

PreventConnect

TEXT CHAT TRANSCRIPT

PEER LEARNING FORUM

Shaping Perception of Sexual and Domestic Violence for Prevention: The Power of Public Narratives – Session 1

April 30, 2014

11 AM Pacific (2 PM Eastern)

Presenters and Guests

Dave Mann, Grassroots Policy Project

Host

David Lee and Ashley Maier, PreventConnect Project
California Coalition Against Sexual Assault

Participant names have been removed from this chat record, unless provided by the participant in text.

- Welcome! We will start at the top of the hour.
- Campus prevention web conference May 27 and May 29
http://www.preventconnect.org/2014/04/campus_web_conf_2014/
- Sexual Assault, Domestic Violence, Dating Violence, and Stalking on Campus Implications for Prevention
http://www.preventconnect.org/2014/04/campus_web_conf_2014/
- call in 1-888-447-7153 passcode 879 736
- Story
- story
- story
- story
- story
- story
- Grant reports
- story
- story
- story

- story
- prevalent understanding of an issue
- story/dialogue
- story
- success stories!
- written story
- story
- stories
- book of fiction / story
- What word or phrase do you think of when hear "narrative?" Answers above answer that question,
- a guided way to describe an issue or story
- What were they fighting for?
- go back to it
- service at a lunch counter
- access
- justice
- equality
- Human rights
- equality
- respect
- equality
- equality
- visibility
- Respect
- freedom
- Equality rights and access
- equity
- rights to be at the same counters/
- What was the shift in public consciousness?
- for all people to be valued equally
- drawing attention to inequity and injustice
- black people are less than shifting to black people are equal
- the inequality became more visible
- that all people have the same basic rights
- African Americans have the same right to eat at the counter as do white americans
- normalize intergration
- raising racial inequalities into public discourse
- white superiority
- Similar to the public narrative about LGBTQ people and the shift that has occurre fairly rapidly over the years.

- Slides for this session can be downloaded at <http://www.preventconnect.org/2014/04/peer-learning-forum-shaping-perceptions-of-sexual-and-domestic-violence-for-prevention-the-power-of-public-narratives/>
- haha
- Where does this story affect your state/community?
- Vermont is THE safest state
- Shrinking resources for public and social services
- NC's rejection of unemployment benefits
- Since we're all individuals, we are therefore responsible for keeping ourselves safe from sexual abuse. If something does happen, it is our response to "pull ourselves up" and recover.
- we see this play out a lot in our public policy work around housing and TANF
- there's a perception that evil exists in the world (i.e. rapists) and women have to protect themselves from this evil
- Solutions to sexual violence are most often suggested as individual, not structural solutions.
- Sorry, I think I misunderstood the question. I thought it was about what stories get in the way of our work
- Still a good point, Bethany.
- What components of this narrative resonate with you?
- Boot straps
- individualism
- boot strap individualism can be self blaming or victim blaming if we are not careful.
- Boot Straps and Structural Discrimination
- boot straps individualism
- Seems like we should build a public narrative that would build off of the Frameworks study that was done a couple years ago to start where people are with their thinking
- Where do pieces resonate, as in you believe them?
- Individualism-- that hard work pays off
- The notion that hard work can help you rise above your early circumstances
- i believe structural discrimination SHOULD be a thing of the past
- Individualism - everyone has the power to change their circumstances
- I want to believe that i am the master of my universe and i won't be harmed because i do things "right"
- I believe there's an individual viewpoint to consider. The psychological theory of internal vs. external locus of control

- I really want to believe that my effort and work will pay off and that I have some role in making my life the way I want.
- small government = non-profit industrial complex
- and then being grant driven
- With Individualism, I believe that I can work hard and make a difference.
- Second that, Bethany!
- vs. creating our own stories.
- second bethany!
- non-profit industrial complex! Yes!
- and then non-profits have to pull ourselves up by the bootstraps
- and operate in a culture of scarcity which silos our issues from other issues
- affecting our ability to leverage broader community engagement.
- not really
- I participated in a great workshop with Planned Parenthood on cultural frames and messaging!
- Even getting people to believe that violence, sexual and domestic, are preventable, is a shift in the narrative about SV/DV, don't you think?
- Great point Rebecca - that's where we are going.
- What are the dominant narrative themes around SV/DV?
- sex offenders are other and monsters
- Perpetrators are monsters, complete "others"
- All men are suspected perpetrators
- *plugs FRAMEWORKS study again*
- victims are pathetic. it's those peoples responsibility
- Stranger Danger
- victim blaming
- It is still a women's issue. Prevention never comes up...it is still focused on victim services
- that doesn't happen here
- It does not exist or is very rare.
- It's a family issue - none of my business.
- victims are responsible *(at least partially) when something happens to them
- Very good, David!
- good point david
- The CJ system will fix it. We saw this in RAINN's weirdo letter
- good point, david! it's hard to create a shift to prioritize primary prevention
- Does it have to be either/or?
- YOU GO DAVID!
- also suggests all those things outside of being illegal are insignificant.... like street harassment
- We built an infrastructure for CJ systems

- Good point @Melinda
- IPV/SV is unlike and unrelated to other forms of violence is played out on many levels
- Which of these themes resonate or do not ?
- The first point is consistent in the Virgin Islands; the last point I think RAINN promotes; The prevention point, however, is unfortunate because it can be prevented. That resonates with me.
- Works: individual issue; not related to social structures; cannot be prevented; morally flawed/inherently violent
- Cannot be prevented...it's just the way it is
- For me the domain is more around how DV/SA are related to other forms of violence
- difficulty working across silos to create structures and messages that will shift risk/protective factors across multiple types of violence
- IPV/SV is unlike and unrelated to other forms of violence resonates
- Ka- Nu - Ma. good try!
- I like that analogy!
- Thanks @Khnuma
- How do these themes impact your work?
- Other forms of violence are viewed as a community issue whereas IPV/SV are viewed differently because a large population contributes 'causes' for it (i.e. tight clothes, being confrontational, etc.); shifting that perception is the challenge
- IPV prevention in a silo from other types of prevention and/or youth development
- Abby, in a previous discussion Dave Mann suggested that there is a dominant narrative about the role of government in protecting US from the inherently violent THEM and that this influences domestic and international policy
- these themes all promote isolation for survivors, practitioners, etc...on the flip side of that it sort of necessitates that we demand the alternative narrative be given space and time to cultivate true counter-stories that reinforce the world we would like to live in.
- Right on with that!
- (Noel again)- One exercise we developed to shift the narrative that IPV/SV is an individual vs. social/community problem is to ask the audience to List 3 characteristics of Healthy Relationships. Then we ask them to describe 3 characteristics (i.e. conditions, practices, policies, culture, mission/vision, philosophy) of communities where Healthy Relationships thrive. Then we discuss which lists were easier or more difficult to generate and then brainstorm the same lists related to healthy eating. People are able to list conditions much easier, so we suggest that we need to be able to generate the conditions list for healthy relationships with similar ease.

- Not reinforcing the dominant narrative= not thinking that only males can engage other males (and that males don't listen to women) ,
- ie- maybe we need to think about how we support women engaging men
- "No one marched on Washington because of a pie chart" speaks to the power of narrative
- I like your activity Noel!
- How is this relevant to your work?
- It is always good to learn tools for framing our work.
- I do think that we can look at public health's ability to message on a public scale - and use some of the personal narratives to highlight why we need to change the dominant narratives....
- It's essential to remind us that our work is about people and therefore, we have offer messaging that is people-driven rather than data-driven.
- I keep thinking that the current narrative about D/SV is about how it is a women's issue and shifting that narrative to it is a men's issue is so very important.
- we are working on a strategic communications plan for our DELTA project. public narratives is very applicable!
- public narrative is critical as we implement multiple strategies to shift norms in our state
- I love the idea of shifting the narrative as an invitation to change the way you think
- What more would like to learn?
- What if we on these calls began to work on defining a new narrative?
- more tips for shifting narratives
- I'd love to see specific examples of how a public narrative has been changed using these steps
- Yea Rebecca!
- @Rebecca--great idea!
- the concept of bystanding fits nicely into this perspective...that one can be offered a choice of whether to act or do nothing when witnessing some form of violence
- lessons learned from other social justice movement
- I like the idea of submitting our our new narratives before the next call (or during the series) and then discussing them.
- *movements
- [Noel} We focus on these new narratives IPV/SV are public health matters.. IPV/SV are gender health disparities. IPV/SV and these disparities are preventable. Pretty hard to engage public health if we aren't framing IPV/SV as health issues to begin with....

- Yes, expanding our view of "health" being about good relationship skills; giving and receiving respect mutually; honoring each person's ability to give consent - and that those things do influence our overall health.
- Is this the right times for this 11 am is not 1 pm in the east
- What one action step you will take before next session?
- Next one is same time as today 2pm ET, noon MOuntain Time, 1pm Cetnral time
- 11am PACific Time
- [NOEL] Keep figuring out how to measure shifts.....
- attempt tounmask the dominant narratives about dating abuse in our community
- Begin the conversation about "dominant narrative" and start the uncovering of the new narrative in our team meeting
- Take this back to ODVN's Prevention Team and encourage broader participation from my OH colleagues
- First, I will finish my RPE Annual Report; next I will bring this topic up at my next SV Prevention Advisory Committee to get their input.
- talk about this with the rest of the MCADSV staff about how we can incorporate this into ALL of our job roles and responsibilities
- @Binnie - have fun with that!
- I'll address the same perceptions with my staff to ensure that our public narrative is consistent when we share our message with the community.
- We have been working on advancing a public narrative on health, health equity . An important part of this narrative is raising the link between policy, systems. We have begun a community of learning in department to develop our skills
- I like the "community of learning" idea, Jeanne.
- [NOEL] We are training the next generation of advocates (students in our DV concentration program) on how to use values that resonate with the general public to invoke an environmental (rather than individual) frame
- Thanks all!
- Nicely facilitated webconference. Thanks you
- this has been great. Thanks!
- Thank you - looking forward to the next one!
- Thanks Dave and PreventConnect