



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

A Project of



Toward a Community Solution:
Advancing Primary Prevention of Violence Against Women
11:00 AM - 12:30 PM PDST
Thursday, June 9, 2005

www.preventconnect.org

Questions and Answers from the Web Conference

Q1 (Lisa & Larry Group Question): WHAT WOULD A WORLD WITHOUT VIOLENCE AGAINST WOMEN LOOK LIKE? TAKE A MINUTE TO WRITE AND SEND THE WORDS THAT DESCRIBE THIS WORLD.

A1: (from participants)

- Cycle of Peace healthy relationships
- whole
- equality and peace
- safe
- Peace and quality
- More trust between people
- free and fearless
- relaxing, peaceful
- equality, respect for all people,
- perfect!
- Greetings All
- women's empowerment
- happy, vibrant children and adults
- Empowering to all. Freedom
- harmonious
- peaceful
- unreal - can't imagine
- Men and women would both gain humanity
- People would feel safe and secure at all times. Peace.
- unity, acceptance, diversity, equality, progressive
- Peace
- more productive, creative
- equality and respect
- Rainbows, harmony, peace
- peaceful
- free, safe
- Peaceful, power-full
- awesome, wonderful, safe, realistic, peace to all

- loving & safe
- safe, liberty, happiness
- invigorating
- hopeful
- there would be more unity between the sexes and women would no longer condemn other women for the abusers actions
- safer
- acceptance, equality, productivity
- safe, free, empowered, equality,
- sacred
- Women and girls can walk on the street with out worrying about safety.
- nurturing
- equitable, peaceful, safe
- All violence would be greatly reduced; violence against women is the archetype for all forms of violence
- Freedom
- identity and self-esteem
- safe
- clear
- Peace and harmony
- women and children would be able to walk with their heads held high - with no fear
- equal, peace, respect, free, safe
- peaceful united
- lighted
- Women would be more open to men.
- relaxed, safe, equal
- progress
- a world without patriarchy and classism
- without fear
- safe
- A reduction in all violence
- People will be truly free to be themselves
- harmonious interpersonal relationships. women move safely and freely through their communities.
- unemployed
- a place where children and families can live without the fear of violence
- full of babies
- Caring people; respect for all people
- peaceful, harmonious
- Peace, freedom, economic well-being and justice; compassionate relationships and governments
- powerful
- solidarity!!
- happy children, cycle of violence broken
- more prevention efforts with men
- empowering, peaceful, compassionate
- safe, happy, free
- free of all forms of oppression
- peace/growth/harmony of family
- safe, free, happy, clear, equal, no violence, a place of happiness
- achieving dreams
- no gender insecurities
- Training men to stop violence
- Advertisements would be completely different

Q2 (Lisa & Larry Group Question): THE TERMS ON SLIDE 20 ARE TERMS WHICH COME FROM THE MOVEMENT AGAINST VIOLENCE, THEY COME FROM PUBLIC HEALTH. WE WERE THINKING OF THEM AS SOME OF THE KEY ELEMENTS AND PRINCIPLES OF THE PREVENTION APPROACH. SO, I WANT TO ASK, WHAT DO YOU THINK ARE THE MOST CRITICAL ELEMENTS OR PRINCIPLES, OR WHICH OF ELEMENTS ARE WE MISSING?

A2: (from participants)

- Norms Change
- cultural competency
- cultural competency
- norms change
- Community change
- resilience is number one
- Norms change
- cultural, changing the norm, community change
- definitely norms change is key!
- community change & social justice
- Community Change and Social Justice
- community change
- partnerships
- norms change
- norm change
- norms change
- Social Justice
- norms change and cultural competency
- norms change
- social justice
- Collaboration
- Norms change
- advocacy
- Cultural, economic and institutional change
- norms change
- norms change and cultural competency
- Norms change
- norms change, community
- norms change informs all the others
- social justice is the primary focus to me
- Norms change, definitely
- Norms Change & Social Justice
- norms change
- norms change
- norms
- norms change
- norms change
- social justice
- paradigm change of women as equal
- social justice
- collaboration
- norms and community change
- community change
- norms change and collaboration
- norms change
- social justice
- community change
- all are critical components
- Social Justice
- social change
- Social Justice is number one.

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- changing culture
 - all plus resources
 - norms change and cultural competency
 - Political will
 - all important!
 - human rights of women: free pf violence
 - social justice
 - Community
 - norms change
 - changing culture
 - Norm change; collaboration within the various agencies; justice and more understanding
 - norms change and community change
 - Community change
 - social justice
 - collaboration - it takes a village
 - civil justice
 - advocacy opens the dialogue that leads to the other activities
 - social justice, collaboration, community change
 - all
 - all connected
 - norms change, collaboration, advocacy, cultural competency
 - social justice and community change
 - policy change
 - all of them
 - coalition building
 - What you have and women's leadership. Directed by all women's experiences.
 - risk and protective factors; assets
 - social justice and collaboration
 - all of them
 - I don't like the term cultural competency because it assumes that we will be competent on day. I prefer awareness, sensitivity, or accuracy.
 - Norms Change
 - cultural competency
 - norms and community change
 - norms and community change
 - Social & economic justice and norms change!
 - community change
 - population-based norms changes
 - plus collaboration and community understand
 - norms change
 - endurance
 - Multiethnic collection commitment to end violence
 - political will
 - Violence has become our culture's norm
 - Community Change, Norms change, Social Justice
 - grass roots
 - norms change
 - interdisciplinary

Q1 (Participant Question):
WHAT ARE SOME WAYS THAT WE CAN TURN THE MEDIA INTO A POSITIVE INFLUENCE, WHILE RETAINING AN AUDIENCE?

A1: (from participants)

- creativity
- humanize the stories with actual survivors
- policy
- Support artists like will smith who support a different form of music/media
- educating them
- Provide opportunities for women to influence the media
- Identify allies in the media
- use celebrities, rap singer, baseball player etc
- make them personal
- take the sexual content out of it, do not use women scantily clad
- change consuming habits
- go to the executives who decide on programming!
- Make the message sexy, exciting, funny
- The Lifetime channel is doing it!
- elicit empathy
- Incorporating violence against women into curriculum for journalism students
- show media examples that are positive
- state trends that normalize non-violent behaviors
- PSA on Pubic TV that is at local level
- support local, unbiased, and non-commercial radio and their media outlets
- portray strong men who respect women
- put a face to the story (humanize the event) and repeat your preventative message
- Prepare press releases and share them
- remain positive in talks with media outlets
- Get a media person from your community to serve on your board or behind the issue. We have been able to use local media as a prevention tool by doing just that.
- Featuring stories in community where adults have participated in building assets in youth
- Speak with media about slipping in positive statements/pictures (sort of subliminal advertising) into shows.
- create characters that model respectful relationships
- stop financial incentives for exploiting women
- get into the deep and unseen influences as well
- support public media
- use examples of positive pop culture with youth
- teach media literacy to children
- portray the real lives of men and women (both strong and non strong)
- build on positives, and focus on community strengths and marketing
- create a movement the media will be interested in
- develop message for media plan
- commentary expressing outrage at VAW - not just the "big" and "famous" cases either.
- By challenging the media every time we see negative, sexist, violent, homophobic advertising. Write protest letters. Remember the 7-up rape joke commercial. Several thousand advocates wrote in and it was pulled!
- have high profile people spreading the word publicly

- stories of survivors; creative community organizing
- work with media executives; media advocacy
- raise public awareness by doing a story on a dv incident
- Eliminate the violent programming on TV.
- teach critical thinking skill to youth about what is shown in the media
- Demand a different kind of media that is socially responsible
- educational programs, real and positive women histories, talk shows on these prevention topics,
- with children's programming sponsors
- Highlight men who intervene (with other men) in violence against women
- monitor our own hidden bias
- go into schools and educate children
- It's already being done, but only like minded people tune into the positive media
- collective voice from viewers, media education to children, more women in media,
- Using current celebrities or local authority figures.
- use principals of advertising to our advantage: push limits just enough to grab attention without alienating
- positively reinforce positive media images
- constantly provide media outlets with a news peg, make it common to hear/see a story on a move toward no more violence toward the challenged members of our society
- Progressive radical media gatekeepers
- but also look for what drives all this on a deep, deep level
- public service advertising
- use more positive role models and also, humanize the stories of violence to un-desensitize
- support & work with independent and locally supported media
- the response to bad speech is MORE speech
- Satire
- buy products that support positive messages and let them know!
- sanctions for inappropriate programming
- be realistic with expectations from media and acknowledge that violence does occur and some need to be report but violence does occur but that is only a small part of our society
- we can have positive images of intelligent, sensitive and strong women in movies and participating in all levels of our society. This should be demand by the public in a organize way.
- That media stories do not to focus fear on the grizzly homicides, but encourage media to promote change in all facets of IPV - emotional, financial, sexual, etc.
- Who was it that said "We are the creators of culture" - we have choices-turn the tv off (or don't have one!)
- educate the children
- Show men solving problems without their fist or guns
- Use the media where it is at. Enlist the cooperation of athletes such as as UND did to broadcast a pledge against violence. Use fashion to broadcast strong women.
- new type of advertising, participation of women making programs with a healthier focus

Q2 (Participant Question):
What's the difference between keys 1 and 3?

A2: Key 1 is developing comprehensive approaches, Key 2 informs the types of strategies, and Key 3 is really about putting it all into action.

Q3 (Participant Question):
Would the sphere look the same if the individual was male?

A3: The spheres are the same for everyone. We all are influenced by our relationships, communities and society.

Q4 (Participant Question):
How does this differ from raising awareness?

A4: This puts efforts that include educating people about a problem into a more comprehensive strategy.

Q5 (Participant Question):
How do principles of prevention work together? Are they prescribed rules whereby one must accomplish level one before addressing the next level, or does each spectrum activities occur simultaneously?

A5: The Spectrum is not necessarily linear. Once you know what you want to achieve, the Spectrum is a tool for thinking through a set of interrelated and synergistic activities to achieve your goal.

Q6 (Participant Question):
How do you work in coalitions with groups who may have different approaches or views on solutions around violence against women?

A6: Fostering Strategic Partnerships was the topic of a previous Prevention Connection web conference. You can view an archive of this session at www.preventconnect.org

Q3 (Lisa & Larry Group Question): WHAT KIND OF ORGANIZATIONAL PRACTICE CHANGES HAVE YOU WORKED ON OR WOULD YOU LIKE TO SEE TO PREVENT VIOLENCE AGAINST WOMEN?

A3: (from participants)

- created a code of conduct signed by staff, board, interns, volunteers, etc.
- organizations for immigrant and refugee services
- We have helped local schools create sexual harassment policies
- the prison system needs to change-prisoners need to be recognized in that they are also victims of violence on the inside and this makes them even more angry and violent themselves
- return-to-work programs hosted by employers
- Our organization has made domestic/child abuse reporting policy part of annual employee training.
- non-hierarchical work culture
- college students via college professors that are club sponsors
- at our campus we developed a policy against dv,sa and stalking and is instituted. We also have good collaboration with some of our departments but need to keep working.
- Organizations working on VAW need to have policies addressing VAW -- service providers, schools, prosecutor's offices, law enforcement, etc.
- let's work on govt. orgs!
- Schools could be increasing domestic violence ed. to students inc. bullying
- I would like to see training implemented at sororities and fraternities
- better relations between law enforcement + victims
- need to work more on the legal system
- Need more buy-in from Department of Education
- Encourage critical thinking within our organization.
- Need to encourage ongoing staff training and support-not just initial protocols
- We are working on assisting community businesses in developing policies to address domestic violence among employees and workplace violence
- Target a younger audience
- Faith communities establish strong norms within families and communities, and yet this has been an very difficult nut to crack. We have a partnership of clergy, lay leaders, public health, and DV advocates going in our community, and even getting people to the table has been difficult.
- was finally able to get a state agency policy addressing interpersonal violence in place. took a very long time. now there is an avenue for education and assistance for employees and an awareness of the issue in the upper echelon
- work with faith communities to incorporate prevention
- we need to include organization such as Hispanic Services, Centers for Independent Living, nursing homes, schools, law enforcement, human resources departments
- Having pediatricians talk to their child patients about who is allowed to touch them and how.
- working on: Award for med students, jr. faculty for Professionalism Oath i Violence and Abuse. Would like to see work in and with CONGRESS
- I would like to see more interaction with the faith based communities
- target youth

- We have worked with many of the security staff at Casinos in Las Vegas to educate them and have created DV policies for personnel at several businesses
- Integrating Domestic Violence in the Law School curriculum
- enforcement of policies to that promote gender equality and prevent sexual harassment; enforcement of "true" equal opportunities for boys and girls;
- We have included the clinical setting in our organization as part of our social marketing/outreach campaign against family violence.
- we need to start thinking creatively about unlikely allies in addition to the obvious ones
- We are working closely with a charter middle school and high school. we are going to have the high schoolers work with the younger middle school children to promote our messages of violence prevention. This is a project that we are working hard to achieve.
- We challenge the Power Authority structure, live in the GRAY!
- need to change law enforcement, college campuses, need more cultural outreach to all members of community.
- Working on making more relationships with corporate businesses
- Worked on policy change in school districts that specifically address sexual bullying and harassment, create a climate for organizational change through respect murals in school hallways and town water towers, new policy in student handbooks, I'd like to see state wide policy change.
- train through professional organizations
- Parents educate children
- involved youth in developing awareness campaigns
- We have sent DV info. to all employees with paychecks.
- encourage and build in self analysis exercises as part of monthly awareness strategy
- Senior administrators, CEO's, management personnel must publicly disavow VAW and refuse to tolerate biases that promote it.
- Mandatory training on DV for Judges
- Need to educate and provide sensitivity trainings to law enforcement and to the legal system.
- educate and empower parents
- have domestic violence polices at work, stricter rules and policies set forth by Congress and law enforcement officers
- the prison population, could it be possible?
- I think that we can all effect some systemic change by being aware day to day, and not be afraid to talk to strangers about our beliefs
- encourage behavior changes from the crib up
- Personal experience regarding change includes policy change in my church. In the nursing courses I taught at my college, there are elements of violence prevention in all courses at each level. I would like to see additional curriculum infusion in each and every course.
- more community awards for outstanding citizens
- When talking about organizational practices, the organizations working on Violence prevention and/or providing services should also look at their own internal practices, power dynamics and how their victim/survivor/caretaker relationships - includes legal, law enforcement, etc.
- The informal and/or invisible authority/power relations in organizations, for example, I'm a professor and in universities, the staff members and research assistants in externally funded projects are poorly protected from hostility by the principal investigators (usually professors). They don't have the same sense of

permanence of other staff and fear reprisal (loss of jobs). The professors have such security that they are entitled. Universities are notoriously difficult for civil rights protections.

- school curriculum
- I would like to see the union agreements to have language that ensures no violence. Also unions should offer dv training as well as the school districts should develop and implement curriculums about violence prevention
- more community awards for outstanding citizens
- A domestic violence unit within child protection (State Dept. of Social Services) made up of former advocates, social

workers and clinicians. We provide consultation service for workers supervisors and directors on child protection practices, eg. decrease removals

- DV Training for male youth offenders
- teachers that refuse to allow hitting as a sport among students.
- Have VAW be a mandatory part of Social Work Degrees
- As an advocate I developed a session on Violence in ancient Egypt.
- a policy at health dept clinics to screen all women for DV

Q7 (Participant Question):

You were talking about changing norms and mentioned four distinct types of norms. The first one was general acceptability of violence, but I didn't catch the last three. What were those?

A7: Norms about male behavior and traditional masculinity; oppression of and limited roles for women; VAW is a private matter/silence about the issues

Q8 (Participant Question):

How do you work in coalitions with groups who may have different approaches or views on solutions around violence against women?

A8: (from participants)

- The informal and/or invisible authority/power relations in organizations, for example, I'm a professor and in universities, the staff members and research assistants in externally funded projects are poorly protected from hostility by the principal investigators (usually professors). They don't have the same sense of permanence of other staff and fear reprisal (loss of jobs). The professors have such security that they are entitled. Universities are notoriously difficult for civil rights protections.
- a facilitator
- task forces
- open up a dialogue
- limit focus to (least) common denominator - at first
- task forces
- A friendly addition to that question--or who have significantly different authority from one another in the lives of women.
- slowly and gently

- Deep breaths, patience, self-care.
- It's important to have Points of Unity...what CAN you all agree on? What are the non-negotiables?
- it depends on the views of the organization
- finding common ground and interests
- Work toward common goal-be respectful of all views
- work around your expertise and changing the way they THINK before suggesting change
- compromise and patience
- Get support from the top down.
- find out what you have in common .start from there then educate as you develop a relationship
- find the common ground
- possibly educating
- listen, collaborate...don't compete
- Have regular meeting with other groups and discuss this issue
- a moderator
- find common ground and work from there
- never hold grudges against those who you think should be involved when they walk away from the project
- allow them to discuss their ideas and if cannot come to an agreement bring in a mediator, before it gets to that develop sub groups to assist with the changes
- Look for the commonalities rather than the differences.
- listen carefully to everyone. look for commonalities. accept different ways of doing the work. learn from each other.
- Give everyone opportunities to communicate their approaches and develop a consensus decision
- Listen and comment, share ideas that can help each other
- communication is key...ask what their views/solutions are and the problems you have with them...explain your views...try to compromise
- discussing and educating
- acknowledge differences and talk about them educationally - then try to find common ground/goals and see what you CAN work toward together.
- I think you just have to have an open dialogue, and provide education fro both groups on how they function and why
- Not one right answer, opening up the dialogue
- First, finding commonality; then, building diverse approach and using everyone's skills in a "web" type approach
- educating
- bring them to the table and have them share those views...start collaborating towards a common goal
- Find the commonalities. Decide if you can work with those agencies, sometimes it may not be possible to work with every group, especially if they are opposed to your basic values.
- compromise is key
- know ahead of time what your own beliefs and assumptions are about prevention and about the groups you are working with
- Have regular respectful communication. Allow space for diverse views, as long as you're both moving in the same direction.
- Meet often, build trust and understanding
- attempt to use pieces of all approaches in activities. Make agreements. Take the time to actually make time for meetings that discuss agreements so everyone is included
- establish common mission and allow other groups to use their strengths and resources and avoid duplicating services; different approaches is not always bad
- By explicitly reaching for the differences.

- This has been a big obstacle in forming effective community coalitions for us. I think that open dialogue is the best policy and the understanding that in spite of different views we are all working toward the same goal
- Find out what motivates each and build upon relationships
- Find common ground, find research that backs up the approach being used
- after initiating a dialogue finding a common goal towards which to work to
- It's all based on building relationships with them seeking common ground and common goals and helping them to see things from a survivors' point of view
- Form workgroups to bring people with a similar focus together, but then the steering committee and large group can address how each workgroup (prevention, intervention/support services, treatment, data/outcomes, etc all crosslink
- set some pretty strong ground rules for green light thinking for the first half of any session and feed them. if they are eating, they won't argue
- learn to collaborate and come together on the similarities
- start the conversation not based on views on violence against women, but on individual responsibilities and job descriptions
- involve them in the process, influence them, work toward a consensus
- have an agenda
- remaining open minded to new ideas because our way may not necessarily be the only way - compromise
- Always remain open to communication and processing
- Susan Roche: By actively and openly reaching for the differences and explicitly making them useful.
- Look for common ground and be flexible to try different ways to approach the work
- This topic is explored further in the web conference Foster Strategic Partnerships archived at www.PreventConnect.org