

**Welcome,
This Web Conference
Will Begin Soon**



A Project of



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

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org

Email: info@preventconnect.org

Email Group:

preventconnect.org/email-group

eLearning: learn.preventconnect.org

Wiki: wiki.preventconnect.org



preventconnect.org/Facebook

preventconnect.org/Twitter

preventconnect.org/Flickr

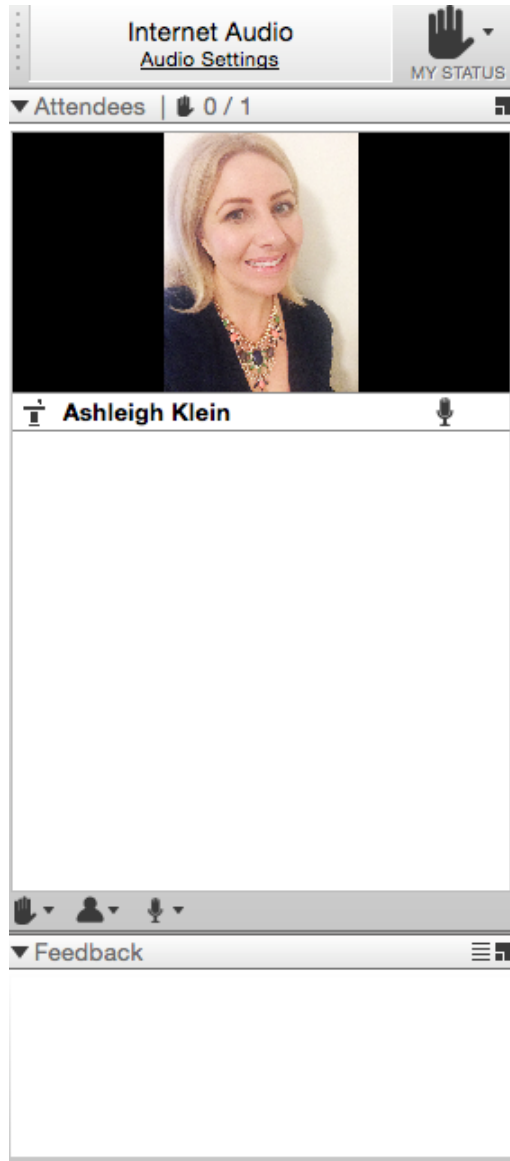
preventconnect.org/YouTube

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

- 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



Beyond Partnerships: Shared Linkages for Prevention

February 3: From Foundations to the Future: A prevention approach to sexual and domestic violence

March 9: Harmful Gender Norms: How can we build alliances with queer (LGBTQI2S) movements to help prevent sexual and domestic violence?

March 23: Harmful Gender Norms: Moving beyond binary and heteronormative approaches to preventing sexual and domestic violence

May 4: Shared Roots: Sexual and domestic violence prevention strategies in support of social justice

June 8: Equity, Trauma and Preventing Sexual and Domestic Violence

July 13: What about Power and Patriarchy? Examining social cohesion strategies to prevent sexual and domestic violence

August 3: Engaging Youth in Shaping Strategies and Solutions to Prevent Sexual and Domestic Violence

August 17: Using Shared Risk and Protective Factors : Research into practice and policy to prevent sexual and domestic violence

September 7: Authentically Engaging Communities to Prevent Sexual and Domestic Violence



CAMPUS

Intentional • Strategic • Comprehensive

Wednesday, February 10

Comprehensive Prevention on Campus

Tuesday, March 22

Selecting the Right Online Module
for Interpersonal Violence Prevention

Tuesday, June 7

Consent Education and Implications
for Sexual Assault Prevention



More topics to be announced!





From Foundations to the Future:

A prevention approach to sexual & domestic violence

February 3, 2016

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

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.

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 using the Spectrum of Prevention.
- Engage in a candid discussion about how to shift five identified norms that contribute to sexual and domestic violence.

About the Presenter



Annie Lyles, MSW
Program Manager
Prevention Institute

About the Webtechs



Casey Castaldi and Ali Goodyear
Prevention Institute

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

in the first place?

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

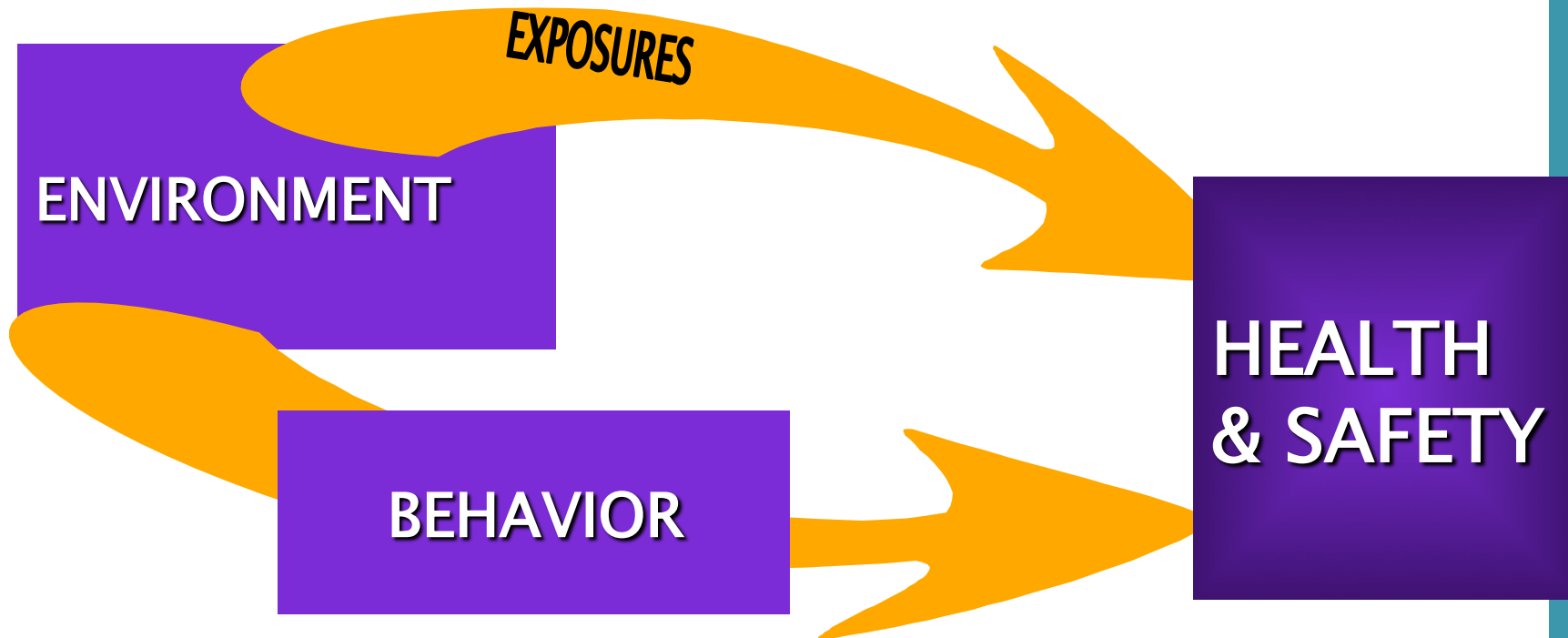
Long-term
responses

AFTER

violence to deal
with the lasting
consequences
and treatment
interventions

“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





5 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

Halloween Costumes



Purrry Kitty Child Costume
Item#00193649



Devil Girl Child Costume

Rethink Halloween



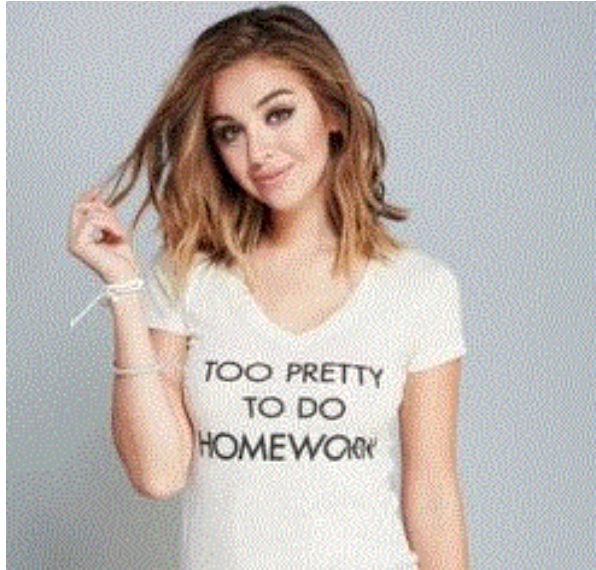
<http://sgvnowproject.weebly.com/empowering-halloween-costumes-for-girls--where-to-buy-or-how-to-make-your-own-costume.html>

Prevention
and
equity | **Institute**
at the center of community well-being





starcam.net



http://latimesblogs.latimes.com/money_co/2011/08/icpenney-pulls-im-too-pretty-to-do-homework-shirt.html

http://www.huffingtonpost.com/2015/06/04/sexist-wet-seal-t-shirt_n_7505412.html?ncid=tweetInkushpmg00000067

Prevention
and equity | **Institute**
at the center of community well-being



Girls Will Be



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

Prevention
and
equity | **Institute**
at the center of community well-being



Rape Culture at Work



Five examples of how employers turn women into sex objects

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

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

Prevention
and
equity | Institute
at the center of community well-being



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.

My Son Wears Dresses – Get Over it



Raising My Rainbow

ADVENTURES IN RAISING A FABULOUS, GENDER CREATIVE SON



Lori
Duron

Prevention
and
equity | **Institute**
at the center of community well-being





Prevention
and
equity | at the center of community well-being
Institute





Kevin Bolk

Prevention
and
equity | Institute
at the center of community well-being





"The subject of tonight's discussion is: Why are there no women on this panel?"

Norms Change



Roxane Gay

SALON NEWS POLITICS ENTERTAINMENT LIFE TECH BUSINESS S

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

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

Prevention
and
equity | Institute
at the center of community well-being



Norms Change





Prevention
and
equity | **Institute**
at the center of community well-being





Text Chat Question



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



Jeffrey Tangonan Acido, PhD
Kokua Kalihi Valley



Kelli McCannell, MS
Hardy Girls Healthy Women

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.”

Prevention
and
equity | Institute
at the center of community well-being



Privacy and 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.”

Power and 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>

Prevention
and
equity | at the center of community well-being
Institute



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.”

Prevention
and
equity | Institute
at the center of community well-being



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.”

Prevention
and
equity | Institute
at the center of community well-being



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>

Prevention
and
equity | Institute
at the center of community well-being





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

The power of example is profound.”

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



D.H. Lawrence



- 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.

Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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

Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Expect Respect



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

Media Literacy



Start Strong

Sound Relationships

Evaluate the nutritional value of the music you listen to!

<http://www.bphc.org/whatwedo/violence-prevention/start-strong/Documents/Start%20Strong%20Sound%20Relationships.pdf>

Nutritional Impact		
Artist:		
Song title:		
Serving Size: Min:		Sec:
Amount per serving:	Present (X)	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/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



Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

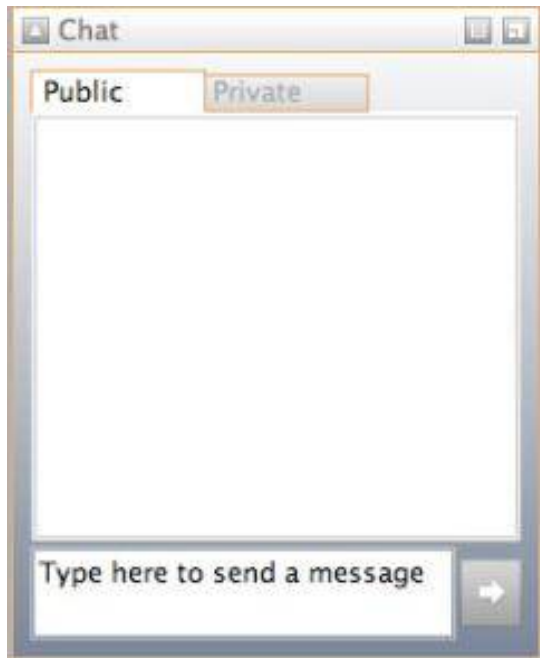
#Harassmentis Chalk Walk



New York, NY



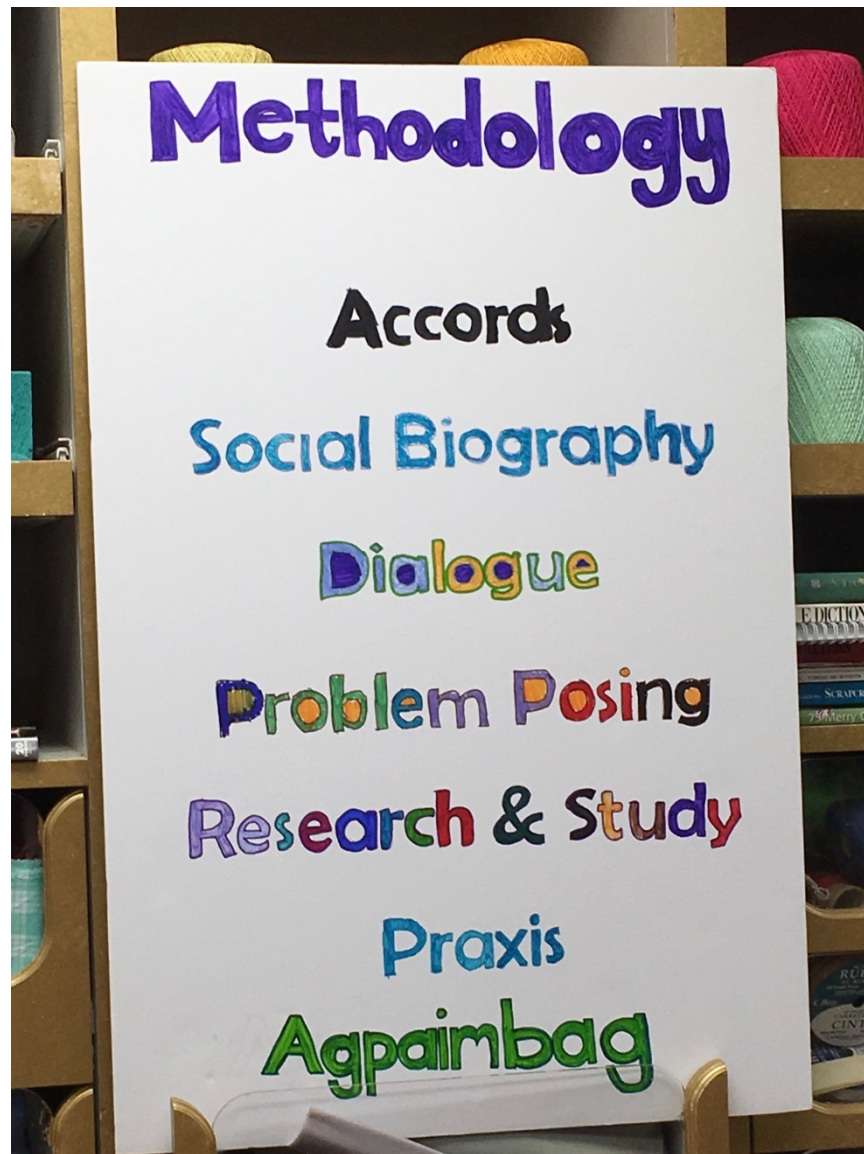
Text Chat Question



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



Jeffrey Tangonan Acido, PhD
Kokua Kalihi Valley





Accords

No Capping

Right to pass

Take your own inventory

Mutual respect

Confidentiality

Be on time; No rush

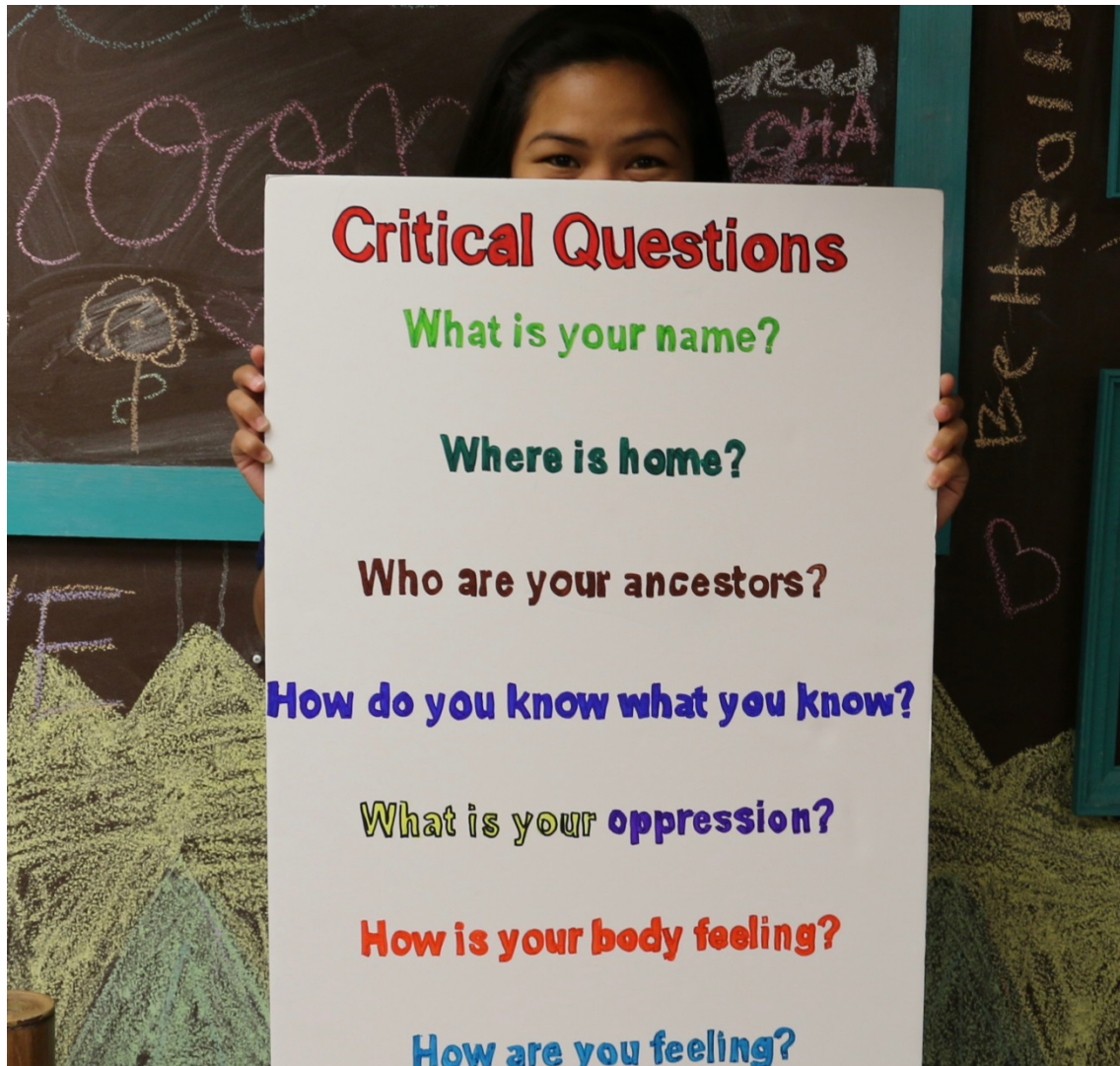
Temporary Amnesty

Try it on

Step up; Step to the side







Critical Questions

What is your name?

Where is home?

Who are your ancestors?

How do you know what you know?

What is your oppression?

How is your body feeling?

How are you feeling?

Critical Concepts

liberation

whiteness

oppression

pedagogy

third world

ideology

colonization

ontology

imperialism

framework

neo-liberalism

reflection

capitalism

praxis

state

social movement

patriarchy

h*istorical selfhood

feminism



Experience / Identities

Gender

Race

Indigenous

Age

Sexual Orientation

Religion

Language

Nationality

Ethnicity

Diasporic

(IM)Migrant

Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Youth Development

Todd County, SD



Prevention
and
equity | Institute
at the center of community well-being



COLORLINES.COM /NOW

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

Zerlina Maxwell on Hannity: Giving every woman ...



<http://www.colorlines.com/articles/zerlina-maxwell-offers-5-ways-we-can-teach-men-not-rape>

Prevention
and
equity | Institute
at the center of community well-being



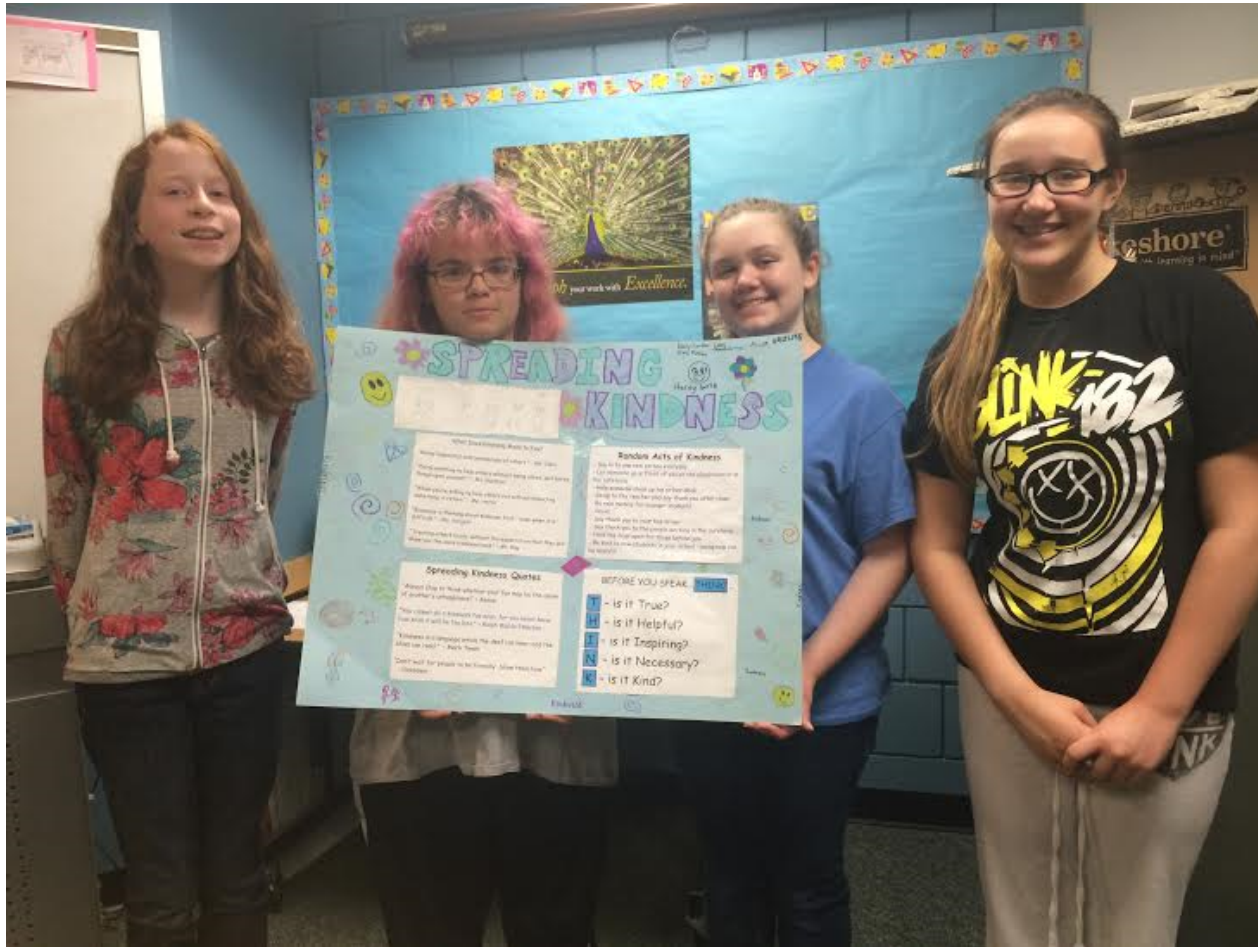


Kelli McCannell, MS
Hardy Girls Healthy Women





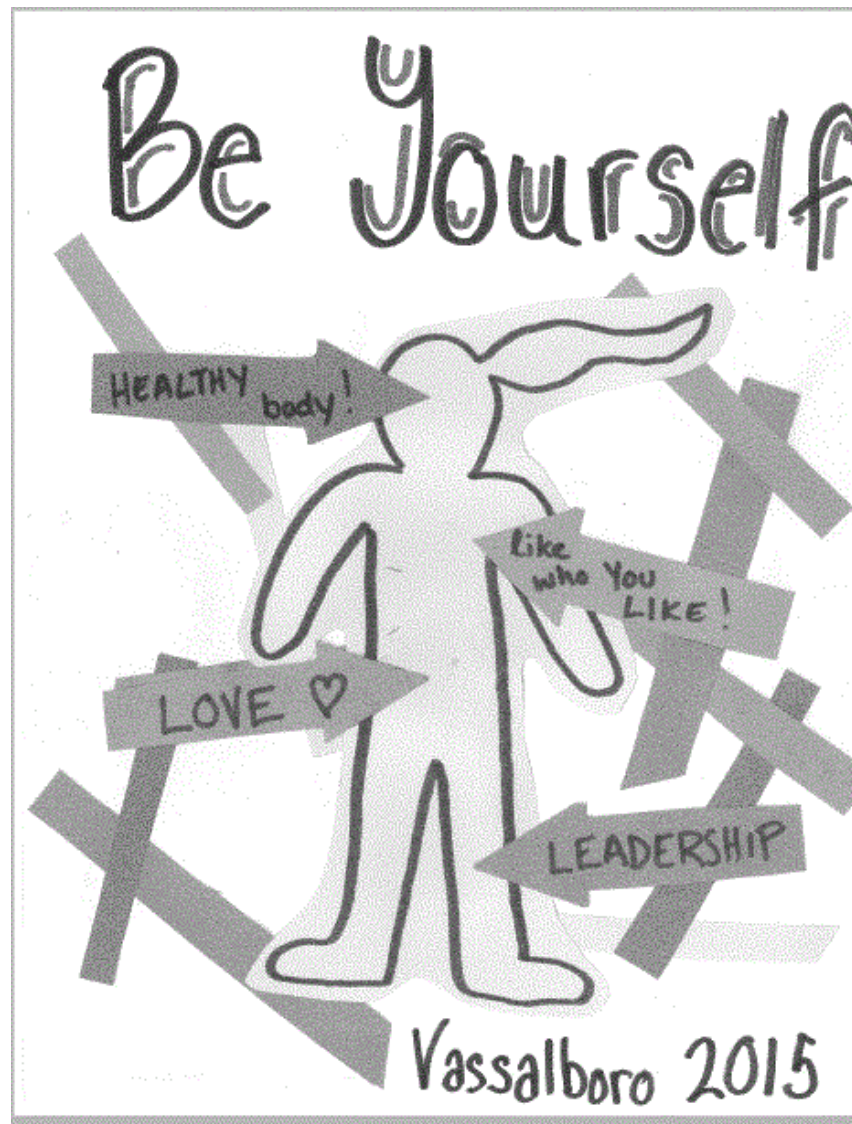




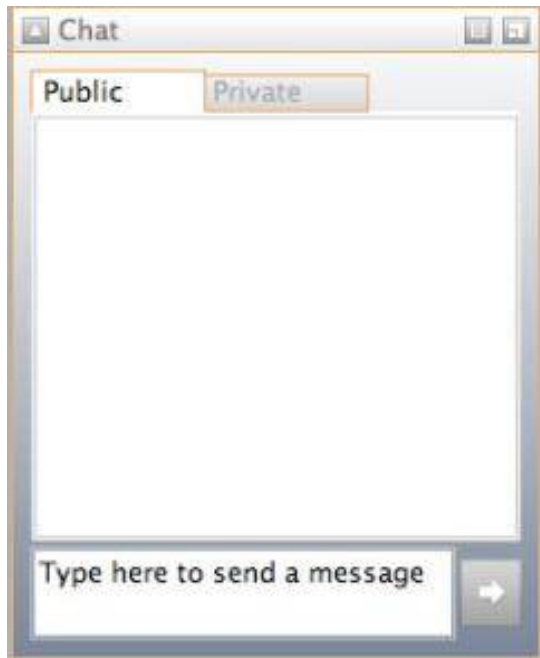








Text Chat Question



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

Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Wakanheza Project

Ramsey County, MN

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



Prevention
Institute
Prevention and equity at the center of community well-being



Monsoon United Asian Women

Des Moines, IA

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



Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Challenging Power & Control

Los Angeles, CA

Peace Over Violence

Youth Leadership & Mobilization:

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



Prevention
and
equity | Institute
at the center of community well-being



Rethink

New Orleans



Kids Rethink New Orleans Schools

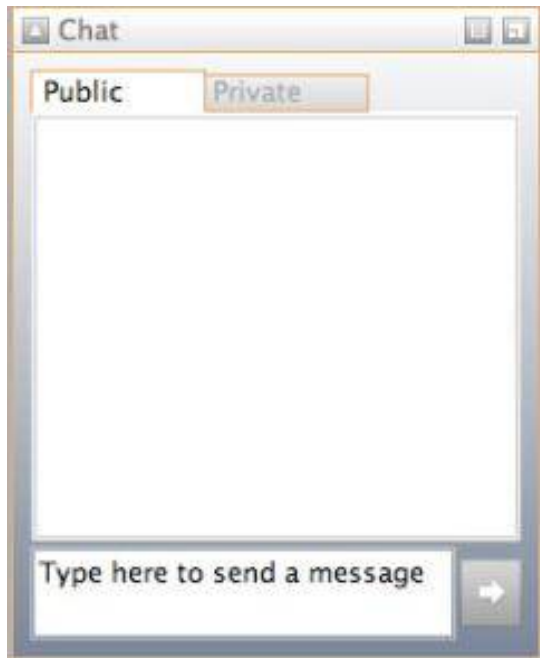


Kids Rethink New Orleans Schools

Prevention
and
equity | Institute
at the center of community well-being

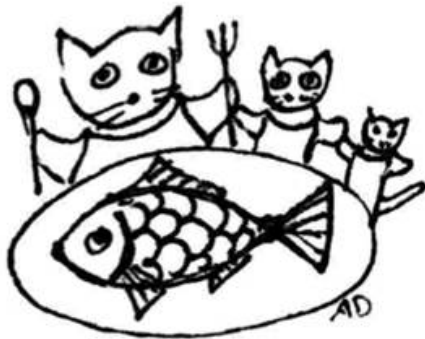


Text Chat Question



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

Give a Family
a Fish



= Charitable Act

Teach a Family
to Fish



= Sustainability

Organize a Community-
Based, Intergenerational
Fishing Collective



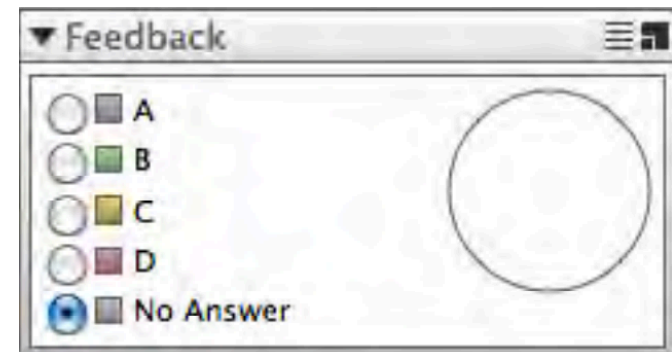
= Social Change

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

Answer on the left



Imagine

... our lives without
sexual violence or exploitation.

We would have more ...

Trust

Freedom

Equality

Respect

Caring, respectful
relationships

Dignity

Confidence

Safety

Prevention works!



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

Prevention
and
equity | at the center of community well-being
Institute



Norms Change!



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

Prevention
and
equity | at the center of community well-being
Institute



Tools



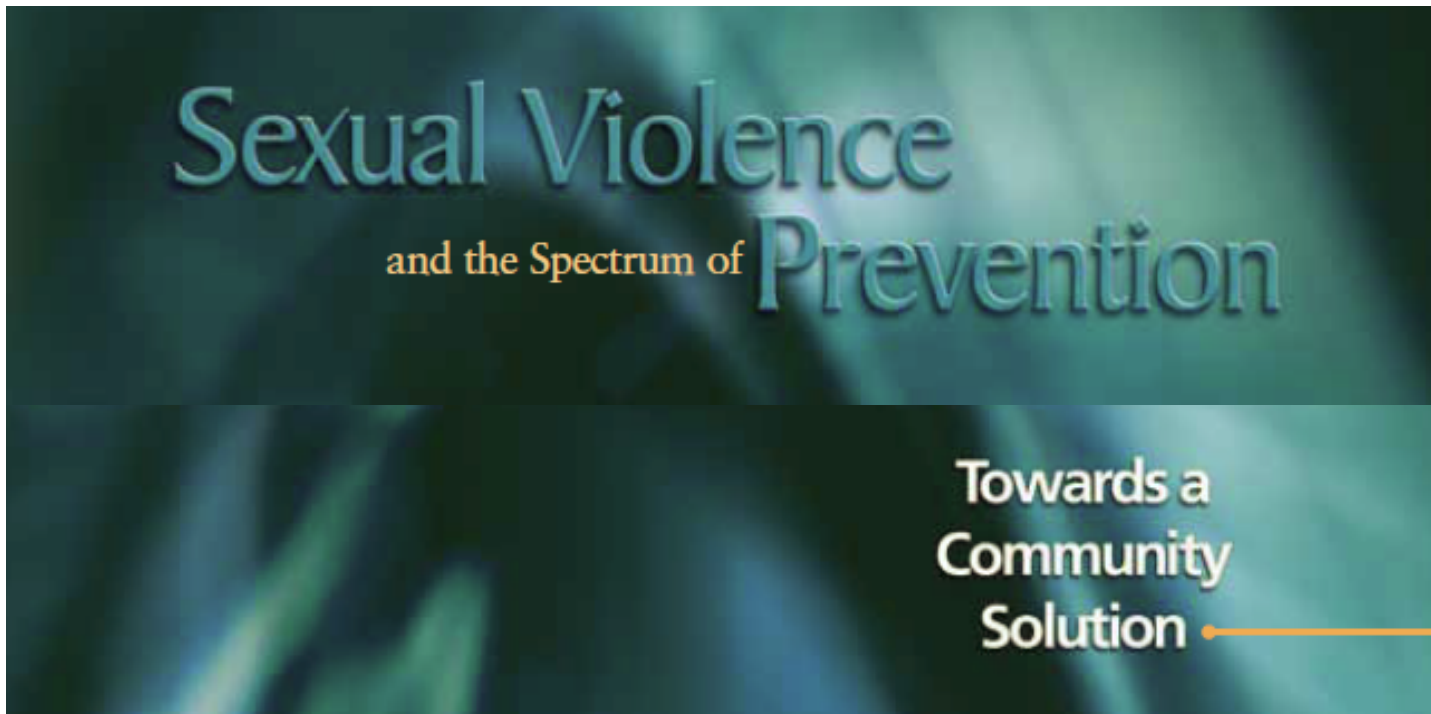
Photo credit: Emily Barney

www.preventioninstitute.org

Prevention
and
equity | Institute
at the center of community well-being



Sexual Violence and the Spectrum of Prevention



www.preventioninstitute.org/publications

Prevention
and
equity | Institute
at the center of community well-being



Transforming Communities to Prevent Child Sexual Abuse

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

© May 2009

265 29th Street
Oakland, CA 94611
510.444.7738
fax 510.663.1280

www.preventioninstitute.org

Prevention
Institute
Putting prevention
at the center of community well-being

www.preventioninstitute.org/publications

Prevention
and
equity | Institute
at the center of community well-being





National Sexual Violence Resource Center

Prevention Assessment

Year 2 Report: Innovations in Prevention

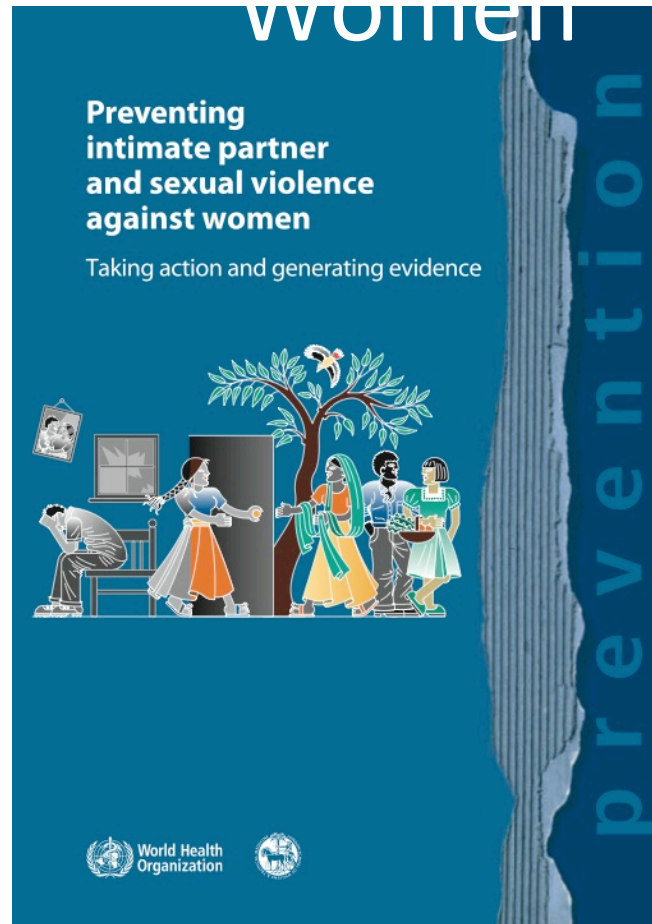
<http://www.nsvrc.org/publications/nsvrc-prevention-assessment-year-2-report-innovations-prevention>

Prevention
and
equity | at the center of community well-being
Institute



Preventing Intimate Partner and Sexual Assault Violence Against

WOMEN



Prevention
and
equity | **Institute**
at the center of community well-being



Prevention and equity **Institute** at the center of community well-being

www.preventioninstitute.org

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

Prevention Institute

Follow us on:



annie@preventioninstitute.org

PreventConnect
1215 K Street
Suite 1850
Sacramento CA
95814

Website: preventconnect.org

Email: info@preventconnect.org

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

