

**Welcome to the
Web Conference**

**From Data to Prevention III:
Framing Data to Make the Case
for Primary Prevention**

We will start soon









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2011 Web Conferences Building Prevention Leadership

- **Advancing a Critical Analysis: Incorporating consciousness in prevention efforts**
- **Cultivating Community Driven Social Change**
- **Working with Men and Boys: Lessons Learned from DELTA**
- **Promoting a Diverse Leadership**
- **Measuring and Communicating Effectiveness** (September 27, repeated September 28, 2011)

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2011 Web Conferences From Data to Prevention

- **Understanding the Differences between National Sexual Violence and Intimate Partner Violence Surveys.**
- **Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective** Transforming Communities
- **Using Data to Make the Case for Prevention**, Prevention Institute with Berkeley Media Studies Group
- **Framing Data to Make the Case for Primary Prevention**; CDC and Fenton (September 20; repeat September 21, 2011)

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PreventConnect

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

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 CALCASA.

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From Data to Prevention III
**Framing Data to Make the Case
for Primary Prevention**

Tessa Allen Burton, MPH, Centers for Disease Control and
Prevention, Division of Violence Prevention

Heidi Overbeck & Kasia Reterska, Fenton

September 20 & 21, 2011
11 am-12:30 PT; 2:00-3:30 PM ET

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Introductions



Tessa Allen Burton, MPH
Centers for Disease
Control & Prevention



Heidi Overbeck
Fenton



Kasia Reterska
Fenton

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Learning Objectives

- Identify components of a message framework and understand steps for constructing an effective frame
- Create a message framework for the latest data on intimate partner violence, sexual violence and stalking, which makes the case for primary prevention
- Anticipate messaging challenges & frame responses about IPV, SV and stalking from the media, policymakers, funders & other constituencies

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Today's Outline

1. NISVS: What? When? Why? So What?
2. Framing
3. Message challenges from the field
4. Questions & discussion
5. Resources

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What is NISVS?

National Intimate Partner & Sexual Violence Survey

- Most comprehensive source of data on IPV, SV and stalking victimization in the U.S.
- Latest national and state level data
- Information on health impacts of violence



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When is NISVS Happening?

- Ongoing survey to identify and monitor trends
- Over 16,000 interviews completed in 2010
- Surveys will be conducted annually



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Why is NISVS Important?



Why do you think the data from NISVS is important for sexual violence and IPV prevention?

Use chat to answer

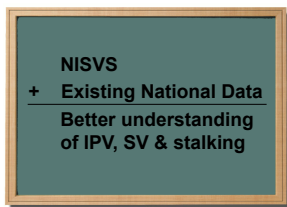
Why NISVS?

- Provides frequent & reliable data on prevalence, characteristics & consequences of IPV, SV & stalking
- Will be able to monitor trends
- Uses uniform definitions & survey methods
- Enhances disclosure of victimization on sensitive issues
- Informs primary prevention efforts




So What?

Different methodology = Different results



Challenges



What challenges do you anticipate from the release of this data?

Use chat to answer

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What is Framing?

A way to distinguish what is important

...and what is not

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Why is Framing Important?



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Why is Framing Important?



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Why is Framing Important?



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Why is Framing Important?



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Why is Framing Important?



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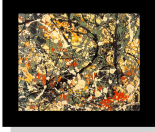
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Which Frame Do You Like Best?


A.




B.



C.



D.



Feedback

A

B

C

D

No Answer

Use the Feedback to answer

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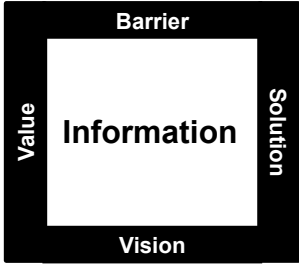
Steps for Framing

1. What do you want to frame (information)?
2. Why do you want to frame it (goal)?
3. Who do you want to see it (audience)?
4. How do you want to frame it (language)?

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Building a Frame



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NISVS Master Narrative

Value:
Everyone deserves to live a life free of violence.

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NISVS Master Narrative

Barrier:
There are significant gaps in the existing data around IPV, SV and stalking.

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NISVS Master Narrative

Solution:
Identify & understand the magnitude and impact of IPV, SV and stalking. That's why the CDC developed NISVS, which has innovative features that allow for an improved understanding of the public health burden of these problems.

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NISVS Master Narrative

Vision:
 When people better understand the nature and extent of these problems, they will use that knowledge to strengthen and support efforts to prevent violence before it occurs.

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Building a Frame around NISVS

Significant gaps in existing data

Everyone deserves life free of violence

Barrier

NISVS

Solution

Vision

Collect data and monitor trends

Use that info to stop violence before it occurs

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Core Message

Intimate partner violence, sexual violence and stalking are some of the country's most serious public health issues, but the good news is that they can be prevented. By better understanding the extent, characteristics and consequences of these forms of violence, we can take action to prevent them.

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Examples: "Win the Future"



What does "Win the Future" mean to you?

Use chat to answer

POSTPOLITICS

State of the Union 2011: 'Win the future,' Obama says

By Anne E. Koehler and Scott Wilson
Washington Post Staff Writers
Wednesday, January 26, 2011, 10:04 AM

President Obama sought to rouse the nation from complacency in his State of the Union address Tuesday, vying innovation and budget reforms that he said are vital to keep the United States a leader in an increasingly competitive world.

- THIS STORY
- China a U.S. rival? Many Chinese think not - so not yet
 - State of the Union 2011: 'Win the future,' Obama says
 - Book Review: Amy Chua's "Battle Hymn of the Tiger Mother," on Chinese-American family culture

"Sustaining the American dream has never been about standing pat," Obama said. "It has required each generation to sacrifice, and struggle, and meet the demands of a new age. Now it's our turn."



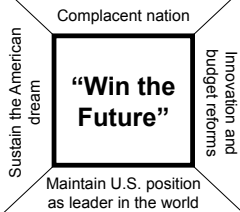
State of the Union: 'This is our generation's Sputnik moment'

Obama cited Sputnik and the Space Race as moments that inspired American innovation in the State of the Union.

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Examples of Framing



Ezra Klein
Economic and Domestic Policy, and Lots of It

About Ezra Klein | On Twitter | Bloggingheads | RSS Feed | E-Mail Ezra | Articles

WORKBOOK
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MORE BUSINESS NEWS
Your essential source for the latest news on the intersection of Wall Street and Washington.

THINK TANK
The Congressional Research Service's primer on the "constitutional" and "policy" options for changing the Senate's rules.

Posted at 11:52 AM ET, 01/26/2011
Can we win the future if we lose the present?
By Ezra Klein
Mike Konczal says that "in a non-crisis time, [Obama's State of the Union] would have been a great vision of the role of government in the economy." But this isn't a non-crisis time. Unemployment is stuck above 9 percent, we've not yet hit our peak rate of foreclosures, recent job growth hasn't even been enough to keep up with population increases, there's still a chance of further financial crises in Europe, and the United States government has basically walked off the field. We just had an election in which both parties proclaimed jobs the central issue, but the State of the Union had few answers for those who're out of work.
I sat in on a briefing yesterday where various "senior administration officials" explained the theory behind the State of the Union. When they were asked about shifting their focus to the future when the economy was so bad in the present, they explained that they got pretty much everything they thought they could get -- and, in fact, more than they thought they could get -- in the tax-cut deal, and it was time to let that work. Left unsaid is that they can't get anything more out of a Republican House, and so there's little point in begging.

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Examples of Framing

Unemployment, foreclosures, etc

Complacent nation

“Win the Future”

Partisanship is keeping elected officials from addressing the real issues

Innovation and budget reforms

Maintain U.S. position as leader in the world

The U.S. loses the present

We are in a time of crisis

Sustain the American dream

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Examples from the Field

We've been spending money on IPV and SV prevention, why aren't the numbers going down? What does this mean for specific populations?

Why did the numbers increase/decrease? What contributed to the increase/decrease?

Explaining variations between data sets

What is the impact of these issues on males vs. females, heterosexuals vs. LGBTQ individuals?

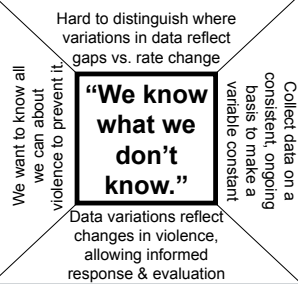
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Steps for Framing

- 1) What do you want to frame (information)?
Variations in data between surveys, groups
- 2) Why do you want to frame it (goal)?
To justify efforts to end violence
- 3) Who do you want to see it (audience)?
Funders, media, skeptics
- 4) How do you want to frame it (language)?
Limit variables, establish constants

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Examples of Framing



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Examples from the Field

Overcoming the discomfort of talking about the issue of sexual violence.

Reaching Youth

We have difficulty being invited into classrooms. School officials, as well as the general public, do not understand, or perhaps would not like to believe, that sexual assaults affects our youth.

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Steps for Framing

- 1) What do you want to frame (information)?
Sexual violence among youth
- 2) Why do you want to frame it (goal)?
To educate youth about violence prevention
- 3) Who do you want to see it (audience)?
School administrators, parents, general public
- 4) How do you want to frame it (language)?
Early prevention, lifelong results

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Examples of Framing

Perception that youth are too innocent to understand or experience SV

“They won’t know what we don’t teach”

Let the lesson of prevention – not the impact of violence – last a lifetime

We want no harm to befall our youth


Share data on increased risk & health burden carried by young victims

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Message Challenge

*How are you considering to use the data from NISVS?
How will you frame it?*

Use chat to answer



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VAWnet.org
National Online Resource Center on
Violence Against Women



NISVS Resource Page (2011)
www.VAWnet.org/research/NISVS

Data Sets
www.VAWnet.org/research/data-sets

- *Data Sets on & Related to Violence Against Women* (2006)
- *National Data Sets on Violence Against Women* (2001)

Use of Data
www.VAWnet.org/research/use-of-data

- *Understanding National Rape Statistics* (2009)
- *Evaluating Violence Against Women Research Reports* (2002)
- *General Domestic Violence Statistics Packet: Using Statistics and Evaluating Research* (2002)

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NSVRC
national sexual violence resource center

Resources

- **Fact Sheet (English version) - National Research on Sexual Violence: A Look to the Future: An overview for sexual assault advocates and prevention educators**
<http://www.nsvrc.org/publications/national-research-sexual-violence>
– Spanish version coming soon!
- **xChange Forum – online forum bridging research to practice,**
<http://www.nsvrc.org/projects/xchange>
- **NISVS talking points (English & Spanish) for sexual assault coalitions and programs (Fall 2011)**
- **The NSVRC works with VAWnet to compile resource lists and develop Applied Research Papers on data sets and statistics**
 - *Data Sets on & Related to Violence Against Women* (2006)
http://www.vawnet.org/research/summary.php?doc_id=566&find_type=web_desc_GC
 - *Understanding National Rape Statistics* (2009)
http://www.vawnet.org/summary.php?doc_id=2103&find_type=web_desc_AR
- **Additional research articles can be found through our online library database –**
<http://207.67.203.54/N80002Staff/OPAC/Index.asp>

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From Data to Prevention

- **Understanding the Differences between National Sexual Violence and Intimate Partner Violence Surveys**
<http://preventconnect.org/2011/05/preventconnect-web-conference-on-national-surveys/>
- **Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective**
<http://preventconnect.org/2011/05/cost-effectiveness-of-sexual-and-domestic-violence-prevention/>
- **Create News to Prevent Violence: Using Data to Make the Case for Prevention**
<http://preventconnect.org/2011/07/from-data-to-prevention-2/>
- **Framing Data to Make the Case for Primary Prevention**
<http://preventconnect.org/2011/08/framing-data-to-demonstrate-the-need-for-primary-prevention/>

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Additional Resources

- Veto Violence: vetoviolence.org
- NISVS: www.cdc.gov/violenceprevention/nisvs
- CDC Framing Guide for Communicating About Injury: <http://cdc.gov/injury/framing/CDCFramingGuide-a.pdf>
- Fenton: www.fenton.com

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Questions & Answers

What questions do you have about framing data?

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