

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



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A Workshop at the National Conference on Health and Domestic Violence, Washington DC
March 21, 2105

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Who are you?

- What setting do you work?
 - Public Health Dept, Health Care, Rape Crisis Center, DV agency, Coalition, etc
- Experience with prevention? Primary prevention?
- Grant Program are you involved with?
 - RPE, DELTA. DELTA FOCUS, Dating Matters, Consolidated Youth, Project Connect, Defending Childhood, OVW Campus

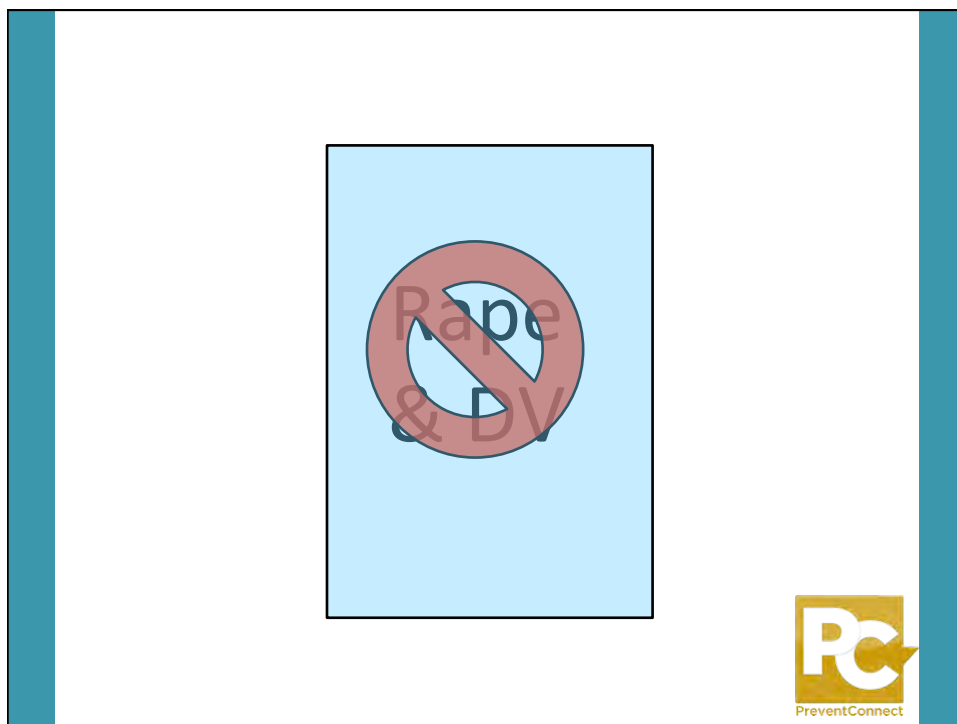
Learning Objectives

- Engage in a candid discussion around the value of community norms change work and identify strategies for shifting norms.
- Share real world examples of efforts that shift community level norms.
- Identify tools and resources to support innovative approaches.

What does it take...

to end sexual violence and
domestic violence?





It Takes Many Things



The Whole Thing



Comprehensive





- Intervention, Treatment & Services



- Effective System Response
(Promote Accountability)



- Raise Awareness & Reduce
Risk



PRIMARY PREVENTION

- Promote Healthy Norms and Behaviors





- Intervention, Treatment & Services
- Effective System Response (Accountability)
- Raise Awareness & Reduce Risk
- Promote Healthy Norms and Behaviors



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Prevention

Creating change in the community



Comprehensive Prevention

is the work to build a community
without sexual violence and domestic
violence



**BEYOND THE INDIVIDUAL:
COMMUNITY CHANGE**

Social Ecological Model



<http://wiki.preventconnect.org/Socio-ecological+Model>



Individual or Incident

A stick figure is drawn in the center, with its arms pointing towards a computer screen on the left and a form on the right. The computer screen displays a complex web interface with various fields and text. The form on the right is titled 'EVENT OCCURRENCE FORM' and contains several sections for data entry, including fields for name, date, time, and location, followed by a section for 'CASE INVESTIGATION'.

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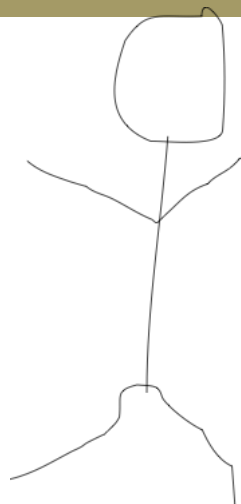
Individual Focus Hides...

- Patterns of Abuse
- Context of Abuse
- Norms that
 - Contribute to Violence
 - Condone Violence
 - Ignore Violence



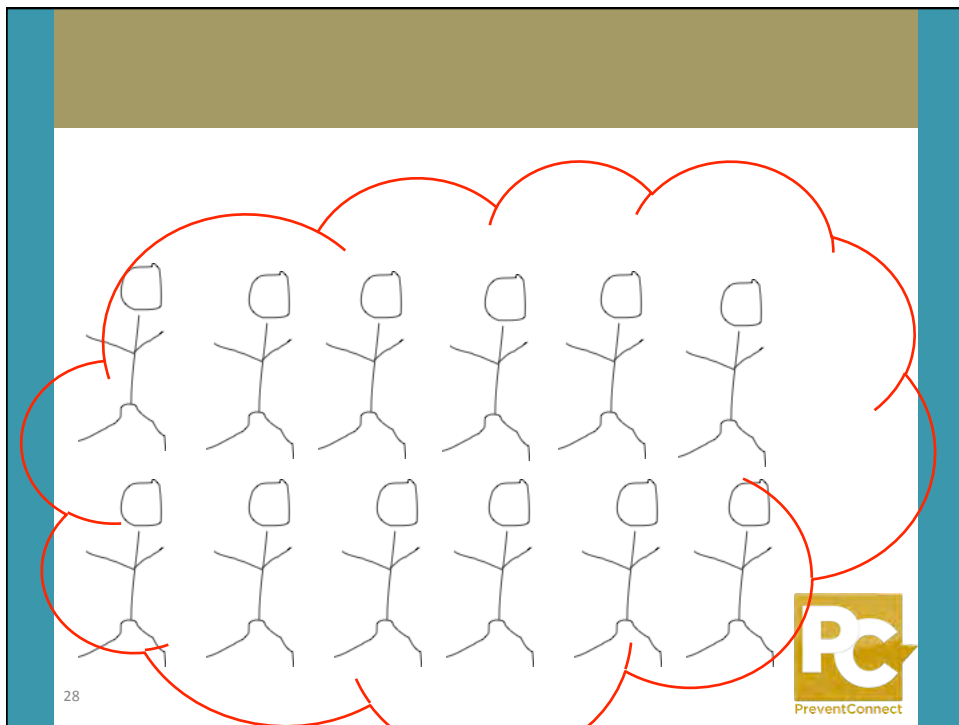
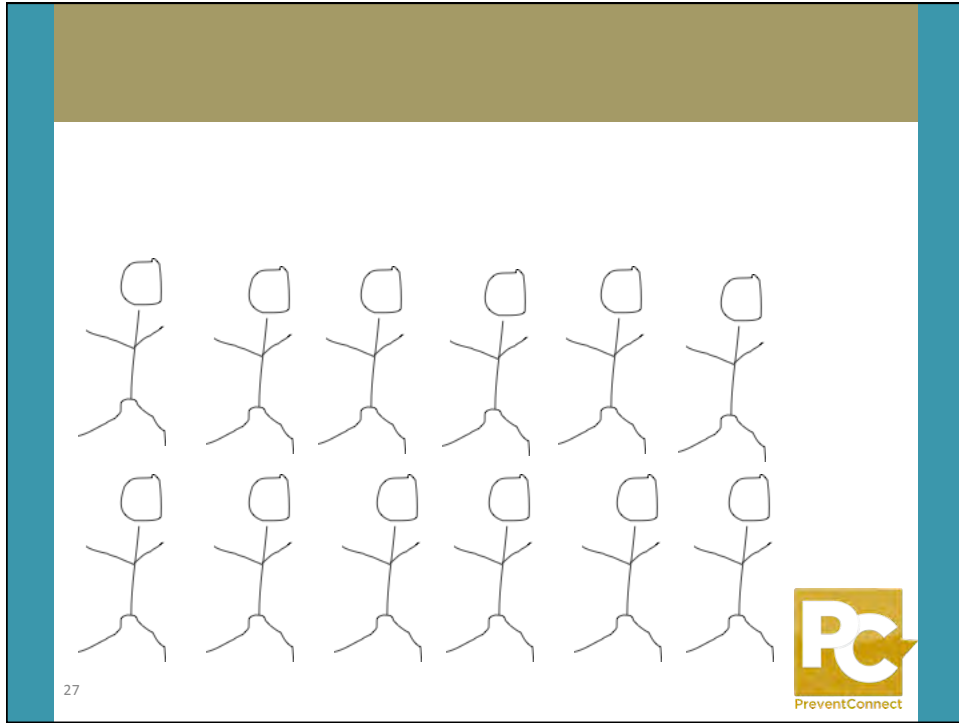
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Comprehensive Prevention

is the work to build a **community**
without sexual violence and domestic
violence



BUILD ON COMMUNITY ASSETS

Where Do We Start?



Needs



Needs

- Focus on deficiencies
- Results in fragmentation of response to local needs
- Makes people consumers of services, builds dependence
- Residents have little voice in deciding how to address local concerns



Assets



Assets

- Focus on effectiveness
- Builds interdependencies
- Identifies ways people can give of their talents
- Supports leadership development



*When you start with needs, you
get programs....*

*When you start with strengths
you get possibilities.*

Lupe Serrano

casa de esperanza

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Asset Mapping



Kretzmann/McKnight, **Building Communities from the Inside Out**, 1993

Examples addressing sexual violence:

Project Envision www.svfreenc.org/programs_prevention.html

Close To Home <http://www.c2home.org/>



“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



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



“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



Cosplay is not Consent



Source: <http://whatever.scalzi.com/2014/10/10/a-note-on-new-york-comic-cons-anti-harassment-policy/>



Comic Con Anti-Harassment Policy



Source: <http://whatever.scalzi.com/2014/10/10/a-note-on-new-york-comic-cons-anti-harassment-policy/>



Norms



What are they?



Norms

sanction behavior

based in
culture & tradition

more than a habit

taken for granted

attitudes, beliefs,
ways of being

behavior shapers

communicate regularity
in behavior

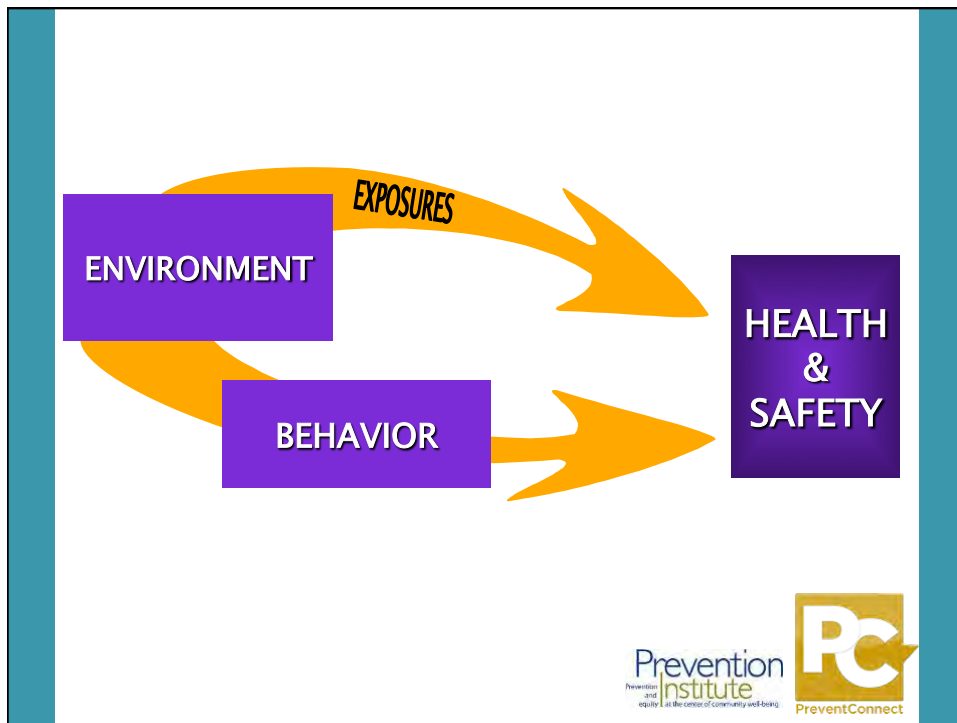
Behavior Shapers



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



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Replenish the Soil

“This soil is bad for certain kinds of flowers. Certain seeds it will not nurture, certain fruit it will not bear, and when the land kills of its own volition, we acquiesce and say the victim had no right to live.”

- Toni Morrison, *The Bluest Eye*



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Loyal to My Soil


Hopefully Good. Here's A PIC. I
hope you like it. you know I'm
loyal to my soil! S.D. BABY





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Norms Perpetuating SV/DV


Limited Female Roles




Power & Control




Dominant Masculine Roles




Privacy & Silence



Culture of Violence





What Do People Really Think About Women?



Actual google search 4/30/2013

women need to]
women need to be put in their place
women need to know their place
women need to be controlled
women need to be disciplined

Women need to be seen as equal.

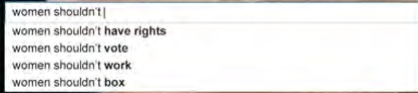


What Do People Really Think About Women?



Unwomen.org

Actual google search 4/30/2013

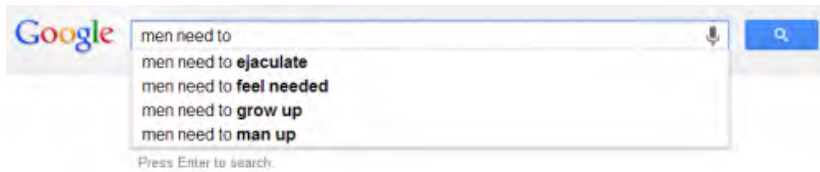


Women shouldn't suffer from discrimination anymore.

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What Do People Really Think About Men?



thesocietypages.org

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Women's History Month



Aviator



Athlete



Astronaut

Womenshistorymonth.gov

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Norms Change

Roxane Gay



Bluestockingsmag.com



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The Spectrum of Prevention



• Youth Development

Todd County, SD






National Indian Child Welfare Association




• Harrassmentis Chalk Walk

New York, NY



<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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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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• Rethink

New Orleans



Kids Rethink New Orleans Schools



Kids Rethink New Orleans Schools



Case Study



<http://paar.net/>



Internal Commitment

- Shared vision is to end sexual violence
- Prevention and serving victims are equally important to all at PAAR
- Internal funding commitment to prevention
- Entire agency is trauma AND prevention informed
- Agency-wide commitment to social change



From “Educate” to “Facilitate”



From “Connect to” to “Connect”

The Power of “Connect”

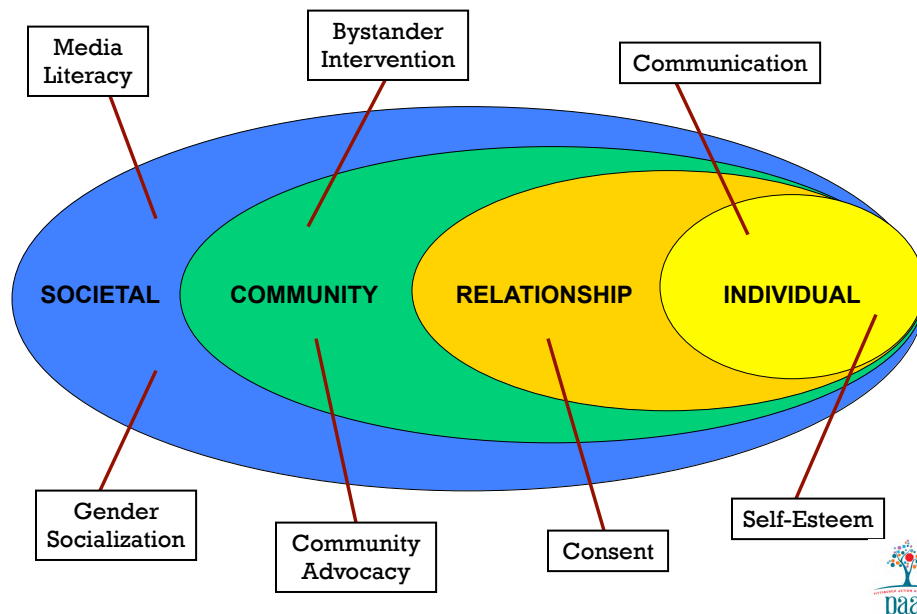


As PreventConnect approaches its 10th anniversary (the first web conference was held on March 17, 2005), I am been reflecting on the meaning of PreventConnect. “Prevent” has meant improving our collective ability to prevent sexual violence, domestic violence, and teen dating violence. “Connect” has meant making connections to to other social justice, anti-violence and health issues.

www.preventconnect.org/2015/02/the-power-of-connect/



Comprehensive



Parents in the Know (PIK)

- Identify sexual violence as a continuum of behaviors
- Role of boundaries in prevention
- Skills to intervene early & safely
- Promote healthy sexuality



Coaching Boys into Men

[About Us](#) [The Program](#) [CBIM Forum](#) [Build CBIM](#) [Donate](#)

Coaching Boys INTO MEN

Getting Started is Easy!

Coaches, parents, teachers, counselors, community organizers, and others have a role to play in coaching our boys into men!

Coaching Boys into Men (CBIM) equips coaches with tools to help their young athletes build respectful, non-violent relationships.

Get the CBIM Kit!



Social Marketing



86% of Braddock Hills HS Students DO NOT think it's right to forward sexual pictures they receive.

This project is a collaboration between Propel: Braddock Hills HS and PAAR. It is funded by the Heinz Foundation

PROPEL: BHHS Students get involved!

Poster by: Gina Schrickler



Campuses



IDEAS HEALTH

Colleges Need to Think Bigger To End Campus Rape

Jennifer S. Hirsch March 11, 2015



IDEAS Jennifer S. Hirsch is a Professor of Sociomedical Sciences at Columbia's Mailman School of Public Health.

It's time for colleges to come together to find a public health approach to preventing sexual assault

<http://time.com/3740895/college-sexual-assault-campus-safety/?xid=fbshare>



3-Pronged Approach

to Effectively Address and Prevent
Sexual, Domestic, Dating and Stalking Violence
on College Campuses

Survivor Centeredness

Community
Collaboration and
Engagement

Comprehensive
Prevention

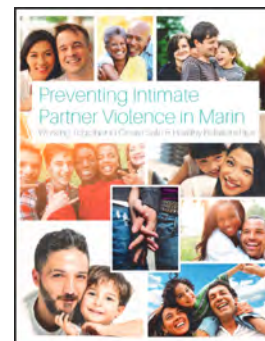


<http://www.calcasa.org/2014/04/campus-sexual-assault-garners-national-attention/>



Vision: Marin County

- Engage all members of our community
- Build on the collective wisdom of multiple sectors
- Focus on changing norms and conditions



Resilience Factors: Marin County

- Connection to a caring adult, positive relationships and attachments
- Respect for diversity and an emphasis on equality
- Community connectedness, strong social networks
- Skills in solving problems non-violently



Risk Factors: Marin County

- Experiencing and witnessing violence
- Cultural norms that support aggression toward others
- Harmful norms around masculinity and femininity



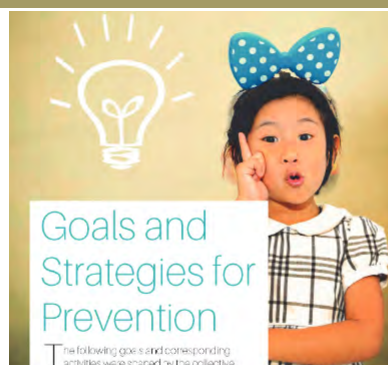
Criteria: Marin County

- Promotes value of equity
- Affects a major contributor to violence
- Considers multi-cultural dynamics
- Promotes human rights, dignity
- Will garner community support



Strategies: Marin

- Family support services
- Quality education and positive school climate
- Positive social and emotional development
- Engage men and boys
- Youth leadership
- Coordination of existing efforts



Preventing Intimate Partner Violence in Marin: Working Together to Create Safer, Healthier Relationships



Goals: Marin County

1. Cultivate a connected community
2. Unlearn the culture of violence
3. Engage at the first sign of risk

1 Engage at the first sign of risk
 Strategy:
 • Identify support services
 Prevention Activities:
 • Case management
 • Home visitation
 • Improve access to mental health and other support services

2 Cultivate a connected community
 Strategy:
 • Quality education and positive school climate
 • Youth Leadership
 Prevention Activities:
 • Build peer connections
 • Skills—building for youth
 • Create opportunities for action and contributions of emerging youth

3 Support healthy norms around masculinity, femininity and sexual orientation
 Strategy:
 • Health-related personal development
 • Engage men and boys
 Prevention Activities:
 • Universal initiatives that address risk and resilience factors
 • Media campaigns that promote healthy relating and positive social skills

Moving to Action

- Internal Readiness
- External Opportunities
- Where to build upon assets
- When is the right time
- Build synergy for change



Exercise - Next Steps

How do we shift our organization's culture to embrace community-level with the same support as individual-level strategies?

- Where is your organization now?
- What is your next step?



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PREVENTION RESOURCES & TOOLS

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A NATIONAL ONLINE PROJECT DEDICATED TO THE PRIMARY PREVENTION OF SEXUAL ASSAULT & DOMESTIC VIOLENCE.

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2015 Web Conferences

Making Connections, Honoring Communities

- **February 26** Using Popular Education to Engage Communities in Sexual Violence Prevention
- **March 25** 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** 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

eLearning



- Building Blocks of Prevention
- Comprehensive Prevention Efforts
- Introduction to Sexual Health
- Coalition Building and Turf Management for Strategic Prevention Partnerships
- Collaboration for Sexual and Domestic Violence Prevention
- Community Mobilization and Primary Prevention
- Coordinating Prevention across Sexual and Domestic Violence
- Engaging Bystanders in the Prevention of Sexual and Domestic Violence
- Social Marketing as a Tool in Primary Prevention
- Putting Social Justice at the Heart of Public Health

<http://learn.preventconnect.org/>



Prevention Resources

PreventIPV.org

NSVRC.org



Prevention Resources

vetoviolence.cdc.gov/
Centers for Disease Control and Prevention
Principles of Prevention (POP)” and Understanding Evidence”



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- **Spectrum of Prevention**
<http://preventioninstitute.org/component/jlibrary/article/id-105/127.html>
- **Developing Effective Coalitions: An Eight Step Guide**
http://www.preventioninstitute.org/index.php?option=com_jlibrary&view=article&id=104&Itemid=127
- **Collaboration Multiplier**
<http://www.preventioninstitute.org/component/jlibrary/article/id-44/127.html>



For More Information



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