

**Welcome to the  
Web Conference**

***Promoting a Diverse Leadership***

We will start soon





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[www.PreventConnect.org](http://www.PreventConnect.org)



- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
- Twitter @preventconnect
- Blog <http://calcasa.org>
- Facebook
- Prevent-Connect Email Group (listserv)

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 916-446-2520  
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[david@calcasa.org](mailto:david@calcasa.org)  
 Chad Sniffen,  
[chad@calcasa.org](mailto:chad@calcasa.org)





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**How to use this technology**



- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides
- Phone

- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510
- Call CALCASA at (888) 922-5227 ext. 315

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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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## *Promoting a Diverse Leadership*



Training conducted by:  
**Carolina Guzman, MPH**  
**Annie Lyles, MSW**



**August 30<sup>th</sup> & August 31<sup>st</sup>, 2011**  
**11:00AM -12:30 PST; 2:00-3:30 PM EST**






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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

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

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## This Year's Focus:

### Building Prevention Leadership

- Build upon foundational understanding **primary prevention**
- Explore **specific strategies** to enhance leadership
- Identify opportunities to incorporate the principles of primary prevention in the **development, implementation and evaluation** of efforts to end sexual and domestic violence.

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## Learning Objectives

- Engage in a **candid discussion** of the challenges and opportunities in incorporating the strategy.
- Provide examples of **lessons learned** from people and organizations working on this strategy.
- Identify opportunities to **incorporate population based efforts** like organizational practice and policy change within the strategy.
- Identify **potential indicators** for measuring the impact and outcomes of efforts.

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

**Primary Prevention**  
 taking action *before* sexual and domestic violence occurs.

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**The Prevention Continuum**

<b>Up Front</b>	<b>In the Thick</b>	<b>Aftermath</b>
← * ————— * ————— * →		
<p>Approaches that take place <b>BEFORE</b> violence has occurred to prevent initial perpetration or victimization</p>	<p><b>Immediate</b> responses <b>AFTER</b> violence has occurred to deal with the consequences in the short-term</p>	<p><b>Long-term</b> responses <b>AFTER</b> violence to deal with the lasting consequences and treatment interventions</p>

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**Norms**

- Sanction behavior
- Taken for granted
- Based in culture & tradition
- Behavior shapers
- More than a habit

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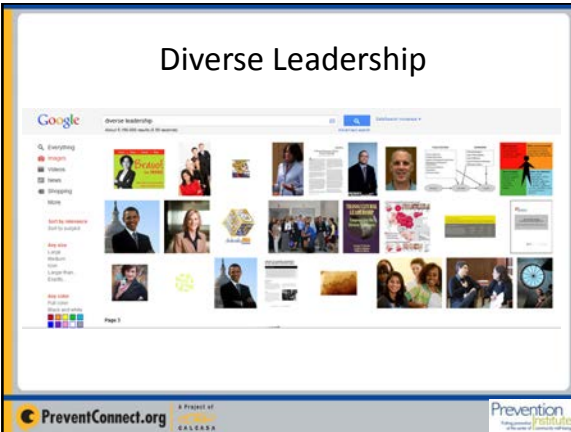
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## Diverse Leadership



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## Promoting a Diverse Leadership



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## Promoting a Diverse Leadership



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How does promoting a diverse leadership contribute to preventing sexual and domestic violence?



Emily May Hollaback!  
Executive Director



Jeff Matsushita  
Idaho Coalition Against Sexual & Domestic Violence  
Men Today, Men Tomorrow  
Program Manager

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### Promoting a Diverse Leadership Links to Sexual and Domestic Violence



*How does promoting a diverse leadership contribute to preventing sexual and domestic violence?*

Use chat to answer

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\*to prevent men's violence against women by promoting positive male behavior and challenging beliefs that perpetuate violence.\*



Jeff Matsushita  
Idaho Coalition Against Sexual & Domestic Violence  
Program Manager

<http://www.mentodayidaho.org/>

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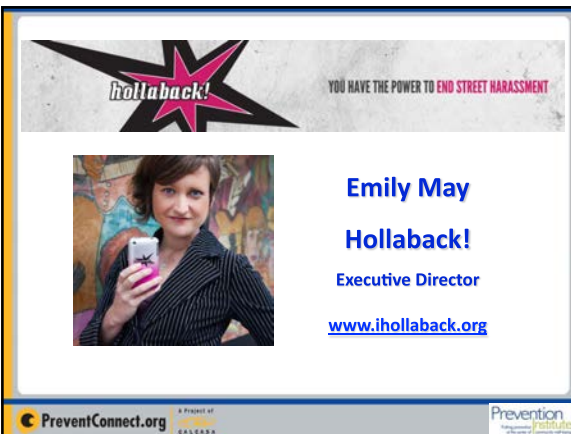
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# The New York Times

ON THE ROAD  
**Keeping Women Safe Through Social Networking**  
 BY JOE BROWNEY  
 PUBLISHED: FEBRUARY 26, 2011

EVERY female business traveler I know concedes that she has experienced at least some kind of sexual harassment on the road. Usually it's verbal, though sometimes it's physical.



But rarely is it reported — not to the authorities and not at the office, where a woman who talks about harassment on a business trip may worry about being marked as a problem traveler.

Now, though, something new and aggressive is being done to publicly address street harassment of women. It's a movement driven by young women in the United States and abroad who are using social networking and crowd sourcing to shine a light on the issue and organize support for doing

RECOMMEND  
 TWEET  
 SEND TO A FRIEND  
 PRINT  
 REPORT  
 SHARE

FREE-LIFE  
 Photo: Getty

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## The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

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**Hollaback!** YOU HAVE THE POWER TO END STREET HARASSMENT

Home ABOUT WHY HOLLABACK! GET INVOLVED RESOURCES THE MOVEMENT LEAVE YOUR STORY Feedback

Why Hollaback?

There are two reasons to Hollaback: for you, and for the world.

**DONATE**

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There are two reasons to Hollaback: for you and for the world

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### Promoting a Diverse Leadership

What are strategies at the *individual, community, and providers* levels that promote a diverse leadership?

Public

Type here to send a message

Use chat to answer

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What are strategies at the individual, community, and providers levels that promote a diverse leadership?

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### The Spectrum of Prevention

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## Fostering Coalitions & Networks

**Ms. Foundation  
for Women**



OUR APPROACH

- Solutions recognize the **combined impact of race, class and gender**.
- Connect **grassroots solutions to national advocacy** campaigns.
- Bring new and **diverse constituencies** into the fold.
- Strengthen relationships with multiple social movements to ensure that all progressive organizing **incorporates women's unique leadership** and expertise.

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## Promoting a Diverse Leadership



What are strategies at the *coalition and networks* level that promote a diverse leadership?

Use chat to answer

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## The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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## Changing Organizational Practices

### Values and Principles for Anti-Violence Efforts & Male Involvement

- Survivor voices must guide anti-violence efforts and be honored in all decisions
- To end men's violence against women, men must take leadership from those who understand that violence most: women.
- To address men's violence against women, one must first address sexism, racism, homophobia, classism, and other oppressions
- Men who are involved in anti-violence efforts must first challenge their own attitudes and behaviors which may contribute to oppression



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## Influencing Policy & Legislation



TEEN DATING VIOLENCE AND SEXUAL VIOLENCE POLICY PILOT PROJECT AT MIGUEL CONTRERAS LEARNING COMPLEX



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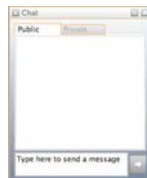
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## Promoting a Diverse Leadership

*What are strategies at the **organizational practice** and **policy** levels that promote a diverse leadership?*



Use chat to answer

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## Indicators

- How do we know we are having an impact?
- How do we measure that impact in a relevant way?



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## Sample Community Indicators

- The community served is reflected in leadership.
- New ideas/opinions are welcomed and sought out
- Consistent recognition of the number of people behind the "face"/front-person
- Group is well rounded in skills/strengths



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## Sample Organizational Indicators

- Strategic representation in high level leadership
- Shared decision making
- Meetings include dissent and discussion
- Equity is a frequent consideration



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## Promoting a Diverse Leadership

Public

Type here to send a message

*What are indicators that will measure progress towards promoting a diverse leadership in communities or organizations?*

Use chat to answer

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# Prevention Institute

Putting prevention at the center of community well-being

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**Oakland, California 94607**  
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**fax: (510) 663-1280**

[www.preventioninstitute.org](http://www.preventioninstitute.org)  
[prevent@preventioninstitute.org](mailto:prevent@preventioninstitute.org)

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