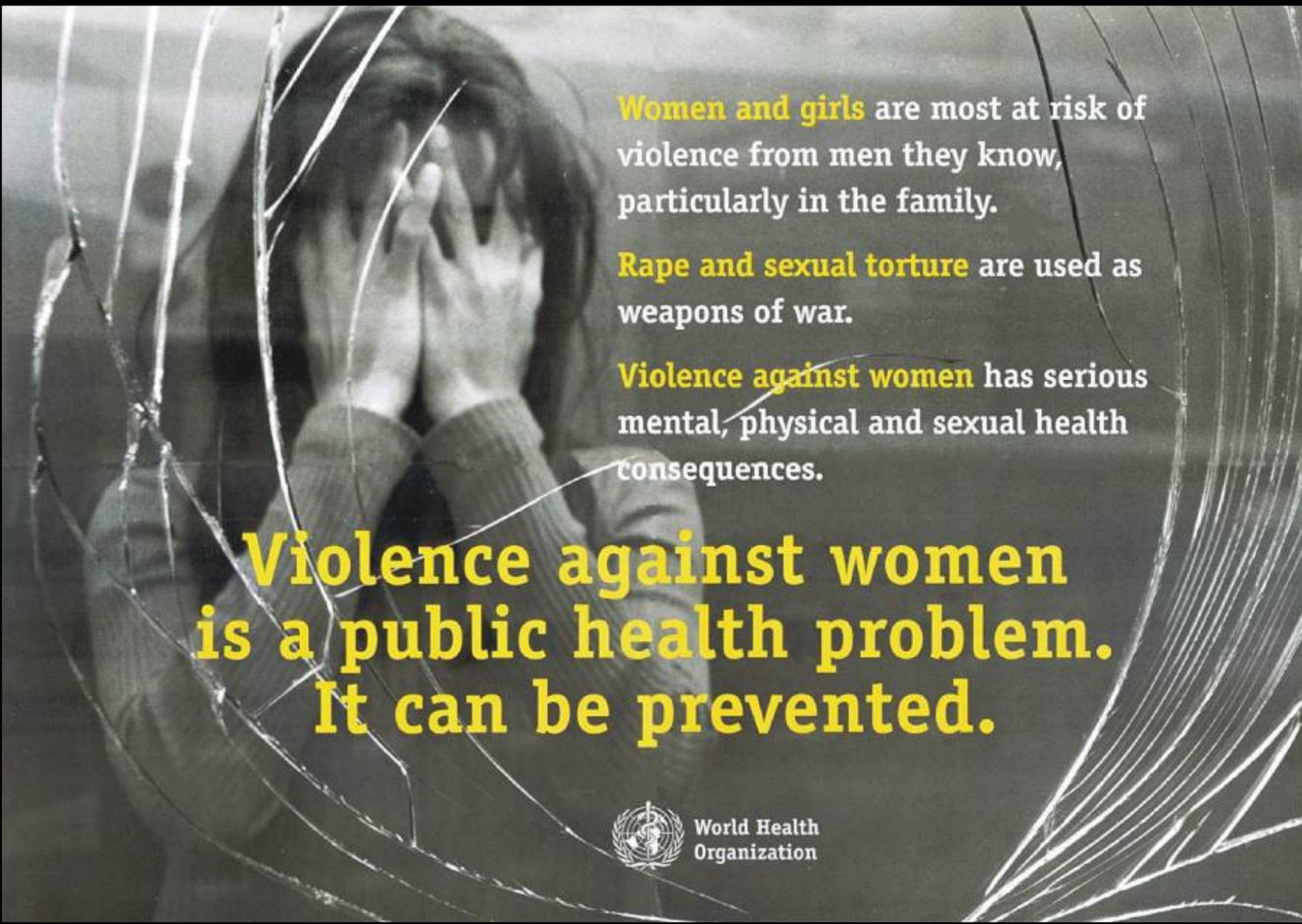


Violence Against Women Movement Accomplishments



Milestones in the Movement





Women and girls are most at risk of violence from men they know, particularly in the family.

Rape and sexual torture are used as weapons of war.

Violence against women has serious mental, physical and sexual health consequences.

**Violence against women
is a public health problem.
It can be prevented.**



World Health
Organization



**“No epidemic has
ever been resolved
by paying attention
to the treatment of
the affected
individual.”**

George W. Albee



Core Tenets of Public Health

- ◆ Health and safety of the public
- ◆ Data-informed
- ◆ Cultural competency
- ◆ ***Prevention***



**Norms
change**

Advocacy

Collaboration

Resilience

Social justice

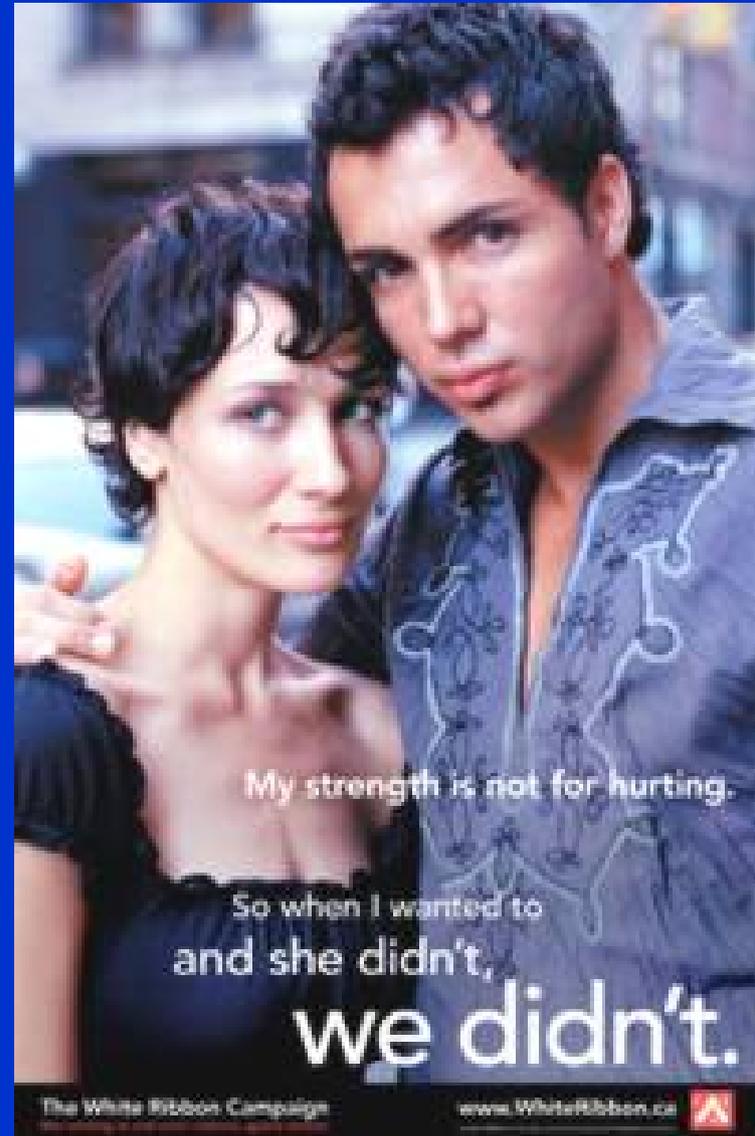
**Community
change**

**Cultural
competency**



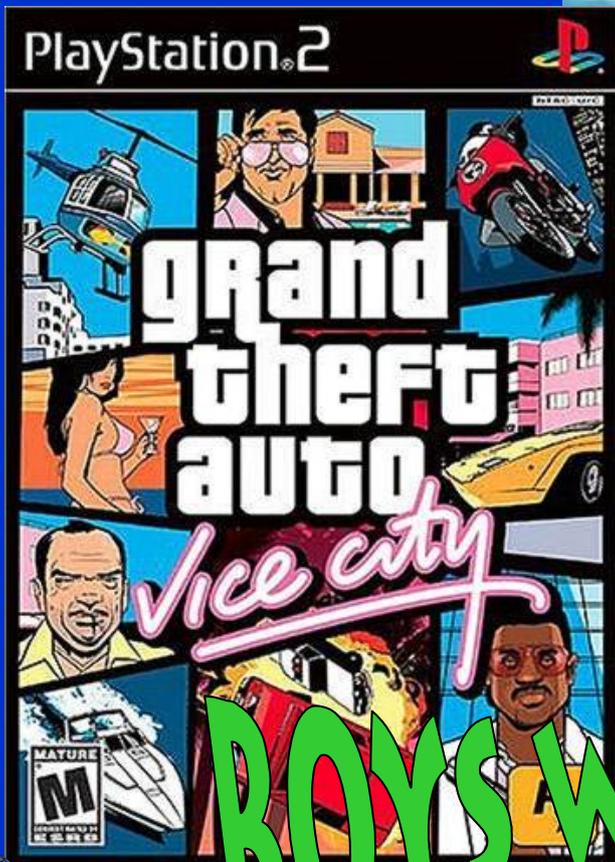
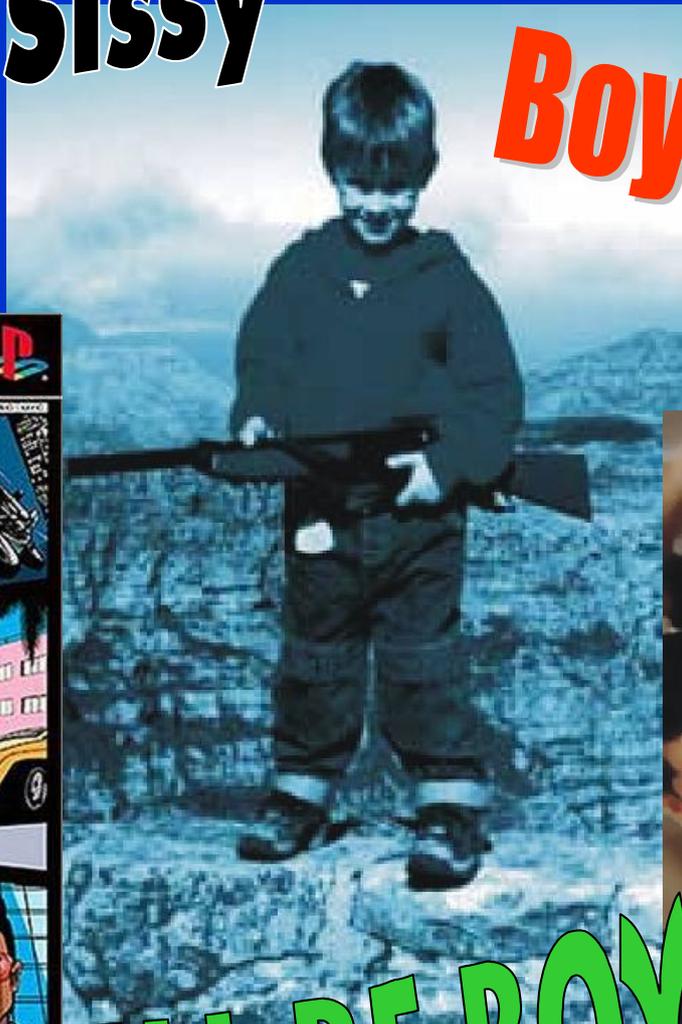
Part II

Norms change & primary prevention



Don't Be A Sissy

Boys Don't Cry



BOYS WILL BE BOYS

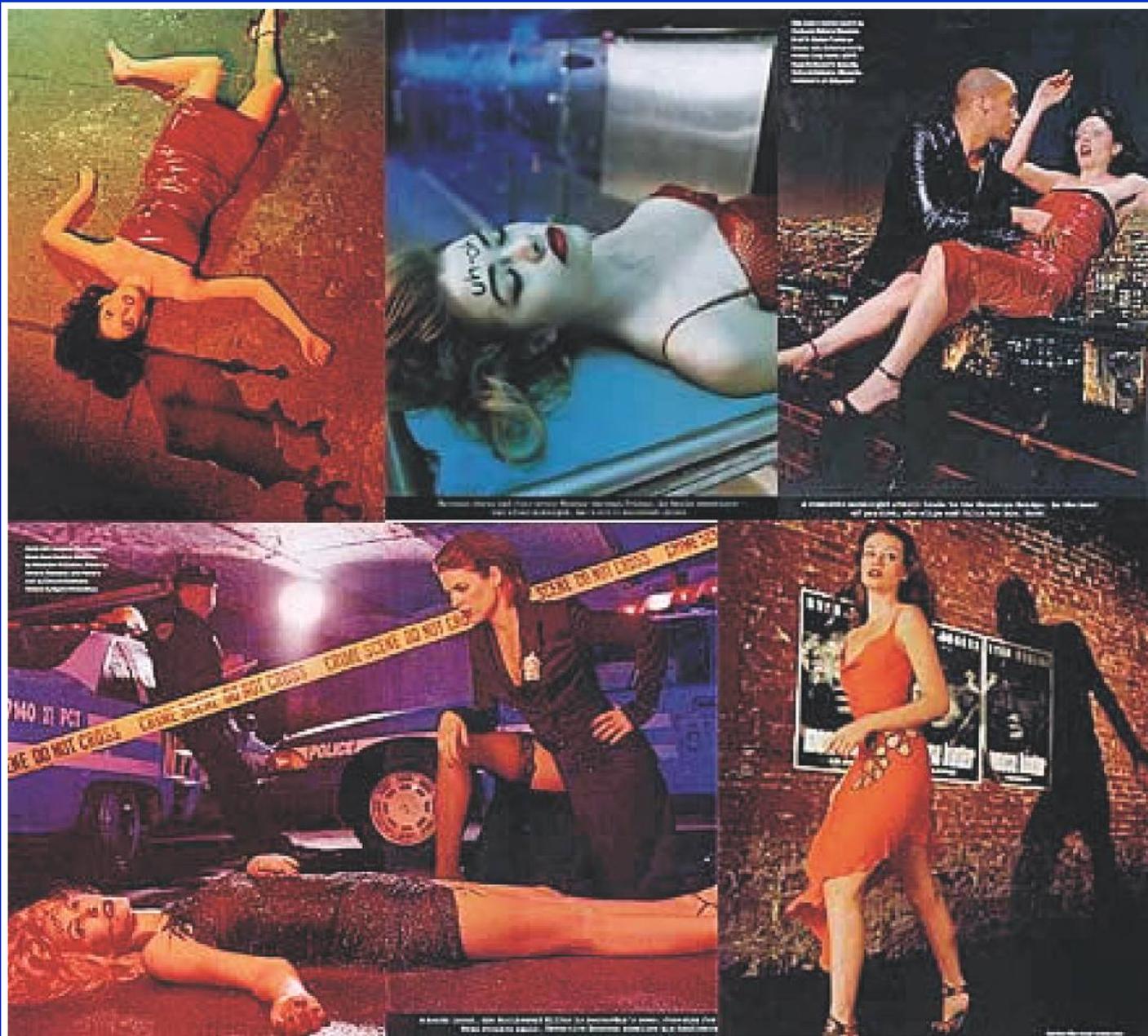


GEORGY PORGY PUDDING AND PIE - KISSED THE GIRLS AND MADE THEM CRY



Source: Media Education Foundation





Norms

MORE THAN A HABIT

SANCTION BEHAVIOR

**BASED IN
CULTURE & TRADITION**

TAKEN FOR GRANTED

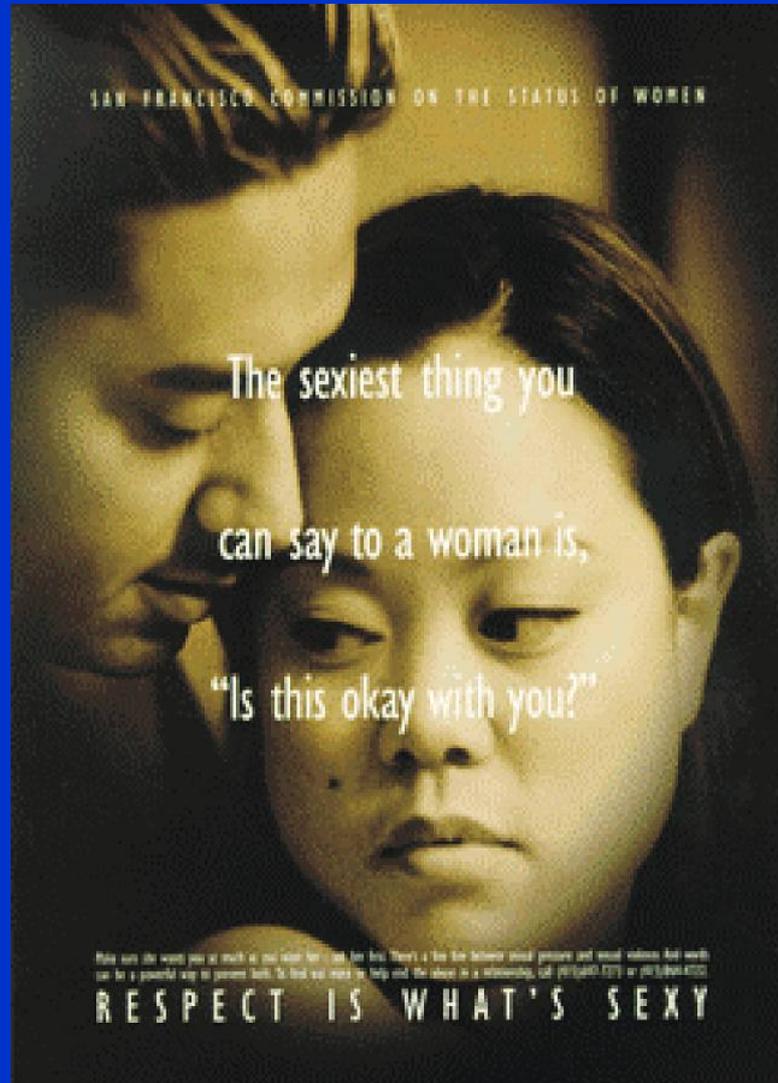
**BEHAVIOR
SHAPERS**

**ATTITUDES,
BELIEFS,
WAYS OF BEING**

**COMMUNICATE REGULARITY
IN BEHAVIOR**



Changing Norms



Source: www.sfgov.org



www.preventioninstitute.org

VPI015_CaCASA Train I 03/17/05

Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence against women.

Primary Prevention

taking action before violence against women occurs.



The Prevention Continuum

Primary

Secondary

Tertiary



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



**Early intervention
and
awareness building
are NOT
primary prevention**



Prevention Works

- ◆ *Child Restraint and Safety Belt Use*
- ◆ *Smoking Prevention*
- ◆ *Minimum Drinking Age Laws*
- ◆ *Childhood Vaccinations*
- ◆ *Motorcycle and Bicycle Helmet Laws*
- ◆ *Reduced Lead Levels in Children*





“The prevention of violence against women and girls is a process of changing attitudes, behaviors, beliefs, and institutional norms of ‘acceptable’ violence and discrimination, through an evolutionary and revolutionary process.”

Transforming Communities National Advisory Committee
February 1999

Part III



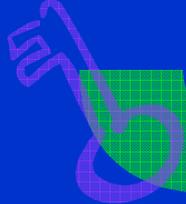
to Preventing Violence
Against Women

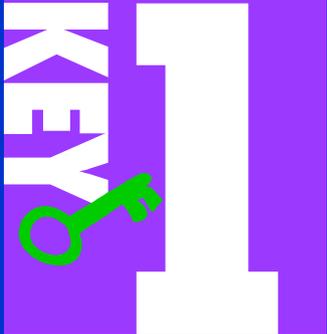


The 3 Keys

 **1** Violence is complex and requires a comprehensive approach.

 **2** Determinants of violence and safety must be addressed.

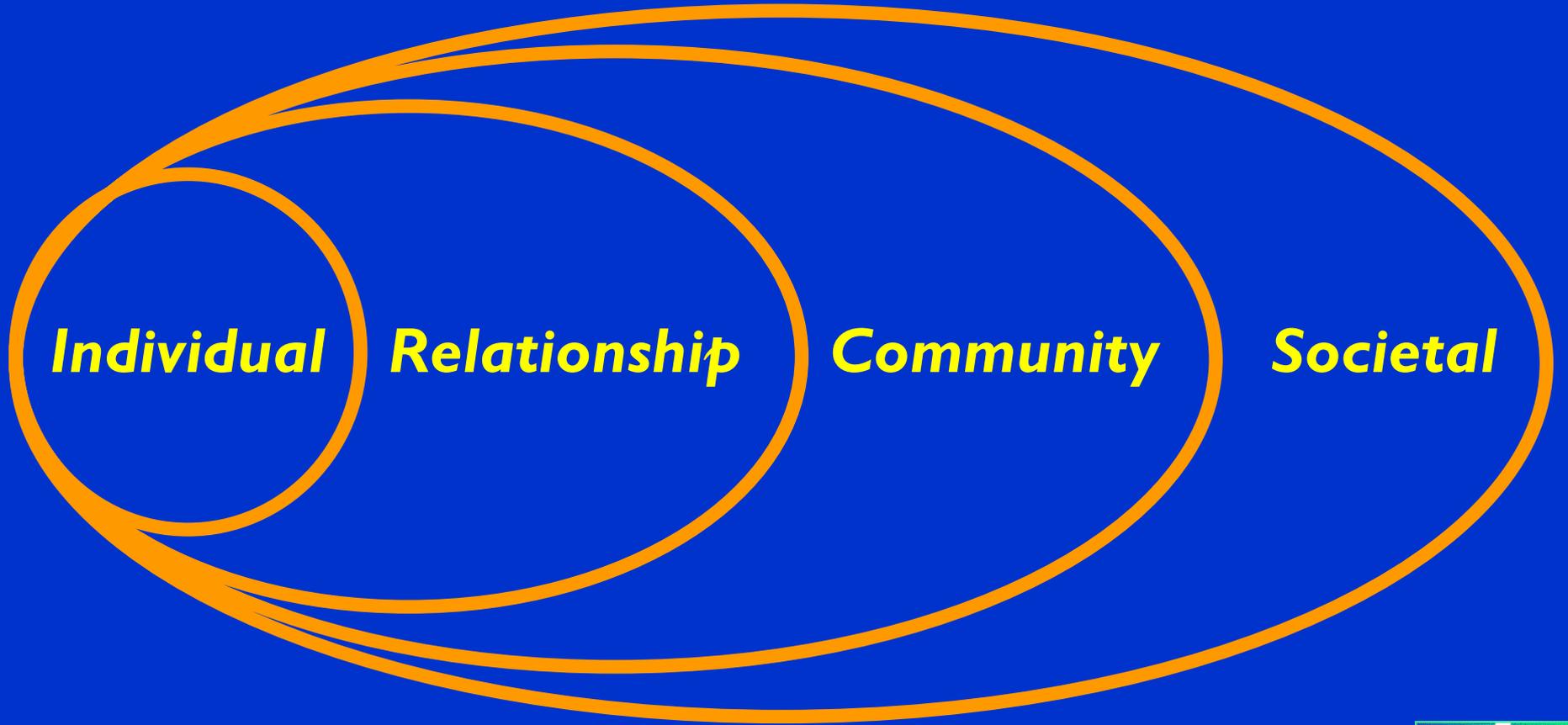
 **3** Violence prevention requires an integrated strategy for action.



**Violence against
women is
complex
and requires a
comprehensive
approach.**



The Ecological Model



The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills



The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

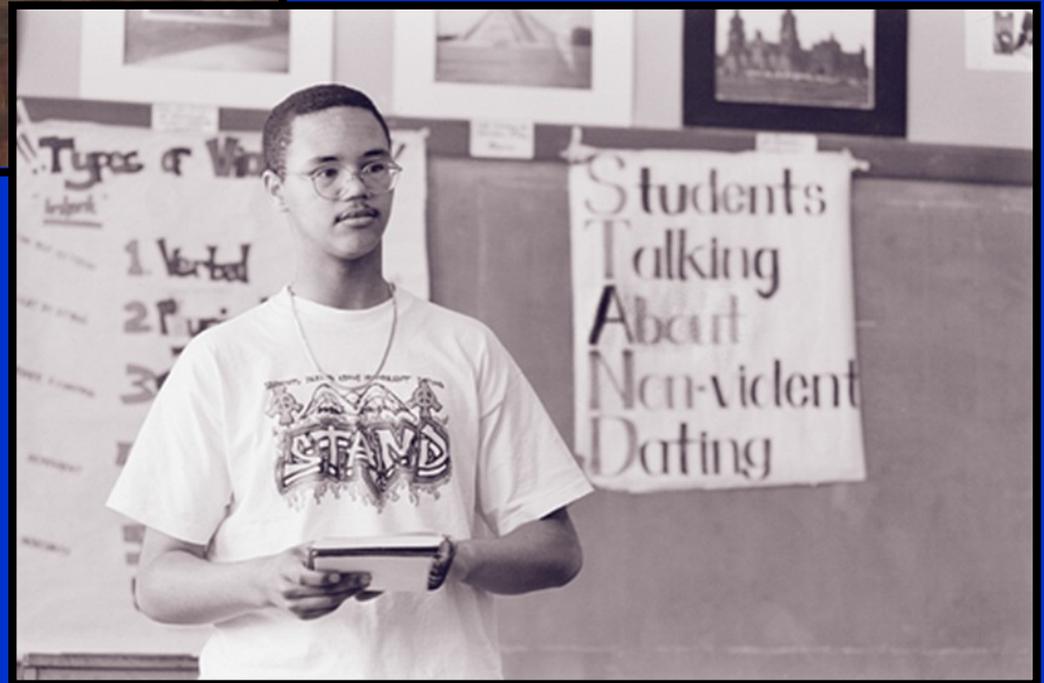
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills



Individual Knowledge and Skills



The Spectrum of Prevention

Influencing Policy and Legislation

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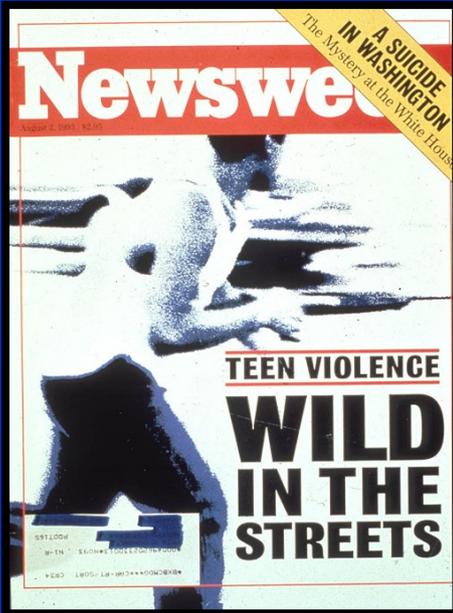
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills



Community Education



The Omnipresence of Media



Community Education



Source: www.nylatinasagainstdv.org



Community Education



Source: www.upn.com



Source: <http://endabuse.org>



The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

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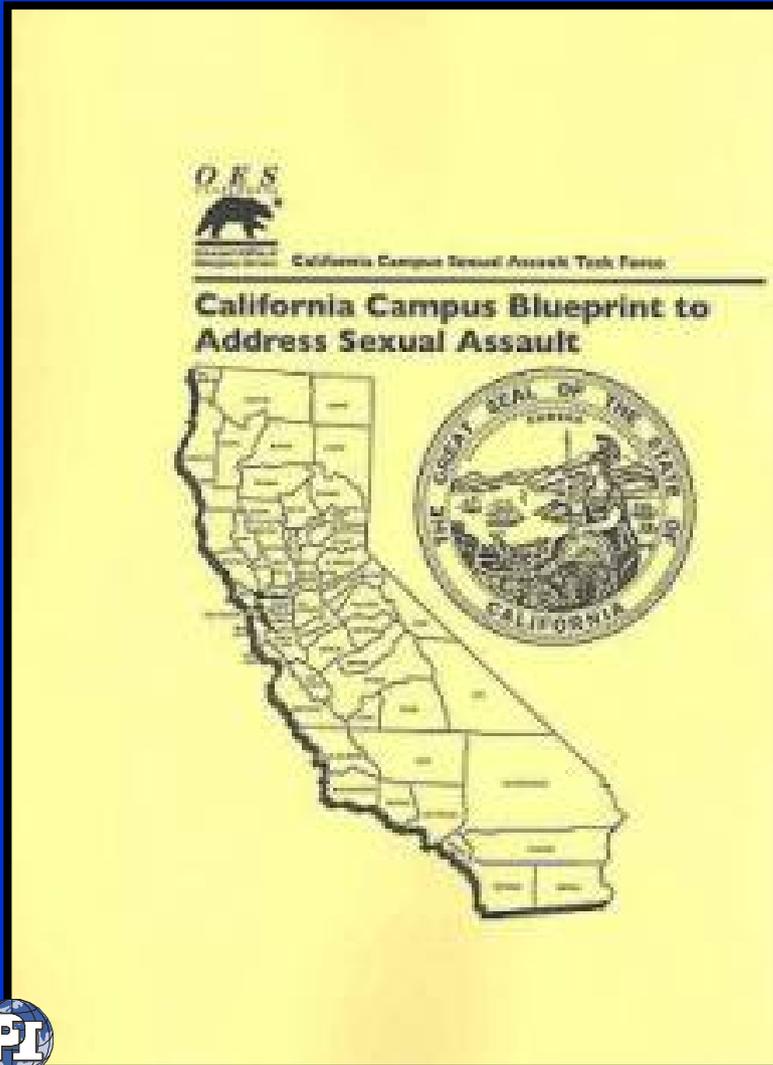
Educating Providers

Promoting Community Education

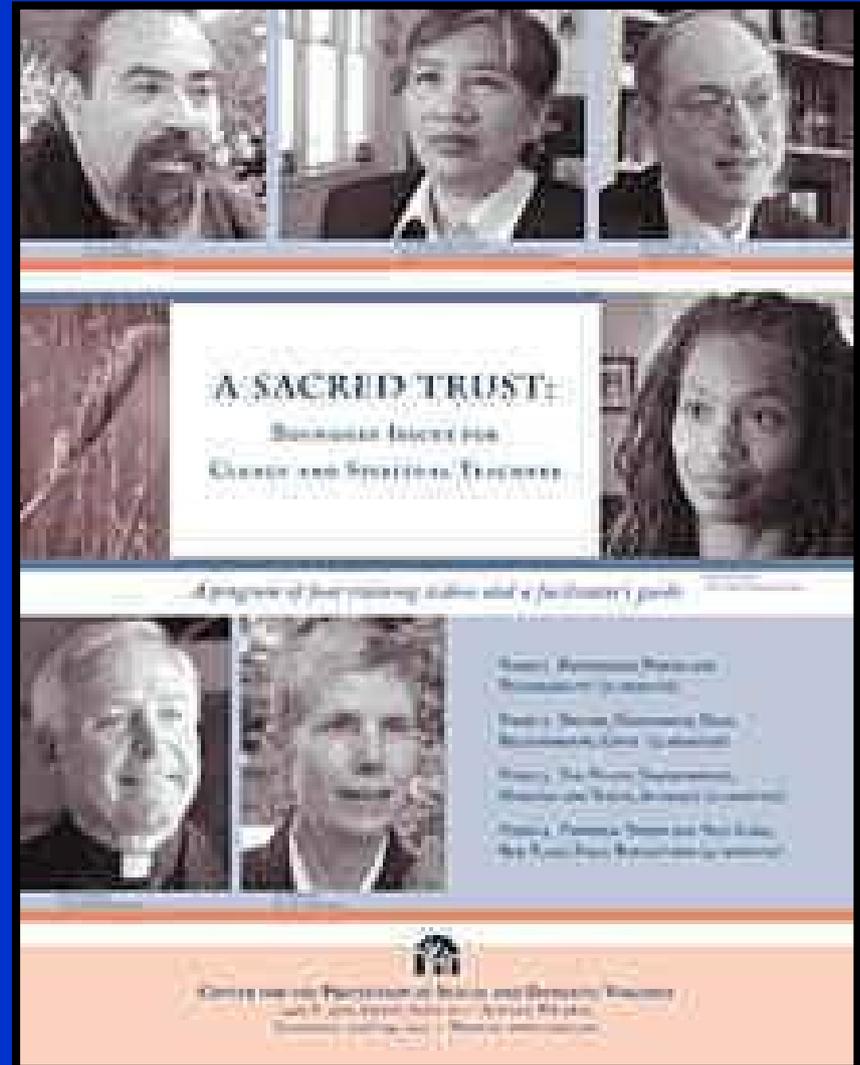
Strengthening Individual Knowledge and Skills



Provider Training



Source: www.calcasa.org



Source: www.faithtrustinstitute.org



The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

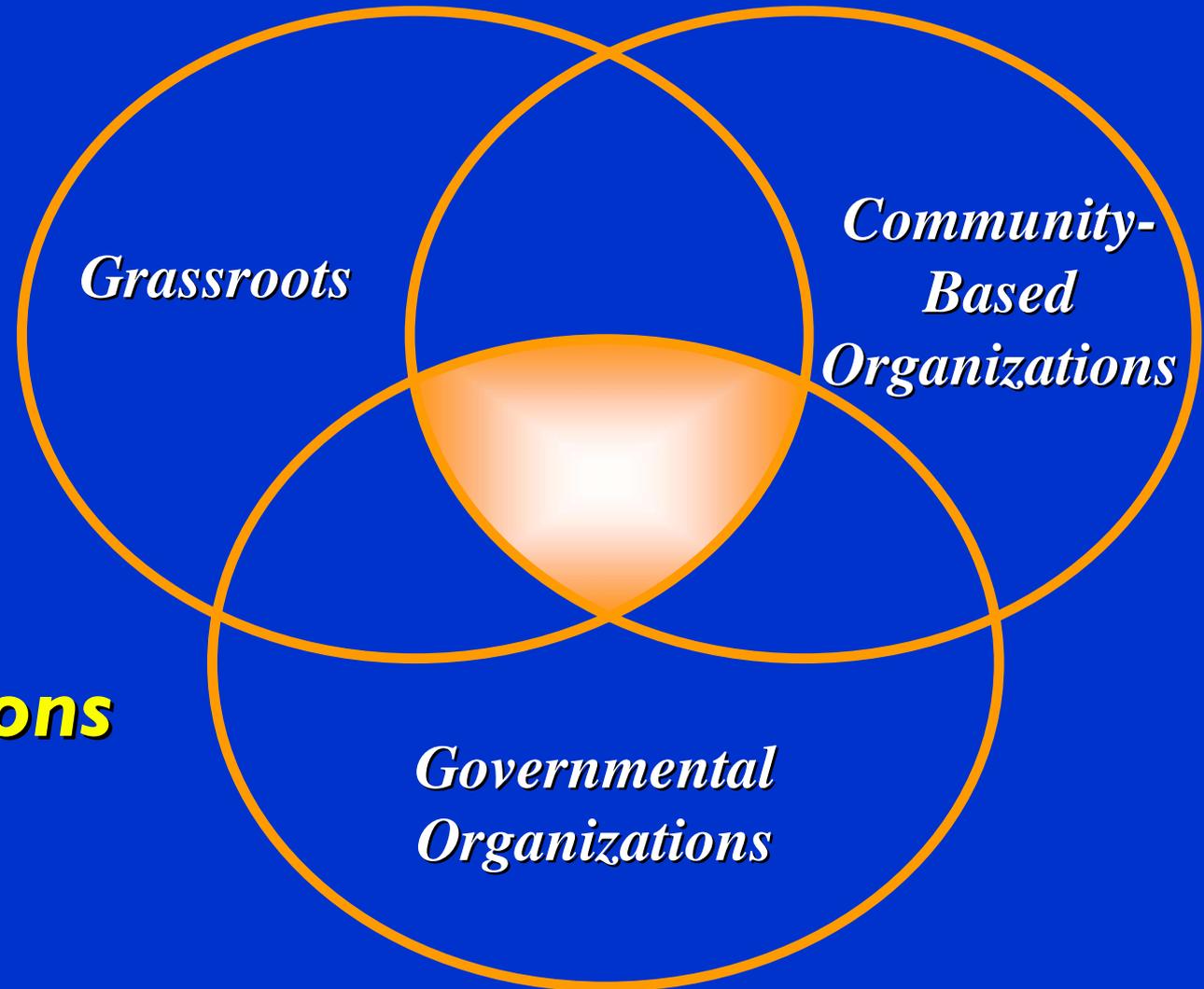
Strengthening Individual Knowledge and Skills



Coalitions and Networks



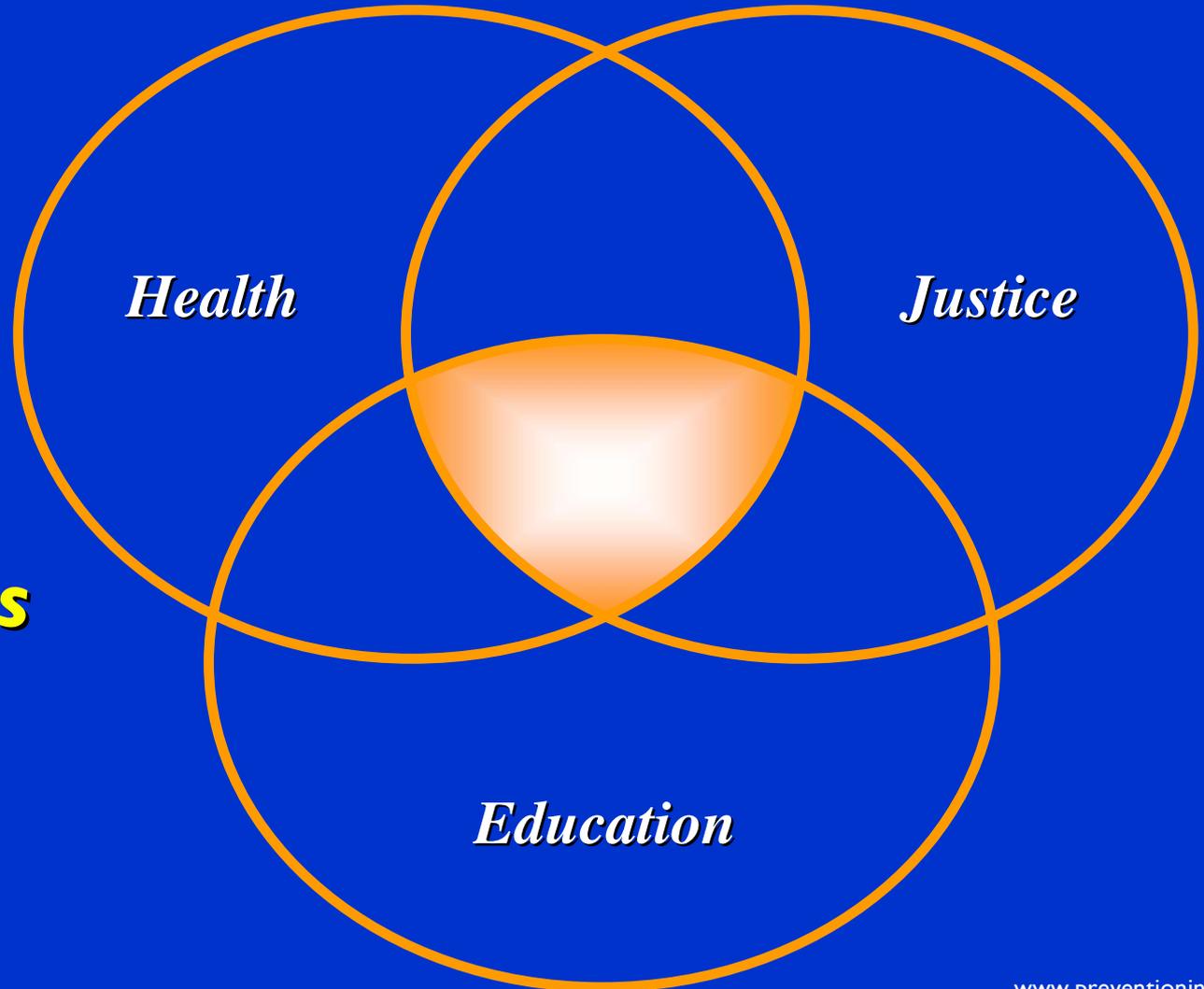
Coalitions and Networks



Types of Collaborations



Coalitions and Networks



**Partnerships
Among
Systems**



The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

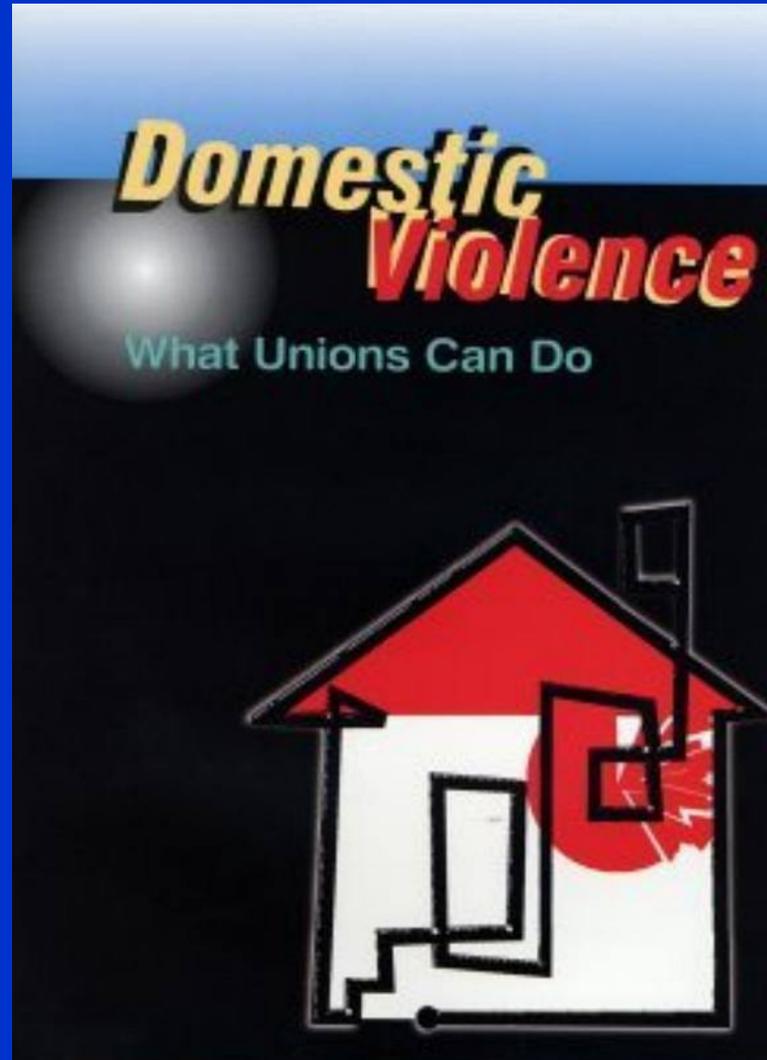
Strengthening Individual Knowledge and Skills



Organizational Practices



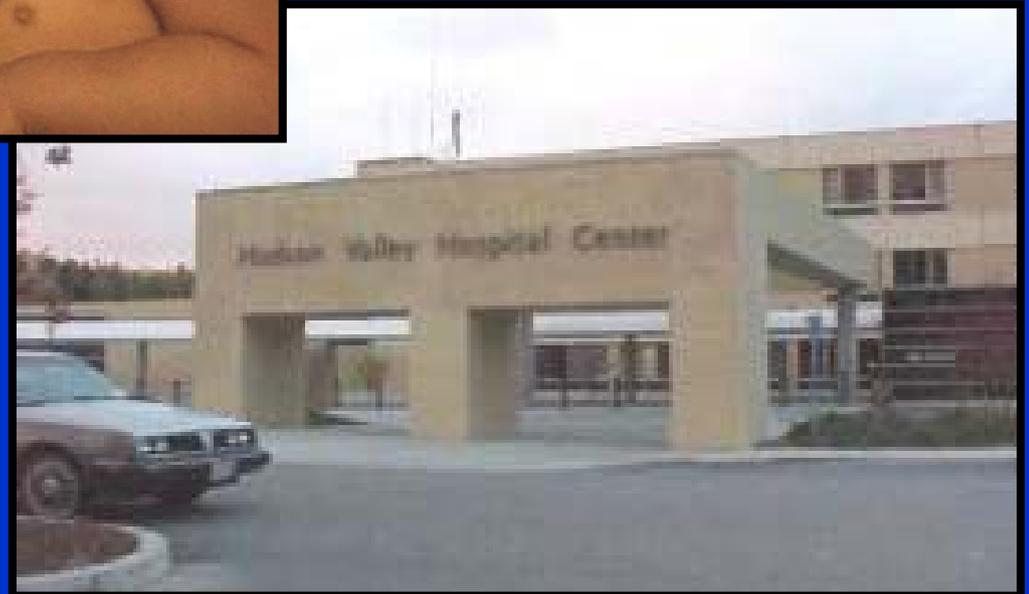
Organizational Practices



Source: <http://endabuse.org/workplace/>



Organizational Practices



The Spectrum of Prevention

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Policy and Legislation

One Key Fact

*Useful policy
is often
developed
locally.*



Local Policy is Critical

4 OF 10 REASONS

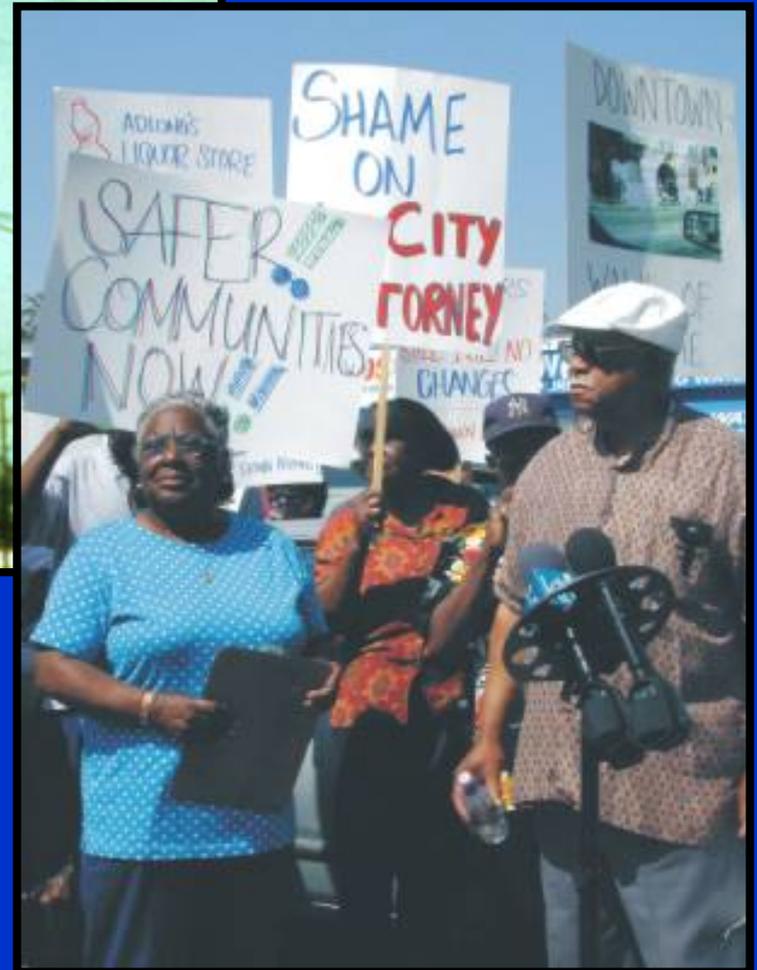
- ◆ Local policies can be *tailored* to individual community needs.
- ◆ Local initiatives *raise community awareness* and support.
- ◆ Local communities are *not burdened with bureaucracy* that often inhibits progress at the state and national levels.
- ◆ Local initiatives are a *laboratory for broader policy change*, providing valuable clues to the most effective and appropriate models.



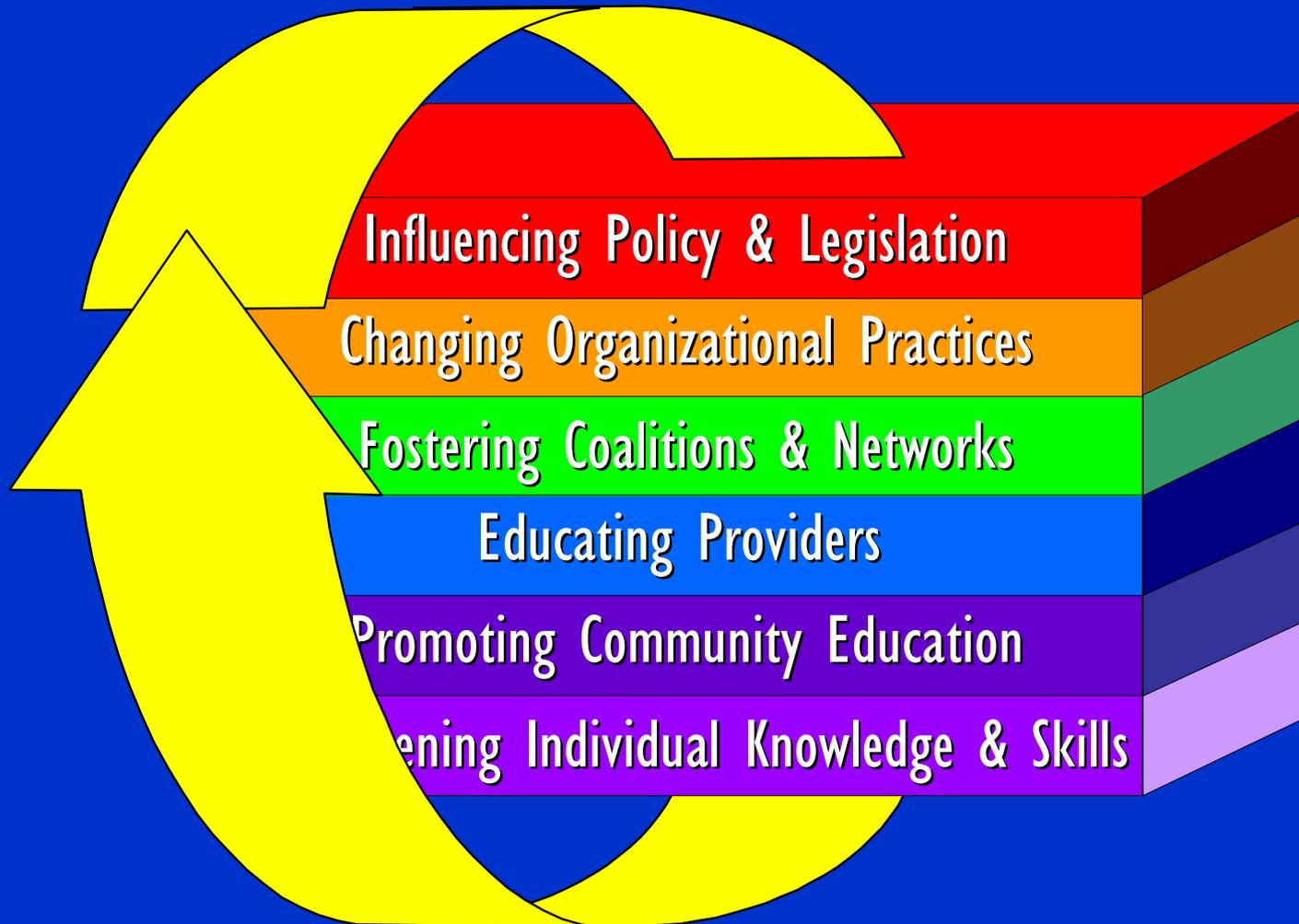
Policy and Legislation



Policy and Legislation



Data & Evaluation Shape the Spectrum





Determinants of violence and safety must be addressed.



Trajectory of Violence Against Women



“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



Sample Determinants

**MALE
DOMINANCE**

POSITIVE ROLE MODELS

**USE OF PHYSICAL
PUNISHMENT**

**COMMUNITY
OWNERSHIP OF
SOLUTIONS**

ALCOHOL

**WITNESSING &
EXPERIENCING
VIOLENCE**

GENDER EQUITY

GUNS

MEDIA IMAGES

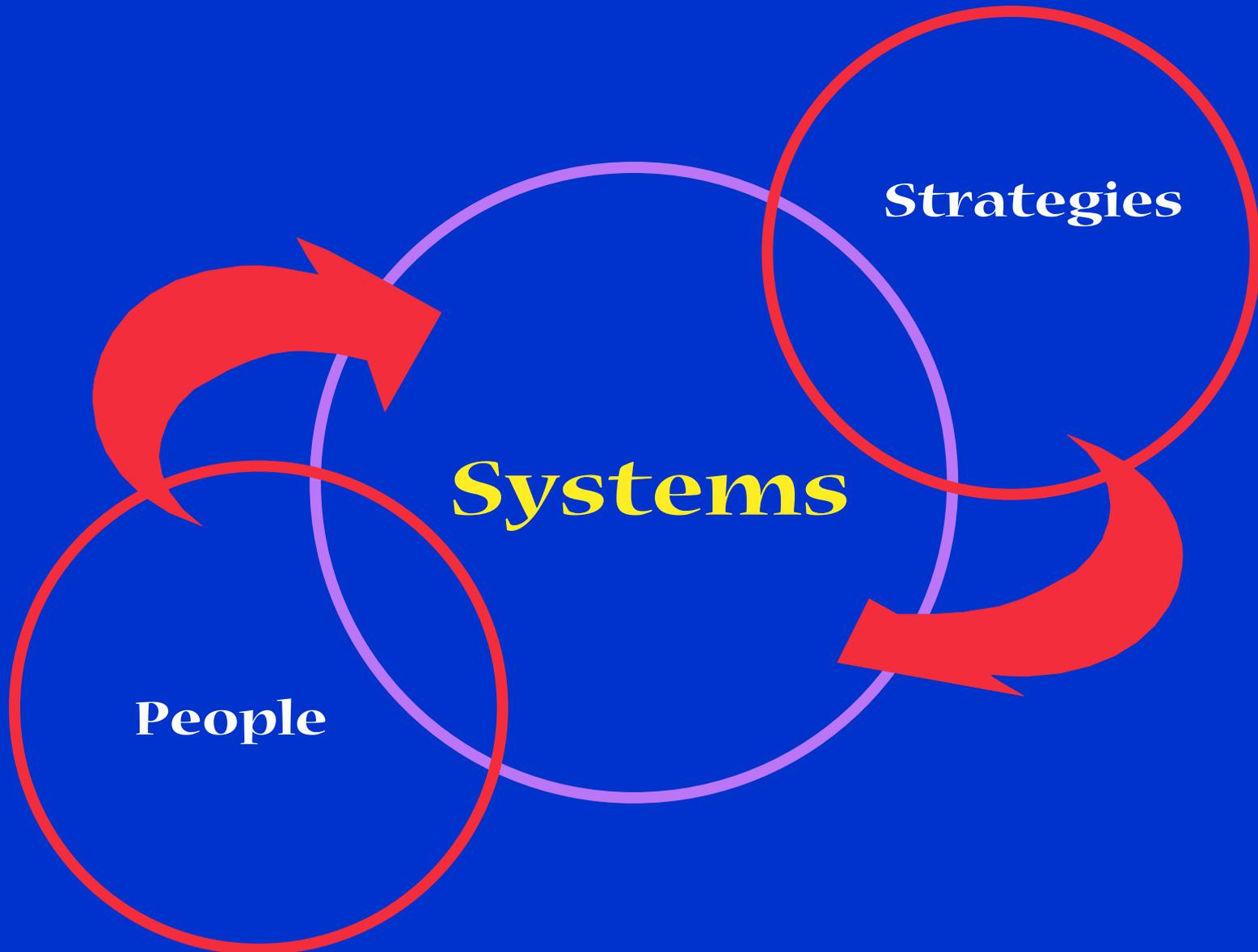
EMPATHY





**Preventing violence
against women
requires an
integrated strategy
for action.**





Primary Prevention Strategies

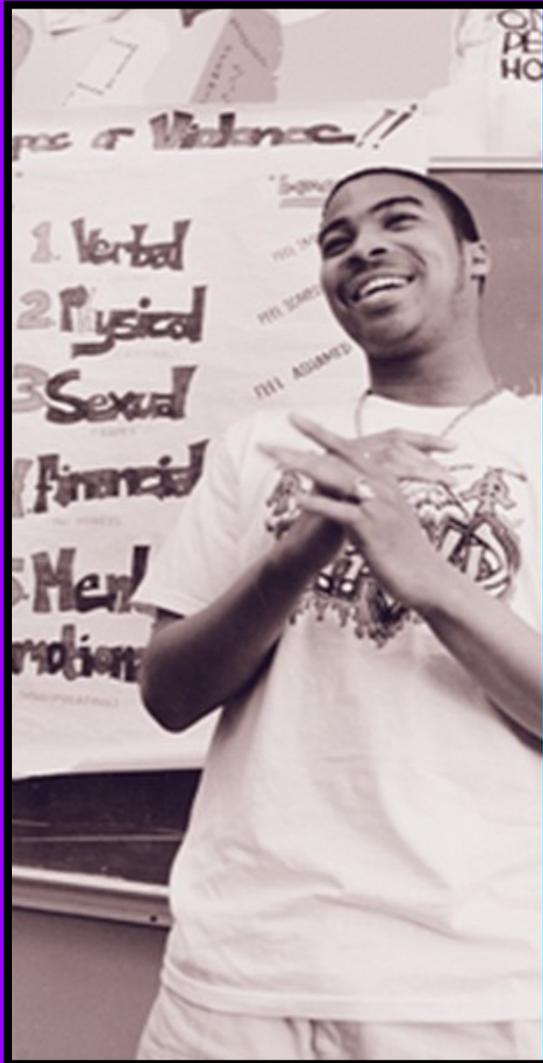
- ◆ Empowering women and girls
- ◆ Media
- ◆ Male gender socialization and involvement of boys and men
- ◆ Bystanders
- ◆ Healthy relationships
- ◆ Healthy sexuality
- ◆ Youth as agents of change



The Synergy of the Spectrum of Prevention



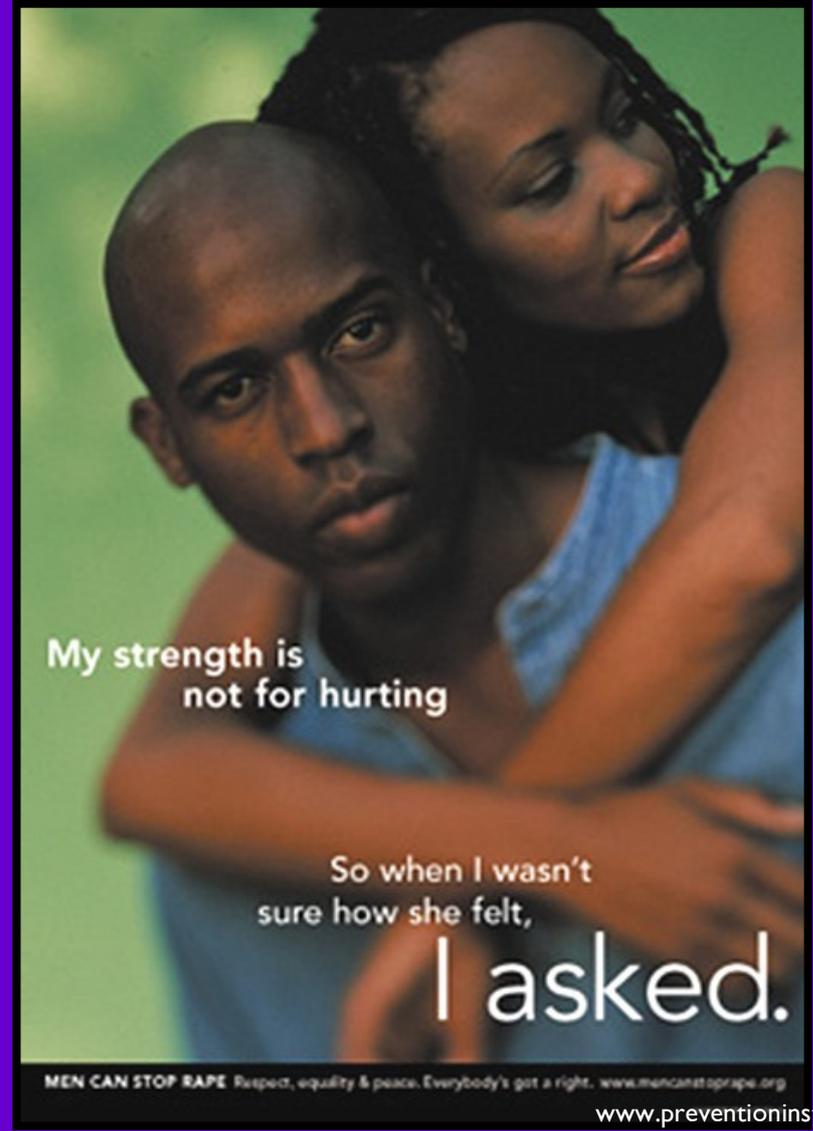
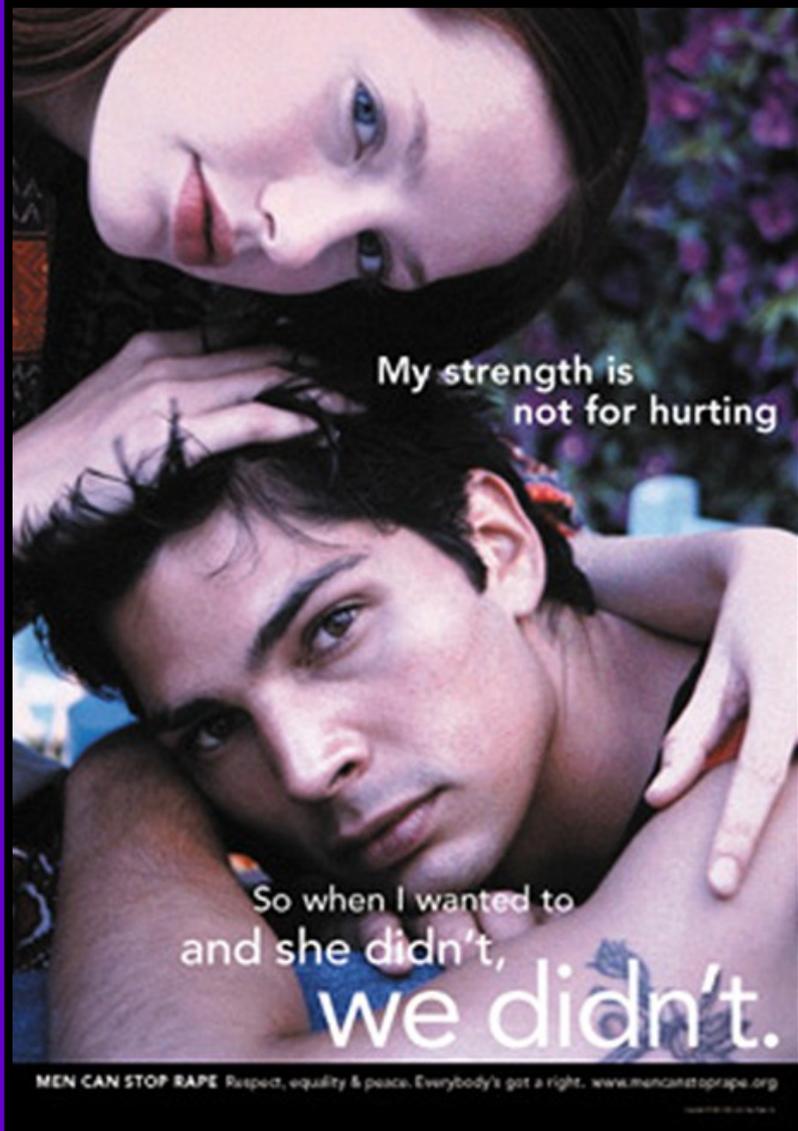
Individual Knowledge and Skills



Source: www.mencanstoprape.org



Community Education



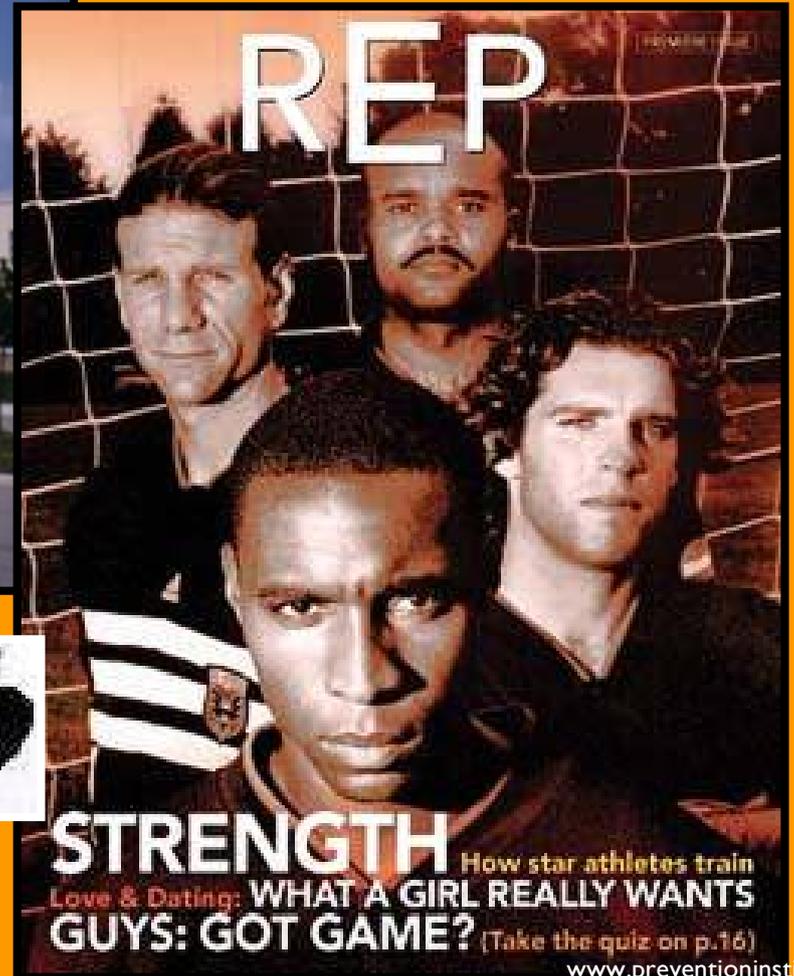
Provider Training



Coalitions and Networks



Organizational Practices



Policy and Legislation



- ◆ Actively support VAWA reauthorization
- ◆ Testify as allies at congressional briefings



**“This...process...supports
the creation of a
safe, just, equitable, and healthy
environment so that
women and girls and
men and boys
may live violence-free lives.”**

Transforming Communities National Advisory Committee
February 1999

Part IV

Additional Tools



6 Niveles en el Espectro de la Prevención

Influir en la política y en la legislación

Cambiar las prácticas institucionales

Hacer progresar a las coaliciones y las redes

Educar a los proveedores

Promover la educación comunitaria

Fortalecer las aptitudes y conocimientos individuales



Developing Effective Coalitions: The 8-Step Process



Collaboration Math

A tool designed to help
 different disciplines
 better understand
 one
 another.

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Health							
Education							
Social Services							
Nutritionists							
Business							
Media							
Public Planning							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:



The Tension of Turf



Questions and Interactive Discussion



Evaluation





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