



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

A Project of  
  
CALCASA

## **TEXT CHAT CONTENTS**

### **WEB CONFERENCE**

Building the Violence Against Women Primary Prevention Movement  
(Session 1)

**Tuesday, March 10<sup>th</sup>, 2009**

2:00-3:30 PM Eastern (11:00 AM – 12:30 PM Pacific)

### **Presenters**

Rachel Davis & Elizabeth Waiters, Prevention Institute

### **Guest**

Donna Garske, Transforming Communities: Technical Assistance, Training  
and Resource Center (TC-TAT)

### **Host**

David Lee, Prevention Connection: A Project of the  
California Coalition Against Sexual Assault

*Participant names have been removed from this chat record, unless provided by the  
participant in text.*

- 
- Good Afternoon from ARCTIC North Dakota! It's -4 degrees here today.
  - Wow. the high today in san Jos is 59
  - San Jose
  - We are in the middle at about 30
  - in CHICAGO
  - Who wants some of our SIBERIAN weather, raise your hands??? lol
  - Which is why I moved to the desert--sunny and in the 60's! Good morning, everyone.
  - Good afternoon from Poughkeepsie, NY

- Good Morning, cold and windy in good old Lompoc, CA
- It's 2 degrees in Cheyenne, Wyoming with some snow last night!
- We are enjoying spring weather here in coastal NC! Beautiful! Moved here from Fort Collins CO Molly
- Hi Everyone, I'm calling from Fort Irwin, California
- Hello! I am from NYC
- You have to tell us the weather!
- Hi, I'm calling from Los Angeles where it's also beautiful.
- It's a sunny 74 here in Nashville!
- Yeah, we want a weather report!
- Rainy in Scranton, PA
- the weather is getting better in NYC, the sun is coming out
- 74 in Nashville? Boy are you lucky!
- Hello from Tulsa Oklahoma 80 degrees cloudy
- Sunny Florida. 85
- its all of 1 degree is whitefish Montana!
- Good day, All. Sunny, windy, a trace of snow, and almost 30 here in the Denver area.
- Anyone calling in from the US Virgin Islands, Guam or PR? Love to hear the weather there!
- Weather in Fort Irwin is chilly and dry
- Hi everyone from New Paltz NY where it is cloudy cold and damp
- Is anyone else listening to the elevator music?
- Yes...
- It rocks
- awesome
- give me coffee
- Hi! Wonderful!
- seriously
- David looks too happy up there...
- He must have had his coffee!
- Hello from Columbus, OH
- LOL
- He must have NICE weather...
- Hello from Galveston, TX
- Columbus OH?! I'm also from Columbus...with CCAFV
- Does David like elevator music?
- That cannot be why he is smiling!

- Maybe he doesn't have to listen to it!!
- Hi Kristi, I am with IMPACT Safety
- Hello from Harrisonburg, VA!
- What is the weather in VA?
- a mild 49...not great, not bad
- IMPACT - self defense?
- Elizabeth - Yes
- **David Lee:** We are starting now
- Hey! So excited for my first IMPACT Chicago board meeting today, Leah!
- Nice to meet you, Leah. Funny it's through a national seminar.
- Kristi - nice to meet you too!
- Elizabeth - good to hear you are involved with IMPACT
- Hi Lauren. Small world if you used to be from Ft. Collins. I am going there this afternoon if the ice melts
- Washington State, cold with snow that is melting fast
- Yes
- San Diego
- Yo from Washington
- Harrisonburg, VA
- Cleveland
- Columbus, OH
- Chicago, Illinois
- Los Angeles, CA
- San Francisco
- D.C.
- Burlington WI
- Springfield, Illinois
- Aurora, CO
- Cheyenne, Wyoming
- Redding, CA
- San Jos, CA
- Indianapolis, IN
- Santa Barbara, CA
- San Rafael, CA
- Logan, Utah
- Whitefish, MT

- **Rachel Davis and Elizabeth Waiters:** Oakland, CA
- Cookeville, TN
- **Margot Brown:** Oakland, CA
- Dallas, TX
- Knoxville, TN
- Austin, Texas
- Crescent City, CA
- St. Joseph, MO
- Norman, Oklahoma
- Emporia, KS
- Dickinson, ND
- Albuquerque, nm
- Modesto, CA
- Missouri
- CT
- Washington State - Olympia
- Maryland
- Los Angeles
- Wilmington NC
- Columbus
- New Hampshire
- New York
- University of Wisconsin Stout
- Las Vegas
- San Rafael, ca
- Atlanta, GA
- New Paltz, NY
- New York City, NY
- Poughkeepsie
- Springfield, IL
- Scranton, PA
- Fort Irwin, California
- Hastings Florida
- Washington State
- Virginia

- Nashville
- Stephanie Piper and Christine Giuliani from Virginia
- Baltimore, MD
- TEXAS
- Karin Powers & Guille Macias, Lompoc, CA
- Tulsa Oklahoma
- Lansing MI
- Moorhead, nc
- Scranton PA
- Goldendale, Washington
- Bismarck ND
- Palm Coast, FL
- Boston, ma
- Marquette Smith-Memphis TN
- Atlanta, ga
- indianapolis, in
- Evansville IN
- California (Contra Costa and Marin Counties)
- new jersey
- New Paltz NY
- Flagstaff, AZ
- Key West, Florida
- Wichita, KS
- California University of PA
- Jackson, WY
- NJ
- Anne G. Quincy Ca
- Julie Beston Sage: Bismarck ND
- Petoskey, Michigan
- Cathy Blake, Yulee FL
- I just had to call the 800 # cuz i couldn't HEAR ANYTHING! it worked, i can hear now...
- not sure if i missed this, how do I mute my side?
- Are our lines muted by the operator?
- yes
- **Margot Brown:** yes

- thanks
- **Margot Brown:** your lines are muted by the operator
- Perfect, thanks!
- Good Morning everyone!
- HI Ladies! thats a nice pic...
- **David Lee:** Yes, your phones are muted by the operator
- **Margot Brown:** What are some examples of successful movements?
- **David Lee:** What are some examples of successful movements?
- Civil Rights
- Gay rights
- farm workers
- Gay rights movement in the castro
- anti-smoking
- women
- drunk driving
- animal rights
- suffrage
- Feminist movement
- women's voting
- mothers against drunk driving
- Farm Aid
- women's property rights
- Take Back the Night
- Student Rights
- cancer awareness/prevention
- DV movement
- So Africa
- civil rights
- Keep America Beautiful
- AIDS
- Smoking Cessation
- Teen Pregnancy Prevention
- rural women
- Green
- child abuse

- apartheid
- **Margot Brown:** What made these movements successful?
- They had huge support, global
- strong leadership
- PPL w/ a passion!
- perseverance
- organized efforts
- Collaboration
- Awareness
- Participation and An Open Mind
- grass roots efforts
- appealing to the masses
- money
- collaboration
- cohesive message
- grassroots efforts!
- timing
- persistent
- Clear direction on what I could contribute
- Courage
- safety
- shared vision
- awareness
- celebrity endorsement
- compassion
- Support
- Successful legislation for some
- Determination
- policy changes
- overall sense of justice
- power of people
- governmental support
- patience
- strong leaders
- policy changes

- being able to articulate what you WANT
- persistence
- persistence...
- strong support from society
- female solidarity and recognizing how to create community, collective memory that is binding through the generations
- participation....
- Voices
- Social will
- work at all levels of the spectrum of prevention!
- political will
- making the political personal
- Diversity of methods.
- Change in attitudes
- Simple message of change
- C
- power in numbers
- Coalition Development
- Ditto to Julia and Brad: being able to articulate what you want IN a simple message
- Hi Angie!
- Hello!
- That was 10 years ago... it is that hard to make change
- Seriously!
- Is this power point available for download?
- yes
- preventconnect.org
- **David Lee:** the powerpoint is available at [www.preventconnect.org](http://www.preventconnect.org)
- Thank You Karin!
- you bet
- Thanks Karin
- Where did this info come from? The MN group?
- **Margot Brown:** Of the milestones listed here, or milestones not listed, which ones do you consider to be the most significant and why?
- Can you show the milestones again?
- laws
- They are all significant... hard to choose!



- women's response to rape, the start of rape crisis centers
- VAW Act provided formal funding streams
- Recognition of violence against women as public health problem
- The first DV shelters and rape crisis centers!
- the legal milestones in the 90s
- collaboration
- Bringing men into the discussion
- VOCA, legislation
- national support and legislation
- Victims of Crime Act
- 94 VAWA
- VAWA federal changes
- We need to give credit to other movements that looked at oppression.
- Shelters and rape crisis centers
- The introduction on SART programs, so that victims of rape are able to get medical treatment and legal prosecution for perps
- congressional hearings
- VAWA
- Victims of Crime Act and Violence against women act
- Difficult to separate action from opportunity. Maybe the early years, recognizing that the world can be different.
- attorney general hearings bringing it to the national forefront
- UN and WHO declarations
- UN Adoption of Declaration on the Elimination of VAW
- bring it into the open. out of the closet
- Betty Friedan and NOW--we started thinking about the needs of women separately
- the 1st rape crisis center that began it all
- Dept. of Justice
- WHO and Public Health Recognition
- The more government involvement, the less grassroots involvement - how do we maintain both...
- Amnesty International (2007?) Maze of Injustice report showing and recommending policy implications
- **David Lee:** The timeline information comes from many sources, including Catalyst, the newsletter from Transforming Communities (TC-TAT) link on [www.preventconnect.org](http://www.preventconnect.org)
- attitudes in some of the religious organisations have or need to change to be more inclusive of women. This has had, and will have influence on the way women are received and how they receive themselves.
- **David Lee:** This report is available on [www.preventconnect.org](http://www.preventconnect.org)

- **Margot Brown:** What have been some of the major political opportunities for advancing the VAW prevention movement?
- With Chris Brown and Rihanna, I just now got a call from a TV reporter...
- Women in government
- immigration issues
- OJ Simpson
- congressional hearings
- Our new president and VP
- Obama
- Barack Obama
- Bill Clinton and Monica!
- young girls in the White House
- Obama
- Oprah show
- Clarence Thomas
- women's health issues
- Music videos
- Yes, with a doctor from UC Davis, who is in a leg. advocacy collaborative with us (UCSD)
- Welfare reform legislation was an opportunity to recognize the impact of dv on women's ability to work
- Research outcomes for early exposure of children to DV
- mass rape, genocide in wars
- Local leaders growing up and being in Congress and key leadership roles!
- Advance of women in politics
- UN's global "Stop Rape Now" Initiative!
- The International Criminal Court, Hague
- the women and human trafficking (?) documentaries...
- AIDS
- historically we have used many of these to advance the need for services, which is important, but often fail to make the case for primary prevention
- looks like all the response are rooted in one culture. This is a society problem, no African American only problem
- CDCs involvement
- not all, maybe a couple.
- I have difficulties with that as well Deborah Campbell-- much of my work is in Africa- Chad, Congo, Sudan, Uganda, India, Sri Lanka, where women do not have \$ , technology or are able to be connected to governt
- Interesting, because I was going to mention that FGM has done much to raise awareness internationally about violence against women and its definitions

- The recent focus on abstinence education provides an opportunity for us to define and frame comprehensive sexuality education as primary sexual violence prevention.
- One reason for the jump to intervention is because crisis response is still so underfunded, and people think of prevention as separate (as Donna is articulating- it shouldn't be)
- When on the ground there, so precious little has been experienced by most who need it. Most of the victims remain unaware
- Social Norms
- Our agency does both prevention and intervention, which I think is key to social change
- Amen to that, Tammy - I have been on the funder side of programs that could not fund so-called "education, outreach, prevention"
- the framing excludes the women in most need-- often re-enacting the victim... how can a trauma victim prevent violence-- she would hear blame and her fault for the violence
- and funding sources focus on outcome measures make trying to find funding for prevention hard since it can be hard to measure in a grant cycle
- YES!
- I think it is also thought of separately because the funding is kept separate
- yes, almost no funding is provided, so to have it researchable means to put it into a linear form, when the transformational education is unlinear
- It is hard to measure how much students learn when they are given a prevention presentation
- One pot for direct services & one pot for prevention..
- Especially with limited time
- or how it impacts their long-term behavior
- exactly
- yes, and it is wonderful we can discuss and note the difficulties
- I think internalized sexism gets in the way of building leadership within the movement
- no doubt
- even among women
- ...and internalized racism
- yep...
- This is a great discussion, this format is ideal, it lets us listen to the speaker while still whispering amongst ourselves
- yahoo
- funny
- moving and evolving past the indoctrination that is in every woman and every male-- to have awareness of that built in -- is critical
- And yet I see MSW students who are really interested in being leaders and doing prevention....and we also talk about racism and sexism of VAW
- Fundamentally, it is difficult to show prevention working..when prevention is working there are no issues to see...people on recognize need for \$\$ when the problem is staring them in the face & that is the catch 22 of successful prevention work

- it all comes down to dollars in the end
- hate that!
- Don't get me started on having an MSW and trying to do prevention work Everyone around me has an MPH
- its all about the grant
- Let alone an MBA!
- the dividing occurs- eclipses female solidarity when we put other issues, tribes, race, gender, which party you voted for, religion and so on
- I totally understand the MSW position
- As far as movement members and grassroots involvement - how many of our organizations do a good job of involving battered women and survivors
- Karin Powers, What organization are you with?
- I actually had a supervisor who once told me that is the problem with our orgs. too many survivors doing the work!
- yuk
- That's awful!
- you have to be kidding!
- North County Rape Crisis and Child Protection Center, Santa Barbara County, CA
- too many survivors doing the work? wow!
- Santa Barbara...
- and then we wonder where the passion for the movement has gone...
- that validates and confirms what I have been seeing- excluding the victims themselves instead of learning from their experiences
- I think it is important for people to be far enough along in their healing process to not be constantly triggered by the work
- Karin, is your agency what we in Illinois call a Child Advocacy Center?
- oh yeah, definitely
- It more about "social services" today than a movement.
- Direct Services mostly to adults, but we do a program called ChildSAFE in the schools that uses dolls to show good touch, bad touch, etc.
- exactly--which has removed the power and momentum from the movement. taken it out of the cultural context
- It is also important that they can move beyond anger and be effective in communicating and bringing in all the players in a community
- This reminds me of the ongoing debate about "professionalizing" victim services
- Pros and cons
- Need to decide on particular Framing, to get us on the map, per se

- a social movement that consists of the women, themselves, such as the Le Madres in Argentina, or the women I have met in Africa, Bosnia, that the media has no idea of their existence, where no computer is there, let alone a cell phone, is a social movement
- We are getting a 15% cut in funding in California... can't see billions
- our office is currently debating the need for "revamping the movement", somehow without diminishing the successes/foremothers of the movement... very heated topic... do we need a marketing guru to reframe it?
- how do you present the nature of the problem in a 30 sec sound bite? isn't the professionalism and very linear approach the same thing
- So how do we make primary prevention of sexual violence pertinent and relevant to the community in general?
- My agency is down between 15 and 30% across the board
- donna makes a good point about the amount of resources and the current allocation. i think it's time to reassess those allocations and bump up prevention as a primary response to vaw!
- That is the problem, we are having to worry about money
- QUESTION - So what is the practical application of our discussion? What can we actually DO?
- Until society views this is a national priority that isn't "optional" to fund, we will continue to have this problem
- I'm interested in hearing an answer for Beverly's question
- I like Megan's question!!!!
- I'm not sure a sound bite makes it too linear... those of us old enough remember the Native American standing on the hill looking over litter with a single tear and we all knew what to do -- it's about capturing a simple human moment that moves people to action
- feminine oriented causes have only 6% of the funding out there,
- Julia, I remember that! Powerful!
- hear hera Julia!
- What about men joining the movement i.e. Jackson Katz
- most of the victims I work with at best only have a radio let alone a commercial or a computer
- I love Jackson Katz. He is so inspiring!
- it starts with building a coalition of people who want to make a change and move toward prevention
- The message has to be appropriate to the audience - culturally and technologically
- I work in a rural farming community where social norms are 30 years behind the times. Providing basic needs services to this underserved population keeps me busy.. it seems hard to imagine primary prevention in this setting. Suggestions?
- i think prevention work is being accomplished in programs that are addressing economic, educational, career and permanent housing obstacles battered women face. it sets the stage to address the intergenerational piece of dv. when battered women/mothers find a way to economically stabilize ...prevention is at work
- Side note-I also like messages that are positive and solution focused...people don't know what to do w/ fear based message
- I am focusing my work on young men and adult men. I see that the overall cultural norms have hurt boys greatly-I came to this conclusion after teaching high school.

- I agree Angie. I think we have reached our limit working with negatives
- Lauren, how have you been able to engage young men?
- Building partnerships at all levels of intensity.....appropriate to what the partnerships needs to accomplish: cooperation, coordination and collaboration in a mindful way!
- I also agree Angie... I don't think scare tactics are working, but when I bring this up, I seem to be misunderstood, like I'm asking to sugar coat the issue or downplay it.
- When the truth of their experiences are told, it confronts-- it is not fear... and it is not sugar coating it...
- Let's people know that they are not alone.
- To answer Joyce's question: She must have very forward thinking counties. Even when there is a DV/SV agency serving survivors in a county, that doesn't mean they have received or allocated resources for primary prevention
- The My Strength campaign is a great way to engage with high school age males
- Where can we hear more about that, Laura?
- i believe that the truth and the horror of the issue can be told while giving hope that change can happen
- Joyce: State coalitions provide a link for all the advocates and programs in each state! DDT
- For a positive look at messaging you might want to take a look a the social norms change work by Michael Haines
- CalCasa has a men of strength program that occurs nationally
- Our agency has on group
- we have been doing work with high schools about empowering young men to take a stand. We have been doing the Men of Strength Clubs-but we are moving onto developing an peer education system with the area college. I am also working on parenting curriculum.
- I agree, The My Strength campaign is awesome for positive outreach
- We meet with 12 boys 1 time per week to talk about how they can be a part of the violence against women movement
- How do you identify the boys, Laura? Are they related to clients, or...?
- DELTA project
- No, we just advertise and they self elect
- wow, that sounds great... what city is this in? i live in a small community, not very progressive.
- recent speaking engagement was at a women's prison here in WA--- Intern'l women's day, most were hungry for the social movement- to learn, to have wonder, awe again with other women towards a greater good
- My Strength Info is at [www.mencanstoprape.org](http://www.mencanstoprape.org)
- thanks Bill
- Working with high schools and middle schools is a great way to get to young men-you just have to be very persistent...working for the schools helped me a lot!
- where is the social norms work that Michael Haines is doing?
- In Indiana-RPE funding is passed from CDC through the Dept. of Health to our Coalition to provide TA to local communities funded-10 organizations throughout the state

- United Way funding in my area is going to be cut by 1/3
- Try googling Michael P. Haines and Northern Illinois University.
- Interesting trend-recently moved from "sprinkling" the funds to "saturation"-meaning organizations that had comprehensive programming were funded over those that were doing little things here and there...
- good job tammy
- no that was great
- and how do we plug in to a system that prefers the linear, researchable? I identified many men's groups having funding while female oriented groups struggle such as DV right down to the rape kits being charged to the victims
- On the positive/promotive front: We've been looking into programs that promote healthy sexuality (such as Care For Kids) and how we might be able to partner with comprehensive sex ed efforts to further develop this approach. I really want to see the movement articulate a healthy vision for sexuality (with a strong focus on respect, autonomy, and dare I say fulfillment/pleasure) in addition to building "a world without rape". A world without rape should be the minimum of what we want to accomplish in my opinion.
- That sounds wonderful Brad!
- is tammy talking about the DELTA project from the CDC?
- **David Lee:** Yes, Tammy referred to the CDC DELTA project in 14 states
- Do we have a resource on the Community Partnership Model??
- **David Lee:** And more states are receiving small grants to build capacity about primary prevention of IPV
- Actually Donna's org has some great stuff on community mobilization...WCSAP has a ton of stuff too.
- Thanks Brad!
- I'd be happy to provide information on community development. [prevention@wcsap.org](mailto:prevention@wcsap.org)
- The Dibble Institute ([www.DibbleInstitute.org](http://www.DibbleInstitute.org)) is working with high school family and consumer sciences teachers with an HMI Grant and providing curriculum that decreases violence and provides skills in developing healthy relationships.
- **Margot Brown:** What are the next steps in the movement?
- Joyce are they using Safe Dates?
- No, we are using Connections or Love U 2 Series
- keeping the budget on prevention steady is key for this movement
- Get funding for it!
- Debby Tucker. What agency are you with and where are you located?
- Taking political advantage of the current administration and not allowing our movement to get lost in the current economic crunch!
- Good one!
- We are working on development of some community assessment to identify what prevention messages they are ready to hear.
- we really need more money invested in the prevention movement

- Joyce, I am with the National Center on Domestic and Sexual Violence, [www.ncdsv.org](http://www.ncdsv.org) located in Austin, Texas.
- One of the next steps I see is moving from myth-centered tactics to using positive messages about how a healthy and safe community would look like if everyone took part.
- Not trying to be the "devil's advocate" but before our movement got professionalized we were looking for volunteers not funding to move the movement forward...
- place prevention as a priority within our individual orgs. We are more than just shelters and crisis hotlines! We are part of a movement!
- We need to remind the nation that every man has or had a mother, many men have sisters, daughters, etc.
- And that's why VAW is everyone's problem
- Next step: Adding a promotion paradigm...people respond better when presented with options for what they CAN/SHOULD do, rather than only what they should not be doing. There's a lot of public health research that backs this up...and it applies to the framing of policies, as well as media and curricula.
- Donna, you are always so calm and brilliant!!! XX, DDT
- yes, Elizabeth, it is universal but not general- impacts the personal... it helps to unplug the divide
- Right, Brad
- great reminder, julia
- Yes Brad.
- Thank you, this webinar has been great and I have appreciated the discussion and text chat
- Thanks everyone.
- me too! Thanks everyone
- Thanks to all the sisters and brave brothers
- This was my first online conference and I loved it. Thanks for your time
- THANKS SO MUCH everybody, all the chats were GREAT!
- thank you,
- **Rachel Davis and Elizabeth Waiters:** Thank you all for your participation and contributions!
- will we get a certificate of attendance
- and thank you, this was great!
- Brad Perry, What agency are you with?
- **Recording Account:** To request a certificate of attendance, please email [info@preventconnect.org](mailto:info@preventconnect.org)
- Joyce, looks like he left... he's at the Virginia Action Alliance.
- Thank you, there is a wealth of resources in this group. It would be wonderful to have everyone just share what they are doing.
- I agree. And lots of people willing to contribute too. It'd be interesting to see what a live chat would yield one of these days.
- Brad is with the Virginia coalition. They have a great newsletter that is available on their website
- more info on the DELTA project: <http://www.cdc.gov/ncipc/DELTA/>



- DELTA: DV Prevention Enhancement and Leadership Through Alliances