



Creating Change: Changing norms to prevent violence

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David S. Lee, MPH
California Coalition Against Sexual Assault
david@calcasa.org
www.CALCASA.org
www.PreventConnect.org
916-446-2520

Most resources references in this talk have been blogged about on www.PreventConnect.org
A copy of the materials and updates links for these presentations is available
at <http://preventconnect.org/> (search for "90x30")



PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect email Group with over 1100 prevention advocates
- eLearning units, Podcasts, Wiki on prevention
- Mobile App

www.PreventConnect.org

Twitter: [@preventconnect](https://twitter.com/preventconnect)

facebook.com/PreventConnect

Creating Change: Changing Norms to prevent violence

NOTES

Prevention is the work to build a community without violence and abuse

Primary Prevention is creating a culture Free of Abuse

Primary Prevention is promoting the behaviors and norms we want

Links:

- Annie Lyles, Larry Cohen, Margot Brown, **Transforming Communities to Prevent Child Sexual Abuse and Exploitation: A Primary Prevention Approach (2009)** Prevention Institute, <http://www.preventioninstitute.org/component/jlibrary/article/id-31/127.html>
- Jeff Linkenbach, **Prevention Creates the Future by Transforming Culture**, Prevent Child Abuse America www.preventchildabuse.org/publications/cap/documents/LinkenbachWHTPPR.pdf
- **Wisconsin Children's Trust Fund** <http://wchildrenstrustfund.org/>
- **Summary Message Memo: FrameWorks' Analysis of Frame Effects on PCAA Policies and Implications for Messaging (2009)** http://www.preventchildabuse.org/canp/resources/pdf/AnalysisofFrameAffectsPCAA_2009.pdf
- **Making the Public Case for Child Abuse and Neglect Prevention: A FrameWorks Message Memo (2004)** http://www.preventchildabuse.org/canp/resources/pdf/MakingthePublicCaseforChildAbuseandNeglectPrevention_2004.pdf
- **The Main Frame: Strategies for Generating Social Norms News (2002)** <http://www.mostofus.org/wp-content/uploads/2010/02/TheMainFrame.pdf>
- **Essentials for Childhood – Steps to Create Safe, Stable, and Nurturing Relationships** (Centers for Disease Control and Prevention) www.cdc.gov/ViolencePrevention/childmaltreatment/essentials/index.html
- **Case by Case: News coverage of child sexual abuse (2011)**, Berkeley Media Studies Group http://www.bmsg.org/pdfs/bmsg_issue19.pdf
- **Breaking News of Child Sexual Abuse: Early Coverage of Penn State (2012)**, Berkeley Media Studies Group www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf
- Derek Sivers: **How to start a movement**, TED Talks www.ted.com/talks/derek_sivers_how_to_start_a_movement.html
- **Movement to End Child Sexual Abuse (2012)** (PreventConnect / Ms. Foundation for Women web conference series) <http://preventconnect.org/2013/01/building-a-movement-to-end-child-sexual-abuse/>

Individual focus hides...

- Patterns of Abuse
- Context of Abuse
- Norms that
 - Contribute to Family Violence
 - Condone Family Violence
 - Ignore Family Violence

5 Key Norms – that contribute to Child Sexual Abuse

- Traditional male roles
- Limited female roles
- Power
- Violence
- Privacy

(from *Transforming Communities to Prevent Child Sexual Abuse and Exploitation: A Primary Prevention Approach*)

Create the Context for Healthy Children and Families through Norms Change

- Promote the community norm that we all share responsibility for the well-being of children
- Promote positive community norms about parenting programs and acceptable parenting behaviors

Elements of Community

- Expectations
- Norms ↘
- Models → Culture
- Institutions ↗
- Policies
- Media

Social Ecological Model

(see on PreventConnect wiki <http://wiki.preventconnect.org/Socio-ecological+Model>)



Sexual Violence Prevention Resources

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://preventconnect.org/2009/04/sexual-violence-prevention/>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

An Evidence-Based Review of Sexual Assault Preventive Intervention Programs

by Shannon Morrison, Jennifer Hardison, Anita Mathew, & Joyce O'Neil. September 2004.

<http://www.ncjrs.gov/pdffiles1/nij/grants/207262.pdf>

Preventing intimate partner and sexual violence against women: Taking action and generating evidence, By World Health Organization/London School of Hygiene and Tropical Medicine. Geneva, World Health Organization, 2010.

http://www.who.int/entity/violence_injury_prevention/publications/violence/9789241564007_eng.pdf

Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria, Victorian Health Promotion Foundation, Victoria, Australia, December 2007.

<http://www.vichealth.vic.gov.au/preventingviolence/>

Report Describing Projects Designed to Prevent First-Time Male Perpetration of Sexual Violence by Monique Clinton-Sherrod, Deborah Gibbs, et. al. (RTI International) (September 2008).

http://www.nsvrc.org/cms/fileUpload/RTI_Report_updated%202008.pdf

Sexual Violence Prevention: Beginning the Dialogue By the U.S. Centers for Disease Control and Prevention. 2004. <http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>

Training Professionals in the Primary Prevention of Sexual and Intimate Partner Violence: A Planning Guide. 2010, By US Centers for Disease Control and Prevention

http://www.cdc.gov/violenceprevention/pub/training_guide.html

World Report on Violence and Health By the World Health Organization. 2002.

http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html

Rape Prevention and Risk Reduction: Review of the Research Literature for Practitioners by Kimberly A. Lonsway with contributions from Dorothy Edwards, VAWnet: The National Online Resource Center on Violence Against Women (January 2009)

http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf

Understanding Evidence: Part 1: Best Available Research Evidence, Centers for Disease Control and Prevention 2011, <http://www.cdc.gov/violenceprevention/pub/UnderstandingEvidence prt1.html>



Creating Change: Changing norms to prevent violence Workshop Handouts

Social Marketing Principles:

- Understand Primary Audience
- Define Desired Behavior
- Identify Benefits of Adopting Behavior
- Identify Barriers to Adopting Behavior / Competition
- Ease to Implement Behavior
- Communication Strategy
- Mobilize
- Create Social Norms
- Evaluate

Resources:

- **Social Marketing Wiki** <http://socialmarketing.wetpaint.com/>
- **What is Social Marketing?** by Nedra Kline Weinreich
<http://www.social-marketing.com/Whatis.html>
- **Social Marketing as a Tool in Primary Prevention** (PreventConnect eLearning Unit) <http://preventconnect.org/2012/08/social-marketing-as-a-tool-in-primary-prevention/>
- **7-Step Montana Model on Social Norms Marketing** <http://www.mostofus.org/wp-content/uploads/2010/02/The-Toolbox.pdf>
- **National Social Norms Institute** <http://socialnorms.org/>
- **Wisconsin Children's Trust Fund** <http://wischildrenstrustfund.org/>

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Social Marketing Principles

Primary audience	
Desired Behavior	
Benefits of Adopting Behavior	
Barriers to Adopting Behavior and Competition	
Ease to Implement Behavior	
Communication Strategy	
Community Mobilization	
Creating Social Norms	
Evaluate	