



# “Reinvigorate, Energize, Inspire”

Department of Health’s Rape Prevention & Education (RPE)  
Annual Community Action Seminar (CAS) Teams Meeting  
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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](http://www.PreventConnect.org)

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

[facebook.com/PreventConnect](https://facebook.com/PreventConnect)

An electronic version of this handout can be found at [www.calcasa.org/2013/10/hawaii/](http://www.calcasa.org/2013/10/hawaii/)

# Reinvigorate, Energize, Inspire

## NOTES

### Learning Objectives

- CAS Teams will be able to identify two community strengths that can support their team's prevention efforts.
- CAS Teams will be able to identify two new potential CAS team actions to add to their plan.
- CAS Teams will be able to identify two resources to support their team prevention efforts.

### CAS Team Asset Mapping

#### Prevention is part of Comprehensive Response

- Intervention, Treatment, Services
- Effective System Response (Promote Accountability)
- Raising Awareness and Reduce Risk
- Promote Healthy Norms and Behaviors (Primary Prevention)

#### 5 Key Norms

- Limited Roles for Women and Girls
- Restricted Gender Roles for Men and Boys
- Power
- Violence
- Secrecy and Privacy

(PreventConnect eLearning Unit Changing Norms to Prevent Violence Against Women  
<http://preventconnect.org/2006/11/changing-norms-to-prevent-violence-against-women/> )

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

Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute. 2006.  
<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

**Primary Prevention:** a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place (from Prevention Institute, [www.preventioninstitute.org](http://www.preventioninstitute.org))

Prevention Definitions:

- **Primary:** Before violence takes place (upfront)
- **Secondary:** Immediate responses (in the thick)
- **Tertiary:** Long term responses (aftermath)

**eLearning Unit:** VetoViolence Principles of Prevention  
<http://vetoviolence.cdc.gov/education-pop.html>

**Prevention** is the work to build a community without sexual violence

**Primary Prevention is creating a culture Free of Abuse**

David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson **Sexual Violence Prevention, The Prevention Researcher**, Volume 14(2), April 2007  
<http://preventconnect.org/2009/04/sexual-violence-prevention/>

### Community Assets Approach

- Kretzmann/McKnight, **Building Communities from the Inside Out**, 1993
- Examples addressing sexual violence:
  - Project Envision [www.svfreennyc.org/programs\\_prevention.html](http://www.svfreennyc.org/programs_prevention.html)
  - Close To Home <http://www.c2home.org/>

Needs	Assets
Focus on deficiencies	Focus on effectiveness
Results in fragmentation of response to local needs	Builds interdependencies
Makes people consumers of services, builds dependence	Identifies ways people can give of their talents
Residents have little voice in deciding how to address local concerns	Supports leadership development

From Close to Home <http://www.c2home.org/>

### More Resources on Community Mobilization that include assets approach:

**Community mobilization and primary prevention:** PreventConnect eLearning Unit

Go to [learn.PreventConnect.org](http://learn.PreventConnect.org) and sign up this this intermediate unit.

<http://preventconnect.org/2012/08/community-mobilization-and-primary-prevention/>



- **Principles of Community Engagement.** Centers for Disease Control and Prevention. CDC/ATSDR Committee for Community Engagement. (1997). <http://www.cdc.gov/phpo/pce/>
- Hildy Gottlieb: “Community Engagement Action Kit”: <http://hildygottlieb.com/2011/04/18/community-engagement-planning-in-3-steps/>
- **Preventing Family Violence: Community Engagement Makes the Difference.** P. Catlin Fullwood for the Family Violence Prevention Fund. (2002).
- **Synergies: Strategies for enhancing the capacity of organizations, communities and individuals to prevent sexual violence in Washington State.** Prepared by Lydia Guy Ortiz for Washington State Department of Health, 2009. Available at: [http://www.nsvrc.org/sites/default/files/file/Projects\\_RPE\\_WA\\_State2009Plan.pdf](http://www.nsvrc.org/sites/default/files/file/Projects_RPE_WA_State2009Plan.pdf)
- **Community readiness: research to practice.** Edwards, R.W., Thurman, P.J., Plested, B.A., et al. (2000). *Journal of Community Psychology*, 28, 291–307.
- Tri-Ethnic Center for Prevention Research, Colorado State University. Available at: [http://triethniccenter.colostate.edu/communityReadiness\\_home.htm](http://triethniccenter.colostate.edu/communityReadiness_home.htm).

- The Community Toolbox, a project of the Work Group for Community Health and Development at the University of Kansas. <http://ctb.ku.edu/en/default.aspx>.
- **Community Development and Sexual Violence Prevention.** By Gayle M. Stringer. (1999). For the Washington State Sexual Assault Prevention Resource Center. [http://svfreenyc.org/programs\\_prevention\\_resources.html](http://svfreenyc.org/programs_prevention_resources.html)
- **Engaging Community in Sexual Violence Prevention: A guide book for individuals and organizations engaging in collaborative prevention work.** By Morgan J. Curtis. A publication of the Texas Association Against Sexual Assault. [http://svfreenyc.org/programs\\_prevention\\_resources.html](http://svfreenyc.org/programs_prevention_resources.html)
- **Mobilizing Communities to Prevent Domestic Violence.** Melanie Sheppard. (2008). VAWnet: [http://svfreenyc.org/programs\\_prevention\\_resources.html](http://svfreenyc.org/programs_prevention_resources.html).
- **Center for Community Based Research.** <http://www.communitybasedresearch.ca/>

### **Prevention Trends**

- **President Obama puts Prevention into SAAM (2012)**  
<http://preventconnect.org/2012/04/president-obama-puts-prevention-into-sexual-assault-awareness-and-prevention-month/>

### **Engaging Men and Boys**

- A CALL TO MEN [www.acalltomen.org](http://www.acalltomen.org)
- Coaching Boys into Men [www.coaches-corner.org/](http://www.coaches-corner.org/)
- Instituto Promundo (Brazil) [www.promundo.org.br/](http://www.promundo.org.br/)
- Men Can Stop Rape [www.mencanstoprape.org](http://www.mencanstoprape.org)
- Men Stopping Violence [www.menstoppoingviolence.org](http://www.menstoppoingviolence.org)
- Mentors in Violence Prevention (MVP) [www.sportinsociety.org/vpd/mvp.php](http://www.sportinsociety.org/vpd/mvp.php)
- National Compadres Network [www.nationalcompadresnetwork.com](http://www.nationalcompadresnetwork.com)
- One in Four [www.oneinfourusa.org](http://www.oneinfourusa.org)
- 1 in 6 [www.1in6.org](http://www.1in6.org)
- One Man Can (South Africa) [www.genderjustice.org.za/onemancan/](http://www.genderjustice.org.za/onemancan/)
- Walk a Mile in Her Shoes [www.walkamileinher shoes.org](http://www.walkamileinher shoes.org)
- White Ribbon Campaign (Canada) [www.whiteribbon.ca/](http://www.whiteribbon.ca/)
- Byron Hurt, Hip Hop: Beyond Beats and Rhymes [www.bhurt.com](http://www.bhurt.com)
- Jackson Katz, Macho Paradox [www.jacksonkatz.com](http://www.jacksonkatz.com)
- Paul Kivel, Young Men's Work [www.Paulkivel.com](http://www.Paulkivel.com)
- Rus Funk, Reaching Men [www.rusfunk.com](http://www.rusfunk.com)
- Tough Guise, Media Education Foundation [www.MEF.org](http://www.MEF.org)
- VoiceMale (magazine) <http://voicemalemagazine.org/>
- Engaging Men (Office on Violence Against Women) [www.ovw.usdoj.gov/men-youth.htm](http://www.ovw.usdoj.gov/men-youth.htm)
- Healthy Masculinity Action Project Summit  
<http://getinvolved.mencanstoprape.org/page.aspx?pid=368>
- The Next Generation of Manhood, A CALL TO MEN  
<http://www.youtube.com/watch?v=GG9fefzuFWs&feature=youtu.be>

## Empowering Women and Girls

- Report American Psychological Association Task Force on the Sexualization of Girls Report [www.apa.org/pi/women/programs/girls/report-full.pdf](http://www.apa.org/pi/women/programs/girls/report-full.pdf)
- NOVO Foundation [www.novofoundation.org](http://www.novofoundation.org)
- Move to End Violence [www.movetoendviolence.org](http://www.movetoendviolence.org)
- MS Foundation for Women [www.ms.foundation.org](http://www.ms.foundation.org)
- Hardy Girls Healthy Women [www.hardygirlshealthywomen.org](http://www.hardygirlshealthywomen.org)
- SPARK Summit [www.sparksummit.com](http://www.sparksummit.com)
  - The Meeting Where SPARK met LEGO  
<http://www.sparksummit.com/2012/04/23/the-meeting-when-spark-met-lego/>
- V Girls [www.v-girls.org/](http://www.v-girls.org/)

## Bystander

- Bringing in the Bystander and Know Your Power  
<http://www.unh.edu/preventioninnovations/>
- **Engaging Bystanders to Prevent Sexual Violence: An Overview** , National Sexual Violence Resource Center <http://www.nsvrc.org/publications/nsvrc-publications-fact-sheets/engaging-bystanders-prevent-sexual-violence-overview>
- Green Dot [www.livethegreendot.org](http://www.livethegreendot.org)
- Engaging Bystander eLearning Unit, (NEARI and NSVRC)  
<http://calcasa.org/prevention/online-course-on-engaging-bystanders-in-sexual-violence-prevention/>
- *Violence Against Women* journal on bystander approaches  
<http://calcasa.org/prevention/research-on-bystander-programs-highlighted-in-journal/>
- Bystander Intervention: From Its Roots to the Road Ahead = podcasts with Linda Langford, Jackson Katz and Drew Wing  
<http://preventconnect.org/mail/newsletter/2012-07-10.html>

## Teen Dating Violence

- Start Strong [www.startstrongteens.org/](http://www.startstrongteens.org/)
  - Webinars summarizing lessons learned from Start Strong  
<http://www.startstrongteens.org/news/updates/start-strong-hosts-free-webinar-series-lessons-learned-in-dating-violence-prevention>
- Dating Matters <http://www.cdc.gov/violenceprevention/datingmatters/>
- **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](http://www.cdc.gov/violenceprevention/pub/training_guide.html)
- **Youth Led Prevention**
  - Youth-Led Prevention <http://www.wcsap.org/youth-led-prevention> Washington Coalition of Sexual Assault Programs
  - NCFY Recommends: In Honor of Domestic Violence Awareness Month, Check Out These Youth-Driven Violence Prevention Campaigns <http://ncfy.acf.hhs.gov/the-beat/2012/10/domestic-violence-awareness>
- Families for Safe Dates <http://www.preventconnect.org/2012/09/new-research-assessing-the-effects-of-families-for-safe-dates/>
- **School Policy:** A School Policy to Increase Student Safety Promote Healthy Relationships and Prevent Teen Dating Violence Through Improved School Climate  
<http://www.futureswithoutviolence.org/content/features/detail/1833/>

## Framing in the Media

- American Perceptions of Sexual Violence: A FrameWorks Research Report. <http://www.nsvrc.org/publications/frameworks-report-2010>
- **Case by Case: News coverage of child sexual abuse**, Berkeley Media Studies Group, 2011. [www.bmsg.org/pub-issues.php#issue19f](http://www.bmsg.org/pub-issues.php#issue19f)
- Breaking news on child sexual abuse: Early coverage of Penn State, Berkeley Media Studies Group, 2012  
[www.bmsg.org/sites/default/files/bmsg\\_report\\_breaking\\_news\\_on\\_child\\_sexual\\_abuse.pdf](http://www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf)

## Linkages

- NO MORE: Together We can end domestic violence & sexual assault  
<http://www.nomore.org/>



- **Bullying Sexual Violence Pathway**
  - Applying Science Advancing Practice  
[www.cdc.gov/ViolencePrevention/youthviolence/bullying\\_sv.html](http://www.cdc.gov/ViolencePrevention/youthviolence/bullying_sv.html)
  - PreventConnect web conference <http://www.preventconnect.org/2012/02/links-between-bullying-sexual-violence-possibilities-for-prevention/> )
- **Reproductive Coercion**
  - **Know More Say More** <http://www.knowmoresaymore.org/>
  - Reproductive Coercions and Teen Dating Violence, Elizabeth Miller, PreventConnect podcast <http://www.preventconnect.org/2011/04/reproductive-coercion-and-teen-dating-violence/>
- **Healthy Sexuality**
  - **It's Time to talk about it!** (NSVRC SAAM Promo 2012)  
<http://www.youtube.com/watch?v=nxTgY0okyLM&feature=youtu.be>
  - **An overview on healthy sexuality and sexual violence prevention** (NSVRC SAAM 2012) [http://www.nsvrc.org/sites/default/files/SAAM\\_2012\\_An-overview-on-healthy-sexuality-and-sexual-violence.pdf](http://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf)
  - **Healthy Sexuality: A Guide for Advocates, Counselors and Prevention Educators** (NSVRC SAAM 2012)  
[http://www.nsvrc.org/sites/default/files/SAAM\\_2012\\_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf](http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf)
  - It's time to be at the table: Reflections from two sexual health promotion events  
<http://www.preventconnect.org/2013/10/its-time-to-be-at-the-table-reflections-from-two-sexual-health-promotion-events/>
- **End Street Harassment**
  - Anti-Street Harassment Week <http://www.meetusonthestreet.org/>
  - Stop Street Harassment <http://www.stopstreetharassment.org/>
  - Hollaback [www.ihollaback.org](http://www.ihollaback.org)
  - Things Men Say to Men Who Say Things to Women on the Streets  
<http://saferlens.challenge.gov/submissions/8210-things-men-say-to-men-who-say-things-to-women-on-the-streets>

## Science

- Rape more common than smoking <http://preventconnect.org/2012/01/rape-more-common-than-smoking-in-the-us/>
- National Intimate Partner and Sexual Violence Survey [www.cdc.gov/violenceprevention/nisvs/](http://www.cdc.gov/violenceprevention/nisvs/)
- Evidence Project Overview, CDC [http://preventconnect.org/wp-content/uploads/2012/08/Evidence-Project-Overview\\_508.pdf](http://preventconnect.org/wp-content/uploads/2012/08/Evidence-Project-Overview_508.pdf)
- Understanding Evidence: Part 1 Best Available Research Evidence, CDC <http://preventconnect.org/2012/08/expanding-evidence-dialogue-2/www.cdc.gov/violenceprevention/pub/UnderstandingEvidence prt1.html>
- Understanding Evidence eLearning Unit Veto Violence <http://vetoviolence.cdc.gov/education-pop.html>
- Types of Evidence – see blog on Wendi Seibold’s article in Moving Upstream <http://calcasa.org/prevention/virginias-newsletter-on-evidence-for-prevention/>
- **Sexual Violence Prevention: The Role of Stages of Change**, Banyard VL, Eckstein RP, Moynihan MM *Journal of Interpersonal Violence*, 2010; vol. 25, 1: pp. 111-135. <http://calcasa.org/prevention/social-marketing-to-prevent-sexual-violence-2/>
- Stages of Change (Transtheoretical Model) <http://wiki.preventconnect.org/Prevention+Theory>

## Technology

- Twitter: i.e. PreventConnect <http://twitter.com/preventconnect>
- That’s Not Cool [www.thatsnotcool.com](http://www.thatsnotcool.com)
- My Paper Girlfriend <http://www.stayteen.org/my-paper-girlfriend>
- Force: Upsetting Rape Culture; Victoria’s Secret Consent Campaign (PreventConnect podcast <http://www.preventconnect.org/wp-content/uploads/files/mail/newsletter/2013-05-15.html> )

## Movement

- Malas Htun and S. Laurel Weldon, **The civic origins of progressive policy change: combatting violence against women in a global perspective**, 1975-2005, *American Political Science Review*, Volume106 / Issue03 / August 2012, pp 548-569 <http://phys.org/news/2012-10-largest-global-violence-women-feminist.html>
- Move to End Violence [www.movetoendviolence.org](http://www.movetoendviolence.org)
- Say No – Unite to End Violence Against Women <http://www.saynotoviolence.org/>
- Derek Sivers: How to start a movement, TED Talks [http://www.ted.com/talks/derek\\_sivers\\_how\\_to\\_start\\_a\\_movement.html](http://www.ted.com/talks/derek_sivers_how_to_start_a_movement.html)

I am most inspired and energized by these trends:

1.

2.



## Moving Forward: Audience & Desired Change

### 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
- 
- Social Marketing is More than Posters and Commercials
  - Social Marketing Wiki <http://socialmarketing.wetpaint.com/>
  - What is Social Marketing? by Nedra Kline Weinreich  
<http://www.social-marketing.com/Whatis.html>

Who is the primary audience?

What is the desired behavior?

### Examples

- Camp Peaceworks: A teen alliance for social justice  
<http://www.preventconnect.org/2012/01/camp-peaceworks/>
- PAWS for Change: Mobilizing men to prevent sexual violence in a rural community (Klamath, OR) )<http://www.preventconnect.org/2012/01/mobilizing-men-prevent-sexual-violence-rural-community/>
- Visioning BEAR Circle <http://www.preventconnect.org/2012/01/visioning-bear-circle/>
- These examples are featured in *Innovations in Prevention* (2011) National Sexual Violence Resource Center.  
[http://www.nsvrc.org/sites/default/files/file/Projects\\_RPE\\_NSVRC\\_Year2FinalReport\\_%201-9-12.pdf](http://www.nsvrc.org/sites/default/files/file/Projects_RPE_NSVRC_Year2FinalReport_%201-9-12.pdf)



## Sexual Violence Prevention Other 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](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](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>

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

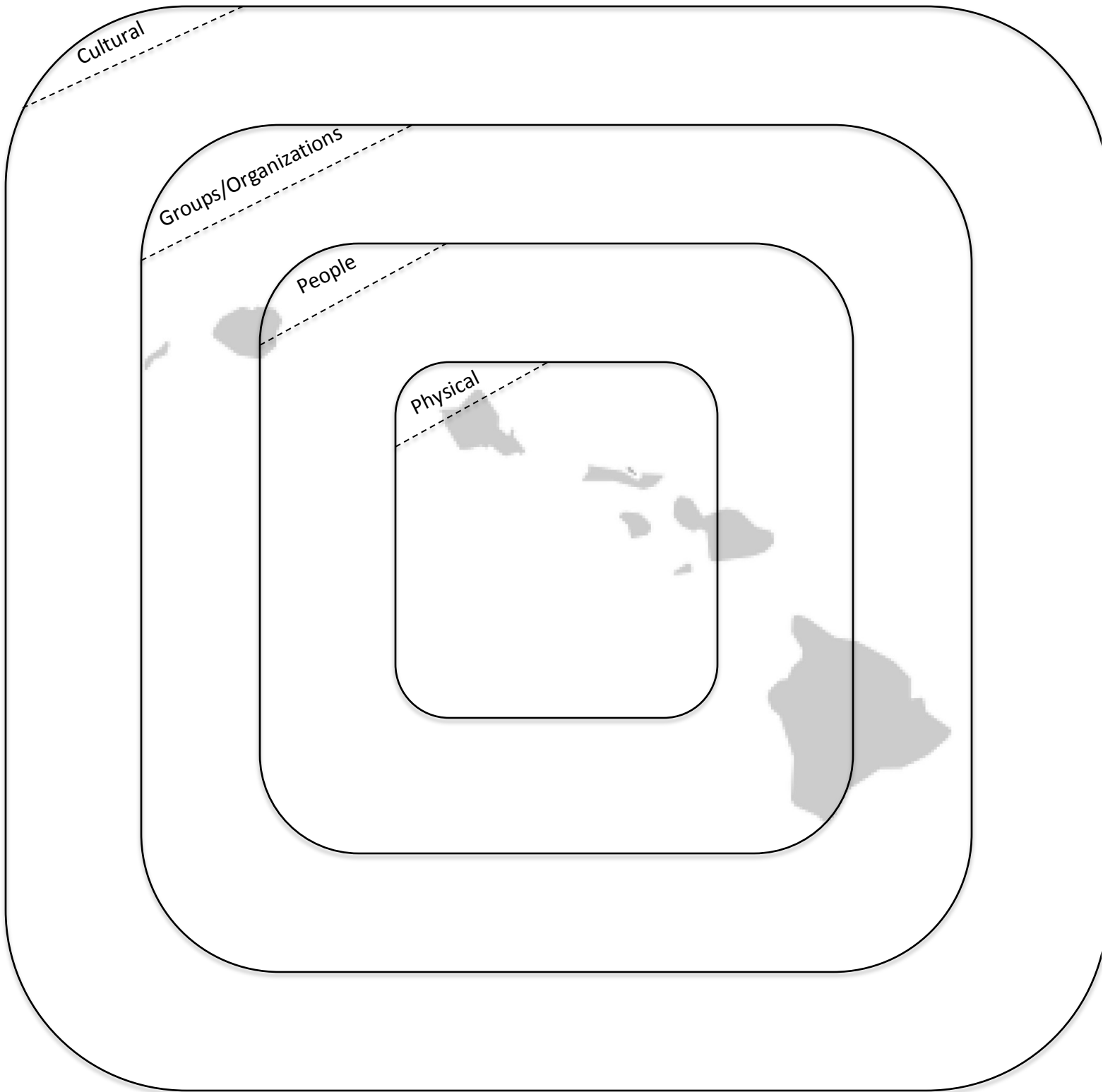
[http://www.who.int/violence\\_injury\\_prevention/violence/world\\_report/en/index.html](http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html)

### **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](http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf)

# Community Assets Map



Adapted from *Building Communities from the Inside Out* by Kretzmann/McNight, 1993

# Audience & Desired Behavior

<u>Audience</u>	<u>Audience</u>	<u>Audience</u>
<u>Desired Behavior</u> 	<u>Desired Behavior</u> 	<u>Desired Behavior</u>
<u>Desired Behavior</u>	<u>Desired Behavior</u>	<u>Desired Behavior</u> 

Notes:

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# Next Steps

We will achieve:

By doing:

Specifically: *action steps*

outcomes

activity

By:

By:

By:

By:

By:

By:

By:

By:

By:

By:

We will use:

resources



# ACTION PLAN WORKSHEET

Team Name	Team Leader/Advisor	Day Phone
<p>What is our community problem?</p>		
<p>What level of prevention will our activity focus on to solve our community problem? (circle the appropriate answer)</p> <p style="text-align: center;"> <span style="margin-right: 100px;">Individual</span> <span style="margin-right: 100px;">Community</span> <span>Society</span> </p>		
<p>What age group will we focus on to solve our community problem? (circle the appropriate answer)</p> <p style="text-align: center;"> <span style="margin-right: 100px;">10 – 12 yrs old</span> <span style="margin-right: 100px;">13 – 15 yrs old</span> <span style="margin-right: 100px;">16 – 18 yrs old</span> <span style="margin-right: 100px;">19 – 21 yrs old</span> <span>Other</span> </p>		
<p>What activity will help solve our community problem? (Review day 1 agenda and Sexual Violence Primary Prevention (SVPP) Plan for ideas)</p>		
<p style="text-align: center;">When choosing activities remember to consider how they will be culturally responsive to the selected audience (ex: consider ethnicity, gender, urban / rural, etc.)</p>		
<p><b>Based on the activity and audience selected above, what outcome(s) do you expect ?</b> (Who or what will change, in which direction (increase or decrease), by how much, and by when?)</p>		
<p>Use the “Resources” and “Team Roster” worksheets to list the resources (people, programs, materials, funds, etc.) <b><u>THAT YOUR GROUP CURRENTLY HAS</u></b> to do the activities your group selected.</p>		
<p>Use the “Collaborator” worksheet to list the resources (people, programs, materials, funds, etc.) <b><u>THAT YOUR GROUP NEEDS TO GET</u></b> to do the activities your group selected.</p>		
<p>Create an action plan and include the elements on the next page.</p>		

