



**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

*Building the Violence Against Women
Primary Prevention Movement*

We will start soon



**PREVENTION
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THE VIOLENCE AGAINST WOMEN
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A Project of

CALCASA

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*California Coalition
Against Sexual Assault
Prevention Connection Team*

www.PreventConnect.org

- ◆ Podcasts, on-line Presentations, Wiki
- ◆ Sign up for the Prevent-Connect ListServ
- ◆ Sign up for Web Conferences and Reading Clubs
- ◆ Facebook
- ◆ Materials and Archives of previous events



www.PreventConnect.org

- ◆ Our next Reading Club Meeting:
 - “Identifying Common Practices in Community-Based Rape Prevention Programs” by Stephanie M. Townsend and Rebecca Campbell
 - Journal of Prevention & Intervention in the Community, 36:1, 121 - 135. <http://www.informaworld.com/smpp/title~content=t792306944>
- ◆ Monday, March 30th & Thursday, April 2nd at 11 AM PDT
- ◆ Subscribe to the Prevent-Connect ListServ or to our Announcements List to receive the registration notice.



Windows Internet Explorer window titled "Main Page - PreventConnect". The address bar shows the URL: http://www.preventconnect.org/wiki/index.php?title=Main_Page. The browser interface includes a search bar with "Google" and a toolbar with various icons.

The page content is for the "Main Page" of the "Prevention Connection Wiki Project". It features a navigation menu on the left and a main content area with the following structure:

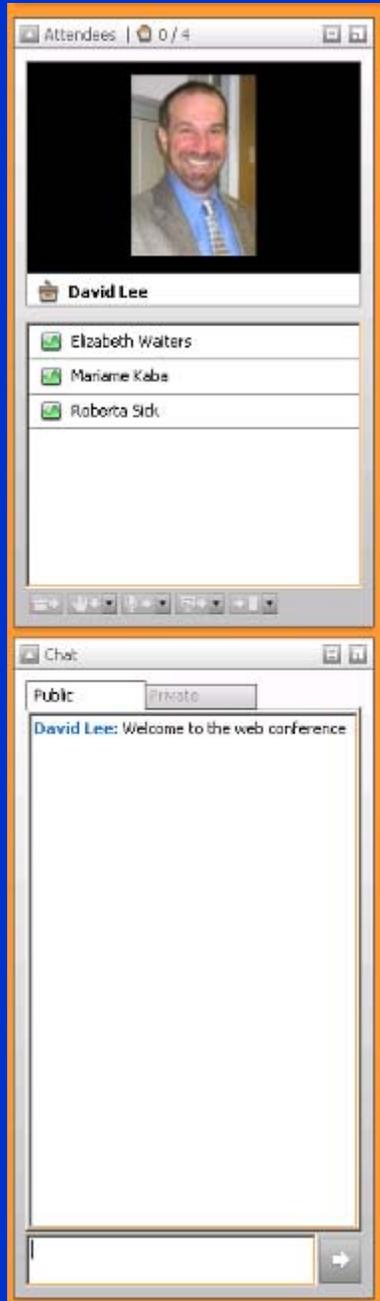
- Navigation:**
 - Main Page
 - Community portal
 - Current events
 - Recent changes
 - Random page
 - Help
 - Our partners
- Search:** A search box with "Go" and "Search" buttons.
- Toolbox:**
 - What links here
 - Related changes
 - Upload file
 - Special pages
 - Printable version
 - Permanent link
- Main Content:**
 - article** | **discussion** | **view source** | **history**
 - Main Page**
 - Contents [hide]**
 - 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](#)

How to Use This Technology



Raise Hand

Q&A

Text Chat

PowerPoint Slides



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.

Building the Violence Against Women Primary Prevention Movement

Training conducted by:

Elizabeth Waiters, PhD

Larry Cohen, MSW

Rachel Davis, MSW

March 10 & 12, 2009

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



Training Agenda

I. Successes in the VAW movement

II. Review of Primary Prevention Elements

- *Norms change*

III. Elements of Successful Movements

IV. Interactive Discussion and Questions

V. Additional Tools

VI. Evaluation

Learning Objectives

- ◆ Identify the elements of successful social movements.
- ◆ Identify key elements of success in the violence against women movement.
- ◆ Identify opportunities to incorporate the principles of primary prevention into the movement to end violence against women.

Creating a World Without Violence Against Women

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



© 2005 V-Day, Inc. The Day Director: V-Day Global Country Project. Photographs by (left) Lisa LaRocca & Agnes Fereyo; (right) V-Day. Larkspur for Gals. Black. Photo: Photographed by James Farnsworth ©

V DAY JOIN THE MOVEMENT TO END VIOLENCE AGAINST WOMEN
Join us. Support V-Day. Take action. Mobilize.
www.vday.org

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

Power
would be
equal

Playful

No child
abuse

No more building
walls between each
other

Compassion

Harmony,
serenity

Loving
families;
children
living
without fear

No more
hurting

Prevention
Institute

Text Chat

What are some examples of successful movements?



Text Chat

*What made these
movements
successful?*



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 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 within an inherited system of inequality detrimental to society. This nonlinear process of transformative education 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

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Norms

Sanction behavior

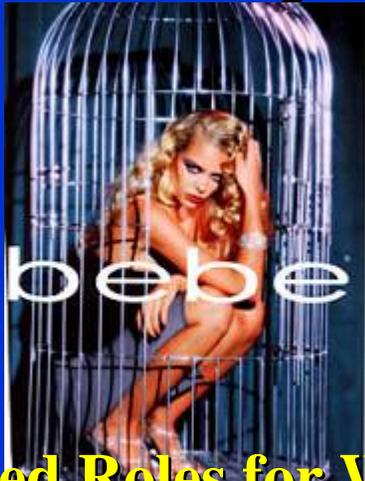
Taken for granted

Based in culture
& tradition

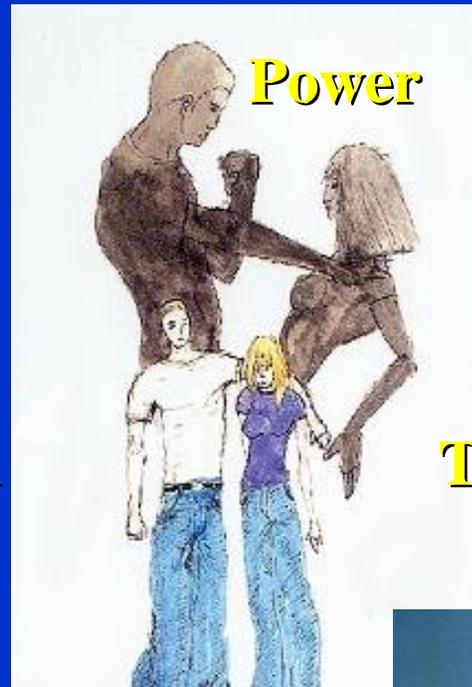
Behavior shapers

More than a habit

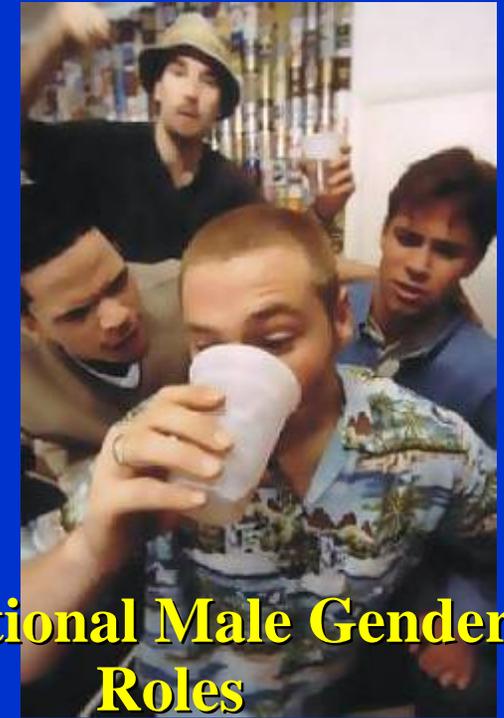
5 Key Norms



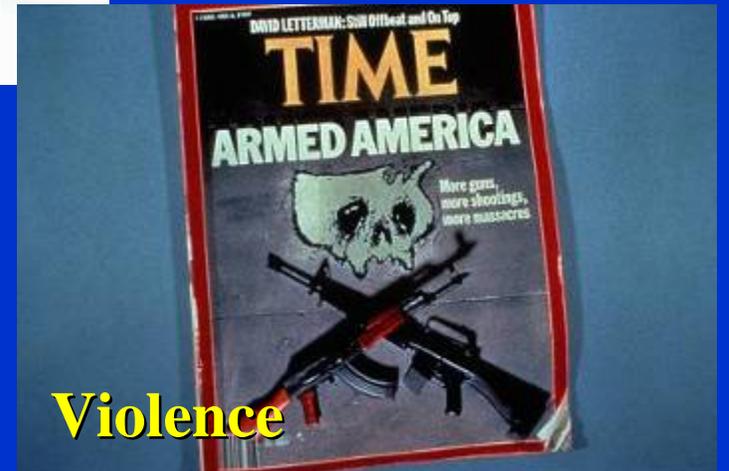
Limited Roles for Women



Traditional Male Gender Roles

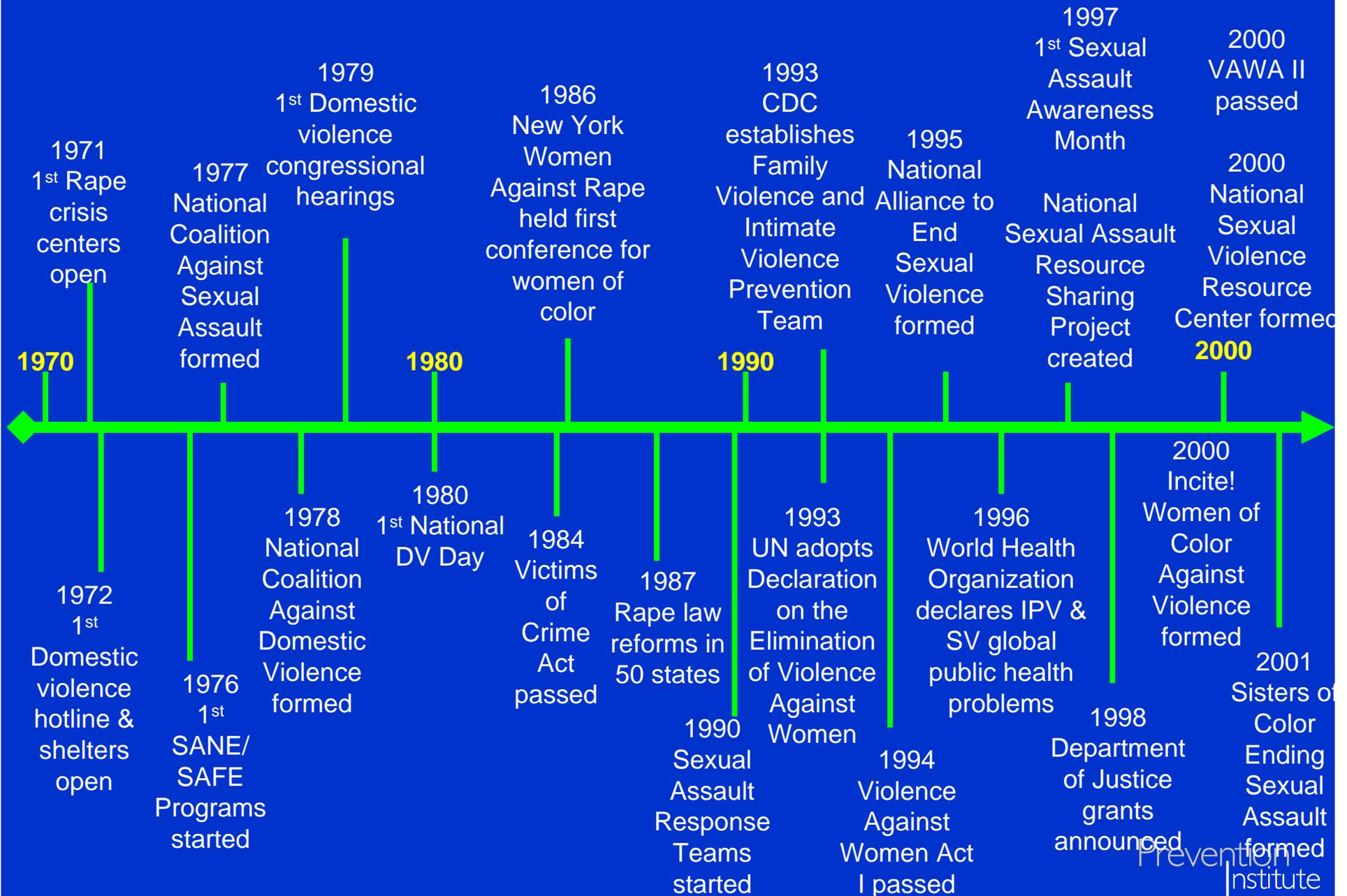


Privacy and Silence



Violence

Milestones in the Movement



Text Chat

Of the milestones listed here, or milestones not listed, which ones do you consider to be the most significant and why?



Today's Guest



◆ Donna Garske

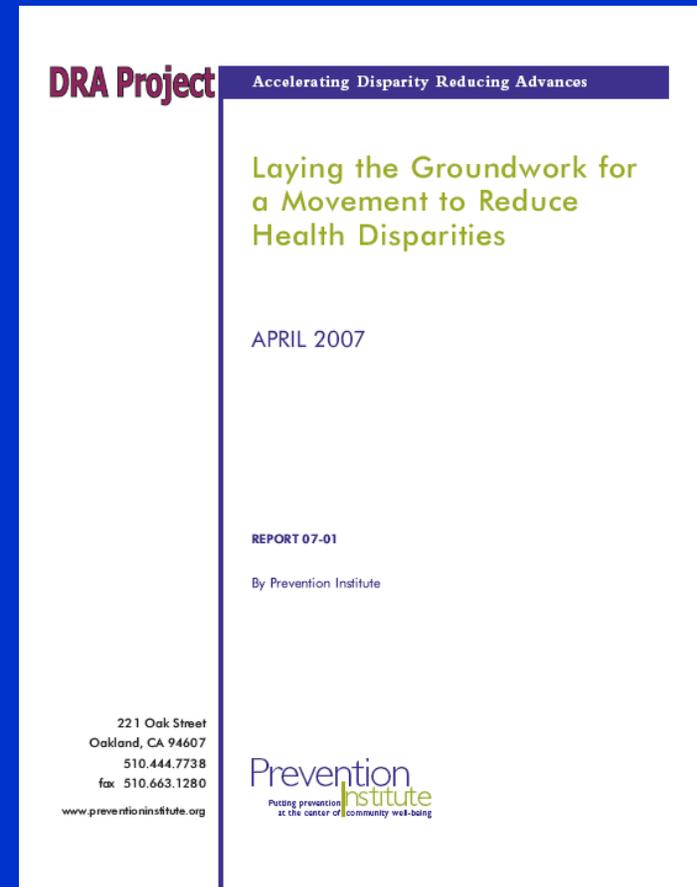
- Executive Director of Transforming Communities Technical Assistance, Training and Resource Center, (TC-TAT for short).
- TC-TAT is a division of Marin Abused Women's Services in San Rafael, California.

◆ TC-TAT Website:

- <http://www.transformcommunities.org/index.html>

Research Base

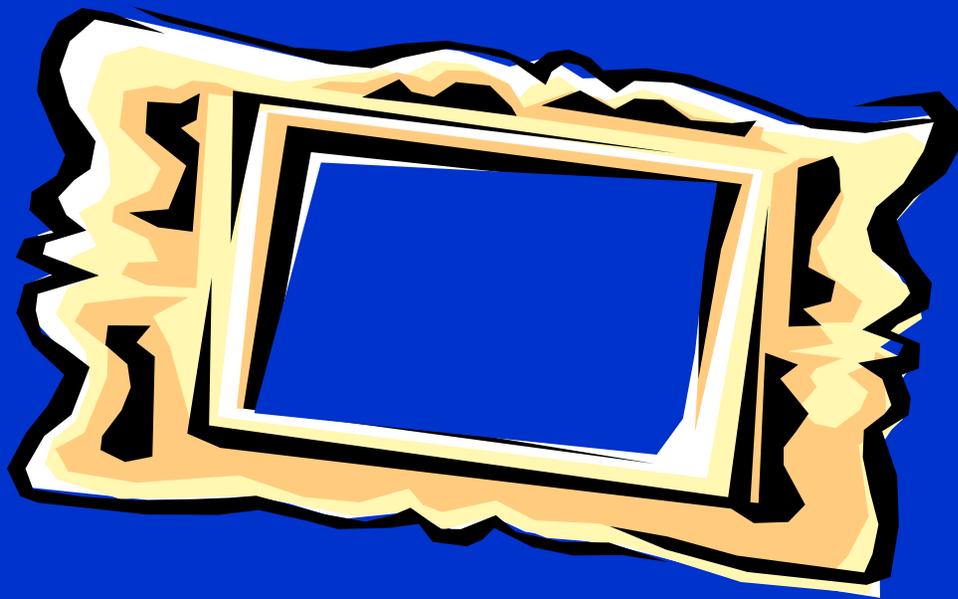
- ◆ Social Movement Theory
- ◆ Collective Action
- ◆ Political Communication
- ◆ Health Communication



Common Elements of Successful Social Movements

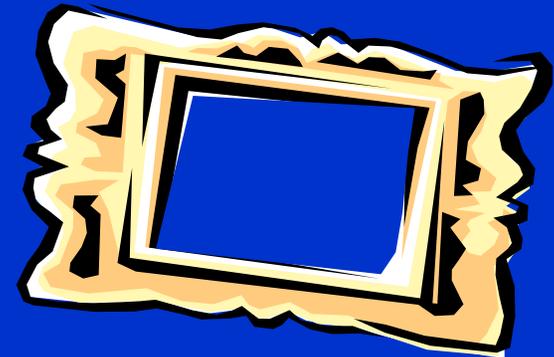
- ◆ Framing
- ◆ Clearly articulated goals
- ◆ Resource mobilization—human, tangible and intangible
- ◆ Political opportunity
- ◆ Leadership
- ◆ Membership

Framing

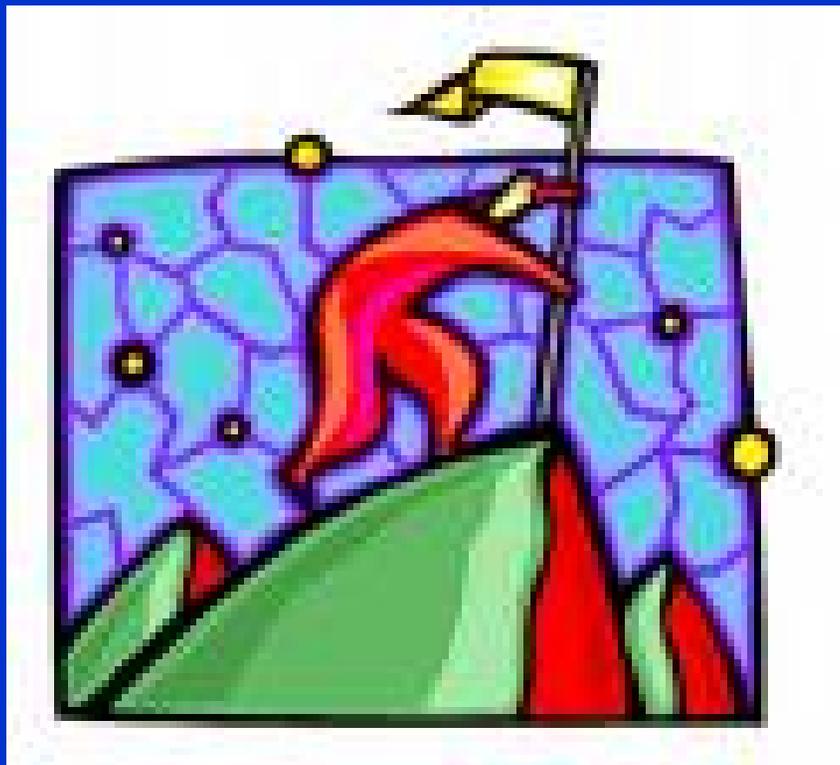


◆ The most widely accepted frames are:

- Universal
- Environmental
- Incurred by innocent victims
- Considered a public health threat
- Dangerous or unhealthy



Clearly Articulated Goals



Clearly Articulated Goals

- ◆ Description of specific changes wanted balanced with what is achievable
- ◆ Use research to expose the problem
- ◆ Focus on changing norms that contribute to VAW





Political Opportunity

Political Opportunity

- ◆ Tying a movement's goals into a current political crisis swiftly and aggressively
- ◆ For example, tobacco

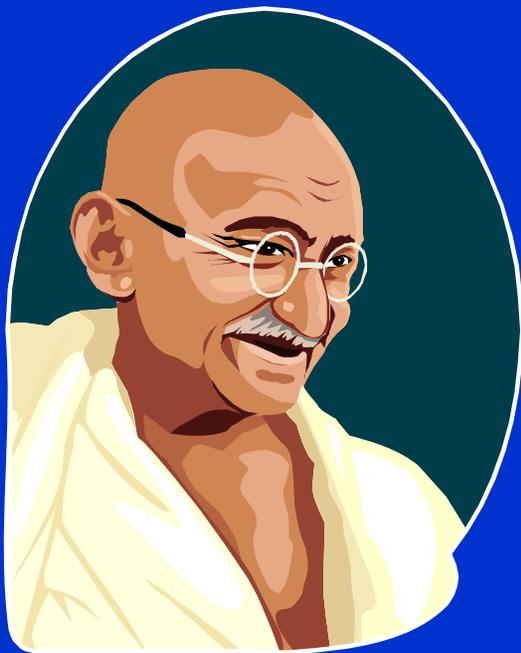


Text Chat

What have been some of the major political opportunities for advancing the VAW prevention movement?

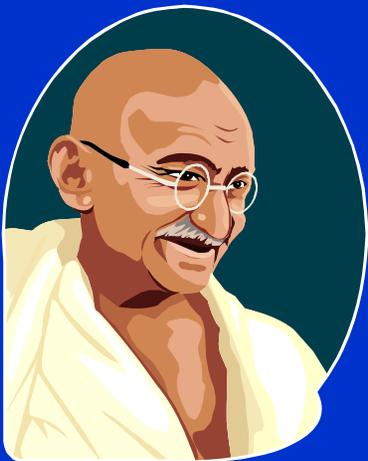


Leadership



Leadership

- ◆ Highly visible, charismatic leaders
- ◆ Multiple or diffused leadership can be used
- ◆ Leaders ensure that membership body is represented in decisions and activities



Membership



Membership

- ◆ Public support and grassroots organizations important
- ◆ Movement members must have control and feel their goals are attainable and worthwhile



Resource Mobilization



Resource Mobilization

- ◆ Have the key elements in place that are needed to take advantage of political opportunities
- ◆ Tangible: Funds, space, access to mailing lists
- ◆ Intangible: Organizational experience, scientific expertise, social and political contacts
- ◆ Human Resources



Questions



Implications and Discussion



Text Chat

In the VAW prevention movement, what kinds of frames would be useful for expanding into a primary prevention direction?



Text Chat

What are the key resources needed to incorporate primary prevention more strongly into the movement?



Text Chat

*What are the next
steps in the
movement?*



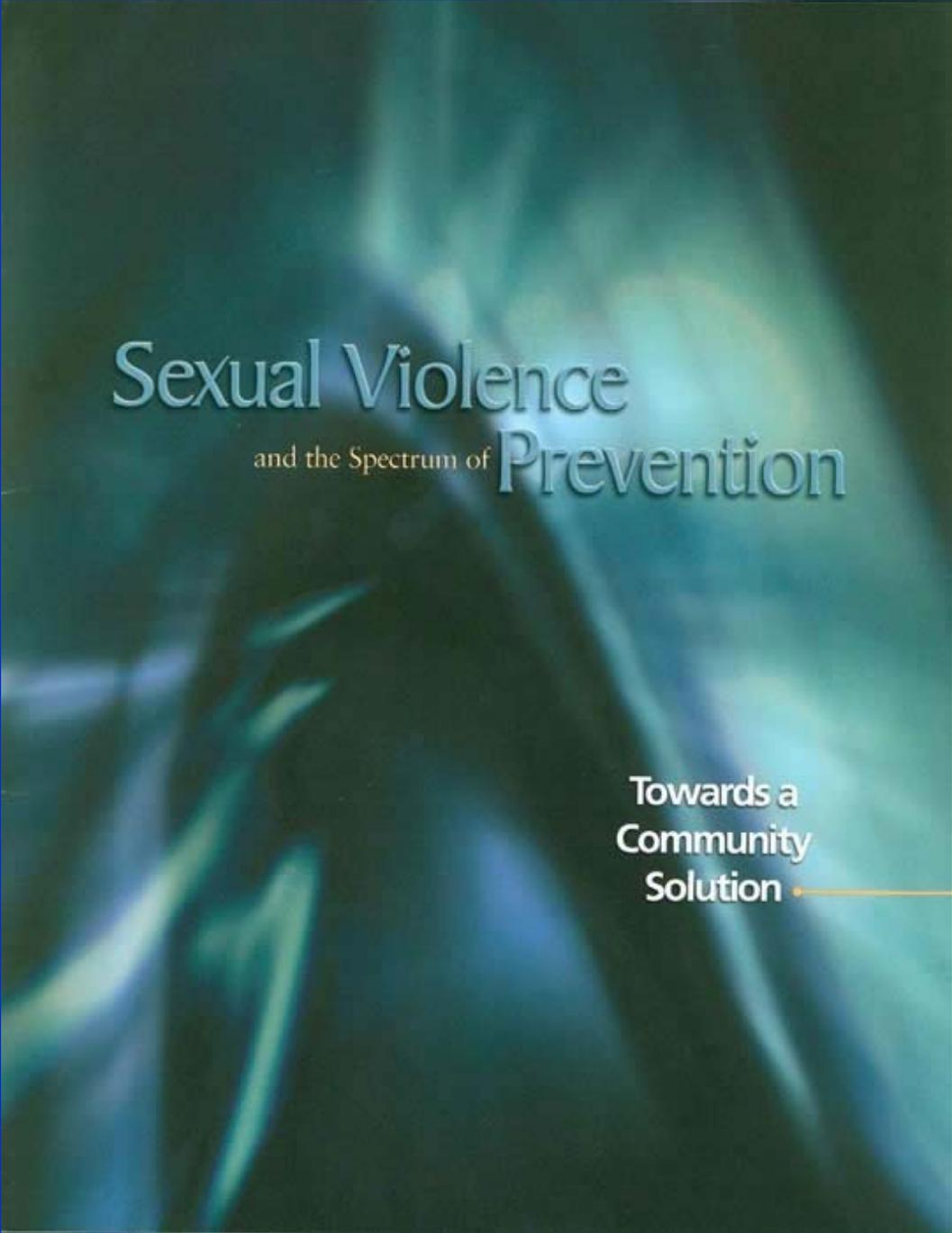
Text Chat

*What will you do
differently in your
work?*



Additional Tools





Sexual Violence and the Spectrum of Prevention

Towards a
Community
Solution

Written by Prevention Institute staff and published in July 2006 by the [National Sexual Violence Resource Center](#), this article describes a primary prevention approach to addressing sexual violence.

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



Additional Resources



◆ TC-TAT Website:

- www.transformcommunities.org



◆ TC-TAT Newsletter, *Catalyst*

- Fall, 2007 “Evolution of our Work”



◆ Prevention Institute Website

- ◆ www.preventioninstitute.org

Evaluation



Prevention Institute

Putting prevention
at the center of community well-being

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