



**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 Dialogue

## Exploring Framing and Violence Against Women Prevention

*We will start soon*



David S. Lee

Prevention Connection Manager

California Coalition Against Sexual Assault

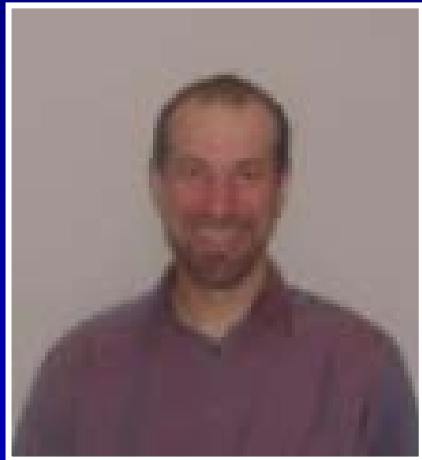
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*[www.PreventConnect.org](http://www.PreventConnect.org)*

- ◆ Registration for Web Conferences and Web Dialogues
- ◆ Archives of Web Conferences and Web Dialogues
- ◆ Prevent-Connect Listserv
- ◆ More On-line Resources coming soon

# *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](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 US 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 US government, CDC, or CALCASA.

# Exploring Framing & Violence Against Women Prevention

*A dialogue on preventing violence against women*

Dialogue facilitated by:



September 14, 2006

11:00AM – 12:30 PST; 2:00–3:30 PM EST



# Learning Objectives

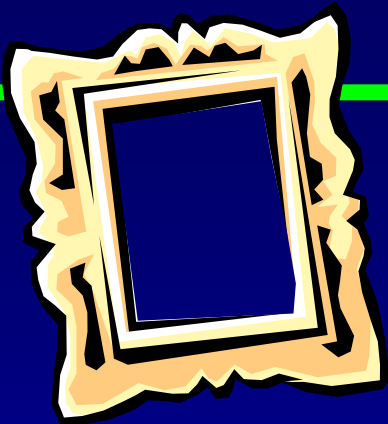
- ◆ Learn about framing as a communications tool
- ◆ Discuss the use of framing to advance violence against women prevention advocacy
- ◆ Experiment with the use of technology to promote interactive learning and dialog

# Dialogue Agenda

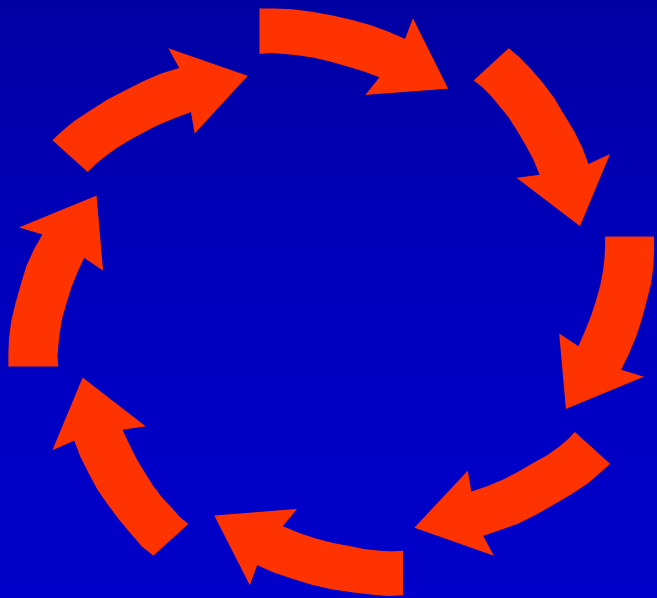
- I. Overview and dialogue on framing**
- II. Framing and VAW: examples from the field**
- III. Questions and participant discussion**
- IV. Evaluation**



# Context



**“If we do not change direction,  
we are likely to end up  
where we are headed.”**



*Chinese Proverb*

# NORMS

- ◆ Violence
- ◆ Masculinity
- ◆ Women
- ◆ Power
- ◆ Privacy



# 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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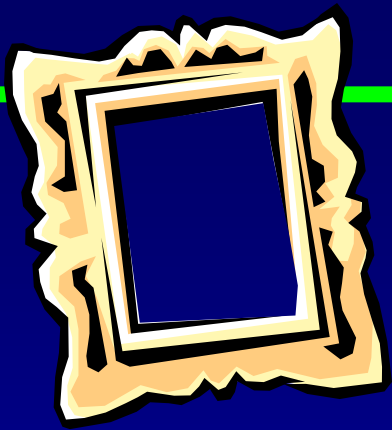
Promoting Community Education

Strengthening Individual Knowledge & Skills

# *Framing*

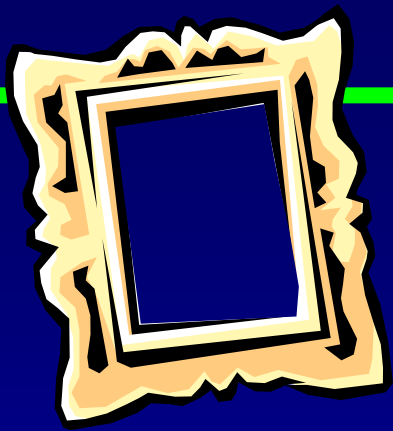


# What is Framing?



- ◆ What does framing mean?
- ◆ Please text chat in your definition of framing and any questions that come to mind.





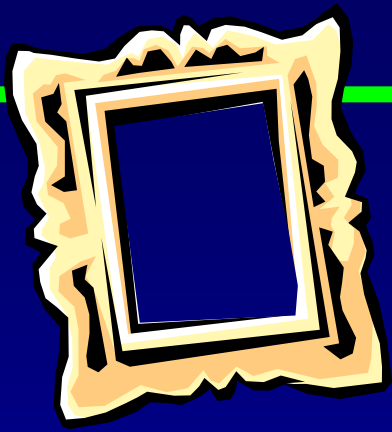
# What is Framing?

## *Framing:*

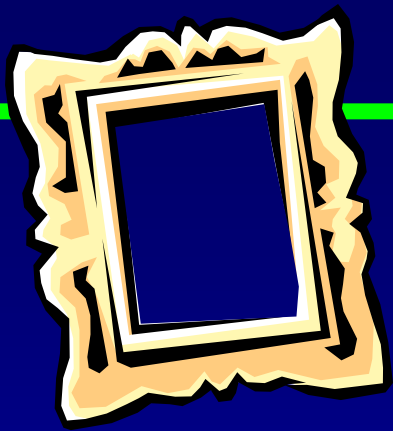
A communication tool that takes into account people's preconceptions and values and build on them to achieve a stated objective.



# Why Framing?

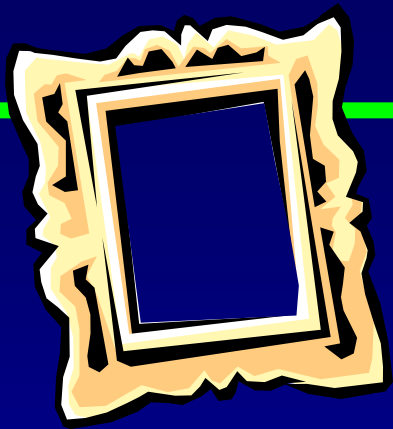


- ◆ Communications tool to move an issue in the public arena
- ◆ Fosters support for *solutions* to social problems
- ◆ Moves collective action and changes broad public opinion over time
- ◆ Puts forth solutions that affect whole populations



# An Example of Successful Framing



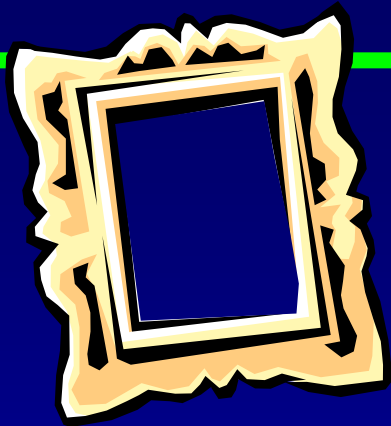


# How Does Framing Work?

- ◆ Framing relies on frames
- ◆ Everyone has a default mind-set (a frame) for *every* issue
- ◆ Frames create a short cut to understanding
- ◆ Framing provides solutions that make sense

# Triggering a Frame



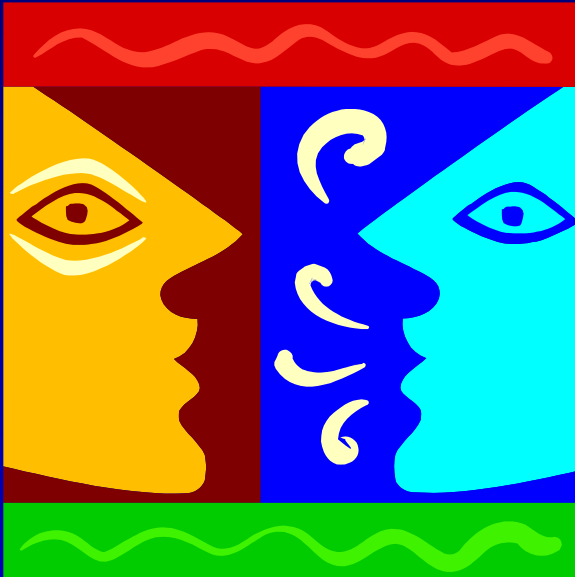


# Values and Framing

## *Values:*

- ◆ The beliefs of a person or social group in which they have an emotional investment (either for or against something)
- ◆ Core concepts that motivate us to change the world or not change it

# Exploring Values



*Take a moment to text chat about values you think are relevant to preventing violence against women.*

# VALUES

community

family

fairness

justice

safety

opportunity

independence

trust

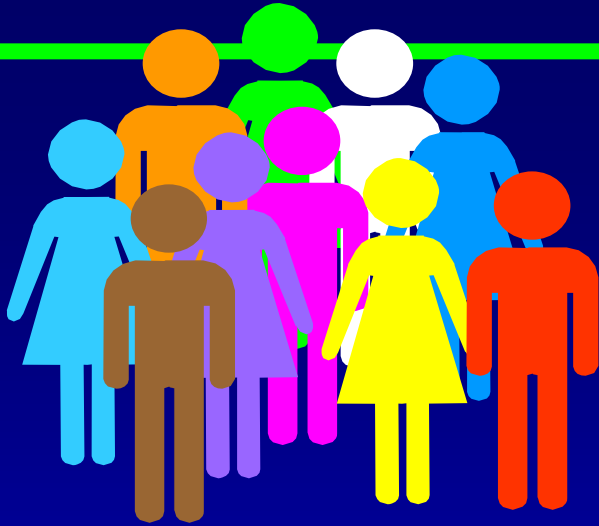
success

stability

self-reliance

tradition

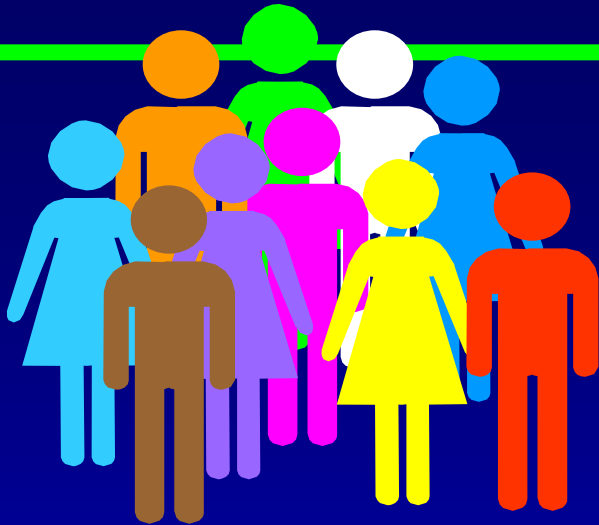
equity



# What about Audience?

- ◆ The audience depends on the issue and the strategy for moving it.
- ◆ Be sure about the target for a frame before embarking on the process.





# Audience, Frames & Messages

- ◆ Frames provide platforms for effective messages.
- ◆ A message can affect whether solutions are individual or collective.
- ◆ The message is the way values are talked about.
- ◆ Messages change for different audiences.

# What are the Potential Drawbacks of Framing?

- ◆ Not the magic solution
- ◆ Incremental approach that attempts to meet people where they are
- ◆ Takes a long term view
- ◆ May not yield catchy slogans

# Implications for VAW Prevention

*Please text chat in or raise your hand to share your thoughts on how framing might be used as a tool to advance primary prevention of violence against women.*





# Elena O. Lingas, Berkeley Media Studies Group

- ◆ Research on news coverage of public health issues
- ◆ Media advocacy training and strategic consultation for public health advocates and community groups
- ◆ Professional education for journalists
- ◆ [www.bmsg.org](http://www.bmsg.org)

# Key Functions of the News

## ◆ Setting the Agenda →

*what we think about*

## ◆ Shaping the Debate →

*how we think about it*



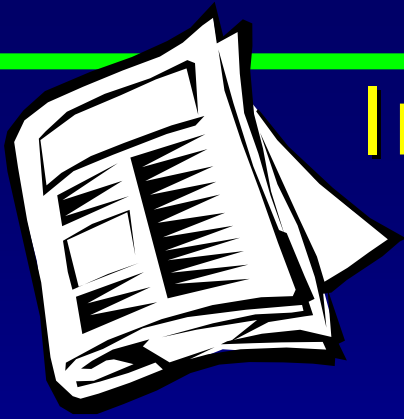
Just a few cues...

SEXUAL VIOLENCE PREVENTION



...might surprise you

SFYVAI YLQIFNCF RBFYFNTLQN

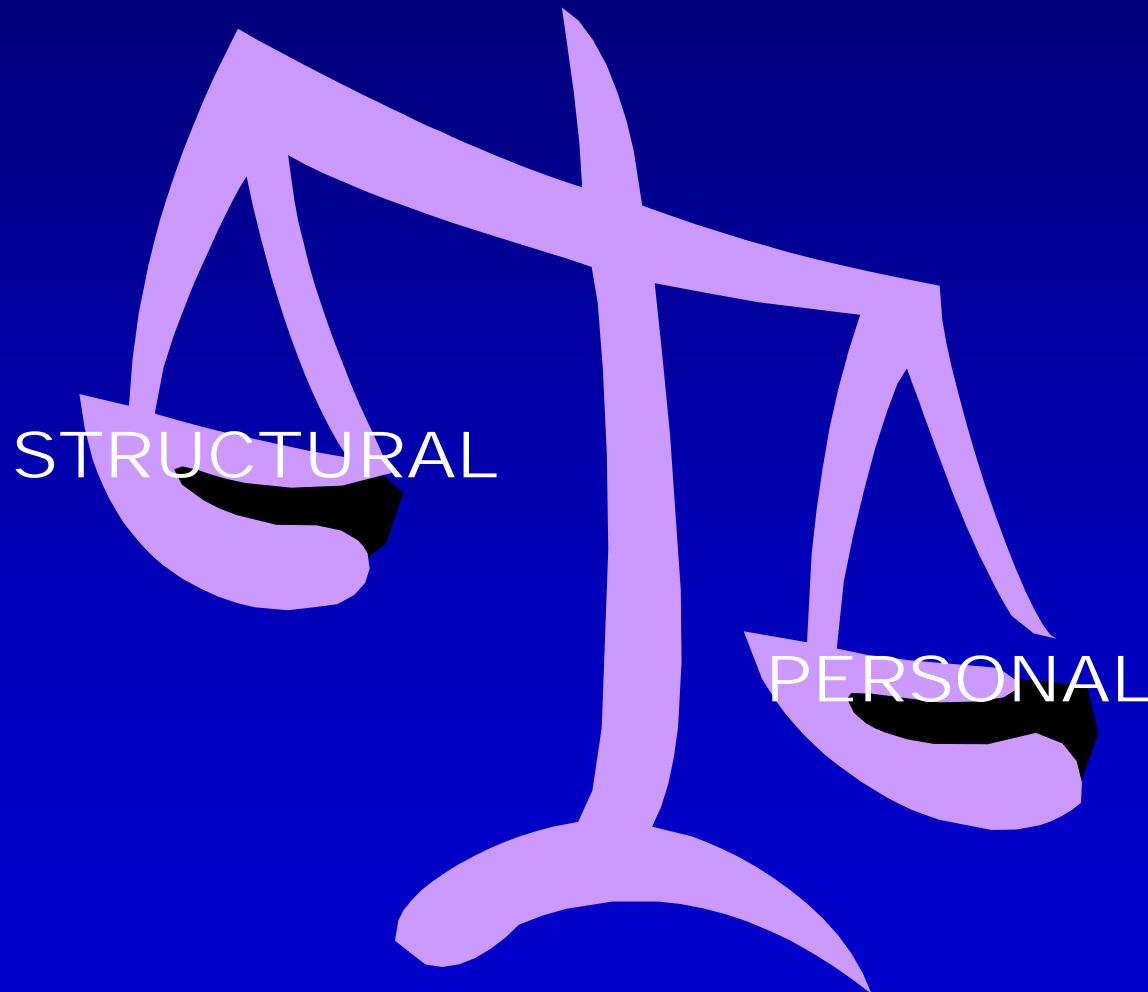


# Intimate Partner Violence in California Newspapers

- ◆ Intimate partner violence (IPV) that doesn't end in homicide is underreported
- ◆ Newspapers emphasize the lethality of intimate partner violence



# Values Out of Balance



# Recommendations for Advocates

- ◆ Offer solutions
- ◆ Monitor news in your own area
- ◆ Use editorial venues: letters, op-eds, editorial board visits
- ◆ Build relationships with reporters
- ◆ Share data and information about prevention
- ◆ Prepare spokespeople to speak to reporters

# Lisa Lederer



President

**Family Violence  
Prevention Fund**

Media Consultant Since 1993

# Campaigns

THERE'S **NO** EXCUSE

*for Domestic Violence.*

IT IS YOUR  
BUSINESS  
community action kit



domestic violence  
is everybody's business

Coaching Boys  
INTO MEN

Family Violence  
Prevention Fund

# Research

- ◆ Focus Groups (formal and informal)
- ◆ Public Opinion Poll
- ◆ In Depth Interviews with Opinion Leaders
- ◆ Scan Media
- ◆ Scan Political Landscape
- ◆ Ongoing Assessment

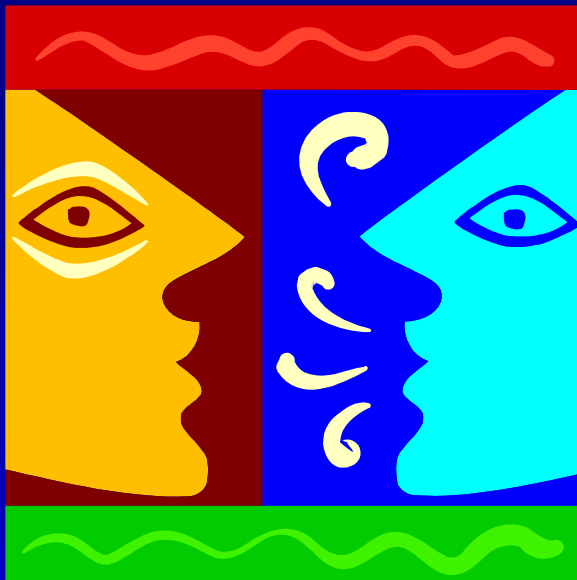
# Partners (Traditional and Non-Traditional)

- ◆ The Movement
- ◆ Health Care Providers
- ◆ Community Groups
- ◆ Businesses
- ◆ Schools
- ◆ Others
- ◆ Media

# Impact

- ◆ More than \$100 million in donated media
- ◆ Tens of thousands of news stories, measurable difference in content (but more work to do)
- ◆ *Violence Against Women Act* passed and reauthorized twice
- ◆ In 2001, 29% of men said they had spoken to boys about violence
- ◆ In 2005, 41% of men said they had spoken to boys about violence – including 57% of fathers who said they had spoken to their sons

# Applying Framing to Sexual Violence Prevention: An interactive dialog



## *Participant Discussion*



# *Evaluation*



# Prevention Institute

Putting prevention  
at the center of community well-being

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