



TRANSCRIPT

WEB CONFERENCE

Violence is Everywhere: Countering a Culture of Violence Through Norms Change

March 9, 2010

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

Presenters and Guests

Annie Lyles, Prevention Institute
Laura Fidler, New York City Alliance Against Sexual Assault
Mira Yusef, Monsoon United Asian Women of Iowa

Host

David Lee, PreventConnect Project
California Coalition Against Sexual Assault

NEW SPEAKER: GOOD DAY EVERYONE. WELCOME TO A PREVENT CONNECT WEB CONFERENCE. ALL OF THE LINES WILL BE MUTED DURING TODAY'S TELECONFERENCE. TODAY'S CONFERENCE IS BEING RECORDED. WE'LL TURN THINGS OVER TO MR. DAVID LEE.

NEW SPEAKER: GREAT, THANK YOU. WELCOME EVERYONE TO TODAY'S PREVENT CONNECT WEB CONFERENCE. I'M REALLY PLEASED TO SEE SO MANY OF YOU ON LINE. I KNOW THAT MORE OF YOU WILL BE COMING ON LINE. WE ARE REALLY EXCITED TO START OUR SERIES. THIS YEAR, WE WILL BE TALKING ABOUT NORMS CHANGE AND LOOKING AT HOW WE WILL BE ABLE TO DO THE PREVENTION OF SEXUAL VIOLENCE AND PARTNER VIOLENCE BY NORMS CHANGE AND THIS IS THE FIRST OF A SERIES THAT

WE'LL BE DOING. I'M REALLY PLEASED AND WE HAVE EXCITING GUESTS TO JOIN US. THANK YOU ALL FOR BEING HERE TODAY. I SEE THAT PEOPLE ARE ALREADY WRITING IN, WHERE THEY ARE FROM AN SO I SEE THAT WE HAVE PEOPLE FROM ALL AROUND THE COUNTRY. AND THAT IS GREAT TO BE ABLE TO SEE SO MANY OF YOU HERE LETTING US KNOW AND NOW NORTH CAROLINA AND EAST L.A. HAS JUST JOINED. THANK YOU FOR JOINING US. ON PREVENT CONNECT IS A NATIONAL PROJECT OF THE CALIFORNIA COALITION AGAINST SEXUAL ASSAULT AND WE HAVE A WIDE VARIETY OF SERVICES. I REALLY ENCOURAGE YOU TO BE ABLE TO USE OUR SERVICE, WEB SITE AT PREVENT CONNECT.ORG HAVE ACCESS TO ALL OF THE MATERIALS. WE ARE ON LINE COMMUNITY TO PEOPLE WHO ARE COMMITTED TO PREVENTION OF SEXUAL VIOLENCE INTIMATE PARTNER VIOLENCE. WE OFFER OUR WEB CONFERENCES LIKE TODAY. WE ALSO HAVE READING CLUBS, SMALLER WEB CONFERENCES, WHERE WE DISCUSS RECENT PUBLICATION ABOUT THE ISSUES RELATED TO PREVENTION OF VIOLENCE AGAINST WOMEN. WE ALSO HAVE A WIKI, WHICH IS A USER GENERATED WEB SITE ON PREVENTION. WE HAVE PODCASTS WHERE WE HAVE OASIS OF MANY PEOPLE WHO WILL BE DOING THIS WORK TO BE ABLE TO SHARED IDEAS. WE HAVE PODCASTS COMING OUT ALMOST EVERY OTHER WEEK. YOU SHOULD REALLY CHECK THOSE OUT. WE HAVE E-LEARNING UNITS ON HOW TO BE ABLE TO LEARN MORE ABOUT PREVENTION. DO FOLLOW US AND KEEP UP WITH THE MOST CURRENT UPDATES ON TWITTER AT PREVENT CONNECT. SO IF THOSE OF YOU WHO ARE TWITTER FANS, IT IS A GREAT OPPORTUNITY TO LEARN UPDATES AND PREVENTION. WE HAVE OUR BLOG AND WE DO SEVERAL BLOG ENTRIES A WEEK AROUND TOPICS AND CALCASA.ORG AND YOU LOOK AT PREVENTION SECTION AND WE'LL SEE YOUR BLOG. PLEASE BECOME FRIENDS WITH US ON FACEBOOK AN ALSO JOIN OUR EMAIL GROUP WHICH MANY PEOPLE CALL LISTSERV WHICH IS WHERE WE HAVE OVER A THOUSAND PEOPLE, I THINK, FURTHER DISCUSSIONS ABOUT PREVENTION TOPICS. YOU HAVE THE CONTACT INFORMATION ON THE SCREEN AND IF YOU WANT TO REACH MYSELF OR CHAD, WHO ARE THE LEAD PEOPLE INVOLVED IN THIS, GO AHEAD AND DO

THAT. I WANT TO TALK A LITTLE BIT ABOUT THE TECHNOLOGY. AND BE ABLE TO FEEL THIS. TO GET A FEEL OF HOW WE RUN OUR WEB CONFERENCES. I KNOW THAT MANY OF YOU HAVE BEEN ON BEFORE. YOU HAVE DONE THIS BEFORE. WE HAVE MANY PEOPLE, THIS IS THEIR FIRST TIME JOINING US. FIRST THING THAT WE ARE GOING TO DO IS TRY TO HAVE YOU RAISE YOUR HAND. AND AS A WAY YOU RAISE YOUR HAND, IT IS THAT THERE IS A HAND ABOVE MY PICTURE, SORT OF IN THE BAR ABOVE IT, CLICK ON SORT OF, I WILL DRAW A LITTLE CIRCLE WHERE THAT WILL BE. YOU CAN GO AHEAD AND DRAW A PICTURE OF THAT HAND. CLICK ON THAT HAND. SO THAT WE CAN RAISE YOUR HAND. I SEE THAT WE HAVE 30, 40, LET'S SEE IF WE GET 50 PEOPLE. 50 HAVE RAISED THEIR HAND. WE HAVE 142 PEOPLE. WE ARE AT 60. KEEP ON RAISING YOUR HAND. RAISING YOUR HAND IS A WAY THAT YOU WANT TO ASK QUESTIONS LATER ON. THIS IS A WAY THAT YOU WILL BE ABLE TO SHARE INPUT WITH US SO I WANT TO ENCOURAGE YOU TO DO THAT. I WILL LOWER ALL OF THE HANDS RIGHT NOW. AND I JUST DID. THE NEXT QUESTIONS ARE QUESTIONS AN ANSWERS. WE ARE GOING TO BE ABLE TO ASK YOU A FEW QUESTIONS SO WE CAN LEARN WHO IS IN THE AUDIENCE WITH US TODAY. I AM NOW GOING TO OPEN UP OUR QUESTIONS ON THE SCREEN AND I WILL POSE THE FIRST QUESTION IS -- OOPS. I HAVE TO, I PRESSED THE WRONG BUTTON. I HAVE TO ASK THAT QUESTION. I WAS PUSHING EDIT IN THAT QUESTION INSTEAD. YOU WILL SEE ON THE SCREEN APPEARING THE FIRST QUESTION, HAVE YOU ATTENDED A WEB CONFERENCE BEFORE TODAY? SO THE FIRST ONE IS, NO, FIRST WEB CONFERENCE. YES, FIRST PREVENTION CONFERENCE. I MISSPELLED CONFERENCE THERE I SEE THERE. YES, ONE PREVIOUS WEB CONFERENCE PREVIOUSLY AND, OR, IF YOU ATTENDED MANY PREVENT CONNECT WEB CONFERENCES. LET'S SEE HOW MANY OF YOU ARE NEW TO OUR AUDIENCE. I SEE THAT I HAVE NOT ALL OF YOU HAVE VOTED. ABOUT 20 PERCENT WHO HAVE NOT VOTED YET. LET'S GO AHEAD AND SHARE. AND, LET ME SEE. I AM GOING TO SHARE THE RESULTS SO YOU CAN SEE WHO IS IN THE AUDIENCE TODAY. 5 PERCENT FIRST WEB CONFERENCE. WELCOME.

I HOPE YOU REALLY ENJOY THIS. 23 PERCENT IS YOUR FIRST PREVENT CONNECT WEB CONFERENCE. GREAT. THAT IS ALMOST, THAT IS ALMOST A THIRD OF YOU IS THE FIRST TIME YOU ARE JOINING US ON PREVENT CONNECT. I HOPE YOU ENJOY THIS. 16 PERCENT OF YOU HAVE ATTENDED ONE PREVIOUS PREVENT CONNECT CONVERSATION. MANY OF YOU HAVE ATTENDED MANY CONFERENCES. WE HAVE A LOT OF PEOPLE TO RETURN. THANK YOU. WE WILL WITHDRAW THAT QUESTION. I WILL POSE ANOTHER QUESTION TO KNOW WHO IS IN THE AUDIENCE. SO, CAN YOU DO YOUR BEST JOB TO BE ABLE TO DESCRIBE WHAT BEST DESCRIBES, WHAT SECONDER BEST DESCRIBES YOU OR YOUR ORGANIZATION? DOMESTIC VIOLENCE AGENCY OR COALITION? SEXUAL ASSAULT AGENCY OR COALITION? CLICK ON THE DOT NEXT TO IT. DUAL DOMESTIC VIOLENCE, SEXUAL ASSAULT AGENCY OR COALITION? ARE YOU AN EDUCATION, K-12. HIGHER EDUCATION? ARE YOU IN HEALTH OR PUBLIC HEALTH? ARE YOU IN PART OF THE YOUTH SERVICE OR AFTER SCHOOL PROGRAM. ARE YOU THE SOCIAL SERVICE ORGANIZATION? THE FAITH COMMUNITY? CRIMINAL JUSTICE? LAW ENFORCEMENT? OR OTHER? WE HAVE A LOT OF THEM THERE. I CAN SEE THAT WE HAVE A LOT. I AM GOING TO SHARE THE RESULTS TO GET A SENSE WHO IS IN OUR AUDIENCE TODAY. 10 PERCENT FROM DOMESTIC VIOLENCE AGENCIES AND COALITIONS. THAT 12 PERCENT ARE SEXUAL ASSAULT AND A WHOPPING 29 PERCENT ARE FROM DUAL DOMESTIC VIOLENCE AND SEXUAL ASSAULT. I SEE THAT WE HAVE 10 PERCENT HEALTH OR PUBLIC HEALTH. 9 PERCENT HIGHER EDUCATION. 9 PERCENT OTHER. IF IT IS OTHER, CAN YOU WRITE IN THE TEXT CHAT WHAT TYPE OF ORGANIZATION YOU ARE. SO WE CAN GET A FEEL FOR WHO ELSE IN OUR AUDIENCE. I KNOW YOU HAVE BEEN WRITING DOWN THE NAMES OF THE ORGANIZATIONS, BUT WRITE IN THE TEXT CHAT, WHAT YOUR -- WHO YOU ARE WITH. SO I SEE SOME STATE AGENCIES ON DOMESTIC VIOLENCE. A PREVENTION OFFICE, COUNTY GOVERNMENT. THAT IS EXCITING. NAVY FAMILY ADVOCACIES, THAT IS ONE I SHOULD HAVE INCLUDED. I KNOW A HOSPITAL. LEGAL SERVICE, LEGAL AID ORGANIZATION. AND, LOOKS LIKE MORE MILITARY

WE HAVE. IT LOOKS LIKE THE MARINE CORPS AND A FAMILY VIOLENCE COORDINATING COUNCIL AND MORE LEGAL SERVICES, GREAT, ATTORNEY GENERAL TASK FORCE. OH, GREAT, WELCOME. WELCOME CLIFF. I HEARD YOU JUST STARTED. WELCOME ABOARD AND FROM A DELTA PROJECT. GREAT. THANK YOU, SHEILA. AND, AS JESSICA SAYS, GLAD TO SEE THE MILITARY HERE. WE WILL WITHDRAW, CLOSE DOWN THE QUESTION, THAT IS REALLY HELPFUL FOR US TO KNOW WHO IS IN OUR AUDIENCE TODAY. WE DO HAVE OUR TEXT CHAT AND WE KNOW THAT YOU ARE ALREADY ALL DOING THE TEXT CHAT SO YOU KNOW HOW THAT WORKS. WE USE A LOT OF QUESTIONS IN OUR TEXT CHAT, OFTEN HARD TO READ. SO IF YOU WANT TO MAKE YOUR SCREEN BIGGER, YOU CAN, WHAT IS CALLED UNDOCK YOUR PIECE. WHAT YOU DO, THE UPPER RIGHT HAND CORNER OF THE CHAT BOX, YOU CLICK. I'LL DRAW A LITTLE CHECK MARK RIGHT THERE. AND THAT WILL OPEN UP YOUR CHAT BOX. IT MAKES IT EASIER TO READ. YOU CAN SEND US PRIVATE TEXT CHAT. AND TALK TO OTHER PEOPLE AND WHO IS IN THE MEETINGS. YOU CAN BE ABLE TO SEE ALL OF THAT. SO, JUST WANT TO THANK YOU ALL. AND BE ABLE TO DO THAT TEXT CHAT. WE'LL BE DOING THAT A LOT. ALSO, POWER POINT SLIDES THAT YOU CAN SEE ON THE SCREEN. THESE SLIDES, A COPY OF THE SLIDES ARE AVAILABLE ON OUR WEB SITE AT PREVENT CONNECT.ORG. AND THAT YOU WILL ALSO GET A LINK TO IT AT THE END WITH OUR EVALUATION LINK. SO YOU WILL GET A DIRECT LINK TO THAT WEB SITE TO GET THAT INFORMATION. IF YOU HAVE ANY QUESTIONS ABOUT TECHNOLOGY, CALL ISLAND TECHNICAL SUPPORT AT 800-799-4510 OR CONTACT CALCASA AT 800-922-5227 OR SEND A PRIVATE TEXT CHAT. PREVENT CONNECT IS FOCUSING ON DOMESTIC VIOLENCE AND INTIMATE PARTNER VIOLENCE AND SEXUAL VIOLENCE. WE LOOK AT VIOLENCE ACROSS THE LIFESPAN ALL AGES. WE ARE LOOKING TO PREVENT VIOLENT STARTS, CONNECTION OF OTHER VIOLENCE AND OTHER RELATED ISSUES. PREVENT CONNECT IS A NATIONAL PROJECT, CALIFORNIA COALITION AGAINST SEXUAL ASSAULT, SPONSORED BY DISEASE CONTROL AND PREVENTION VIEWS AN INFORMATION THIS DOES NOT OFFICIALLY

REPRESENT THE VIEWS OF THE UNITED STATES GOVERNMENT, CDC OR CALCASA. DISCLAIMER ASIDE, I AM REALLY EXCITED TO BE ABLE TO HAVE SO MANY OF YOU HERE. I AM HERE WITH MY COLLEAGUES CHRISTINE CHANG AND ANNIE LYLES FROM PREVENTION INSTITUTE WHO WILL BE LEADING TODAY'S SESSION. VIOLENCE IS EVERYWHERE. COUNTERING A NORM. COUNTERING A VIOLENCE OF NORM CHANGE. SO WELCOME ANNIE AND CHRISTINE. IT IS GREAT TO BE HERE WITH YOU.

NEW SPEAKER: THANK YOU SO MUCH, DAVID, FOR HAVING US. THIS IS WONDERFUL TO BE HERE. AND, WE ARE REALLY PLEASE MR.ED THAT ALL OF YOU IN THE AUDIENCE HAS JOINED US TODAY FOR THE FIRST IN THE SERIES OF COUNTERING THE NORM CHANGE AND THINKING ABOUT ONE OF THE FIRST NORMS OF THE CULTURE OF VIOLENCE. I WANT TO INTRODUCE MY COLLEAGUE CHRISTINE CHANG. HI, ANNIE.

NEW SPEAKER: THIS IS FIRST TIME CO-PRESENTER. OFFICIAL WELCOME.

NEW SPEAKER: THANK YOU, ANNIE. HELLO TO EVERYONE OUT THERE. IT IS SO EXCITING TO SEE THE DIVERSITY OF PEOPLE AND PLACES EVERYONE IS COMING FROM. I AM REALLY EXCITED TO TALK ABOUT THIS TOPIC. IT HAS BEEN IN THE WORKFORCE QUITE SOMETIME. READY TO GET THE BALL ROLLING.

NEW SPEAKER: GREAT. SO LET'S GO A LITTLE BIT WITH THIS YEAR'S FOCUS. SO THIS YEAR'S FOCUS IS A FOCUS ON THE POWER OF NORM CHANGE. HOW TO DO IT AND HOW TO MEASURE YOUR IMPACT.

NEW SPEAKER: GREAT.

NEW SPEAKER: AND WE NEED TO REAL QUICK --

NEW SPEAKER: WE ARE GRABBING SOME -- A KEYBOARD.

NEW SPEAKER: WE HAVE THE SCRIPT BUT DON'T KNOW WHO IS LOADING SLIDES. OKAY. GREAT. THIS YEAR, CHANGING NORMS. AND IT IS REALLY, WHAT WE WANT TO DO IS LOOKING, BASED ON THAT KINE OF IDEA, WE WANT TO LOOK AT SOME LEARNING OBJECTIVES. SO THESE ARE SOME OF THE EFFORTS WE WANT TO HAVE. WE WANT TO GO DEEPER IN UNDERSTANDING AND RESPONSIBILITIES OF NORM CHANGE AS PRIMARY PREVENTION APPROACH. WE HOPE THIS IN THE NEXT 90 MINUTES OR SO, WE ARE IN. THE INFORMATION SHARED AND REALLY THE DIALOGUE, BECAUSE WE ARE GOING TO BE FOCUSED ON DIALOGUE TODAY TO PREPARE YOU TO UNDERSTAND HOW NORM CREATE ENVIRONMENT AND VIOLENCE AGAINST WOMEN, GENDER VIOLENCE, MOST LIKELY TO OCCUR. WE HAVE BEEN USING THE PHRASE GENDER VIOLENCE TO CAPTURE SEXUAL ASSAULT AND INTIMATE PARTNER VIOLENCE AND ALL OF THIS, YOU WILL HEAR THAT PHRASE TODAY. WE WILL WORK ON EXAMPLES OF SUCCESS FROM PEOPLE. WE HAVE TWO GREAT GUESTS WITH US TODAY, THAT WILL BE TALKING ABOUT THAT. IDENTIFYING STRATEGY TO BE USED EFFECTIVELY COUNTER TO CHANGE NORMS. WE ARE FOCUSED ON STRATEGY AND GIVING YOU IDEAS HOW TO MOVE FORWARD. POTENTIAL INDICATORS FOR PROGRESS IN NORMS. CHRISTINE, CAN YOU RUN US THROUGH THE AGENDA BRIEFLY SO FOLKS KNOW WHAT TO EXPECT. YOU CAN DO THAT.

NEW SPEAKER: THE BULK OF TODAY'S WEBINAR WILL BE IN TODAY'S DISCUSSION. WE WANT YOU TO WARM UP YOUR FINGERS AND DOING TEXT CHATTING AND RAISING OF HANDS TO GET YOU INVOLVED. FIRST WE'LL START WITH THE BRIEF OVERVIEW OF TODAY'S TOPIC THAT INCLUDES

ESTABLISHED UNDERSTANDING OF WHAT A NORM APPROACH HEIGHT INCLUDE. THEN WE ARE GOING TO FOCUS ON THE CULTURE OF VIOLENCE AS A NORM. WHAT THAT MEANS AND HOW FOLKS ARE WORKING ON THE GROUND TO COUNTER IT. WE ARE INCLUDING OUR TWO GUESTS TODAY. LAURA FIDLER FROM THE NEW YORK CITY ALLIANCE AGAINST SEXUAL ASSAULT AND MIRA YUSEF WHO IS MONSOON, UNITED ASIAN WOMEN OF IOWA. THEY WILL PROVIDE INSIGHT FROM THEIR EXPERIENCE COUNTERING THE CULTURE OF VIOLENCE. AT THE CONCLUSION OF THE WEBINAR, WE WILL THINK ABOUT HOW TO MEASURE THE SUCCESS OF COUNTER VIOLENCE AS STRATEGY.

NEW SPEAKER: ALL RIGHT. LET'S GET RIGHT IN.

NEW SPEAKER: FIRST, LET'S REVIEW, WE WILL DO A QUICK REVIEW OF WHAT WE MEAN ABOUT PREVENTION AND PRIMARY PREVENTION. WHEN TALKING ABOUT PRIMARY PREVENTION, TALKING CHANGING ENVIRONMENTS AND NORM THAT ARE CONDUCIVE TO GENDER VIOLENCE.

NEW SPEAKER: EXACTLY. WHEN YOU THINK ABOUT IT, IT IS NOT A THING, IT PROMOTES SAFE AND HEALTHY ENVIRONMENTS AND BEHAVIOR. REDUCES A LIKELIHOOD OF FREQUENCY OF INJURY OR CONDITION FROM OCCURRING IN THE FIRST PLACE. PRIMARY PREVENTION ADDRESSES PROBLEMS BEFORE.

NEW SPEAKER: SO WHEN I'M TALKING TO FOLKS ABOUT THIS, IF THEY ARE NEW TO PREVENTION OR SOME OF THE FOLKS IN THE FIELD, THIS IS STILL A FUNDAMENTAL AND TY VERSE FID, PRIMARY PREVENTION OF GENDER VIOLENCE WHICH IS WHAT WE ARE FOCUSING ON TODAY TO TAKE ACTS OF PREVENT VIOLENCE BEFORE THE THREAT OR THE ONSET OCCURS.

IF YOU THINK ABOUT IT, IT IS UPFRONT. WHAT ARE WE DOING BEFORE IT HAPPENS?

NEW SPEAKER: THIS IS THE PREVENTION CONTINUUM AND PREVENTION APPROACH IS REALLY A SHIFT IN THINKING. IF YOU ALL IN THE AUDIENCE ARE MAKING THE CASE OF YOUR NETWORK, WE WANT TO SHOW THIS CONTINUUM TO HELP CONCUR THE IDEA OF PREVENTION. HERE YOU CAN SEE THE CONTINUUM AND PREVENTION IS DISTINGUISHED BY WHEN THE EFFORTS TAKE PLACE. BEFORE VIOLENCE OCCURRED IMMEDIATELY AFTER VIOLENCE OCCURS, OR OVER THE LONG TERM. SECONDARY PREVENTION FOCUSING MORE ON THE IMMEDIATE RESPONSES AFTER VIOLENCE OCCURRED TO MINIMUM THE INJURY AND TRAUMA AND REDUCE THE LIKELIHOOD OF FUTURE VIOLENCE. THIS, FOCUSES ON AFTER VIOLENCE HAS OCCURRED. EFFORT THAT ALL THREE OF THE LEVELS ARE VERY IMPORTANT AND MANY WAYS ARE MUTUALLY SUPPORTIVE AND REINFORCING. AND A PRIMARY PREVENTION APPROACH, THE GENDER VIOLENCE TO PROMOTE SAFE AND HEALTHY ENVIRONMENT AND BEHAVIORS TO AGAIN THE LIKELIHOOD OF VIOLENCE FROM OCCURRING IN THE FIRST PLACE.

NEW SPEAKER: I HAVE TO SAY, YOU KNOW, THIS APPROACH IS AWESOME. CONFUSES EARLIER INTERVENTION. INTERVENTION WITH UNIVERSAL SCREEN, HEALTH CARE SETTING, THEY ALLEVIATE THE TRAUMA AND, YOU KNOW, THEY POTENTIALLY PREVENT FURTHER INCIDENCES. REALLY, EARLIER INTERVENTION SELDOM ALTERS THE BROADER COMMUNITY AND VIOLENCE, THAT GIVES RISE TO VIOLENCE. DOESN'T NECESSARILY PREVENT THE VIOLENCE. WE ARE GOING TO PUSH FOLKS TO HAVE A REALLY, I THINK, INTERESTING DIALOGUE TODAY. WHAT IT IS, ACTO PREVENT FROM OCCURRING.

NEW SPEAKER: AND, REALLY PRIMARY PREVENTION, IT REALLY DOES MOVE MORE UPSTREAM. MOVES UPSTREAM TO CHANGE THE ENVIRONMENTAL FACTORS SUCH AS ECONOMIC AND EQUALITIES, SEXISM, MEDIA, MARKETING PRACTICES AND THESE THINGS THAT SHAPE NORMS AND BEHAVIORS OF AN ENTIRE POPULATION.

NEW SPEAKER: GREAT. LET'S GET STARTED AND TALK ABOUT NORMS IN GENERAL.

NEW SPEAKER: WE ARE REALLY EXCITED AS THEY SAID, TO BE FOCUSING ON NORMS THIS YEAR. IT GIVES US A PRIME OPPORTUNITY TO REALLY EXAMINE THE CURRENT CONTENT AND PUSH FOR COMMUNITY ON DIFFERENT LEVELS AND FOR AROUND THE NATION.

NEW SPEAKER: SO WE KNOW THAT SOCIETY AND COMMUNITY ENVIRONMENTS ARE KEY IN SHAPING BEHAVIOR. FOR PEOPLE. AND, YOU KNOW, WHILE THAT SCIENCE BASE, LET'S NOT FORGET STRAIGHTFORWARD COMMUNITY WISDOM. PEOPLE GENERALLY CONFORM TO THOSE AROUND THEM. WITH THEIR BEHAVIOR AND THINKING. WHEN WE TALK ABOUT NORMS, WE ARE NOT TALKING ABOUT SIMPLY HABITS, WE ARE TALKING ABOUT WHAT PEOPLE EXPECT AND DO AND NOT DO.

NEW SPEAKER: EXACTLY. WE CAN'T FORGET THAT NORMS ARE OFF IN SPACE AND CULTURE AND TRADITION MAY INCLUDE ATTITUDE, AND STANDARDS THAT WE OFTEN TAKE FOR GRANTED. IN OTHER WORDS, NORMS REALLY PATTERN OUR BEHAVIOR, SIGNAL TELLING PEOPLE THAT WHAT IS OKAY AND NOT OKAY TO DO.

NEW SPEAKER: SO VIOLENCE IS TYPICAL, REINFORCED, MAYBE BY MEDIA, FAMILY AND COMMUNITY, PEERS AND EVEN SCHOOLS. FAR MORE LIKELY TO OCCUR. IT WILL OCCUR, IN FACT, WITH GREATER FREQUENCY AND POST-FREQUENCY. SO WE KNOW THAT IMPORTANT TO CHANGE MORE. THE FIRST THING WE HEAR FROM SCEPTICS, HOW ARE YOU GOING TO CHANGE A NORM? WELL, THE GOOD THING TO REMEMBER IS THAT NORMS ARE ALWAYS CHANGING. AND, HERE ON THIS SIDE, WE HAVE SOME EXAMPLES OF SOME NORMS THAT HAVE CHANGED IN MY GENERATION. WHICH IS INCREASED IN SAFETY BELL USAGE. CHILD PASSENGER RESTRAINTS AND USE OF TOBACCO.

NEW SPEAKER: WE KNOW THAT ALL OF THESE THINGS HAVEN'T CHANGED AT SAME RATE. WE WILL BE FOCUSED ON LOCAL EFFORT THAT SHIFT COMPLETELY NORM. IMAGINE WHAT IT LOOKS LIKE FOR YOUR COMMUNITY AND INCREASED SAFETY AND LESS USE OF VIOLENCE. THINK ABOUT THAT VISION WHAT YOU WANT TO DO. FIRST WE WANT TO DO, PASS MORE ABOUT THE FIVE NORMS THAT DISTRIBUTE THE GENDER VIOLENCE. THE CULTURE OF VIOLENCE IS ONE OF THEM. BUT THE FIRST OF THIS, WE WILL BE FOCUSSING ON UPCOMING WEBINARS. WE WANT TO GIVE YOU A BIT OF ACCOMPLISHED PICTURE AS A WHOLE. IT IS NOT JUST THE CULTURE OF VIOLENCE HERE. WE ARE ALSO LOOKING AT NORMS. LIMITED ROLE TO IMPLEMENT. THE VALUE PLACED ON POWER, EVEN WHEN IT MEANS HAVING POWER OVER OTHERS. AND A NOTION THAT GENDER VIOLENCE IS SOMETHING THAT WE CAN OR SHOULD IGNORE THINKING THAT DOMESTIC VIOLENCE AN SEXUAL ASSAULT A PRIVATE MATTER FOR OUR SECRET. THOSE WILL BE THE TOPICS OF THE UPCOMING. WE WANT TO PUT THAT FRAME OUT THERE AS WE MOVE FORWARD TODAY. WE KNOW IT IS NOT JUST THE CULTURE OF VIOLENCE. THESE NORMS INTERACT TOGETHER. >> I JUST WANT TO ADD, WE HAVE A E-LEARNING UNIT. I PUT A LINK FOR IT. SUMMARIZES THESE FIVE NORMS THAT WE PUT TOGETHER. IF YOU WANT A BACKGROUND ON THE NORM LINKS, WE'LL

SEND IT AT THE EMAIL THE AT THE END OF THE WEB CONFERENCE. IT WILL WORK WELL. I SEE ASHLEY IS TALKING USING TIME, RESONATE WITH THE OFFICE. JESSICA IS TALKING ABOUT TRANCE LAKE WITH EACH OF THE NOTION. WE'LL TALK ABOUT EACH SESSION THIS YEAR, EACH OF THE TOPICS IN DETAIL. WE'LL DO A LOT MORE INDEPTH ON THIS.

NEW SPEAKER: LET'S TALK ABOUT THE CULTURE OF VIOLENCE. NOW, WHAT CAN WE DO? THE FIST THING WE WANT TO DO IS HOW THIS NORM IS PLAYING OUT.

NEW SPEAKER: WHEN WE THINK ABOUT THE CULTURE OF VIOLENCE OF NORM, WE ARE SEEING THAT AGGRESSION IS TOLERATED, IT IS EXCESSIVE AS NORMAL BEHAVIOR AND USED AS A WAY TO SOLVE PROBLEMS AND GET WHAT ONE WANTS. ALSO IN OUR SOCIETY, WE GLAMORIZE VIOLENCE, WE REGULARLY ENCOURAGE PEOPLE THROUGH EGGING ON AND I THINK THAT CHRISTINE, YOU HAVE A POINT THAT YOU BROUGHT UP EARLIER, I WANT TO GIVE YOU A CHANCE TO SAY, DEFINITELY.

NEW SPEAKER: I MEAN MY EMPHASIS WAS THAT WE CAN'T FORGET THE ENVIRONMENT OF CHILDREN, ALL OF THESE INFLUENCE, THEIR ENVIRONMENT IS THAT CHILDREN ARE EXPOSED TO VIOLENCE IN ADVERTISING AND PROGRAMS ALL AROUND OF THEM, ALL OF THE TIME.

NEW SPEAKER: RIGHT. CONCRETELY, WHAT DOES THIS LOOK LIKE? HOW ARE YOU SEEING THE NORM CAUGHT IN REINFORCED? WE HEARD PEOPLE TALK ABOUT CARTOONS, ACCESSORY TO VIOLENCE. POP MUSIC TO PIECES OF VIOLENCE. NOT REMISSIBLE, BUT ACCESSIBLE. WHAT ARE YOU SEEING? USE YOUR TEXT TO ANSWER THE QUESTION. WHAT ARE SOME

EXAMPLES THAT YOU HAVE SEEN OF THE NORM OF VIOLENCE BEING
CAUGHT. OR REINFORCED?

NEW SPEAKER: EXCESSIVE DRINKING.

NEW SPEAKER: INTERESTING. FAIRY TALES AN DISNEY. I HADN'T
THOUGHT OF THAT. M TV.

NEW SPEAKER: VIDEO GAMES. >> TREND OF VIDEO GAMES. >> PARENTAL
EXAMPLE. ROLE MODELING.

NEW SPEAKER: DISCIPLINE AND PARENTS. REALITY SHOWS.

NEW SPEAKER: OH.

NEW SPEAKER: SPORT COMMERCIALS.

NEW SPEAKER: OH, WE WILL BE BUILDING ON THAT, TOO. LIMITED
ROLES FOR WOMEN. WE'LL TALK ABOUT THAT. GREAT, GREAT.

NEW SPEAKER: THE DISTORTED NOTION OF ROMANCE.

NEW SPEAKER: PEOPLE BROUGHT UP SPORTS COACHES. IF YOU HAVEN'T
SEEN COACHING BOYS AND MEN, FAMILY VIOLENCE PREVENTION FUND, IT
IS REAL INTERESTING, THAT WE FOCUS. MARY TESTOSTERONE LACED
MOVIES.

NEW SPEAKER: I LIKE.

NEW SPEAKER: THEY SHOULD COME WITH A WARNING.

NEW SPEAKER: WE HAVE GI JOE.

NEW SPEAKER: IT HAS COME UP TWICE NOW.

NEW SPEAKER: WE ACTUALLY HAVE A REALLY INTERESTING PODCAST NOW COMING OUT SOON. PEOPLE IN IDAHO WHO HAVE DONE SOME EXCITING WORK AROUND TWILIGHT USING IT AS A OPPORTUNITY TO EXPLORE WHAT HEALTHY RELATIONSHIPS ARE. THAT WILL BE COMING SOON.

NEW SPEAKER: I WANT TO SAY, SANDRA GAVE US A GREAT TRANSITION. BOYS WILL BE BOYS. WE WANT TO LINK THAT TO THE NEXT PIECE, WE WANT TO HAVE EXAMPLES TO UNDERSTAND THIS NORM. AND THAT IS REALLY ASKING THE QUESTION, HOW DOES A CULTURE OF VIOLENCE IMPACT -- HOW DOES A CULTURE OF VIOLENCE INCREASE THE LIKELIHOOD OF GENDER VIOLENCE? GENDER VIOLENCE? THAT IS WHAT WE WANT YOU TO ANSWER NOW. WITH THAT THOUGHT.

NEW SPEAKER: YOU KNOW, PREVENTION IS TO ASK, WHAT IS LEFT ON THE IMPACT? THEY WENT STRAIGHT TO GENDER ROLES. FOR EXAMPLE, A CULTURE OF VIOLENCE REINFORCES THE ROLE OF VIOLENCE. COMPLEX. TO THE PARTNERS. ALSO REINFORCES ABUSE AND ASSAULT AMONG STUDENTS AS RESPONSE OF NON-TRADITIONAL GENDER ROLE. WHAT DOES

THAT LOOK LIKE? ABSOLUTELY. CONDONING VIOLENCE. PREVENT NARRATIVES. THAT IS INTERESTING. HADN'T THOUGHT OF THAT.

NEW SPEAKER: LACK OF ACCOUNTABILITY. NEGATIVE.

NEW SPEAKER: SEXUALIZING THE VIOLENCE. EMPOWERING HEALS. ABSOLUTELY.

NEW SPEAKER: AND, IT IS OKAY TO SMACK AROUND YOUR WOMAN TO KEEP HER IN LINE? WE HEAR THAT. IT IS NOT NECESSARILY THE NORM OF WHAT PEOPLE EXPECT, BUT IT IS CERTAINLY AFFECTED IN OUR CULTURE. THERE IS A DISCONNECT A LOT OF TIMES FOR FOLKS. THERE ARE TRENDS, KIND OF THE MINIMALIZATION, CONFUSION ABOUT EXPECTATIONS, CHRISTOPHER SAID IT REALLY WELL. DEHUMANIZATION IS THE NORM OVERALL IN VIOLENT CULTURE, RELATIONSHIP END UP IN A POSITION. VERY WELL SAID.

NEW SPEAKER: BRITNEY TALKS ABOUT HOW WOMEN ARE ASKING FOR SEX WHEN THEY DRESS "SKIMPY". AND THESE ARE SOME -- JUST SO YOU KNOW, WE WILL HAVE A COPY OF THE TEXT CHAT IN SESSIONS, IF YOU WANT TO REVIEW THAT. WE'LL BE ABLE TO HAVE THE INFORMATION AVAILABLE, A FEW DAYS TO GET THERE, BUT WE'LL PUT IT UP.

NEW SPEAKER: WE WANT TO TAKE ONE LAST LOOK AT CULTURE OF VIOLENCE BEFORE WE MOVE ON TO DISCUSS HOW TO COUNTER IT. YOU WANT TO TAKE A STEP BACK AND THINK ABOUT VIOLENCE BROADLY. WE USUALLY WORK ON ONE TYPE OF VIOLENCE. INTIMATE PARTNER, CHILD ABUSE, WE DO KNOW THAT FOR PEOPLE VIOLENCE IS NOT EXPERIENCE IN SILOS. WE KNOW THAT FROM FRIENDS AND FAMILY AND RESEARCH THAT

THOSE WHO EXPERIENCE ONE TYPE OF VIOLENCE, ARE GENERALLY AT RISK FOR EXPERIENCE, IS EITHER PERPETRATOR OR VICTIM OF ANOTHER TYPE OF VIOLENCE. GIVEN YOUR EXPERIENCE, I KNOW A LESSER -- VERY DIVERSE GROUP OF EXPERIENCE OUT THERE. WHAT HAVE YOU SEEN OR LEARNED ABOUT THE WAY DIFFERENT TYPES OF VIOLENCE THAT ARE LINKED.

NEW SPEAKER: YOU KNOW, I KNOW THAT FROM MY WORK, QUITE A BIT OF DATE ON THE CO-OCCURRENCE ON CHILD ABUSE AND DOMESTIC VIOLENCE. ALSO, THEY ARE MORE LIKELY TO BE INVOLVED WITH CRIMINAL JUSTICE. THOSE ARE TWO THINGS WE COULDN'T BRING UP IN OUR WORK. WHAT HAVE YOU FOUND? THIS MIGHT BE A LITTLE BIT DIFFERENT QUESTION. YOU WILL NOTICE THAT IN OUR TECH CHAT, THE TEXT HAS NOT CHANGED. YET A BIT OF A TECHNICAL DIFFICULTY, WHILE WE HAVE THAT BEAUTIFUL SPOT UP THERE TO LOOK AT, THAT IS NOT THE QUESTION WE ARE ASKING. QUESTION WE ARE ASKING, DIFFERENT FORMS OF VIOLENCE. WITH MILITARY, PART OF THEIR JOBS. THAT IS INTERESTING. AND, SYSTEMIC OPPRESSION. THANK YOU, JODY. SEXUAL VIOLENCE, THAT IS ASHLEY UNDERCOVER AS CLIFF. I THINK THAT IS A REALLY INTERESTING COMPONENT THAT WE'LL HAVE A LITTLE BIT MORE ABOUT TODAY TALK ABOUT IT. AND HOW THAT WORKS, WE'LL TALK ABOUT. INTERESTING. DRUGS. ALCOHOL.

NEW SPEAKER: SEXUAL MINORITY HATE VIOLENCE, PARTNER VIOLENCE. AND ON A CONTINUUM. FROM SEXUAL HARASS MANY TO SEXUAL ASSAULT.

NEW SPEAKER: THAT IS A GREAT ONE. SO OFTEN PEOPLE THINK ABOUT THIS ASSAULT AND FORGET ON THE OTHER SIDE OF THAT.

NEW SPEAKER: GREAT.

NEW SPEAKER: THE CULTURE.

NEW SPEAKER: GREAT. SO THIS IS GIVING US A WAY TO START THINKING ABOUT CULTURAL VIOLENCE THAT, YOU KNOW, ONE OF THE THINGS THAT IS REFLECTED, BUT, IT ALSO IS LINKED TO VIOLENCE. INCREASES THE LIKELIHOOD AND ALSO LINKS TO OTHER TYPES OF VIOLENCE. AND SO WE WANT TO KIND OF SHIFT THESE EXAMPLES AND USE THE LENS, GO DEEPER.

NEW SPEAKER: I DUG DEEPER AND SEE THE NORMS. THINKING OF HOW IT IS TAUGHT. WHY IT MATTERS TO WORKING ON GENDER VIOLENCE. IT IS IMPORTANT TO KEEP IN MIND THAT MOST PEOPLE DO NOT PERPETRATE GENDER VIOLENCE AND THEREFORE NOT NORMAL BEHAVIOR. THING IS, NOT THAT ASSAULT OR ABUSE IS THE NORM. THAT IS ANOTHER EXAMPLE OF NORMS THAT HAVE SHIFTED. WHAT WE ARE TRYING TO DO IS SHIFT THE NORMS THAT ARE THE ROOT FACTORS. NORMS THAT DO CONTRIBUTE TO ENVIRONMENTS FOR GENDER VIOLENCE IS MORE LIKELY TO OCCUR.

NEW SPEAKER: RIGHT. SO IT IS MEDIA, YOU KNOW, CHRISTINE AND OTHER INFLUENCES FOR PORTRAYING AND REINFORCING A CULTURE OF VIOLENCE, THINGS THAT YOU BROUGHT UP, WHERE YOU CALL IT, IT CAN LEAD SOMEONE TO HAVE A SENSE OF REASONABLENESS ABOUT VIOLENCE. GIVEN THIS, WHILE IT IS HEARTBREAKING. IT IS REALLY HARD. IT IS NOT SURPRISING THAT SOME BEHAVE ON THE EXTREME END OF EXPLOITING OTHERS, SO THAT BYSTANDERS, SPEAK UP AND ACT OUT AGAINST IT.

NEW SPEAKER: SOME OF YOU ALREADY KNOW THAT THE PREVENTION, WHICH YOU SEE HERE IS A REAL TOOL TO SINK THROUGH AND SHIFT IN NORM.

NEW SPEAKER: WHILE ALL LEVELS OF THE SECONDER, HAVE CHANGE AND SYSTEM AND COMMUNITY LEVELS CHANGE, ACTUALLY REQUIRE EFFORTS AT THE BROADEST LEVELS OF THE SPECTRUM INCLUDE CHANGING ORGANIZATIONS PRACTICES AND INFLUENCING POLICY AND LEGISLATION. SOME OF YOU MAY BE WONDERING OUT THERE, BUT YOU KNOW ANYTHING ABOUT PREVENTION INSTITUTE, YOU KNOW THAT WE ARE ABOUT GOING BEYOND BROCHURES. THIS IS WHAT WE MEAN. ONE OF THE COMMUNITY PARTNERS SAID, REALLY SAID IT BEST, YOU CANNOT JUST EDUCATE THE COMMUNITY AND EXPECT THE ENVIRONMENT TO CHANGE. COMMUNITY EDUCATION MUST BE TIED TO COLLECTIVE ACTION. IT IS NOT ABOUT ONE PROJECT. IT IS ABOUT A COMMUNITY WIDE RESPONSE THAT COULD SHIFT MORE TO THAT COMMUNITY.

NEW SPEAKER: SO WHEN WE THINK ABOUT SHIFTING THE NORMS WE KNOW IT IS A PROCESS. NOT ONE WAY TO GO ABOUT IT. SO WE ARE NOT GOING TO TALK TODAY ABOUT THE THREE MAGIC THINGS THAT YOU CAN DO IN YOUR COMMUNITY. BUT WHAT WE REALLY WANT TO DO IS USE THE NEXT 10-15 MINUTES TO GENERATE IDEAS ABOUT ON THE GROUND, READY TO GO STRATEGIES THAT WILL COUNTER THE CULTURE THAT WE HAVE IDENTIFIED BECAUSE WE KNOW IT IS LINKED TO GENDER VIOLENCE AND INTERRELATIONSHIP. IT MIGHT BE THINGS THAT YOU ARE DOING, THOUGHT OF DOING OR IDEAS THAT ARE BUILDING FROM THE TEXT CHAT. I SEE SOME REAL INTERESTING CONVERSATION GOING ON IN TEXT CHAT ABOUT PRIVACY, CHILD SEXUAL ASSAULT AND ABUSE. THE CYCLE OF VIOLENCE. LET'S USE THINKING AND FOLKS THAT ARE WITH US, ALMOST 200 PEOPLE ON THIS. I LOVE WEBINARS BECAUSE OF THAT. SO

THINKING ABOUT THAT, YOU KNOW, WE REALLY WANT TO GO UPSTREAM. SO IN ORDER TO PREVENT GENDER VIOLENCE, WE DO HAVE TO GO, LIKE ANNIE SAID, GO AND ADJUST THE CULTURE OF VIOLENCE. HOW IS IT PROMOTED IN OUR COMMUNITIES? HOW AND WHEN IS IT TAUGHT TO NEXT GENERATION? PEOPLE QUICKLY GO TO FAMILIES. THERE IS AN OPPORTUNITY, IF WE WANT TO CHANGE ENVIRONMENT AND WE WANT TO CHANGE BEHAVIORS WE WANT TO CHANGE THE NORM. YOU HAVE TO TAKE THAT COMMUNITY APPROACH. WE KNOW THAT MEDIA, SIGNIFICANT IMPACT ON OUR ENVIRONMENTS.

NEW SPEAKER: GREAT.

NEW SPEAKER: SO WE WANTED TO ACTUALLY GO TO MEDIA FOR JUST KIND OF A WAY TO THINK THROUGH THIS. WE RECENTLY COMMISSIONED A PAPER FROM STUDY GROUP, TO GO INDEPTH AND STUDY HOW MEDIA PORTRAYS YOUNG PEOPLE. WE WANTED TO FIND OUT, HOW DO YOUNG PEOPLE SEE THEMSELVES REFLECTED AND WHAT BERKELEY MEDIA FOUND WAS ALARMING. WE KNOW THAT YOUNG PEOPLE, YOU KNOW, ARE MORE LIKELY TO BEEN 0 THE NEWS PERPETRATING CRIMES. THE RATES WERE ASTOUNDING. NOT ONLY HYPER INFLATED, MEANING, SHOWN ON THE NEWS, THEY WERE OVERWHELMINGLY SHOWN AS VICTIM AND PERPETRATOR OF VIOLENCE. ALSO HYPER INFLATED YOUNG PEOPLE'S COLOR. SO ONE OF THE ONLY WAYS YOUNG PEOPLE OF COLOR SHOWN, SHOWN PERPETRATORS OF VIOLENCE. YOUNG, COMMUNITY SERVICE PROJECTS, ACADEMIC ACHIEVEMENTS, ALL OF THE IMPORTANT ROLES YOUNG PEOPLE WERE ATTRIBUTED TO, ABSENCE FROM MEDIA COVERAGE OF YOUNG PEOPLE. THIS ABSENT, IN THE HYPER INFLATION OF VIOLENCE, REINFORCES THE CULTURE OF VIOLENCE. TAKING ONE SECTOR OUT OF THE MEDIA. WE WANTED TO LET YOU KNOW ABOUT. IT HAS THAT. LET'S THINK ABOUT WHAT WE CAN DO WITH THAT. BASED ON THESE, THAT ANNIE WENT OVER,

THE PAPER BY THE GROUP, MAKES RECOMMENDATIONS ACROSS THE SPECTRUM THAT WE SHOWED YOU, PREVIOUSLY, TO CHANGE THE NORMS AND WE WANT TO, THAT WE WANT TO USE THOSE AS A BASIS OF DISCUSSION WHERE WE CAN USE THE MEDIA AS A CASE STUDY TO THINK THROUGH PREVENTION STARTS, THAT COUNTER NORM OF VIOLENCE.

NEW SPEAKER: ABSOLUTELY. SO, LET'S GO, THANK YOU, CHRISTINE. LET'S GO AHEAD WITH INDIVIDUAL EDUCATION. SO HERE IS TWO STRATEGIES THAT WE ARE FAMILIAR WITH. THAT CAME UP WITH THE FRAMING PAPER. ONE IS LEARN IN PLAY CENTER. STRUCTURED TO BE A POSITIVE ENVIRONMENT FOR YOUNG PEOPLE. PARENTS. THIS IS KIND OF THE 0-5 AGE GROUP. THE PARENTS OF THE OPPORTUNITY TO PLAY WITH THEIR CHILDREN IN A POSITIVE ENVIRONMENT OUTSIDE VIDEO GAMES AND OTHER VIOLENT GAMES AND WHETHER THEIR SKILLS TO INTERACTING. CENTER, IMPORTANT PIECE, LOCATED IN THE NEIGHBORHOODS MOST IMPACTED BY VIOLENCE. THIS IS EXAMPLE FROM READING, AS A WAY TO INFLUENCE, GAIN THE INFLUENCE OF CHILD CARE GIVERS. >> LOT OF OTHER THINGS THAT COME UP, COMMUNITY SKILL BUILDING. MEDIA LITERACY, THAT IS ONE OF THE BIG THINGS THAT PEOPLE HAVE PUSHED ON, AS PART OF IT, EDUCATION, FOCUSING ON THAT LITERACY AND SOMEONE ALREADY BROUGHT UP KILLING US SOFTLY, GREAT EXAMPLE AND GREAT IMPACT. SO WHAT WE WANT TO DO NOW IS GO AHEAD AND I THINK IF WE COULD BRING UP THE TEXT, GREAT. BRING UP THE CHAT. GREAT. BLUE SECTION, YOU HAVE MY MOST SINCERE APOLOGIES, BLUE SESSION IS NOT THE QUESTION WE ASKING TODAY.

NEW SPEAKER: I'LL PUT IT IN THE TEXT CHAT.

NEW SPEAKER: I THINK MAYBE YOU PUT IT IN THE HEADING?

NEW SPEAKER: OH, IT IS RIGHT HERE ON THE TEXT CHAT.

NEW SPEAKER: SO NOT SURE WHAT HAPPENED TO THE HEADING. WHAT WE WANT TO ASK YOU, ALL RIGHT, GIVEN THE CULTURE OF VIOLENCE, WHAT ARE SOME THINGS THAT THE INDIVIDUAL STELL, THE MEDIA, LEAST TROUBLE THAT WOULD COUNTER THIS? WHAT KIND OF THINGS?

NEW SPEAKER: MY STRENGTH.

NEW SPEAKER: MY STRENGTH CAMPAIGN. ABSOLUTELY.

NEW SPEAKER: EDUCATION.

NEW SPEAKER: BECAUSE WE HAVE DAUGHTERS PROGRAM, THIS ATLANTA.

NEW SPEAKER: INTERESTING.

NEW SPEAKER: STANDING UP TO FRIENDS, ANOTHER FOCUS ON BYSTANDERS.

NEW SPEAKER: THIS IS, AGAIN, A TREND OF HIGH STANDARDS. KATHLEEN MENTIONED YOGA, INTERESTING.

NEW SPEAKER: ENGAGEMENT. LOVE IT.

NEW SPEAKER: CHOOSE, RESPECT. THAT'S NOT COOL CAMPAIGN HAD INTERESTING AROUND TEXTING AND ADS DURING THE SUPER BOWL, I THINK. SOME COLLEGE FOOTBALL.

NEW SPEAKER: MVP.

NEW SPEAKER: MAJORS IN VIOLENCE AND PREVENTION.

NEW SPEAKER: IT IS INTERESTING. WHAT THE STRATEGIES YOU ARE THROWING OUT, VERY SPECIFIC STRATEGIES. OBVIOUSLY COMMUNITY EDUCATION PIECES THAT HAVE GAINED PROMINENCE THAT LOVE IS NOT ABUSE, FOR FOLKS WHO ARE NOT MAYBE MORE FAMILIAR IN THE FIELD, THOSE ARE NOT JUST GOOD IDEAS, SPECIFIC PROGRAMS.

NEW SPEAKER: THEY STAY SPECIFIC, MY STRENGTH IS SPECIFIC CURRICULUM. COACHING MEN INTO BOYS. THESE ARE ALL SAMPLE THINGS THAT ARE OUT THERE FOR YOU. IF YOU ARE INTERESTED IN THEM.

NEW SPEAKER: ONCE AGAIN, WE WILL PUT THIS ON THE WEB SITE SO YOU CAN GET THIS BACK TO WORK I KNOW A LOT OF PEOPLE WILL BE INTERESTED.

NEW SPEAKER: GREAT. THESE ARE GREAT. WE HAVE, OH, TINA PUT UP A LINK, FEEL FREE IF YOU WANT TO PUT UP LINKS TO THE THINGS THAT YOU ARE MENTIONING. GO AHEAD TO DO THAT. AGAIN, THESE WILL BE UP AND AVAILABLE. IF IT TAKES YOU A MINUTE, DON'T WORRY ABOUT THAT.

NEW SPEAKER: GREAT.

NEW SPEAKER: SO WE WILL BE MOVING ON TO THE NEXT LEVEL OF THE DISCUSSION WHICH IS EDUCATING PROVIDERS. EXAMPLE SHOWN TO YOU THAT WE HAVE SHARE WITH YOU, ONE BEING OFFERING MEDIA TRAINING FOR PROVIDERS AND LEADERS IN THE FIELD TO HELP THEM COMMUNICATE MORE EFFECTIVELY WITH JOURNALISTS. INCLUDING, TRAINING ON HOW TO EFFECTIVELY PITCH A PREVENTION APPROACH FOR THOSE PEOPLE WHO ARE OUT THERE AND NOT FAMILIAR WITH IT. ANOTHER EXAMPLE OF STRATEGY, PROVIDE TRAINING AN ESTABLISHED GUIDELINES FOR JOURNALISTS. ENCOURAGE THE MEDIA TO GO BEYOND. INTO THE PORTRAIT. SHOW THE LANDSCAPE OF THE ENVIRONMENT ATTRIBUTES. SOCIAL AND NORMS AND IMPACTING THE ISSUES. FOCUSING ON THE PERPETRATORS. >> YEAH, I THINK, YOU KNOW, CHRISTINE, IN THIS ONE TOO, THE ENVIRONMENT, AS SOCIAL NORMS WE REALLY TALK ABOUT PORTRAIT OF LANDSCAPE. IF YOU THINK ABOUT YOUR WAY AND ALWAYS HAVE TO CHOOSE, IF YOU WANT TO TRY TO LANDSCAPE, WE WANT PEOPLE TO GO BEYOND THE INDIVIDUAL. THE BASE OF THE PERSON. THAT IS PROBABLY NOT GOING TO CHANGE. WHAT WE ARE TALKING ABOUT, SOMETHING AS EDUCATING PROVIDERS AND THIS IS FROM THE BERKELEY STUDIES ANALYSIS THAT IF THEY GO, THEY ARE SHOWING A PERSON IN ENVIRONMENT AND STORY HAS QUESTIONS, THAT REALLY CAPTURE THAT PERSON'S ENVIRONMENT IS HOW THAT ENVIRONMENT IMPACTS THE INDIVIDUAL.

NEW SPEAKER: THOSE ARE SOME OF THE STRATEGIES THAT FOLKS ARE TALKING ABOUT. WE WANT TO TURN IT TO YOU THOUGH. SO MOVING FROM PORTRAIT TO LANDSCAPE IS ONE ISSUE. BUT WHAT ELSE IS AT THE LEVEL OF EDUCATING PROVIDERS? WHAT ARE SOME THINGS THAT YOU THINK IN THE MEDIA SECONDER COULD REALLY MAKE A DIFFERENCE IN

COUNTERING THIS NORM OF VIOLENCE? AGAIN, THAT IS NOT THE QUESTION THAT IS IN THE BLUE BOX. IT IS THE QUESTION IN YOUR OTHER BOX. WHAT IS STRATEGY OF EDUCATING PROVIDER LEVEL THAT WILL GO?

NEW SPEAKER: I THINK IT IS INTERESTING, ANNIE. WORD PROVIDER, WE HAVE HAD INTERESTING REACTION WHEN WE SAY THAT, PEOPLE USUALLY THINK OF PROVIDERS ARE GIVING OF HOSPITAL, DOCTORS, AND ETC. BUT, YOU KNOW, THERE IS, MEDIA IS A PROVIDER. PROVIDING EDUCATION TO THE POPULATION AND SO WE LOOK AT DIFFERENT PERSPECTIVE AND LENS, THEY ARE ULTIMATE PROVIDERS IN SOCIETY.

NEW SPEAKER: THE EXAMPLE THAT RENEE GIVES, TV SHOW, SHOWING, CONSENTING SEXUAL RELATIONSHIP. A WAY OF DOING THAT.

NEW SPEAKER: IF MTV, I'M SKIPPING AHEAD POLICY. GIVING UP MY CARDS. WRITTEN POLICY FOR MTV ON THE CONSENTING SEXUAL RELATIONS? THIS IS GREAT. DENORMALIZE THE PROVIDER.

NEW SPEAKER: ONE OF THE THINGS I HAD THE EXPERIENCE OF WORKING WITH A RADIO DEEJAY THAT WANTED TO DO A CALL-IN SHOW. WHILE THEY WERE WILLING TO DO THE INDIVIDUAL EDUCATION PART, THE KIND OF PROVIDER PIECE THAT, I MISSED THAT OPPORTUNITY WHEN I WAS A GUEST. I WISH I HAD TAKEN THE TIME TO BE A GUEST, ALSO BUILD IN TIME TO TALK TO THEM ABOUT WHAT THEY SAY EVERY DAY ON THE RADIO AND WHAT THAT IMPACT IS AND THAT THEY COULD BE AN ADVOCATE OF THE LOCAL DEE TO JAY, EVEN IF THEY DON'T CONTROL WHAT SONGS THEY ARE PLAYING THESE DAYS. THEY CONTROL THE CHITCHAT. DRIVE-TIME SHOW.

NEW SPEAKER: POSSIBILITY.

NEW SPEAKER: TALK ABOUT OUR STAFF. AGAINST RAPE AN SEX. THAT IS REAL IMPORTANT SERVICE PROVIDERS IN OUR COMMUNITY.

NEW SPEAKER: AMY JUST MENTIONED CUT IT OUT, A PROGRAM AGAINST DOMESTIC VIOLENCE WHERE THEY ARE. OTHERS. THEY CUT IT UP.

NEW SPEAKER: I DON'T THINK CUT IT OUT IS BARBERSHOP. THAT MODEL HAS BEEN ADAPTED. THEY SIT AND CHITCHAT WITH OTHER CUSTOMERS AN TALK TO THEM MORE. COMPLETELY ABOUT THE ISSUE.

NEW SPEAKER: YEAH. ALL RIGHT. KEEP GOING AND YOU PUT MORE IN THIS IF YOU WANT TO KEEP GOING. LET'S GO AHEAD AND GO UP TO THE NEXT LEVEL. FOSTERING COALITIONS AND NETWORK. SOME ARE USED TO HAVE, WITH COALITIONS AND NETWORK, GOING UP TO PREVENTION. THIS IS A VERY IMPORTANT LEVEL OF THE SECTION. KIND OF WHAT WE ARE DOING HERE, WE ARE SHARING, WE ARE NETWORKING, WE ARE BUILDING COALITIONS, SEEING WHAT ELSE IS OUT THERE. SO ONE EXAMPLE OF STRATEGY FOR MEDIA IS TO DEVELOP A RAPID RESPONSE MEDIA NETWORK TO COORDINATE IN LINE OF PREVENTION ADD ROW KATE TO RESPOND TO BREAKING NEWS. PROACTIVE PREVENTION METHOD AND COOPERATE NORM SPACE AND UNDERSTANDING. OF THE SOLUTIONS SUBSTITUTE.

NEW SPEAKER: AND THIS ONE WAS, WE KIND OF PUT STRATEGY FROM THE DOCUMENTS OF THIS ONE TALKING ABOUT ABUSE. THIS IS REALLY ABOUT THE CAUSES, NORM SPACE IS UNDERSTANDING TO PREVENTION. DON'T

LIMIT IT TO THAT. I WANT TO HIGHLIGHT ONE OF THE EXAMPLES OF, I AM ARMY STRONG, YOU PUT IN THAT. THINKING ABOUT THAT AS A REFRAME. AND REALLY THINKING ABOUT THE CONSEQUENCES OF THAT. SO WE NEED TO DO THAT PROBABLY IN A COALITION IN THE NETWORK. HOW ARE WE SCRAMBLE, WAYS OF THAT. LET'S GO AHEAD AND OPEN IT UP TO THE TEXT CHAT. WHICH IS, YOU KNOW, WHAT ARE SOME STRATEGIES ALONG THE COALITION, FOSTERING COALITIONS AND NETWORK THAT CAN COUNTER THAT CULTURE OF VIOLENCE. WE ARE NOT AT WORK.

NEW SPEAKER: DAVID IS WITH ME. GOING RIGHT TO POLICY AND PRACTICES. NOT QUITE THERE YET.

NEW SPEAKER: GETTING WARMED UP, FOLKS. LET'S START THINKING. ONE MORE THING OF FOSTERING COALITIONS AND NETWORKS.

NEW SPEAKER: LOOKS LIKE LESLIE PUT AN EXAMPLE, PARTNERING WITH OTHER PREVENTION COALITIONS. THAT IS GREAT.

NEW SPEAKER: GREAT WHAT SHE SAID. IN SMALL COMMUNITY, SMALL PREVENTION TO WORK WITH DRUG AND ALCOHOL AND GANG VIOLENCE. SEXUAL VIOLENCE. RIGHT.

NEW SPEAKER: WE HAVE TO THINK ABOUT HOW WE BUILD SOME OPPORTUNITIES WITH THE LARGE COMMUNITIES. MAYBE YOU FOCUS ON THE SCHOOL. WITH HOW THE PREVENTION FOLKS WORKING TOGETHER. MAYBE NEIGHBORHOOD FOCUS. WE CAN'T, IN LARGE URBAN AREAS YOU HAVE TO CREATE THOSE. SO THAT WE CAN DO THAT. CHURCH AND YOUTH GROUP.

NEW SPEAKER: YES. INTERESTING. WE ARE GETTING GREAT MILITARY EXAMPLES. WE ARE SO GLAD YOU ARE ALL HERE AND PARTICIPATING. WE DON'T ALWAYS THINK ABOUT THE MILITARY. IT IS COMMUNITY ORGANIZATION. WE REALLY HAVE INNOVATIVE STRATEGY. LIZ SAID, WITH LAW ENFORCEMENT.

NEW SPEAKER: AND CASEY, TALKS ABOUT WITH UNIONS AND WORKFORCE. WORKPLACE. THEY DID AT PREVIOUS WEB CONFERENCE TALKING ABOUT THAT.

NEW SPEAKER: BOYS AND GIRLS CLUB.

NEW SPEAKER: THERE IS A TREMENDOUS OPPORTUNITY. BOYS AND GIRLS CLUB HAVE LOTS OF YOUNG PEOPLE UNDER THEIR ROOF. THE QUESTION IS, YOU KNOW, WHAT CAN YOU DO WITH THEM WHILE YOU ARE THERE? YOU ARE BUILDING ON THAT ASPECT. THINKING ABOUT THAT AS A WAY TO AUGMENT THAT PROGRAM IS GREAT. LAURA, YOU WILL BE THERE, PARTNERING OTHER ACTIVIST AND SOCIAL ADVOCATE. YOU HEAR MORE ABOUT THAT WORK WITH THAT. I KNOW THAT PERSPECTIVE IS REALLY INTERESTING. ALL RIGHT. OWEN, THANK YOU FOR SUBMITTING THAT CLIP. ALL OF THE DIFFERENT ACADEMIC GROUPS, THAT SOCIAL GROUP, FIRST EXAMPLES. SO I FEEL LIKE THE TREND IS HERE, WE HAVE A LIST OF A LOT OF DIFFERENT PEOPLE TO PARTNER WITH. THE QUESTION IS, WHERE THIS, FROM THIS DOCUMENT, IF YOU READ SOME OF THE WORK, IT IS, YOU KNOW, HOW DO YOU PARTNER WITH THEM? WHAT DOES THE COLLABORATION WORK? LOOK AT COLLABORATION, MULTIPLIER, WHATEVER THE SCHOOLS, DOES THAT. OTHER TOOLS. INTERESTING. YOU MAKE THEM AVAILABLE. BUT, YOU KNOW, THINKING OF HOW TO MAKE THAT COLLABORATION WORK AND WHY. SO, INCLUDED ON THIS ONE, IT

IS DOING A RAPID RESPONSE NETWORK WHERE YOU HAVE PEOPLE TO TRAINED TO RESPOND TO THAT MEDIA. THINK OF OTHER WAYS, OTHER THINGS YOU MIGHT DO WITH THE COALITION. IF YOU DON'T WANT TO JUST DO AND COME. THAT IS ONE OF THE THINGS. SO LET'S KEEP MOVING AND LET'S GO ON TO OUR LONG AWAITED, CAN'T BELIEVE WE ARE FINALLY HERE, ORGANIZATIONAL PRACTICE AND POLICY LEVEL. YOU WANT TO --

NEW SPEAKER: OUR EXAMPLE STRATEGY, BROUGHT THIS UP AT A STAFF MEETING AND PREVENTION INSTITUTE. WE REALLY GOT IT ENGAGED IN ONE GROOVY GREAT CHARGE CAME UP WITH, ASKING, YOUTUBE TO CLASSIFY THEIR VIOLENCE CONTEST THE WAY THEY DO SPECIALIZE THEIR CONTENT. AND WE THOUGHT THAT WAS REALLY INTERESTING.

NEW SPEAKER: IT POINTS TO THE BIGGER ISSUE IN OUR SOCIETY AND THE LOCATION THAT YOU HAVE BROUGHT IN EARLIER. IT IS THAT FOLKS IN GENERAL, BUT USED TO HAVING VIOLENCE. EVEN THOUGH A LOT OF NEGATIVE CONSEQUENCE TO IT, SEXUAL CONTENT IS ALL OF THE WARNINGS, HIGH RATINGS, AND YET, VIOLENCE IS ALLOWED EVEN AT THE YOUNGEST LEVELS. WE HEARD EXAMPLES FROM DISNEY EARLIER. THINKING ABOUT THAT, MAY NOT WIN, SOME OF THE ORGANIZATIONAL POLICY IS ONE EXAMPLE. AND THEN, INFLUENCING A POLICY LED, TWO EXAMPLES. AND I LOOK. SO ONE OF THESE EXAMPLES WAS THE DECREASED SATURATION OF MEDIA MESSAGES AIMED AT CHILDREN BY REVIEWING AND ROLLING BACK THE LEGISLATION THAT ALLOWED ADVERTISING TO CHILDREN. WE CONSIDER REINSTATED THE BAN ON ADVERTISING AIMED AT CHILDREN, ESPECIALLY IN CHILDREN PROGRAM. THE OTHER STRATEGY THAT WE HAD WAS TO ENCOURAGE AND OFFER INCENTIVES FROM THE STATE AND NATIONAL GOVERNMENT FROM RETAILERS AND OTHER INDUSTRIES THAT EXCLUSIVELY SAY THEY WILL NOT PROMOTE

VIOLENCE IN THEIR ADS AND PRODUCTS. ONE EXAMPLE THAT WE USED, IS THE SOURCE MAGAZINE WHICH HAS CHANGED THE PRACTICE. THEY WANTED TO BE FAMILY FRIENDLY. THEY DID NOT WANT TO SEXUALIZE WOMEN IN THE ADS. A LOT MORE TO ADS THAN BOOTEE AD. THEY PULLED THOSE FROM THEIR MAGAZINE AND ORGANIZATIONAL STANCE. THAT IS NOT THE WAY THEY WANT TO REPRESENT THEIR WOMEN AND SO THAT IS ONE EXAMPLE, AGAIN, OF ORGANIZATIONAL POLICY. LET'S TURN IT OVER AND OPEN IT UP AND FINALLY GIVE YOU THE CHANCE TO SHARE STRATEGIES OF THE ORGANIZATIONAL PRACTICES, POLICY LEVEL THAT COUNTER THE CULTURE OF VIOLENCE. NOW, WHAT HAVE YOU SEEN OUT THERE? WE HAVE BEEN READY AND PREPARED FOR THIS ONE. TALKING AREA AND COLLEGES AN FOCUSSING. INTERESTING, WORKING WITH STUDENTS WHO WORK WITH CHANGE OF CODE OF CONDUCT THAT BEHAVIOR OF CHANGE OF VIOLENCE.

NEW SPEAKER: THAT IS GREAT.

NEW SPEAKER: BOYCOTT AGAINST SOMETHING TO USE VIOLENCE AND PROMOTE THE PRODUCT.

NEW SPEAKER: ABSOLUTELY.

NEW SPEAKER: SHE TALKS ABOUT THE PRISON ELIMINATION ACT AND THAT IS ANOTHER POLICY WAY TO ADDRESS SEXUAL ASSAULT WITHIN PRISON SETTING. >> OH, INTERESTING. I HAD PRIA, WHO ASKED FACEBOOK TO RESTRICT AD CONTENT, SEXUAL IMAGES.

NEW SPEAKER: THAT IS ONE OF THE THINGS THAT CAME UP AT OUR STAFF MEETING, TOO. THAT, YOU KNOW, IT TARGETS YOU, LITERALLY

WITH YOUR ADS AND INCLUDES THESE KIND OF ADS THAT YOU DON'T WANT. SOMEONE JUST MENTIONED THE HOTEL NOT HAVING I ADULT MOVIES AVAILABLE ON THEIR TVs. INTERESTING. STANDING HIGHWAY ADS. BRITNEY, I AM GLAD YOU BROUGHT THAT UP. ONE OF THE THINGS, WHEN WE TALK ABOUT HARD LINE COMMUNITIES, SOME, THE TYPE OF ADVERTISING, REALLY CONTRIBUTES TO THIS EXPERIENCE OF VIOLENCE WHERE IT SHOWS. ALCOHOL. OFTEN SEXUALIZE WOMEN AND THINKING OF WHAT ADVERTISING AND WHAT IS GOING AROUND SCHOOL AND HOW THERE IS A DISPARITY IN TERMS OF THAT TARGETING. WE THINK OF ALCOHOL OUTLOOK, YOU HAY WANT TO THINK ABOUT BILLBOARDS AND THOSE POLICIES AROUND THAT.

NEW SPEAKER: HOLLY MENTIONS HAVING LOCAL BARS WITH NAPKINS WITH CRISIS NUMBERS AN SEXUAL VIOLENCE ACTS LISTED. THAT IS INTERESTING. I HAVEN'T HEARD WITH THAT. THAT MAY BE THE NON-TRADITIONAL FOR SURE I EVER PULLED UP. SPEAKING OF NAPKINS. I WOULD DEFINITELY, THINK ABOUT WHAT THAT POLICY CONNECTION WOULD BE, KIND OF USE THAT TO REALLY PRIMARY PREVENTION. TAXIS, PUBLIC TRANSPORTATION. THAT IS A GREAT ONE. AMAZON.COM. I KNOW K-MART REMOVED OTHERS AS EXAMPLE. LOCAL PEOPLE, GIVING EXAMPLES OF LOCAL EFFORT. AGAIN, PUTTING THIS UP, THINK ABOUT THE POLICY AND THE PRACTICE. YOU DON'T WANT TO JUST MAKE THEM AVAILABLE BUT REALLY PREVENT THINGS PACKING IN THE FIST PLACE. MAYBE, THEY ARE TALKING CARING ADULT AND NOT JUST TALKING THE VIOLENCE. WORKING AT COLLEGE FOOTBALL SEASON, WORKING. ATHLETES IN GETTING. YOU GUYS HAVE GREAT EXAMPLES OF POLICY OR PRACTICE. REALLY MOST DIFFICULT PLACE. FOR YOUR RETURN, FOLKS, I HAD THIS DISCUSSION AGAIN AND AGAIN. IT IS AMAZING TO SEE WHAT A DIFFERENCE IT IS.

NEW SPEAKER: SEXUAL ASSAULT AWARENESS MONTH.

NEW SPEAKER: INTERESTING.

NEW SPEAKER: INTERESTING.

NEW SPEAKER: WELL, GREAT. ALL RIGHT. SO, KIND OF GIVEN THAT, WITH A LOT OF POLICY IDEAS RUSHING AROUND. HIGHLIGHT ONE THING, IF YOU GO TO THE NEXT SLIDE, WE FOCUS ON NATIONAL, WE FOCUS ON CORPORATE. ALL OF THESE, BUT IN THE END WE KNOW THAT USEFUL POLICY IS VALID LOCALLY. FOR THE BIGGEST, IF YOU WANT TO TAKE ON AMAZON.COM AND TAKE ON K MART, YOU KNOW, THINK ABOUT WHAT YOUR LOCAL GROUP ORGANIZES AND CHANGE THAT LOCAL ENVIRONMENT. LOCAL MAY BE YOUR SCHOOL, COMMUNITY, CAMPUS COMMUNITY, MILITARY PEOPLE, THAT IS THEIR COMMUNITY. SPEAKING ABOUT THAT SPACE AND HOW WE CHANGE THAT ENVIRONMENT. YOU KNOW, IN THAT COMMUNITY. BUT TODAY, WE ALSO HAVE TWO GUESTS HERE TODAY. I DO WANT TO TURN IT OVER AND INTRODUCE OUR GUEST. WE ARE VERY WELCOME TO -- WE ARE VERY PLEASED TO WELCOME BOTH OF THE PANELISTS COUNTERING THAT WORK THROUGH A COMPREHENSIVE APPROACH. WE WANT TO GIVE THEM A CHANCE TO SHARE WHAT THEY HAVE BEEN DOING. WE HAVE LAURA FIDLER HERE FROM NEW YORK CITY ALLIANCE AGAINST SEXUAL ASSAULT.

NEW SPEAKER: WE HAVE MIRA YOUSSEF, MONSOON UNITED ASIAN WOMEN OF IOWA.

NEW SPEAKER: CAN YOU HEAR ME? >> LITTLE LOUDER, PLEASE.

NEW SPEAKER: GREAT.

NEW SPEAKER: MIRA, BE SURE TO SPEAK UP. YOU ARE NOT QUITE COMING UP CLEAR AS LAURA IS.

NEW SPEAKER: I WANT TO ADD WITH ME HERE AT THE A ALLIANCE IS MEGAN O'CONNOR, DIRECTOR OF PROGRAMS. SHE'LL BE CHATTING ON THE LINE AS WELL.

NEW SPEAKER: OH, MEGAN, WE ARE SO GLAD TO HAVE YOU HERE. THANK YOU.

NEW SPEAKER: THANK YOU. HI.

NEW SPEAKER: OH, GREAT. WE ARE GOING TO FOCUS ON LAURA AND MEGAN, YOUR NEW YORK GROUP FIRST. THEY HAVE BEEN WORKING REALLY TO UNDERSTAND THE COMMUNITY PERCEPTION OF THE NORMAL VIOLENCE IN USING INNOVATIVE METHODS. WE WANT TO HIGHLIGHT THIS. ESPECIALLY IF INTERESTED IN SOCIAL APPROACH. LAURA, LET'S START WITH THIS. I KNOW YOU ARE FOCUSING ON PARTICIPATE TORRE ACTION OR RESEARCH, OR PAR, YOU INTEGRATED THAT INTO YOUR WORK IN NEW YORK. BEFORE KIND OF THE WHAT AND HOW. CAN YOU TELL US WHY. WHAT GOT YOU INTERESTED IN PAR AS A STRATEGY?

NEW SPEAKER: WELL, PAR IS REALLY INVOLVING THE RESEARCH PROCESS. WE WANTED TO GIVE THEM A CHANCE TO IDENTIFY THE PROBLEM AS THEY UNDERSTAND IT. TELL US ABOUT SEXUAL VIOLENCE AS YOU EXPERIENCE IT. AND INVOLVED IN THE PROCESS OF DEVELOPING

STRATEGIES THAT THEY THINK IS APPROPRIATE FOR THEIR COMMUNITY. TYPICALLY, IN RESEARCH, STUDY POPULATION HAS NO INFLUENCE ON THE RESEARCH PROCESS. THEY ARE DISMISSED FROM THE RESEARCH AFTER THEY GIVE THEIR DATA. THIS IS FUNCTIONAL PART OF OUR COMMUNITY MOBILIZING STRATEGY THAT WE ENCOURAGE PEOPLE TO CONTINUE TO INFLUENCE RESEARCH PROJECT. FOR US, PAR WAS NOT ONLY A WAY TO COLLECT GRATE DATA BUT ALSO PART OF A LARGER INTERVENTION. IT IS A COMMUNITY MOBILIZING TOOL.

NEW SPEAKER: GREAT. SO, LAURA, CHRISTINE, HOW DID YOU TIE THIS TO GENDER VIOLENCE? WHAT KIND OF QUESTIONS WERE YOU EXPLORING?

NEW SPEAKER: SO WE EXPLORED FIVE DIFFERENT QUESTIONS. WE ARE CONDUCTING THE PROJECT IN THREE DIFFERENT COMMUNITIES IN NEW YORK CITY. WE ARE IN THE SOUTH BRONX, LOWER EAST SIDE OF MANHATTAN AND WILLIAMSBURG, BROOKLYN. WE GOT A COMMUNITY COALITION. WORKING ON EACH OF THOSE COMMUNITIES. IN EACH NEIGHBORHOOD, WE TRAINED COMMUNITY RESEARCHERS TO USE PAR, TO ASK FIRST WHAT IS THE SCOPE OF SEXUAL VIOLENCE IN THAT COMMUNITY. WHAT ARE THE ROOT CAUSES OF SEXUAL VIOLENCE THERE, AND WHAT DOES PEOPLE PERCEIVE THE ROOT CAUSE OF SEXUAL VIOLENCE TO BE? WHAT DO PEOPLE PERCEIVE TO BE THE PREVENTION PRIORITIES? WHAT IS THE OPPORTUNITY FOR PREVENTION THAT EXIST IN THE COMMUNITY? AND WHAT ARE THE EXISTING COMMUNITY ASSETS? THIS IS A STRENGTH BASED APPROACH TO PRIMARY PREVENTION. WE WANT TO BUILD ON EXISTING COMMUNITY STRENGTH.

NEW SPEAKER: SO, HOW, YOU KNOW, HOW DO YOU GET THESE QUESTIONS ANSWERED? CAN YOU GIVE AN IDEA? I THINK THE QUESTIONS WILL BE

INTERESTING. THEY ARE THINGS THAT PEOPLE ASK ALL OF THE TIME. DIFFERENT TYPES OF VIOLENCE.

NEW SPEAKER: YEAH, WITH PAR, THERE IS A LOT OF DIFFERENT WAYS TO COLLECT DATA. WE USE SEVERAL METHODS. QUANTITATIVE METHOD AND QUALITATIVE. WE USE FOCUS GROUP AND EACH FOCUS GROUP, THERE IS ALL SORTS OF EXERCISES THAT FACILITATORS CAN CONDUCT THAT JUST GENERATE CONVERSATION. THERE IS NO RIGHT OR WRONG ANSWER. WE HAVE AN EXAMPLE OF ONE OF OUR PAR TOOLS THAT WE USE TO FOCUS GROUPS ON THE SLIDE THERE. THAT IS THE LISTING AND RANKING TOOL. THE COMMUNITY RESEARCHER WOULD JUST ASK, WHAT ARE THE COMMON FORMS OF SEXUAL VIOLENCE ON THE LOWER EAST SIDE? AND SO PEOPLE WOULD BE INVITED TO STAND UP AND, YOU KNOW, WRITE THEIR IDEA ON THE FLIP CHART PAPER IF THEY ARE ABLE OR SHOUT IT OUT AND DISCUSS IT. THEN, FOLKS WILL RANK THEM. RANK THEIR IMPORTANCE, HOW IMPORTANT THE ANSWER IS. THEN THEY AS A GROUP COME UP WITH THE MOST IMPORTANT FORMS OF SEXUAL VIOLENCE. WE ALSO CONDUCTED STREET INTERCEPT SURVEYS ASK WAY OF QUANTIFYING ANSWERS TO THOSE FIVE YESSES. THAT WAS A RANDOM SAMPLING METHOD. REACHING PEOPLE OUT ON THE STREET AND MAPPING. WE INTRODUCE THE LAY OF THE LAND AND INTRODUCE COALITION MEMBERS TO THE STRENGTH AND COMMUNITY AND EXISTING ASSETS. WE CONDUCTED INTERVIEWS AND SCOPE SURVEYS. SO SCOPE SURVEYS ARE ALSO A WAY TO QUANTIFY PEOPLE'S EXPERIENCE WITH SEXUAL VIOLENCE. SO, GIVEN HOW PRIVATE A TOPIC THIS IS, HOW DO YOU APPROACH PEOPLE? WELL, THAT IS A GOOD QUESTION. PEOPLE DON'T EXPECT TO BE APPROACHED ON THE STREET, YOU KNOW, WHEN THEY ARE WALKING TO WORK AND ASKED, YOU KNOW, WHAT IS YOUR EXPERIENCE, YOU KNOW WITH SEXUAL VIOLENCE? WHAT DO YOU THINK THAT THE ROOT CAUSE OF SEXUAL VIOLENCE ARE? SO WHAT WE FOUND ARE, WE ACTUALLY NEEDED TO PREPARE THE COMMUNITY RESEARCHERS TO BE ABLE TO EXPLAIN WHAT SEXUAL VIOLENCE IS. AND SO, YOU KNOW,

WE ARMED, I GUESS THAT IS NOT REALLY A VIOLENT IMAGE. WE PREPARED COMMUNITY RESEARCHERS WITH A DEFINITION. REFER TO THAT. PEOPLE ASKED WHAT IS SEXUAL VIOLENCE? OR IS THIS EXAMPLE THAT I HAVE IN MIND, IS THAT SEXUAL VIOLENCE? AND SO WE GIVE A DEFINITION THAT EXPLAIN TO PEOPLE THAT SEXUAL VIOLENCE IS A, YOU KNOW, RANGE OF BEHAVIORS. ENCOMPASSES AND CONTINUUM OF ACT. I THINK THAT MADE PEOPLE MORE COMFORTABLE. IT MAY BE THE THING THAT THEY HAD IN MIND, MAY FIT THE SEXUAL VIOLENCE. FEEL MORE COMFORTABLE TALKING ABOUT IT.

NEW SPEAKER: ALL RIGHT. THIS IS MEGAN, ALSO WITH THE ALLIANCE. I ALSO WANTED TO JUST ADD TO THAT, YOU KNOW, I THINK THIS IS ONE OF THE WONDERFUL THINGS ABOUT PARTICIPATE TORRE ACTION RESEARCH THAT WE REALLY SEE IT AS NOT ONLY A WAY OF COLLECTING DATA, YOU KNOW, DATA THAT WE NEED BUT ALSO AN INTERVENTION IN ITSELF BECAUSE ESPECIALLY IN THE FOCUS GROUPS, THIS IS REALLY A SPACE WHERE IT ENCOURAGES DIALOGUE ABOUT THE ISSUE OF SEXUAL VIOLENCE. AND, YOU KNOW, WE REALLY WORKED VERY HARD WHEN WE TRAINED OUR RESEARCHERS, TO MAKE SURE THAT THEY UNDERSTOOD THAT THEIR ROLE WAS TO FACILITATE DIALOGUE, NOT NECESSARILY TO CORRECT MASS, OR CORRECT WHAT IS EDUCATE THOSE GROUPS. THEIR ROLE WAS REALLY TO LET PEOPLE TALK AND, YOU KNOW, TO GET A CONVERSATION GOING AND TO FIND OUT WHAT PEOPLE'S BASELINE UNDERSTANDING OF THE ISSUE IS. AND I THINK THAT, YOU KNOW, FOR US IS A VERY IMPORTANT PART OF THE PROCESS AS WELL. YOU KNOW, THAT PEOPLE JUST FEEL LIKE THEY HAVE A SAFE PLACE TO TALK ABOUT THE ISSUE AND WON'T JUDGE.

NEW SPEAKER: I WOULD ADD, I FELL, I BELIEVE STEPHANIE ASKED THE QUESTION, HOW DID WE IDENTIFY THE PEOPLE TO PARTICIPATE? INFORMANT IN INTERVIEWS. THAT IS REALLY ONE OF THE STRENGTHS OF

A COMMUNITY COALITION. WE HAVE PEOPLE WHO ARE DEDICATED TO THE PROJECT WHO HAVE THEIR OWN NETWORKS IN THE COMMUNITY. THEY HAVE FOCUS THAT THEY THINK THAT ARE KEY CHAMPIONS ON THE ISSUE AND SO THEY CAN HELP SHARE THOSE CONTACTS WITH THE COMMUNITY RESEARCHERS. THAT IS PART OF THE SNOWBALL SAMPLING THAT YOU USE IN PAR RESEARCH. THAT YOU REALLY BUILD ON THE NETWORK, THAT ALREADY EXISTS IN THE COMMUNITY.

NEW SPEAKER: YEAH, YOU KNOW, YOU SPOKE A LITTLE BIT ABOUT YOUR COALITION WITH ME, I KNOW MOST OF THE FOLKS FROM THE CALL ARE WORKING IN COALITION. CAN YOU TALK A LITTLE BIT ABOUT HOW PAR ENHANCES OR INTERFACES MAYBE LEVERAGES WITH YOUR COALITION?

NEW SPEAKER: YEAH, DEFINITELY. IT IS PAUSE PAR REALLY IS A COMMUNITY MOBILIZING TOOL, YET, YOU ARE ENGAGING COMMUNITY MEMBERS IN DIALOGUE AND YOU ARE ENCOURAGING THEM TO STAY ON AND PARTICIPATE IN THE PROJECT AND INFLUENCE THE RESEARCH PROCESS, INFLUENCE THE GREATER PROJECT SO THAT THE NEED ASSESSMENTS USING PAR WAS ACTUALLY A GREAT TOOL FOR BUILDING COALITION MEMBERSHIPS FOR RECRUITING. AND, THROUGHOUT THE RESEARCH PROCESS THAT THE COMMUNITY COALITION HAVE REALLY BEEN A GREAT PLACE TO TRY TO MODEL SORT OF HEALTHY SOCIAL NORM THAT WE HOPE TO SEE IN OUR COMMUNITY AS A RESULT OF PRODUCT ENVISION, LIKE CONSENSUS BUILDING AND PROVIDING EACH OTHER WITH FEEDBACK AND SHARING RESPONSIBILITIES FOR THE PROJECT. YOU KNOW, JUST LIKE THE SHARED RESPONSIBILITY THAT WE, FOR PREVENTION THAT WE HOPE TO SEE IN EACH COMMUNITY.

NEW SPEAKER: INTERESTING. THAT IS SHARED RESPONSIBILITY IN BUILDING THAT, IN YOUR COALITION, THUS FAR, YOU JUST DON'T THINK

OF THE EVALUATION AND COALITION LINKING DIRECTLY TO THAT. IT IS CLEAR THAT IS A REAL BENEFIT-FREE ZONE.

NEW SPEAKER: ABSOLUTELY. IT IS EACH PHASE OF THE PROJECT WE ARE TRYING TO MODEL THE SOCIAL NORMS WE HOPE TO SEE IN THE COMMUNITY.

NEW SPEAKER: THANK YOU. IT HAS BEEN SO INTERESTING TO HEAR ABOUT ALL OF THE RESEARCH YOU HAVE BEEN DOING AND WILL CONTINUE TO DO. I JUST HAVE ONE LAST QUESTION BEFORE WE TURN IT OVER TO THE AUDIENCE. WHAT WERE THE RESULTS AND HOW DO YOU TAKE ALL OF THIS GOOD WORK AND TRANSLATE IT TO OUTCOME?

NEW SPEAKER: WELL, YOU CAN SEE ON THE SLIDE, THAT WE HAVE, THE SUMMARY FINDINGS FROM MANY OF THE ASSESSMENTS IN THE THREE COMMUNITIES AVAILABLE ON THE ALLIANCE WEB SITE. YOU CAN USE THAT LINK THAT IS PROVIDED THERE. PROVIDED IN ENGLISH AND SPANISH. YOU CAN SEE THE DIFFERENCES IN SIMILARITIES AND ACROSS THE THREE DIFFERENT COMMUNITIES COMPARE. THAT IS ONE SORT OF CLEAR TANGIBLE EXAMPLE OF OUTCOME, OF THE PAR PROCESS. THERE IS OTHER IMPORTANT LESS TANGIBLE OUTCOMES AS WELL. LIKE I SAID, BUILDING THE MEMBERSHIP OF THE COMMUNITY COALITION AND HAVING THIS GREAT KNOWLEDGE, THE DATA, THE FINDINGS TO SHARE WITH THE COMMUNITY. AND THAT IS REALLY AN ESSENTIAL PRINCIPLE OF PAR RESEARCH. IS TO SHARE THE KNOWLEDGE WITH THE COMMUNITY THAT IT IS NOT OWNED BY ACADEMICS AND PROFESSIONALS THAT IT IS SOMETHING THAT BELONGS TO THE COMMUNITY. AND HAVING THIS GREAT COMMUNITY LEVEL DATA IS REALLY NEEDED TO DEVELOP PREVENTION PROGRAMS THAT ARE GOING TO BE COMMUNITY DRIVEN AND REALLY RELEVANT AND APPROPRIATE FOR THE COMMUNITY. SO THE NEXT STEP AFTER SHARING

THE DATA WAS WITH THE ALLIANCE PROVIDED TRAINING AND TECHNICAL ASSISTANCE ON THE COALITION OF PROGRAM DESIGN. SO THEY CAN TAKE THE FINDINGS OF ASSESSMENT FINDINGS AND TURN THEM INTO APPROPRIATE PREVENTION ACTIVITIES IN THEIR COMMUNITY.

NEW SPEAKER: THAT IS WONDERFUL. YOU ALWAYS THINK ABOUT, YOU WANT YOUR PROGRAM TO BE INFORMED BY COMMUNITY AND SOMETIMES WITH SURVEYS AND THIS IS A REALLY DYNAMIC THING AND I AM REALLY GLAD YOU SHARED IT. I'VE SEEN QUESTIONS THAT COME UP. I WANT TO TURN IT OVER TO FOCUS USING QUESTIONS AN ANSWERS.

NEW SPEAKER: SOMEONE WANTS TO ASK A QUESTION, PLEASE RAISE YOUR HAND IN THE MEETING AND PUT IT INTO THE TEXT CHAT AND THIS IS A WAY TO BE ABLE TO BE ABLE TO ASK LAURA AND MEGAN WHO IS ALSO ON THE PHONE. I SEE THAT CLIFF OR ASHLEY HAS A -- RAISING HANDS. PRESS STAR 1 ON THE PHONE AND THAT WE CAN OPEN UP PHONE LINE. THAT IS ONE QUESTION, OPERATOR, DO YOU HAVE A PHONE LINE OPEN?

NEW SPEAKER: NOT YET, SIR.

NEW SPEAKER: PRESS STAR 1. IF YOU ARE CLIFF LEE OR I BELIEVE ASHLEY IS AT THE SAME LINE.

NEW SPEAKER: THE LINE IS OPEN.

NEW SPEAKER: ALL RIGHT. THIS IS CLIFF. WE WERE WONDERING WHERE THE FUNDING CAME FROM FOR THIS WORK.

NEW SPEAKER: WELL, PROJECT AND VISION IS FUNDED FROM A COUPLE OF PLACES FROM NEW YORK CITY COUNCIL. AND ALSO FROM THE NEW YORK STATE DEPARTMENT OF HEALTH. HI, THIS IS MEGAN. WE GET THE FUNDING THAT WE GET FROM THE NEW YORK STATE DEPARTMENT OF HEALTH IS ACTUALLY RP. IT IS OUR RP FUNDING FROM THE CENTERS OF CONTROL PREVENTION.

NEW SPEAKER: GREAT. THAT IS SOMETHING A LOT HAS. IF ANYONE ELSE HAS EXPERIENCE FROM FUNDING, MAYBE PUT THAT INTO THE TEXT CHAT, OPEN THAT UP FOR OTHER TYPES OF PARTICIPATE TORRE RESEARCH. ALSO, THERE WAS A QUESTION EARLIER ABOUT IDENTIFYING TEENS. THAT WAS IN THE TEXT CHAT. CAN YOU SEE A LITTLE BIT HOW YOU IDENTIFIED WHO WILL BE YOUR KEY PERFORMANCE? AND HOW YOU RATE THEM?

NEW SPEAKER: LAURA.

NEW SPEAKER: I'M SORRY. I HAD THE LINE ON MUTE. THE QUESTION IS, HOW DO WE IDENTIFY THE INFORMANTS?

NEW SPEAKER: HOW YOU ENGAGE THEM IN THE PROCESS?

NEW SPEAKER: SO, LIKE I SAID, THE PAR APPROACH TO RESEARCH IT REALLY BUILDS ON THIS SNOWBALL SAMPLING. THE MEMBERS OF THE COALITION, THEY ALL HAD AN IDEA OF WHO KEY CHAMPIONS WERE IN THEIR COMMUNITIES AND SO, REACHING OUT TO THOSE KEY CHAMPIONS AND ASKING THEM TO PROVIDE US WITH THEIR ANSWERS, TO THOSE FIVE RESEARCH QUESTION, WE ALSO ASK THEM TO, YOU KNOW, HELP IDENTIFY OTHER FOLKS WHO MIGHT BE ABLE TO PROVIDE US WITH, YOU KNOW, WITH

THE SAME ANSWER. NOT THE SAME ANSWERS, BUT WITH THE SAME TIME. SO, SNOWBALL SAMPLING IS REALLY, IS REALLY ESSENTIAL. TO MAKING THOSE CONNECTIONS OF THE COMMUNITY.

NEW SPEAKER: COULD YOU SEE WHAT SNOWBALL SAMPLING MEANS FOR FOLKS WHO ARE NOT JUST FAMILIAR?

NEW SPEAKER: SURE, YOU CAN THINK ABOUT THE RANDOM SAMPLING THAT YOU WOULD DO, ON THE STREET SURVEY, AND, YOU KNOW, JUST APPROACHING EVERY SINGLE PERSON THAT YOU SEE ON THE STREET. AND USING A RANDOM NUMBER TABLE TO TRY TO INTERCEPT THEM. ON THE OTHER HAND, SNOWBALL SAMPLING WHICH IS A LITTLE BIT MORE PURPOSES. YOU HAVE PEOPLE IN MIND THAT YOU WANT TO REACH OUT TO. AND YOU ASK THEM TO PROVIDE THE TIME TO ANSWER THOSE RESEARCH QUESTIONS. THEY ARE KNOWN TO YOU ALREADY. IT IS NOT AS RANDOM AS A LOT OF TRADITIONAL RESEARCHERS.

NEW SPEAKER: GREAT.

NEW SPEAKER: WELL, WITH THAT, I THINK THAT WE WILL HAVE YOU HANG OUT WITH US FOR A LITTLE BIT. MORE QUESTIONS AN ANSWERS TOWARDS THE END. FEEL FRO TO KEEP TEXTING. TURN THIS OVER AND HIGHLIGHT WORK, IN THE MIDDLE OF THE COUNTRY. WE'RE NOT HERE REPRESENTING THE WEST COAST, WITH HE HAVE LAURA ON THE EAST COAST. NOW TO THE MIDWEST. THEN IN IOWA. AND LET'S TALK A LITTLE BIT MORE. LOCAL. CAN YOU HEAR ME?

NEW SPEAKER: YES. YOU CAN. IT IS REALLY WONDERFUL TO HAVE YOU WITH US TODAY. WE KNOW THE ORGANIZATION MONSOON, UNITED ASIAN

WOMEN OF IOWA IS GRASSROOTS IN ASIAN COMMUNITIES IN IOWA. AND LIKE A LOT OF NON-PROFITS TO PROVIDE ADVOCACY AND DIRECT SERVICES FOR WOMEN. WHAT MADE YOU DECIDE TO ADD A YOUTH COMPONENT TO THIS?

NEW SPEAKER: AGAIN, THANK YOU FOR INVITING ME TO THIS WEB CONFERENCE. ALL ONCE STARTED AS A PROGRAM AND DURING THE IOWA COALITION OF SEXUAL ASSAULT IN 20203, WE DID NOT HAVE THE CAPACITY TO FULLY FOR THE DIRECTOR, ESTABLISH VIOLENCE PREVENTION PROGRAM, 501C, AND RETAIN FUNDING FROM THE STATE OF IOWA IN 2007. THE FUNDING BASICALLY ALLOWED US TO HIRE ONE EMPLOYEE AS A DIRECTOR. AND PERFORM A COMMUNITY ASSESSMENT. IN EARLY 2008 IN IOWA. BASICALLY, ONCE BELIEVE FOCUSING THE EFFORTS, IN PREVENTING AND ULTIMATELY ELIMINATING VIOLENCE. WE DECIDED TO INCLUDE THE YOUNG PEOPLE, IN HIGH SCHOOL STUDENTS IN THE ASSESSMENT AND IN ORDER TO BEGIN TO ATTRACT A NEW ORGANIZATION. ALSO, BASED ON OUR PREVIEW OF THE OUTREACH EFFORT, ELDERS AND TRANSITIONAL LEADERS IN IOWA, RESISTANCE TO EFFORTS AND HENCE WE DECIDED, TO OUR EFFORTS TO ELDERS. EVENTUALLY WITH THE EFFORTS FOR MOVE MANY AND VIOLENCE AGAINST WOMEN.

NEW SPEAKER: AND, ONE OF THE THINGS I THOUGHT WAS REALLY INTERESTING WHEN WE TALKED EARLIER IS THAT YOU FOCUS ON YOUTH DIDN'T USE A TRADITIONAL CURRICULUM APPROACH. INSTEAD, YOU HAVE WHAT YOU ARE CALLING SESSIONS. YOU NEED TO SHARE WITH BOTH A LITTLE BIT MORE ABOUT APPROACH AND HOW YOU LANDED ON THAT.

NEW SPEAKER: SO WHEN WE WERE PERFORMING THE ASSESSMENT FOR THE YOUTH, WE BASICALLY USED THE METHOD. AND MIDDLE SCHOOL IN DES

MOINES, IOWA WELCOMED US. NINE PARTICIPANTS WERE RECRUITED. BECAUSE WE COULD ONLY AFFORD NINE DIGITAL CAMERAS. WE GAVE IT TO THEM AFTER THE PROJECT. SO BASED ON THE ASSESSMENT, THERE APPEARS TO BE A LACK OF UNDERSTANDING AMONG THE API STUDENTS ABOUT THEIR OWN CULTURE, HISTORY AND TRADITION. ALSO, ABOUT THE SOCIAL JUSTICE AND POLITICAL ACTIVISM. SO WE DECIDED TO HAVE A CURRICULUM WITH FOUR COMPONENTS BASICALLY. WE HAVE THE HISTORY AND POSITION AND TURN. AND COMMUNITY RELATIONSHIP BUILDING. AND THEN, IN ADDITION TO THAT, WE ALSO SEEM THAT OUR CENTRAL VIOLENCE PREVENTION EDUCATION, IS FUNDED BY IOWA COALITION OF SEXUAL ASSAULT. WE HAVE TO HAVE BASICALLY EVIDENCE BASED CURRICULUM. BUT THERE ARE NO EVIDENCE TO CURRICULUMS THAT ARE IN THE COMMUNITIES. WE HAVE VERY DIFFERENT CURRICULUMS WITH IOWA, IN ADDITION TO OTHER EVIDENCE BASED CURRICULUM. SPECIFIC FOR THE AP-I COMMUNITIES. WE BASICALLY COMPILED CURRICULUM AGENDA, ALSO USE NON-APPROVE ED IOWA CURRICULUM, BASICALLY USING THE TASK FORCE AGAINST DOMESTIC VIOLENCE AGAINST, CALLED WAVE. WE ALL CREATED THIS CURRICULUM WITH OTHERS THAT WE KNOW ABOUT THAT WE FIND DIFFERENT FOR THE FOUR.

NEW SPEAKER: WITH THE HISTORY SESSION, WE ASKED PARTICIPANTS OF OWN HISTORY IF CONNECTED WITH THE GRAND NARRATIVE ABOUT THE COUNTRY WHERE THEIR PARENTS ORIGINALLY FROM. OUR GOAL, GREAT FOUR COMPONENTS IN ORDER FOR THE YOUTH TO CRITICALLY THINK ABOUT HOW VIOLENCE IS LINKED TO GENDER AND RELIGION AND IMMIGRATION STATUS FOR HISTORY.

NEW SPEAKER: IT IS VERY INTERESTING. I'M --

NEW SPEAKER: I THINK ONE OF THOSE THINGS THAT WE THOUGHT WAS GREAT IS THAT YOU ARE ABLE TO BUILD ON THE EVIDENCE BASE BUT ALSO WORK, NOT A COOKIE CUTTER APPROACH THAT WASN'T RELEVANT.

NEW SPEAKER: RIGHT.

NEW SPEAKER: MIRA, GIVEN HOW BROAD YOUR FOCUS IS, HOW ARE SPECIFIC MESSAGES OR CONTENTS AROUND PREVENTING VIOLENCE SPECIFICALLY INCORPORATED?

NEW SPEAKER: WHEN INTEGRATING THE FOUR COMPONENTS, WE REALLY WANT THE YOUTH TO THINK FOR THEMSELVES. FOR EXAMPLE, WHEN WE DISCUSS LAST NOVEMBER, THERE WAS A ONE ABOUT GANG RAPE, 16-YEAR-OLD HIGH SCHOOL STUDENT THAT WAS GANG RAPED. THAT WAS PART OF OUR DISCUSSION. BUT NOT ONLY THAT WE DISCUSS THE ROLE OF BYSTANDERS BUT ALSO INTEGRATED THE ROLE OF RAPE AND CLASS IN THE ISSUE. ALSO, WHAT RICHMOND HIGH SCHOOL STUDENTS DID. THEY PARTICIPATE IN THE COMMUNITY DISCUSSION. AND THEN, THIS DISCUSSION ABOUT SAFE ROLE AND COMMUNITY. SO WE TAKE LIKE CURRENT ISSUES AND THEN, KECK IT WITH, YOU KNOW, LIKE WE DISCUSS INTERPLAY OF ALL. INTERESTING. MIRA, IS THERE ANY WAY THAT YOU CAN GET CLOSER TO YOUR PHONE OR SPEAK UP A LITTLE BIT?

NEW SPEAKER: CAN YOU HEAR ME NOW?

NEW SPEAKER: IT IS NOT THAT MUCH BETTER. WELL, I THINK, JUST KEEP DOING WHAT YOU ARE DOING BUT EXTENT THAT YOU CAN SPEAK UP, THAT WOULD BE HELPFUL.

NEW SPEAKER: OKAY.

NEW SPEAKER: OH, WHOA. THAT WAS IT. WHATEVER YOU JUST DID.

NEW SPEAKER: I'M GOING TO SCREAM.

NEW SPEAKER: WE WON'T KEEP YOU TOO LONG.

NEW SPEAKER: OKAY.

NEW SPEAKER: YOU TALKED ABOUT BUILDING A MOVEMENT AND KEEPING ABLE FOR YOUR ORGANIZATION. HOW DID PREVENTION WORK TOWARDS THE NORM?

NEW SPEAKER: SO IF WE COMPARED THE API COMMUNITIES IN IOWA TO OTHER COMMUNITIES, LIKE TO API COMMUNITIES IN SAN FRANCISCO, CHICAGO AND NEW YORK, THE COMMUNITIES THERE ARE WAY BEHIND IN POLITICAL OR SOCIAL ACTIVISM. POSSIBLY BECAUSE THEY ARE SMALLER AND NEWER AND POSSIBLY BECAUSE POLITICAL SOCIAL ACTIVISM IS LESS ELITENESS AND SENSE OF IOWA. THERE IS ALSO RESISTANCE FROM THE API ELDERS OR TRADITIONAL LEADERSHIP ABOVE DISCUSSING ISSUES AN VIOLENCE AND PROBLEMS IN THE COMMUNITY. OR EVEN TO SHARE LEADERSHIP IN YOUNG API WOMEN AND MEN. BY UTILIZING COMMUNITY ORGANIZING EFFORTS THAT ARE BASED ON THE YOUTH, OUR EFFORTS, OUR HOPE IS BASICALLY TO INSPIRE STUDENTS, YOUNG PEOPLE TO CONTINUE OUR WORK AND NOT BE AFRAID TO WORK FOR NON-PROFITS OR EVEN CREATE OWN COMMUNITY-BASED ORGANIZATIONS FOR BETTER COMMUNITIES.

BUT WE ALSO WANT THEM TO LEARN ABOUT GOOD PRACTICES. BASICALLY WHAT WE WANT THEM, WE WANT TO ENCOURAGE THEM TO BE INNOVATIVE OR THINK OUTSIDE THE BOX. SO I THINK THAT OTHER ORGANIZATION, WE BELIEVE THAT THE MOVEMENT AND VIOLENCE BEGINS WITH EMPOWERING THE YOUNGER GENERATION. SO WORKING WITH THE YOUNG PEOPLE LIKE BY HIRING THEM AS YOUTH INTERNS WE HELP, WE TRIED, WE BASICALLY WANT TO CREATE SOCIAL CHANGE AND BRING ABOUT SOCIAL JUSTICE. SO THAT WAY, THROUGH WORDS AND ACTION, YOU CAN SPREAD A MESSAGE OF PEACE, THEIR PEERS, BASICALLY TRUST THEM MORE READILY AS THEY DO. SO ONCE YOU SEE THE SHIFT IN NORMS MORE AS A SUBTLE HEALTHY DOMINO AFFECT, INSTEAD OF JUST THIS ONE, YOU KNOW, ONE CHANGE.

NEW SPEAKER: SO, MIRA, IN OUR VIOLENCE WORK, WE TALK ABOUT BUILDING RESILIENCE. ONE STRATEGY THAT FOLKS ARE INTERESTED IN, CREATING MEANINGFUL OPPORTUNITY FOR PARTICIPATION, WHICH IS THAT IS WHAT YOU ARE SAYING. WHAT YOU DO IS ABUSE, THAT IS ONE OF YOUR CORE STRATEGIES. CAN YOU US MORE ABOUT HOW THE YOUTH CONTRIBUTE TO MONSOON. YOU SAY YOU HIRED THEM AS INTERNS. ARE THERE OTHER WAYS? WHAT DO THEY DO?

NEW SPEAKER: BASED ON EXPERIENCES WITH JUST COMMUNITY ORGANIZING, THAT INCLUSION OF THE YOUTH IN THE PLANNING AND THE IMPLEMENTATION AND THE EVALUATION OF OUR VIOLENCE PREVENTION PROGRAM IS THE BEST STRATEGY. IT IS THE BEST STRATEGY IN AND BASICALLY ENCOURAGING THE YOUTH TO PARTICIPATE. AND THEY ALSO HAVE OWNERSHIP OF THEIR OWN LEARNING. SO, WE BASICALLY HAVE A YOUTH INTERNSHIP PROGRAM WHERE WE PAY THEM. IT IS PAID INTERNSHIP. AND THEY ASSIST US WITH OUR VIOLENCE PREVENTION PROGRAM. SO, ALSO, THE YOUTH HAVE LIKE THIS VERY WONDERFUL STRATEGIES IN JUST LIKE ENTERING THE SCHOOLS. THEY PROVIDE US,

YOU KNOW, THE HOW TO BASICALLY ENTER IN THEIR OWN SCHOOLS. ALSO, CO-FACILITATE THE SESSION WITH OUR SEXUAL VIOLENCE PREVENTION EDUCATOR. THEY PLANNED FOR EACH SESSION. THEY ALL WORK FOR SUNDAYS. THEY PREPARE FOR THE NEXT WEEK OR THE NEXT SESSION. AND, ALSO, WE HAVE AT THE END OF EACH SEMESTER, WE HAVE EVALUATION SESSION, WHERE THEY DISCUSS ABOUT WHAT WORKS AND NEED IMPROVEMENTS. IN ADDITION TO THE FULL SESSIONS, THEY PLAN OUTSIDE SCHOOL ACTIVITIES AS MONTHLY MOVIE NIGHT. FOR EXAMPLE, LAST MONTH, THEY INVITED, THEY INVITED FELLOW STUDENTS TO WATCH HOLLY WHICH IS A FILM ABOUT CHILD PROSTITUTION IN CAMBODIA AND AFTER THAT, THEY DISCUSSED SEX TRAFFICKING. SO IN THE COMING MONTHS THEY ARE BASICALLY PLANNING LIKE TO WATCH, YOU KNOW, OTHER MOVIES LIKE GRAND TURINO OR SLUMDOG MILLIONAIRE AND BASICALLY CHOOSE THE MOVIES AND MAKE THE FLYERS, DO THE PROMOTION AND CREATE DISCUSSION QUESTIONS. AND THEY WILL ALSO LEAD THE DISCUSSION. AND, RIGHT NOW, THEY ARE ALSO PLANNING AN API YOUTH SUMMIT SCHEDULED BASICALLY ON MAY 7. AND ALSO, WE WANT TO MAKE SURE THAT THEY HAVE THE OPPORTUNITIES TO ATTEND OR PRESENT IN NATIONAL CONFERENCES. AND TO MEET OTHERS WHO WILL BASICALLY INSPIRE THEM. SOMETIMES, THE RESOURCES ARE NOT IN LOCALLY, BUT NATIONALLY OR EVEN INTERNATIONALLY.

NEW SPEAKER: THIS IS -- THIS IS AMAZING CHARACTERISTICS WHERE THEY ARE MAKING DECISIONS AND CONTEND IS LED. IT IS GREAT YOU AND LAURA ARE IN. IT IS ALMOST LIKE ACCESS RESEARCH BUT A WHOLE OTHER LEVEL. BUT, YOUNG PEOPLE WERE ACTUALLY ABLE TO MAKE THE DECISION AND INFORM THE WHOLE PROCESS. DEFINITELY.

NEW SPEAKER: THAT IS WONDERFUL. I WANT TO ALLOW SOME FOLKS TO -- IT LOOKS LIKE WE HAVE A HAND UP. STEPH YAPPY WAS

ANTICIPATING THE OPTION. WE WANTED TO THE GO AHEAD AND ALLOW FOLKS TO ANSWER QUESTIONS. RAISE THEIR HAND ON THE PHONE LINE OR TEXT IN SOME QUESTIONS. BUT LET'S GO AHEAD AND I'LL GO OVER TO DAVID.

NEW SPEAKER: STEPH YAPPY, IF YOU CAN PRESS STAR 1 ON THE PHONE TO GET YOU OPEN UP YOUR PHONE, THAT WILL BE GREAT. OPERATOR, DO HAVE YOU A PHONE LINE OPEN?

NEW SPEAKER: GO AHEAD.

NEW SPEAKER: HI, STEPHANIE.

NEW SPEAKER: HI, DAVID. I WAS JUST WONDERING IF -- WHAT HAS BEEN DONE TO EVALUATE THE PROGRAM THAT WAS USED AND HOW YOU ARE THINKING ABOUT EVALUATION?

NEW SPEAKER: EVALUATING OUR PROGRAM?

NEW SPEAKER: YES.

NEW SPEAKER: WHAT WE HAVE BEEN DOING, WE DON'T REALLY, WE, USE QUALITATIVE AN DO FOR OUR INTERNS, WHAT WE DO, THEY HAVE TO BASICALLY WRITE JOURNALS. THEY HAVE TO TAKE PART OF OUR BLOG. EVERY WEEK, THEY HAVE ASSIGNMENTS TO BASICALLY BLOG OR JUST WRITE JOURNALS ABOUT THEIR EXPERIENCES. OR WHAT THEY ARE THINKING FOR THIS WEEK. BUT SPECIFICALLY FOR OUR YOUTH SESSION

IN THE SCHOOL, WE HAVE PRE AND POST. SO WE USE THOSE AS TO MAKE SURE THAT IT IS LIKE EFFECTIVE. AND OUR QUESTIONS ARE BOTH, YOU KNOW, LIKE, VERY MUCH SO LIKE WHAT IS SEXUAL VIOLENCE? WHAT IS DOMESTIC VIOLENCE? AFTER THE POST, IS IT EFFECTIVE? WHAT WE ARE DOING EFFECTIVE? BASICALLY, IS IT EFFECTIVE?

NEW SPEAKER: DAVID, THAT IS REALLY GREAT PIECE. I THINK WE WILL GO IN A COUPLE OF MINUTES TO GO LOOK AT WHAT WE THINK THAT INDICATORS ARE. WE KNOW THAT IT IS NOT GOING TO BE EASY TO BE ABLE TO HAVE, YOU KNOW, REDUCTIONS OF SEXUAL VIOLENCE RATES OR DOMESTIC VIOLENCE RATES FROM OUR PROGRAMS QUICKLY. THERE ARE SOME INDICATORS. SO WE WILL SPEND A COUPLE OF MINUTES, SPEND A COUPLE OF MINUTES REALLY CONSIDERING THAT. THAT IS A THEME THAT WE WILL BE LOOKING AT ALL OF OUR WEB CONFERENCES THIS YEAR. ONE OF THE INDICATORS OF CHANGE SO WE CAN THINK ABOUT HOW WE CAN BE ABLE TO MEASURE AND DETERMINE WHAT CHANGES ARE TAKING PLACE.

NEW SPEAKER: ALL RIGHT. CAN I JUST ASK, THIS IS MEGAN IN THE ALLIANCE. MEGAN ASKED SOMETHING, ADDED SOMETHING, I AM GLAD THAT PREVENT CONNECT WILL BE DOING THAT. I JUST WANTED TO SAY THAT I THINK THAT ONE OF THE STRUGGLES WE ARE FINDING IN DOING COMMUNITY MOBILE IMPACT, COMMUNICATION IS MUCH HARDER TO DEVELOP. WE ARE CONSCIOUS ABOUT DOING PROCESS EVALUATION, AND, YOU KNOW, I THINK WE ARE DOING THAT EFFECTIVELY BUT IN TERMS OF OUTCOME MEASURES WE, YOU KNOW, IT HAS BEEN IS SOMETHING THAT WE ARE SLOWLY DEVELOPING. BUT I ALSO THINK THAT IT IS SOMETHING THAT WE HAVE TO ENCOURAGE FUNDERS TO REALLY LOOK AT FUNDING. BECAUSE, YOU KNOW, FUNDERS ARE INTERESTED IN OUTCOME MEASURES THAT OFTEN DON'T FUND RIGOROUS OUTCOME EVALUATION. I ENCOURAGE ALL OF US TO BE ADVOCATES FOR ASKING FOR FUNDING FOR THAT.

NEW SPEAKER: THAT IS GREAT. I SAW ON HERE, YOU PUT UP YOUR WEB SITE. IT IS THAT BLOG AVAILABLE ON YOUR WEB SITE IS THIS.

NEW SPEAKER: YEAH. ALL IN OUR WEB SITE.

NEW SPEAKER: WONDERFUL. THANK YOU FOR HELPING OUT.

NEW SPEAKER: SO, IF YOU CAN HANG OUT A LITTLE BIT, WE'LL DO MORE QUESTIONS AN ANSWERS AND FOLKS FEEL FREE TO KEEP TEXTING. NATURAL INDICATORS SYSTEMS, INDICATORS THAT WE HAVE COME UP WITH. WE WANTED TO KIND OF START THIS SECTION WITH MEASURING SUCCESS AND ABOUT THE IDEAS OF ONE GENERATION BECOMING THE NEXT. WHAT ARE THOSE INSTINCTS THAT YOU MAY WANT TO MEASURE? WE HAVE A VISIONING PROCESS, TALK TO FOLKS AND PULL OUT INDICATORS FROM THE EVIDENCE IN THREE SECTORS. WE LOOKED AT FAMILIES, SCHOOLS AND COMMUNITIES. WE ARE GOING TO GIVE YOU A COUPLE INDICATOR, COMMUNITY LEVEL, WE ARE GOING TO INVITE YOU TO TEXT IN SOME IDEAS. SO WE ARE GOING TO WRAP UP IN THE NEXT SIX MINUTES SO WE INVITE YOU TO START TEXTING THE IDEAS. LET'S GO TO FIRST ONE, CHRISTINE, WHICH IS FAMILY INDICATORS. ONE OF THE ONES THEY PUT OUT, KNIVES ARE ONLY FOUND IN THE KITCHEN. ONE OF THE MEASURES THEY PUT OUT, CHILDREN ARE LINKED TO CARING ADULTS. IF YOU THINK ABOUT THE EXAMPLES, WITH MIRA'S GROUP, THAT IS A GREAT INDICATOR, FOR A LESS LIKELIHOOD, LESS LIKELIHOOD OF GENDER OCCURRING LATER ON. IT IS ALSO SOMETHING THAT IS VERY MEASURABLE. CALIFORNIA KISS SURVEY MEASURES IT. SO THERE IS SOME TYPES OF THINGS, THAT YOU COULD PUT INTO IT THAT ARE MEASURING THE RISK FACTORS. LET'S LOOK AT SCHOOL. WE'LL GO AHEAD AND KEEP GOING.

NEW SPEAKER: KIDS CAN GO TO SCHOOL WITHOUT BULLIED OR TURN INTO A BULLY. YOU THINK ABOUT THAT VISION, HOW DO YOU MEASURE IT? INCREASE. SCHOOL WILL PREVENT VIOLENCE. THINKING OF THOSE THINGS AROUND EMPATHY AND ANGER MANAGEMENT AND RATINGS OF SCHOOL CLIMATE. EMILY DOES' MAZING RESEARCH ON SCHOOL CLIMATE MEASURES. ACADEMIC ACHIEVEMENT GAP IS SOMETHING THAT IS VERY MEASURABLE. THERE IS TEN DIFFERENT PIECES ON THAT. AND INCREASE VIOLENCE ON CAMPUS. LET'S GO TO COMMUNITY, THAT IS A FOCUS FOR A LOT OF PEOPLE. THERE WE GO. THIS EXPOSURE, MY SON COULD WALK TO SCHOOL. WOMEN WALKING, I LOVE THIS ONE, EVERY DOLLAR A MAN AROUNDS, A WOMAN WOULD EARN A DOLLAR. THINK OUT OF THE BOX FOR THAT VISION. TRANSLATE THEM INTO MEASURES. INCREASE THOSE. POSITIVE FEELING ABOUT SPECIFIC NEIGHBORHOODS AN ALL OF THESE HAVE ACADEMIC LITERATURE THAT BACK THEM AS INDICATORS FOR INCREASING THE LIKELIHOOD OF OCCURRING. PROVISION STRUGGLES WITH, HOW CAN YOU SAY SOMETHING DOESN'T HAPPEN? WHAT WE ARE SAYING, WE KNOW THE THINGS THAT ARE CHARACTERISTIC THAT WILL PREDICT THAT INCREASE THE LIVELIHOOD. LET'S MEASURE SOME OF THOSE THINGS. LET'S TAKE A MINUTE NOW, IF YOU WANT TO SHARE ONE, YOU WANT TO RAISE YOUR HAND AND SHARE THAT IS GREAT. IF NOT, LET'S PUT THEM INTO GAP. WHAT IS MEASURED, DECIDES A CULTURE OF VIOLENCE? IF YOU WANT TO USE A SCHOOL EXAMPLE OR FAMILY EXAMPLE, THAT IS FITTING IT. FOLKS IN THE MILITARY WANT TO GIVE EXAMPLE, THAT IS GREAT. AND I DON'T SEE ANYTHING COMING THROUGH. THAT IS INTERESTING. SO THIS IS AN AREA THAT FOLKS REALLY HAVE A LOT OF QUESTIONS ABOUT. HAS BULLYING IN SCHOOL DECREASED?

NEW SPEAKER: ABSOLUTELY. THERE IS A LOT OF WORK, THAT USE UNIVERSAL EDUCATION PROGRAM, CENTERS FOR DISEASE CONTROL, DID A

PIECE ON MORBIDITY, MORTALITY AND MORBIDITY WEEKLY, 15 PERCENT DEDUCTION IN -- REDUCTION IN ABOUT SIX MONTHS. USING SOME OF THE DIFFERENT STRATEGIES THAT HAVE SCHOOL CLIMATE. COMPREHENSIVE APPROACH.

NEW SPEAKER: DISCIPLINE APPROACH. FOR SCHOOL, INDICATE. INTERESTING.

NEW SPEAKER: I THINK, YOU KNOW, WITH REFERRALS ARE IMPORTANT. ALSO, SCHOOL, STUDENT SELF-REPORT IS REALLY IMPORTANT. YOU WANT THE REPORT KIND OF LIKE THE PURCHASE OF THE STORY. I SAW SOMEONE CALLED IT YOUTH ACTION RESEARCH. IT IS REALLY GETTING THE SELF-REPORT. SELF-S IT PALESTINIAN REPORT CAN BE A FACTOR OF, ARE THE TEACHERS RIGHT? ARE THEY JUST LETTING THINGS SLIDE? THAT IS ALWAYS IMPORTANT TO HEAR FROM THE FOLKS THAT ARE HERE.

NEW SPEAKER: INCLUDING DISCUSSION OF THE GENDER BASED VIOLENCE. WHILE IT DOESN'T, REALLY INTERESTING. I THINK GOOD INDICATOR. IT SHOWS HOW MUCH IS ON SOCIAL AGENDA. MORE TOPICS ON THE SOCIAL AGENDA, MORE LIKELY ACTION CAN BE TAKEN. ITSELF IS INSUFFICIENT BUT INDICATOR TOWARDS READINESS AND BEING ABLE TO MOVE FORWARD. THAT IS REALLY GOOD POINT.

NEW SPEAKER: ONE OF THE THINGS THAT WE THINK ABOUT, I JUST HAD A CALL WITH SOME FOLKS IN DENVER THIS WEEK ABOUT, YOU KNOW, THEY HAVE HAD PROGRAMMATIC GOALS. WHEN YOU HAVE PROGRAMMATIC GOALS, THEN YOU HAVE PROGRAMMATIC OUTCOMES. IF YOU ARE HAVING A GOAL THAT ENGAGE THE ELECTED LEADERSHIP ON THIS ISSUE, THEN AN OUTCOME ON HAVING IT REGULARLY OR PART OF CITY COUNCIL IS A

GREAT INDICATOR OF GETTING TO THAT GEL. YOU HAVE TO THINK SOMETIMES TOO ABOUT WHAT GOALS YOU HAVE SET. IF YOU ARE SET ON PROGRAM GOALS, THIS MANY KIDS AN CLASSES, YOU AREN'T REALLY FOCUSED ON CHANGING THE ENVIRONMENT, IT DOES GET HARD TO THE INDICATORS.

NEW SPEAKER: SO, OH, INTERESTING. SO, NUMBER OF COURT REFERRALS, INTERESTING. IN DULL YOUTH MODEL. WE ARE STILL GOING TO DEMAND FOR SERVICES AND THINGS LIKE THAT. I THINK, THINK ABOUT HOW YOUR COMMUNITY WOULD CHANGE. YOU KNOW, WE ARE GOING TO KEEP FOCUSSING ON THIS. IT SOUNDS LIKE SOMETHING WE'LL SPEND MORE TIME IN THE NEXT COUPLE OF SECTIONS. BUT YOU WANT TO THINK ABOUT HOW YOUR COMMUNITY ENVIRONMENT WOULD CHANG. WHAT WOULD BE DIFFERENT IF WE DIDN'T HAVE A CULTURE OF VIOLENCE? THAT IS THE THING YOU WANT TO MEASURE. THIS IS A GREAT EXAMPLE, JENNIFER. THANK YOU FOR PUTTING THIS UP. ADDRESSING EMPATHY AND ACTIVITIES IN ENCOURAGE INVOLVEMENT. DO YOUNG PEOPLE FEEL THEY HAVE A CARING ADULT AND ROLE MODEL? NEIGHBORS FEEL SAFE AND CONNECTED TO NEIGHBORS? DO THEY FEEL CONNECTED AND PARTICIPATE IN SPECIFIC ENGAGEMENT AND OTHER ACTIVITIES? COMMUNITY ART REPRESENTING POSITIVE RELATIONSHIPS. THAT IS A GREAT ONE, MARY ANNE. THANK YOU FOR INCLUDING THAT. WE TALK A LOT ABOUT MURALS AN ART PROJECTS FOR TEENS, THAT THEY LIKE BUT DON'T NECESSARILY TALK ABOUT WHAT THEY ARE REFLECTING. THAT IS REALLY INTERESTING. I WANT TO NOTE THAT WE WILL KEEP A COPY OF THESE AND KEEP A LIST. EACH OF OUR WEB CONFERENCES, REALLY FOCUS ON WHAT ARE SOME THOUGHTS AND WHAT ARE THE INDICATORS TO BE ABLE TO MOVE TOWARDS THAT MEASURE MANY PIECE. THAT IS A PIECE AS OUR FIELD MATURES WE NEED TO SPEND MORE TIME. LINDSAY, REDUCED TRAFFIC. VIOLENT YOUTUBE CONTENT.

NEW SPEAKER: INTERESTING. YEAH.

NEW SPEAKER: THAT IS AN INTERESTING WAY. ONCE AGAIN, METRICS ON THAT ARE NOT DIFFICULT TO DEVELOP.

NEW SPEAKER: GREAT. I THINK, GIVEN THE CLEAR INTEREST IN THIS, THAT WE WILL PUT A LITTLE BIT MORE TIME ASIDE AT THE UPCOMING WEBINARS TO HAVE SOME INTERESTING DISCUSSION ON THIS. AND SO YOU DO YOUR HOMEWORK, WE'LL DO HOMEWORK AND HOPEFULLY WE WILL GET TOGETHER WITH YOU AGAIN. IN THE NEXT, IN THE SERIES. WE HAVE FOUR MORE COMING UP. WE'LL TALK MORE ABOUT THAT COMING UP. WITH THAT, I'LL TURN IT OVER FOR FINAL Q AND. >> ACTUALLY, WE HAVE TO TURN IT OVER FOR FINAL COMMENT. WE ARE AT THE TIME. SO, I REALLY WANT TO THANK ALL OF OUR GUESTS TODAY. I REALLY THINK MIRA FROM MONSOON. THANK YOU, MIRA.

NEW SPEAKER: THANK YOU, DAVE.

NEW SPEAKER: WE ALSO, REALLY PLEASED TO HAVE LAURA FIDLER FROM NEW YORK CITY. WHO IS JOINED BY MEGAN O'CONNOR. THANK YOU, LAURA AND MEGAN.

NEW SPEAKER: THANK YOU.

NEW SPEAKER: THANK YOU ALL.

NEW SPEAKER: AND I REALLY WANT TO APPRECIATE THE WORK THAT CHRISTINE AND ANNIE HAVE DONE IN PUTTING THIS TOGETHER. AND THANK YOU VERY MUCH.

NEW SPEAKER: OH, OUR PLEASURE. THANK YOU, DAVID.

NEW SPEAKER: GOOD TO BE HERE.

NEW SPEAKER: I WANT TO THANK ALL OF YOU, WHAT MAKES THESE SUCCESSFUL, A COMMUNITY OF PEOPLE DEDICATED TO PREVENTION AND I WANT TO THANK ALL OF YOU. YOU SHOULD RECEIVE IN APPROXIMATELY TWO MINUTES AN EMAIL WITH AN EVALUATION. THERE WILL BE MORE OF THESE. THEY WILL BE GOING, I WILL DO EACH. MASCULINITY, AND TRADITIONAL FORMS OF MASCULINITY AND THEN LOOKING AT LIMITED ROLE FORCE WOMEN. THEN WE'LL BE MOVING ON WITH OTHER TOPICS SO WE WILL BE CONTINUING TO DO THAT. I WANT TO THANK ALL OF YOU FOR YOUR THOUGHTS. WE WILL POST A COPY OF THIS. WE ARE WORKING ON HAVING A RECORDING OF THE SESSION. I THINK WE HAVE THE RECORDING SESSION PIECE TO WORK. I WANT TO THANK CHAD SNIFFEN WHO DOES EVERYTHING BEHIND THE SCENES. >> YAY, CHAD! >> YOU HEARD THAT. THANK ALL OF YOU. WE WILL SEE YOU ON-LINE. HERE IS CHAD. YOU KNOW WHO CHAD IS. WE WILL FOLLOW YOU ON LINE. CAN ALL OF THE SPEAKERS PLEASE STAY ON THE PHONE LINE FOR A FEW MINUTES. AND, WE WILL, THIS WILL CONCLUDE THE AUDIO PORTION. I WILL KEEP THE TECH CHAT OPEN FOR A FEW MORE MINUTES. WE LOOK FORWARD TO HEARING FROM ALL OF YOU IN THE FUTURE AS WE TAKE ACTION TO PREVENT VIOLENCE AND CONTINUE TO BE A COMMUNITY OF PEOPLE WHO LEARN HOW TO IMPROVE OUR WORK AND LEARN FROM EACH OTHER. THANK YOU ALL!

NEW SPEAKER: THANK YOU EVERYONE.

NEW SPEAKER: THANK YOU EVERYONE.