



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

A Project of



CALCASA

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

Welcome to this Web Conference

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

We will start soon



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CONNECTION**
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CALCASA



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California Coalition Against Sexual
Assault

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www.PreventConnect.org

Upcoming Events

Web Conferences

- ◆ Thursday, May 11, 2006

Web Dialogues

- ◆ Thursday, March 23, 2006



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



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



“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.

Toward a Community Solution

*Advancing Primary Prevention of
Violence Against Women*

Training conducted by:

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

February 16, 2006

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)

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

11



“Rest”

Prevention

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

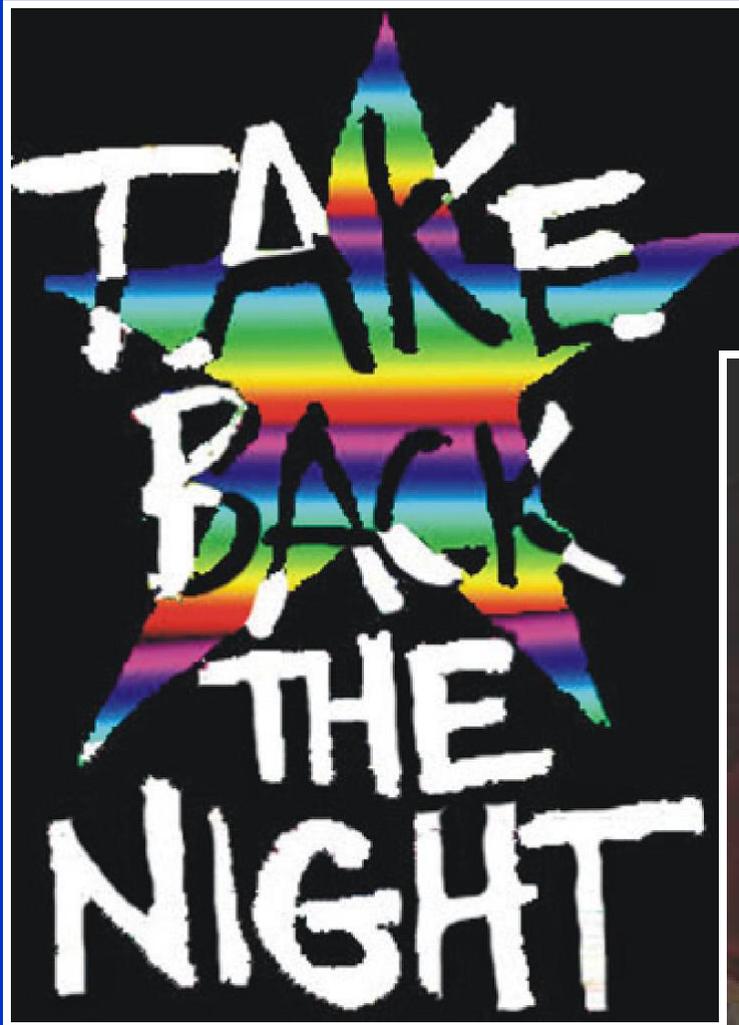
Training Agenda

- 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**

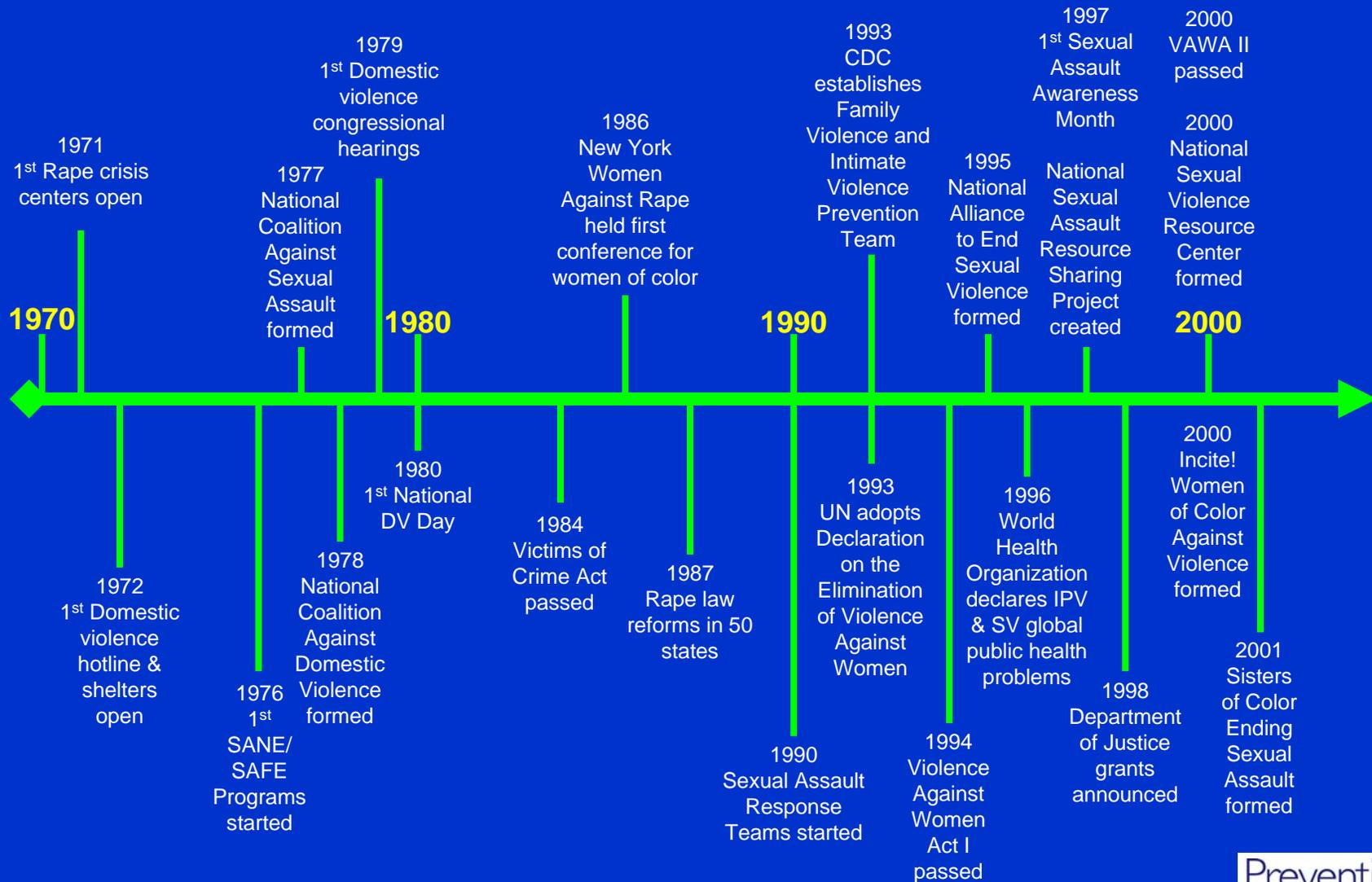
Learning Objectives

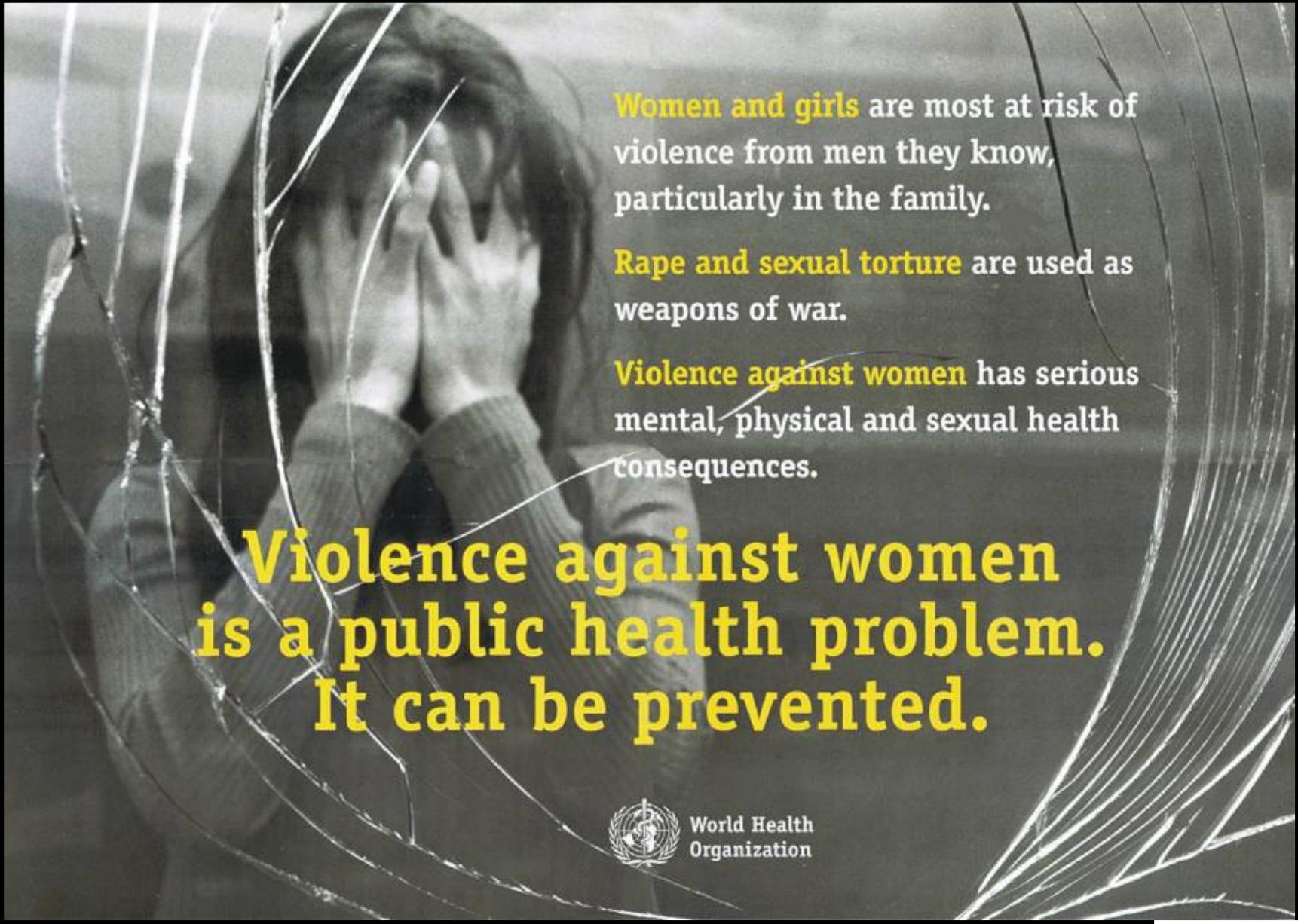
- ◆ Understand why **norms change** is an important outcome to work toward to prevent violence against women
- ◆ Understand how **primary prevention approaches** can *add value* to the anti-violence against women movement
- ◆ Have an initial understanding of the *Three Keys to Preventing Violence Against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

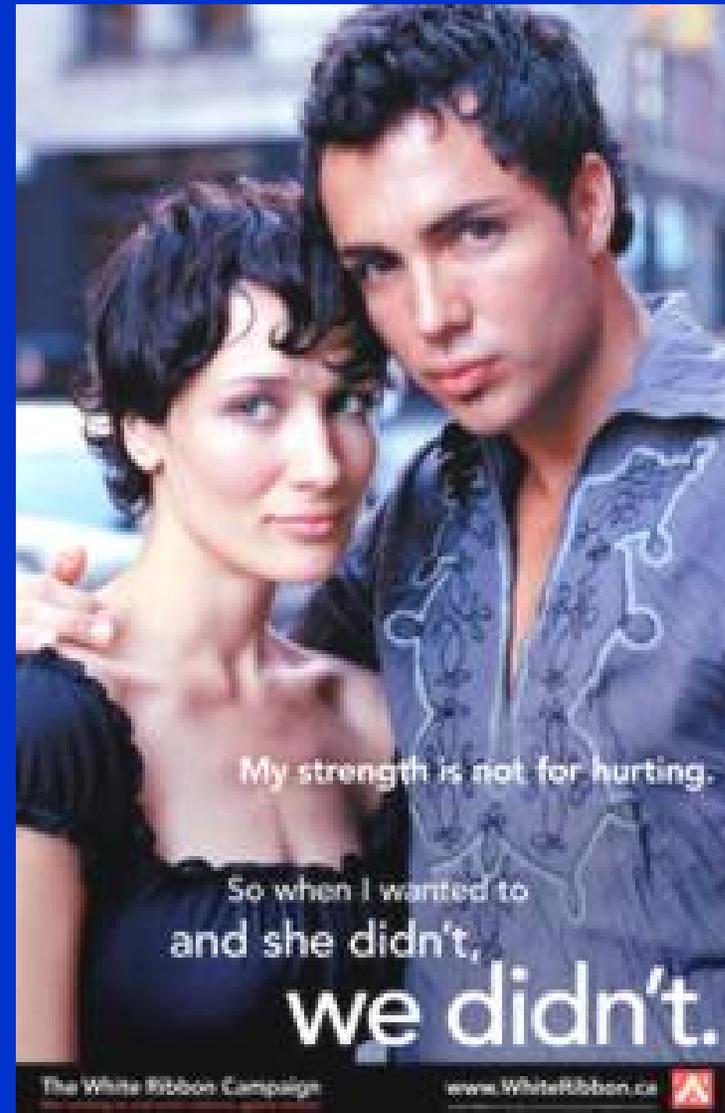
Social justice

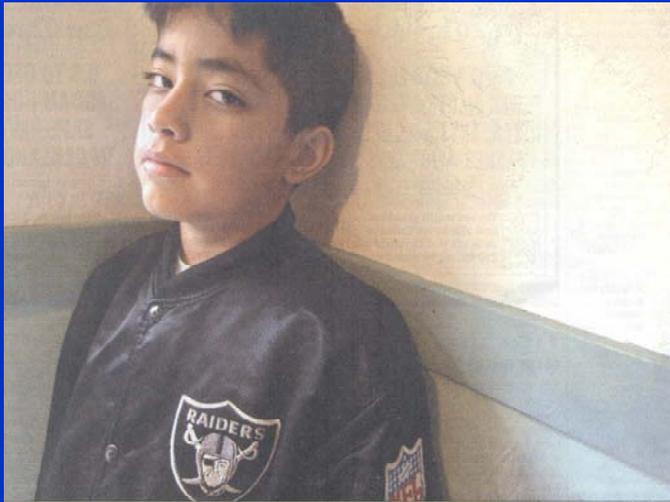
Community
change

Cultural
competency

Part II

Norms change & primary prevention





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

Life in the killing zone

By Anandasis Hendrix
CHRONICLES STAFF WRITER

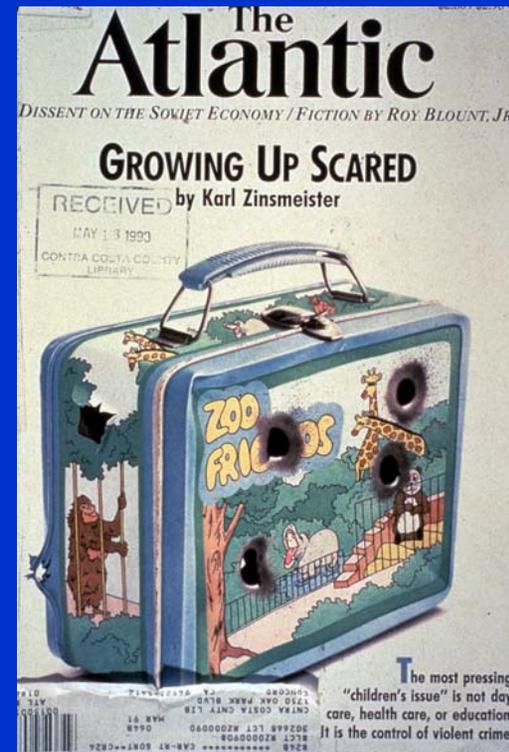
Violence is the most pervasive part of growing up in East Oakland

This is a place dozens of murders were committed last year within walking distance of an 11-year-old's doorstep. This is a place eighth-graders learn cost percentages and averages by studying homicide statistics from the streets that surround their classroom — numbers that represent gunned-down neighbors, friends and even family members.

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 moments of everyday life. To be 11,

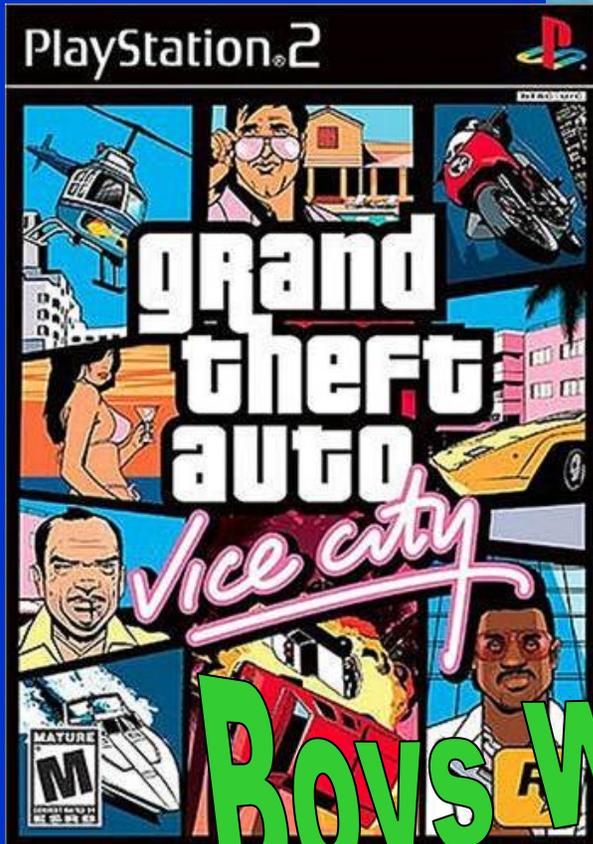
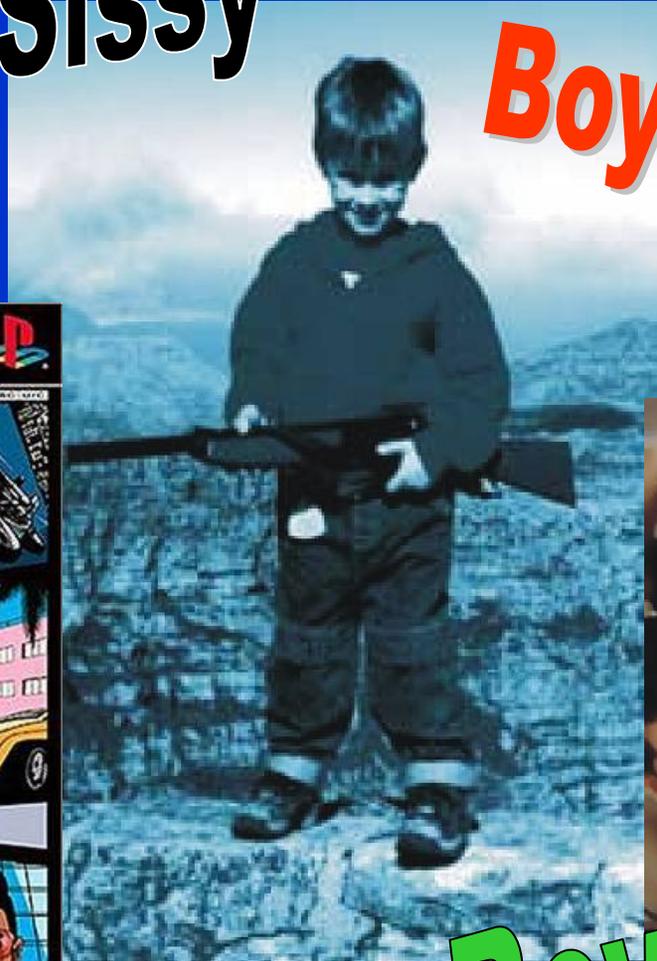
random bullet — one that barely missed his father, who was relaxing on the couch at the time. Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security. The small hole sits in the

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 know like this," Rago 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, Rago has his

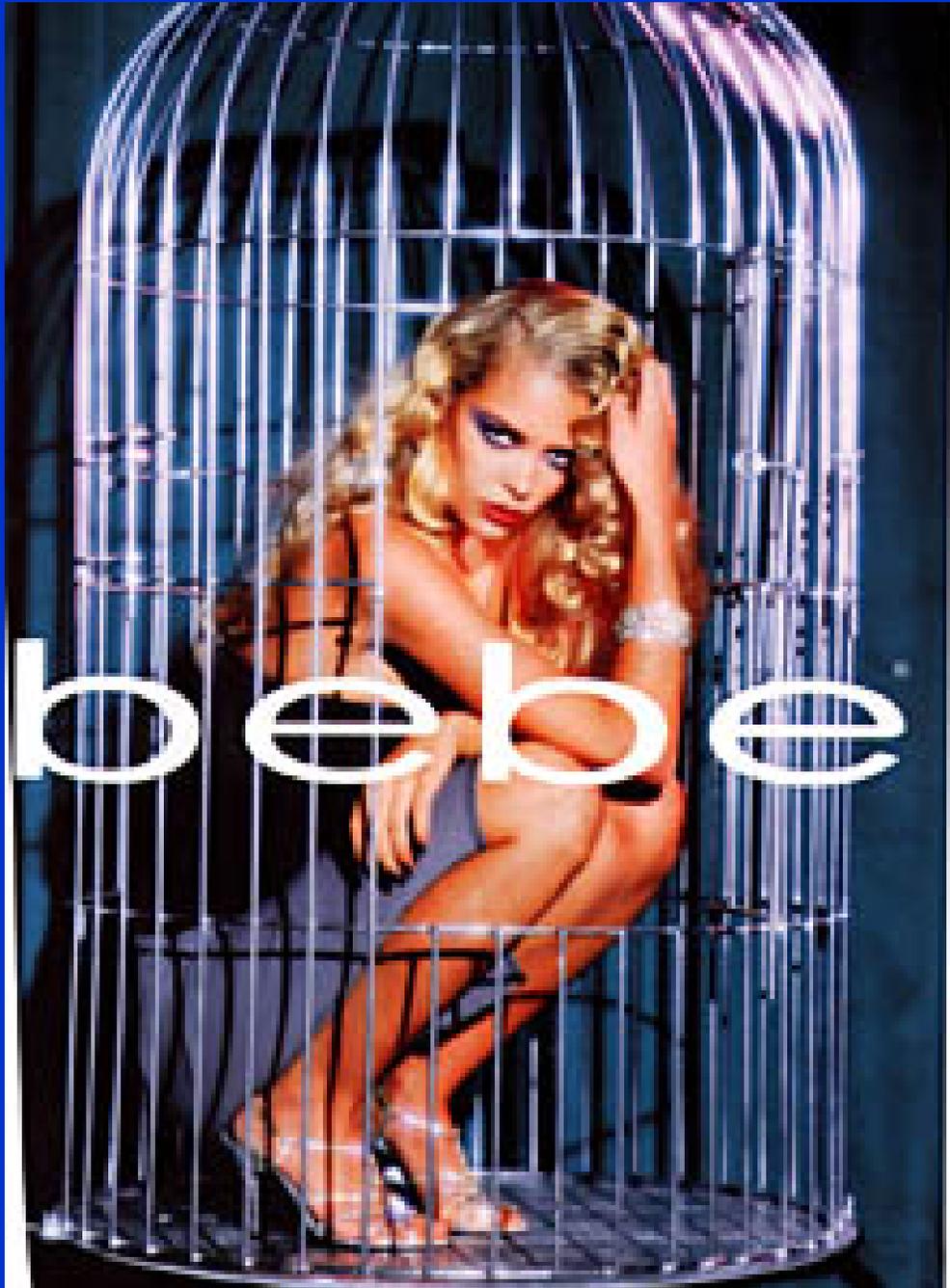


Don't Be A Sissy

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.

1-877-WHITE-NOW
Toll free.

Brighton

Norms

TAKEN FOR GRANTED

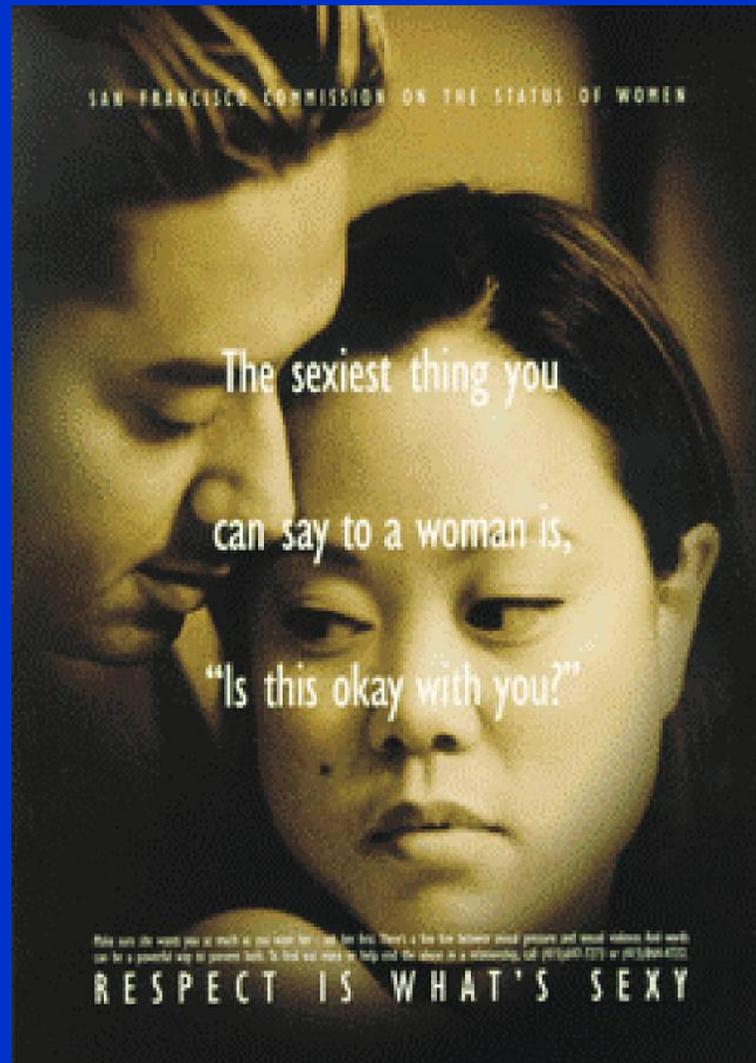
**SANCTION
BEHAVIOR**

**BASED IN CULTURE
& TRADITION**

BEHAVIOR SHAPERS

**MORE THAN A
HABIT**

Changing Norms



Source: www.sfgov.org

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 Immunizations*
- ◆ *Motorcycle and Bicycle Helmet Laws*
- ◆ *Reduced Lead Levels in Children*

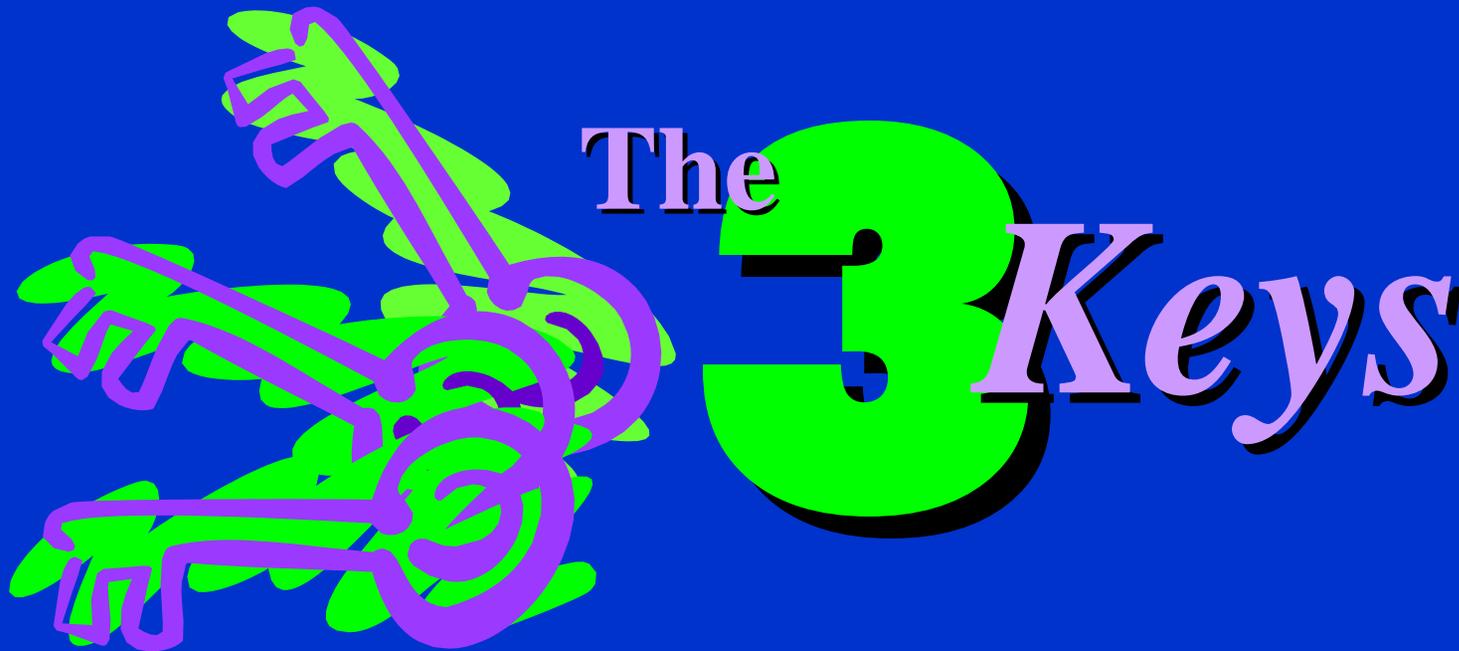


“The prevention of violence against women and girls is a process of changing attitudes, behaviors, beliefs, and institutional norms of ‘acceptable’ violence and discrimination, through an evolutionary and revolutionary process.”

*Transforming Communities National Advisory Committee
February 1999*

Source: www.transformcommunities.org

Part III



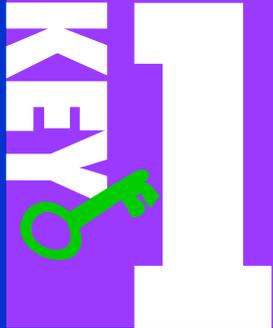
**to Preventing Violence
Against Women**

The 3 Keys

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

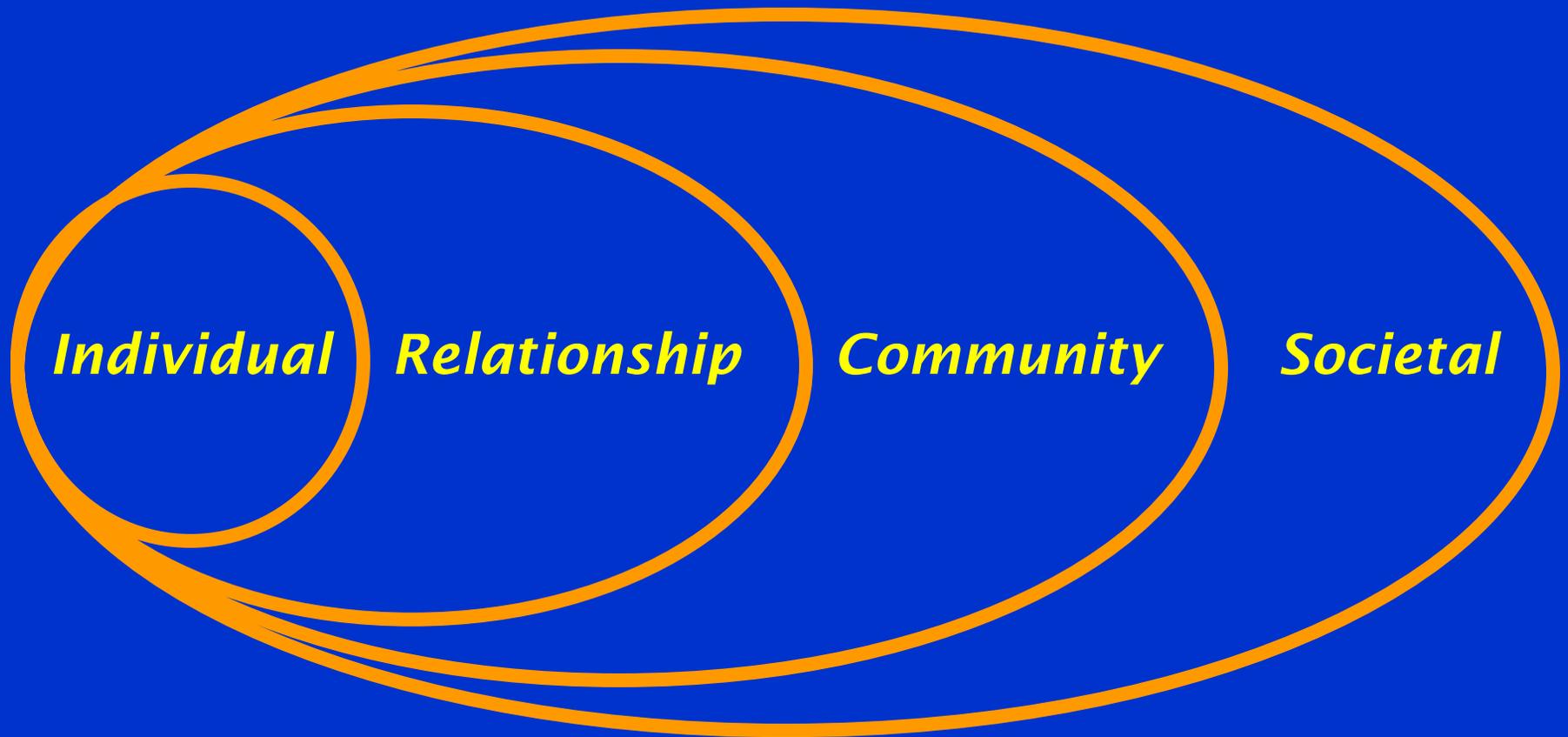
 **2** Determinants of violence and safety must be addressed.

 **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 & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

The Spectrum of Prevention

Influencing Policy & Legislation

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Fostering Coalitions & Networks

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Promoting Community Education

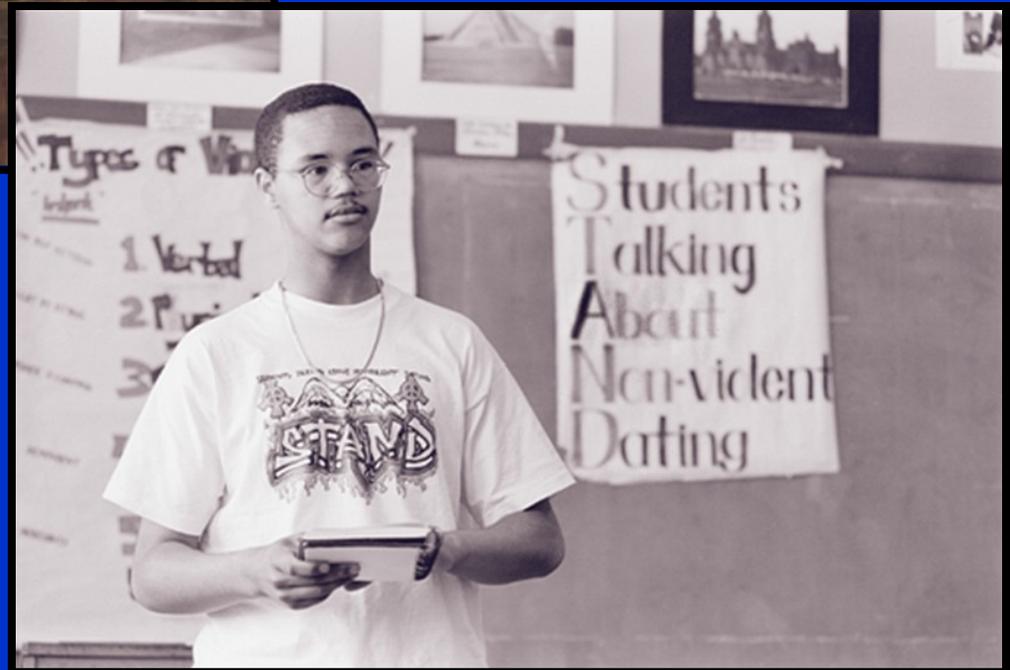
Strengthening Individual Knowledge & Skills

Individual Knowledge and Skills



Source:

<http://155.33.32.224/csss/mvp/mvphome.html>



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

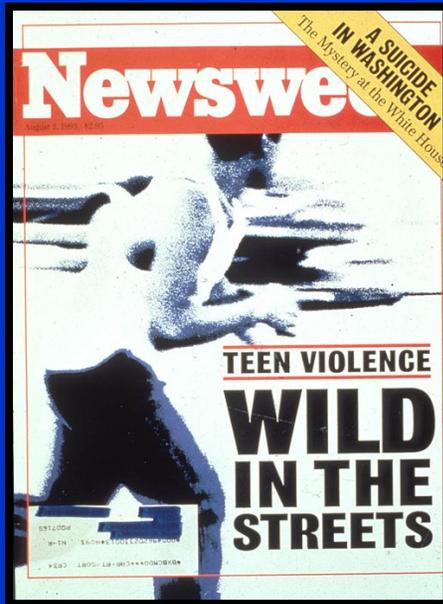
Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & 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 & Legislation

Changing Organizational Practices

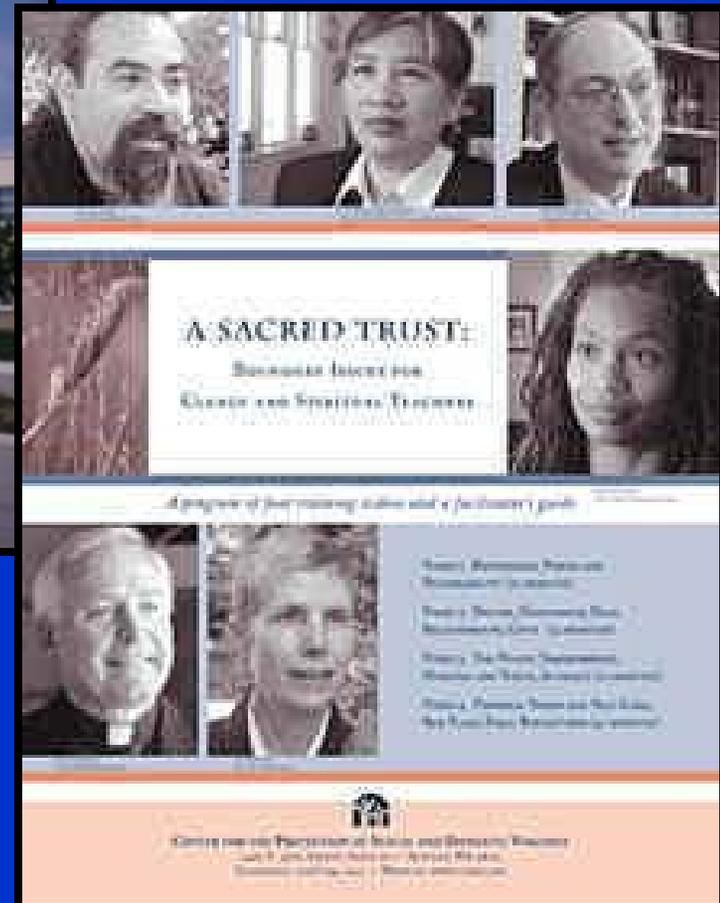
Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Provider Training



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

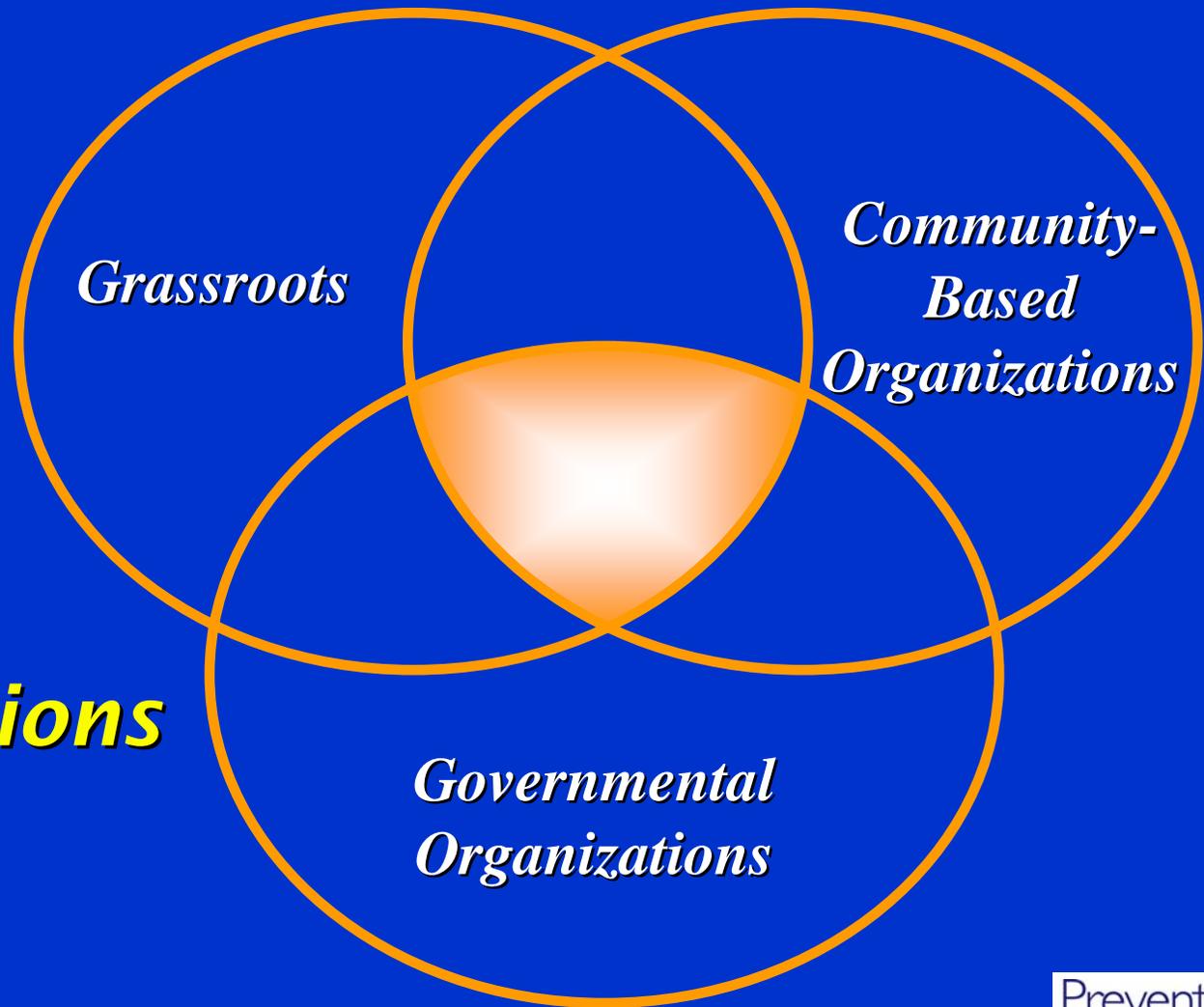
Strengthening Individual Knowledge & Skills

Minnesota Sexual Violence Prevention Action Council

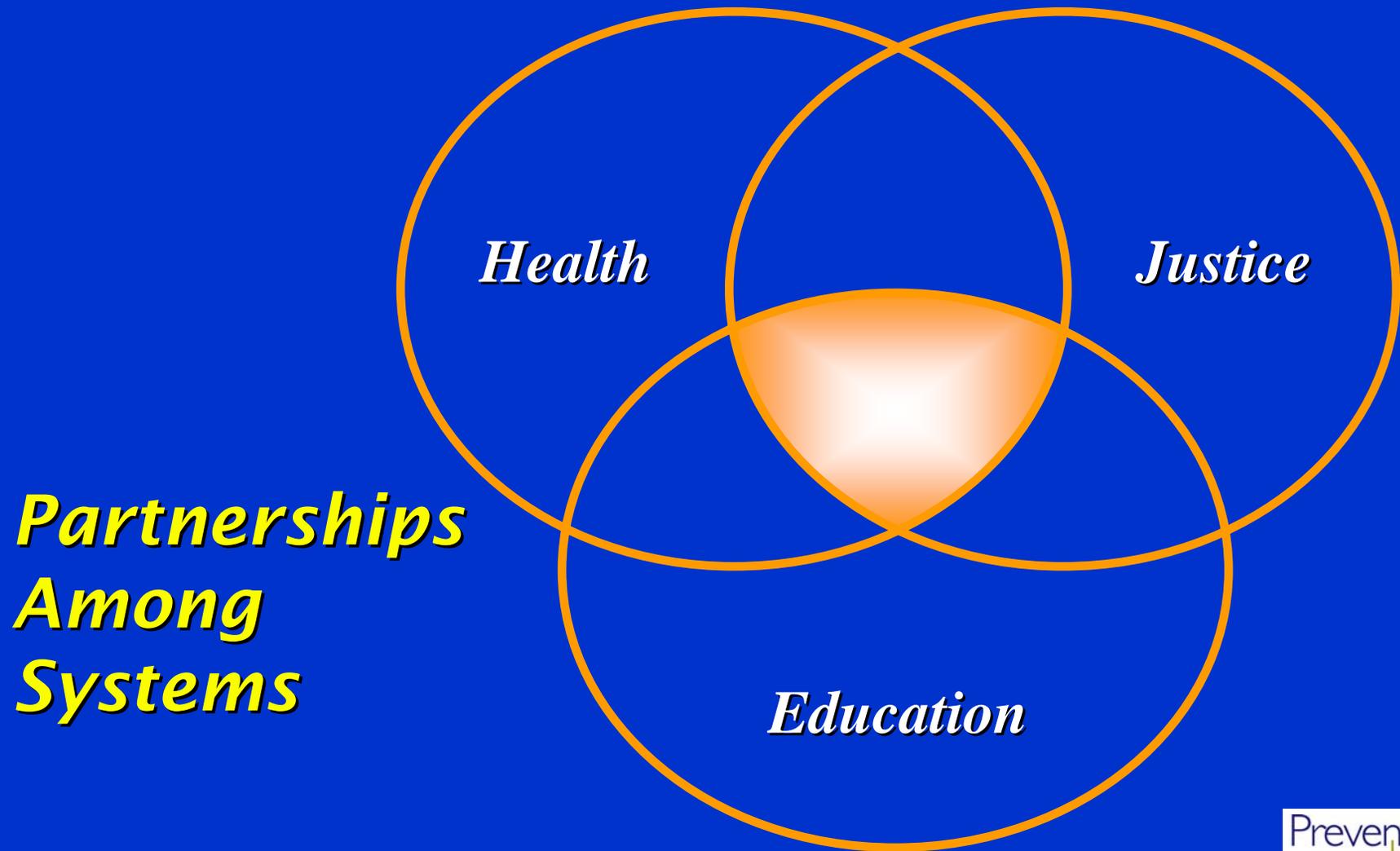


Coalitions and Networks

Types of Collaborations



Coalitions and Networks



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

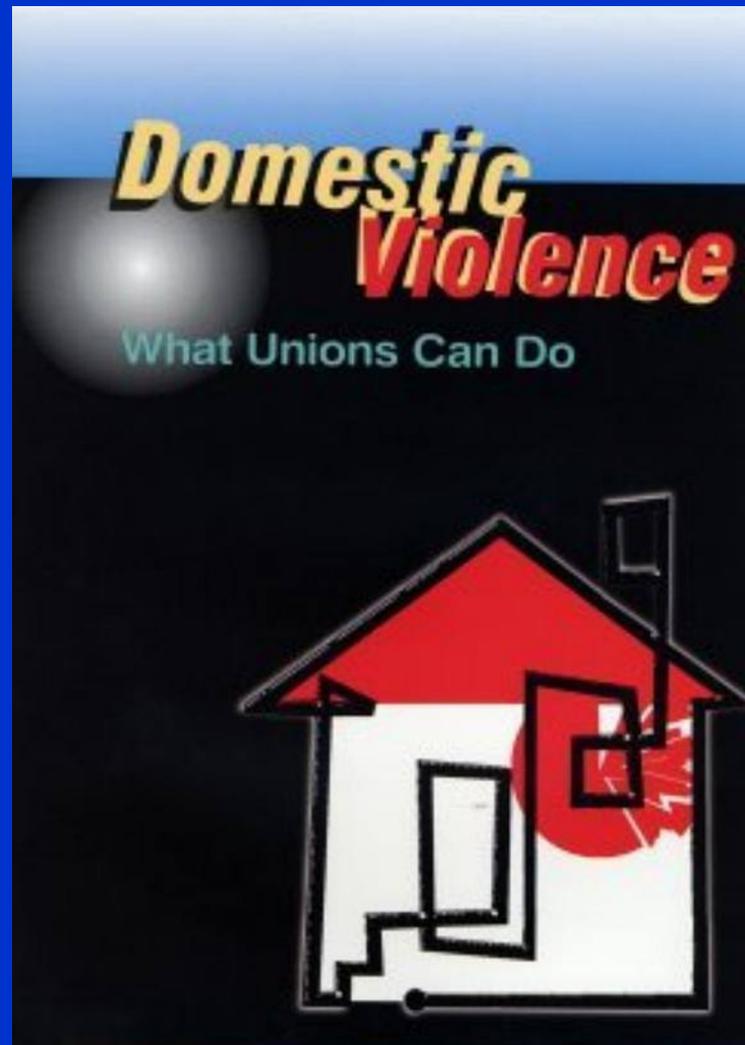
Promoting Community Education

Strengthening Individual Knowledge & Skills

Organizational Practices



Organizational Practices



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

Organizational Practices



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Policy and Legislation

one key fact



*Useful policy
is often
developed
locally.*

Local Policy is Critical

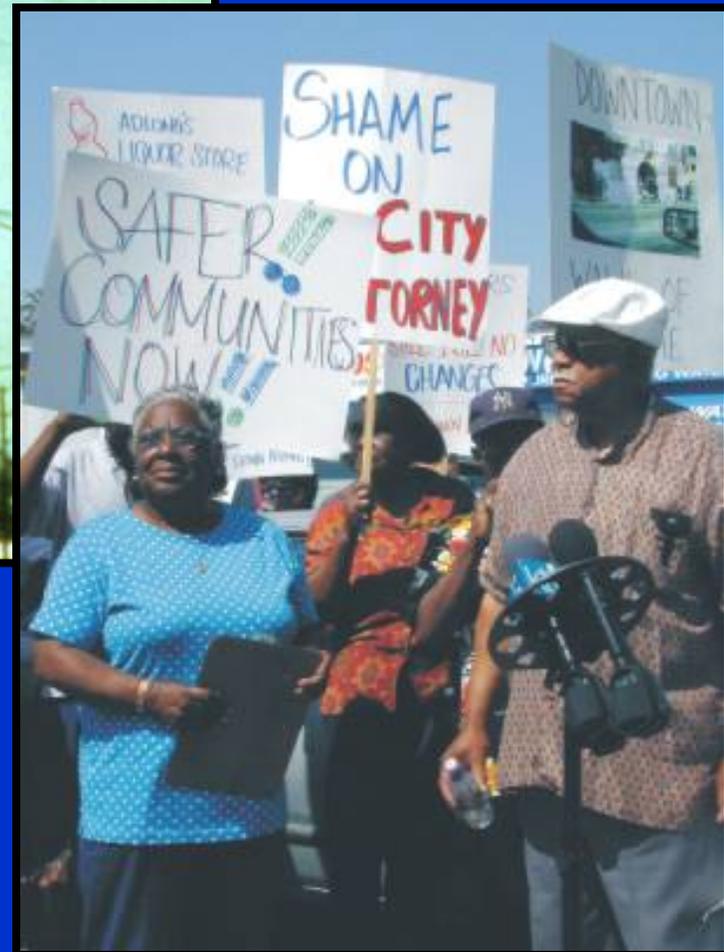
4 of 10 reasons

- ◆ 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.

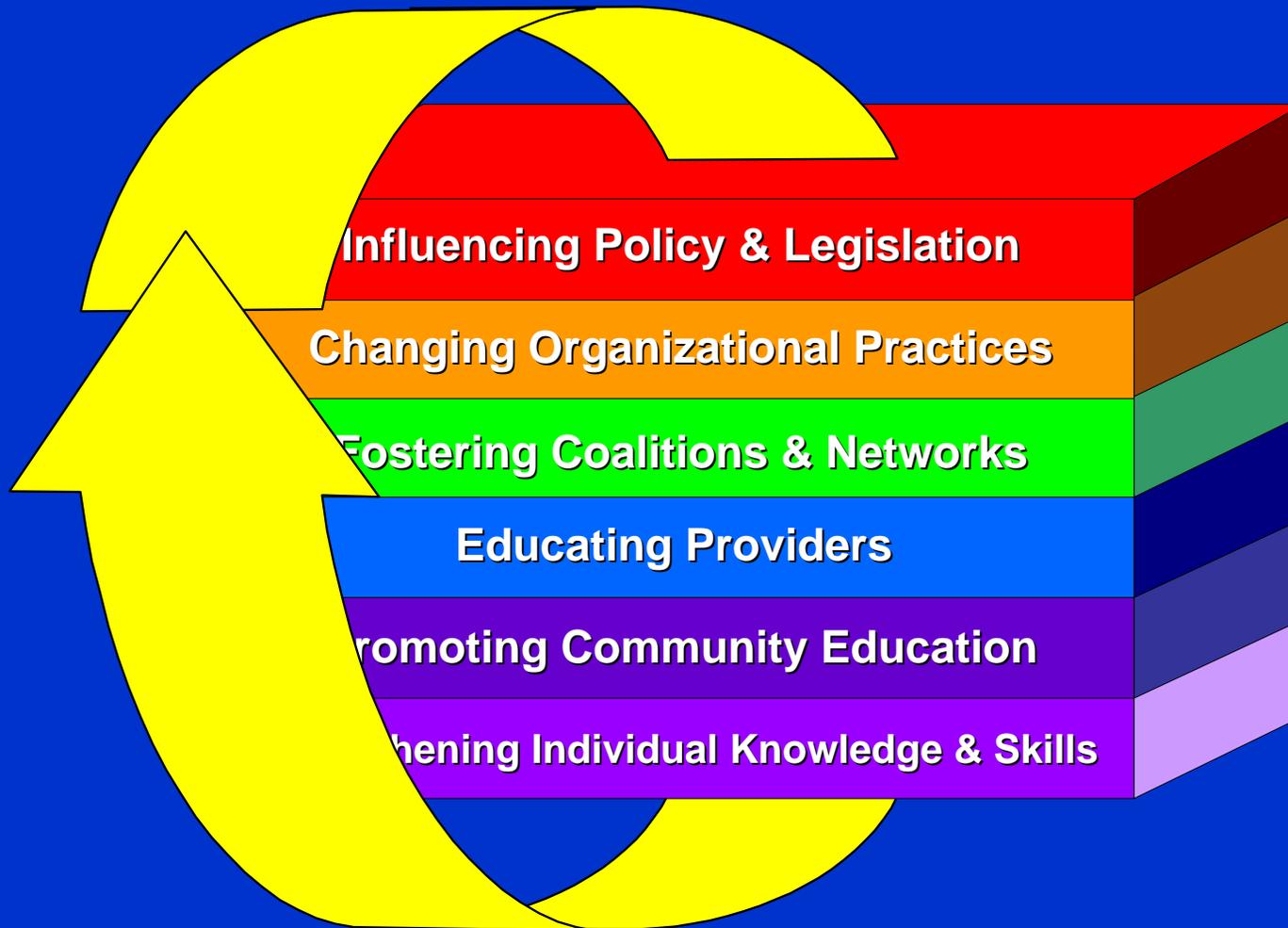
Policy and Legislation



Policy and Legislation



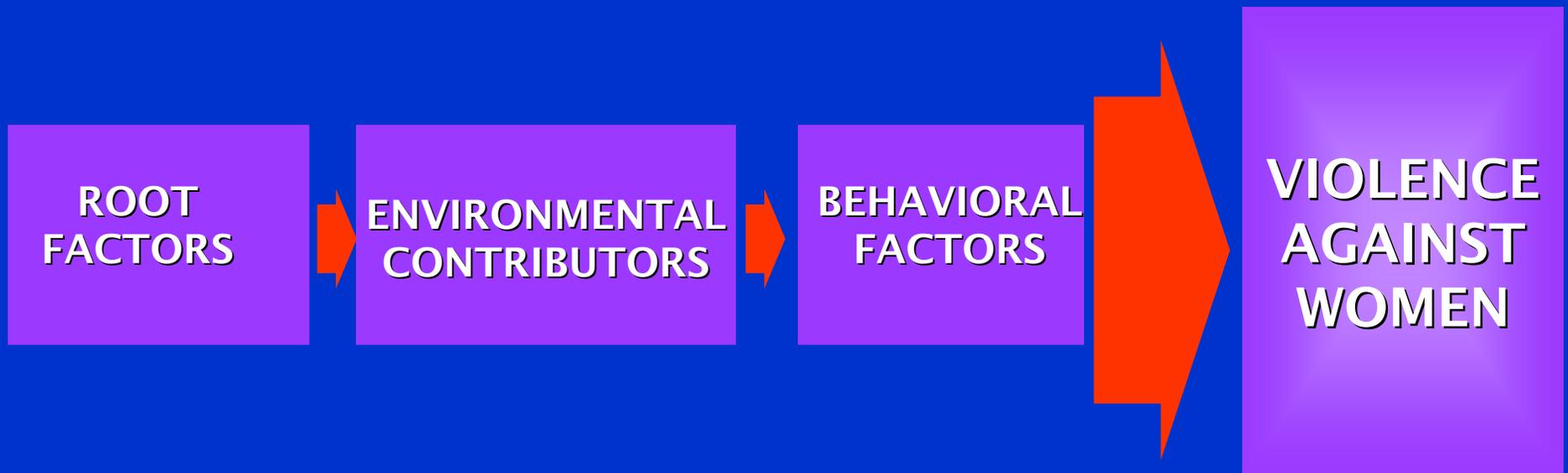
Data & Evaluation Shape the Spectrum





**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

Gender equity

Witnessing & experiencing violence

Empathy

Guns

Media images



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

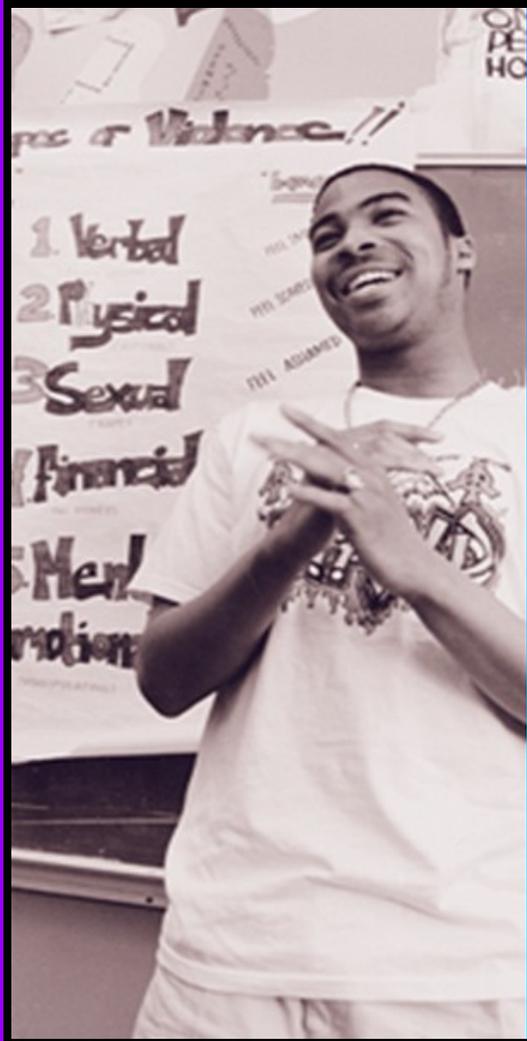
Primary Prevention Strategies

- ◆ 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

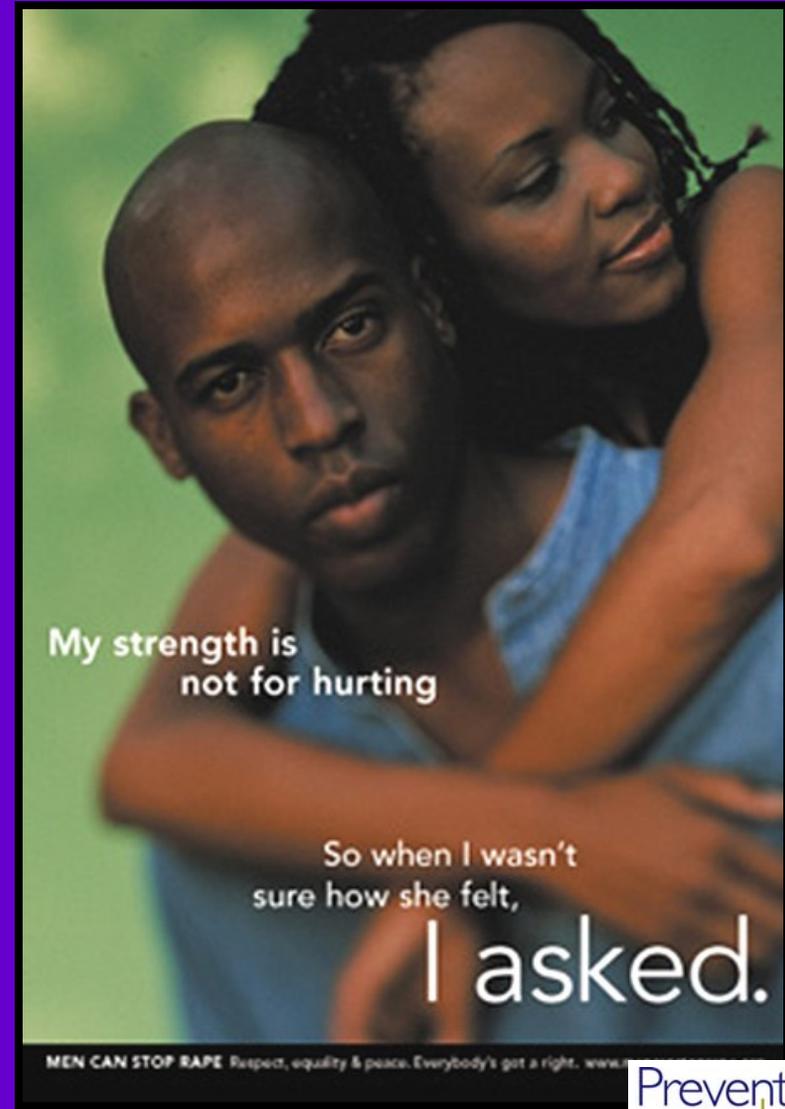
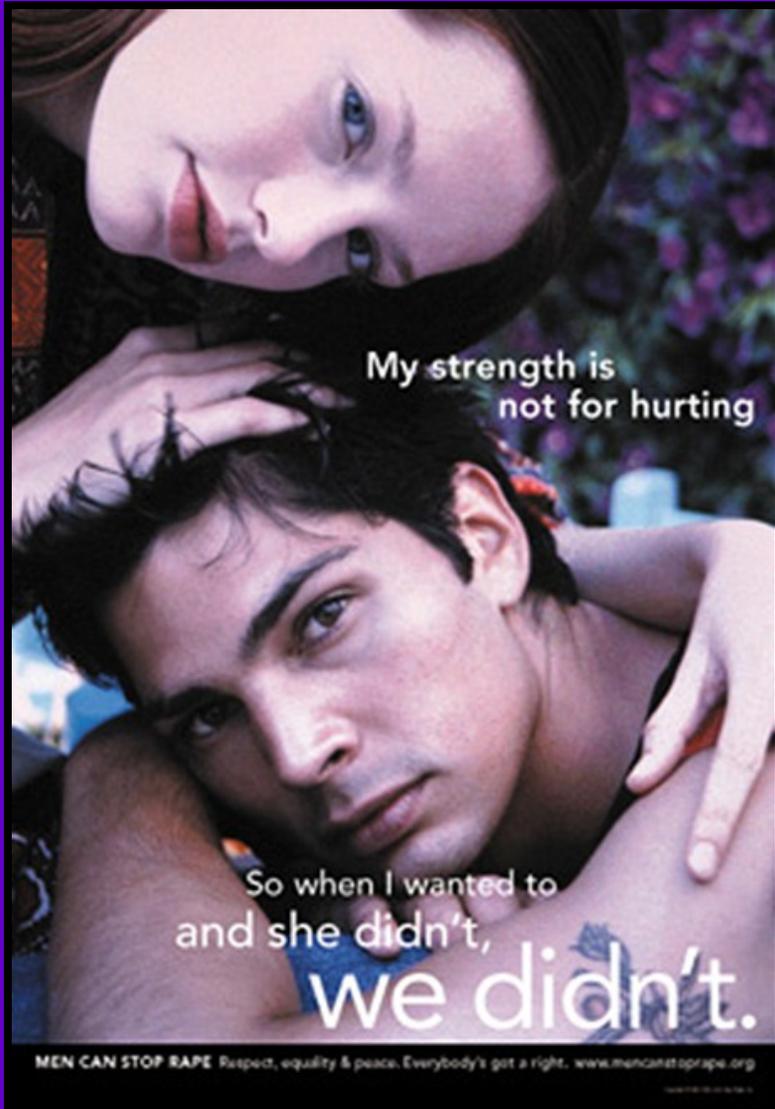


Individual Knowledge and Skills



Source: www.mencanstoprape.org

Community Education



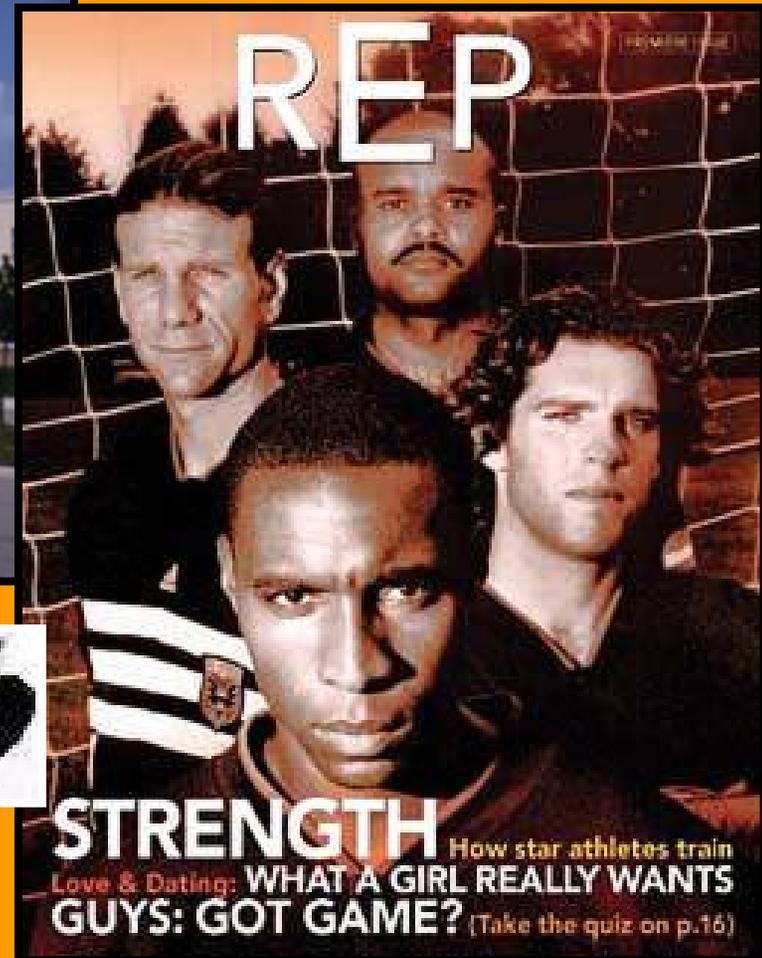
Provider Training



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*

Source: www.transformcommunities.org

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

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

The Tension of Turf



Part V

***Questions and
Interactive
Discussion***



Part VI

Evaluation





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