

Welcome to this Web Conference

*Violence is Everywhere:
Countering a Culture of Violence
through Norms Change*

We will start soon



PreventConnect

- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCSA.





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- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
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- Blog <http://calcsa.org>
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“Violence is Everywhere” Countering a Culture of Violence Through Norms Change

Training conducted by:
Annie Lyles, MSW
Christine Chang, BA



March 9th & 16th, 2010
11:00AM -12:30 PST; 2:00-3:30 PM EST






How to use this technology

- **Raise Hand**
- **Q&A**
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This Year’s Focus: Changing Norms

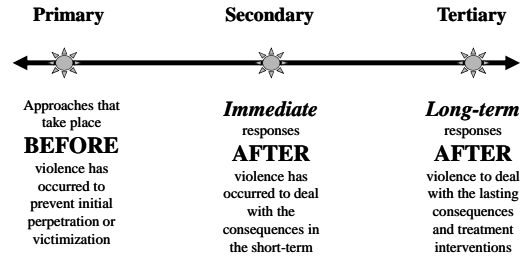
- Build upon foundational understanding primary prevention
- Explore specific strategies to change the norms that contribute to sexual violence
- Identify opportunities to incorporate the principles of primary prevention in countering key norms to end violence against women



Learning Objectives

- Understand how norms create an environment in which violence is more likely to occur
- Provide examples of success from people and organizations working to counter these violent norms
- Identify strategies being used to effectively counter and change norms
- Identify potential indicators for measuring progress in norms change

The Prevention Continuum



Agenda

- I. Overview of Today's Topic & Review Norms Approach
- II. Understanding a Culture of Violence
- III. Countering a Culture of Violence
- IV. Implications and Interactive Discussion
- V. Evaluation

Norms Sanction behavior

Taken for granted

Based in culture & tradition

Behavior shapers

More than a habit

Prevention

a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

Primary Prevention

taking action before violence against women occurs.



5 Key Norms

Limited Roles for Women

Power

Traditional Male Gender Roles

Privacy and Silence

Violence

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How are different forms of violence linked?

- Different forms of violence co-exist and are interrelated
- Experiencing one type of violence is often a risk factor for another

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Culture of Violence

Defining the Norm

What are some examples you have seen of the culture of violence being taught or reinforced?

Type here to send a message

Use chat to answer

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Culture of Violence

Interrelationship of Violence

What are some examples you have seen of the norm of violence being taught or reinforced?

Type here to send a message

Use chat to answer

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Culture of Violence

Links to Gendered Violence

How does a culture of violence increase the likelihood of gendered violence?

Type here to send a message

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Countering a Culture of Violence

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The Spectrum of Prevention

Influencing Policy & Legislation



Changing Organizational Practices

Fostering Coalitions & Networks


Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills






Culture of Violence





What are strategies at the individual & community education levels that counter the culture of violence ?

Use chat to answer






Countering a Culture of Violence
Media Examples

Educating Providers

- Sample strategies:
 - Offer media training for providers and leaders in the field to help them communicate more effectively with journalists. Include training on how to most effectively pitch a prevention approach.
 - Provide training and establish guidelines for journalists. Encourage the media to go beyond the individual portrait to show the landscape of environmental attributes and social norms impacting the issue.




Strengthening Individual Knowledge & Skills


- Sample Strategy:
 - Play & Learn Centers

Promoting Community Education

- Sample Strategy:
 - Offer community skill building, such as media literacy, age-appropriate communication, conflict resolution skills, and relationship building, to increase caring connections




Culture of Violence



What are strategies at the educating providers level that counter the culture of violence ?

Use chat to answer



Fostering Coalitions & Networks

- Sample Strategies
 - Develop a rapid response media network to coordinate an alliance of prevention advocates who can respond to breaking news with proactive prevention messages that incorporate an environmental and norms-based understanding of the causes and solutions of abuse.

Culture of Violence

What are strategies at the organizational practice and policy level that counter the culture of violence ?



Use chat to answer

Culture of Violence

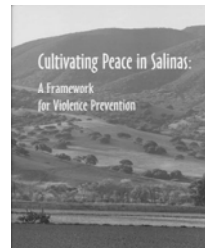
What are strategies at the coalition and networks level that counter the culture of violence?



Use chat to answer

Influencing Policy and Legislation

one key fact:



Useful policy is often developed locally.

Changing Organizational Policies

- Sample strategy:
 - Ask YouTube to classify violent content the same way they do sexualized content

Influencing Policy & Legislation

- Sample strategies:
 - Decrease the saturation of media messages aimed at children by reviewing and rolling back the legislation that allowed advertising to children
 - Encourage and offer incentives from state and national governments to retailers and other industries that explicitly state they will not promote violence in their ads and products.

Today's Guests



Laura Fidler



Mira Yusef

New York City Alliance Against Sexual Assault

Laura Fidler



New York City Alliance Against Sexual Assault

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Goals of Coalition Building

- Promote healthy, equitable group dynamics
- Achieve balance between process and action
- Promote the dynamic that we envision for the community
- Engender buy-in and promote sustainability-- transfer ownership from Alliance to communities

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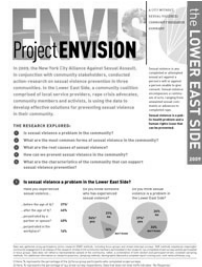
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ENVIS Project ENVISION

Community needs assessment research questions:

1. What is the scope of sexual violence in the community?
2. What are the root causes of sexual violence?
3. What are the prevention priorities?
4. What are the opportunities for prevention?
5. What are the community assets?

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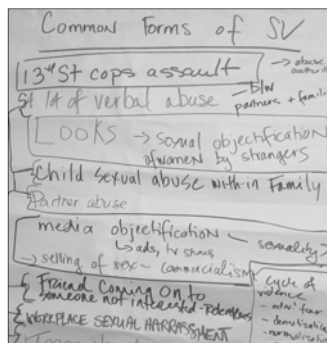
To read the summary needs assessment findings (available for download in English and Spanish):

http://svfreenyc.org/programs_prevention_reportbacks.html

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PAR data collection tools:

- Focus groups
- Street-intercept surveys
- Community mapping
- Key informant interviews
- Scope surveys



"Listing & Ranking"

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Q & A



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Monsoon United Asian Women of Iowa

Mira Yusef




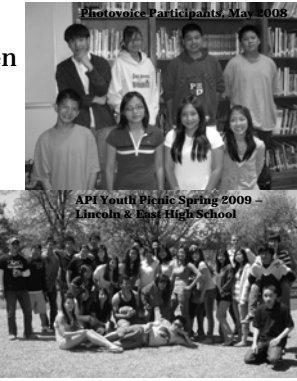

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Q & A



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Measuring Success Countering a Culture of Violence Through Norms Change

*“The ideas of one generation become the
instincts of the next.”*

-D.H. Lawrence

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Sample Family Indicators

Vision:

- Knives are only found in the kitchen.

Measures:

- Children are connected to caring adults
- Improved understanding of child-rearing and disciplinary practices
- Increased utilization of family support services
- Decreased rates of child abuse and neglect
- Decreased rates of witnessing violence in the home

Culture of Violence

What are indicators that will measure progress towards countering a culture of violence in schools?



Use chat to answer

Culture of Violence

What are indicators that will measure progress towards countering a culture of violence in families?



Use chat to answer

Sample Community Indicators

Vision:

- Decreased exposure to scenes of violence.
- My son could walk to school.
- Women walking in their communities after dark
- Knowing my neighbors
- For every dollar a man earns, a woman would also earn a dollar

Measures:

- Increased social cohesion and trust
- Increased perceptions of safety
- Increased positive feelings about living in specific neighborhoods
- Increased positive perception of the community's ability to make change for the common good
- Decreased violence, arrests, and crime rates

Sample School Indicators

Vision:

- Kids can go to school without being bullied or turning into a bully.

Measures:

- Decreased bullying incidents
- Increased perceptions of safety on school campuses
- Improved skills to prevent violence among students (e.g. improved impulse control, anger management, empathy, and problem-solving skills)
- Improved ratings of school climate measures
- Improved measures of resilience
- Decreased violence on campus

Culture of Violence

What are indicators that will measure progress towards countering a culture of violence in communities?



Use chat to answer

Q & A



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Putting prevention
at the center of community well-being
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