CREATING CHANGE

Marketing your message

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Marketing!?

Who is your audience?

How did you identify your audience?
First Things First

 Audience & Desired Behavior

• Identify the situation
• Identify what contributes to the situation
• Identify potential solutions
• Identify solutions that fit community and capacity

Our Strategy for Change
In Other Words: Visuals

Next Steps

We will achieve:  

By doing:  

Specifically: action steps

We will see:

The Situation
Today

• Identify the situation ✓
• Identify what contributes to the situation
• Identify potential solutions
• Identify solutions that fit community and capacity

Factors

What are the conditions that allow sexual violence to occur?
Factors

What are the conditions that inhibit sexual violence?

In YOUR Community

What are the conditions that allow sexual violence to occur?

What are the conditions that inhibit sexual violence?
Your Turn!

Community Factors Contributing to Sexual Violence

Community: ___________________________________________________________

Community Factors Inhibiting Sexual Violence

Community: ___________________________________________________________
Today

- Identify the situation ✓
- Identify what contributes to the situation ✓
- Identify potential solutions
- Identify solutions that fit community and capacity

ASSESSING YOUR COMMUNITY

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
ASSESSING YOUR COMMUNITY

Strengths

- 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
Physical

- Landmarks, parks, natural resources

People

- Activists, organizers, decision makers, volunteers, champions...
Groups/Organizations

- Neighborhood/citizen's associations, grassroots organizations, community centers, community groups, community-based organizations, clinics, advocacy groups...

Culture

- Traditions, customs, events, behaviors, activities
Your Turn!

Community Assets Map

Putting It All Together

Next Steps

We will achieve:

By doing:

Specifically: action steps

We will use:

resources
Revisiting

Community Factors Inhibiting Sexual Violence

Community: ___________________________________________________________

What do you want to accomplish?
What do you want to accomplish?

Address *modifiable* risk and protective factors

Revisiting

*Audience & Desired Behavior*

- Audience
- Desired Behavior
- Audience
- Desired Behavior
- Audience
- Desired Behavior
Common Strategies

Bystander

Campus-based bystander intervention: SCREAMing to prevent violence at Rutgers
Gender Equity

Engaging Men

Research overview of engaging men and boys

I've written a lot about the Lancet series on Violence Against Women and Girls already, but I also really want to highlight the piece they did on working with men and boys. The article by Jewkes, Flood, and Lang is a great introductory or background piece to engaging men and boys, because it talks about the historical context of involving men in prevention, about why we want to engage men and boys, and about what strategies and approaches we should use to try to engage men today.

The article starts with a history of men's involvement in prevention. Understanding this historical context is crucial for being able to understand men's current efforts to prevent violence against women and girls. After describing this context, the article goes on to give a lot of detail about what efforts to engage men and boys in prevention can and should look like. As the Lessons from Prevention told us, prevention work should focus on gendered power dynamics. This article gives us a good deal more information on how to do that. The main recommendation is to base efforts to engage men and boys in gender theory, both as an ideological foundation and as a guide for specific program objectives.
School-based

Shifting Boundaries: Lessons on relationships for students in middle school: Lessons learned from implementing a sexual harassment/violence prevention program

Thursday
June 20, 2013

11 AM to 12:30 PM Pacific Time
(2 PM to 3:30 PM Eastern)

Youth Leadership

The Halls: Harnessing the power of youth

Start Strong Boston worked with teens to develop a web series about relationships called The Halls.
Social Marketing

BY ASHLEY MAIER ON AUGUST 14, 2012

Social marketing as a tool in primary prevention

Social Marketing as a Tool in Primary Prevention presents social marketing as described in recent educational and community organizing models of primary prevention. Exploring successful social marketing-based projects for the prevention of sexual and domestic violence, it highlights best practices for using the approach. Intended for those who have an understanding of foundational prevention concepts, this course guides learners through [...]

Community Mobilization

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?

Wednesday, September 17, 2014 11 AM to 12:30 PM Pacific Time (2 PM to 3:30 PM Eastern) Want to mobilize your community to take action to prevent sexual and domestic violence? This webinar takes a look at how to leverage community education efforts into opportunities for norms change dialogue and policy change. We'll take a look at a wide [...]

Share this:
Media Literacy

Media, popular culture, and youth: Media literacy as a violence prevention strategy

In 2010, as part of the prevention work in New Jersey, the New Jersey Coalition Against Sexual Assault, in partnership with Media Literacy Project, created a custom media literacy curriculum for sexual violence prevention. At the 2013 National Sexual Assault Conference, Jyoti Venketraman from NJCASA and Andrea Quijada from Media Literacy Project presented a session about the curriculum, exploring media literacy as a strategy for prevention. In the following podcast, they review the content of that session, discussing the use of media literacy as a strategy for prevention, with a focus on the NJCASA curriculum.

Social Cohesion

Community governance, social cohesion, and popular education: Preventing sexual domestic, and dating violence in Newport, Rhode Island

This past February, PreventConnect partnered with National Sexual Violence Resource Center to offer the web conference, Using Popular Education to Engage Communities in Sexual Violence Prevention. This podcast captures a follow-up conversation between PreventConnect’s Ashley Maier and Jessica Walsh of Newport Rhode Island’s Women’s Resource Center.

Click below to learn about a unique application of popular education at the community level, as well as ideas for applying evaluation strategies.
What else?

ONE SIZE FITS ALL?
Today

- Identify the situation ✔
- Identify what contributes to the situation ✔
- Identify potential solutions ✔
- Identify solutions that fit community and capacity

Community

[Diagram of community elements and relationships]
Community

Oh I'm sorry, I didn't realize that you're an expert on my life and how I should live it. Please continue while I take notes.

Capacity

ashleyraker

20 likes

ashleyraker I was I don’t think you fit, Buddy. #BudBorFFt Precure #pugsmotorsports #pugsmotorsports #pugsmotorsports #pugsmotorsports Adoptions

ashleyraker adoptions. Julian says he misses everyone and at the same time is so happy... and défends about grey’s being too small for him. it’s not like you know, there’s a bigger one just for him nearby or anything.

elleyzuna My cat had the same one on couldn’t learn how to play in it...

elleyzuna Awkward as pugsmotorsports Gave! He’s looking so great!

ashleyraker pugsmotorsports I LOVE HIM SO MUCH!!
Building blocks – things you need to have in a local RPE program

Putting It All Together

Next Steps

We will achieve:

By doing:

Specifically: action steps

We will use:

CALCASA

PreventConnect

PreventConnect
Guess What You Just Did

- Identify the situation
- Identify what contributes to the situation
- Identify potential solutions
- Identify solutions that fit community and capacity

Guess What You Just Did

<table>
<thead>
<tr>
<th>INPUTS/RESOURCES</th>
<th>ACTIVITIES</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
<th>IMPACTS</th>
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<tbody>
<tr>
<td>In order to accomplish our set of activities we will need:</td>
<td>In order to address our problem or assess we will need to conduct the following activities</td>
<td>The activities will result in the intended participants having received the intended service, evidenced by:</td>
<td>We expect that when implemented, these activities will lead to the following changes:</td>
<td>We expect that, when implemented in their entirety, all intended outcomes of the program activities will be the following:</td>
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