

Welcome,
This Web Conference
Will Begin Soon



A Project of



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?

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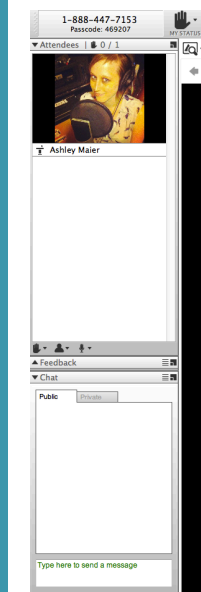
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How to use this technology



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

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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.



2014 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?**



Ending Child Sexual Abuse

#PowerInPrevention

Ending Child Sexual Abuse Web Conference Series



- Monday, September 29 – **Unique Opportunities for Child Sexual Abuse Prevention: Learning from Migrant Farmworker Communities**
- Wednesday October 22 – **Child Sexual Abuse Prevention at the Intersections: Commercial Sexual Exploitation of Children**
- Wednesday, November 19 – **New Ways to Look at Justice: Perspectives of South Asian Communities**
- Wednesday, January 21 – **Preventing the Harm, Promoting the Helpful: Healthy Sexuality**
- Wednesday, February 18 – **Bridging Knowledge in Child Sexual Abuse Prevention: Promising Practices in Indigenous Communities**
- Wednesday, March 18 – **Pillars of Policy for Child Sexual Abuse Prevention: A Discussion**



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





**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?**

September 17, 2014

11am – 12:30pm PT ; 2pm – 3:30pm ET

About the Presenter



Annie Lyles, MSW
Program Manager
Prevention Institute



About the Webtechs



Vanessa Yanez and Casey Tran
Program Assistants
Prevention Institute

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Learning Objectives

By the end of the web conference, participants will be able to:

- Identify examples of community education efforts that can be expanded to norms change strategies.
- Understand the key characteristics of a mobilization approach.
- Be familiar with examples of successful efforts and tools to further refine local 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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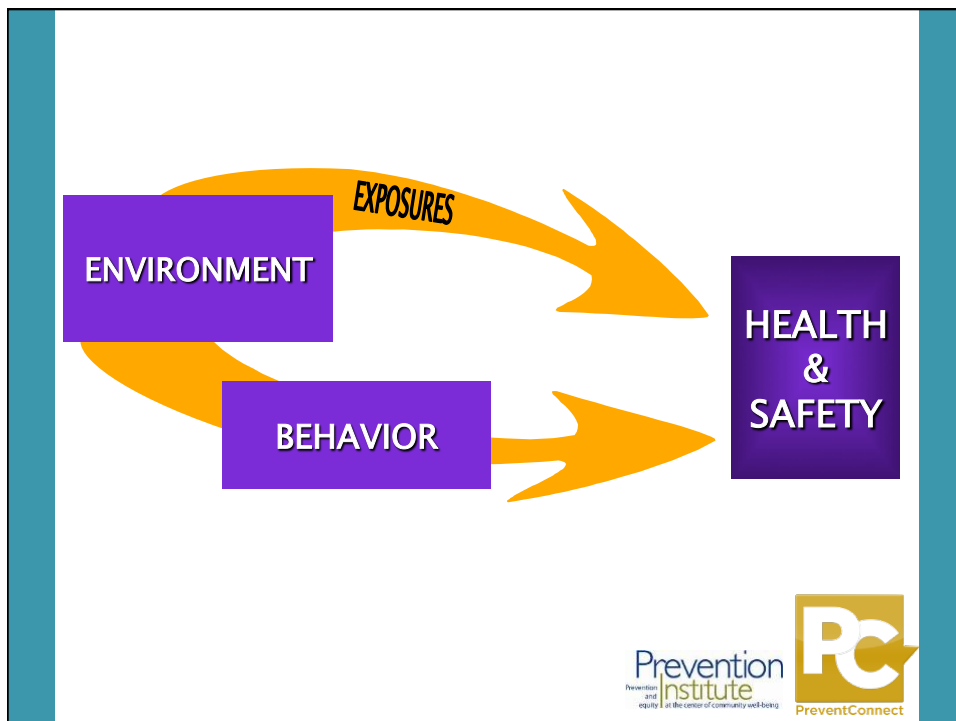
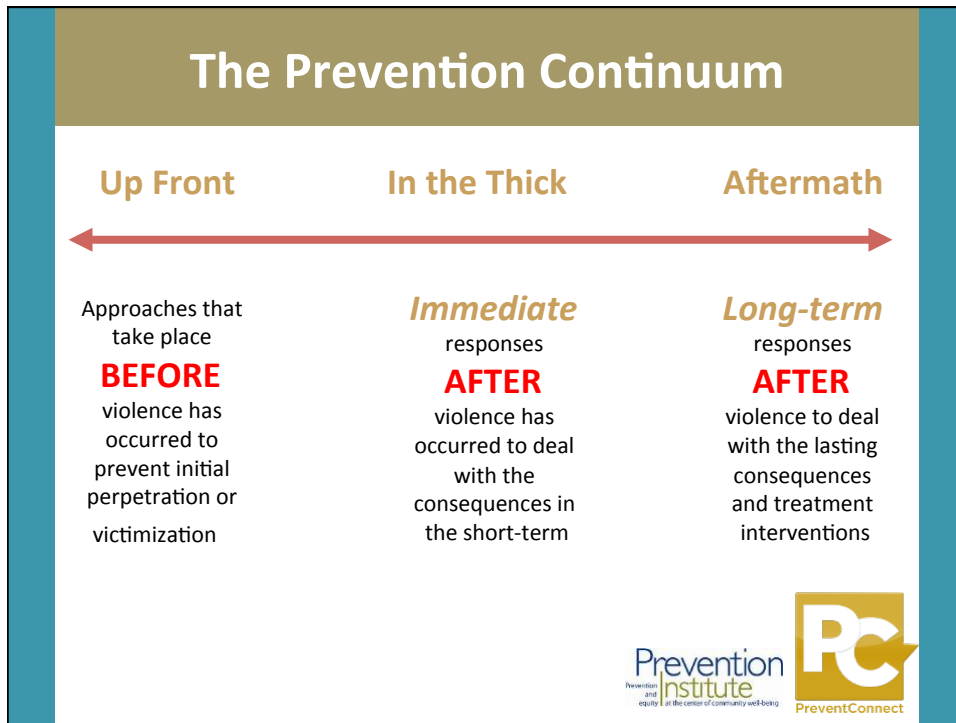


**What can be done to
prevent the problem
from occurring**

in the first place?

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Norms

more than a habit

based in culture & tradition

sanction behavior

taken for granted

attitudes, beliefs, ways of being

behavior shapers

communicate regularity in behavior

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5 Key Norms

- Culture of Violence
- Narrow Definitions of Masculinity
- Limited Roles for Women
- Power & Control
- Privacy & Silence

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Agenda

- Define Mobilization
- Explore its value
- Steps to mobilization strategy
 - Practice & Training
 - Engage Community
 - Foster Shared Priorities
 - Evaluate the Mobilization

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook

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What is Community Culture?

A set of core beliefs, values, practices, principles, norms, or behaviors that are held by a group of people who have common interests and a willingness to work together to achieve them.

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook

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Community Engagement

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”



— Centers for Disease Control and Prevention’s Committee on Community on Community Engagement



About Our Guests



Paula Chun
Hawaii Coalition
Against Sexual Assault



Helene Kaiwi
Hawaii Department of
Health Maternal and
Child Health Branch



Valerie Mariano
Community and Crime
Prevention Branch,
Hawaii Department of
the Attorney General



Laulima... Many Hands Working Together



Slide courtesy of Hawaii RPE Team



About Our Guest

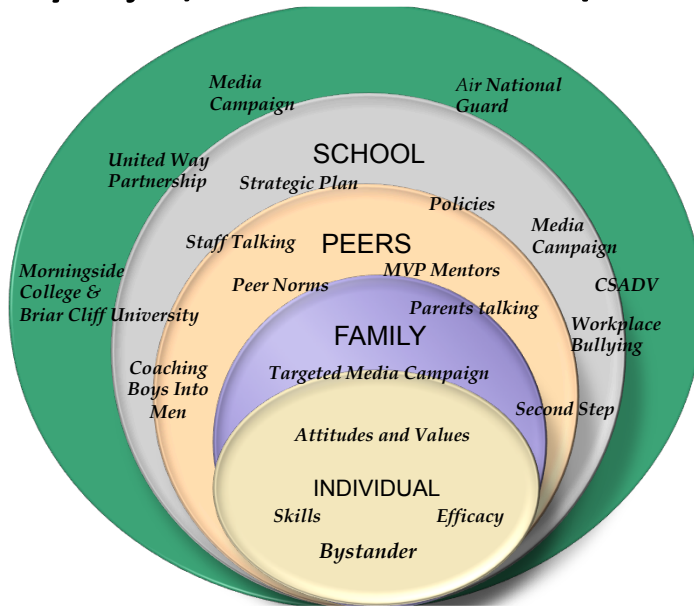


Alan Heisterkamp
Center for Educational Transformation
Mentors in Violence Prevention Leadership Institute at the
Center for Violence Prevention at the University of
Northern Iowa





Sioux City Project, 2007-2012 Multi Partner/Multi Systemic



Slide courtesy of Alan Heisterkamp

Text Chat Question



What value does a mobilization effort offer?

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Steps to Mobilization Strategy

- Define Mobilization
- Explore its value
- Steps to mobilization strategy
 - Practice & Training
 - Engage Community
 - Foster Shared Priorities
 - Evaluate the Mobilization

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook

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Community engagement is a critical element of successful efforts to improve the built environment because it:

- Ensures the needs and concerns of community residents are understood and incorporated into projects/plans
- Builds local capacity (of residents, government and organizations) to develop shared solutions; ongoing community cohesion and social capital
- Provides an opportunity to build stronger partnerships among residents, business owners/ operators, public agencies, etc.
- Can result in a stronger, better outcome for prevention efforts

Source: Building Healthy Places with People and for People:
Community Engagement for Healthy and Sustainable Communities

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“If you want to build a ship,
don’t drum up people to
collect wood and don’t assign
them tasks and work, but
rather teach them to long for
the endless immensity of the
sea.”



— Antoine de Saint-Exupery,
French Novelist

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- The technique must fit the purpose.
- Disenfranchised communities must have a genuine voice in the planning and implementation of projects. Community engagement provides a mechanism for cultivating this voice and maximizing the likelihood that the outcome reflects its input.

Source: Building Healthy Places with People and for People:
Community Engagement for Healthy and Sustainable Communities

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What Makes Community Mobilization Successful

- Allows for an ongoing dialogue with community members
- Strengthens groups/organizations to address SVP
- Creates an environment in which individuals can empower themselves to address sexual violence in their community
- Provides a forum where community members can participate in ways that recognize diversity and equity
- Can link communities with external resources

Slide courtesy of Hawaii RPE Team

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Why It Matters

“Community participation, when it’s real, is your main investment in accountability. It’s your main investment in sustainability...community participation is when, truly, you involve people in creating a mechanism for themselves to define change.”



- *America Bracho, Executive Director,
Latino Health Access*

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Key Steps for Mobilization

- Practice & Training
- Engage Community
- Foster Shared Priorities
- Evaluate the Mobilization

Source: The Role of Community Culture in Efforts to Create Healthier, Safer, and More Equitable Places: A Community Health Practitioner Workbook

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Text Chat Question



What kind of training or practices would you want in place?

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VIP Initiative



healthybostonblog

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“bureaucracies deal
best with
other bureaucracies”

Source: The Role of Community Culture in Efforts to Create Healthier,
Safer, and More Equitable Places: A Community Health Practitioner
Workbook



Engaging the Community

- Identify existing community-based organizations, collaboratives, and councils whose work is aligned with your initiative
- Establish an advisory board with community representatives and leadership
- Utilize key community members and leaders that can serve as a bridge to marginalized and isolated communities.
- Provide venues for direct community input

Source: The Role of Community Culture in Efforts to Create Healthier,
Safer, and More Equitable Places: A Community Health Practitioner
Workbook



Please Answer the Polling Question

How many of the community engagement strategies do you use regularly?

- A. All four
 - Identify existing efforts
- B. Three
 - Advisory board
- C. Two
 - Bridges to marginalized and isolated communities.
- D. One
 - Venues for direct community input

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Text Chat Question



What other engagement strategies hold promise?

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Spectrum of Prevention- School Focus

Adopting and Influencing School Policy

**Schools Fostering Coalitions and Networks with Parents &
Broader Community**

Changing and Modifying School Based Practices

School Faculty and Staff Education & Professional Practice

Strengthening Student Knowledge, Awareness and Skills

Slide courtesy of Alan Heisterkamp

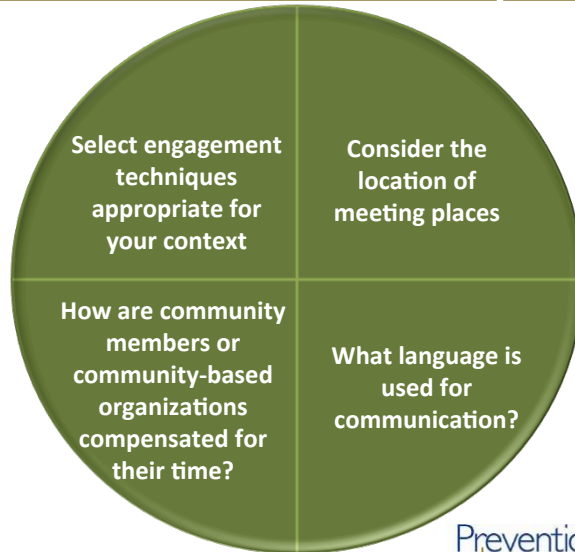
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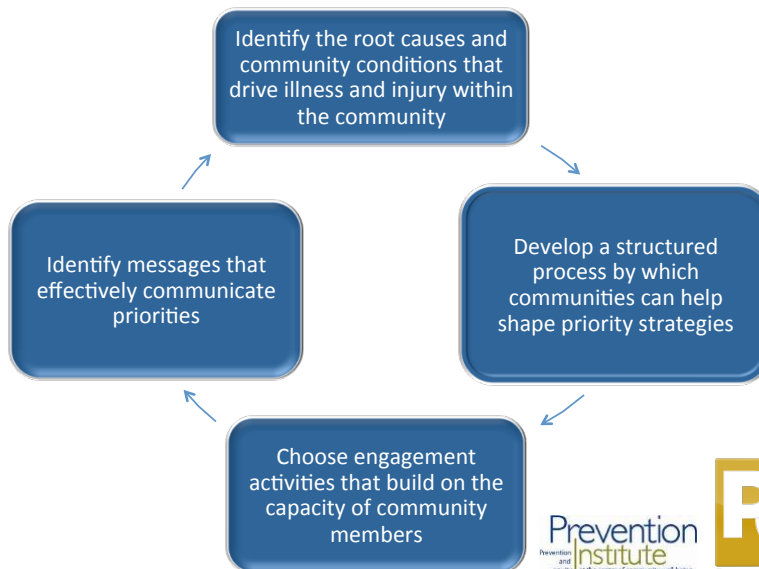
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Logistical Strategies for Engaging Underserved Groups



Fostering Shared Priorities



Please Answer the Polling Question

How many shared priorities strategies do you use regularly?

- A. All four
 - Identify root causes
 - Structure to shape priorities
 - Engagement activities
 - Messages that communicate
- B. Three
- C. Two
- D. One



Please Answer the Polling Question

Which are you least likely to use regularly?

- A. Identify the root causes and community conditions
- B. Develop a structured process by which communities can help shape priority strategies
- C. Choose engagement activities that build on the capacity of community members
- D. Identify messages that effectively communicate priorities



Getting Started: First CAT Statewide Training Meeting

GOAL:

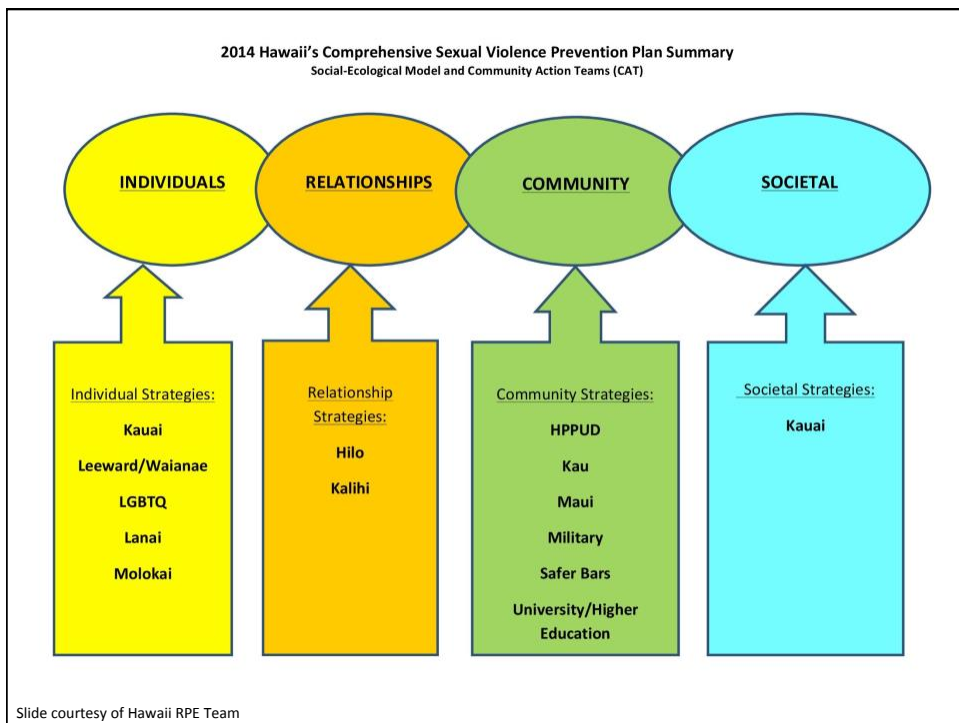
- Bring together community-based teams to develop community action plans that align with the Sexual Violence Prevention Statewide Plan.

OBJECTIVES: Community-based teams will have the opportunity to:

- Obtain information on how to support
- Develop strategies for implementation
- Develop strategies for sustainability

Slide courtesy of Hawaii RPE Team





Identify Messages that Effectively Communicate Priorities

Portland, Oregon

Framing Prevention Efforts to Reflect Community Values



Multnomah County Health Department

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Harrassmentis Chalk Walk

New York, NY



Photo by kbedosky



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Schools Fostering Coalitions & Networks w/ Parents and Broader Community

Schools fostering coalitions, partnerships, or networks with parents and the broader community means creating or strengthening the ability of faculty, staff, parents, and all constituents to join together to maximize expertise and resources on preventing violence and abuse.	Not on Radar—No Consideration	On the Radar—Have Discussed	Preparing and Planning	Action	Maintaining
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Potential Strategies for consideration

- Develop working relationship between school district and SA/DV agency
- Explore existing models of collaboration as templates for SA/DV agency
- SA/DV Advocate/Agency representative on school district/school advisory councils
- Inform and include parent representation on school/community prevention initiatives

Potential Barriers:

- Views of “vocal minority on issue(s)” preventing SA/DV issues from being addressed
- School district leadership fearful of schools being viewed as unhealthy
- School leadership do not feel they have parental support or fear parent pushback

Slide courtesy of Alan Heisterkamp



Adopting and Influencing School Policy

Adopting and influencing school district policy means identifying needs and strength in awareness, education, practice, and prevention of sexual assault, dating violence, domestic violence and stalking. Working together, changes to board policies and regulations at the local district level that address student disclosures, bystander education and prevention strategies and protocols for district employees can have a positive impact on the mental and physical well-being of secondary students.

Not on Radar—No Consideration	On the Radar—Have Discussed	Preparing and Planning	Action	Maintaining
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Potential Strategies for consideration

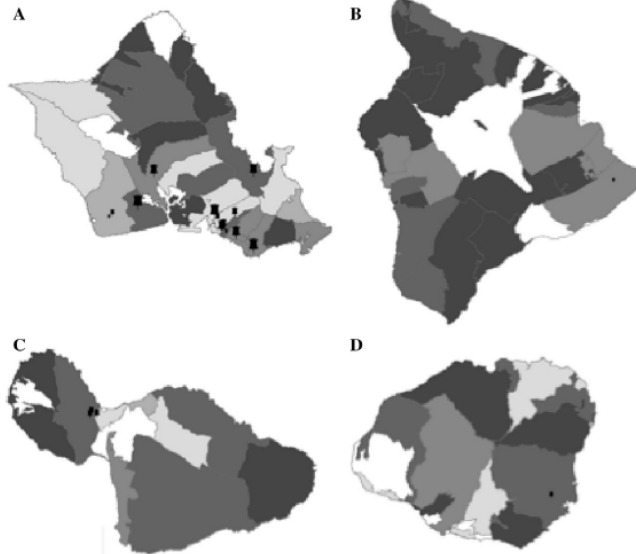
- Policies on sexualized assault developed and communicated
- Incorporating bystander education and prevention into strategic plan
- Awareness and communication of federal policies
- School district advisory group informed of DV/SA model prevention practices and polices

Potential Barriers:

- Limited awareness and knowledge of DV/SA among school leaders?
- Omission of school policies addressing DV/SA specifically
- Prioritization of student, staff and district needs given resources
- Limited awareness of local DV/SA incidents driving policy decisions

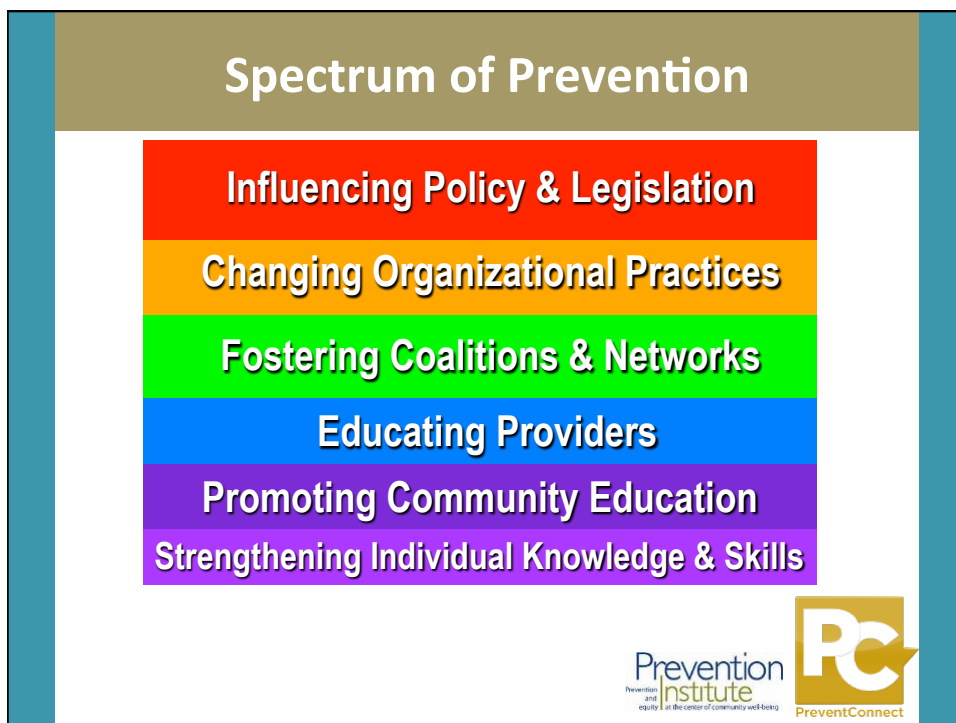
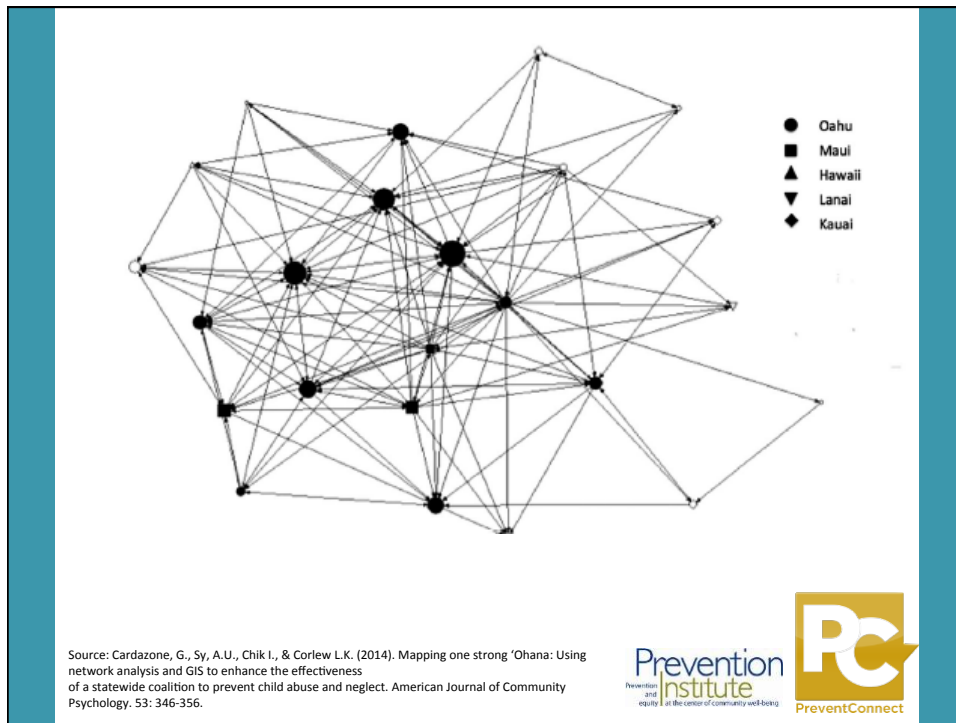
Slide courtesy of Alan Heisterkamp

Measuring Community Mobilization



Source: Cardazone, G., Sy, A.U., Chik I., & Corlew L.K. (2014). Mapping one strong 'Ohana: Using network analysis and GIS to enhance the effectiveness of a statewide coalition to prevent child abuse and neglect. *American Journal of Community Psychology*, 53: 346-356.





Please Answer the Polling Question

Of the following selected levels of the *Spectrum of Prevention*, which are you currently MOST focused on in your norms change work?

- A. Individual skill-building and/or community education
- B. Educating providers
- C. Fostering coalitions and networks
- D. Changing organizational practices and/or influencing policy and legislation

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Please Answer the Polling Question

Of the following selected levels of the *Spectrum of Prevention*, which have the most potential to impact norms change?

- A. Individual skill-building and/or community education
- B. Educating providers
- C. Fostering coalitions and networks
- D. Changing organizational practices and/or influencing policy and legislation

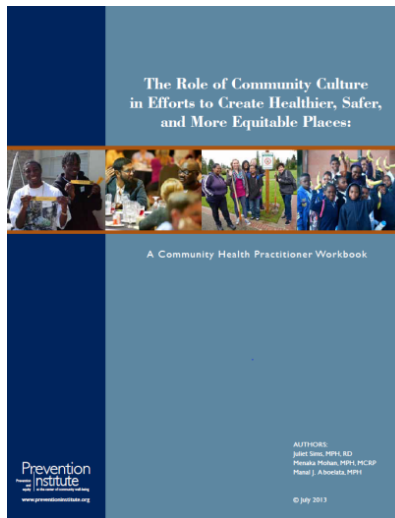
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Tools



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Chapter 19:
Building Healthy Places with People
and for People: Community Engagement
for Healthy and Sustainable Communities

Authors:
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Leah Enolis, PhD, Enolis Consulting
Larry Cohen, MSW
Lily Swartz, BA


This chapter comes from the book *Building Healthy Places: Designing and Building for Health, Well-being and Sustainability*.
Edited by Dornenberg, Andrew L., Franklin, Howard, Jackson, Richard J.

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