



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

A Project of



CALCASA

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

1

Welcome to this Web Conference

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

We will start soon



888-922-5227

916-446-2520

TTY: 916-446-8802

www.PreventConnect.org



*California Coalition
Against Sexual Assault
Prevention Connection Team*

Prevention Connection Contacts:

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www.PreventConnect.org

- ◆ Podcasts, on-line Presentations, Wiki
- ◆ Sign up for the Prevent-Connect ListServ
- ◆ Sign up for Web Conferences and Web Dialogues (“Article Club”)
- ◆ Materials and Archives of previous events



Windows Internet Explorer window: Main Page - PreventConnect

Address bar: http://www.preventconnect.org/wiki/index.php?title=Main_Page

Navigation tabs: **article** | discussion | view source | history

Main Page

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- 1 Welcome to the Prevention Connection Wiki Project.
- 2 Primary Violence Against Women Prevention Articles
 - 2.1 Definitions of prevention
 - 2.2 Prevention materials
 - 2.3 Prevention programs
 - 2.4 Prevention research
 - 2.5 Statistics on violence against women
- 3 Article Categories
 - 3.1 Materials | Programs | Research | Statistics

Welcome to the Prevention Connection Wiki Project.

Prevention Connection is a project dedicated to advancing the prevention of violence against women, especially [primary prevention](#). As a wiki dedicated to the same goal, the [Prevention Connection Wiki Project](#) is a place to collect and share experiences gained in the practice, theory, research and evaluation of violence against women prevention efforts. Although it can be read by anyone, the intended audience for this wiki is professionals and others dedicated to prevention efforts.

There is a wide breadth of knowledge from practitioners and researchers throughout the country and world. Most of the knowledge, materials and insights about violence against women prevention are typically not published in written reports, journal articles or books. Instead, the wisdom of violence against women prevention exists in the heads of people doing the work day-to-day. A wiki is an excellent medium to share, refine and add to the practical experience of practitioners and engage in a collective "evidence-building" process.

This wiki is open to contributions from people who are actively engaged in violence against women prevention efforts. In order to become a contributing member of the Wiki Project, please apply for a [User Account](#).

Primary Violence Against Women Prevention Articles

- [Definitions of prevention](#)



BETA
PREVENTION CONNECTION
Wiki Project

navigation

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Log in / create account

Upcoming Web Conference

5

NEXT WEB CONFERENCE

Eight Steps to Coalition Building: Fostering Strategic Partnerships to Prevent Violence Against Women

January 23, 2008

2:00-3:30 pm EST (11:00 am – 12:30 pm PST)



Register at:

www.PreventConnect.org

Cost: Free

How to Use This Technology

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

The screenshot displays the .Linc web conference interface. At the top, the browser title is ".Linc" and the user is identified as "David Lee". Below this, the phone number "888-447-7153" and passcode "8468098" are shown. The "Presenter" section features a video feed of a man in a red and white checkered shirt. The "Attendees | 3" section contains a table with the following data:

| Name |
|------------------|
| David Lee |
| David Lee |
| Jennifer Grove |

Below the attendees list is a "Raise Hand" icon and a count of "0". The "Content" section includes icons for editing, Q&A, a globe, a presentation slide, and a document. The "Feedback" section has four radio button options: "Strongly Agree", "Agree", "Disagree", and "Strongly Disagree". The "Text Chat" section shows a message from "David Lee": "hello. Welcome to today's session". At the bottom of the chat window, there is a "Private" checkbox and a "Send" button.



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
- 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

December 12, 2007

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



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

“...REST”

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



rest

© 2005 V-Day. The Day - Towards V-Day. Images: Country Proud - Banderas (Luzmila Garcia) & Agua Fria (Forrest J. Davis). Location: Gila, Gila, Pima. Photographed by: James Lawrence ©

V DAY WORK THE PREVIOUS STEPS. Join us again! vday.org

Join Us
Envision a world where violence has ended
Support V-Day. Take action. Mobilize
Let V-Day become V-World 2005

Source: www.vday.org

What would a world without violence against women look like?



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

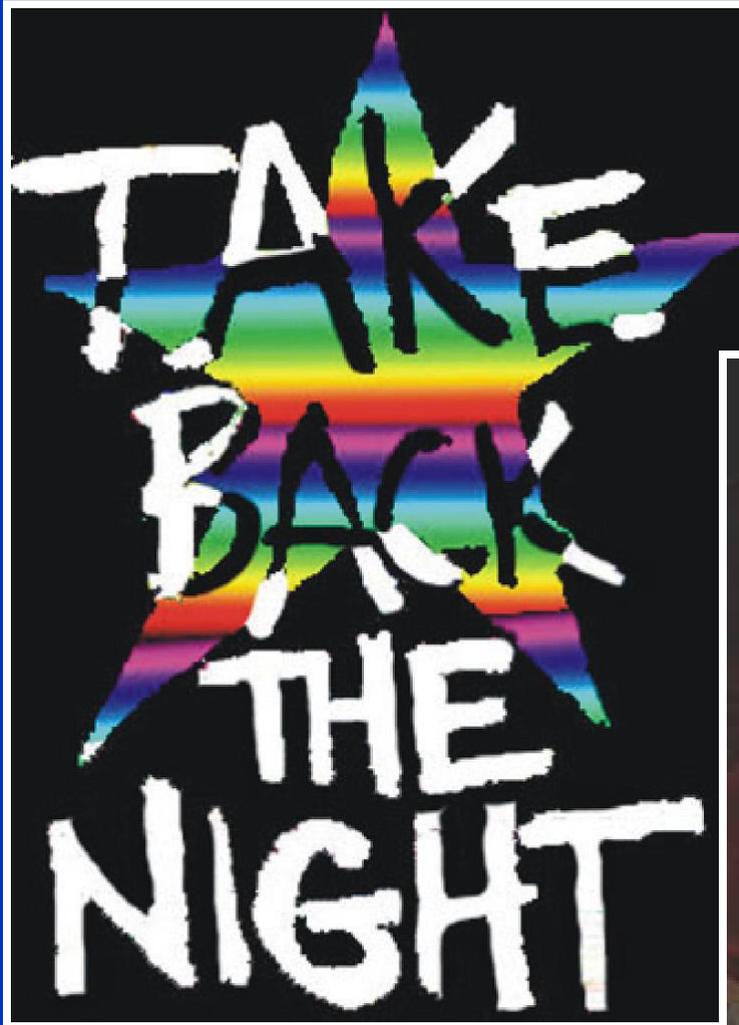
V. Questions and discussion

VI. Evaluation

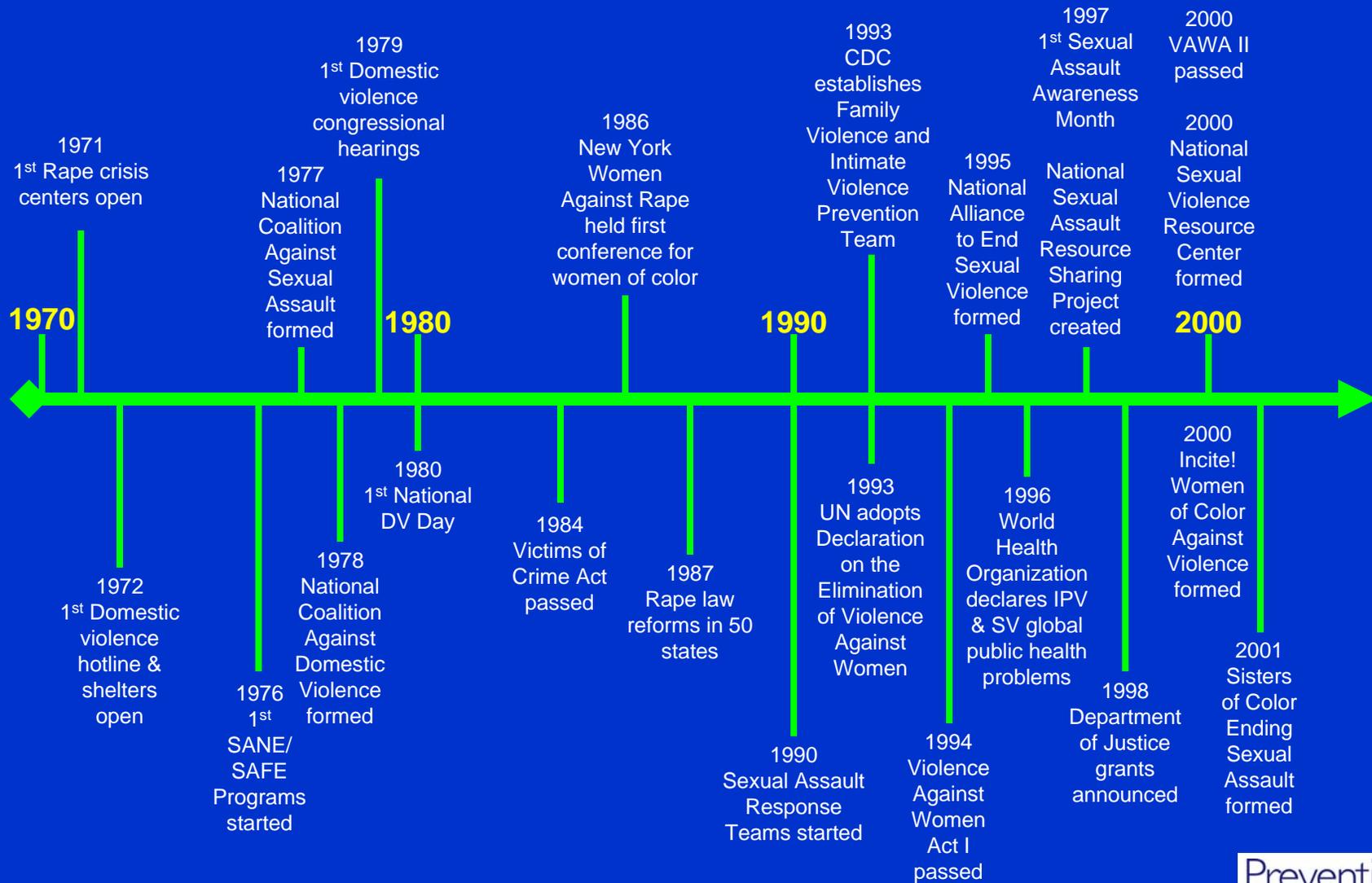
Learning Objectives

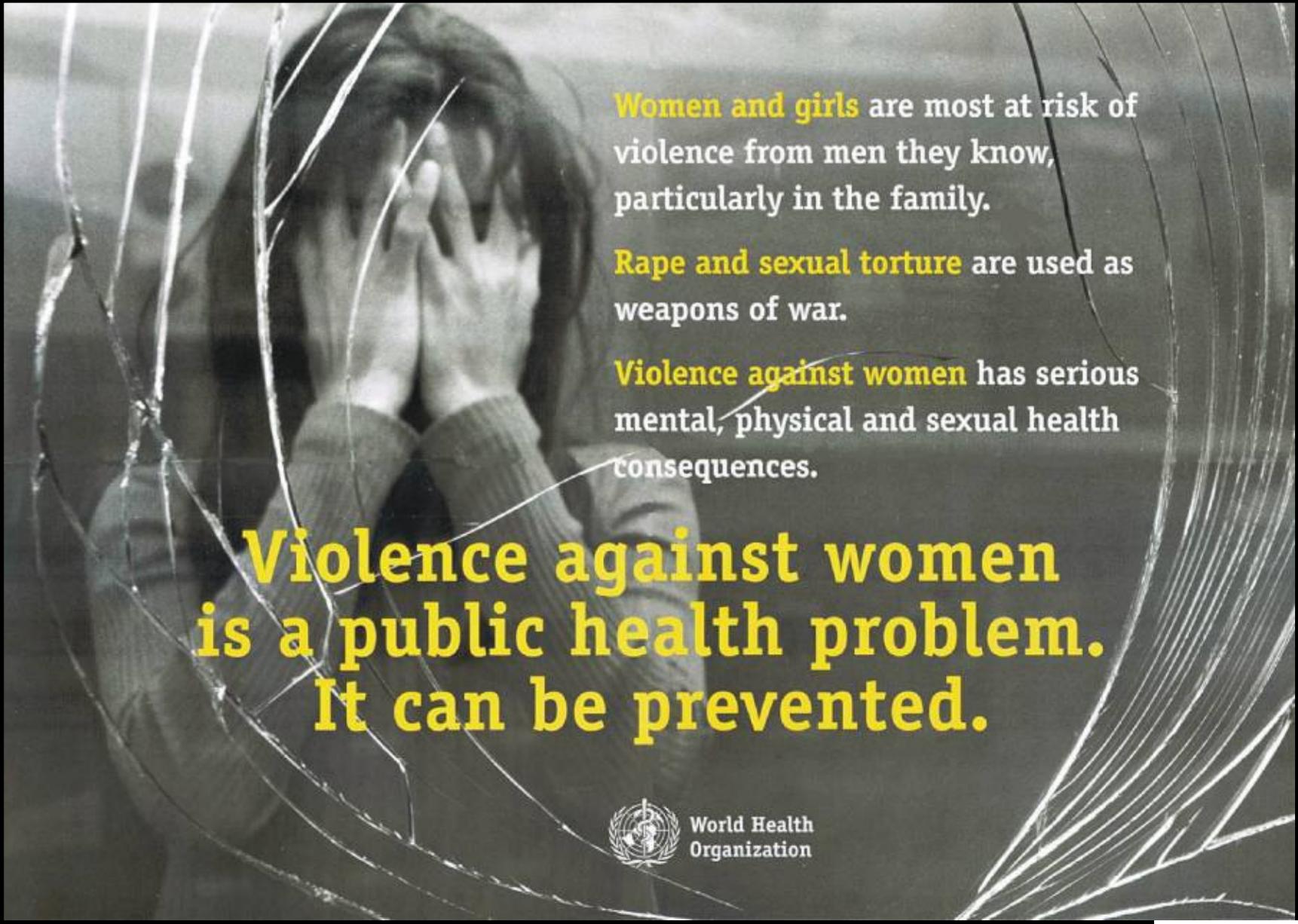
- ◆ Understand how **primary prevention approaches** can *add value*
- ◆ Understand why **norms change** is an important outcome
- ◆ Have an initial understanding of the *Three Keys to Preventing Violence Against Women*
- ◆ Understand how the *Spectrum of Prevention* can be used to develop **comprehensive strategies**
- ◆ Experiment with the use of technology to promote interactive learning

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**

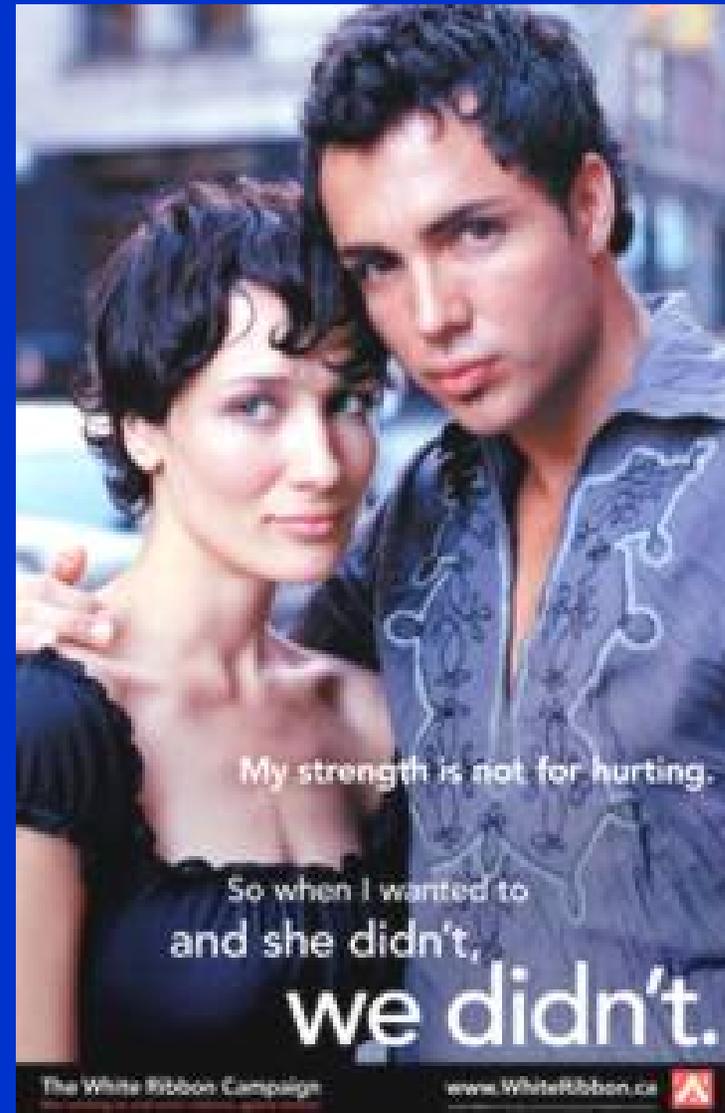
**CULTURAL
COMPETENCY**

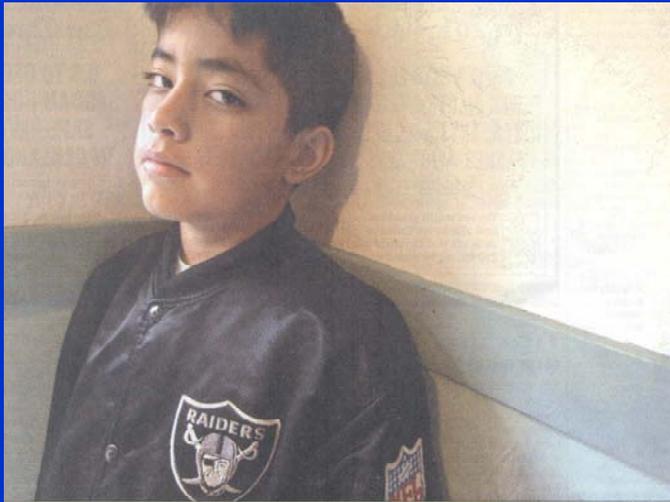
What are the most critical elements of a prevention approach?



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.

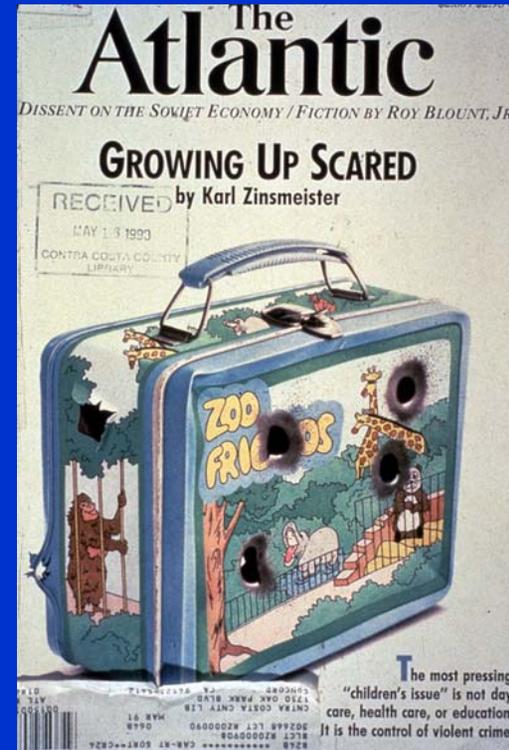
Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security.

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 do if anything bad happens to me."

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

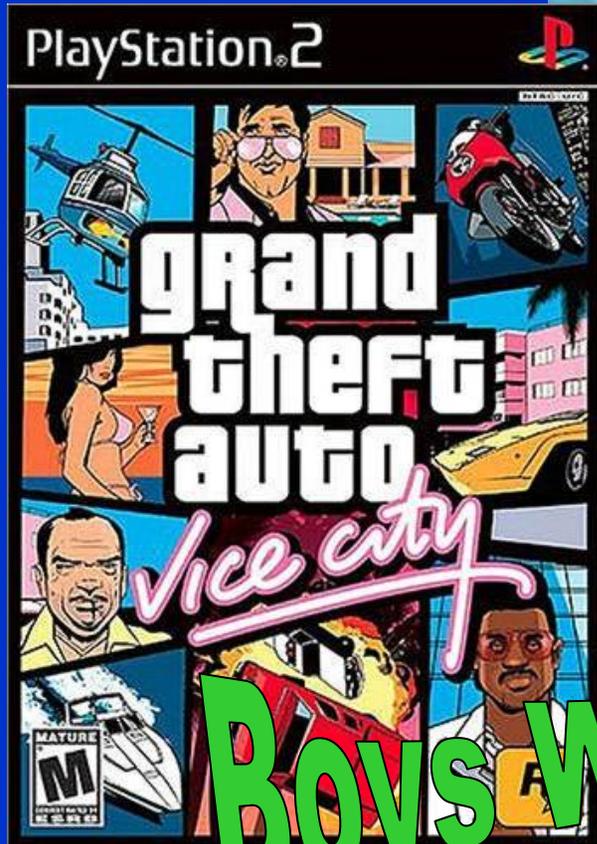
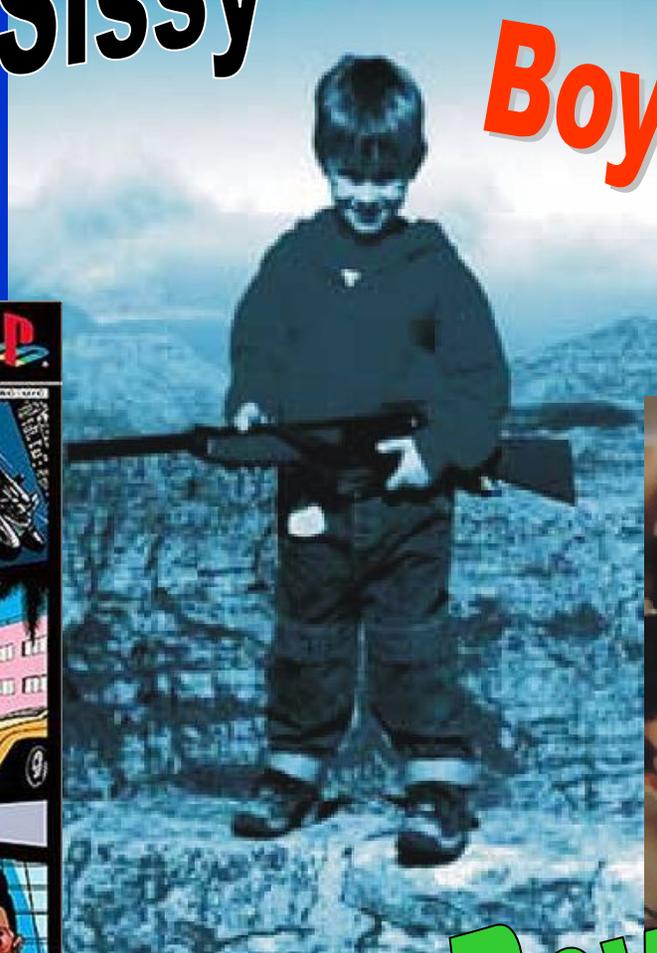


The most pressing "children's issue" is not day care, health care, or education. It is the control of violent crime.



Don't Be A Sissy

Boys Don't Cry



Boys Will Be Boys

Georgy Porgy Pudding and Pie - Kissed the Girls and Made Them Cry



Source: Media Education Foundation









Norms

Sanction behavior

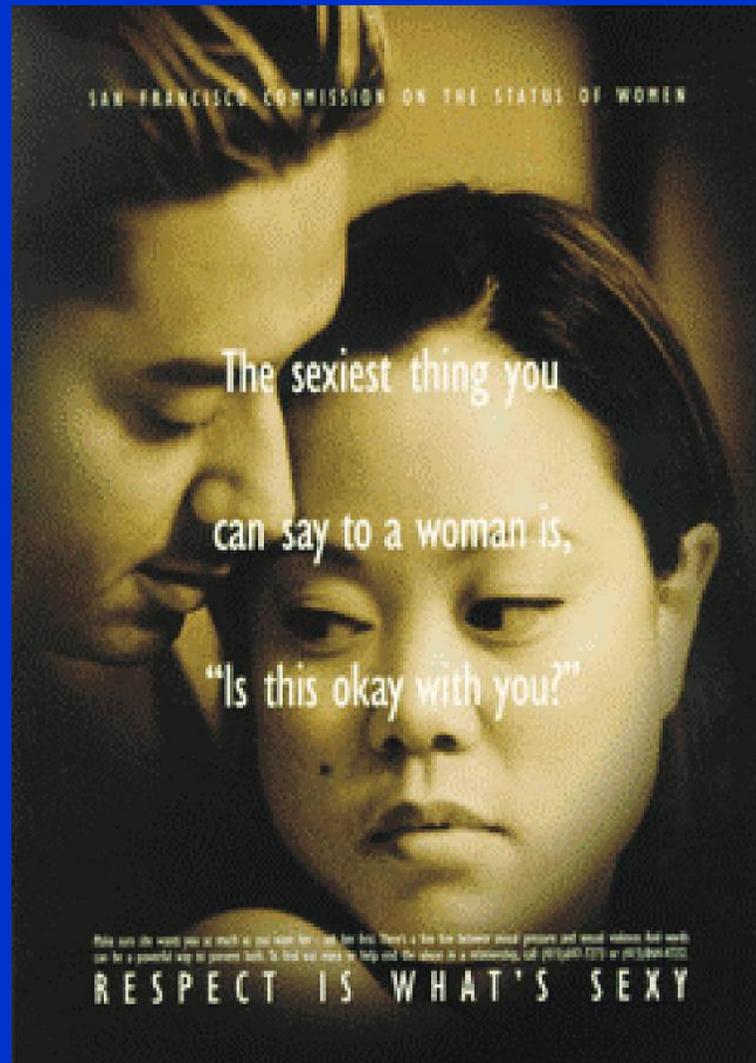
Taken for granted

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

The Prevention Continuum

Polling Question: Is short-term assistance to help a person develop an emergency safety plan to leave a violent partner an example of primary, secondary or tertiary prevention?

- ◆ Primary Prevention
- ◆ Secondary Prevention
- ◆ Tertiary Prevention



***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*

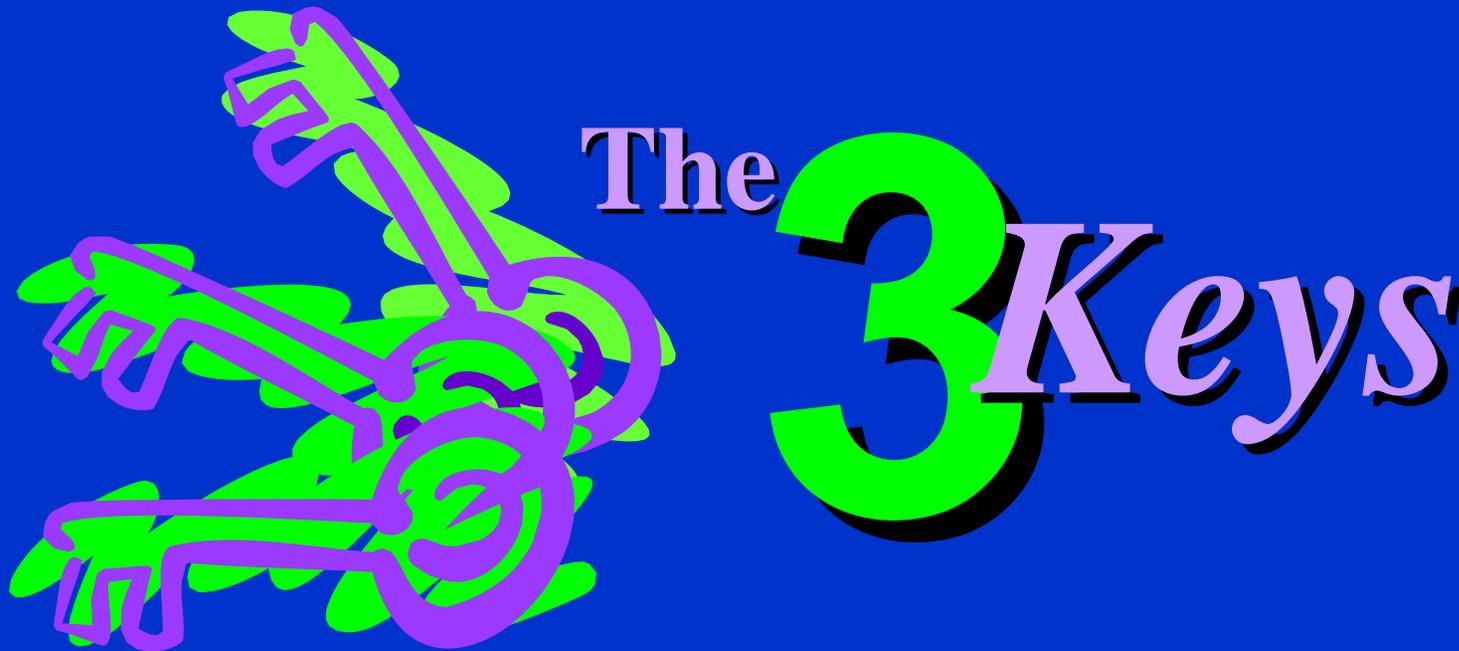


“The prevention of violence against women and girls is a process of changing attitudes, behaviors, beliefs, and institutional norms of ‘acceptable’ violence and discrimination, through an evolutionary and revolutionary process.”

*Transforming Communities National Advisory Committee
February 1999*

Source: www.transformcommunities.org

Part III



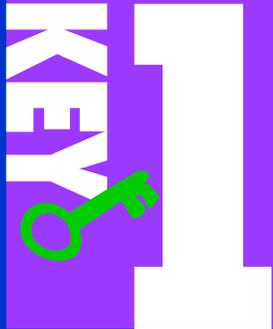
**to Preventing Violence
Against Women**

The 3 Keys

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

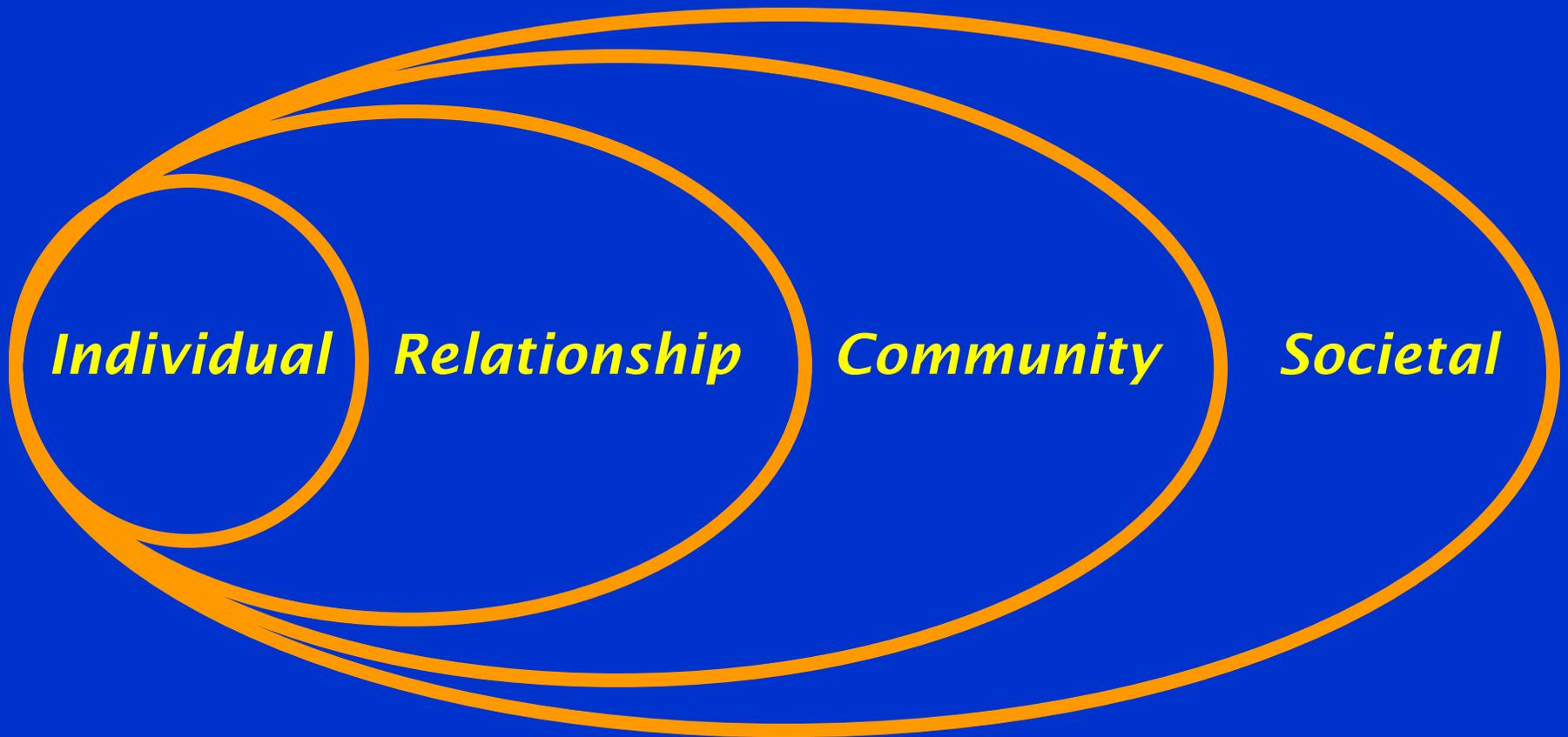
 **2** Determinants of violence and safety must be addressed.

 **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

www.preventioninstitute.org

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

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Strengthening Individual Knowledge & Skills

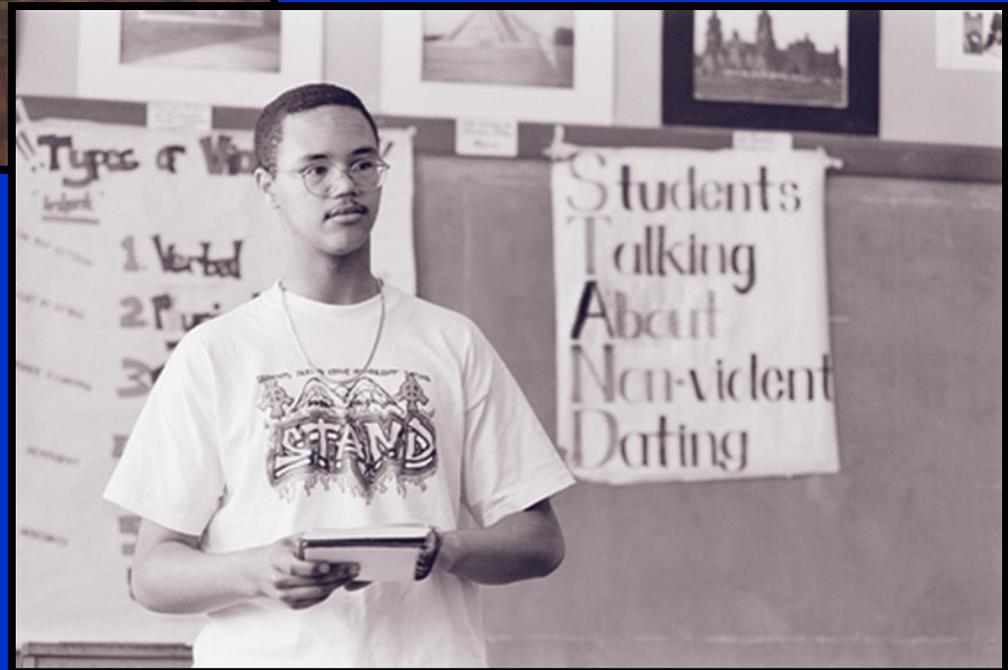
www.preventioninstitute.org

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

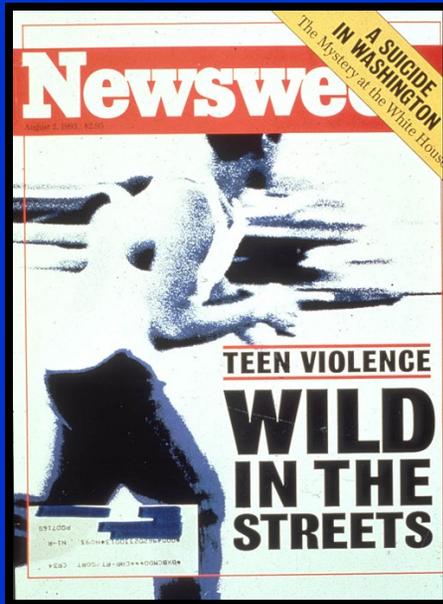
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

www.preventioninstitute.org

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

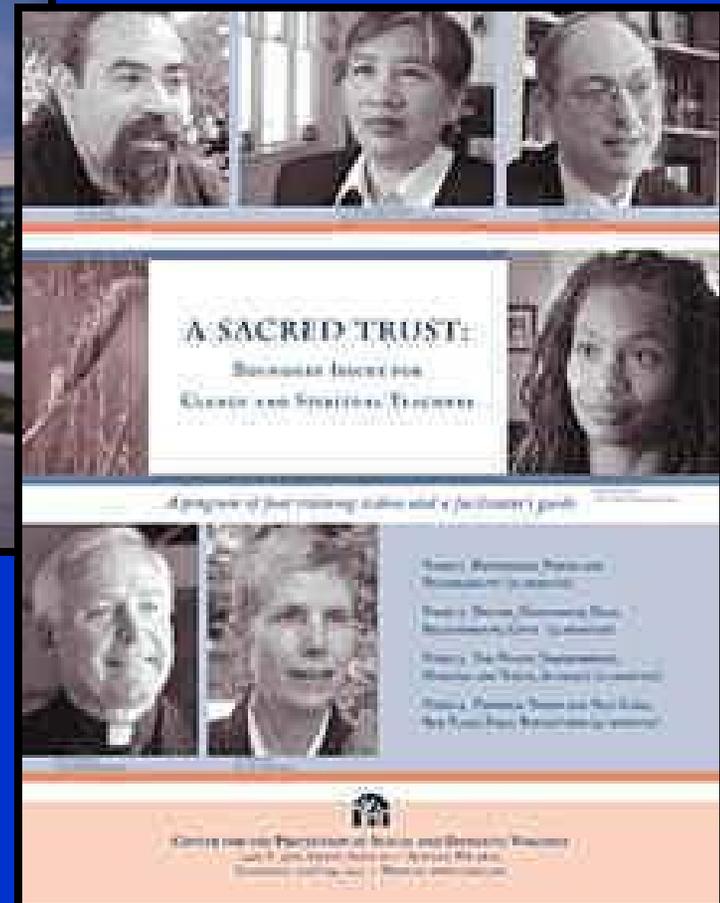
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

www.preventioninstitute.org

Provider Training



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

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Promoting Community Education

Strengthening Individual Knowledge & Skills

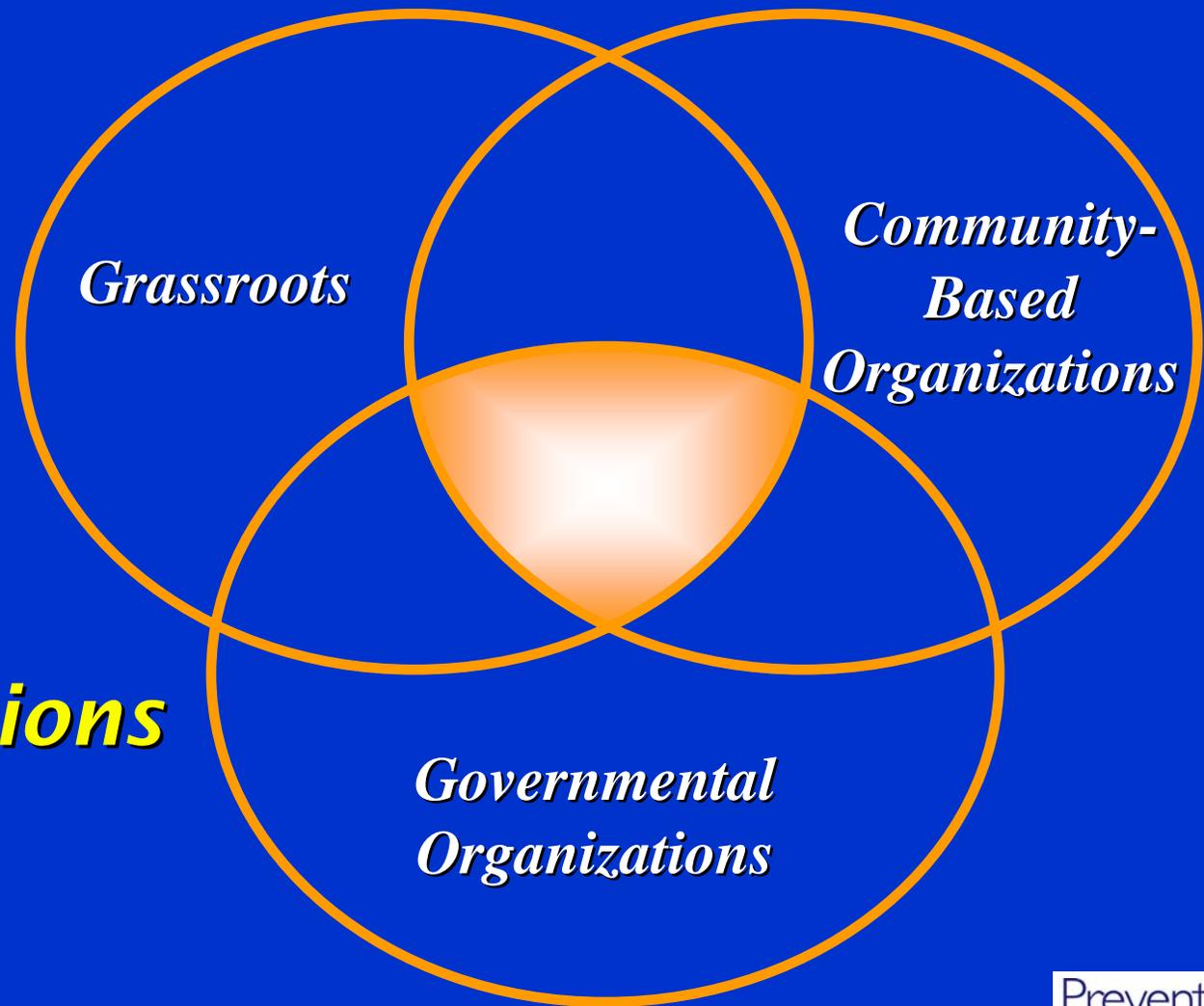
www.preventioninstitute.org

Minnesota Sexual Violence Prevention Action Council

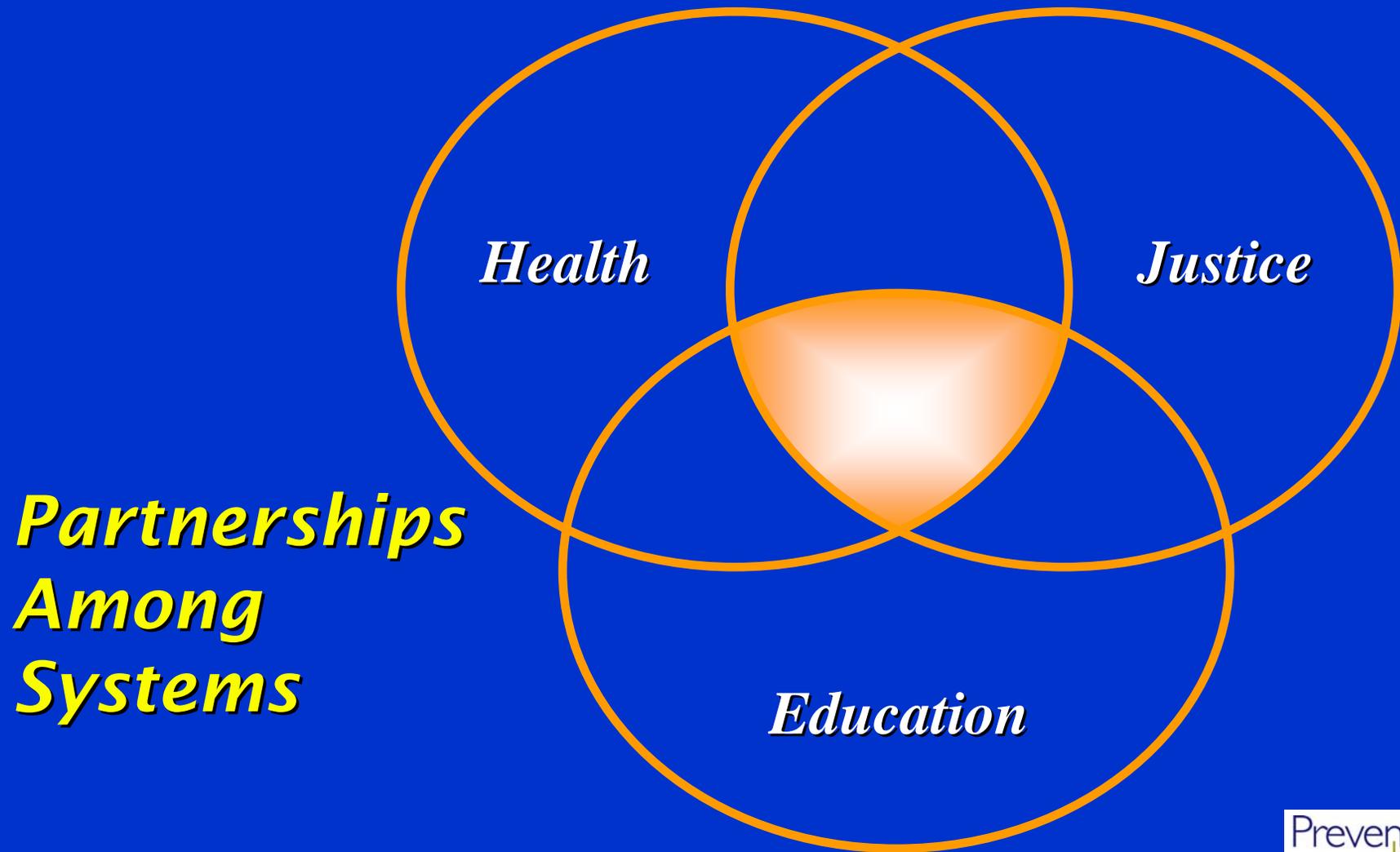


Coalitions and Networks

Types of Collaborations



Coalitions and Networks



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

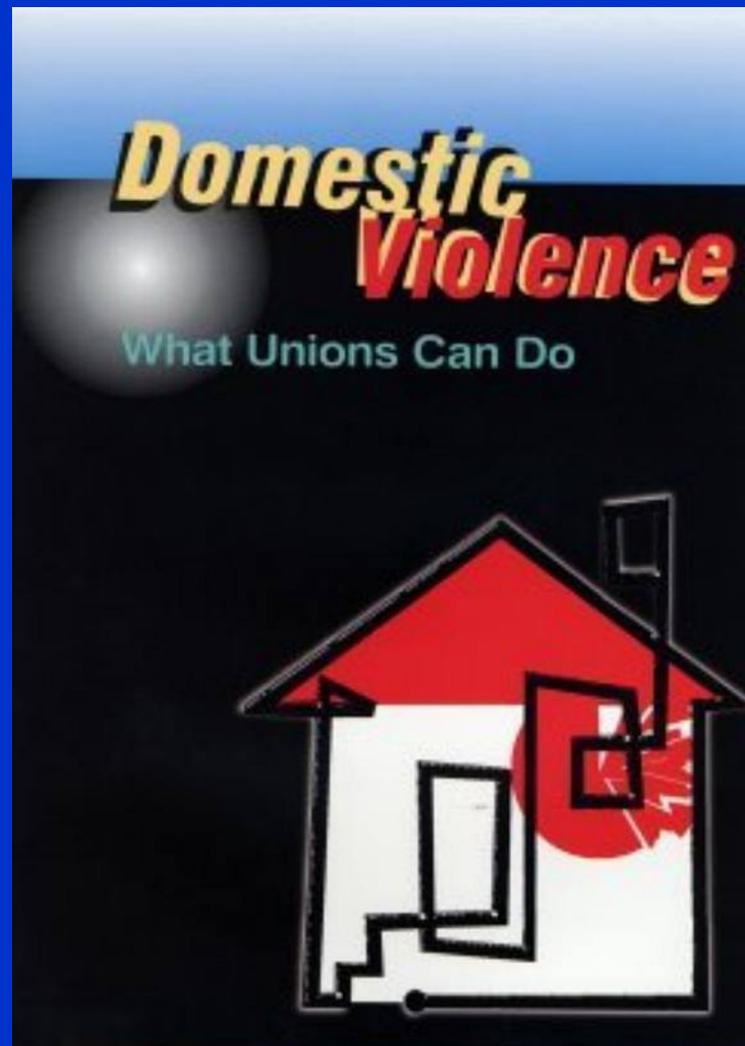
Strengthening Individual Knowledge & Skills

www.preventioninstitute.org

Organizational Practices

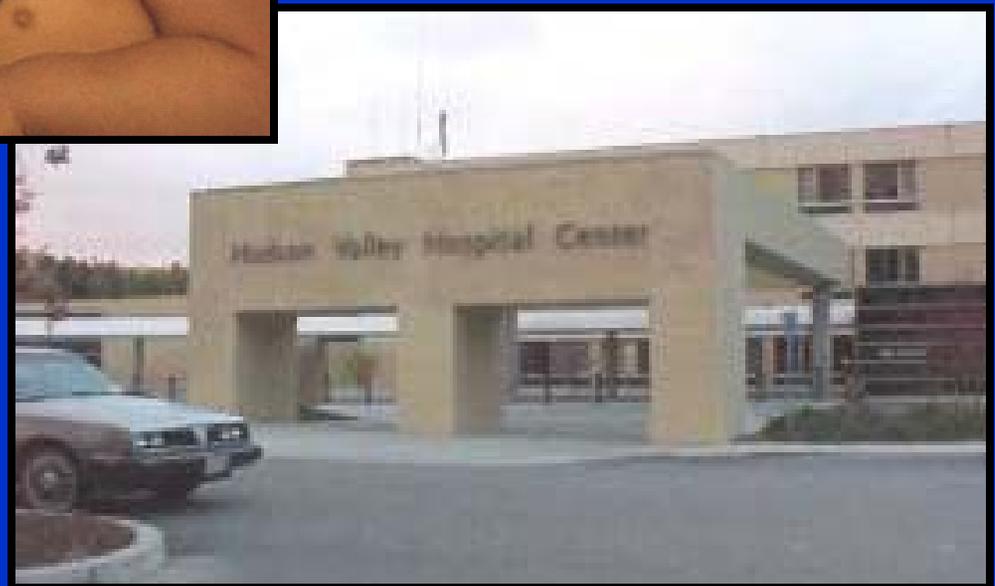


Organizational Practices



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

Organizational Practices



What kinds of organizational practice changes have you worked on or would you like to see to prevent violence against women?



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

www.preventioninstitute.org

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.

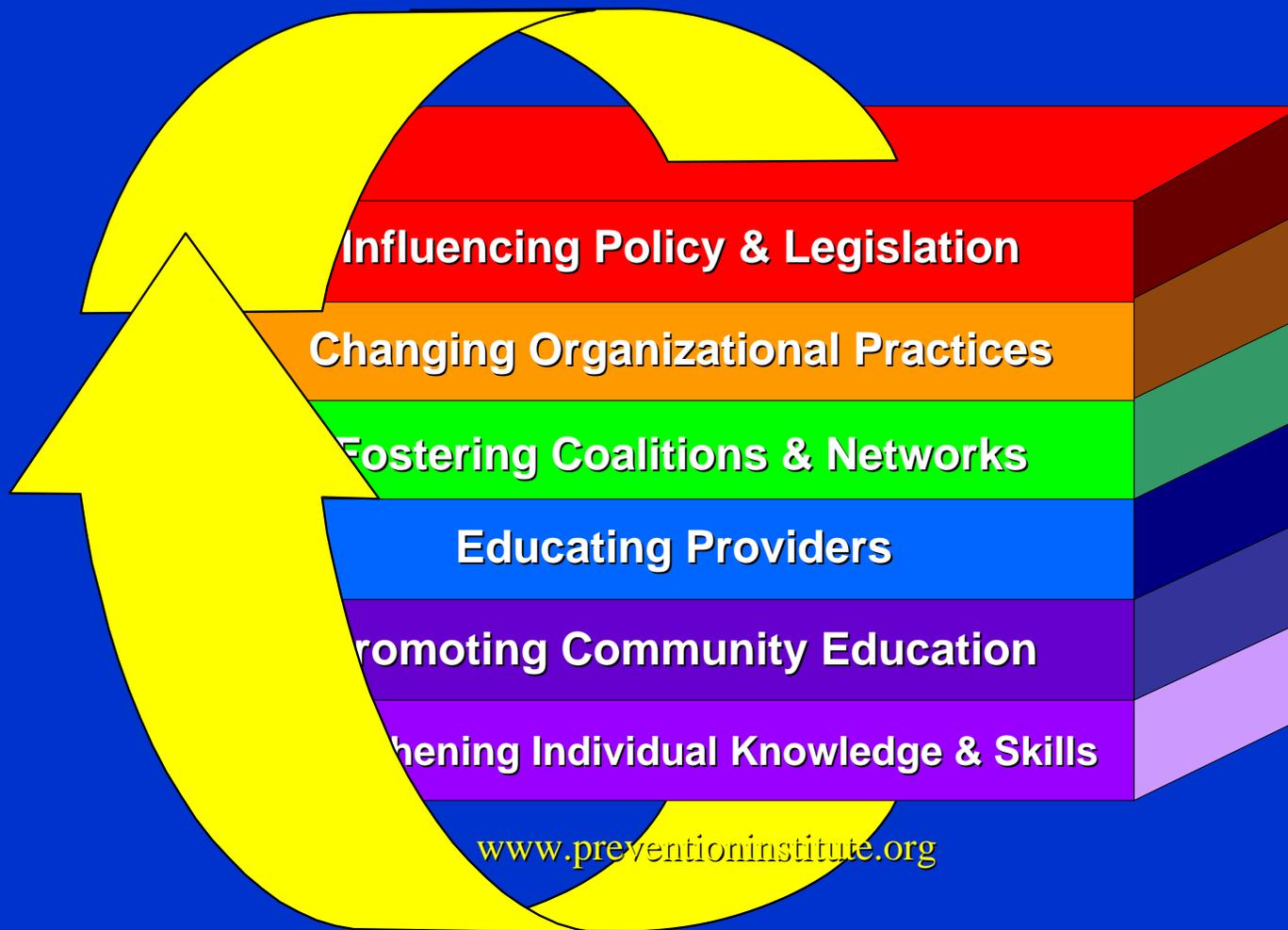
Policy and Legislation



Policy and Legislation



Data & Evaluation Shape the Spectrum



www.preventioninstitute.org

The Spectrum of Prevention

Polling Question: Of the following selected levels of the *Spectrum of Prevention*, which are you currently **MOST** focused on in your work?

- ◆ Individual skill-building and/or community education
- ◆ Educating providers
- ◆ Fostering coalitions and networks
- ◆ Changing organizational practices
- ◆ Influencing policy and legislation



The Spectrum of Prevention

Polling Question: Of the following selected levels of the *Spectrum of Prevention*, in which would you be MOST interested in expanding your focus?

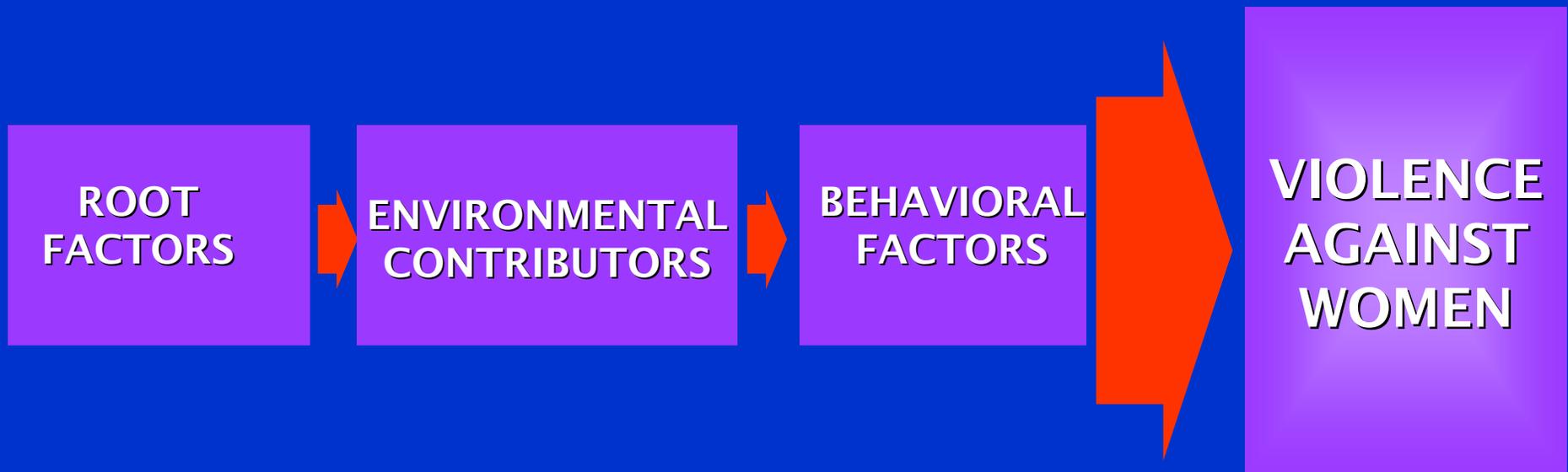
- ◆ Educating providers
- ◆ Fostering coalitions and networks
- ◆ Changing organizational practices
- ◆ Influencing policy and legislation





**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

**WITNESSING &
EXPERIENCING
VIOLENCE**

GENDER EQUITY

GUNS

**MEDIA
IMAGES**

EMPATHY



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

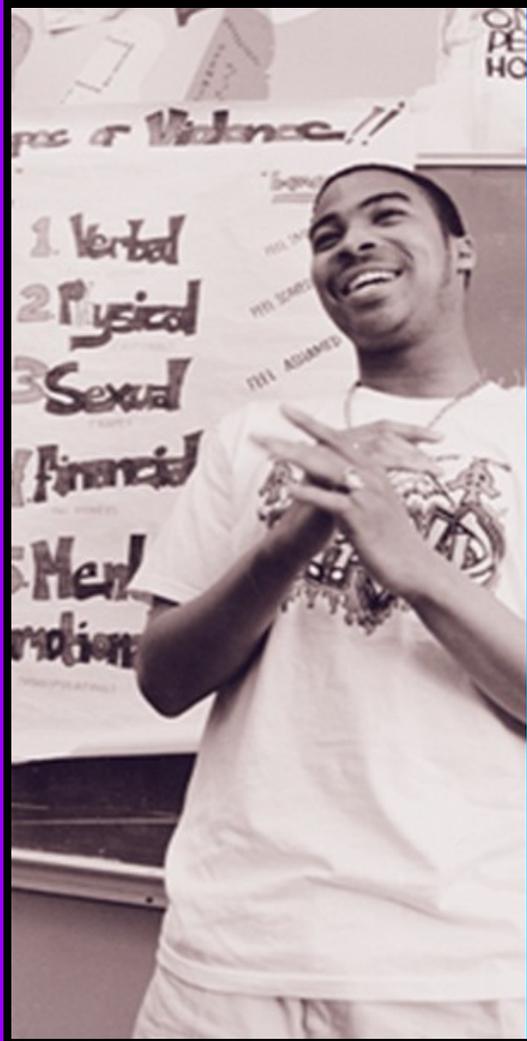
Primary Prevention Strategies

- ◆ 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

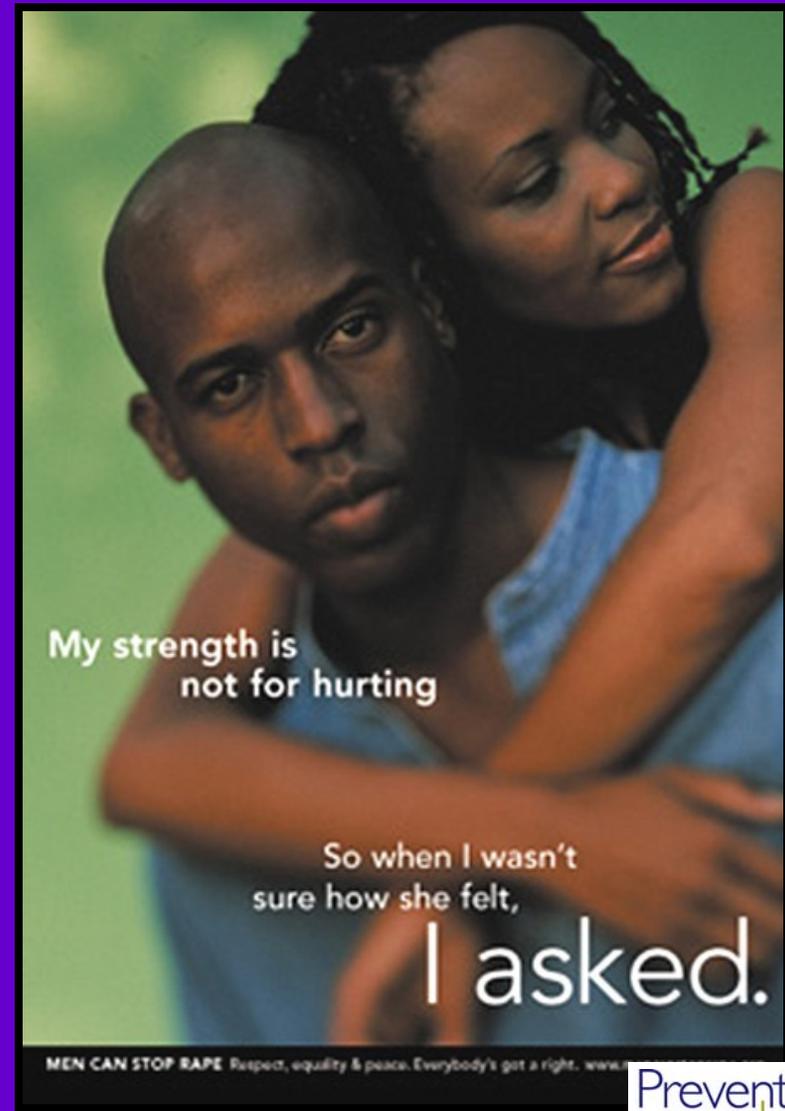
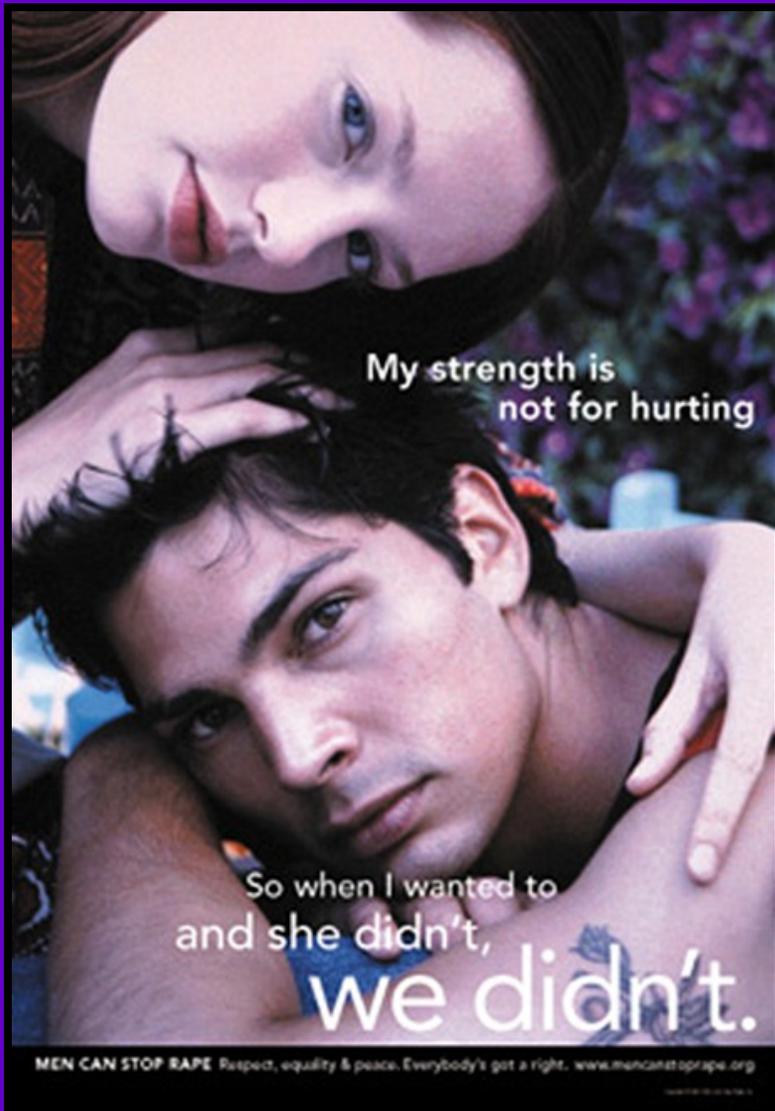


Individual Knowledge and Skills



Source: www.mencanstoprape.org

Community Education



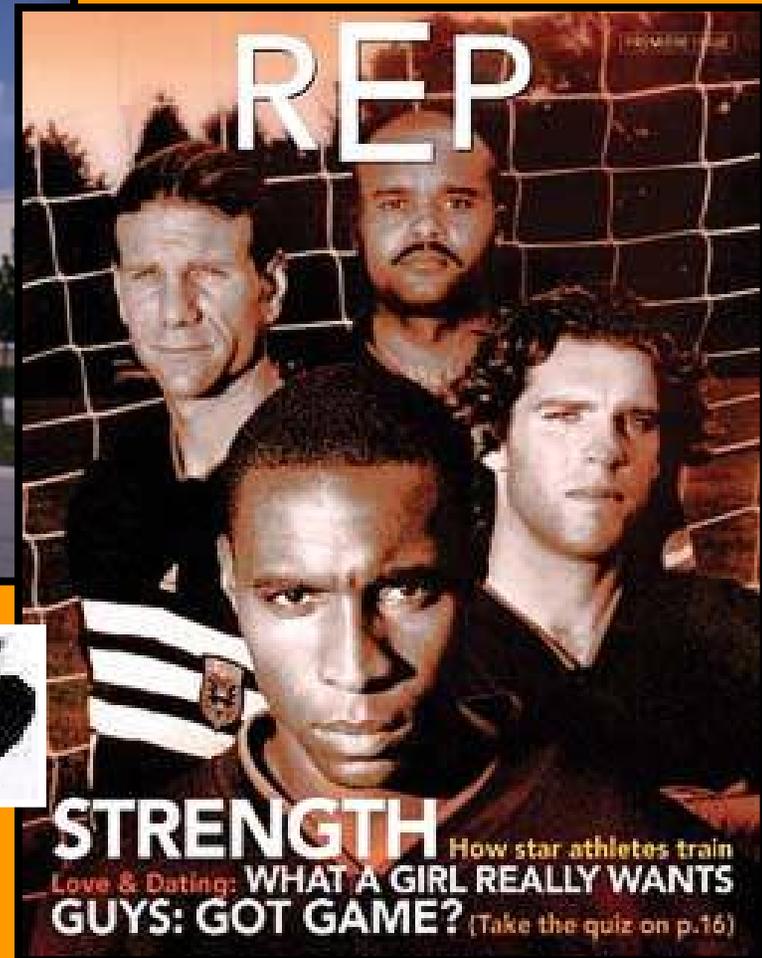
Provider Training



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

www.preventioninstitute.org

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***





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Part VI

Evaluation

