

Welcome,  
This Web Conference  
Will Begin Soon



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

**PreventConnect**  
1215 K Street  
Suite 1850  
Sacramento CA  
95814

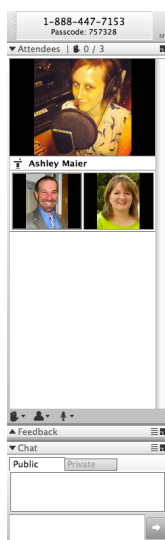
Website: [preventconnect.org](http://preventconnect.org)  
Email: [info@preventconnect.org](mailto:info@preventconnect.org)  
Email Group:  
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## How to use this technology



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

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



## 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 & June 2: 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**

**June 2, 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.



## About the Presenters



Tanya Rovira-Osterwalder,  
MS  
Program Manager  
Prevention Institute



Annie Lyles, MSW  
Program Manager  
Prevention Institute



## About the Webtechs



Victoria Nichols and Casey Castaldi  
Prevention Institute

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

***in the first place?***

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## The Prevention Continuum

Up Front                      In the Thick                      Aftermath



Approaches that take place **BEFORE** violence has occurred to prevent initial perpetration or victimization

**Immediate** responses **AFTER** violence has occurred to deal with the consequences in the short-term

**Long-term** responses **AFTER** violence to deal with the lasting consequences and treatment interventions

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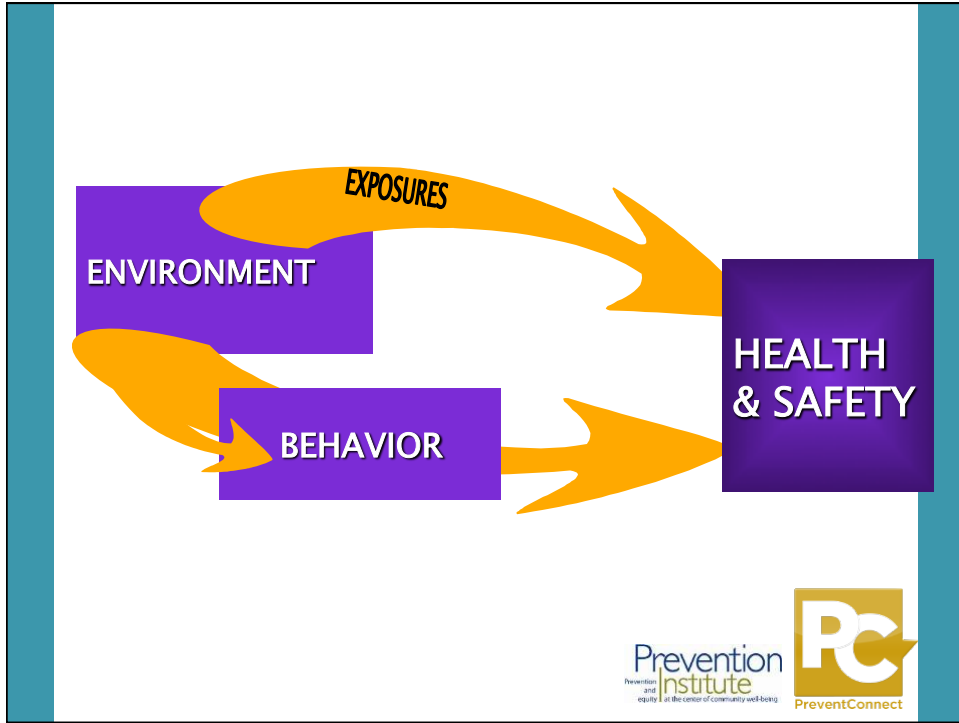


*“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”*

*Institute of Medicine*

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What's SDV Got to do With It?

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Dirt Devil play vacuum, just like mom's!



# 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



**Purrty Kitty Child Costume**  
Item#00193649



**Devil Girl Child Costume**

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<http://www.spirithalloween.com>

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

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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



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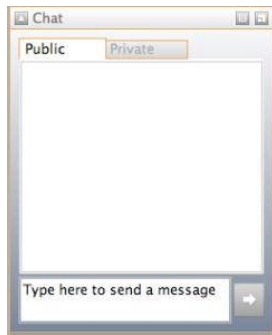


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# Prevention Works



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



# About Our Guests



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



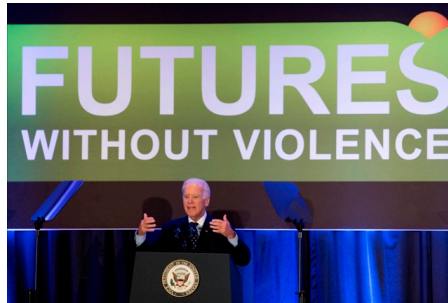
Dan Lebowitz  
The Center for the  
Study of Sport in  
Society at  
Northeastern  
University



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>

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## 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.”

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

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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.”

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

## 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.”

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

## 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.”

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

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



***D.H. Lawrence***

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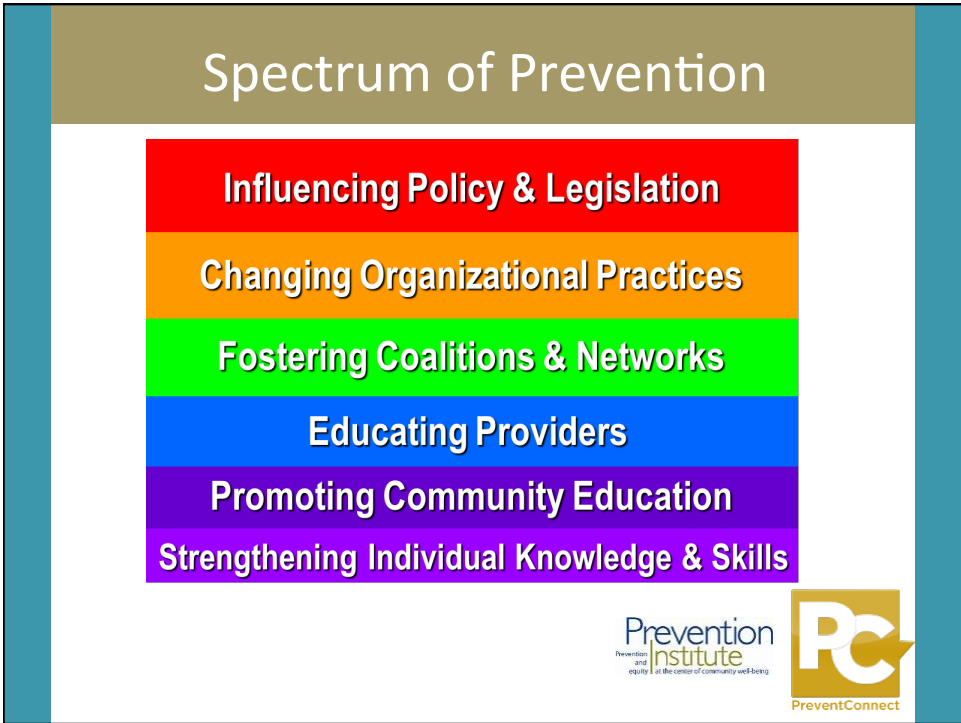
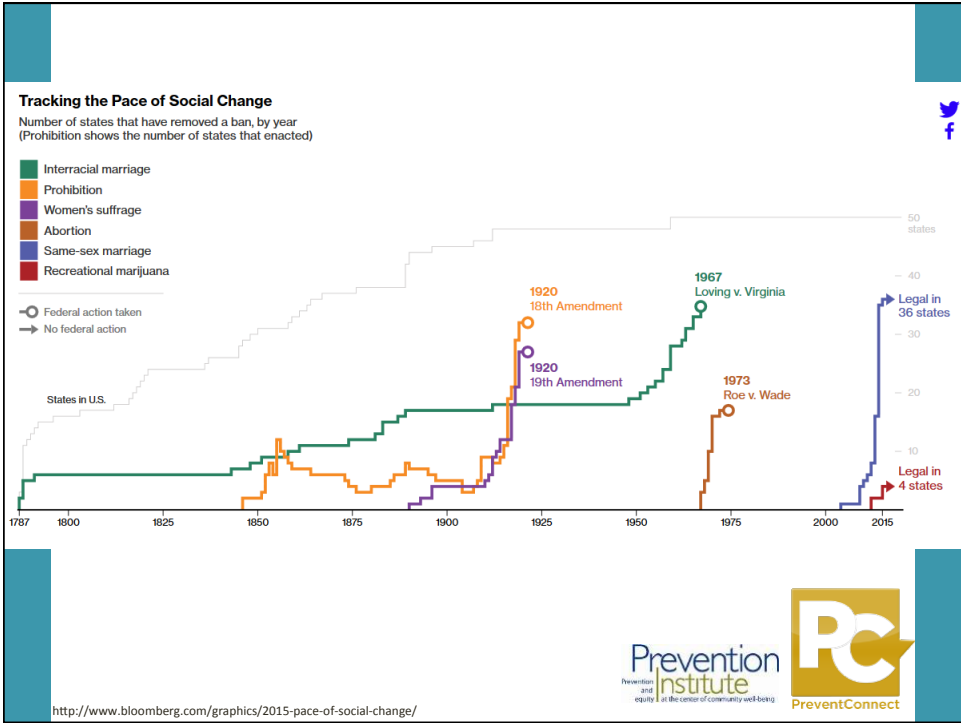




- Yearly domestic violence rates dropped 64% from 1993 to 2010.
- The number of individuals killed by an intimate partner declined 26% for women and 48% for men from 1993 to 2012.

[https://www.whitehouse.gov/sites/default/files/docs/vawa\\_20\\_report\\_final.pdf](https://www.whitehouse.gov/sites/default/files/docs/vawa_20_report_final.pdf)





## Please Answer the Polling 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



# 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 (1-5)
<b>Unhealthy Relationship Ingredients</b>		
Drama		
Possession/obsession		
Disrespect		
Relationship = sex		
Manipulation		
<b>Total Unhealthy</b>		
<b>Healthy Relationship Ingredients</b>		
Fun/Enjoyable		
Support		
Respect		
Equality		
Trust		
<b>Total Healthy</b>		

The song may portray: **Drama:** a belief that making up/breaking 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





# Prevention Works



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

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

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

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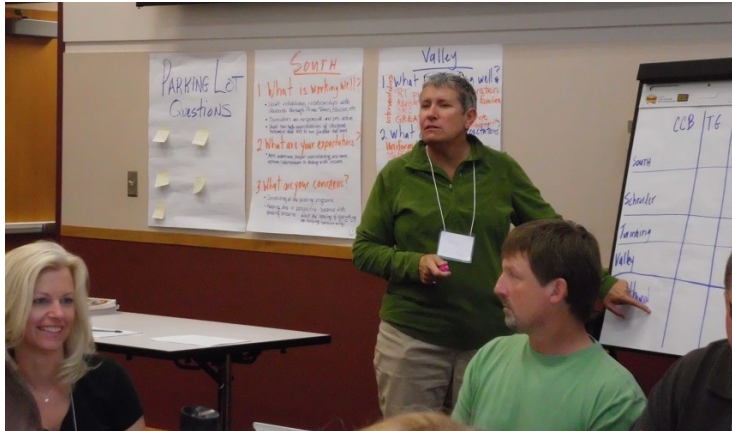
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<http://www.issnd.org/welcome.html>



What does your safer tomorrow look like?

DEFENDING CHILDHOOD  
CHILD ABUSE & NEGLECT

safer tomorrows

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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.”*

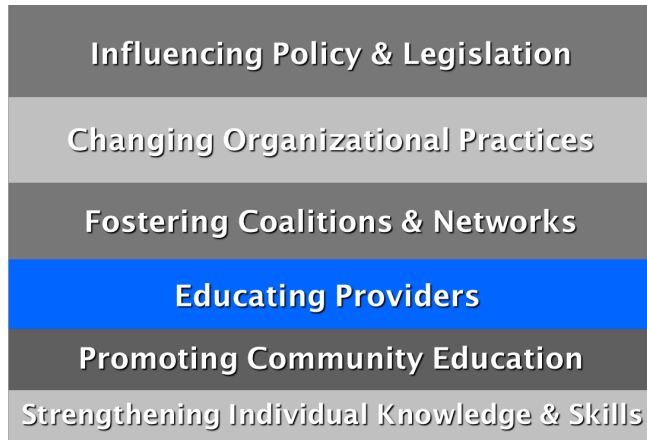
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## Spectrum of Prevention



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## Peaceful Paths



Peaceful Paths

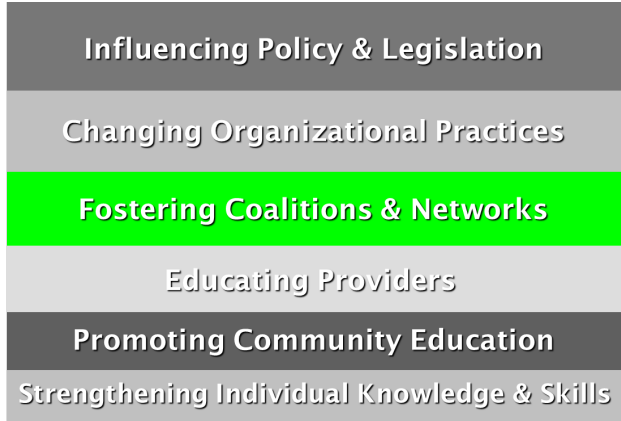
### *Gainesville, FL*

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

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# Spectrum of Prevention



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# Youth Development

*Todd County, SD*



National Indian Child Welfare Association





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

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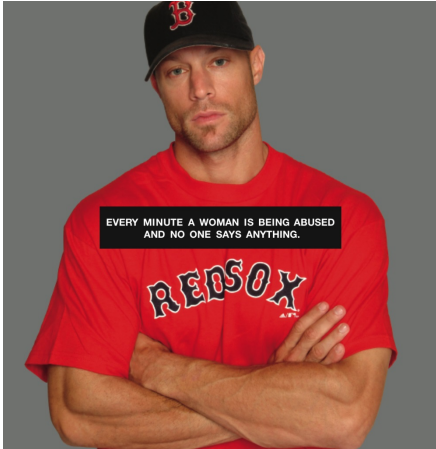
**MENTORS IN VIOLENCE PREVENTION**  
*Center for the Study of Sport in Society*

**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](http://www.leadersact.org) Gabe Kapler, Red Sox #64

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



Every Sunday I expect to get hit in the game, but no woman 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's your business. You can make a difference. And like a tackle, be a leader.

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



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

## Prevention Works



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

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## Spectrum of Prevention



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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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# 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



# Rethink

## New Orleans



Kids Rethink New Orleans Schools



Kids Rethink New Orleans Schools



# Prevention Works

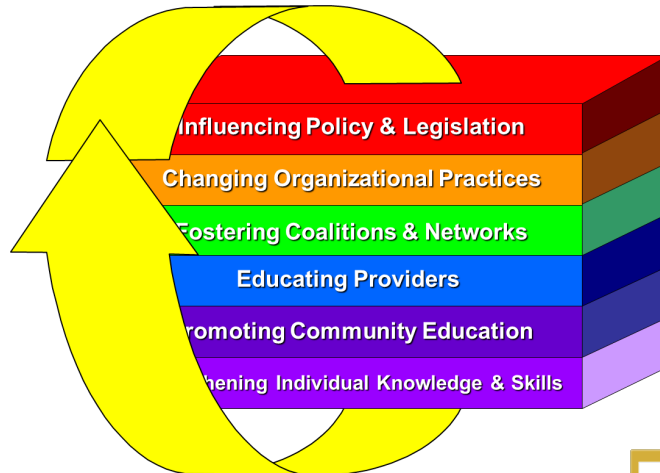


Are there other examples of changing organizational practice or influencing policy & legislation that you know of?

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# Data & Evaluation Shape the Spectrum



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## THE SYNERGY OF THE SPECTRUM OF PREVENTION


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<p data-bbox="422 1270 633 1344"><b>Give a Family a Fish</b></p>  <p data-bbox="414 1543 641 1585"><b>= Charitable Act</b></p>	<p data-bbox="690 1270 917 1344"><b>Teach a Family to Fish</b></p>  <p data-bbox="698 1543 917 1585"><b>= Sustainability</b></p>	<p data-bbox="966 1260 1218 1354"><b>Organize a Community-Based, Intergenerational Fishing Collective</b></p>  <p data-bbox="974 1543 1201 1585"><b>= Social Change</b></p>
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## Please Answer the Polling 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

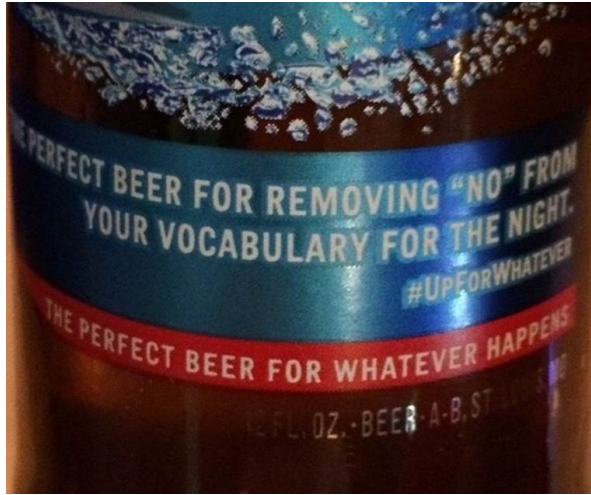
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**Does this help reach the goal  
of equity & respect  
for women and men?**

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## Norms Change!

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

[http://www.npr.org/feeds/whatw-ww/2015/04/29/40303019/bud-light-pulls-label-with-messages-that-sparked-backlash?utm\\_source=facebook.com&utm\\_medium=social&utm\\_campaign=thirteenseven&utm\\_term=arts&utm\\_content=20150429](http://www.npr.org/feeds/whatw-ww/2015/04/29/40303019/bud-light-pulls-label-with-messages-that-sparked-backlash?utm_source=facebook.com&utm_medium=social&utm_campaign=thirteenseven&utm_term=arts&utm_content=20150429)

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## Tools



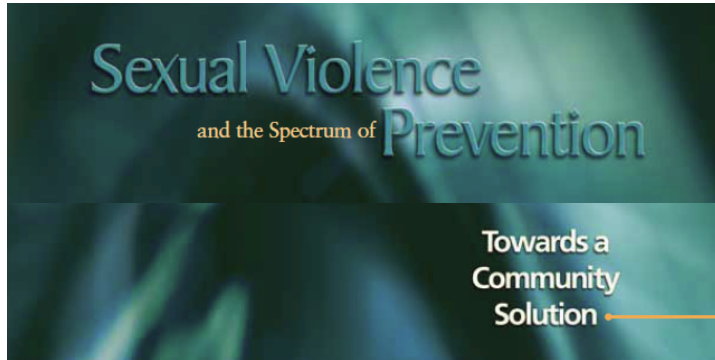
Photo credit: Emily Barney

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## Sexual Violence and the Spectrum of Prevention



[www.preventioninstitute.org/publications](http://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  
Larry Cohen, MSW  
Margot Brown

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265 29th Street  
Oakland, CA 94611  
510.444.7738  
fax 510.663.1280  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

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[www.preventioninstitute.org/publications](http://www.preventioninstitute.org/publications)

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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>



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**Preventing Intimate Partner and Sexual Assault Violence Against Women**



Preventing intimate partner and sexual violence against women  
Taking action and generating evidence



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PreventConnect

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[www.preventioninstitute.org](http://www.preventioninstitute.org)



221 Oak Street  
 Oakland, CA 94607  
 Tel: (510) 444-7738

Prevention Institute

Follow us on:



[annie@preventioninstitute.org](mailto:annie@preventioninstitute.org)

**PreventConnect**  
 1215 K Street  
 Suite 1850  
 Sacramento CA  
 95814

Website: [preventconnect.org](http://preventconnect.org)  
 Email: [info@preventconnect.org](mailto:info@preventconnect.org)  
 Email Group: [preventconnect.org/email-group](http://preventconnect.org/email-group)  
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