



Snow Ball of Policy Change

The MN Summit to Prevent Sexual Violence

Cordelia Anderson

Not the Letterman 10

Snowballs of Policy Change



- Some ex's are large “the impossible is possible”
- Some ex's “do-able” without added funds
- Some recognize that what we value has/needs \$\$ attached
- Ideas are across the SPECTRUM & recognize the need for broad social change – **NOT ONE THING – not easy** or we wouldn't be here

Overall....

- Recognize the role of *sex offender management /registration* for known perpetrators to reduce risk of new victims from same known offenders
- “Ed” part of the spectrum & when it is the organizational practice – assure messages/skills that focus on potential perpetration, bystanders & environmental norms; not only individual skills for reducing their own risk

10) Supports for programs that dramatically reduce emotional, physical & sexual abuse and neglect of children as part of perpetration prevention & reducing vulnerability for re-victimization

- Healthy Families
- Positive Discipline Programs
- Parent Management Training Programs,
- Child and Family Supports for Disadvantaged Families
- Increasing Parent/Care Providers Understanding Child Development
- Promotion of Positive Youth Development (assets, protective factors)

SEE PCA-MN



See NCPTC

9) Implement early restorative, interventions for sexual and violent behavior problems such as harassment, bullying



Behavior violation reports taken seriously, particularly with children & in the workplace. *This is ground zero for sexual violence prevention. We can stop growing human beings willing to harm one another sexually.*

- Implement victim-centered responses that also encourage accountability for harmful actions & opportunity to rights ones wrongs & impact of behaviors on the broader atmosphere (See MN Dept. of Ed)
- **Links to resources to for comprehensive assessment and risk appropriate treatment**

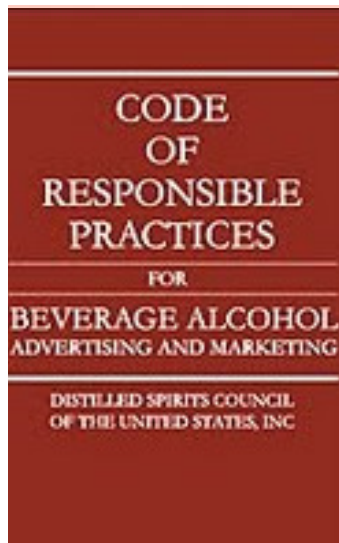


8) Organizational P & P that acknowledge “sex sells” is not an excuse - women & children are not commodities to be bought, sold or in other ways be commercially sexually exploited.

- Punish the purchasers/sellers not those prostituted-commercially exploited
- Challenge idea that young males can only be reached through exploitive images of females
- When using sexual language or imagery to market to adults, commit to not using sexually exploitive or violent ones to market products;
- Keep in mind pornified ads are also ads for pornography – attention to what is being sold

Limits to “sex sells” justification continued

- Adopt a **code of ethics for marketing & advertising** to reflect a commitment to not use sexually exploitive language, imagery, or content to sell products to children.
 - *Such a code can be adopted within an industry or by an ad agency itself.*



The Source “hip-hop” magazine shift to limits on “bootie ads” – publisher LL McMillan believe he can appeal to hip-hop fans and still be a magazine “you wouldn’t mind your kids seeing.”

Wine Product 2005 Distilled Spirits Council of the US

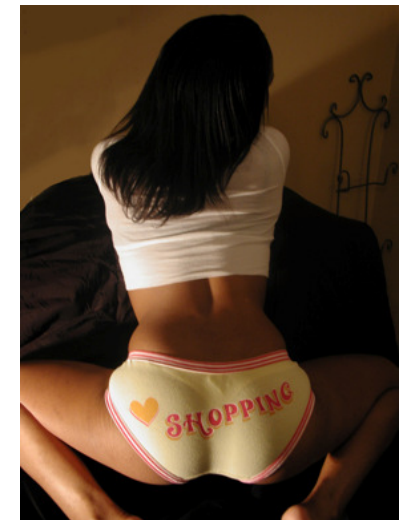
Microsoft pulled sponsor support of Seth MacFarlane comedy special

General Mills practices related to image protection

Limits to Sex Sells: Eliminate ads for commercial sexual exploitation – aka: ‘Adult Services,’ ‘Erotic Services’ -on Internet and in Papers



- Craig’s List progress
- Pioneer Press, Star Tribune practices
- City pages?



www.cordeliaanderson.com



7) Create a Minnesota Prevention Fund



- MN Cost Report - Prevention saves money & lives and creates the climate in MN we want to have!
- Funding could be derived from many sources, including:
 - MN tradition pre-tax earnings
 - Staff time volunteer & pro-bono work
 - Industry setting aside % of profits from given products (Body Shop), Tavern on the Green (NCMEC)
 - License Plates
 - A collective state fund
 - Proceeds from civil actions



PUT THE CHECK ON CHILD ABUSE
CHILD ABUSE PREVENTION FUND
MAKE A DONATION ON YOUR AZ INCOME TAX FORM

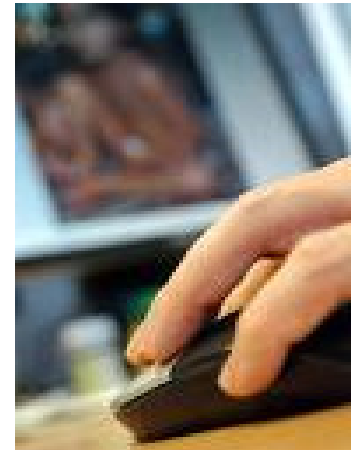
6) Encourage Technology to Advance Prevention Along with Intervention

- Guidelines or Regulations for “Sexploitive-Free” Environment on the Internet
- Active counters to normalization –
 - Technology assisted “activism” *prevent-connect*
- Consider how to make it more difficult to harass, exploit, and normalize exploitive and violent sexual behavior on the Internet - This might include:
 - Accountability for internet posting – full names required.
 - Increased regulation of chat rooms that promote illegal activity.
 - Warnings ‘harmful to your health’ or to ‘wellbeing of children’



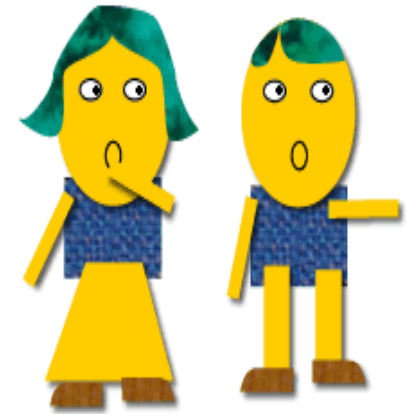
5) Limit harmful impact from legal adult pornography & limit access to pornified content for minors.

- MNCASA policy of holding conferences/meetings, work related travel at hotels that don't profit from pornography
- Stop Porn channels bundled in basic (cable) packages.
- Dummy channels between pornography 'adult'/child programming (Thanks - Comcast)
- Technology used so that pornographic content not accidentally be made available.
- Move pornography out of most Google searches
- Get images/references to children/teens off of legal adult pornography sites
- Misogyny free proms or state supported 'entertainment' on campuses



4) Bystander Practices: You Made It My Business When... Norms of Responsibility & Action

- **MN Men's Action Network** –Men speak up and out for SVP – engage other men as champions for prevention
- All: from “nots” – to my job, my responsibility, my business
- Create organizational practices that encourage bystanders to standup for respect, equity, and prevention of sexually harmful acts.



MN MAN: Frank Jewell,
Chuck Derry

3) Integrate Prevention Strategies in Sexual Violence *Response* Legislation & Support Equity



- Support MNCAFE ballot measure ratifying ERA
- Support MN Prevention Caucus (more later!)

Actions:

- Create a pledge similar to other values-oriented pledges to demonstrate a legislator's commitment to prevention, *including an active interest in protecting the rights of children and the impact of policy on children.*
- Raise sexual violence prevention in questions posed to elected officials, candidates for office.



2) Create/Strengthen Organizational & Workplace Practices to Promote PREWE & Promote Sexual/Relational Health



- **PREWE: Professional, Respectful, Equitable work & learning environments** that are free from sexually harmful behaviors – e.g, Dakota, Comcast’s program to train and promote women as installers; Best Buy’s WOLF program
- Comprehensive healthy sexuality ed/messaging that includes: countering harmful social norms/gender socialization and models of caring connections/ relationships, (make the impersonal-personal)-intimacy and impulse control, PREWE internet expression, analysis and limits of harmful media (intentional perpetration prevention)

1) Integrate sexual violence prevention into ongoing related efforts

- Wellness Programs (aka HealthPartners)
- Internet Safety
- Children's Health & Well-Being
- Community Sustainability
 - (Back Yard Efforts –Allina)
- Family Friendly



These are only a few - Your Ideas?



