

Welcome,
This Web Conference
Will Begin Soon



A Project of



From Foundations to the Future:
A prevention approach to sexual & domestic violence

1

PreventConnect
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95814

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Email Group:

preventconnect.org/email-group

eLearning: learn.preventconnect.org

Wiki: wiki.preventconnect.org



preventconnect.org/Facebook

preventconnect.org/Twitter

preventconnect.org/Flickr



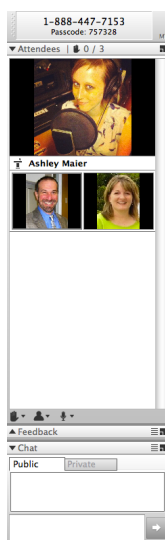
preventconnect.org/YouTube

preventconnect.org/LinkedIn

preventconnect.org/Pinterest



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.



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



Polling Question

Who is in the audience today?

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Prevention and equity at the center of community well-being



Making Connections, Honoring Communities

February 26: **Using Popular Education to Engage Communities in Sexual Violence Prevention**

March 12: **Supporting Community Culture as Norms Change Strategy for Preventing Sexual and Domestic Violence**

March 26: **The Role of Alcohol Policies to Prevent Intimate Partner Violence and Sexual Violence Perpetration**

April 9: **Men of Color and Community Trauma Prevention: What Do Sexual And Domestic Violence Efforts Offer to Support Well-Being?**

May 7: From Foundations to the Future: A Prevention Approach to Sexual and Domestic Violence

June 11: **Linking with Child Focused Approaches when Preventing Sexual and Domestic Violence**

July 9: **Joint Strategies: How Does Sexual and Domestic Violence Better Leverage Local Health, Justice, Education, and Community Sectors?**

August 13: **Closing the Loop: Increasing Investment and Sustainability for Sexual and domestic violence prevention.**





**From Foundations to the Future:
A prevention approach to sexual & domestic violence**

May 7, 2015

11am-12:30pm PT; 2pm-3:30pm ET

Objectives

- Identify the elements of a public health approach to preventing sexual and domestic violence.
- Articulate the differences between primary, secondary, and tertiary prevention and provide examples of effective primary prevention strategies.
- Engage in a candid discussion about how to shift five identified norms that contribute to sexual and domestic violence.

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About the Presenters



Tanya Rovira-Osterwalder
Program Manager
Prevention Institute



Annie Lyles, MSW
Program Manager
Prevention Institute



About the Webtechs



Casey Castaldi and Alexis Captanian
Prevention Institute



What can be done to prevent the problem from occurring

in the first place?

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The Prevention Continuum

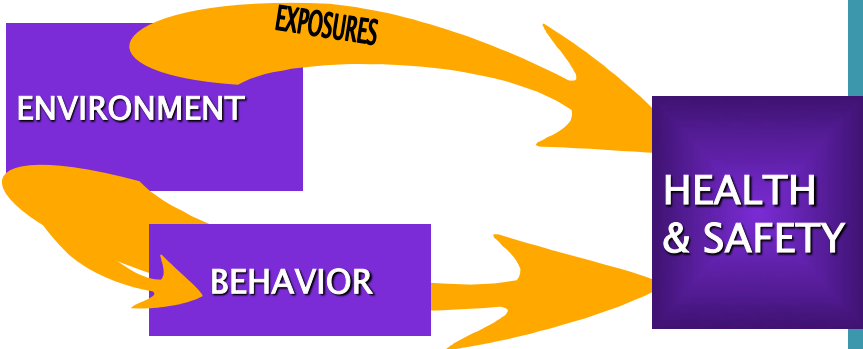


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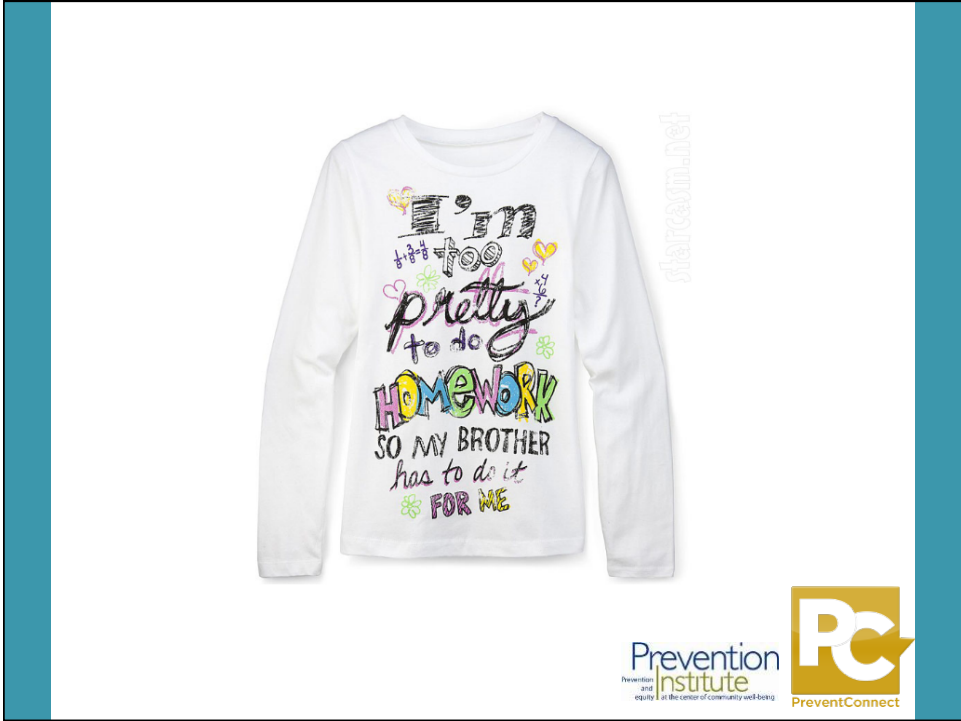
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine



What's SDV Got to do With It?







In Pictures: America's 15 Most Powerful CEOs 40 and Under

The future leaders of America



What's SDV Got to do With It?



Key Norms

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



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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*focus on norms
can help prevent abuse
and exploitation.*

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Key Norms

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

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Halloween Costumes



Purrry Kitty Child Costume
Item#00193649
<http://www.spirithalloween.com>



Devil Girl Child Costume

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Rethink Halloween



<http://sgvnowproject.weebly.com/empowering-halloween-costumes-for-girls--where-to-buy-or-how-to-make-your-own-costume.html>

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Girls Will Be



http://blogs.babycenter.com/mom_stories/mom-creates-a-clothing-line-for-girls-08312013-tired-of-pink-and-purple/

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Rape Culture at Work



Five examples of how employers turn women into sex objects

<http://thinkprogress.org/health/2013/08/22/2510031/rape-culture-at-work/>

<http://jezebel.com/workplace-bullshit-still-exists-even-if-some-bros-thin-1167036103>

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Pages Matam



Thank you to everyone that has watched, and thank you to Upworthy for believing in the #necessary message in my work.
<http://t.co/vIHJMG66sf>



7 Cowardly Words From A Totally Sexist Stranger Sparked This Courageous Response
t.co

What he overheard was horrible. What he turned it into? Stunning.

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My son wears dresses; Get over it



Raising My Rainbow

ADVENTURES IN RAISING A FABULOUS, GENDER CREATIVE SON



Lori Duron

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Norms Change



<http://bluestockingsmag.com/2013/03/13/currently-crushing-on-roxane-gay/>

Roxane Gay

SALON NEWS POLITICS ENTERTAINMENT LIFE TECH BUSINESS &

FRIDAY, JUL 5, 2013 05:15 AM PDT

What men want, America delivers

From Robin Thicke's latest songs to abortion restrictions around the country, America's all about men's desires
BY ROXANE GAY

http://www.salon.com/2013/07/05/what_men_want_america_delivers/

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Norms Change



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Prevention Works

A screenshot of a chat window titled 'Chat'. It has two tabs, 'Public' and 'Private', with 'Public' selected. The main area is empty. At the bottom, there is a text input field with the placeholder 'Type here to send a message' and a send button with a right-pointing arrow.



Where else do you see these norms playing out?

1. Culture of Violence
2. Narrow Definition of Masculinity
3. Limited Roles for Women
4. Power & Control Over Others
5. Privacy & Silence

The 'Prevention Institute' logo and the 'PreventConnect' logo are positioned in the bottom right corner of the slide.

About Our Guests



Janell Regimbal
Vice President
Children's Services at
Lutheran Social Services
of North Dakota



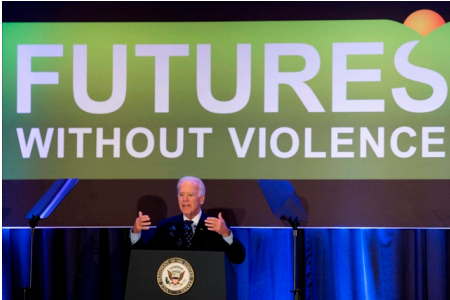
Dan Lebowitz
The Center for the
Study of Sport in
Society at
Northeastern
University



Jarrod Chin
The Center for the
Study of Sport in
Society at
Northeastern
University



Futures Without Violence Conference 2015



“So now we are talking about DV as a public health epidemic now. We have to keep making the case for prevention at home and abroad.

You all know this but the press may not, Americans need to know, the value of home visiting. We know how to prevent violence.”

<http://www.msnbc.com/node/555266>



Privacy & Silence



“20 years ago we knew it was wrong but they said it was a family matter and our work was breaking up families.

We knew the public at its core was decent. It took brave women, some victims to stand up and demand accountability.”

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Power & Control



“We cling to stereotypes that justify what we know is wrong. Children, checkbook, access to housing are used as weapons...., outrageous but before you all came along it was acceptable.

People ask why I am involved. Was my mother a victim? Someone I knew? I got so deeply involved because of my father. He said the cardinal sin is abuse of power.

At its core, this work is about abhorring the abuse of power.”

<http://www.msnbc.com/node/555266>

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Culture of Violence



“There are three goals of this work: Make streets and homes safe; Given victims a safe way out; and Fundamentally change our culture.

In 1994, to give women back control, we insisted on including a civil rights clause...this is about accountability. And now, this summer we will be hosting civil rights and equal protection for women conference. This is about changing our culture.”

<http://www.msnbc.com/node/555266>

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Narrow Definitions of Masculinity



“It's about creating supporting environments for children, getting men to rethink what it means to be a man. And it's health. We know the stress is toxic everything in your body.

What do men in prison have in common? It's not ethnicity it's that they can't read and they witnessed violence as children.”

<http://www.msnbc.com/node/555266>

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Limited Roles for Women



“VAW it's not a cultural norm. The president and I agree. A country or culture, when they engage in forms of abuse -that's not culture -that is violence. When they shut down access to health, keep girls out of school, it's not only wrong it is destructive to society. Our leadership matters...

Show me your budget and I'll tell you what you value.

Don't tell me you value women. Show me.”

<http://www.msnbc.com/node/555266>

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“The things you do, it gives hope to women around the world.

The power of example is profound.”

<http://www.msnbc.com/node/555266>

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***“THE IDEAS OF
ONE GENERATION
BECOME THE
INSTINCTS
OF THE NEXT.”***



D.H. Lawrence

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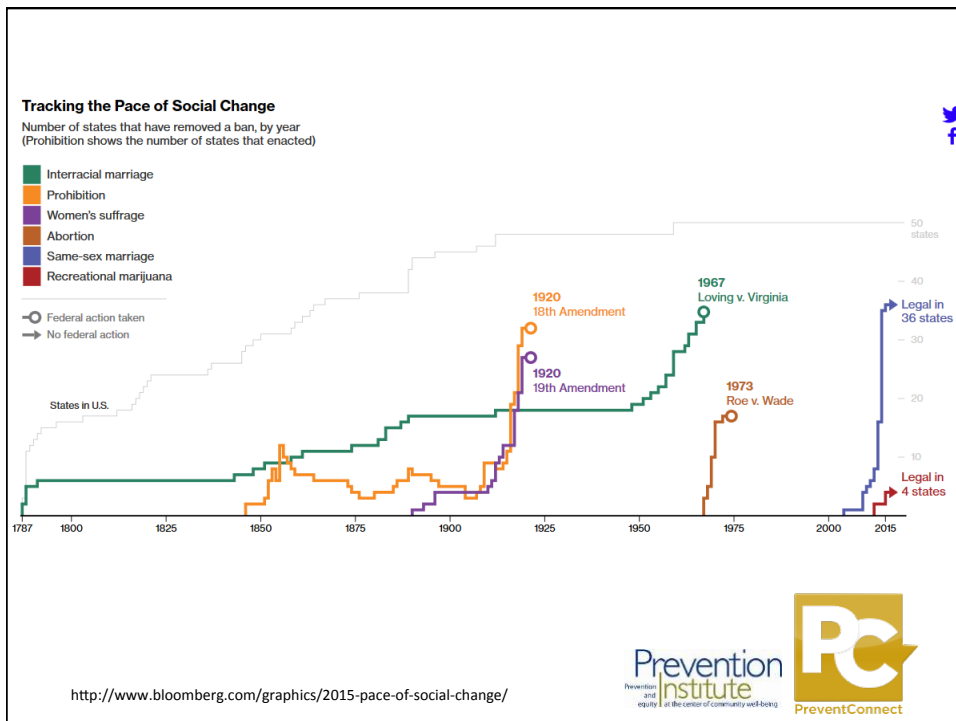


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- Yearly domestic violence rates dropped 64% from 1993 to 2010.
- The number of individuals killed by an intimate partner declined 26% for women and 48% for men from 1993 to 2012.

https://www.whitehouse.gov/sites/default/files/docs/vawa_20_report_final.pdf



Spectrum of Prevention



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Feedback Question

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

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills**

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Expect Respect

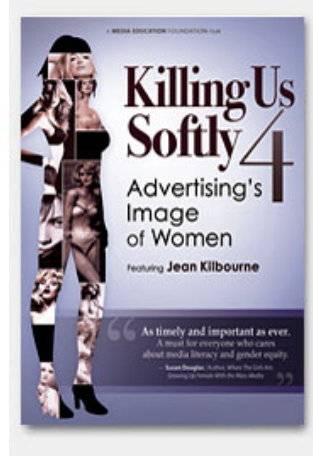


SafePlace's Expect Respect Program engages youth, parents, schools and communities in building healthy teen relationships and preventing dating abuse

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Media Literacy



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Media Literacy



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Start Strong

Sound Relationships

Evaluate the nutritional value of the music you listen to!

Nutritional Impact

Artist:
Song title:
Serving Size: Min: _____ Sec: _____

Amount per serving:	Percent (%)	Intensity level (1-10)
Unhealthy Relationship Ingredients		
Drama		
Possession/obsession		
Disrespect		
Relationship = sex		
Manipulation		
Total Unhealthy		
Healthy Relationship Ingredients		
Fun/Enjoyable		
Support		
Respect		
Equality		
Trust		
Total Healthy		

The song may portray: **Drama:** a belief that making up/making up, yelling, bitter arguing, destroying property or a general sense that unhealthy conflict in the relationship is part of a normal relationship. **Possession/Obsession:** a belief that another person is an object to use for one's personal benefit. This could also include stalking, objectification, and controlling behavior. **Disrespect:** a belief that it is acceptable to disregard another person's feelings, ideas, opinions and wishes. This could include name calling, put downs, minimizing language, and cheating. **Relationship=sex:** a belief that the main component or focus of the relationship is sex. **Manipulation:** a belief that it is acceptable to lie or use another person's emotions or vulnerabilities to get what is desired. This could include guilt trips, lying, and using alcohol to get sex. **Fun/Enjoyable:** a belief that relationships are enjoyable and fun. **Support:** a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. **Respect:** a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of positive or supportive words to describe the other person. **Equality:** a belief that both parties share in decision making and are free to choose what is right for them. One person does not have power over the other either in decision making or sex. **Trust:** a belief that the other person in the relationship has your best interest at heart. This could include being faithful and honest.

Boston, MA







Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices



Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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Harassment Chalk Walk



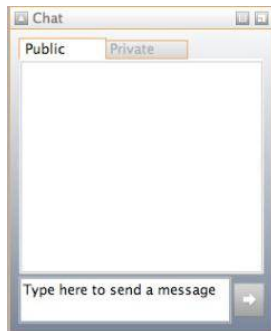
New York, NY



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Prevention Works



Are there other examples of individual skills & knowledge or community education that you know of?

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Janell Regimbal,
Vice President, Children's Services
at Lutheran Social Services of
North Dakota

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<http://www.lssnd.org/welcome.html>



RACHEL'S
Challenge
start a chain reaction™

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PC
PreventConnect

<http://www.lssnd.org/welcome.html>

The image shows three people standing in front of a large screen displaying the 'Rachel's Challenge' logo. The screen also features the tagline 'start a chain reaction' and a trademark symbol. The people are dressed in casual business attire. The entire scene is framed by a teal border.



safer tomorrow

OUR KIDS. OUR COMMUNITY. OUR FUTURE.
701-746-0405 • www.safer tomorrow.org

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PC
PreventConnect

<http://www.lssnd.org/welcome.html>

A group of approximately 15 people is posing for a group photo in front of a white bus. The bus has a large advertisement on its side featuring a collage of diverse children's faces and the text 'safer tomorrow'. Below the children's faces, it says 'OUR KIDS. OUR COMMUNITY. OUR FUTURE.' and provides a phone number and website. The people are dressed in various jackets and casual wear. The scene is framed by a teal border.



<http://www.lssnd.org/welcome.html>

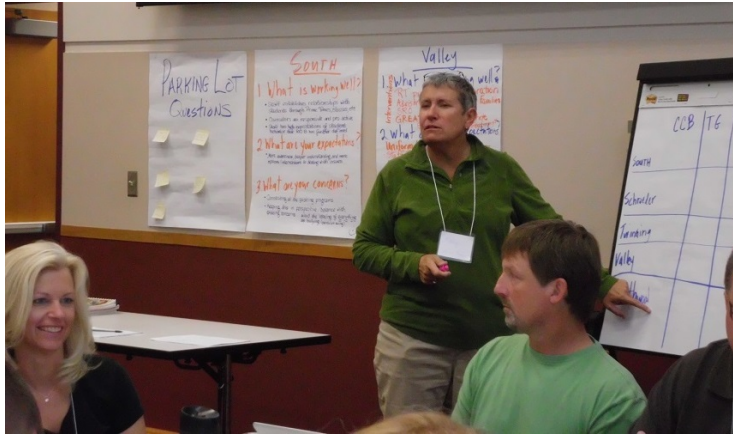
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<http://www.lssnd.org/welcome.html>

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<http://www.lssnd.org/welcome.html>

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<http://www.lssnd.org/welcome.html>

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<http://www.issnd.org/welcome.html>



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<http://www.issnd.org/welcome.html>

“Working hard for something we don’t care about is called stress; working hard for something we love is called passion.”

<http://www.issnd.org/welcome.html>



Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers**
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

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Peaceful Paths



Peaceful Paths

Gainesville, FL

- Built trust and made the case to faith community
- Tailored seminars and handbook on healthy relationships and families



Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

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Youth Development

Todd County, SD



Culture Matters

National Indian Child Welfare Association

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COLORLINES.COM /NOW

Zerlina Maxwell Offers 5 Ways We Can Teach Men Not to Rape

Zerlina Maxwell on Hannity: Giving every woman ...



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Dan Lebowitz and Jarrod Chin,
The Center for the Study of Sport in Society
at Northeastern University

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MENTORS IN VIOLENCE PREVENTION

Center for the Study of Sport in Society

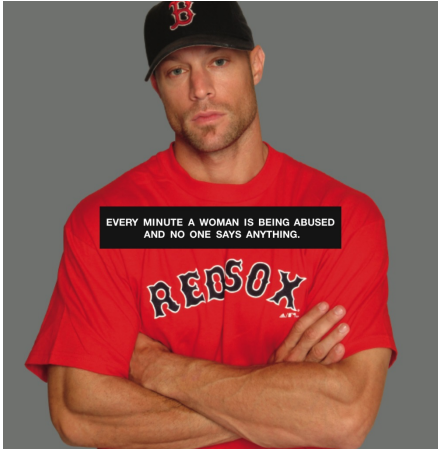
Northeastern University

Center for the Study of Sport in Society

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<http://www.northeastern.edu/sportinsociety/>




EVERY MINUTE A WOMAN IS BEING ABUSED
AND NO ONE SAYS ANYTHING.

Hitting is a big part of baseball. But it should play no part in the game of life. Unfortunately, sometimes it does. I should know. I saw abuse firsthand affect the life of someone close to me. But I got involved. The Red Sox now require its minor league players to go through the MVP violence prevention program, which helps us recognize abuse and act like real leaders and do something about it. If you see or hear what you think is abuse, do something. Act like a leader. Be a leader.

 **SPORT in SOCIETY**
A NORTHEASTERN UNIVERSITY CENTER
www.leadersact.org Gabe Kapler, Red Sox #64

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<http://www.northeastern.edu/sportinsociety/>



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<http://www.northeastern.edu/sportinsociety/>



Every Sunday I expect to get hit in the game, but on women should get hit in the game of life. In the time it takes me to play one game, men will abuse over 100 women. That woman could be your mother, sister, or best friend. The NFL program challenges us, the spectators, to get off the sidelines and get in the game. Whether it's verbal, emotional, physical, or sexual abuse—it is your business. You can make a difference. And like a tackle, be a leader.

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<http://www.northeastern.edu/sportinsociety/>



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<http://www.northeastern.edu/sportinsociety/>

Prevention Works



Are there other examples of educating providers or fostering coalitions & networks that you know of?

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Wakanheza Project

Ramsey County, MN

- Create family-friendly spaces, train museum staff to support parents
- Improve customer service and prevent family violence



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Monsoon United Asian Women

Des Moines, IA

- Offer Groups for Fathers and Children
- Increase Collaborations with Groups that are Focused on Men and Boys



<http://muawi.org/>

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Voices From the Gap

Minnesota

 UNIVERSITY OF MINNESOTA
Driven to Discover™

Voices
from the
Gaps







Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices



Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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Universal, High-Quality Pre-K

Oklahoma



- Certified teachers and high standards
- Integrated into K-12 public school budget
- Partnerships with non-profit and private entities

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Challenging Power & Control

Los Angeles, CA

Peace Over Violence

Youth Leadership & Mobilization:

- Share Experiences and Perspectives
- Hold Decision Making Roles
- Highlighted as Leaders



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Rethink



Kids Rethink New Orleans Schools

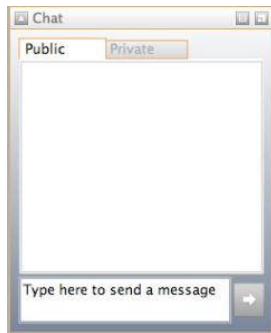
New Orleans



Kids Rethink New Orleans Schools



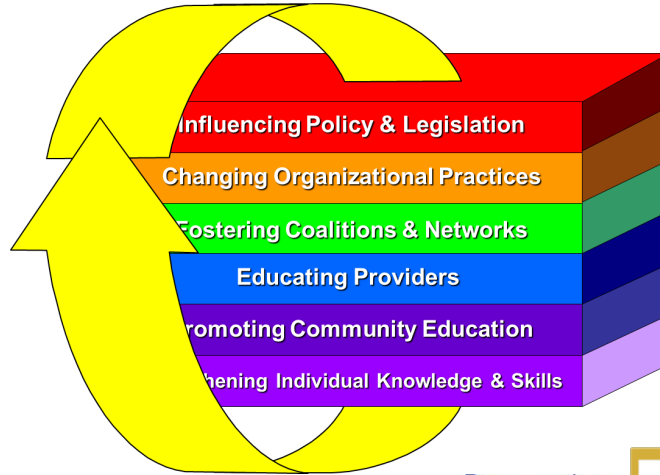
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Are there other examples of changing organizational practice or influencing policy & legislation that you know of?



Data & Evaluation Shape the Spectrum






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THE SYNERGY OF THE SPECTRUM OF PREVENTION

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<p>Give a Family a Fish</p>  <p>= Charitable Act</p>	<p>Teach a Family to Fish</p>  <p>= Sustainability</p>	<p>Organize a Community- Based, Intergenerational Fishing Collective</p>  <p>= Social Change</p>
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Feedback Question

Of the following selected levels of the *Spectrum of Prevention*, in which would you be MOST interested in expanding your focus?

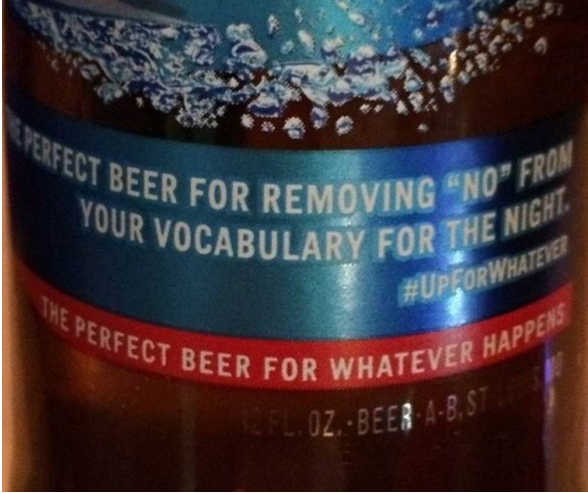

- A. Individual skill-building and/or community education
- B. Educating providers
- C. Fostering coalitions and networks
- D. Changing organizational practices and/or influencing policy and legislation



Imagine
... our lives without sexual violence or exploitation.
We would have more ...
Trust Freedom
Equality Respect
Caring, respectful relationships
Dignity Safety Confidence
Prevention works!
MICHIGAN MDH

Does this help reach the goal of equity & respect for women and men?

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Norms Change!

Bud Light Pulls Label With Message That Sparked Backlash, April 2015

http://www.npr.org/blogs/therow/2015/04/29/403030019/bud-light-pulls-label-with-message-that-sparked-backlash?utm_source=facebook.com&utm_medium=social&utm_campaign=thirteen&utm_term=arts&utm_content=20150429

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Tools



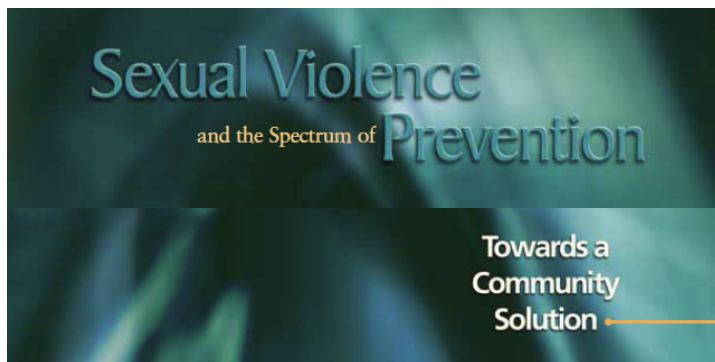
Photo credit: Emily Barney

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Sexual Violence and the Spectrum of Prevention



www.preventioninstitute.org/publications

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Transforming Communities to Prevent Child Sexual Abuse & Exploitation

Transforming Communities to Prevent Child Sexual Abuse and Exploitation:
A Primary Prevention Approach



This document was prepared by Prevention Institute.
Principal authors are:
Annie Lyles, MSW
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Margot Brown


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www.preventioninstitute.org/publications







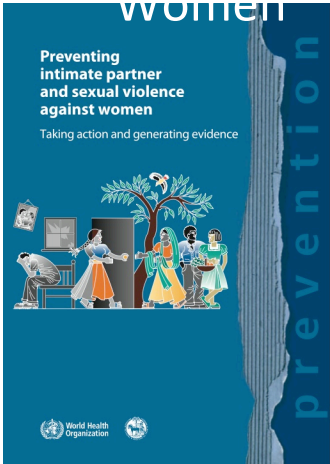
National Sexual Violence Resource Center
Prevention Assessment

Year 2 Report: Innovations in Prevention

<http://www.nsvrc.org/publications/nsvrc-prevention-assessment-year-2-report-innovations-prevention>



Preventing Intimate Partner and Sexual Assault Violence Against



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