



Welcome to this Web Conference

*Toward a Community Solution:
A Web Dialog on Primary Prevention of
Violence Against Women*

We will start soon



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www.PreventConnect.org

Upcoming Events

Web Conferences

- ◆ **Thursday, September 7, 2005: Toward a Community Solution: Addressing the Underlying Contributors of Violence Against Women**

www.PreventConnect.org

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



How to Use This Technology

- ◆ Raise Hand
- ◆ Q&A
- ◆ Text Chat (check private to send)
- ◆ PowerPoint Slides
- ◆ Other Web Conference information
- ◆ Whiteboard



Technology

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





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

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Toward a Community Solution

8

A Web Dialog on Primary Prevention of Violence Against Women

Conducted by:



August 16, 2005

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



Sexual Violence & Intimate Partner Violence Prevention Team



Larry Cohen



Lisa Fujie Parks



Elizabeth Berger



Rachel Davis (& Dolfi)

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*

Training Agenda

I. Overview of technology

II. Brief review

III. Norms and environmental cues

IV. Shifting norms through a comprehensive approach

V. Evaluation

Prevention

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

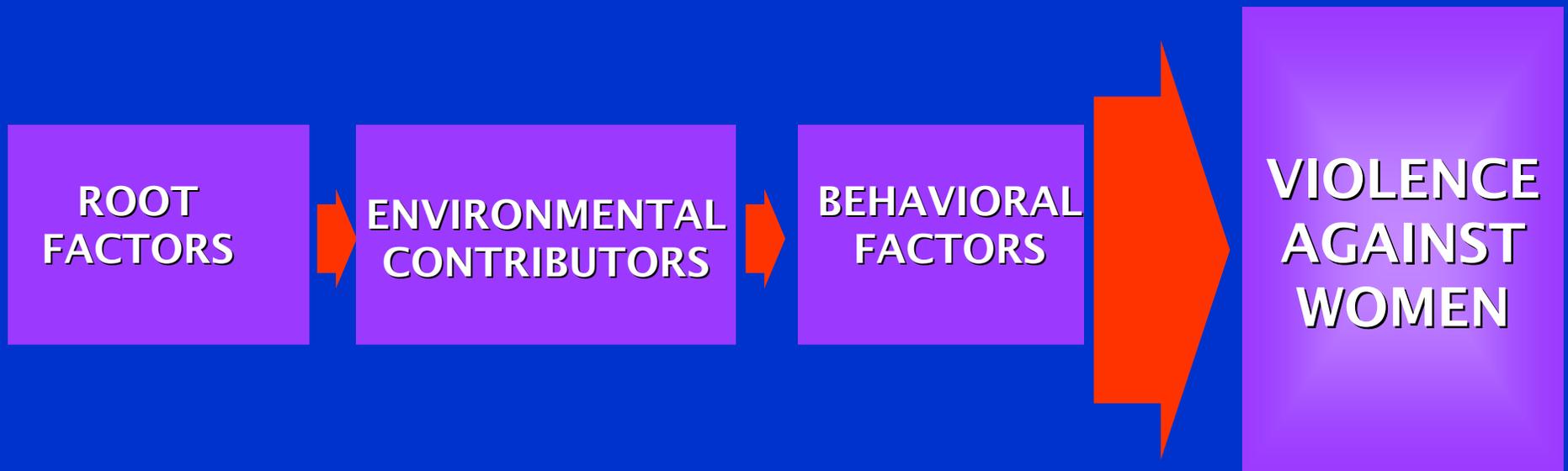
Primary Prevention

taking action before violence against women occurs.

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

George W. Albee

Trajectory of Violence Against Women



Norms

More than a habit

Sanction behavior

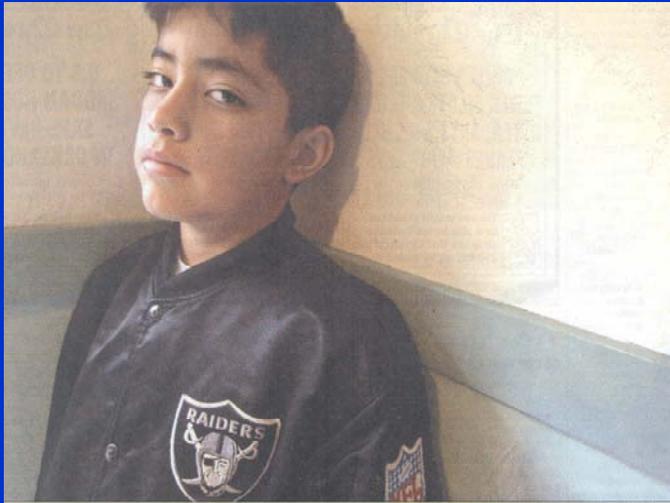
Based in
culture & tradition

Taken for granted

Attitudes, beliefs,
ways of being

Behavior shapers

Communicate regularity
in behavior



Roberto Mendoza, sixth-grader at the E.C. Reems Academy of Technology and Art in Oakland

Life in the killing zone

By Anastasia Hendrix
CAROLINA STAFF WRITER

Violence is the most pervasive part of growing up in East Oakland

This is a place dozens of murders were committed last year within walking distance of an 11-year-old's doorstep.

By being police tape blocking off a fresh murder. There is sorrow and outrage, and politicians promise to solve the problem—but the deadly pattern always continues.

This is East Oakland — where unrelenting violence affects even the smallest streets of everyday life. Take 11-

random bullet — one that barely missed his father, who was relaxing on the couch at the time.

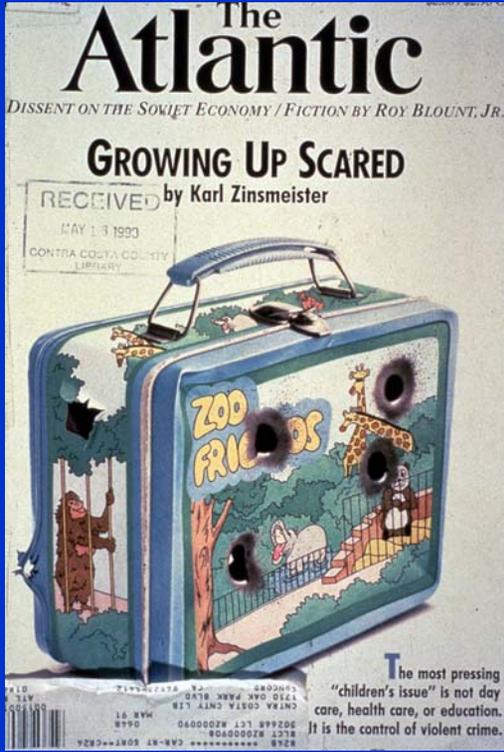
Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security.

The small hole sits in the

his favorite show, "Worst Case," which details how to survive life-threatening situations such as how to escape the trunk of a car by breaking off a light and pulling out wiring so it can fit through and attract other attention.

"It makes me feel better to be like this," Rigo said. "I'm always of ways to save myself, so I'll know do if anything bad happens to me."

In his bedroom, located just from the kitchen, Rigo has his

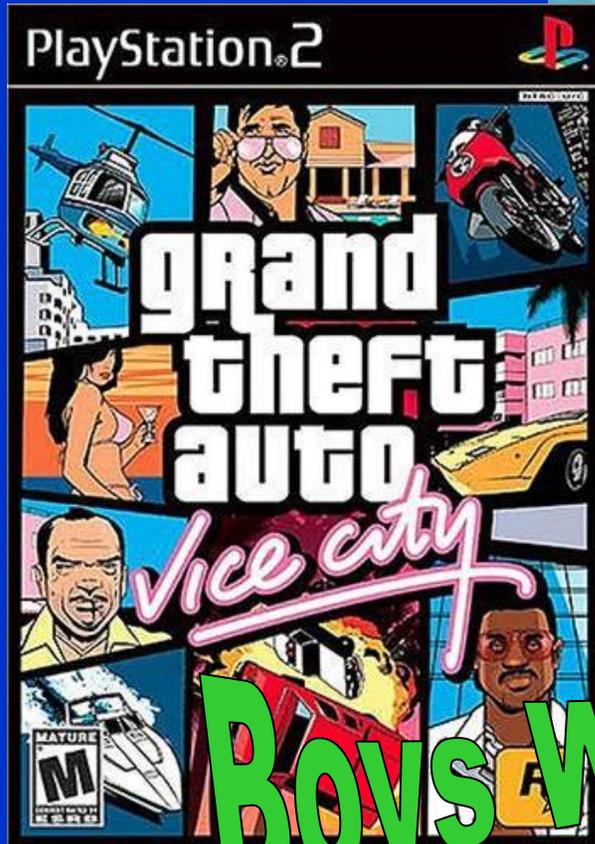


The most pressing "children's issue" is not day care, health care, or education. It is the control of violent crime.



Don't Be A Sissy

Boys Don't Cry



Boys Will Be Boys





**The warm
hello.
The smile.
The freeze.**

Next time, keep things sizzling with a dazzling smile. Because it's easier to get to know people who have bright white teeth, isn't it?

Get brilliant white teeth in less than 1 hour.

Brighton Professional Whitening technology is three times more powerful than other systems. Best of all, it's quick, easy and safe because a dentist does it for you. The result? Your teeth will be as white as they can possibly be.

Financing available. You pay as little as \$22 a month.

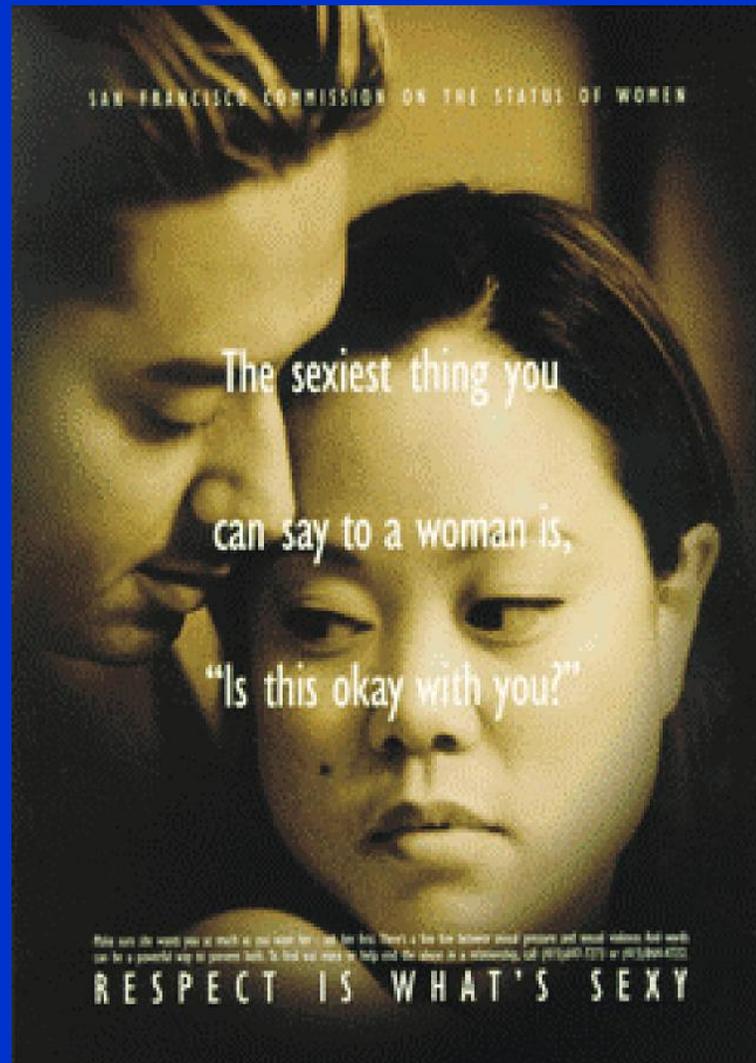
So why wait for a spectacular white smile, when you can afford one right now. Call for an appointment at a Brighton-affiliated dentist near you. Let's face it, some opportunities are too hot to miss.

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Toll free.

Brighton

www.preventioninstitute.org

Changing Norms

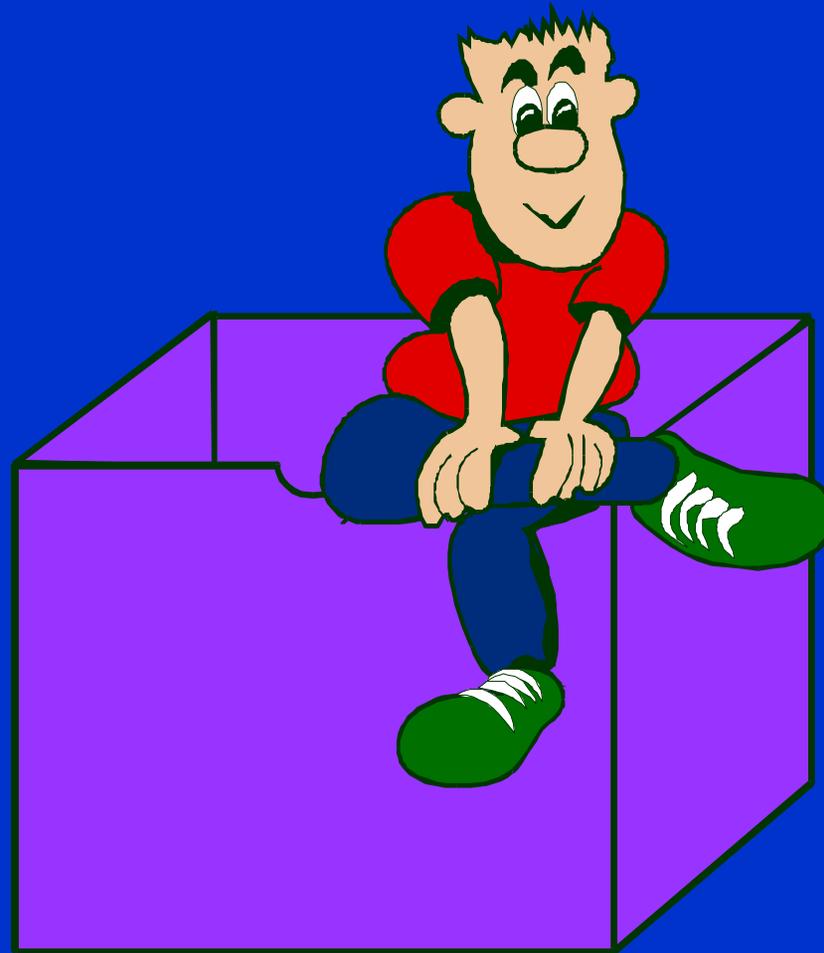


Source: www.sfgov.org

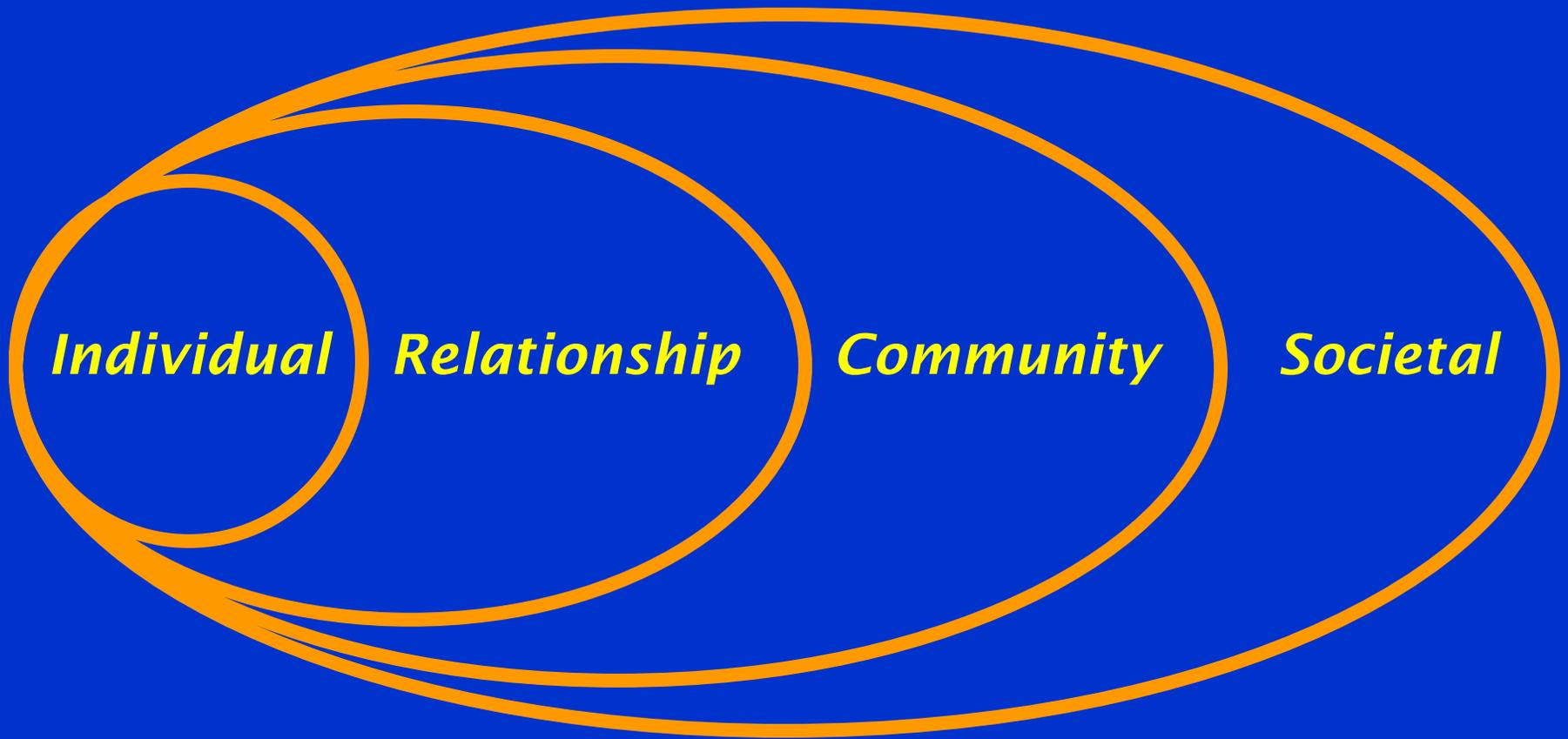
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The Box



The Ecological Model



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

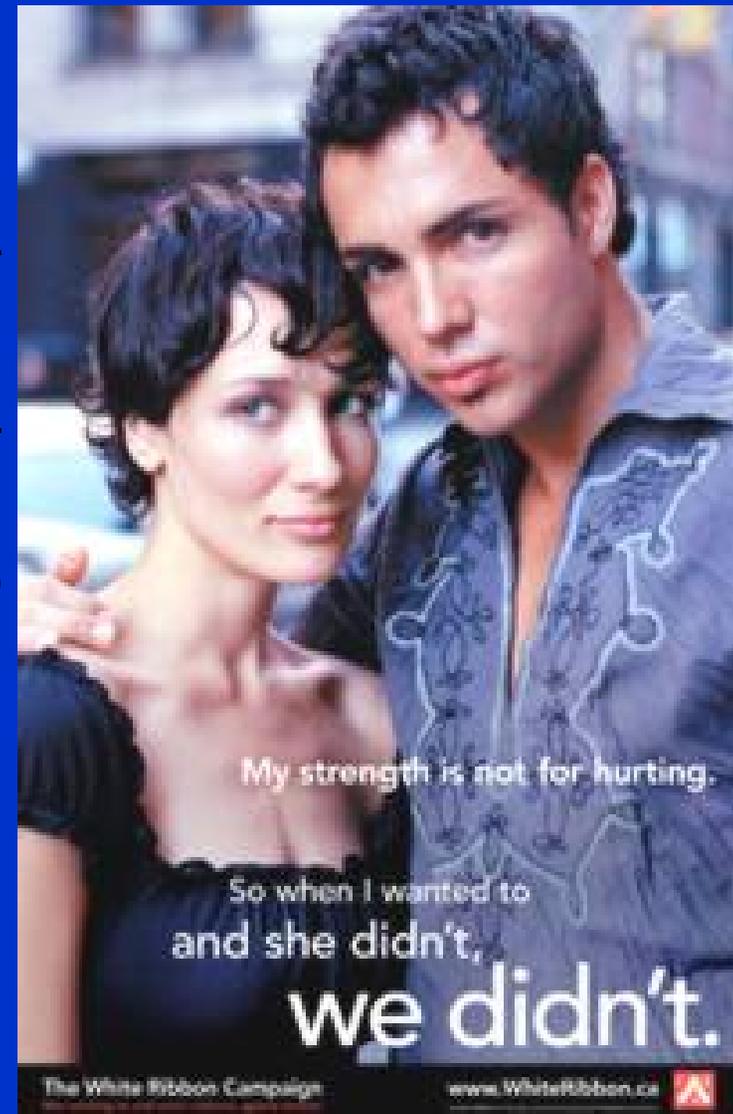
Strengthening Individual Knowledge & Skills

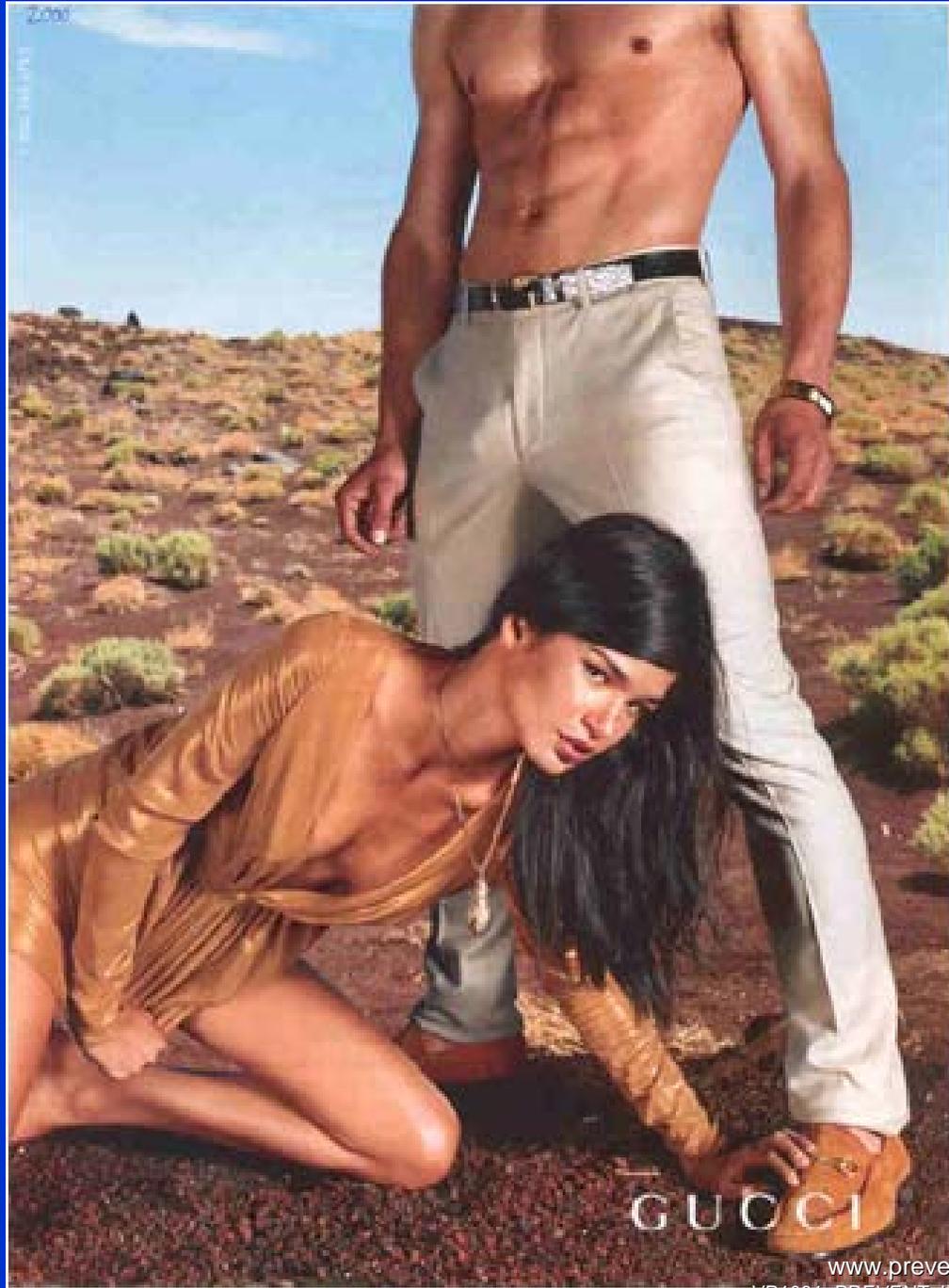
Learning Objectives

- ◆ Grapple with challenging issues of VAW to unmask opportunities for primary prevention
- ◆ Emerge with concrete methods/activities to advance primary prevention outcomes
- ◆ Experiment with technology and interactive format for learning and advancing conceptual and practical approaches

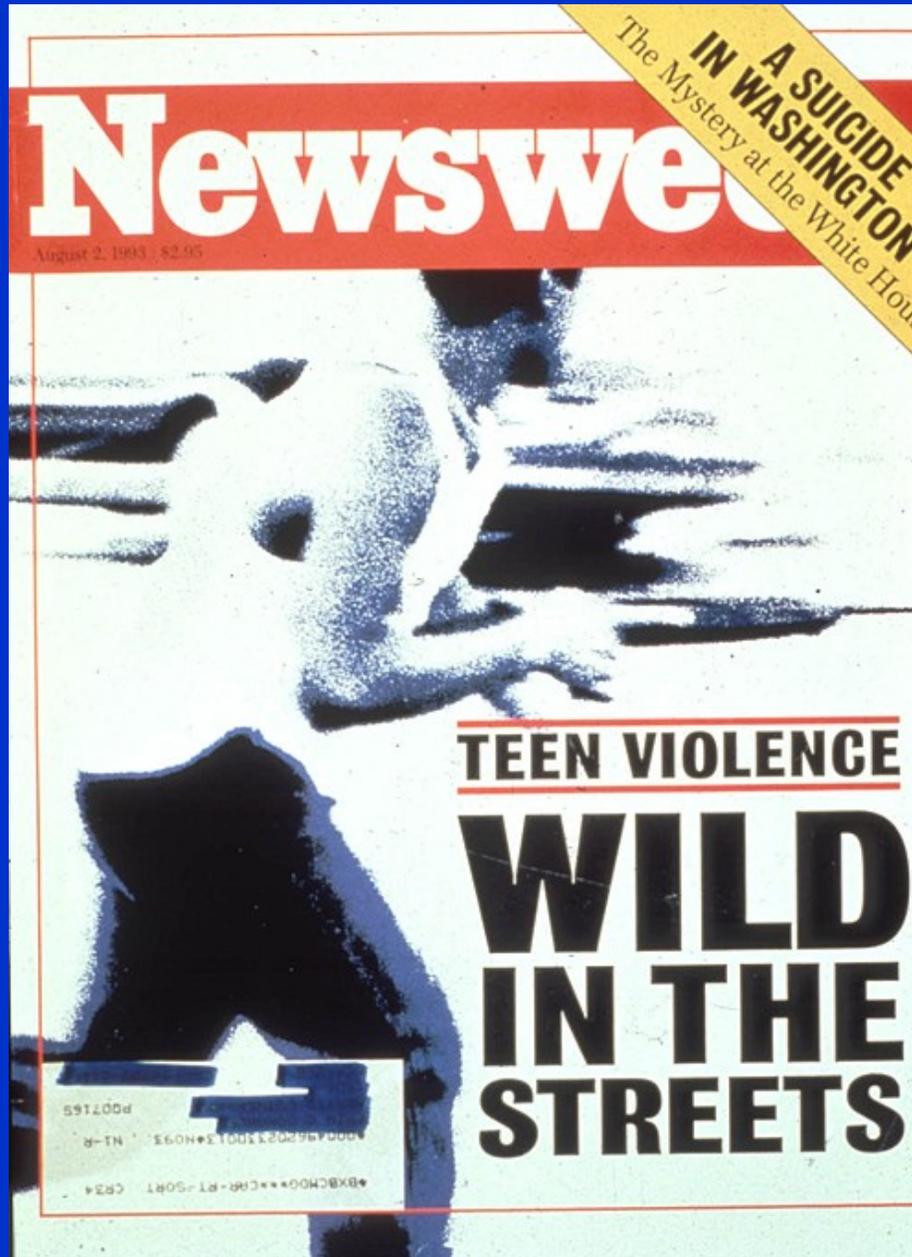
Part III

Norms and Environmental Cues





www.preventioninstitute.org
VP1031_PREVENT_LC_UNC_TALK_8.05



A day in the life of an adolescent

- ◆ What are the cues in the environment (+/-) about:
 - Relationships
 - Sexuality
 - Women and girls
 - How to treat women and girls?
- ◆ What are the cues telling you?
- ◆ What are they suggesting?
- ◆ What messages are you getting?

Contributors

◆ Behaviors

- E.g., Degrading talk about women and girls, Showing off for friends, Alcohol and substance abuse, Relationship skills, Speaking up against degrading talk

◆ Attitudes

- E.g., Tolerance of VAW, Sense of entitlement, Idea that women deserve it

◆ Environmental Cues

- E.g., Norms, Pornography, Media

ENVIRONMENTAL CUES

ATTITUDES

BEHAVIORS

ENVIRONMENTAL CUES

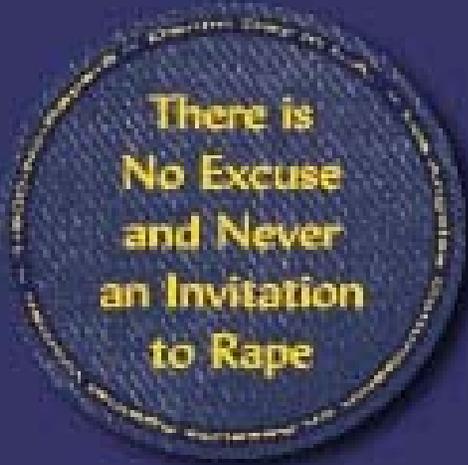
ATTITUDES

BEHAVIORS

Part IV

Shifting Norms Through a Comprehensive Approach





was his wife • she asked for it • she wore a short dress • she was drunk • she dated him before • she was in his room at 2 a.m. • you know that 7-year olds lie • she

It's Not What We Wear

© 2002 America's Alamo

Denim Day in L.A. April 23, 2003

It's Not What We Wear, Where We Go, How we Look, or How Old We Are . . .
There's No Excuse and Never an Invitation to Rape

lots of men • she wore sexy clothes • she was dancing sexy • she was a prostitute • she

was a lesbian • she was his ex-girlfriend • she liked to go to bars • she dated

April is Sexual Assault Awareness Month. Wearing jeans during April became a symbol of international protest of harmful attitudes about rape in 1999 in response to an Italian Supreme Court decision to overturn a rape conviction because the victim wore jeans.

To Register Your Participation, To Request Materials, For More Information, and to Order Your Rape Prevention Action Kit Call:
800-NO-RAPE-8 or (213) 955-9090 - Outside Los Angeles County
 Los Angeles Commission on Assaults Against Women (213) 955-9090 • (626) 585-9166 • (818) 787-4778

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 Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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Reasons Organizational Practice Change is Critical

- ◆ Widespread Impact
- ◆ Achievability
- ◆ Testing Ground
- ◆ Organizational Benefits

Sports Organizations



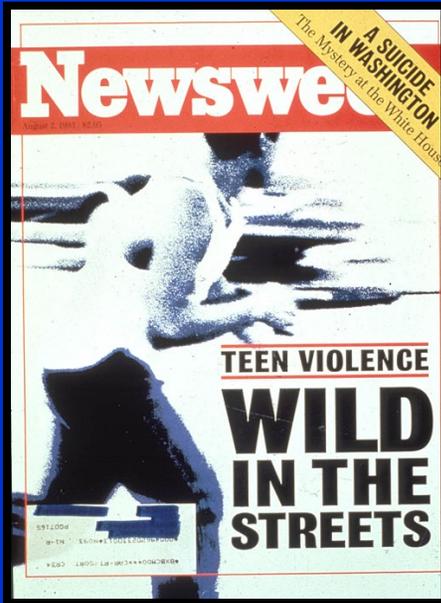
Healthcare Institutions



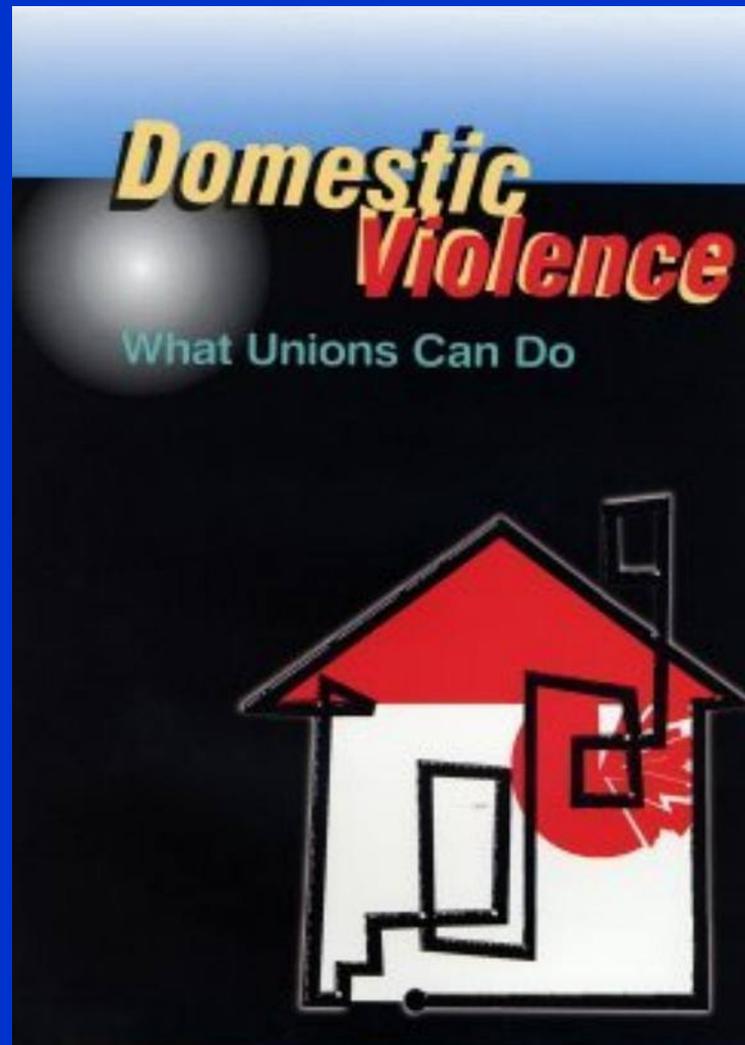
Schools



Media



Labor and Business



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

Faith Institutions

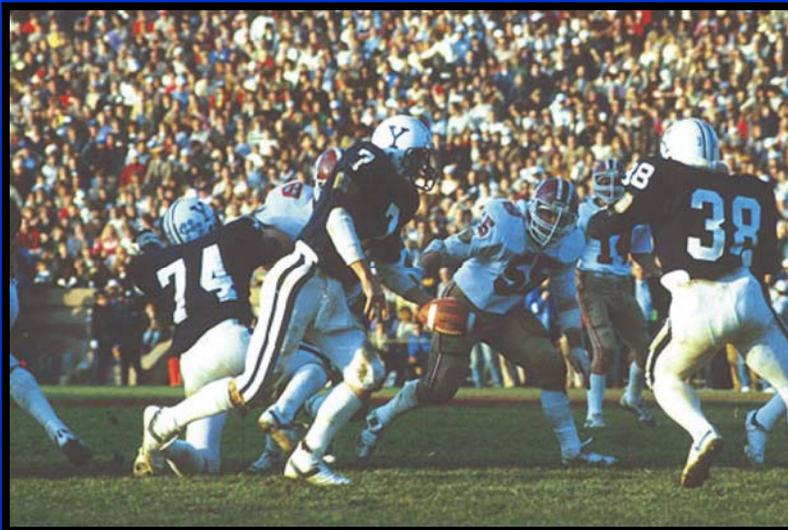


Organizational Functions

- ◆ Governance
- ◆ Personnel
- ◆ Programs and services
- ◆ Outreach, communications and external relations
- ◆ Advocacy
- ◆ Resource development
- ◆ Contracting and purchasing
- ◆ Training



What sectors do you want to explore further?



Changing Organizational Practices

- ◆ Thinking about your sector, what would it look like if it were fostering a world without VAW?
- ◆ What are outcomes you would want to see in the next 3-5 years?
- ◆ Given these outcomes, what kinds of organizational practices should be in place?

Evaluation





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