Peer Learning Forum
Session 1

Welcome,
This Web Conference
Will Begin Soon

PC PreventConnect

A Project of
C A L C A S A

Shaping perceptions of sexual and domestic violence for prevention: The power of public narratives

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org

Email: info@preventconnect.org

Email Group:
   preventconnect.org/email-group

eLearning: learn.preventconnect.org
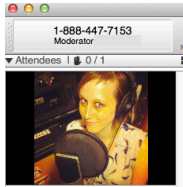
Wiki: wiki.preventconnect.org

PC

preventconnect.org/Facebook
preventconnect.org/Twitter
preventconnect.org/Flickr

preventconnect.org/YouTube
preventconnect.org/LinkedIn
preventconnect.org/Pinterest

How to use this technology

- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
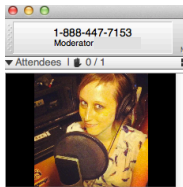- Phone
- Closed captioning
- Web conference guidelines

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.

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.

PC PreventConnect

1-888-447-7153
Moderator
Attendees | 0 / 1
Ashley Maier

How to use this technology

- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

Peer Learning Forum

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.

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.

PC PreventConnect

1-888-447-7153
Moderator
Attendees | 0 / 1
Ashley Maier

Web Conferences

Joining our fellow travelers:
Practical applications for expanding the impact of sexual &
domestic violence prevention efforts

March 25: **Foundations in Prevention**

April 24: **Growing Our Impact: Moving from individual awareness building to community norms change strategies as a part of sexual and domestic violence prevention efforts**

May 21: **Public Sector Partnerships: The role of local government in sexual and domestic violence prevention initiatives**

June 26: **All Communities are Not Created Equal: Advancing health equity goals to enhance sexual and domestic violence prevention efforts**

September 17: **Shifting our Goal from Individual Knowledge Change to a Community Mobilized for Norms Change: What does it take to move from a skills building focus to practice and policy change success?**

PC
PreventConnect

Web Conferences

Joining our fellow travelers:
Practical applications for expanding the impact of sexual &
domestic violence prevention efforts

March 25: **Foundations in Prevention**

April 24: **Growing Our Impact: Moving from individual awareness building to community norms change strategies as a part of sexual and domestic violence prevention efforts**

May 21: **Public Sector Partnerships: The role of local government in sexual and domestic violence prevention initiatives**

June 26: **All Communities are Not Created Equal: Advancing health equity goals to enhance sexual and domestic violence prevention efforts**

September 17: **Shifting our Goal from Individual Knowledge Change to a Community Mobilized for Norms Change: What does it take to move from a skills building focus to practice and policy change success?**

DIFFERENT

PC
PreventConnect

Peer Learning Forums

Shaping perceptions of sexual and domestic violence: The power of public narratives

April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30 ★			

May 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14 ★	15	16	17
18	19	20	21	22	23	24
25	26	27	28 ★	29	30	31

PreventConnect

Next Peer Learning Forum

Better multi-sector partnerships: What does it really take to work across sectors to prevent sexual and domestic violence?

July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 ★	17	18	19
20	21	22	23	24	25	26
27	28	29	30 ★	31		

August 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13 ★	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

PreventConnect

PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners

PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners

PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners

PC PreventConnect

PC PreventConnect

Dave Mann
Grassroots Policy Project

SHAPING PERCEPTIONS OF SEXUAL AND DOMESTIC VIOLENCE FOR PREVENTION: THE POWER OF PUBLIC NARRATIVES

Objectives

- Articulate a definition/description of public narratives.
- Identify ways public narratives limit sexual and domestic violence prevention work
- Articulate a basic understanding of how to begin utilizing public narratives

PC
PreventConnect

Audience Question

Chat
Public   Private

Type here to send a message
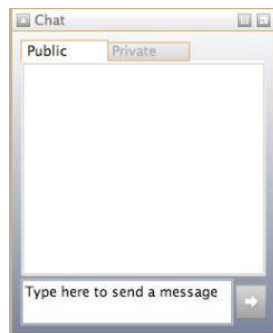
What word or phrase comes to mind when you hear "narrative"?

PC
PreventConnect

Worldview is a set of values, beliefs, assumptions that shape our view of the world.

A **public narrative** is a story that, when told in many different ways, can shift public consciousness and change what is possible

A **dominant public narrative** is one that trumps other narratives and has the most power to shape what is possible
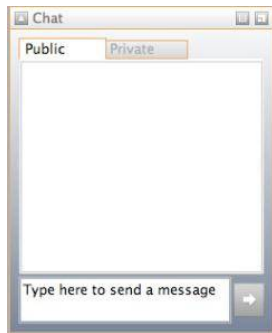
Worldview is a set of values, beliefs, assumptions that shape our view of the world.

A **public narrative** is a story that, when told in many different ways, can shift public consciousness and change what is possible

A **dominant public narrative** is one that trumps other narratives and has the most power to shape what is possible

Worldview is a set of values, beliefs, assumptions that shape our view of the world

A **public narrative** is a story that, when told in many different ways, can shift public consciousness and change what is possible

A **dominant public narrative** is one that trumps other narratives and has the most power to shape what is possible

Themes of the
Dominant Worldview Narrative

Boot Straps Individualism

Small Government

Free Market Solutions

Structural Discrimination is a thing of the Past

Audience Question

Where do you see this story affecting your state/ community?

Themes of the
Dominant Worldview Narrative

Boot Straps
Individualism

Small
Government

Free Market
Solutions

Structural
Discrimination is a
thing of the Past
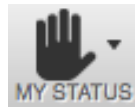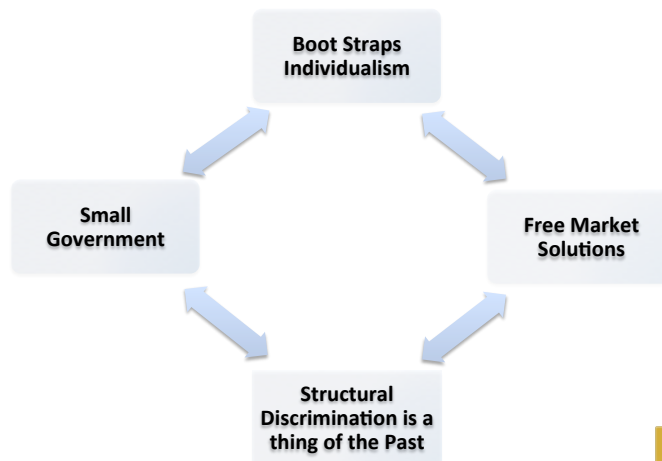
Audience Question

Are you intentional about addressing systemic power in your work?

▼ Feedback
○ ▢ Yes
○ ▢ No
◉ ▢ No Answer

PreventConnect

"*Power, properly understood, is the ability to achieve purpose.*

It is the strength required to bring about social, political, or economic changes.

In this sense power is not only desirable but necessary in order to implement the demands of love and justice.

What is needed is a realization that power without love is reckless and abusive and that love without power is sentimental and anemic."

-Martin Luther King, Jr

PreventConnect

Public Narratives

Public Narratives are stories that can shape peoples' conscious perceptions, understandings, analysis and senses of responsibility and possibility.

Public Narratives are a way of communicating and/or reinforcing a worldview and engaging people in considering their own understanding of the world around them

PreventConnect

Public Narratives

Public Narratives are stories that can shape peoples' conscious perceptions, understandings, analysis and senses of responsibility and possibility.

Public Narratives are a way of communicating and/or reinforcing a worldview and engaging people in considering their own understanding of the world around them

PreventConnect

Public Narratives

- Provide an understanding or interpretation of people and situations

- Are grounded in, and reflective of, a larger set of values and beliefs (worldview)

- Are designed to intentionally shape possibilities and outcomes – they serve a purpose

- Are most powerful when they draw on what is already in people, even if it is buried
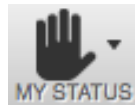
Public Narratives

- Provide an understanding or interpretation of people and situations

- Are grounded in, and reflective of, a larger set of values and beliefs (worldview)

- Are designed to intentionally shape possibilities and outcomes – they serve a purpose

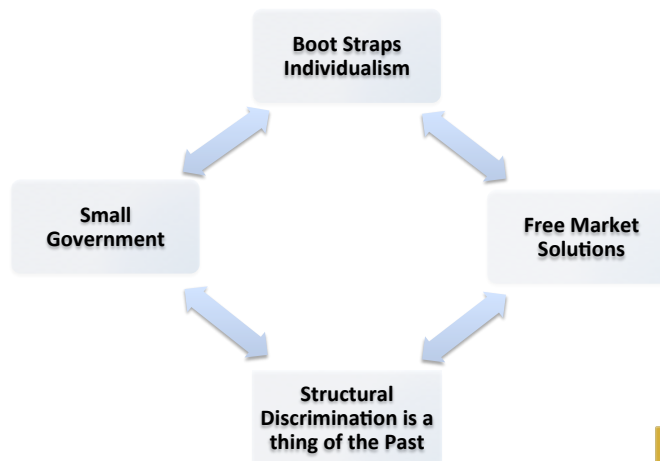- Are most powerful when they draw on what is already in people, even if it is buried

Public Narratives

- Provide an understanding or interpretation of people and situations

  - Are grounded in, and reflective of, a larger set of values and beliefs (worldview)

  - Are designed to intentionally shape possibilities and outcomes – they serve a purpose

  - Are most powerful when they draw on what is already in people, even if it is buried

Audience Question

Chat

Public | Private

Type here to send a message

MY STATUS
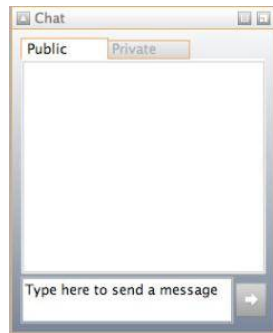
What components of the dominant worldview narrative resonate with you?

PreventConnect

Themes of the
Dominant Worldview Narrative

Boot Straps Individualism

Small Government

Free Market Solutions

Structural Discrimination is a thing of the Past

PreventConnect

Public Narratives

- **Public narratives** can be developed for multiple purposes. A story can operate at a meta-level to shape how we see our lives together

- A **public narrative** can be developed to shape how we see a specific aspect of our lives together

- And **public narratives** can be developed to shape a specific frame of a particular problem

Public Narratives

- **Public narratives** can be developed for multiple purposes. A story can operate at a meta-level to shape how we see our lives together

- A **public narrative** can be developed to shape how we see a specific aspect of our lives together

- And **public narratives** can be developed to shape a specific frame of a particular problem

Public Narratives

- **Public narratives** can be developed for multiple purposes. A story can operate at a meta-level to shape how we see our lives together

- A **public narrative** can be developed to shape how we see a specific aspect of our lives together

- And **public narratives** can be developed to shape a specific frame of a particular problem

---

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.

Consequently he who molds public sentiment, goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed .

-Abraham Lincoln

Audience Question

▼ Feedback
○ ☐ Yes
○ ☐ No
◉ ■ No Answer

Have you had messaging/framing training?

PC
PreventConnect

Worldview

PC
PreventConnect

Worldview
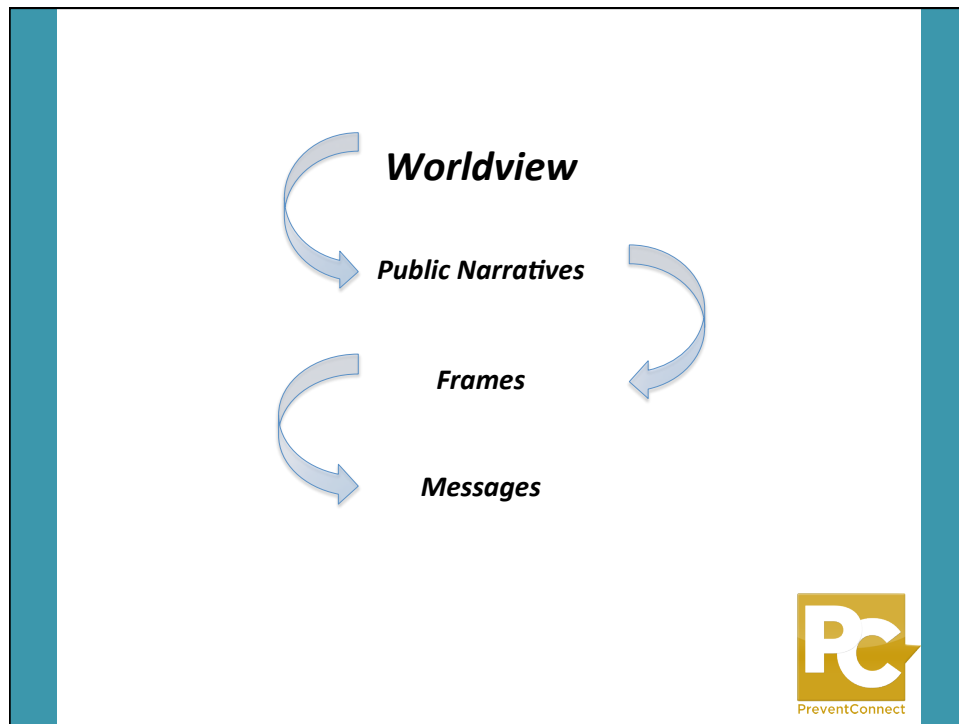
Public Narratives

Frames

Messages
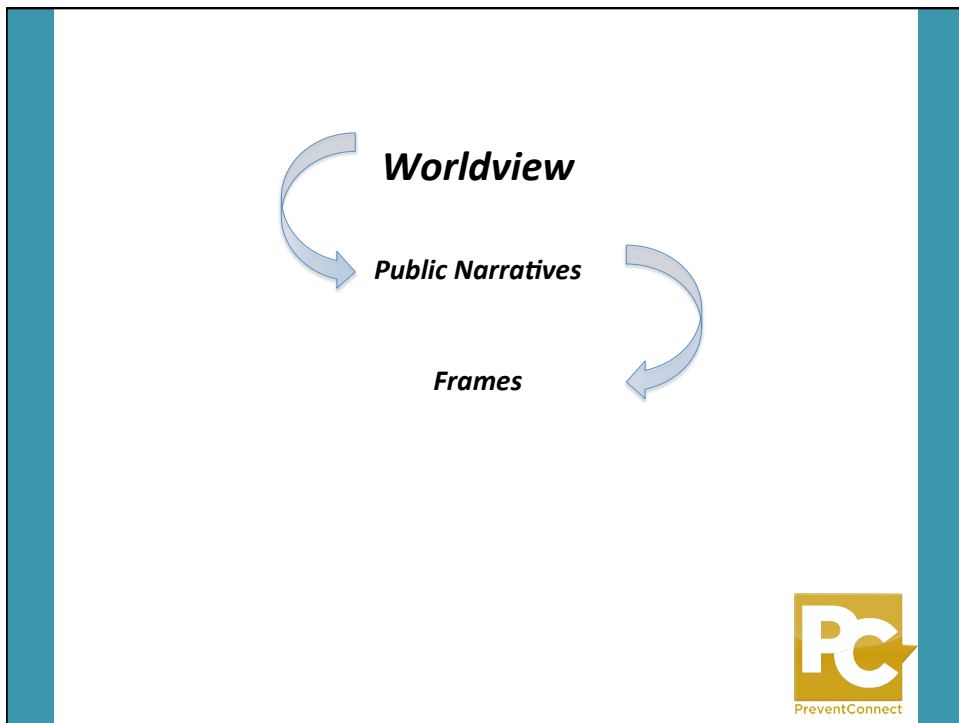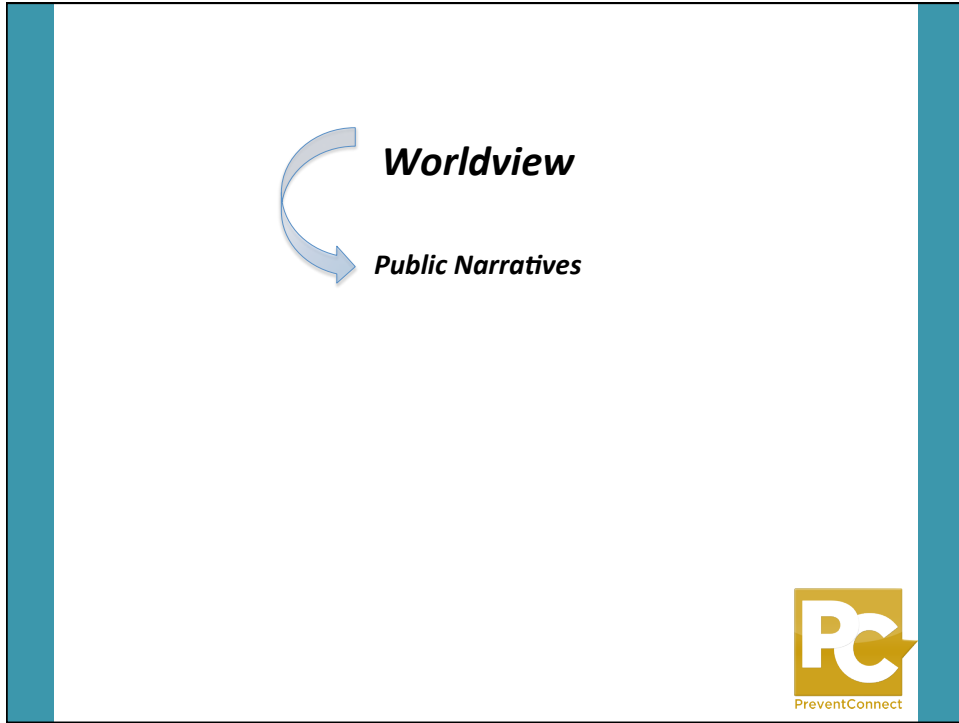
Shifting Dominant Public Narratives

- ***<u>Unmasking</u>*** the dominant narratives

Shifting Dominant
Public Narratives

- ***Unmasking*** the dominant narratives

- ***Uncovering and elevating*** new narratives

Shifting Dominant
Public Narratives

- ***Unmasking*** the dominant narratives

- ***Uncovering and elevating*** new narratives
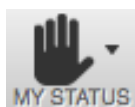
- ***Contrasting*** the narratives, offering a choice

Shifting Dominant
Public Narratives

- **_Unmasking_** the dominant narratives

- **_Uncovering and elevating_** new narratives

- **_Contrasting_** the narratives, offering a choice

*Shifting narrative is an invitation, NOT winning
an argument.*

PC
PreventConnect

Audience Question

Chat

Public | Private

Type here to send a message

MY STATUS

**What are the
dominant narrative
themes around
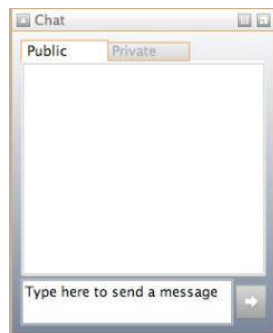SV/DV?**

PC
PreventConnect

Some Dominant Themes
Intimate Partner Violence & Sexual Violence

- IPV/SV is an individual matter and should be addressed individually
- Individual IPV/SV behavior is unrelated to social structures and factors
- IPV/SV is unlike and unrelated to other forms of violence
- IPV/SV cannot be prevented
- Society opposes IPV/SV and protects those who are victims
- Only certain groups of men who are morally flawed and/or inherently violent are perpetrators

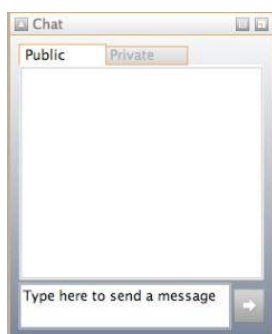## Audience Question

Which themes resonate?

Dominant Themes
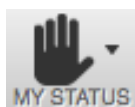### Intimate Partner Violence & Sexual Violence

- IPV/SV is an individual matter and should be addressed individually
- Individual IPV/SV behavior is unrelated to social structures and factors
- IPV/SV is unlike and unrelated to other forms of violence
- IPV/SV cannot be prevented
- Society opposes IPV/SV and protects those who are victims
- Only certain groups of men who are morally flawed and/or inherently violent are perpetrators

Audience Question

How do these themes impact your work?

Dominant Themes
Intimate Partner Violence & Sexual Violence

- IPV/SV is an individual matter and should be addressed individually
- Individual IPV/SV behavior is unrelated to social structures and factors
- IPV/SV is unlike and unrelated to other forms of violence
- IPV/SV cannot be prevented
- Society opposes IPV/SV and protects those who are victims
- Only certain groups of men who are morally flawed and/or inherently violent are perpetrators
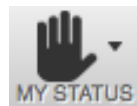
Developing a New Public Narrative

1. Work with people you want invested in the new narrative

2. Build relationships, including identification of core values and beliefs

3. Provide grounding in the concepts of public narrative

4. Name the dominant public narrative and it's impact/ power

5. Develop elements of a new narrative through discussion questions

Audience Question

Raise your hand!

Have you done any of these? How?

MY STATUS

PC
PreventConnect

Developing a New Public Narrative

1. Work with people you want invested in the new narrative

2. Build relationships, including identification of core values and beliefs

3. Provide grounding in the concepts of public narrative

4. Name the dominant public narrative and it's impact/ power

5. Develop elements of a new narrative through discussion questions

PC
PreventConnect

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?

PreventConnect

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?
- What would it be like if your values/beliefs shaped reality?

PreventConnect

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?
- What would it be like if your values/beliefs shaped reality?
- Who has a stake in this and why?

PC PreventConnect

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?
- What would it be like if your values/beliefs shaped reality?
- Who has a stake in this and why?
- What transformation in society does this suggest?

PC PreventConnect

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?
- What would it be like if your values/beliefs shaped reality?
- Who has a stake in this and why?
- What transformation in society does this suggest?
- What transformation in yourself and others does this suggest?

Some Questions To Explore

- What are the shared values, beliefs and assumptions that ground your narrative?
- What would it be like if your values/beliefs shaped reality?
- Who has a stake in this and why?
- What transformation in society does this suggest?
- What transformation in yourself and others does this suggest?
- Who is responsible for making transformation happen?

Some Ways to Put a New Narrative to Work

- Train people to introduce or evoke your narrative in conversations
- Identify unintentional reinforcement of the dominant narrative in your work
- Run trainings on how to shift narrative in the moment
- Shape communications within the new narrative
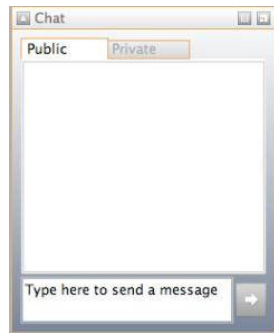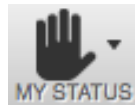- Reshape strategies to live out the new narrative

Public Narratives Are…

- Created by people and can be changed by people

- Grounded in values & beliefs

- Designed to shape what is possible

- More powerful than facts in changing outcomes
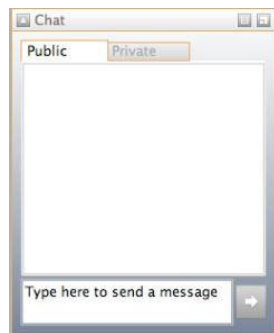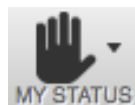
- Grounding for messaging & strategy

Next Session

May 2014

**Lori Grassgreen
Alaska Network on
Domestic Violence & Sexual Assault**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Wednesday, May 14, 2014
11am PST – 12:30pm PST
(1pm – 2:20pm EST)**

Audience Question

Chat
Public Private

Type here to send a message

What one action step will you take before next session?

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org

Email: info@preventconnect.org

Email Group:

   preventconnect.org/email-group

eLearning: learn.preventconnect.org

Wiki: wiki.preventconnect.org

preventconnect.org/Facebook
preventconnect.org/Twitter
preventconnect.org/Flickr

preventconnect.org/YouTube
preventconnect.org/LinkedIn
preventconnect.org/Pinterest