

Welcome!

The webinar will begin soon



What's in a frame?

**Communicating effectively to get
attention for sexual violence prevention**

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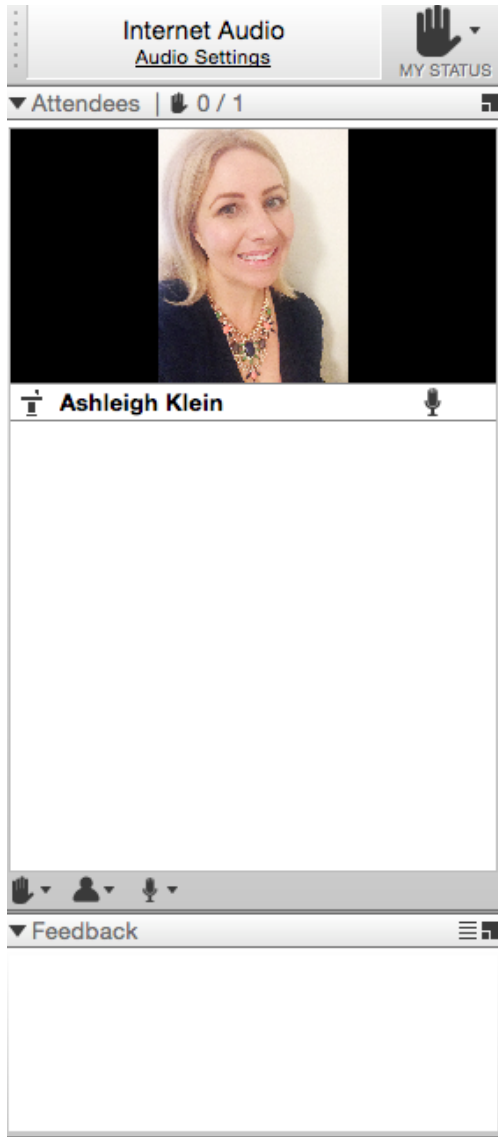
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How to use this technology



- 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

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan, including child sexual abuse
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners



2017 PreventConnect Web Conference Series



[http://
www.preventconnect.or
g/2018/01/new-report-
themes-and-summaries-
from-the-2017-
preventconnect-web-
conference-series/](http://www.preventconnect.org/2018/01/new-report-themes-and-summaries-from-the-2017-preventconnect-web-conference-series/)

**PREVENTION
INSTITUTE**



From a Cycle of Violence to a Culture of Safety and Equity

January 17: From Foundations to Innovations: Applying a public health approach to preventing sexual and domestic violence

February 28: How to Build Organizational Capacity to Support Sexual and Domestic Violence Prevention

March 28: Healthy masculinities and gender norms

May 16: Evaluating sexual and domestic violence prevention

June 20: Media and marketing environments to prevent sexual and domestic violence

July 18: Economic opportunity and supports

August 15: Race and culturally informed prevention

September 19: Centering the margins in prevention: Intersectionality and health equity





What's in a frame? Communicating Effectively to Get Attention for Sexual Violence Prevention

March 8, 2018

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 for today

- Describe the components of an effective message
- Share experiences of communicating about prevention with different audiences
- Discuss how strategic communication strategies can advance prevention work



About the presenters



Pamela Mejia
Head of Research
Berkeley Media Studies Group



Laura Palumbo
Communications Director
National Sexual Violence
Resource Center



Overview of today

- Introductions
- Setting the context: Why this work? Why now?
- Developing your strategy
- Framing: An overview
- Developing your message
- Closing thoughts and discussion

Acknowledgments

- This work was funded through **Cooperative Agreement #5UF2CE002359-05** from the **Centers for Disease Control and Prevention (CDC)**.
- Thanks to all of our colleagues at **Berkeley Media Studies Group**, the **National Sexual Violence Resource Center**, and **Raliance**.
- We thank everyone who contributed time, feedback, and guidance to this project, including **Joan Tabachnick**, **David Lee**, members of the **National Coalition to Prevent Child Sexual Abuse & Exploitation**, the **NSVRC Advisory Council**, the **Association for the Treatment of Sexual Abusers**, and many others.



Berkeley Media Studies Group

- Research media coverage of public health and social justice issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

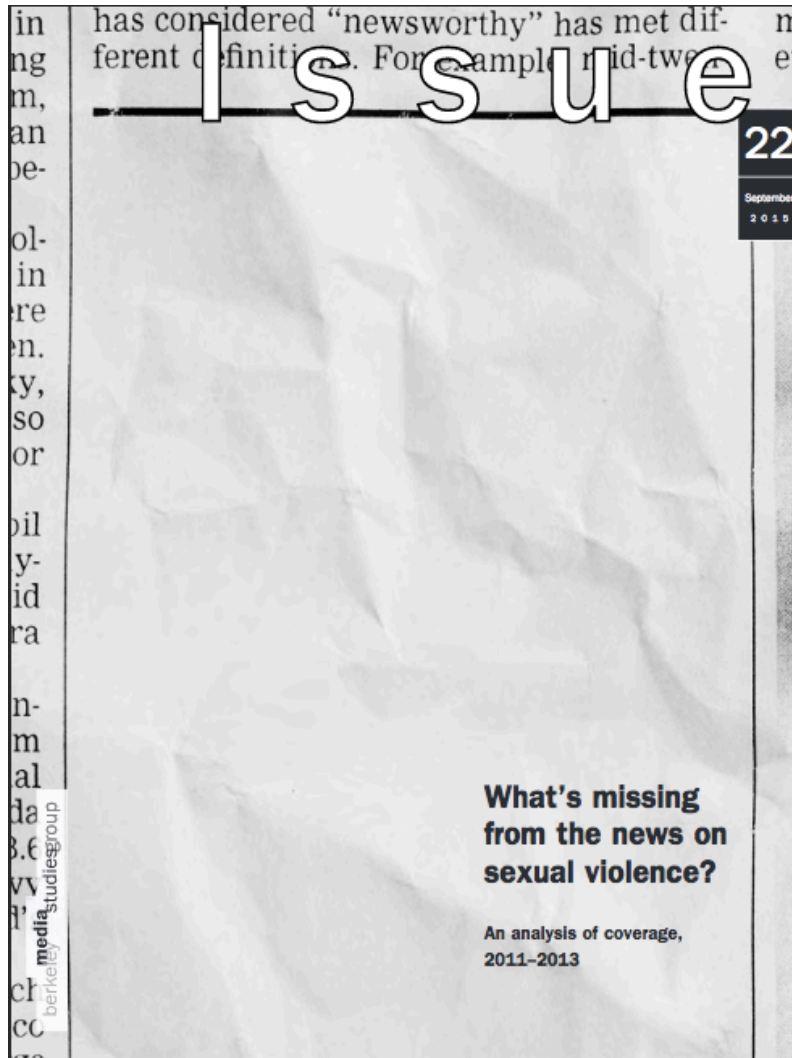


National Sexual Violence Resource Center

- provides tools to prevent and respond to sexual violence
- translates research and trends into best practices
- collaborates to support organizations, communities and individuals
- works with the media to promote informed reporting



The collaboration between BMSG and NSVRC



September 2015

http://www.bmsg.org/sites/default/files/bmsg_issue22_sexual_violence_news.pdf



The collaboration between BMSG and NSVRC



Getting attention for prevention

Guidelines for effective communication about
preventing sexual violence

A framing brief developed by:

berkeley **media** studiesgroup



March 2018

[http://www.bmsg.org/
resources/publications/sexual-
violence-prevention-effective-
communication-guidelines](http://www.bmsg.org/resources/publications/sexual-violence-prevention-effective-communication-guidelines)



The collaboration between BMSG and NSVRC

**Comprehensive
guide to prevention
messaging and
strategic
communication**

Coming soon!

August 2018



The collaboration between BMSG and NSVRC



The media context

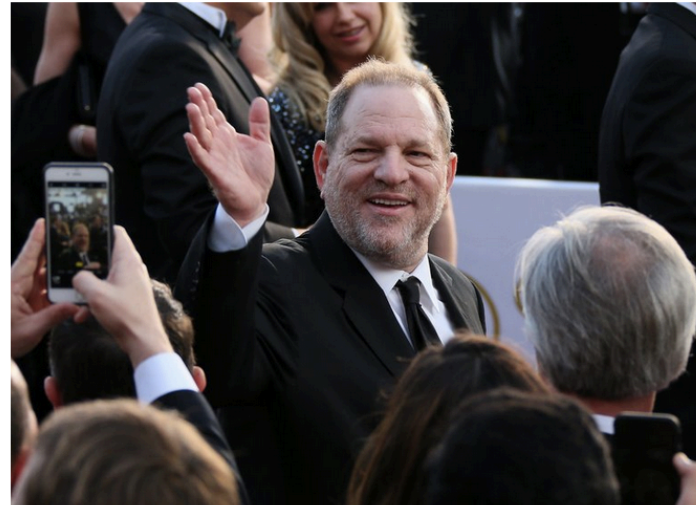
Harvey Weinstein Paid Off Sexual Harassment Accusers for Decades

By JODI KANTOR and MEGAN TWOHEY OCT. 5, 2017



AP / March 1, 2018, 10:35 AM

Ousted, ties cut, quit: The fallout from the Larry Nassar scandal



The Takedown of Title IX

Inside the fight over federal rules on campus sexual assault.

Text Chat



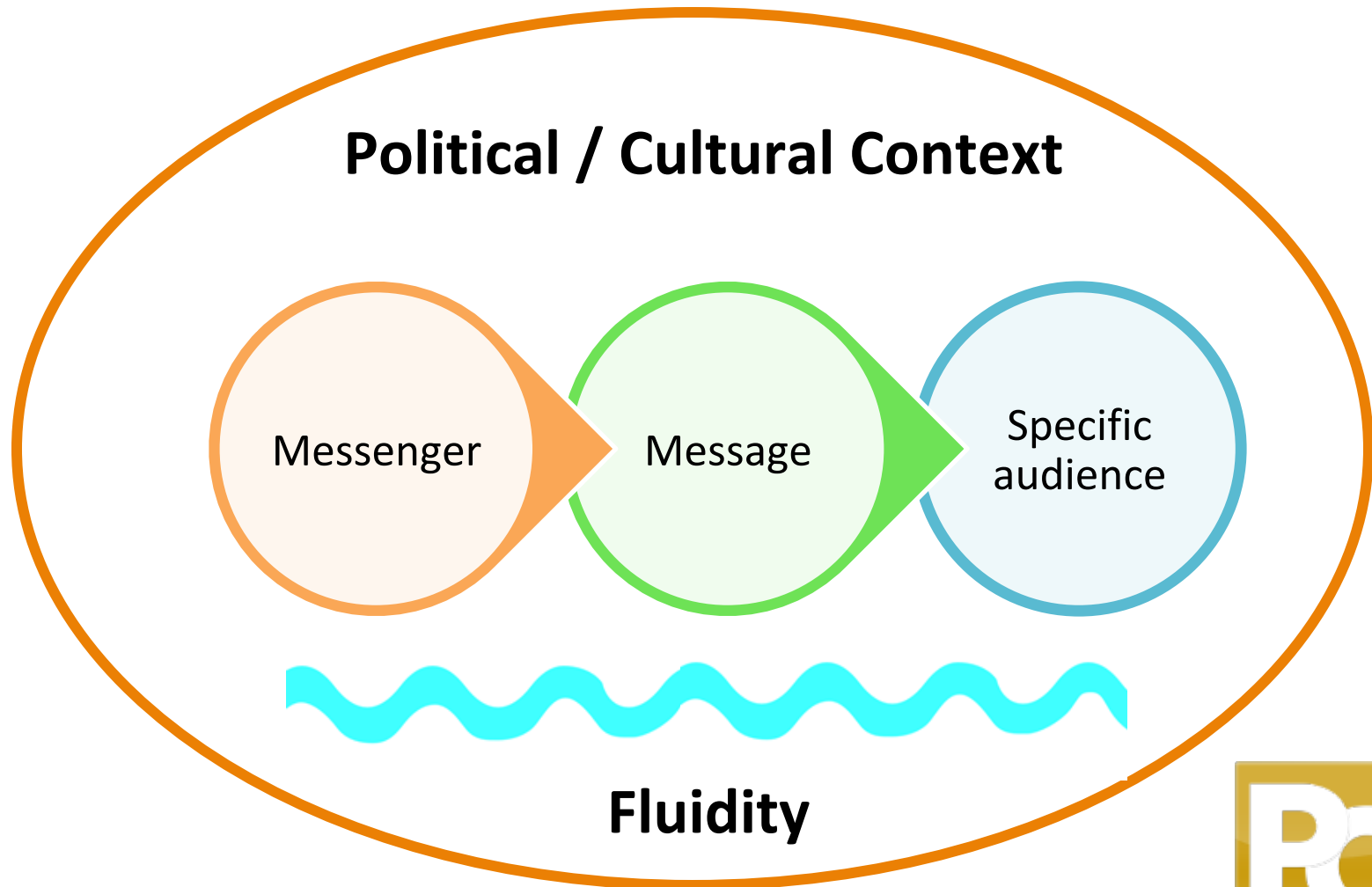
What are some challenges you have faced when it comes to communicating about prevention?

Why strategic communication matters

- The way we communicate about sexual violence affects how audiences understand the problem and what to do about it.



Messages never stand alone



Layers of Strategy

- Overall strategy
 - Communication strategy
 - Message strategy
 - Access strategy

Who needs to act to solve the problem, and how?

Layers of Strategy

- Overall strategy
 - Communication strategy
 - Message strategy
 - Access strategy

What is the best way to communicate with your target?

Layers of Strategy

- Overall strategy
 - Communication strategy
 - Message strategy
 - Access strategy

What does your target need to hear?

Layers of Strategy

- Overall strategy
 - Communication strategy
 - Message strategy
 - Access strategy

How will you reach your targets or other stakeholders?

Framing: A few clues...

PREVENTION WORKS

...could surprise you!

PREVENTION WORKS



Frames create tracks for trains of thought



Framing: Moving from portrait to landscape

Portrait



Landscape



The need to reframe



**Episodic or
“portrait”**
(personal responsibility)



**Thematic or
“landscape”**
(community or institutional
responsibility)

Broadening the frame

Harvey Weinstein Paid Off Sexual Harassment Accusers for Decades

By JODI KANTOR and MEGAN TWOHEY OCT. 5, 2017



Harvey Weinstein apologized for behavior that he said "has caused a lot of pain."
Joan Baggate LaCroix/Agence France-Presse — Getty Images

RELATED COVERAGE



Harvey Weinstein Is Fired After Sexual Harassment Reports OCT. 5, 2017



Harvey Weinstein Is the (Whispered) Talk of Hollywood OCT. 5, 2017



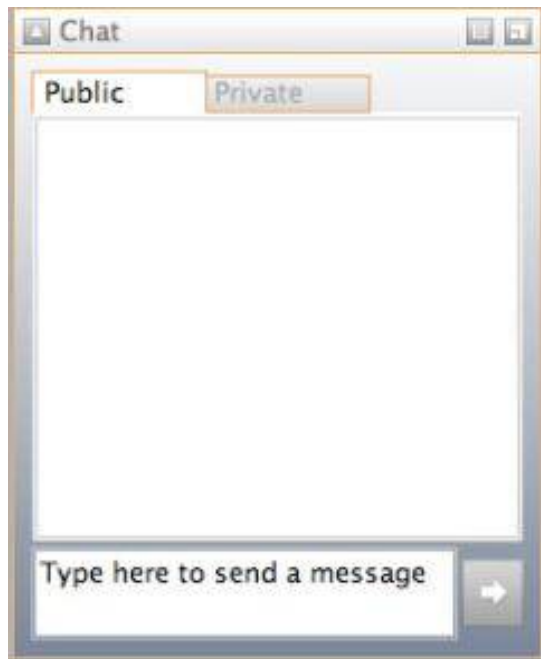
Charlie Rose Made Crude Sexual Advances, Multiple Women Say NOV. 20, 2017



Developing your message: An effective message...

- Names the **problem**
- Describes the **solution**
- Elevates **shared values**

Text chat

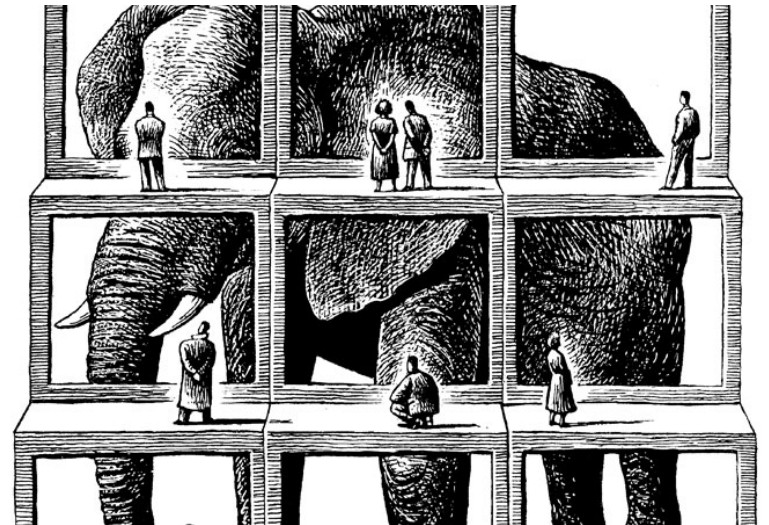


What values motivate your work? Which values resonate with different audiences you work with?

Name the problem

- How you define a problem affects how your audience thinks about solutions

“The people who knew too much.”



Describe the change you want to see

- People respond to concrete examples of prevention in action.
- Aspirational language is important, but it needs to be grounded in reality.
- People respond best when we “meet them where they are.”

Describe the change you want to see

5

Who should take action?

What should they do?

When should they do it?

Where will it happen?

Why is this the right approach?

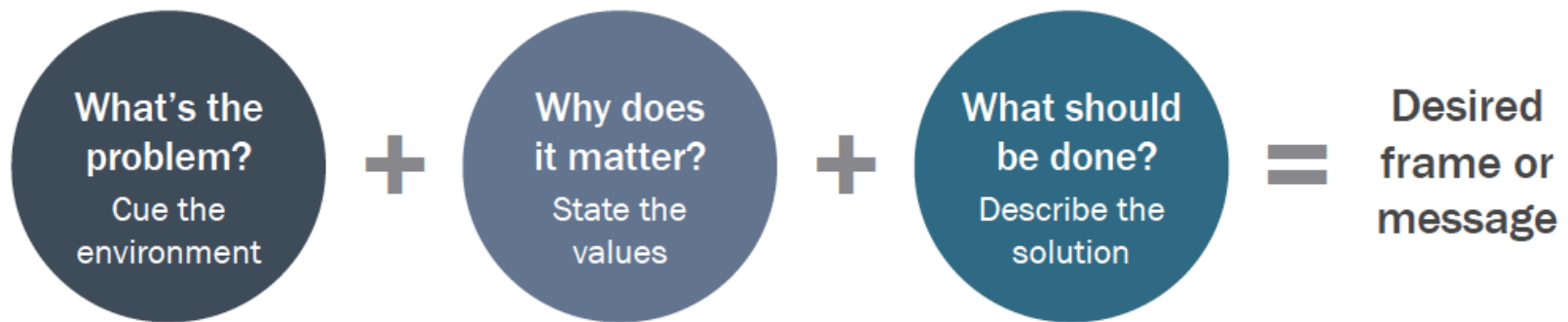
Elevate shared values



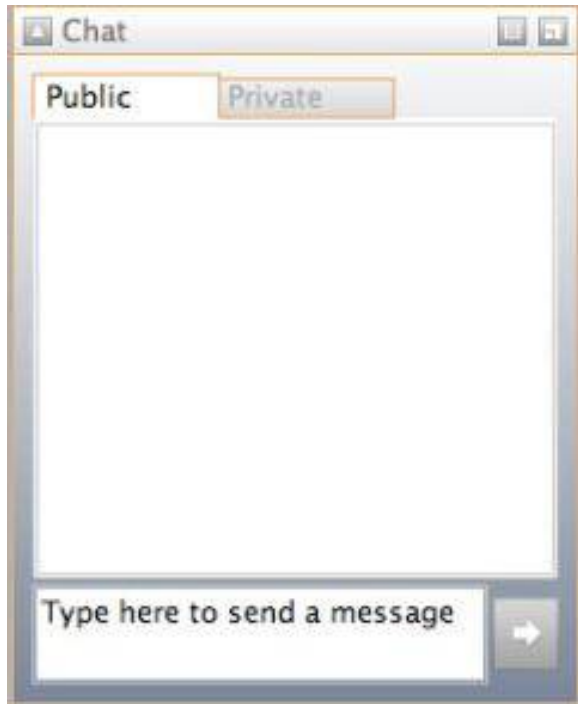
Putting it all together



An effective message answers three questions



Let's try it!



What's the problem?
Why does it matter?
What should be done?

Looking ahead

- What surprised you?
- What would you like to learn more about?
- What about the topics we've covered today is most relevant to your work?



Thank you!

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