



# Welcome to this Web Conference

*Fostering Strategic Partnerships  
to Prevent Violence Against  
Women*

We will start soon



David S. Lee

Prevention Connection Manager  
California Coalition Against Sexual  
Assault

888-922-5227

916-446-2520

TTY: 916-446-8802

[david@calcasa.org](mailto:david@calcasa.org)

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



# Upcoming Events

## Web Conferences

- ◆ **Thursday, June 9, 2005:** Toward a Community Solution: Advancing Primary Prevention of Violence Against Women (repeat of March 17 session)
- ◆ **Thursday, September 15, 2005:** Toward a Community Solution: Integrated Strategies to Address the Underlying Contributors of Violence Against Women

## Web Dialogues

- ◆ For those who attended previous sessions
- ◆ In-depth conversation to explore primary prevention
- ◆ **Tuesday, August 16, 2005**



# [www.PreventConnect.org](http://www.PreventConnect.org)

- ◆ Sign up for Web Conferences and Web Dialogues
- ◆ Materials and Archives of previous events
- ◆ Sign up for the Prevent-Connect ListServ



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# *How to Use this Technology*

- ◆ Raise Hand
- ◆ Q&A
- ◆ Text Chat
- ◆ PowerPoint Slides



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# *“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](http://www.nsvrc.org)
- National Youth Violence Prevention Resource Center – [www.safeyouth.org](http://www.safeyouth.org)
- PREVENT, Preventing Violence through Education, Networking and Technical Assistance – [www.prevent.unc.edu](http://www.prevent.unc.edu)
- Prevention Connection– [www.PreventConnect.org](http://www.PreventConnect.org)
- VAWnet, The National Online Resource Center on Violence Against Women – [www.VAWnet.org](http://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.

# *Toward a Community Solution*

*Fostering Strategic Partnerships to Prevent  
Violence Against Women*

Training conducted by:

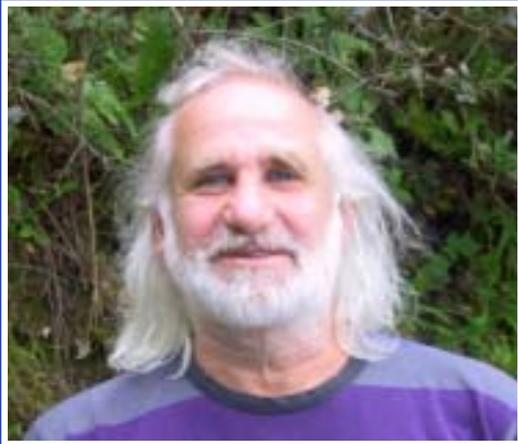


*May 5, 2005*

*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**

# Training Agenda

**I. Overview, introduction, and Review**

**II. 8 Steps to Effective Coalition Building**

- *8 Steps*

- *Tension of Turf*

**III. Questions and discussion**

**IV. Evaluation**

# *Imagine a World that's Safe*



*Design & Illustration © Dubiner*

*Caring, Choice  
Comfortable, Cooperative  
Empowering, Equality  
Equity, Fearless  
Free of Oppression  
Freedom, Peaceful  
Proud, Respect, Safe  
Secure, Trust*

# 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.*

# Norms

**MORE THAN A HABIT**

**SANCTION BEHAVIOR**

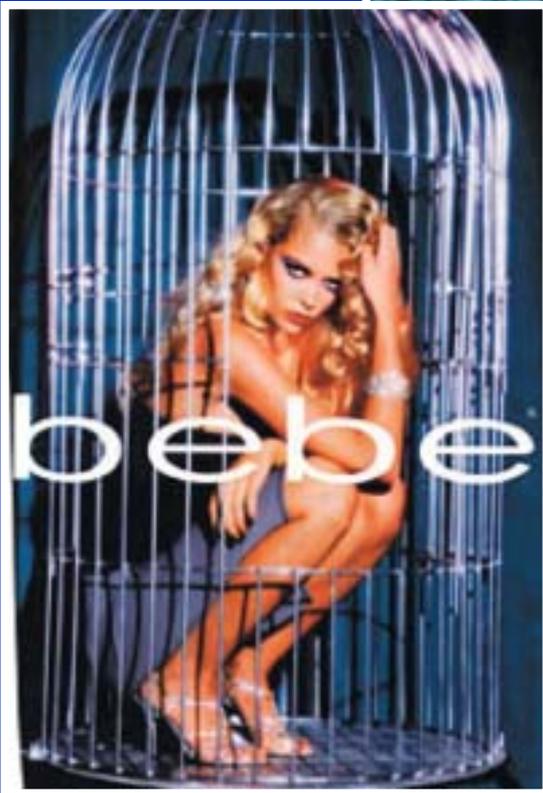
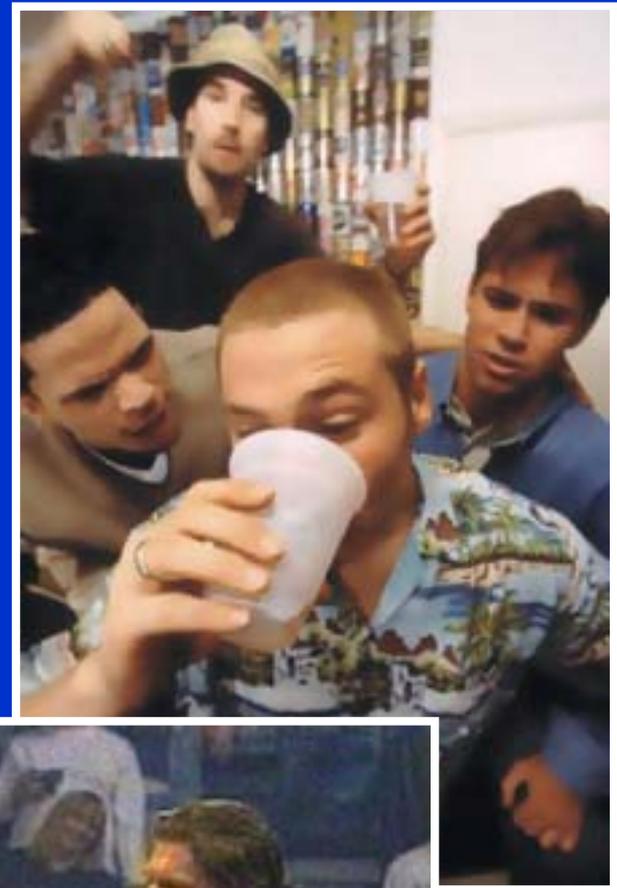
**BASED IN  
CULTURE & TRADITION**

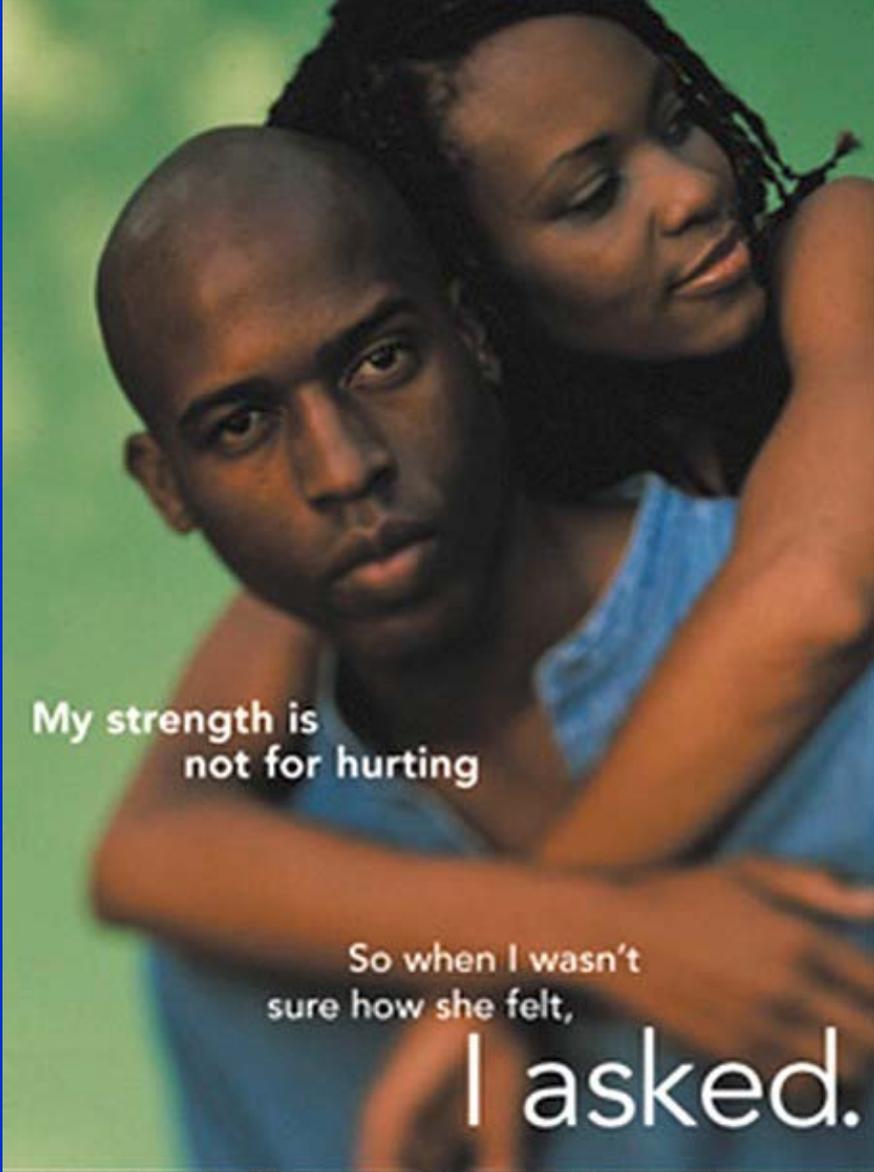
**TAKEN FOR GRANTED**

**BEHAVIOR  
SHAPERS**

**ATTITUDES,  
BELIEFS,  
WAYS OF  
BEING**

**COMMUNICATE REGULARITY  
IN BEHAVIOR**





My strength is  
not for hurting

So when I wasn't  
sure how she felt,  
**I asked.**

**MEN CAN STOP RAPE** Respect, equality & peace. Everybody's got a right. [www.mencanstoprape.org](http://www.mencanstoprape.org)

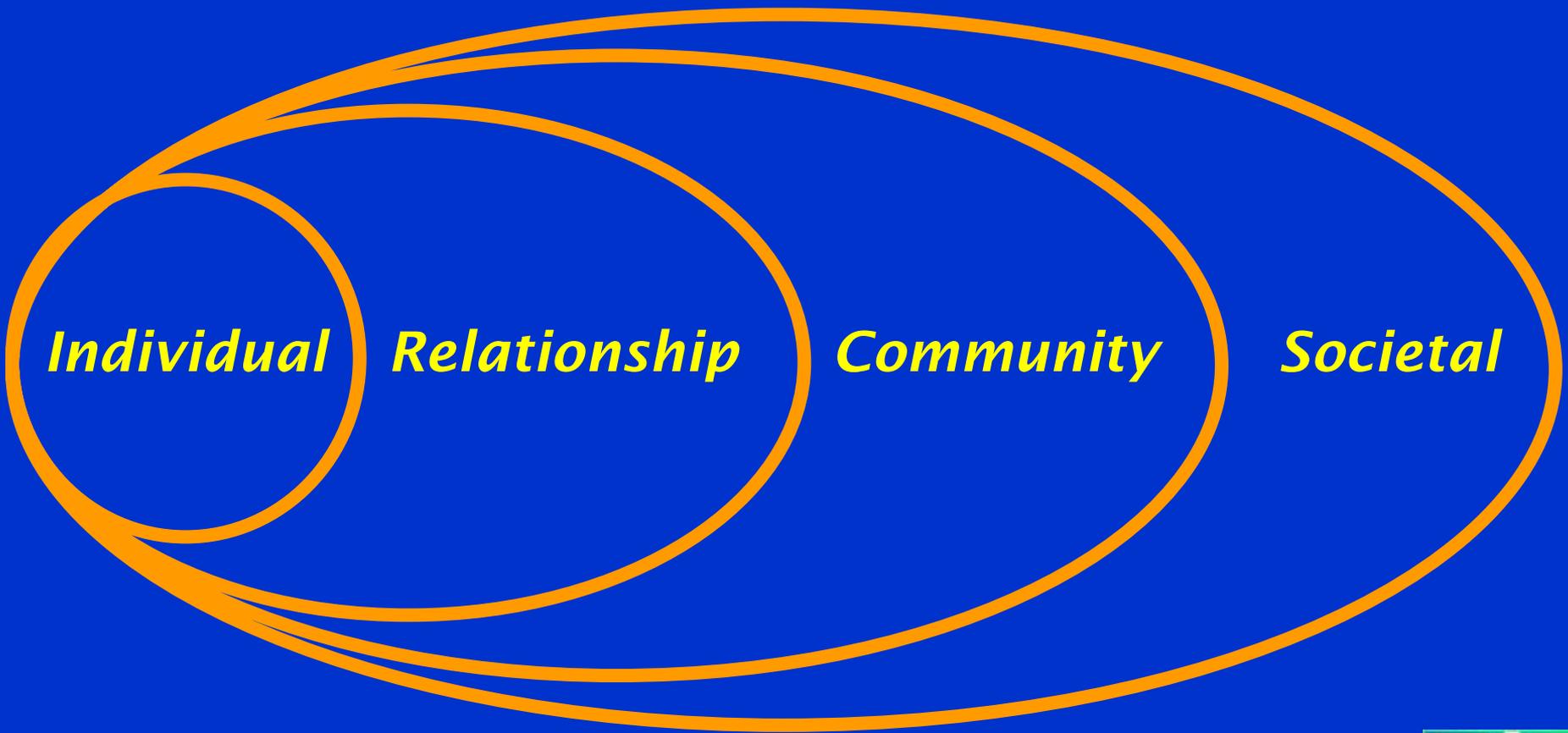
# The 3 Keys

 **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.

# The Ecological Model



# *The Spectrum of Prevention*

**Influencing Policy & Legislation**

**Changing Organizational Practices**

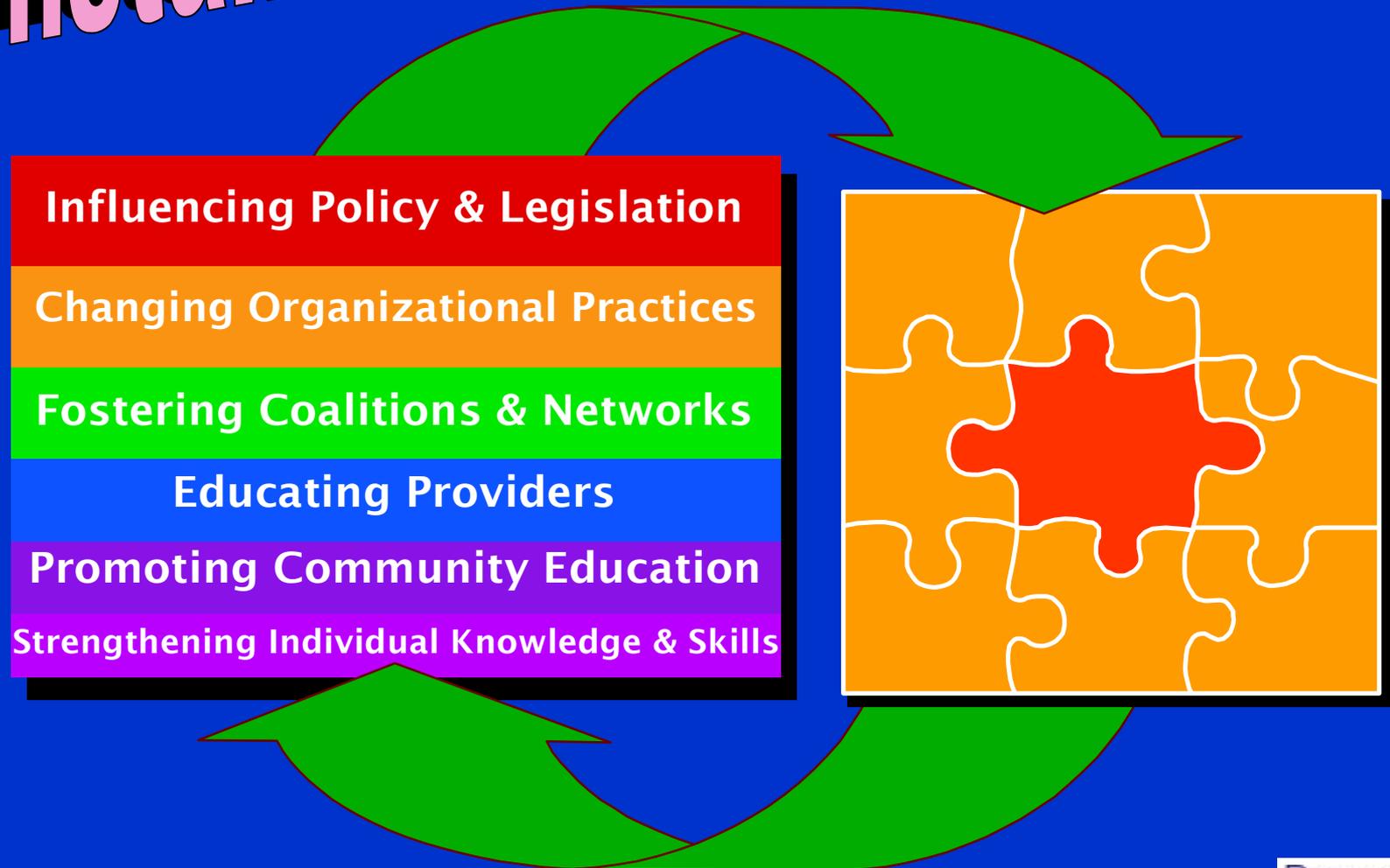
**Fostering Coalitions & Networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# Constant Interplay



# *The Spectrum of Prevention*

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering  
Coalitions & Networks**

**Educating Providers**

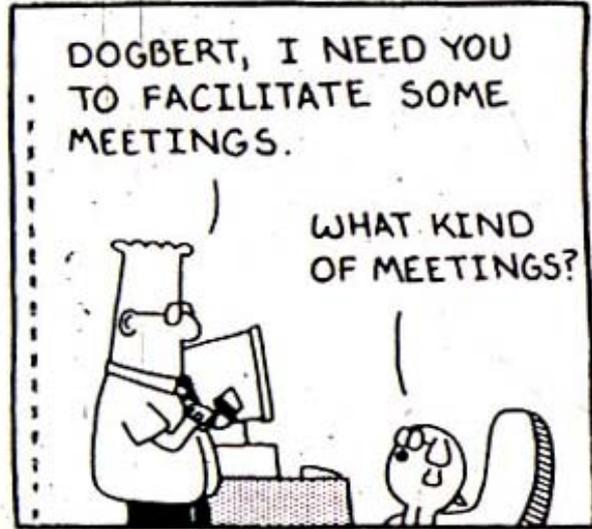
**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# DILBERT

DOGBERT, I NEED YOU TO FACILITATE SOME MEETINGS.

WHAT KIND OF MEETINGS?



S Adams E-mail: SCOTTADAMS@AOL.COM

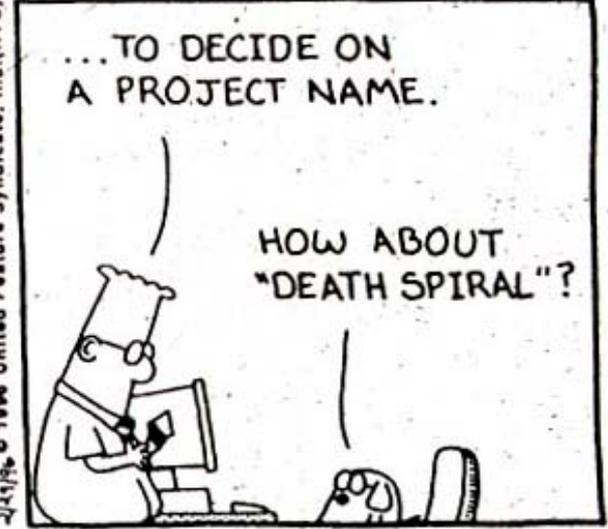
WE'RE CREATING A PROCESS TO FIX OUR PRODUCT DEVELOPMENT PROCESS. BUT FIRST WE'RE HAVING SOME PREPLANNING MEETINGS...



© 1998 United Feature Syndicate, Inc. (NYC)

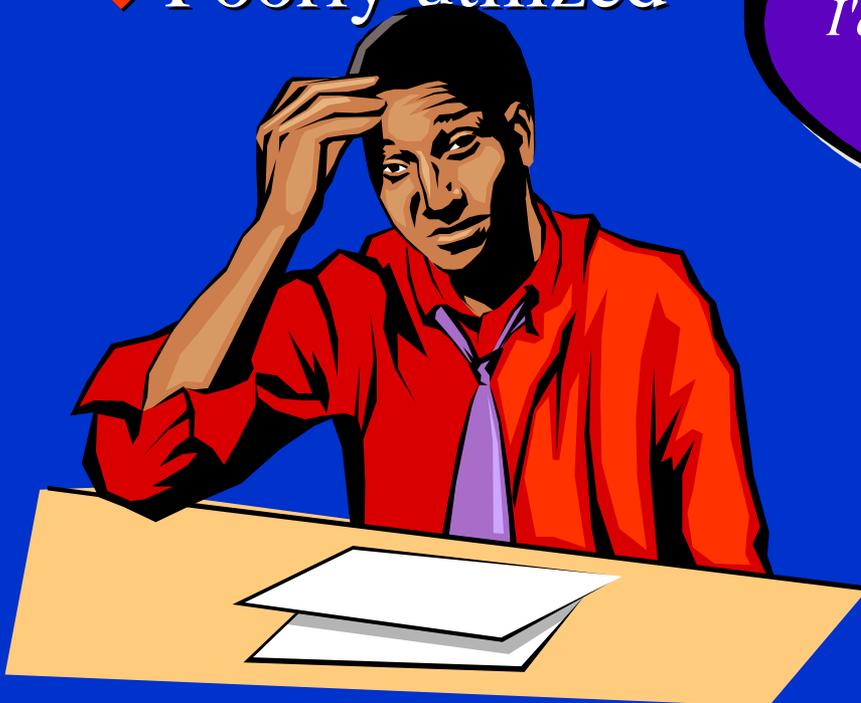
...TO DECIDE ON A PROJECT NAME.

HOW ABOUT "DEATH SPIRAL"?



# Coalitions may be...

- ◆ Time intensive
- ◆ Frustrating
- ◆ Inefficient
- ◆ Poorly utilized



*"This coalition used to be worthwhile, but now I find it a waste of time."*

*"Another meeting? I'd like to attend but I have real work to do."*

## But they can be...

# *...a roadmap to achieving effectiveness and sustainability*

## *Effective coalitions allow you to...*

- ◆ Accomplish a broad range of goals
- ◆ Broaden buy-in
- ◆ Identify areas for focus
- ◆ Concentrate on *comprehensive* approaches



## *Learning Objectives*

- ◆ Understand the role that coalitions can play in achieving desired outcomes to prevent violence against women
- ◆ Be familiar with the *8 Steps to Effective Coalition Building*, a tool for fostering and maintaining strategic partnerships
- ◆ Understand the relationship between objectives, coalition members, and structure to achieve outcomes

# Part II - Developing Effective Coalitions: The 8-Step Process







*“A carpenter joins  
wood to wood...”*



*A welder joins  
metal to metal...*

*A coalition builder joins  
person to person.”*



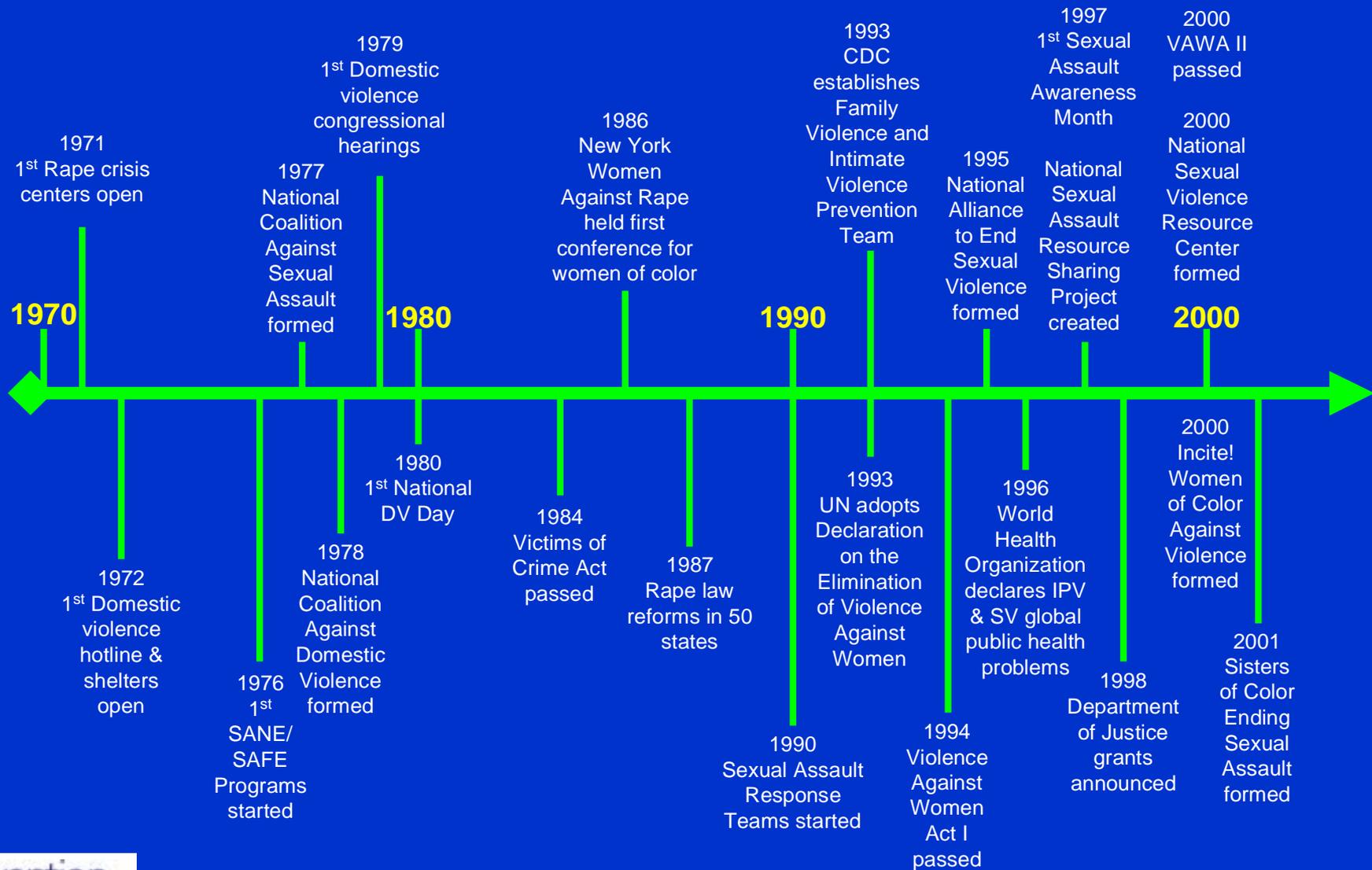
Bill Berkowitz & Tom Wolff  
The Spirit of Coalition

**“T**hese Americans are a peculiar people....If, in a local community, a citizen becomes aware of a human need that is not met, he thereupon discusses the situation with his neighbors. Suddenly a committee comes into existence. The committee thereupon begins to operate on behalf of the need and a new community function is established. It is like watching a miracle.”

Alexis de Tocqueville  
1840



# Milestones in the Movement



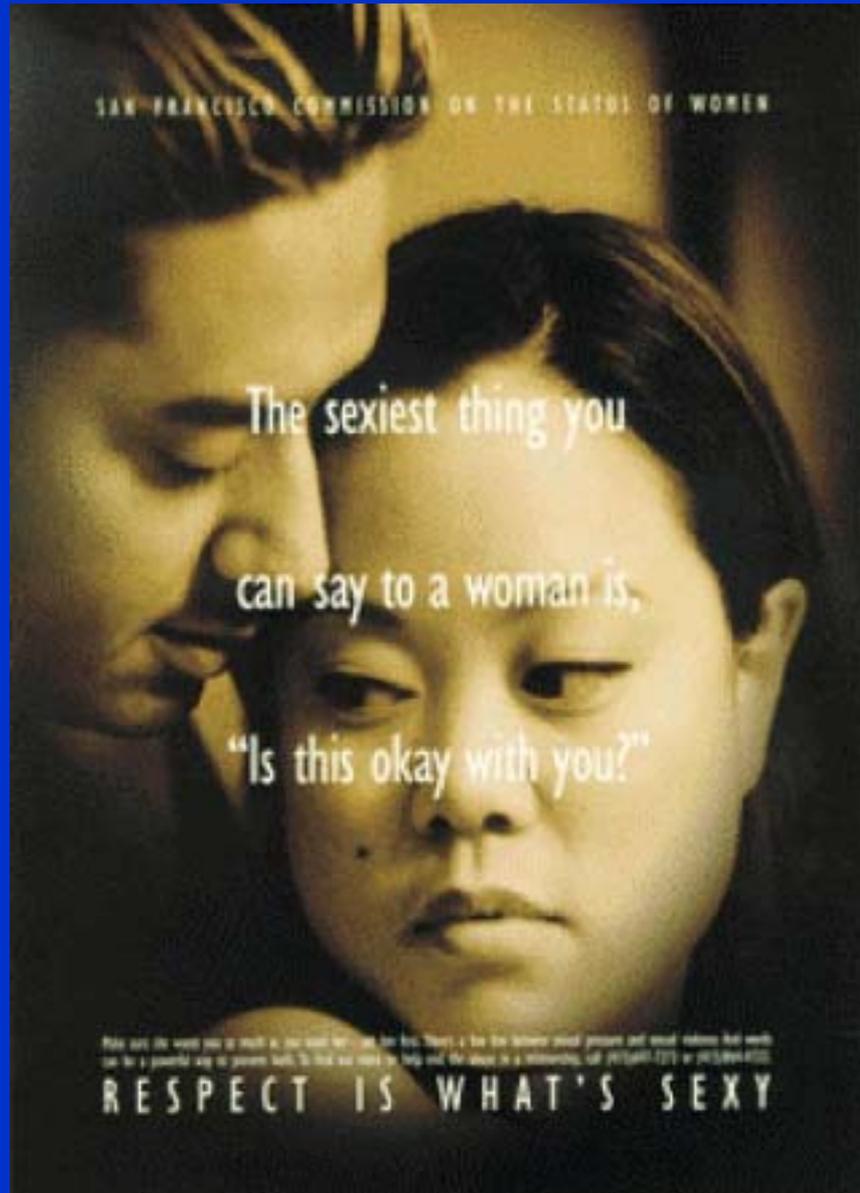


# Developing Effective Coalitions



*Analyze your program's objectives and determine whether to form a coalition.*

- ◆ Clarify current objectives
- ◆ Examine approaches which might be effective
- ◆ Assess current community strengths and needs



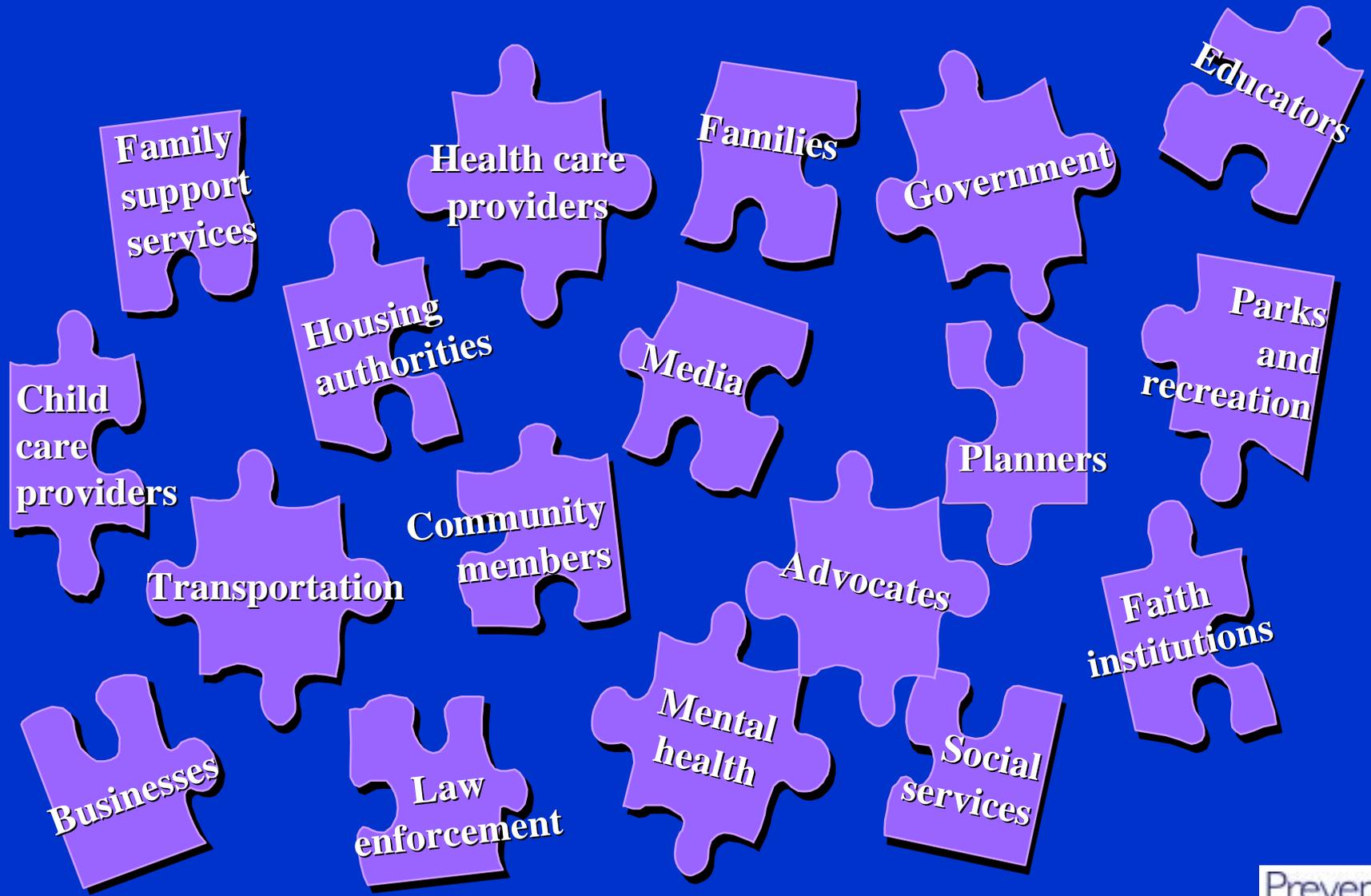
# Developing Effective Coalitions

## *Recruit the right people.*

- ◆ Identify people working on the issue
- ◆ Consider who has influence
- ◆ Determine who will be supportive
- ◆ Identify who may put obstacles in your path
- ◆ Consider how many people should be involved



# VAW Coalition







Based on your experience in and with coalitions, what do you think are the main reasons that people join coalitions?

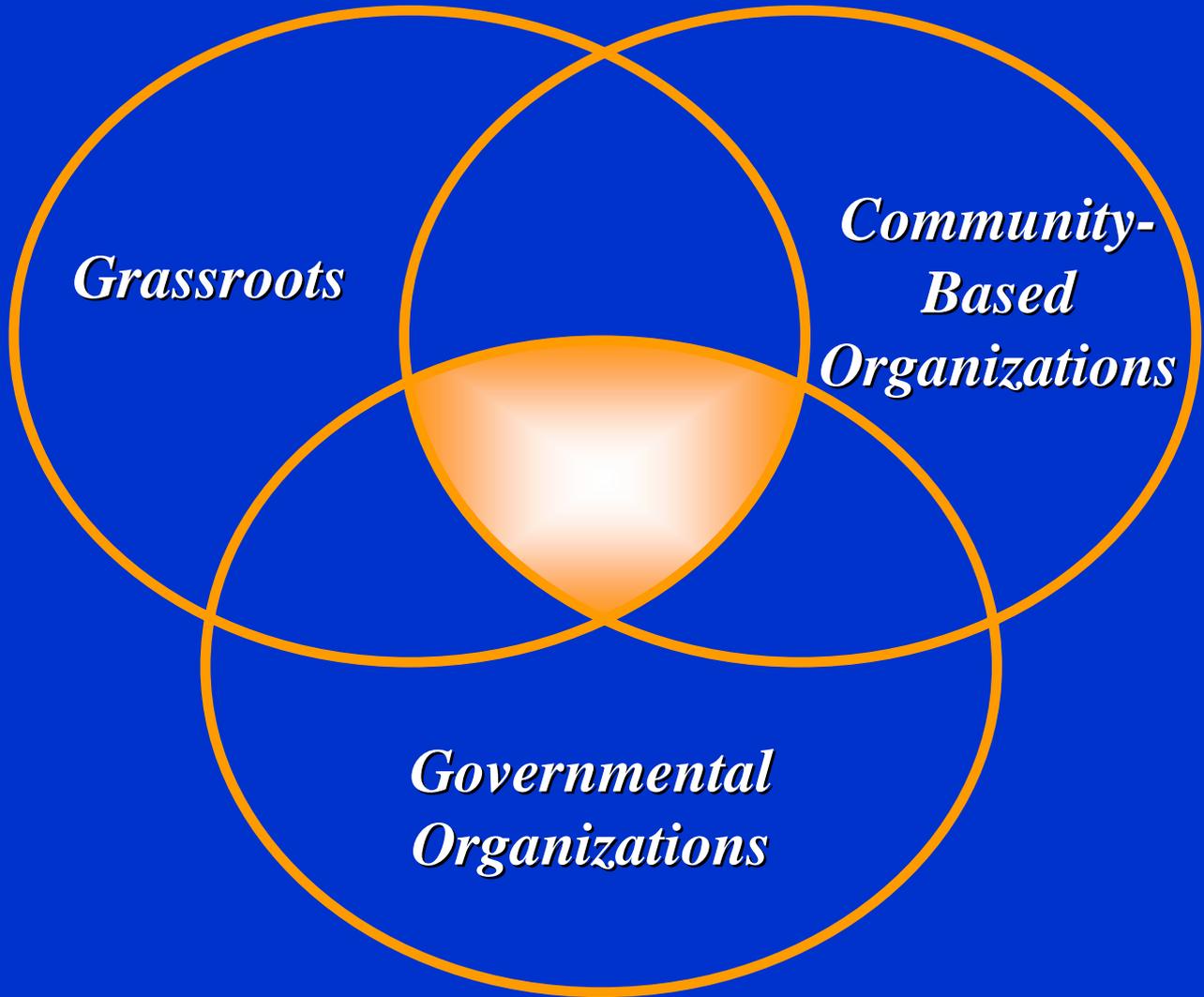
## *Reasons People Join Coalitions*

- ◆ Accomplish something important
- ◆ Passionately believe in coalition's cause
- ◆ To be up to date on an issue
- ◆ Friends/colleagues see issue as important
- ◆ To be involved in movement
- ◆ A place to get funding
- ◆ To not be left out or perceived as outside the movement

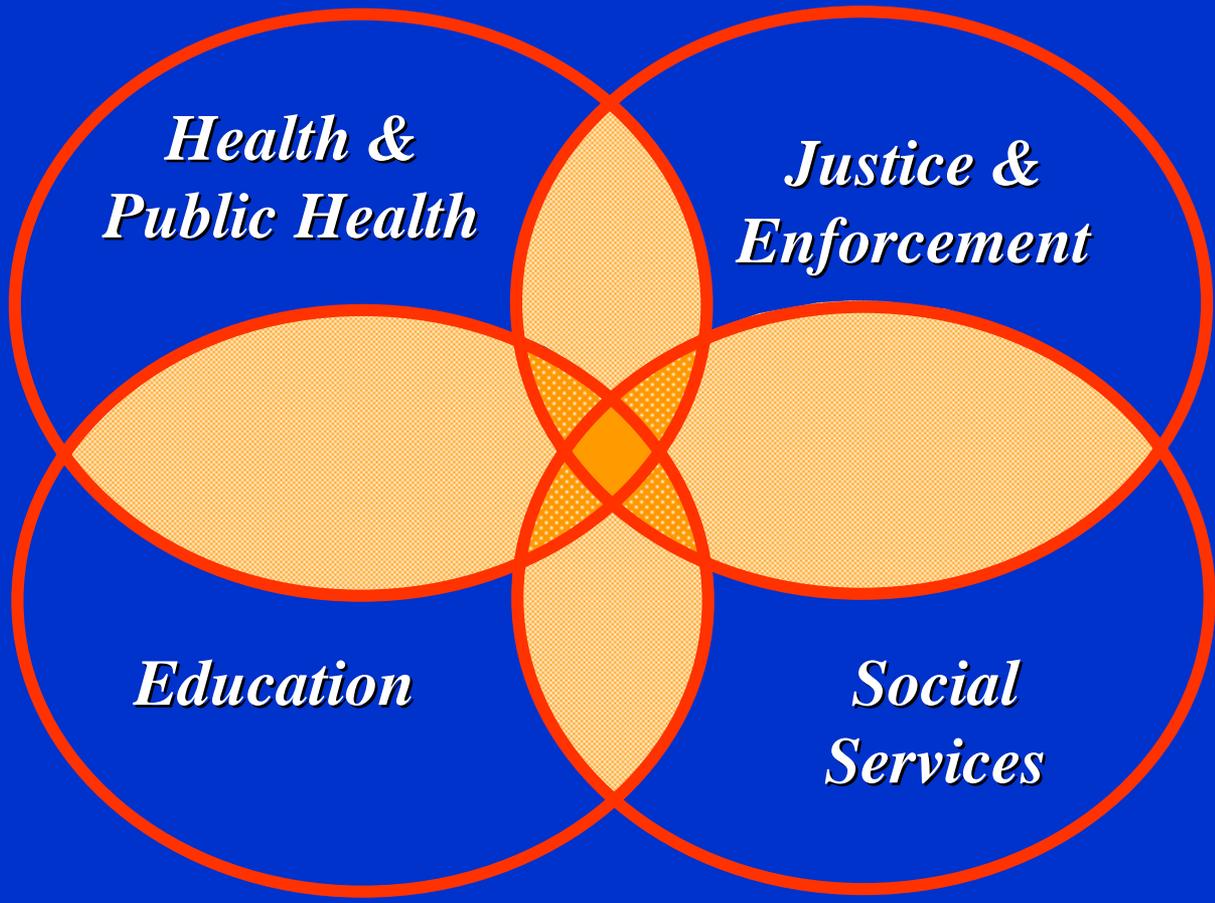
# *Coalition Members Wear 2Hats*



# Types of Collaborations



# Partnerships Among Systems



# Collaboration Math

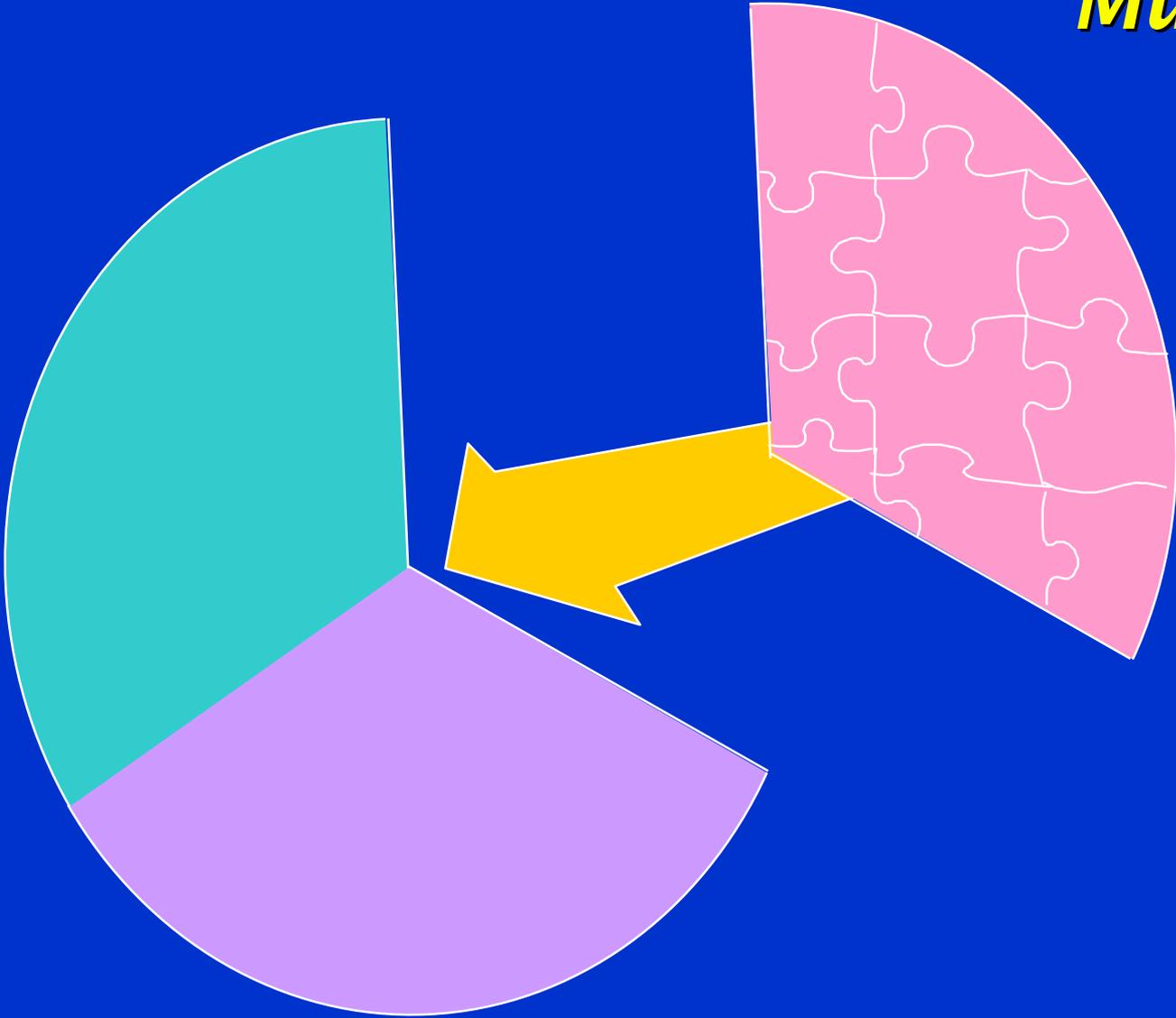
	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Health							
Education							
Justice							
Mental Health							
Social Services							
Alcohol/Drugs							
Business							
Media							
<b>TOTALS</b>	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:



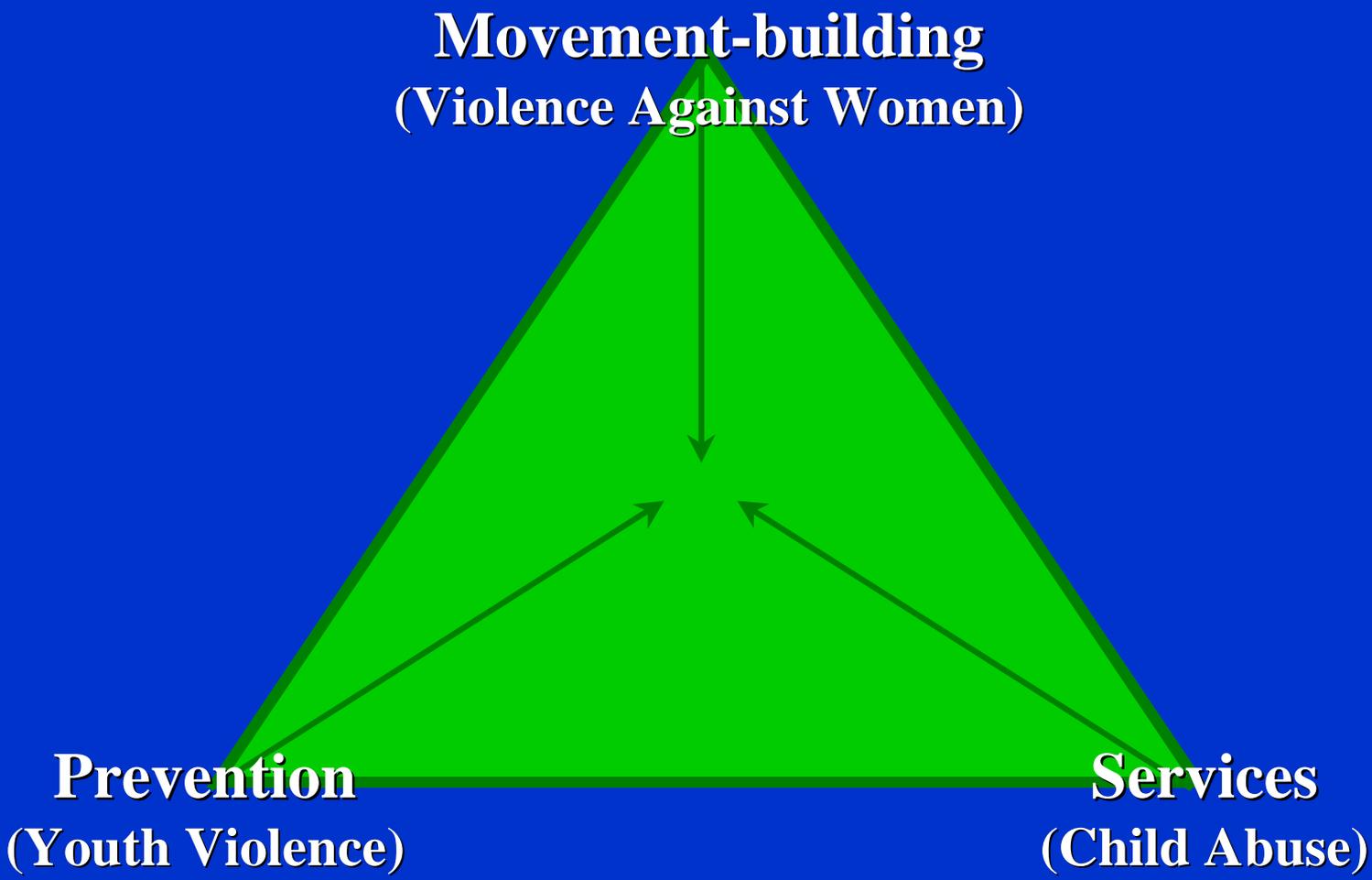
# Collaboration Math: Intentional Injury 42

	<b>Data</b>	Partners	Key Issues	Outcomes
	<b>Mortality; morbidity</b>			
Health	<b>Suspension; fights</b>			
Education	<b>Arrests; incarceration</b>			
Justice	<b>Danger to self &amp; others</b>			
Mental Health	<b>Abuse reports</b>			
Social Services	<b>Drug-related crime; suicide</b>			
Alcohol/Drugs	<b>Lost income &amp; productivity</b>			
Business	<b>If it bleeds, it leads</b>			
Media				
<b>TOTALS</b>	<b>Sum Remainder:</b>	Sum:	Sum:	Exponential Product:

# Forming Broader Partnerships to Meet Mutual Goals



# Intersection of Skills



# Developing Effective Coalitions

*Set preliminary objectives and activities.*

- ◆ Propose a variety of activities to meet members' needs and skills
- ◆ Identify short-term successes



# *The Spectrum of Prevention*

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering Coalitions & Networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# *Organizational Practices*



# *Policy and Legislation*





# Developing Effective Coalitions

*Convene the coalition...*

- ✓ through a meeting
- x through a workshop
- x through a conference



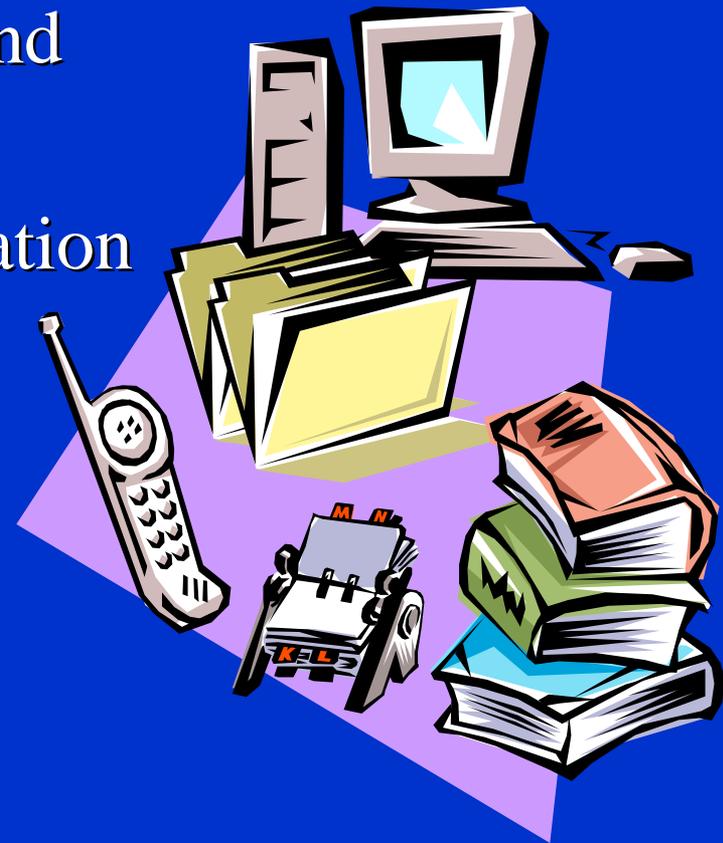


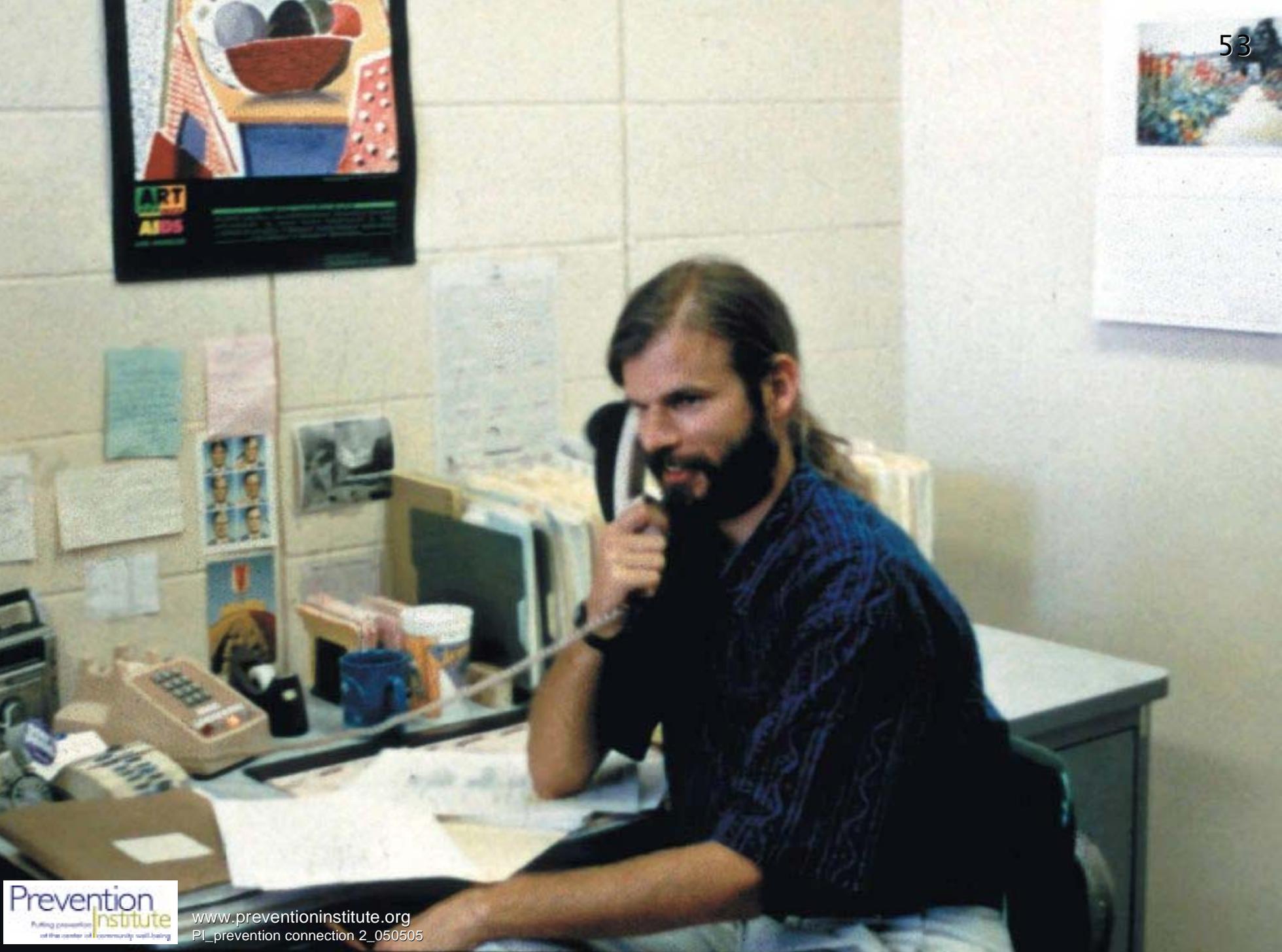
Based on your experience in running or participating in coalitions, what are the kinds of resources and staff support needed to effectively run and maintain a coalition?

# Developing Effective Coalitions

## *Anticipate the necessary resources.*

- ◆ Clerical
- ◆ Meeting planning, preparation and facilitation
- ◆ Membership recruitment, orientation and encouragement
- ◆ Research and data collection
- ◆ Participation in activities and projects







# DATE RAPE

(West County)  
236-7273

(Central County)  
798-7273

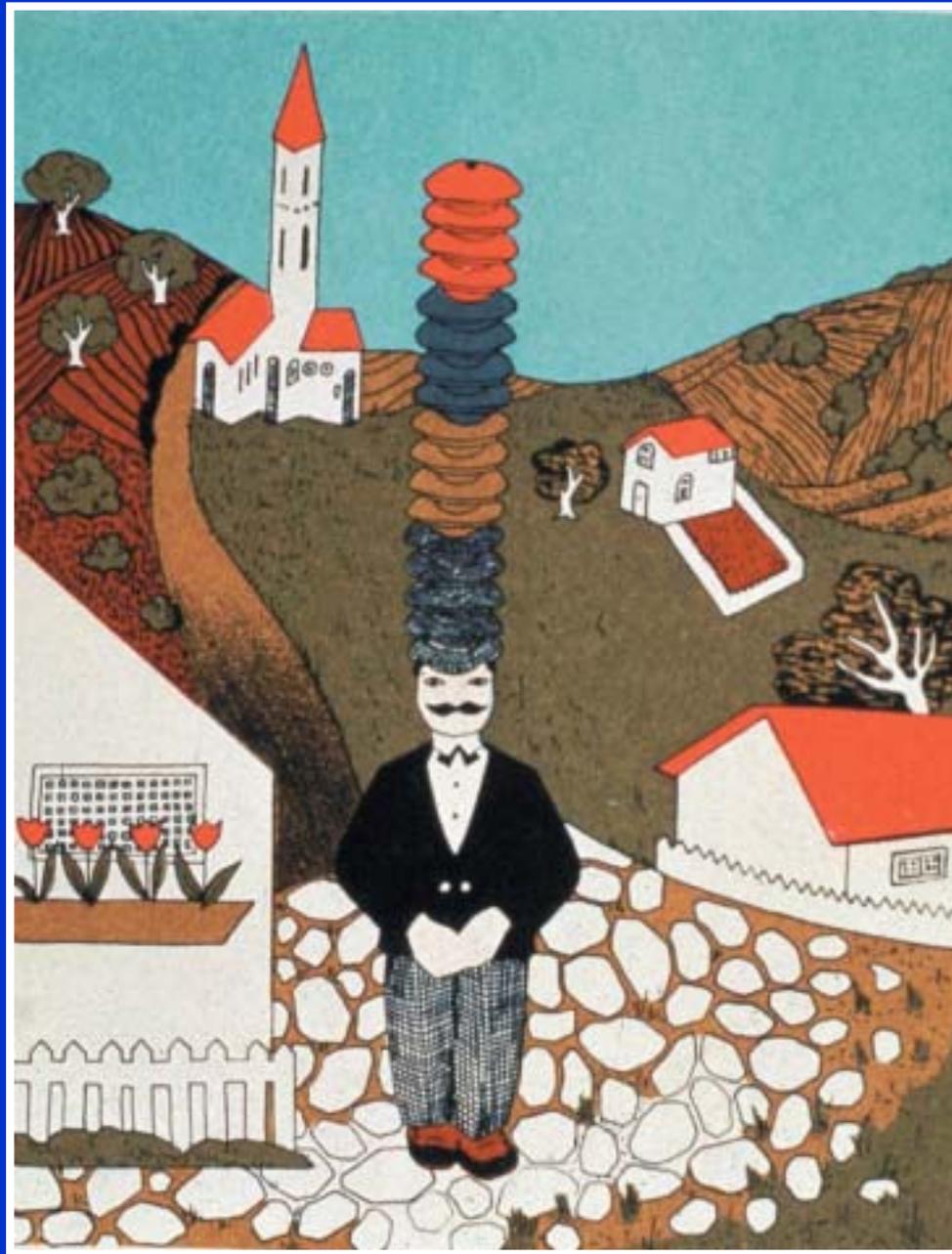
**Want to talk? Need help?**

Sex is a series of choices two people make.  
Rape is violence it's not just a mistake.  
**Rape shatters, rape matters.**

This project is funded by the Health and Human Services, Maternal and Child Health Division  
Prevention Program, Contra Costa County Health Services, 75 Santa Barbara Rd., Pleasant Hill, CA 94523







# *Developing Effective Coalitions*

## *Devise a successful coalition structure.*

- ◆ Should coalition be ad hoc or ongoing?
- ◆ How long and frequent should meetings be?
- ◆ Should agencies officially join the coalition?
- ◆ How will decisions be made?
- ◆ How will agendas be structured?
- ◆ How much will members realistically participate between meetings?



# It Depends!



# *Developing Effective Coalitions*

## *Devise a successful coalition structure.*

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How do you know  
when a coalition  
is floundering?

# Developing Effective Coalitions

## *Maintain the coalition's vitality.*

- ◆ Difficulties generally arise due to:
  - poor group dynamics
  - inadequate membership participation
  - ineffective coalition activities
  - external changes which affect the coalition's mission





# *The Tension of Turf*



# TURF

**“The conflict between organizations with seemingly common goals.”**

**--Peck and Hague**

# Why Do Turf Issues Arise?

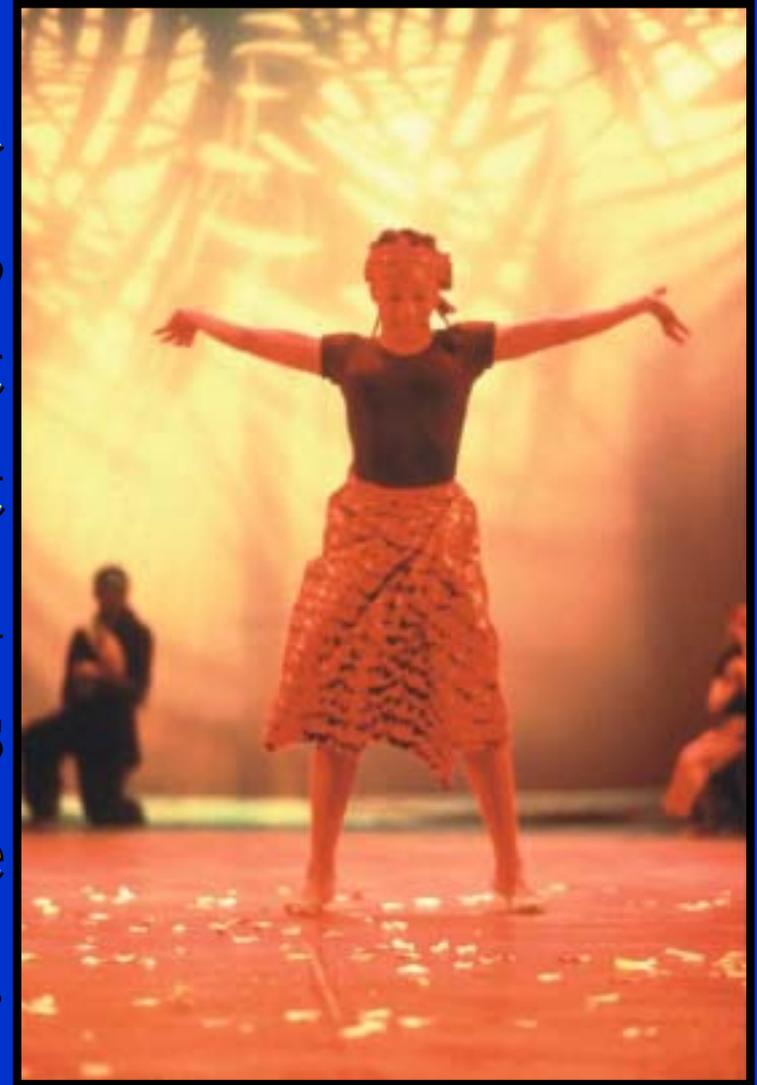
- ◆ Coalitions tend to be made up of passionate members
- ◆ Non-coalition related issues are brought into the coalition
- ◆ Conflicting agendas
- ◆ Previous bad relations
- ◆ Control over the coalition (identity, ideology, and strategy)
- ◆ Who gets recognition and resources



## *The Big Picture*

- ◆ When turf issues arise, utilize perceived neutrality of certain members (youth, survivors) to bring the coalition back to its purpose.
- ◆ *Try this:* If the chair senses turf issues are arising, space should be made during a meeting for a speaker who can remind the coalition of its purpose.

**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*

*Source: [www.transformcommunities.org](http://www.transformcommunities.org)*

# Developing Effective Coalitions

*Make improvements through evaluation.*

- ◆ Ask for feedback
- ◆ Evaluate the effectiveness of specific activities
- ◆ Know when it is time to dissolve, disband, or change the structure of the coalition



# Developing Networks of Service Providers



**Individual Agencies**



**Alternatives to Violence and Abuse Coalition**

***The field of evaluation  
must be  
expanded  
to enhance  
violence prevention  
coalition results.***

# *Toward a more comprehensive evaluation*

## *Current State:*

**Linear**

**Single programs**

**Singular approaches**

**Vacuum**

**Simplified efforts**

## *Must Include:*

**Strategy**

**Integrated partnerships**

**Multifaceted efforts**

**Context**

**Interactive**

## *Recognize Unintended Successes*

“Coalition organizers should avoid getting so caught up in any one effort as to view it as ‘make or break.’

Every effort prepares for greater and more sustained efforts in the future.”

-- *Cherie R. Brown*

“Without the coordination that this coalition provides, we never would have accomplished such a broad policy objective.”



“The opportunity to interact with people from related programs strengthens my day-to-day work. Now I know who to refer my clients to and where to go for advice when I need it.”

Part III

# Questions and Interactive Discussion



# Evaluation



# Prevention Institute

Putting prevention  
at the center of community well-being

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

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Oakland, California 94611  
phone: 510-444-7738 fax: 510-663-1280**