



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

A Project of



## Exploring Framing of Violence Against Women Prevention September 14, 2006

### Text Chat Traffic During Web Conference

<Switching to Open Mode>

**David Lee:** Type in a word or words that come to mind when you hear the word government.

**johnny Lee:** red tape

**Tiana Price:** taxes

**michelle watkins:** legislators

**Tessa Sicble:** President

**robyn shapiro:** politics

**Shelia McCann:** control

**Julie Pratt:** intrusion

**Hannah Sin:** bureaucracy

**Lydia Guy:** social contol

**Morgan Curtis:** ditto to red tape

**robyn shapiro:** conflict

**Hannah Sin:** democracy

**Paula Cicarelli:** slow moving

**Ingrid Bou-Saada:** corruption

**Nancy Bagnato:** bureaucracy

**Strong Oak Lefebvre:** bureauocracy

**Sharon Chew:** collective responsibility

**robyn shapiro:** george bush

**Melanie Matson:** bureaucracy and politics

**Tessa Sicble:** money

**Lydia Watts:** bureacracy

**Chrys Ballerano:** elected leaders

**Toni Plummer-Alvernaz:** power and control

**Jennifer Grove:** ditto to Ingrid

**Jeff Bell:** A cancer

**Christine Schweitzer:** bureacracy

**Joan Tabachnick:** police, fire departments

**Tessa Sicble:** control

**Cordelia Anderson:** little voice in it

**Nicola Miller:** Marlene Lee: money

**Linda Hunter:** as good or bad as we demand

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<Switching to Open Mode>

**David Lee:** Take a moment to text chat in values you think are relevant to preventing violence against women. In a sentence, why?

**Chrys Ballerano:** safety & self-protection

**Ben Atherton-Zeman:** Accountability to victims.

**Laura Hutton:** All people should be safe

**Tessa Sicble:** equity

**Melanie Matson:** children and safety

**Strong Oak Lefebvre:** children deserve to live in safety

**Alisa Klein:** Health and wellbeing of community overall including all its members.

**Diana Read:** We want to do the right thing!

**robyn shapiro:** as a negative value people see that there is not a problem here, or not my problem

**Rebecca K. Odor:** individual destiny

**Melissa Schulz:** equality

**Paula Cicarelli:** Justice and fairness - and being safe.

**Ben Atherton-Zeman:** Men's violence against women is men's responsibility

**Ingrid Bou-Saada:** healthy families, healthy individuals, healthy communities

**Christine Schweitzer:** Safety for our children.

**johnny Lee:** individual rights- though we have a diverse culture, most strongly value the rights of individuals

**Julie Pratt:** safety, human rights, dignity, respect

**Jennifer Grove:** freedom

**Linda Hunter:** safety

**Dena Hester:** safety, freedom

**Nancy Bagnato:** human right to safety

**michelle watkins:** justice, fairness

**Shelia McCann:** Safety - keystone of life; trust - essential in families and relationships; respect - desired from others

**Ben Atherton-Zeman:** It's not a victim's fault that s/he is victimized - it's all of our responsibility to provide for victim safety.

**Hannah Sin:** Women are human beings and have inherent value and dignity

**Morgan Curtis:** personal safety... and the safety of loved ones

**Nicola Miller:** equality vs. disparity; respect and responsibility

**Morgan Curtis:** equity and equality, basic human rights

**Ben Atherton-Zeman:** Stop victim blaming

**Heather Horton:** respect is a value that most can identify with. I think our values about masculinity and femininity are key in working on prevention work.

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**David Lee:** Let's open up for some questions and comments. Take a moment to raise your hand to be called on or text chat one in.

**Cordelia Anderson:** as always I appreciate your clarity that framing is to advance the goal not the end goal. It is a challenge to come up with the specifics policy or action we are working for (instead of against)

**johnny Lee:** Is there value in coordination of a common message or theme from all the local/state programs to be consistent in having the same message? How do we go about deciding this message?

**Alisa Klein:** Framing by an individual organization feels problematic and it's not as if there is going to be a monolithic sense of what the framing for an issue will look like. This seems like a topic that must necessarily be paired with a discussion about fostering cooperation and collaboration... Just a thought.

**Joan Tabachnick:** Can you add anything to the discussion about how to frame prevention?

**Paula Cicarelli:** Does this suggest a "movement"?

**Hannah Sin:** could you give examples of how you "meet people where they are"?

**robyn shapiro:** that is exactly what is holding us up, getting our coalition together is going to be hard

**Ben Atherton-Zeman:** so much of "where people are" is a place of blaming the victim - how do we shift that in a way that's pithy and easy to understand?

**Ben Atherton-Zeman:** that's "where people are," oops!

**Chrys Ballerano:** So many of us are in coalitions AGAINST Sexual Violence- the challenge is clearly stating what we are FOR! and helping folks buy into that positive message- the media focus on the negative usually and its always a challenge to get positive stories listened to and bought- why does trauma & pain sell more newspapers?

**Shelia McCann:** the challenge with framing is that the very broad community still perceives violence against women as a private matter. The challenge is bringing a more positive perspective out into the open in a way that engages a broad engagement. Positive engagement to present a vision of a future without violence against women is challenging. No single solution will work.

**Cordelia Anderson:** Prevent Child Abuse America has invested in framing research on the issue of child abuse and neglect. It would help to have a coordinated effort for framing solution for violence against women. It is of interest again to me to see if or how that would be different than a prevention frame for child sexual abuse/exploitation.

**Morgan Curtis:** well, and certainly framing for DV would be very different for framing for SA.

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**robyn shapiro:** i get it

**Ben Atherton-Zeman:** how do we frame the discussion to include verbal abuse?

**Ben Atherton-Zeman:** or coercive sexual assault?

**David Lee:** Please raise your hand to join the conversation

**Chrys Ballerano:** what was the wording of signs used on the moving trucks or by other businesses you approached?

**Ben Atherton-Zeman:** I'm trying to "raise my hand" and it's not working...

**johnny Lee:** For Elena, how did your study of the over emphasis on homicide in DV in the media compare to other forms of violence (store robberies, child abuse, school violence)?

**Linda Hunter:** yes, Ben and all, how do we frame sexual violence? Do others see that as more challenging than framing DV?

**Morgan Curtis:** yes linda

**christine trecker:** Is there is a resource for providing stories/editorial pieces that local organizations can utilize to send to their local media to provide a broader/proactive angle?

**Melissa Schulz:** great examples. We are holding an event next month with the norm panel members, local law enforcement, District Atty, medical rep., survivor etc. At the reception following we would like to encourage a continued discussion, in small groups using displays with research & articles on various topics. I now understand how to "frame" these smaller group discussions. Thank you!

**Joan Tabachnick:** This is just a fyi... DEMOS worked with Frameworks to reframe government as a public structure. Research found that people responded VERY differently about government when they thought about the government role with police, roads, fire departments, etc. The report is available at [http://www.demos.org/pubs/PB\\_7\\_Mission\\_Possible\\_2006\\_04.pdf#search=%22frameworks%2C%20reframing%20government%2C%20public%20structures%22](http://www.demos.org/pubs/PB_7_Mission_Possible_2006_04.pdf#search=%22frameworks%2C%20reframing%20government%2C%20public%20structures%22)

**David Lee:** BEN AND CHRYS RIASED HANDS

**Nicola Miller:** I agree that the task of developing the frames/messages( and also the analysis of the "default" attitudes) is a task for the larger group. The MADD messages were effective as they had a national impact.

**Ben Atherton-Zeman:** Thanks, Elena! The frame that DV includes non-physical abuse power and control hasn't really been expanded by \*me,\* it's been expanded by the battered women's movement. Similar around coercive sexual assault.

**Ben Atherton-Zeman:** I'm a relative latecomer to this movement and have learned about it from women's advocates.

**Cordelia Anderson:** Do you think it would help us to frame the need for prevention (social change so problems/harm doesn't happen in the first place) in general for domestic violence, sexual violence, child sexual abuse or to continue to separate problems out - what do we think about solutions that make sense for all?

**Melissa Schulz:** The one thing I forgot to mention about our event is that as we are planning we did not talk about the "target audience" for this event and I am going to take that back to the planning committee and better develop our display-discussion boards. By the way, I think I will also add a solutions board for guest to write comments

**Ben Atherton-Zeman:** exactly!

**Morgan Curtis:** certainly the root causes and contributing factors are similar for those problems. I think, to some extent, prevention messages can be framed in general. we don't want to insist on a disconnect between oppressions.

**Ben Atherton-Zeman:** or, even if not "homicide," you think "physical violence" when you think of IPV or DV.

**Chrys Ballerano:** Regarding Ben's discussion of what sounds like a "continuum" of DV or SA- I like to frame the question of consent along that continuum and see each person's power within that situation.

**Morgan Curtis:** people have a different level of understanding of each issue (DV, SA, etc.). the level of understanding will impact how you will talk about it and how well people understand or connect the "one size fits all" message with the individual crimes

**robyn shapiro:** this is the best and clearest discussion I have participated in, thanks so much for the wonderful work you do for us

**Ben Atherton-Zeman:** healthy development of children is a great frame!

**Cordelia Anderson:** I agree thanks. I've been to various framing trainings and this was very

helpful - as always!

**Ben Atherton-Zeman:** yes, I agree with Robyn - you folks at the Prevention Institute are top notch. Great guest speakers - nice to hear from you, Lisa Lederer! I'm such a huge fan of those campaigns you mentioned - the Coaching Boys to Men in particular. Folks should check that out at [www.endabuse.org](http://www.endabuse.org).

**Chrys Ballerano:** Thanks everyone!

**Chad Sniffen:** Materials from this session, including copies of the slides will be posted at [www.PreventConnect.org](http://www.PreventConnect.org)

**Ben Atherton-Zeman:** that was so cool! how did you make that pop up on our screen like that? :)

**johnny Lee:** Thank you! This was great!

**Dena Hester:** AZ misses you already Chad! I actually just corresponded w/ Alba and we're going to get together tomorrow or next wk. Take care!