

>> I am Ashleigh and I'm with PreventConnect and you are joining us for Re-envisioning Community Norms, Social norms change as a sexual and domestic violence prevention strategy.

The PreventConnect continue is myself and Tory.

We are online.

We excited to unveil the new website in the coming year.

Be on the look out for that.

You can send us an email with questions or trying to find something.

We also invite you to join the email group where you will join 1400 other prevention practitioners in sharing in conversation and prevention.

We also invite you to check out the resources on the E learning and WIKI sites.

Of course, if you are not following us on Facebook or twitter, join us there.

Quickly, using this technology, we are just using Adobe connect.

We are getting comfortable with the technology, but the main thing that we are going to use today is the text chat.

That is because we want to hear from you all.

We want to engage in a conversation and so we are asking you to respond to some of the questions.

If you have questions for our guests pop them in there.

If you have resources or insight or examples, so much wisdom in the audience.

Feel free to use the text chat.

The pow points are for download on the website.

We have pasted the link to where  
get those.

Join us on the phone line.

And I'm going to do a couple of  
polling questions to get a  
better sense of who is in the  
audience.

So the first one, let me clear  
this, that you should see  
popping up on the screen is have  
you attended a web conference  
before today?

We would like to know if you are  
new the PreventConnect web  
conferences.

So you should be able to see the  
results and seeing how that is  
breaking down.

So we have 40% of the folks who  
are responding this is their  
first time joining us.

So welcome.

We are so happy that you are

here.

For the almost 60% that have been with us before, thanks for joining us again and we are happy that you are part of this online community of prevention practice.

I will go ahead and take that poll away.

And then the next poll that should appear on the screen is asking what type of organization or agency that you are representing today.

So you will see a long list of the choices, everything from sexual violence to domestic violence and agencies and coalitions, public health departments, to colleges and universities, to mental health, folks who are working in the healthcare field, reproductive

health, military, faith based

organization, athletics.

If you can't find anything

that represents what it is that

you are doing in your work,

there is the other category and

use the text chat to let us know

what describes the work that you

are doing.

Sometimes we have authors on or

folks in other sectors.

But you should be able to see

how it is looking.

And so, the majority of you are

from sexual and domestic

violence agencies.

We have public health

departments.

We do have some colleges

represented.

And we have quite a few who have

selected other.

So I'm looking to see,

nonprofits, reproductive health.

Great.

Thank you all so much for  
participating in that poll.

You can see that we have some  
folks from different  
organizations joining us.

I will take that away.

And we are going to move ahead.

PreventConnect we are interested  
in basically stopping violence  
before it starts and primary  
prevention.

Stopping violence across the  
life span before it ever starts  
and we have to connect with one  
another and find out what is  
working and what is not and  
connecting to other forms of  
violence and oppression.

We have had a great season.

As I said this is winding down  
the 2018 calendar year.

So these are the other topics  
that we have explored.

Addressing access to alcohol and  
looking at advancing health  
equity for prevention.

If you missed any of these, you  
can find the recordings and also  
some web conference written  
profiles that we have done.

We'll make sure you get the  
links to those.

So I'm going to go ahead and  
start recording this now.

Give me a moment.

Welcome, everyone.

I'm Ashleigh with  
PreventConnect.

You are here for Re-envisioning  
Community Norms Social norms  
change as a sexual and domestic  
violence prevention strategy.

I'm excited to be here from  
prevention institute.

Thank you for both for  
everything that you do for us.

There you go, Alisha.

>> Thank you to Abena and  
helping with the outlining and  
shaping the content and looking  
forward to today.

We have a packed agenda, which  
includes objectives around  
outlining the norms that cricket  
to sexual and domestic violence  
and what is needed to address  
them.

We are also going to have the  
guests share how they are  
changing norms to sexual and  
domestic violence through the  
multitude of strategies, it is  
not one program or one thing but  
to change the environments and  
norms takes a multitude of  
strategies together.

We are hoping to engage in a

discussion on the broader  
conversations and momentums.

We invite to chat in the text  
chat and reshare the reflections  
as we go.

With that, I will start off by  
sharing a definition of norms.

We are going to talk a lot about  
them today.

Norms values, beliefs and  
attitudes or behaviors.

They are sort of unseen.

They are taken for granted and  
they are not things that people  
think about a lot.

But luckily today we are  
thinking more deeply about norms  
that contribute to sexual and  
domestic violence and what we  
can do to really change those  
norms.

And so, in exactly a year ago  
actually prevention institute

wrote a blog post that I shared

the link to in the text chat.

And in it, we outlined five

norms that shaped gender based

violence and so the first one is

around rigid gender norms and

masculinity and domination and

control and risk taking.

People saying no means try

harder.

Or rigid gender norms that

promotes compliance and

sacrifice, so we hear go along

to get along.

And we also see our society

placing a lot of value on

claiming and maintaining power.

Which too often is expressed as

power over other people.

And so we'll hear things like

what do you expect that is what

strong leaders do.

We also see violence as

pervasive in society.

And it is often deployed as mechanisms for addressing conflict or resolving problems.

Then the last norm that I wanted to mention is looking at sexual and domestic violence as a private matter and not a public concern and so people will turn their eye and say, it is not my business to deal with this or focus on prevention for it.

Those are some of the norms that we wanted to mention and hope that the guests will share how they are addressing some of those today.

So I wanted to share quickly, we are already seeing a lot of change in the norms and but at the same time issues do exist.

For example, a study in the journal of gender and society

people believe women should have equal opportunities in work and in politics and that is where we have seen progress over time, but still today people continue to think that the women should be do more of the home making and child bearing.

We have a link in the article in the text chat for you.

One of the guests who is going to be presenting later is from Promundo and his name is Brian and I want invite Brian to share about the norms and specifically I think he's going to speak to norms around masculinity.

Are you here?

>> I am here and ready to go.

I was going to do a pop quiz stuff.

The slides are not able to do the animations and things.

I hope not all you saw the  
answer to this first item.

Yeah, as Alisha said, I'm here  
from Promundo, and I will speak  
about the programming in a  
minute and they do a lot of  
research on the pretence of the  
shaping of violence and work on  
the harmful definitions of  
masculinity in the United States  
and around the world.

To demonstrate looking at the  
norms about that Alisha talked,  
no means try harder or the  
regressive ideas about sex and  
relationships and masculinity  
and help it to ground ourselves  
in how common are these ideas  
still here in the U.S. with the  
populations that we are working  
with and Promundo has new data  
speaking to that.

So just to be interactive, I

want you to think about, in our nationwide study with young men age 18-30, that we feel that about a year ago now, we asked all of those young men to tell us whether they agreed society as a whole, they are receiving a message from society that a real man should have as many sexual partners as he can.

How many encounter that message in the world.

Okay.

You saw this one, maybe, before.

Fully 60% of the sample of 18-30-year-old men across the state still encounter that very harmful idea about masculinity in society.

That is higher than the rates in the United Kingdom or Mexico.

That norm or idea is common place around them is far too

many.

Okay, one more.

Rather than asking the young men about what society is telling, we are asking about their own personal opinion.

So we are asking the guys, do you agree or not, if a guy has a girlfriend or wife he deserves to know where she is all of the time?

So norms about inequitable power and control in a relationship.

The man should always know the movements of the woman in the relationship.

What is the percent of the guys know that.

It is 46%.

So this is just to demonstrate that in ideas alive and well in the populations that we are working with here in the United

States.

And very quickly, I know that bar charts are overwhelming at times, but I want to emphasize that merely holding the attitudes is not the problem in and of itself.

we want to change the norms because we believe and know through empirical data how powerful they are as the root causes of violence.

What you are looking from the study here is the division of all of the young men 18-30-year-old young men into five different groups from the 20% of them who have the most positive attitudes so what are disagreeing with the negative attitudes that I shared up to the young men that hold on to those strong attitudes.

That is a scale of 17 total items.

On the Y axis is this number of the men that perpetrated sexual harassment.

The more strong you hold on to norms, you are more likely to perpetrating sexual predatory behavior.

We have to move quickly throughout all of this.

But the data that I shared is available free online and Abena will post the links in the chat box.

In our study called the man box.

The name is coming from the work from Paul and Oakland men's project in developing act like a man box activity that a lot of us have used in the community activism before.

To learn that is the report on

the left hand side.

Another report on the right hand side that recent has come out, looking at sexually violence and including suicide, homicide and conflict and war and really looking at the harmful masculine norms.

Exploring that through the gender theory and empirical data.

I thought that was a useful to the section.

Over to you Alisha.

>> I really recommend checking those out, the PreventConnect community is looking across the spectrum of violence.

So we are looking forward to bringing Brian back later on again, so thank you again for the introduction.

We wanted to share†-- one of the

things that the study found is that the millennial men are more likely to see that-- and to have many sexual partners.

Before we get to the first guest today, we have explored about the norms and Brian is able to expand a little bit on the norms around masculinity.

This is about norms change and to really change the norms, it is not just a single program.

It is not just about the individual knowledge and skills, but it is about comprehensive action across the spectrum of prevention.

Policies and equal pay, even, which we talked about last year on a web conference.

Those policies help to change the norms and what organizations are doing, creating coalitions,

educating providers and etc. If you are wanting to know more about more in this context, check out the blog post that I shared earlier.

I will share it once more.

I want to turn it over to the first guest today from the New York City alliance against sexual assault.

We have Saswati Sarkar.

We have Gena who is the founder and executive director of youth empower.

Just as I am.

Which is a leadership program for teens and youth and young adults and it officers workshops and trainings and mindfulness and personal development and Gena is also part of the New York City alliance against sexual assault team and serving

as a manager over the project

dots.

Hi to you as well.

>> Hi, thank you.

>> You are welcome.

And we are lucky enough to have

Joe-Ann, that started with

project dot as a participant and

now conducting the outreach and

student at La Guardia college

and creator for the love of Joe,

a space for women to love and

support one another.

Which is really great.

Hi Joe-Ann?

>> Hi, how are you?

>> Great.

Thank you for joining us as

well.

I wanted to get†-- I wanted to

ask what harmful norms you are

trying to change in the

community.

It doesn't have to be worded according to the slides that I showed before.

And while you are responding, how are you trying to change norms to prevent sexual violence in New York City?

And can you share about project dot and the components that will contribute to the norms change.

>> Thank you so much Alisha.

Welcome everybody, we are so excited to be here and sharing the work that we are doing.

I want to talk about who we are at the alliance.

So the New York City alliance against sexual assault and that is a mouthful.

Alliance is a New York City based agency and we look at policy, prevention as well as very comprehensive intervention

services and provide technical training and resources to the rape crisis partners throughout New York state and we have a pretty comprehensive role, but within those roles, one of my favorite stuff here at the alliance to be able to work on prevention.

And project dot is really a part of that effort.

I want to talk about dot about creating this and I would love for Joe-Ann to share her perspectives and being a dot leader and transitioning into an educator.

I want to talk about dot.

So project dot came from a place of dire need.

We engage people from under served community and we have been careful and mindful in the

frame work and what are some of the struggles and voices that are missing from the traditional curriculum out there engaging young people and project dot is fulfills those gaps and we want to be careful in terms as a community based agent and as advocates, we don't want to show up in community as change makers, we want the community to be the change makers and what tools to provide the communities and young people so they could make those changes.

So in terms of the social norms, they were helpful and in our work with project dot, we have been really approaching many of the social norms so we look at harmful norms and masculinity and femininity and the tolerance of aggression and violence in

young peer culture among young people and they are the things that young people are talking about that there are no resources nobody is talking to them about and these are the gaps and challenges that we have seen come up.

So this dot is really like acronym that we came up.

Project dot stands for dream own tell.

Everything about this project is what the young people shared and guided us with.

So I wanted to share a little bit about how project dot is changing the social norms and we are tag teaming on this.

Before that, I think something that I, we learned a along the way with the norms change, in order for us as advocates to be

thinking or considering norms  
change, we really have to  
understand our position in the  
community and who we are and  
which communities are we are  
interfacing with.

Is our strategies for norms  
change community responsive.  
Are they marginalizing the  
communities.

Also remembering it is really  
important to think of norms  
change as a community effort and  
it takes a village to change the  
social norms and thinking about  
the people in the community  
affected by the social norms  
really participate in making and  
creating those changes.

As an advocate, I caught myself  
doing, I forget, I don't know  
what works for another  
community, I don't know exactly

what would take for the changes to actually take effect in that community.

In those instances in changing social norms the ground rule is really bring this conversation to the very people involved in those communities and living in those communities and who belong to those communities, so really taking those experiences as part of the larger conversation, it is really critical to thinking about norms change.

So in terms of project dot, we were and the way we have this program set up was in several different components.

We thought about the principles of prevention, that everyone takes into consideration.

We wanted to do work that would have impact, even though we

would reach fewer people, we wanted more intense depth conversations.

So project dot has 3 components. Educational component, which is 7-8 weeks curriculum and engage young people.

There is a community mobilization component and 4-6 weeks where the young people go out into their communities and engage adult community members and other young people.

Finally, we have a social media when we come back†-- which is youth driven.

For example, everybody told me to use a rubber, but nobody told me to check in with my lover.

that is a way to talk about consent.

We want to talk about how we have designed the 3 components

to really think about social norms and the reason I am saying this is because what we are doing is not out of the box, it is not rocket science, I am all the other advocates are doing it, but thinking about how could we create a curriculum that broad enough and welcoming the difficult voices from different communities.

When we started doing this work, it was tough.

I couldn't imagine other communities not struggling with the similar experience as I was.

So I want to welcome Joe-Ann for her perspective as a project dot change maker and educator now to talk about how she went through the curriculum changed the way she was able to identify healthy, unhealthy norms.

>> Hello, everyone.

When I first started project dot

I really wasn't aware a lot of

the things that we were being

taught.

I actually realized that I

didn't know half of the things

that I thought I did about

healthy relationships.

So when project dot starts the

curriculum it allows us to take

a chance to learn what a healthy

relationship looks like and

bring the curriculum back to the

communities and a place to learn

and actually go back to the

communities with the support of

the project dot and bring change

to the communities, because they

often tell us we can make a

change, but as young people we

really don't know and with the

help of project dot and the

adults that are the  
professionals and supporting us  
and letting us do something on  
our own and bringing change to  
our communities.

So think that is really awesome  
and I'm a youth educator, I get  
to help other youth in my  
community bring change for their  
generation.

>> Thank you.

I think what she pointed out and  
we learned along the path, we  
wanted to help young people and  
provide them with the tools that  
they needed to identify those  
tools, really identify the  
source of the tools, where are  
we getting the social norms from  
the community, from the  
community or the music that we  
listen to.

So ways to parse in with

understanding the social norms  
change.

Question took the curriculum, we  
used a bunch of different  
exercises, gender box and  
unpacking messaging and advices  
from the parents and the  
community, and once the young  
people looked at the harmful  
social norms we moved to a  
phase.

Once they learned about how to  
identify social norms where they  
come from and feeling comfort  
able to challenge them, the next  
step is going to the community  
and engage the community  
members.

Here euro seeing a couple of  
examples from those.

They have done a radio show and  
for the Haiti community, and  
there were parents asking

questions that parents were wondering about and that really tied back to all of the norms that that generation, the generation of parents were grappling with and bringing those into the conversation of understanding youth.

Young people did community teach-ins.

Gena is going to talk about that and talk about the work with adult engagement.

But one other component of community mobilization was peer engagement.

With peer engagement, it was really critical because we had young people have bring two or three friends to go in for like two sessions of bring in the bystander curriculum.

These are young people that

wouldn't step through the doors  
and here they are coming for a  
session and the young people  
made that happen.

Finally t campaign.

That was really helpful for us  
to bring everything together.

All the messages that you are  
seeing here comes from our young  
people.

As we go through the entire  
curriculum, everything that we  
get from young people from work  
sheets to the exercises and like  
when we do the gender box, we  
save all of the responses and  
the consent from the young  
people and turn them into the  
content for campaign.

So that is really how we are  
doing some of this work.

Another slide on the work that  
the young people created.

You can check out our website or  
contact me.

I would be happy to talk more  
and share our strategies.

>> I wanted to share some of  
the things that are coming up  
the text chat with everyone.

The rule settings and people  
talked about working with LGBTQ  
communities, also thinking about  
the differences between gender  
and sex and changing the norms  
around that.

Gender being more socially  
constructed.

People talked norms around  
Sigma, sexual abuse and one that  
is really interesting is about  
norms in our field and how often  
we look at prevention as  
preventing victimization and how  
we need to change those norms  
and think about preventing

perpetration and the norm  
needing to focus on just the  
young people and not thinking  
about the broader community and  
so I know that the next thing  
that is engaging significant  
adults and the work in the  
different components not just  
the youth, but also adults and  
I'm wondering if you can share  
more about what engaging  
significant adults in your work  
looks like.

>> Hi, this is Gena.

As I started with project dot.

I started as a community member.

So coming from my nonprofit  
youth empowerment, we partnered  
with project dot to brought our  
youth and they taught our crick  
curriculum and that is where the  
community of African-American  
young people felt that they had

been getting, part of project  
dot's curriculum we talk about  
the pop culture and the lyrics  
and messaging and the young  
people admitted that is where  
most of the education around  
dating and relationships had  
come from.

And they said they were not  
getting information from their  
parents or older adults in their  
lives and so that became impetus  
to do the radio show and a  
teaching as well and spoke to  
adults in the community from  
their churches, parents, older  
siblings and they shared the  
impact of not having adult input  
in their dating education as per  
se.

So then we got to, so we wanted  
to dive deeper into this and the  
young people pulled together a

focus group and we taught them about the research aspect of a focus group.

And they did the focus group with adult and community members and adults were saying that they didn't learn how to speak about this with their children.

Also they didn't have experience themselves and learned on the spot.

And they were interested in breaking that cycle and they said they needed help.

And so, it was through that group of young leaders that we -- they decided to put together a parent training and they developed a four hour parent training that allows to community significant adults to come in and learn about ways to safely and I don't know, learn

about the ways to support the young people and their voices to be heard and ways to have those discussions that didn't push the young people away.

And so, we also talked about including community members, barbers and church members and the people at the corner store, to bring them into these conversations so they can address these norms of gender, the gender norms, the tolerance of aggression, and the whole discussion about whether dating violence is a public or private issue.

And these things are able to come up in the training that the young people created themselves.

>> That is so important.

Someone is saying they really like that you are focussing on

youth as experts and having them  
play a role in engaging  
significant adults.

Gena, the first we talked, I was  
curious, you are doing great  
work, and how are you reaching  
the young people in the first  
place and I am hoping you can  
share the tips and the lessons  
in the recruiting process.

>> Thank you.

Definitely as you were saying  
using youth as experts is an  
important part.

At first we were recruiting  
young people for a youth  
advisory committee and we  
thought that would be special  
and then we needed to ask the  
people what are they looking for  
to enhance their knowledge to  
put on their resumes, to put on  
their college applications and

it was more so of leadership,  
civic leadership, more so of the  
skills they can get out of this  
internship.

So we redesigned, rebranded how  
we can reach out to them.

As the interns we were able to  
give them certain skills, right.

And we wanted to teach them how  
to come together with a vision  
and how to come together to make  
change.

And we also talked about  
language.

So we assumed when we put for  
example young people of color,  
we are looking for young people  
of color, we use that language  
in the work here, but young  
people on the streets don't use  
that terminology.

And so we have to think about  
what norms are we creating and

supporting that are not useful  
to the people that we are trying  
to reach.

So language is a big part.

Using the youth as experts to  
discuss language and who the  
collaborate with and the  
networks they want to do and who  
they want to reach.

We do a lot of collaboration  
with the community and that is a  
huge piece.

You know, for the young people  
when we were doing the dire  
group and they wanted to speak  
to the Haiti radio station, I  
wouldn't think about that, they  
saw that need and we listened to  
them and talked to them about  
who they want to connect with.

We offered them stipends and  
transportation and food.

That is very important.

Certificates to use to show that they have attended this 13 week program.

And they are getting career skills out of it.

We talk about planning.

We talk about how to present in front of a group.

We give them skills in community and speaking to the media.

We have the immediate Y, especially with the metoo movement and things going on and the media do consult us and the young people really want to be heard.

That is the bottom line.

They want to be heard and find a way to hear their voice.

>> I love you are creating a space for them to be heard.

Measures changes in norms is a difficult.

I know that your goal is change  
a lot of the norms that  
contribute to sexual violence.

I am wondering if you have  
success stories to share or  
anything to share around  
measuring the impact?

>> So project dot has been a  
journey for us and I would be  
honest and say it is not the  
perfect journey.

We have had to pause.

We have had to think and re  
strategize.

But if you think about the  
change and the impact, and if I  
had to say in one word, I feel  
like nothing would have been  
possible in the numbers that you  
are seeing on the slide wouldn't  
be possible if we not had the  
guidance of young people.

And as advocates we have to keep

reminding ourselves that they  
are really, the people who are  
going to guide us in this work  
and every time that we have been  
falters and unsure, the young  
people are the experts that  
helped us think through and  
strategize in the entire work  
with project dot.

So I don't want to share a story  
quickly and before we wrap up.

So we have been doing evaluation  
that I will share a little bit  
on the next slide.

Here it is.

We have a number of things that  
we are doing.

Pre and post tests.

Look at like knowledge and  
awareness and gender norms, like  
perceptions around that.

Consent and healthy  
relationships and comfort level

with the intervention and  
bystander behavior and stepping  
in.

And we also evaluate the  
campaign, that is relatively  
easy because it is all numbers  
and community mobilization.

That is hard to evaluate  
community mobilization but we  
look at the effort and reach the  
members of the target community.

Like how impactful was this  
community mobilization in  
raising awareness.

So we try to ask those  
questions.

I want to go back to the  
previous slide.

When we did the first round of  
campaigns, we look at music and  
think about like how is that  
impacting some of our work in  
our thinking.

The conference†--†--

(no audio)

>> Hi.

I don't know if you are back to  
the conference line.

>> I can hear you.

>> The sound never went out for  
me.

>> Hi, everybody.

>> Should we wait a little bit?

>> Hi.

This Alisha, we couldn't hear  
for a while.

We can hear now.

Where did you leave off?

>> We dropped off, we were  
talking about the music label.

>> Okay.

>> Maybe if you can start from  
the music label portion again.

>> Okay.

>> It sounds like people are  
returning to the phone lines.

>> I have a question, is it okay  
to go back to one of the slides  
and share a quick example with  
people?

>> Yes.

>> Okay, thank you.

So I want to go back to one of  
the slides to share the work  
that really brought some  
attention from a music company.

So here is, so we looked at all  
of the music and the different  
lyrics.

Here you have the Eminem love  
the way you lie and the common,  
when we did this exercise of  
looking at music and coming up  
to the reactions of the harmful  
messages that the music is  
sharing, you know, we took all  
of those and with permission and  
consent from the young people we  
turned them into consent

messages.

When we did the campaign we had a record company out and tell us, we have been doing music so long and we never knew, I saw your campaign, you saw this message, and we didn't know that the music has so much power in the harmful norms that we are putting out there.

That was a big success, sometimes people are not thinking about these actively outside of our field and the young people's works have long lasting impact for the people not in the field, like a music company.

So I wanted to think about that.

We never know how change happens and from which direction.

So that is really something for us as advocates to think about

when we don't see a change right  
away.

I do want to wrap up by  
welcoming Joe-Ann back and  
having her share about her  
experience as a dot leader and  
educators and what impact she's  
kind of found this program has  
and how is she impacting others  
in the work.

>> Hello.

I am grateful to have project  
dot.

When I started, Gena mentioned,  
I came from there.

And when I first started I was  
taken aback, I didn't know as  
much as I thought I did.

I was in an abusive relationship  
in high school and I met with  
the counsellor but when I came  
to project dot I learned so much  
more than the counsellor taught

me.

When I was at project dot, there were triggers that came up because of my past but I was supported and most importantly I was shown it is okay to feel the way I did and learning from the experience, learning from my experiences†and from the curriculum it is so important because it really helps educate you on what is okay and what is not okay.

Being a youth at the time, I feel, I would go back and tell my friends all the things I was learning.

It became second nature to me, my vocabulary changing and using concept more.

My friends didn't understand what that meant and that was the opportunity for me to share what

I learned with project dot and now being a youth educator I am on the other side of the table and bringing the community more education on these topics that are extremely important, with this generation, social media is out of control and so powerful and you need to get the positive messages out there, the negative ones seem to draw more attention.

Being the fact that I'm part of a change whether in the group or not really makes me feel like such a leader in my community and this is work that you can continue to take with you wherever you go and no matter how old you are you can implement this work and this curriculum should be in the schools rather in the health classes that are

provided for the youth.

That is just my opinion.

I have grown so much not only as  
a leader but a woman.

>> Thank you for sharing your  
personal experience and being  
open with us today.

It is not easy to do that.

We really appreciate that and to  
the rest of the team, thank you  
for this great effort that you  
are doing.

We are going to bring you back  
at the end.

I know we have Saswati's  
information here.

They are coming back at the end.

I want to make sure that we get  
back to Brian from Promundo.

Are you still there?

>> Check, check, check.

1, 2, 3.

>> Yes.

We can hear you, Brian.

So research officer at Promundo  
and focuses on ELIMINATING  
harmful forms and achieving  
broader gender equality and  
social justice in the United  
States and around the world.

Brian co-authored a number of  
research reports.

And we'll continue to share in  
the text chat as we go.

Brian extensive program and  
research experience in south  
Asia, Africa and the Middle East  
and sexual violence prevention  
advocate.

You shared a little about  
Promundo, I happy you can share  
more and let us know how you are  
thinking about the gender norms  
change in your programming.

>> Yeah, absolutely.

I really appreciate the

opportunity to share the space  
with project dot, who are just  
amazing.

I have to say, I was blown away  
of your presentation at the  
conference.

Exciting to reconnect with you  
and the work is really  
inspiring.

Happy to introduce to Promundo.

We have an international  
footprint and the history and  
work is taking place overseas  
and it is exciting to work in  
the U.S. and use the  
PreventConnect network to  
immediate the like minded folks.

As you see, we were founded 20  
years in Brazil and that is the  
sort of location and the time  
where our founding philosophy  
comes from, using the critical  
consciousness to bring real

attention to gender norms as a root cause of a lot of harm in society and our work expanded around the world.

I sit in Minnesota personally though our U.S. headquarters is in D.C. and you will see, we have programming in Pittsburgh, so there is a lot of good regional opportunities to collaborate with people on the call today.

But in the basic terms when we Promundo thinks about the work on the gender norm changes, gender transformative programming.

I wanted to introduce that way of thinking or that term to the call here today and to all your work to help you assess in any program that you are doing, any campaign, any norm change

initiative to really try to  
address issues like sexual  
violence and intimate partner  
violence.

Are we transforming the harming  
under lining forms and we really  
take messages about masculinity  
and femininity and arrangement  
of power and control, and bring  
that right into the project  
itself.

So we make our if as a classroom  
discussion, make it about  
harmful norms.

Don't just kind of work around  
the margins of that, actually  
take that as the central kind of  
learning process that the  
participants go through seeing  
the gender norms in a new way  
and how harmful they are to  
themselves and the community and  
imagine a better way of living.

That seems obvious, especially  
in a webinar that is focussed on  
norm change initiatives.

Maybe you come up with a program  
that is trying to reach school  
age boys and girls and decide  
for the boys they are interested  
in sports so we'll do a sports  
thing for the boys and the girls  
are interested in fashion, so we  
have a fashion discussion with  
the girl and all of a sudden you  
are reenforcing the binary  
thinking and keeping the folks  
inside of a box, even if it is  
well intentioned.

I wanted to offer that idea, the  
way that Promundo is making  
everything that we are doing the  
transformative.

>> That is a good example.

So I would love for everyone  
participating today to chime in

on the text that how you are  
incorporating a gender  
transformative approach into  
your work?

Now, we have really been talking  
not one thing, but working  
across the spectrum of  
prevention and how these are  
really complex norms that we are  
trying to change and you can't  
just have one program.

How does Promundo work across  
multiple levels and multiple  
entry points?

>> I will work quickly as I can.

Quickly, Promundo menu of the  
core programming, H, M, D, P.

That is the library of the  
programming.

H is young men and M.

The curriculum program D  
focussed is bringing in the  
perspective of bringing in more

considerations and working  
against homo phobia and bringing  
in acceptance for all forms of  
identities and program P, Padre,  
this is recently working with  
men through the entry point of  
their roles as fathers.

We find a lot of men with eager  
to be engaged and caring and  
loving nurturing fathers that  
push against the traditional  
gender role division and  
definitions on that side.

So again, as I have shared  
before, probably the most  
effective thing to do in this  
call is introduce you to  
Promundo and help you find where  
the resources are.

I am excited for you to reach  
out to me directly and we'll  
work together.

A full tool kit is available for

free on our web side and same  
thing for program P.

You can pick it up and adapt it  
and use it and help us improve  
it as well.

Exactly as Alisha was saying the  
idea of working with different  
groups, working across the age  
levels.

Not only engaging youth, that is  
important, but you can't put all  
to responsibility on the young  
people to make the  
transformations if the  
structures around them are not  
supporting that.

So engaging the significant  
adults is a fantastic start.

Using this model here where at  
the individual level, we have  
the curriculum programs for the  
young people focussed on helping  
that person go through a process

of critical consciousness and  
seeing the boxes.

Thinking outside of that.

And working at the relationship  
level, meaning all of the group  
education sessions that we do  
are taking place within that  
reference group for young  
people.

So you know, social norms are  
social by definition.

They are created not just inside  
of the mind of one individual  
person, it is actually what that  
person expects that most of  
their friends and people that  
they are looking up to would do  
in a given situation.

That is the guts of the norm or  
the group of the friends, peers,  
role models, what I think that  
the group expects of me.

That's how a norm gets made.

So a powerful thing that we do is create safe space within that group of friends where this whole group of friends is going through the transformative thinking together.

We are trying to bring it to the community level as well and empowering program participants to bring their stories, to really lift up and elevate the successes that we have had in the programs as a community level.

At the highest, we have to talk about structural forms of oppression if we are going to make any progress in this area as all.

So we are trying to work at that broader level economic structural level, policy structural level, Promundo does

a lot of advocacy writing and promote legislation and policies against sexual violence, to remove restrictions and move to the paid leave time for parents and family members of all genders to all the level of the care work in the home.

That is where the father work is coming in.

That is glimpse of working across the levels.

We know, this is a busy slide, but like I was saying individual reflection is never enough to transform the way that young men or young women are thinking, but we focus on the young men as the identity empirically to be perpetrating.

Changes in the significant adults and all these other areas.

Just to reenforce the point  
under this session, we may in if  
programs might notice we spend  
too much time thinking about the  
individual and could be doing  
more on the structural side.

>> We are having great  
discussion coming up in the text  
chat.

We are going to share some of  
the themes after you can maybe  
first share a little about  
program H and M and how you have  
brought it to the U.S.

>> Thanks.

I will have time to briefly  
introduce two programs, H and M  
and P.

So program H and M.

This is really one of the  
foundational programs that we  
have come up and it emerged from  
even in the late 90s bringing

this consciousness to work with young men whose lives are marked by a lot of violence around them, violence in their own behaviors and in their neighborhoods and tapping in their desire to live more gender equitable and violence free existence and working with the young people and developing a lot of the activities that we still use.

As I was saying, a key reason it is effective in tackling social norms is because it creates a safe space for a group of friends and peers to work through the processing together and you are actually transforming what that reference group for any social norm is thinking all at once.

So the bullet points say it is a

chance to learn.

So introduction to basic gender theory concepts.

What is masculinity and the man box.

It is not that biological.

It is social created and changeable and built to serve in their own power interest.

And you discuss and practice along with your friends different ways of thinking about this and different ways of acting.

At this point, the work is about 20 years old and the original program H and M have been adapted and implemented in various ways.

In a majority of these places we have evaluated to see if it is delivering on the objectives that we expect it to.

As a quick zoom, we have documented that participants in the program H and M decreased perpetration of sexual harassment and IPV.

We have seen increases in healthier practices related to sexual health.

Also, findings from young women in Brazil, the young men in the program are demonstrating positive changes.

For anyone interested, I am able to provide the studies and evaluations.

But the exciting opportunity that we have now is coming from the real global experience and learning we are able to bring the project to the U.S. for the first time and I think that's actually kind of an exciting reversal of the power dynamic.

There is a lot of international nonprofits and working in different fields around the world where some idea was crafted in a think tank office in New York or Washington, D.C. or where ever and flown over to Uganda or India there.

This is a case working in reverse, it is coming from the global south and implemented in Africa and south Asia and learning through those implementations around the developing world and the south and bringing the ideas to the communities in the U.S., where frankly there is a great need as we know on this call and dedicating to do, there is a need for better and greater programming.

Going back, the curriculum has

been fully revamped for the U.S.

This is called manhood 2.0.

And so far it is implementing in  
Pittsburgh and Washington, D.C.  
and it is sort of a flexible  
approach.

18 hours that we expect to be  
under taken over the course of  
the session.

Sometimes it is a youth club or  
within a school or other  
community or organizations, can  
sort of adopt the delivery to  
what works best in that  
location.

Maybe it is 3 longer sessions or  
several more shorter sessions.

Digging into the curriculum, you  
are seeing the activities and  
what they look like.

It is probably similar to  
project dot was discussing.

We have the man box discussion

and the power and privilege walk  
and different forms of power  
positive and negative and dive  
into identities and yeah, theory  
of change working through those  
things together with your social  
group.

>> Before you get to program P,  
we'll share what is coming up  
the text chat.

It is busy.

We want to share that out.

>> Yeah, thank you all so much  
for participating in the text  
chat how we are incorporating a  
transformative change in their  
work.

Pronouns and including all  
gender identities, working  
beyond the binary and including  
all folks in the conversations  
and catching ourselves when we  
mess up and turning that into a

learning moment.

I want to call attention where  
at the very beginning of this  
work and we are so excited to  
have to be at the starting point  
and launching into more  
transformative work too.

>> Thank you.

Because you know, we are going  
over a few extra minutes.

Brian, can you quickly tell us  
about the program P.

I know that is something that we  
are interested in.

If you can give us a sneak peek  
on what is that about.

>> Yes.

I am getting private chats of  
the people interested.

I am encouraged you to do that.

So P, that means the work that  
we are doing using fatherhood as  
the entry point for the men.

Recruitment, this could be an open question to everyone, how do we really in an accountable way sort of way call the folks that identify as men into work for gender justice but in a way that is truly holding our best standards of accountability, calling the men in, but not coddling them either.

Calling them in and calling them out, the men need to be transforming their ideas about gender and their behaviors if we are ever going to really achieve anything close to gender justice in the world.

For better or worse, fatherhood is a domain seeing in a lot of places pretty big changes over the generations.

Where men who are having children now not everybody, but

quite a lot of them expect to a meaningful role in their children's lives and having a caring and nurturing relationship with their children and don't want to live a strict binary division of labor where the man in the terms of the child's life just providing the economic security and the money, and the woman in the situation would be the one doing all of the care work.

Men are eager to be, to have the deep long connections and so that was kind of something that we noticed that okay here is a domain men are pushing against some of the gender norms.

So we built a similar curriculum around the entry point.

We are still talking about power and privilege and violence and

focussed and the skill building  
and fatherhood.

This work similar to the map of  
program H and M is taking place  
around the world, but the one  
location where we had the  
opportunities through generous  
funding to do a big rollout and  
very, the still of very rigorous  
evaluations was in Rwanda.

They went through a version of  
program P in one district there  
and we found these bar charts  
demonstrate compared to the  
control group, the lighter blue  
is the participating families  
had very lower rates of violence  
within those partnerships.

Now we should never accept or  
celebration rates of violence as  
high as 33%.

And this is a complicated slide  
too, but it is speaking to how

far that we have come and how far we have yet to go all at once.

If you look at the third pair of bars from the left, the one that says hours per day spent on unpaid care.

We see that the light blue group, which is our participants, were participating in quite a lot more unpaid care on a daily basis than the control group.

Which is very meaningful and we know that these inequitable burdens on the women to undertake the unpaid, under valued work within the home is a major element of economic injustice and keeping the women from fully thriving in labor force.

We believe that is a powerful finding to celebrate.

At the same time, looking at the right side, whatever changes we achieved with the male in the group, it is not reducing the time that the women are spending on the work.

That is a real indictment, or a challenge for the field moving forward, it is well and good to have the power conversations with the fathers and the men and we have been able to achieve something meaningful with the increased unpaid work, but at the end of the day, the practices need to translate into concrete and material improvements with the women and girls in their lives.

That remains an open challenge and something that I would love to discuss with everybody here and how to pull that off.

Just a final thing for me going  
to the structural level and  
Promundo does a lot of advocacy  
writing and work to push  
congress in the U.S. and other  
places, we have been producing  
the state of the world's fathers  
and we really try to demonstrate  
from the feminist perspective  
the measurable gains, what new  
policy changes are taking place  
around the world and all of that  
distance we have yet to go.

There is a new edition of this  
report coming out next year.

I encourage you to read these  
reports.

Especially for the state of  
America's fathers.

We know the incarceration rates  
and what happens when one parent  
is behind bars for a long time.

I think I will close there.

>> Just to wrap us up for today,  
share two or three things from  
your final wrap up.

>> So, the way I like to  
conclude is even going way back  
to the beginning that bar chart  
where it is so stark how the  
young men with the most rigid  
harmful attitudes about  
masculinity were 20 times likely  
to report sexual harassing  
behavior.

In a sense knowing that social  
norms about masculinity are  
linked so strongly with the  
negative behaviors, it is making  
our task easier, we start to  
point toward the solution and  
the solution needs to be  
obliterating the social norms.

So in a sense it is simple, but  
doing that is complicated.

We have such diversity of

identity and just what it looks  
like to interact with the man  
box and systems of society  
oppression for a man of color  
versus a white man and all  
different identities, it is  
making the work tricky to pull  
off well.

But we do, these are the some of  
the learnings from Promundo's  
work around the world.

Thanks.

>> I think there is a lot of  
interest in your work.

People are connecting with you  
and that is great.

>> Just a couple so far.

You are welcome.

Please do.

>> Others feel free to connect.

So I want to ask everyone  
participating today.

I want to hear from you, how are

you tying your efforts to  
broader conversations and  
momentum.

For example, have you been able  
to leverage the momentum from  
the metoo movement or other ways  
to tie into broader efforts in  
your community?

If you have, we would love to  
hear your challenges and your  
successes have been.

Please use the text chat to  
share there.

I want to introduce Casey, what  
has been waiting to share from  
the national resource center on  
domestic violence.

Casey.

>> Thank you so much.

I am so excited to be here with  
you and I have learning and  
participating in the text chat  
and learning from all of you.

I really appreciate the  
opportunity to be in this space  
with you.

I want to share that our work at  
the national resource center on  
domestic violence is focussed on  
capacity building, but that all  
of that work is rooted in the  
belief that domestic violence is  
preventable and our proms to  
center the work on the needs and  
experiences of the survivors  
that are most marginalized and  
the norms change is huge in  
scope and it requires us to  
actively challenge white  
supremacy and phobias and all  
forms of structural oppression.  
So in alignment with that, we  
are really committed to  
providing free resources and  
tools to support those of you  
who are looking to take this

broad level approach to this work.

So I also want to share that we are honored to serve as a TA provider for C.D.C.'s delta impact grant.

I want to take a moment to highlight how to delta impact focus areas raise the opportunities for norms change at multiple levels and our presenters are emphasizing that it requires initiatives at multiple levels to make the real norms change that we want to accomplish.

So you are seeing this chart highlights by delta impact focus areas what are some opportunities for norms change.

When it comes to impacting structural norms in our workplaces, schools, neighborhoods and governments, this reflects

our commitment to create  
protective environments.

Efforts to shift through the  
networks is the work of engaging  
influencers and bystanders.

And advocating for comparable  
worth, living wage, workers  
rights and opportunities are  
opportunity strategies to shift  
the culture norms related to  
economic justice.

So just taking a look at norms  
along all of these lines and  
lifting up the work that the  
grantees are embarking on  
through that project.

I also want to high light the  
prevent IPV website and we have  
searchable tools that high light  
the programs across the country  
and internationally.

All of the tools also include  
guidance for adapting the

materials in your own community  
from those who developed the  
tools.

So there you can find tools  
developed to address norms  
change, among a variety of other  
prevention strategies and so you  
can see on the screen you can  
search our tools inventory by  
prevention strategy and peer  
influence norms change is one of  
the many strategies to search  
by.

You can look and see what  
resources that we have available  
there.

We hope that you will connect  
with us for technical assistance  
and training and go to the  
websites for resources and  
again, really appreciative of  
everyone engaged on the web  
conference and happy to be part

of it.

That is all from me.

So thank you.

>> Thank you.

We have appreciated your participation in the text chat too.

Prevent IPV is a great resource that I have turned to many times.

I hope you will check that out.

Ashleigh, what is coming up the text chat and how are people leveraging the momentum and what are the challenges?

>> It seems like folks are being able to leverage momentum and broadening the conversations in the communities thanks to some of the things that are in the news for the last year or so.

I think drew gave an example of creating momentum with youth

through using other avenues.

Like video games.

So things that youth are already engaged in.

And then another comment around

some of the challenges yes,

there is momentum and we have

opportunities but sometimes the

opportunities are not really

taken because of the need to

protect image, so an example of

working with college students

that really want to have the

conversations but there might

not be a lot of space or support

around that.

Thank you.

>> That really is an area of

opportunity and the resolutions

for the new year, how to tie our

efforts to broader conversations

for prevention.

Food for thought.

And so I want to give our guests a moment to just share last reflections before we close out for today.

Team from project dot, in a minute or so, anything to close off on, anything that you have in reaction to the text chat questions.

>> Hi, I have Joe-Ann with me.

So I want to quickly summarize some of our lessons learned.

So we have used project dot as like 7 or 8 new communities from south Asia and southeast, young people, blacks, Latinos and Muslim, LGBTQ and young men of clergy.

That is a pretty diverse group.

What we did today was provide you with a snip it and the lessons that we learned along the path is really be thinking

about the norms change  
strategies being community  
driven and remembering that the  
youth are the center piece of  
the work.

Pausing and taking the time to  
problem solve and problem solve  
with young people.

I want to leave with those few  
tips.

Joe-Ann, do you have thoughts to  
share?

>> Hello.

This is Joe-Ann.

I just honestly wanted to say  
thank you to all of you,  
everyone listening.

Thank you for giving youth an  
opportunity to speak our truth  
and stand in that and supporting  
us.

I really appreciate this  
opportunity and just a hundred

thank you.

Thank you so much.

>> Thank you.

And what about Brian?

>> Oh, man.

How can I go after Joe-Ann?

>> Sorry.

>> No, no.

I think just to say that we have a tremendous opportunity as the issue of sexual violence, as the particular moment in the long history of the metoo movement becoming a national conversation.

We have a great opportunity to open up conversations with people.

But also, just to validate out there, it is still really hard to do.

And I think we experience as Promundo, if you share this

reality, I share with you, we  
are in this field, we see  
systems of oppression for what  
they are and the harmful  
patterns of masculinity and  
femininity.

Every young person, every aunt  
and uncle they don't necessarily  
come from the conversation with  
the grounded perspective.

They don't come already with  
sociology training.

The conversations can be so  
hard.

One I think of is toxic  
masculinity is a popular, the  
word toxic is word of the year  
from the dictionary.

We are talking about the toxic  
masculinity.

Presentation up in front of the  
college or high school students  
and without that grounding in

our field and that perspective,  
people hear the phrase toxic  
masculinity, you are calling my  
identity toxic.

Doing that is not what we are  
doing at all, but it is just  
making a hard point to start a  
conversation.

So I want to say that Promundo  
struggles with this and I  
validate anyone struggling to  
find a way to call men in and  
call them out at the same time.

To really demand that the male  
identifying people step up to  
make gender justice a reality  
and do it in a way that is not  
over celebrating the minimal  
contributions and that is really  
holding to account to the groups  
face the most oppression in  
situations.

I don't know, that is my

attention.

>> Thank you.

I want to thank all of our guests for the incredible insight and resources and the work that you have all sharing with us on the call.

Thank you to our friends at prevention institute for a wonderful season and thank you all so much for joining the web conferences, for sharing your insights and ideas and challenges and successes with us.

Thanks for sticking around throughout the little glitch.

We have lots of resources listed in the power point slides and so we'll make sure that you will have access to those.

Everything is hyper linked.

But until 2019, we wish you all

a good rest of the year and

thank you again.

This concludes our web

conference for today.

Take care.