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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How to use this technology

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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

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

CDC

When is NISVS Happening?

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

CDC

Why is NISVS Important?

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

Use chat to answer

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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

CDC

So What?

Different methodology = Different results

NISVS
+ Existing National Data
Better understanding of IPV, SV & stalking

CDC

Challenges

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

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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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Why is Framing Important?

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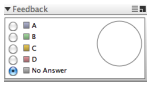
Which Frame Do You Like Best?

A.

B.



C.

D.

Use the Feedback to answer

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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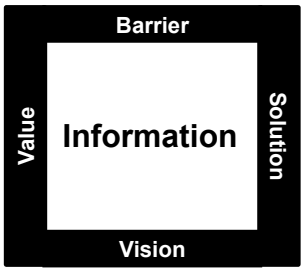
Building a Frame



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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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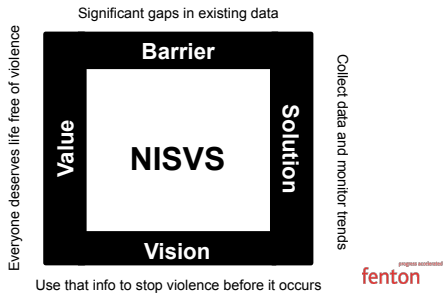
Building a Frame around NISVS



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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

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Examples: "Win the Future"

POST POLITICS New home. Still the best political coverage.

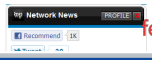
State of the Union 2011: 'Win the future,' Obama says

By Anne E. Kornblut 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, urging 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 - or 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."



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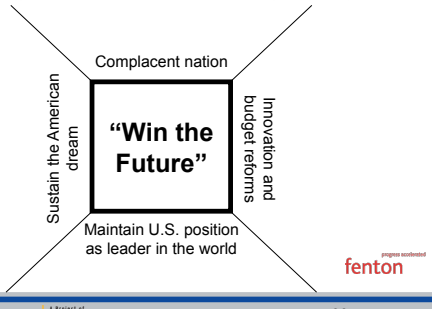
Examples of Framing



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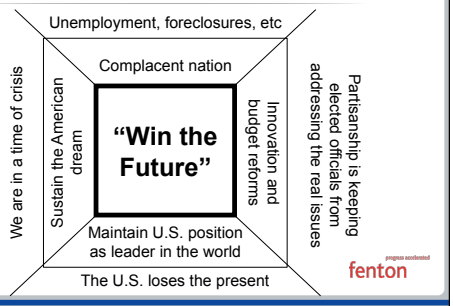
Examples of Framing



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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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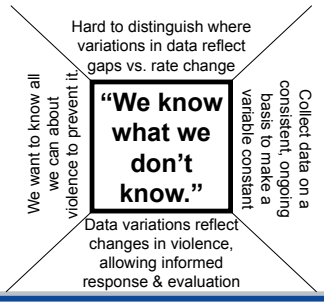
Examples of Framing



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Examples from the Field

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

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.

Reaching 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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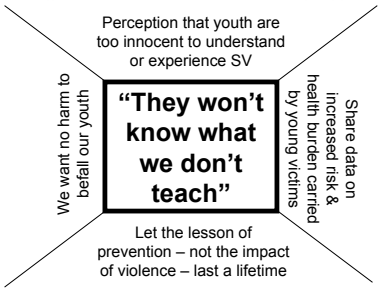
Examples of Framing



Message Challenge

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

Use chat to answer

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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