

# Re-envisioning Community Norms

Social norms change as a sexual and domestic violence prevention strategy



**PREVENTION**  
INSTITUTE

Welcome,  
This Web Conference  
Will Begin Soon



**PREVENTION**  
INSTITUTE

Re-Envisioning Community Norms: Social norms change as a sexual and domestic violence prevention strategy



# Meet the PreventConnect team



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**Wiki:** [wiki.preventconnect.org](http://wiki.preventconnect.org)



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[preventconnect.org/Pinterest](http://preventconnect.org/Pinterest)



# How to use this technology

## Text Chat (Everyone)

ASHLEIGH KLEIN: Use this text chat box to respond to our questions, ask your own, and connect with others!

ASHLEIGH KLEIN: You can also send private text chat messages to the host, presenters, and other participants.

- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

## Audio Dial-In

Toll free access number:  
866-866-2244

Participant pin code: 9053509

Please send a private chat message for help.

Contact Adobe Connect support at <https://helpx.adobe.com/adobe-connect/connect-support.html>

# 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





# 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

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

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March 28: Toward Gender Equity: Supporting healthy masculinities for sexual and domestic violence prevention

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May 16: Addressing Access to Alcohol and Alcohol Environments for Sexual and Domestic Violence Prevention

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June 20: Community-level indicators: Advancements in evaluating sexual, domestic and other forms of violence prevention

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July 18: Participatory action in schools: Improving school climate and safety in K-12 schools for sexual and teen dating violence prevention

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August 15: Culturally-informed prevention: Preventing sexual and domestic violence in communities of color

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September 19: Centering the margins: Advancing health equity for sexual and domestic violence prevention



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

October 31: Fostering School Environments that Prevent Teen Dating Violence and Sexual Harassment

---

November 28: Getting Started on Supporting Economic Opportunity for Sexual and Domestic Violence Prevention

---

**December 19: Re-Envisioning Community Norms: Social norms change as a sexual and domestic violence prevention strategy**



FROM A CYCLE OF VIOLENCE TO A CULTURE OF SAFETY AND EQUITY

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# Web Conference

# **GUEST PROFILES**

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Available Now  
[PreventConnect.org](https://PreventConnect.org)



**PREVENTION**  
INSTITUTE





# Re-Envisioning Community Norms: Social norms change as a sexual and domestic violence prevention strategy

**December 19, 2018**

**11am-12:30pm PT; 1pm-3:30 pm 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.



# Prevention Institute Team



**Alisha Somji,**  
*she, her, hers*  
Associate Program Manager



**Abena Asare,**  
*she, her, hers*  
Program Assistant



# Objectives

---

Outline norms that contribute to sexual and domestic violence and what is needed to address them

---

Explore how communities are changing norms to prevent sexual and domestic violence through a multitude of strategies

---

Discuss how advocates are tying their efforts to broader conversations and momentum (e.g. #MeToo), including successes and challenges

# Norms

Based in  
culture &  
tradition

Attitudes,  
beliefs, ways  
of being

Behavior  
shapers

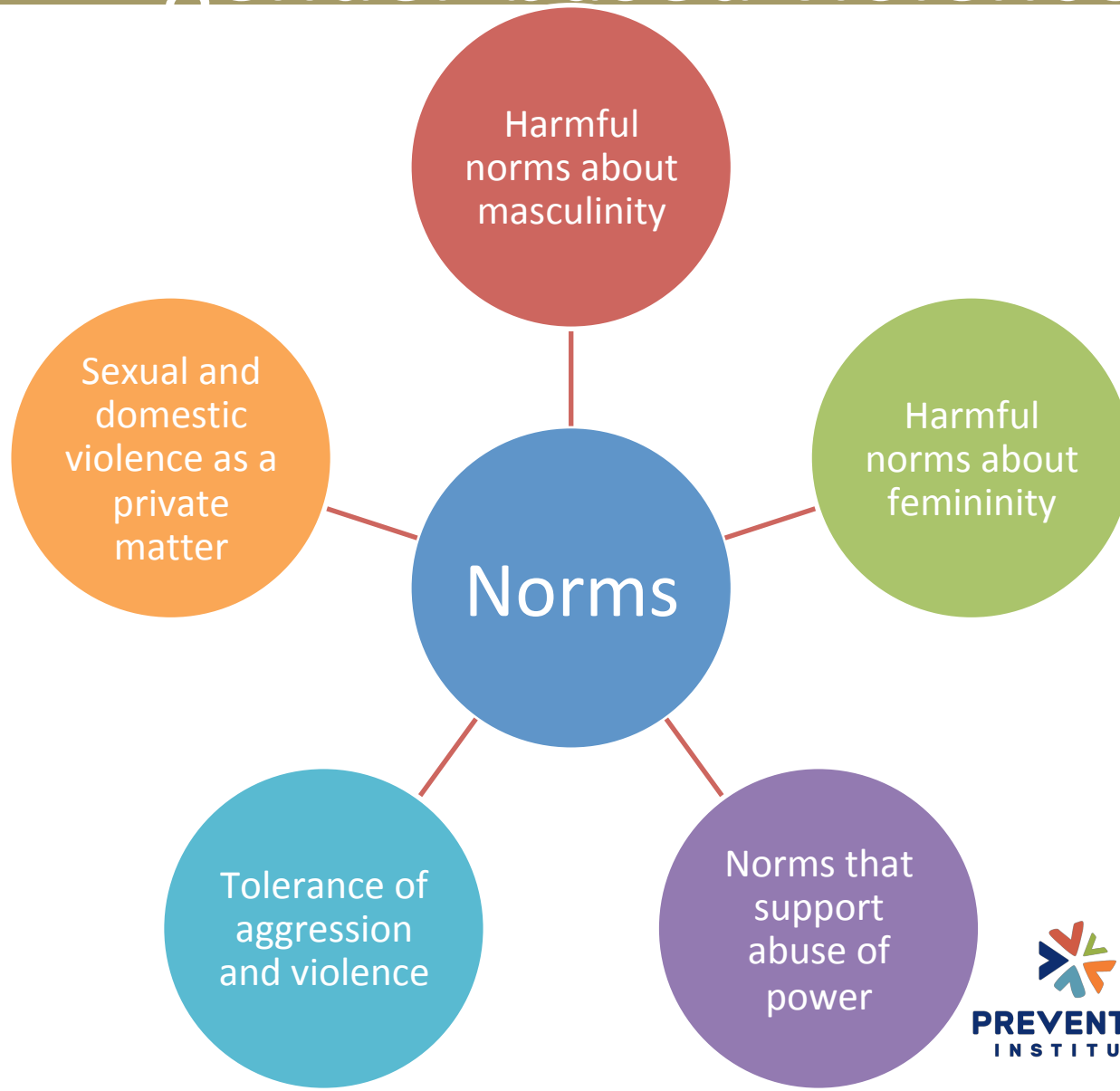
More  
than a  
habit

Sanction  
behavior

Communicate  
regularity  
in behavior

Taken  
for  
granted

# Norms that shape gender-based violence





# Americans Value Equality at Work More Than Equality at Home

A study finds broad support for gender equality, but a disparity in people's views of gender roles in public and private.



By Claire Cain Miller

Dec. 3, 2018



[https://  
www.nytimes.com/  
2018/12/03/upshot/  
americans-value-  
equality-at-work-  
more-than-equality-  
at-home.html](https://www.nytimes.com/2018/12/03/upshot/americans-value-equality-at-work-more-than-equality-at-home.html)



A far more common sight today: a father making children's lunches. Yet traditional attitudes persist, especially about domestic chores. Travis Dove for The New York Times



## First Statement

Society as a whole tells me that...

A “real man” should have as many sexual partners as he can

*What % of men in the U.S. agreed or strongly agreed with this?*

60%

*Compared with 51% in the UK and 42% in Mexico*



## Second Statement

In my opinion....

If a guy has a girlfriend or wife, he deserves to know where she is all the time.

*What % of men in the U.S. agreed or strongly agreed with this?*

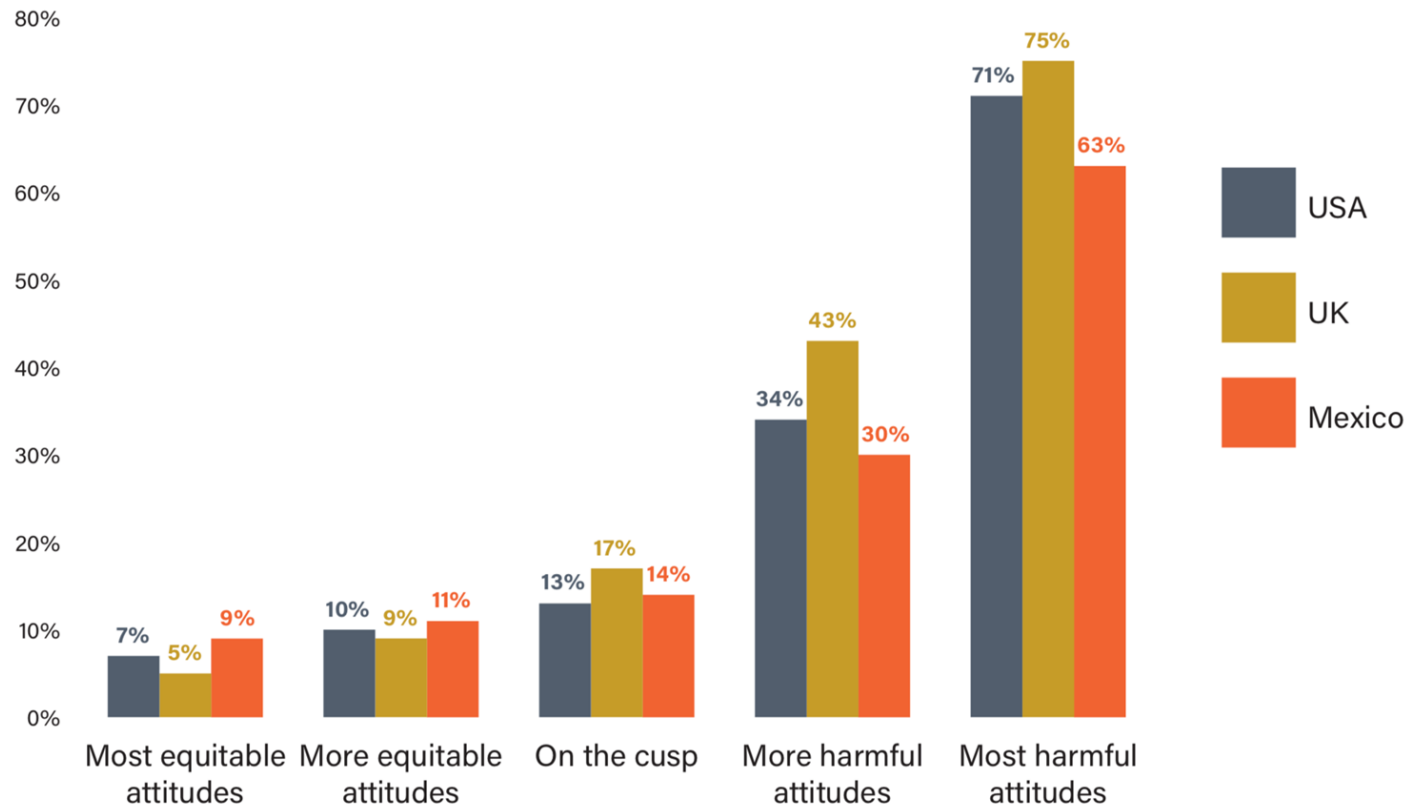
46%

*Compared with 37% in the UK and 26% in Mexico*

# Man Box Scale Quintiles

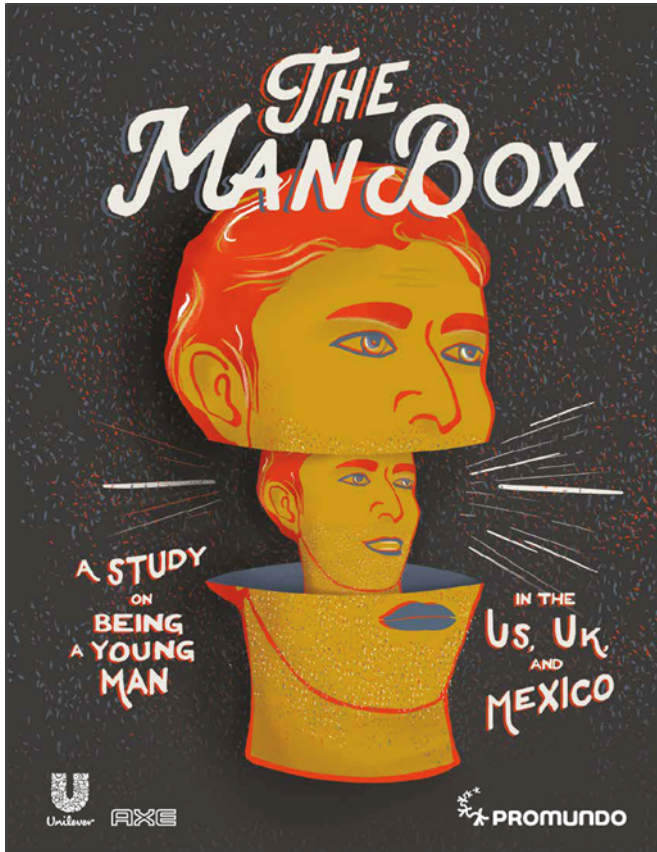
## PERPETRATION OF SEXUAL HARASSMENT, BY MAN BOX SCALE QUINTILES

Percent who report perpetration





# Promundo Publications



Free download at [promundoglobal.org](http://promundoglobal.org)





FOR RELEASE DEC. 5, 2017

# On Gender Differences, No Consensus on Nature vs. Nurture

*Americans say society places a higher premium on masculinity than on femininity*

BY Kim Parker, Juliana Horowitz and Renee Stepler

## Millennial men are more likely than older men to say their gender faces pressure in some key areas

### Millennial men are more likely than older men to say their gender faces pressure in some key areas

*% of men saying men face a lot or some pressure to do each of the following in our country these days*



Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.  
"On Gender Differences, No Consensus on Nature vs. Nurture"

# Spectrum of Prevention



[www.preventioninstitute.org](http://www.preventioninstitute.org)



# New York City Alliance Against Sexual Assault



**Saswati Sarkar**  
(she/her/hers)  
Director, Program  
Administration and  
Finance



**Gena Jefferson**  
(she/her/hers)  
Staff Member




**Joe-ann Mathias**  
(she/her/hers)  
Youth Educator



# Text chat question

What harmful norms  
are you trying to  
change norms in your  
community?

Text Chat (Everyone) 

**ASHLEIGH KLEIN:** Use this text chat box to respond to our questions, ask your own, and connect with others!

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# About the Alliance

- The New York City Alliance Against Sexual Assault strives to prevent sexual violence and reduce the harm its causes through education, research and advocacy.



**New York City Alliance  
Against Sexual Assault**



# Project DOT

- A grassroots youth sexual violence prevention model
- Use healthy relationship framework
- Engages youth from historically underserved communities
- Uses a community strength-based approach
- Train youth to develop prevention solutions that challenges social norms in a culturally appropriate manner





# Project DOT

- DOT stands for...
  - **Dream** of a world where sexual violence is non-existent
  - **Own** our thoughts and unique voices
  - **Tell** our stories and bring new knowledge back to our communities



# How is Project DOT helping youth change social norms?

- Each DOT program component is designed to enable our DOT Changemakers to challenge harmful norms within their communities

## ● Program Components

### CURRICULUM

*An eight week experiential learning component geared toward Civic Leaders ages 13-21*

### COMMUNITY MOBILIZATION

*A six week initiative geared towards youth and influential adults in the community*

### SOCIAL MEDIA CAMPAIGN

*A four week initiative targeting youth in the community via campaign messages generated by youth*

# Project DOT Curriculum

- Educates youth on how to identify and dismantle unhealthy social norms

NOW YOU'RE IN EACH OTHERS FACE  
SPEWING VENOM  
AND THESE WORDS  
WHEN YOU SPIT 'EM  
YOU PUSH, PULL  
EACH OTHER'S HAIR

SCRATCH  
CLAW  
BIT 'EM

THROW 'EM DOWN  
PIN 'EM  
SO LOST  
IN THE MOMENTS  
WHEN  
YOU'RE  
IN 'EM



Advice From Family & Friends About  
Gender Norms  
That May Lead To Dating Violence

"GIRLS SHOULD NEVER  
MAKE THE FIRST MOVE"

REAL TALK:

GIRLS SHOULD OWN THEMSELVES AND THEIR BODIES. TEACHING  
GIRLS TO BE WALLFLOWERS DOES THE OPPOSITE OF THAT. YOU CAN  
ABSOLUTELY MAKE THE FIRST MOVE IF YOU'RE COMFORTABLE.

The myth

THAT MEN CAN'T EXPERIENCE  
VIOLENCE BY THEIR PARTNER.  
IF MY FRIEND SAID "BRO, HOW  
COULD YOU LET SOME LITTLE  
GIRL DO THAT TO YOU?," I  
WOULD HESITATE TO TALK TO  
THEM ABOUT THE ABUSE I AM  
GOING THROUGH.

Eminem: Love the Way You  
REACTION FROM THE YOUTH:

"THIS IS NOT WRESTLE MANIA!  
You can't possibly think you can  
be in a relationship with someone  
and think it's okay to physically  
fight like Mayweather in the  
boxing ring."

What does this medium  
tell you about...

Ads.

Gender Roles?

Women are sexual objects  
housewives  
men are assertive  
looking pretty-women  
HEELS

Sex or Sexual Relationships?

Women are walking books + butt  
men take control of the night  
men should have big dicks to/c "size does matter"  
Sexual relations between 2 cis male, & cis female  
if a woman says no, she's being a doormat

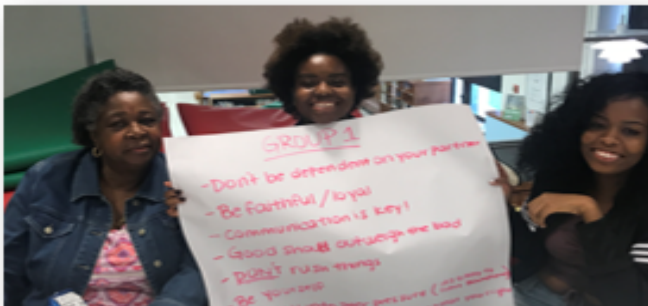
# Community Mobilization

- Enables youth to go into their communities and challenge unhealthy social norms through

## 1. RADIO SHOW



## 2. COMMUNITY TEACH-INS



## 3. CHEW AND CHAT: ADULTS ENGAGEMENT

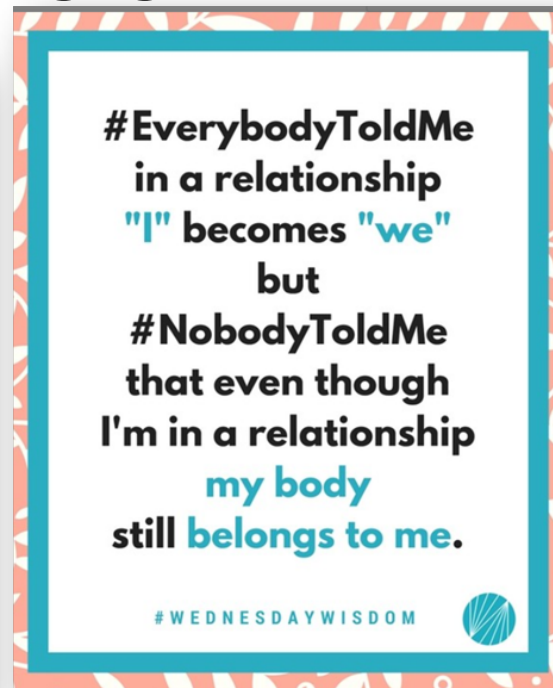


## 4. PEER ENGAGEMENT



# Campaign

- Enables youth to reach and teach hundreds and thousands of community members via social media engagement



New York City Alliance  
Against Sexual Assault





# Campaign

**WHAT'S A HEALTHY RELATIONSHIP?**

**HEALTHY**

- ✓ I feel safe around my partner.
- ✓ My partner respects me.
- ✓ My partner listens to what I have to say.
- ✓ My partner takes good care of me.
- ✓ My partner accepts me for who I am.
- ✓ I feel comfortable around my partner.

**UNHEALTHY**

- ✗ My partner invades my privacy.
- ✗ My partner physically abuses me.
- ✗ My partner verbally abuses me.
- ✗ I feel nervous around my partner.
- ✗ I feel scared around my partner.
- ✗ My partner ignores my need.
- ✗ My partner has mood swings and yells at me here but apologizes the Problems.
- ✗ My partner blames me for their Problems.

Project DOT

#EVERYBODYTOLDME

to use a rubber but

#NOBODYTOLDME

to check in with my

**LOVER**

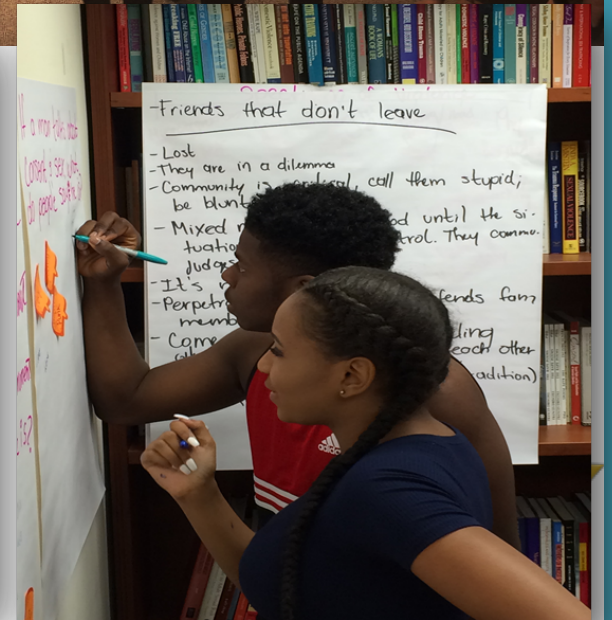
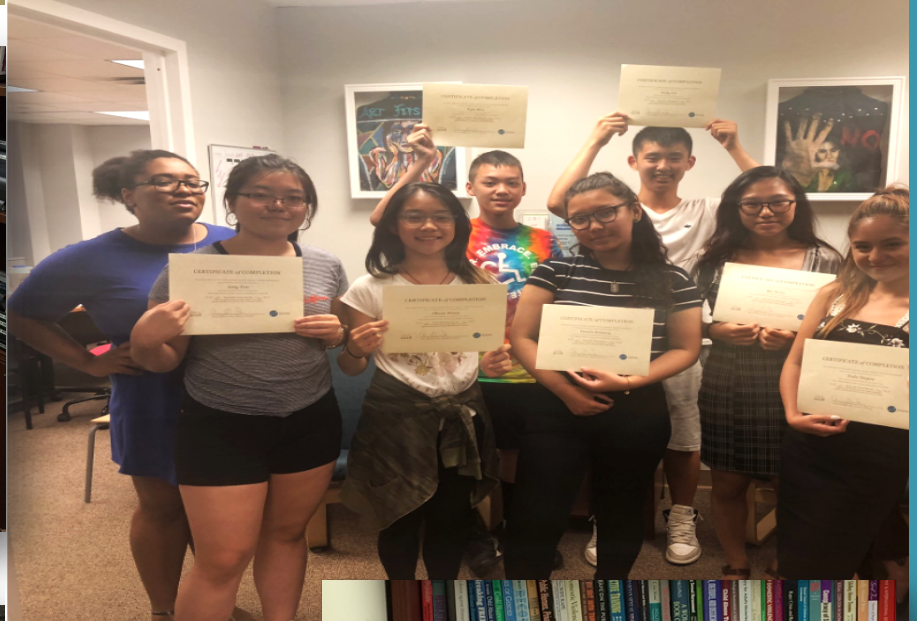
**DRAW MY LIFE**

# The DOT Changemakers





# The DOT Changers



Friends that don't leave

- Lost
- They are in a dilemma
- Community is not legal, call them stupid, be blunt
- Mixed relationships until the situation judges
- It's not a good idea to be friends with
- Perpetrators
- Members
- Control. They cannot
- Friends from
- Each other
- (addition)

# Engaging Significant Adults



- “It was totally novice, raw, and we knew nothing.”
- “I couldn’t go to anyone with questions.”
- “I’m motivated by my [fear, desire to protect, their safety]”
- “Somebody’s got to break the cycle. I’m not letting them figure it out on their own.”



# Tips on Recruitment & Engagement

- **Youth as Experts**
- **Branding**
- **Language**
- **Collaboration & Networking**
- **Stipend**

- **Transportation**
- **Certificates**
- **Food**
- **Career Skills**
- **Media Opportunities**

# Measuring Change: Impact So Far...

## A Snapshot

Engaged **7**  
communities

More than **70**  
youth leaders  
were graduated

Trained an additional  
**40** youth in EBI via  
peer engagement

Reached **350,000+**  
community member  
via social media  
campaign

Competitive application  
process with more than  
**50** applications  
submitted for **12 spots**  
available

Increased media  
attention

# Measuring Change: Project DOT Evaluation Components

- Experimental Group
  - Pre-test, Post-test, and 3 months Post-test
- Control Group
- Social Media Campaign Evaluation
- Community Mobilization Evaluation
  - Change in attitudes, knowledge, and awareness

# Joe-ann's Journey

## **MEASURING IMPACT** **From a DOT youth leader to an educator**



# Questions?



**New York City Alliance  
Against Sexual Assault**

**Saswati Sarkar**

**Phone 212-229-0345 Ext: 306**

**Email: [ssarkar@svfreenyc.org](mailto:ssarkar@svfreenyc.org)**



# About our guest from Promundo



**Brian Heilman**  
(he/him/his)  
Senior Research Officer



# Promundo

Through its research, programs and advocacy, Promundo works to promote gender equality and create a world free from violence.

Research and program areas:

- Fatherhood and Caregiving
- Conflict and Security
- Economic Justice
- Preventing Violence
- Research for Action
- Youth and Equality

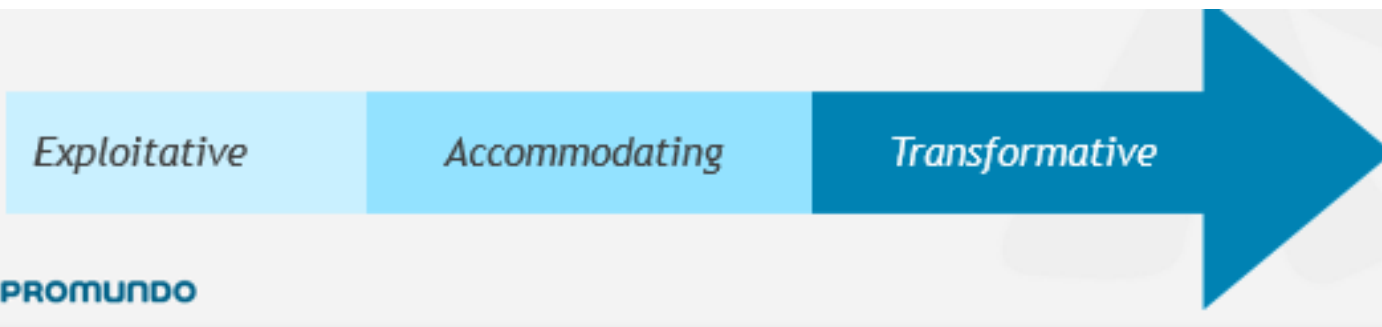


# Toward “gender transformative” programs

Does the intervention seek to:

- **Exploit** (reinforce/sustain)
- **Accommodate** (work around)
- **Transform** (change)


inequitable gender norms and roles?





# Text chat question

How are you  
incorporating a gender  
transformative  
approach into your  
work?

Text Chat (Everyone) 

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# Promundo's Core Programming

Program **H**

**Hombre**

Program **M**

**Mujer**

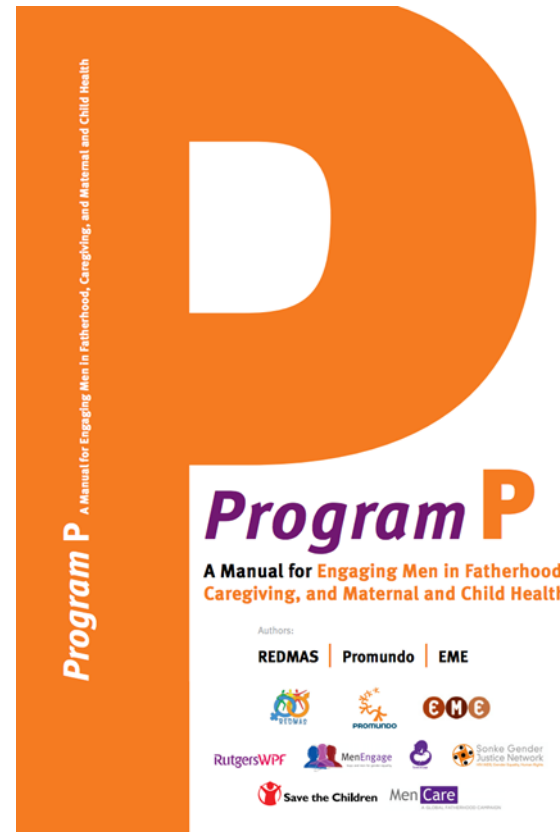
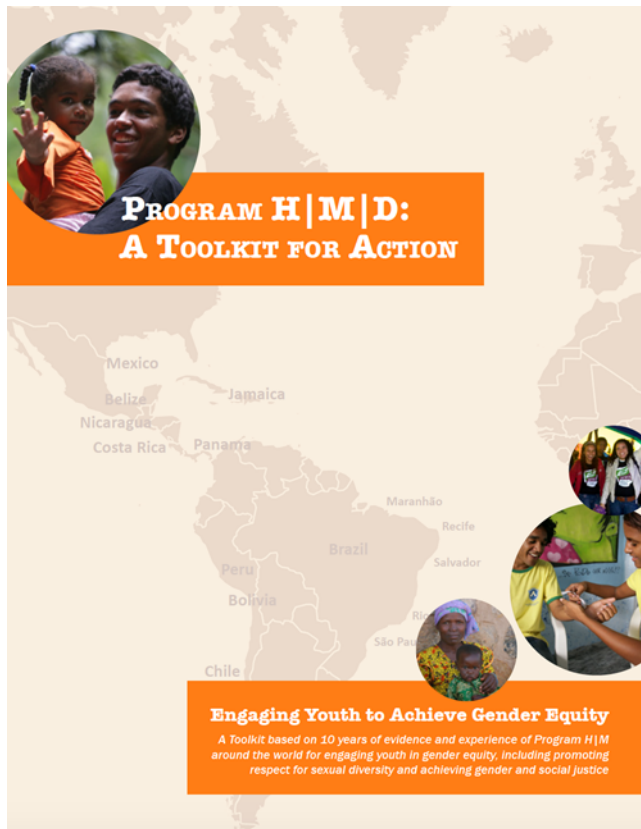
Program **D**

**Diversidad**

Program **P**

**Padre**

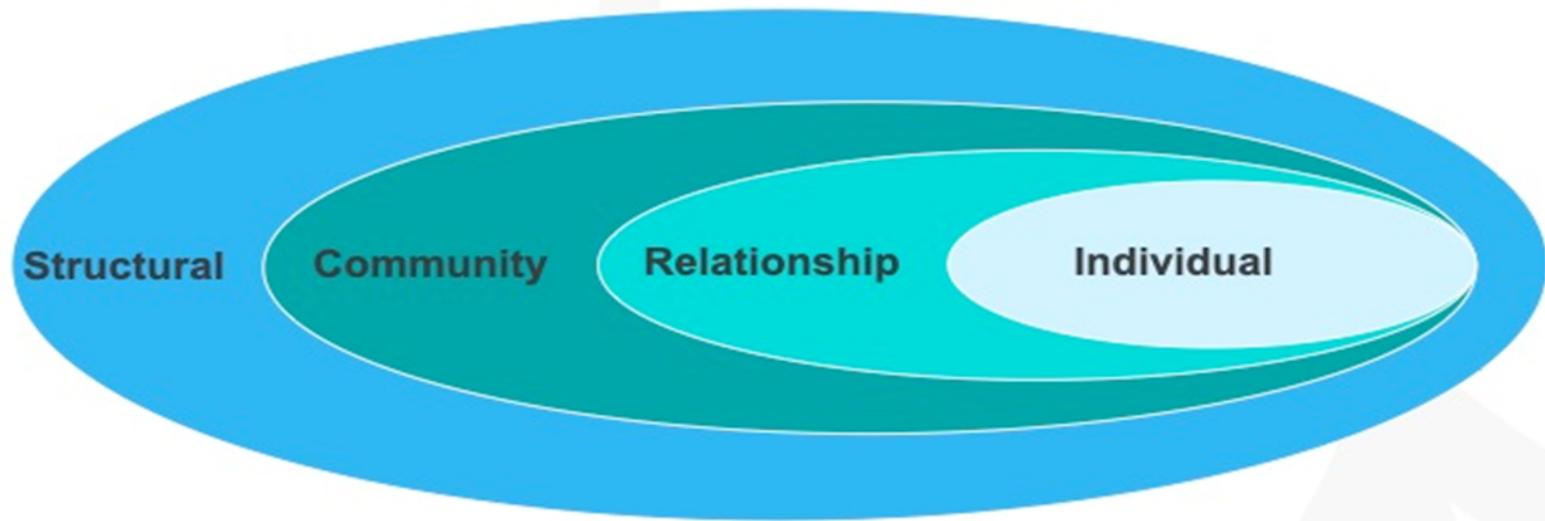
# Promundo's Core Programming



Free download at [promundoglobal.org](http://promundoglobal.org)



# Norms are produced and reinforced at multiple levels



**...so we must work at multiple levels**

# What produces changes in young men's practices?

- ✓ Individual reflection
- ✓ Changing women's lives
- ✓ Changes in gatekeepers, key influencers (individuals - teachers, family members, peers)
- ✓ Changes in public services
- ✓ Changes in laws and policies
- ✓ Changes in the workplace and economic opportunities
- ✓ Changes in media messages

**We spend a lot of time on the individual and not enough on the structural and the interactions between all these levels.**

# Program H, Program M

---

*Gender-transformative conversations, activities, and spaces for young people*

# Program H & Program M

Group education curricula for young men (H) and women (M)



Chance to:

- Learn
- Discuss
- Rehearse
- Receive validation

... about new, positive, nonviolent attitudes and behaviors related to gender.



# Program H|M

*Adapted in more than 25 countries on five continents  
Translated into 10+ languages*



**Where:** Schools, youth clubs, sports groups, vocational training centers, juvenile detention facilities ...



# Program H | M

7 quasi-experimental studies found **reduction in violence-supportive attitudes (all sites)**, as well as:

- Decreased perpetration of sexual harassment (India)
- Decreased perpetration of IPV (Brazil, Chile and Ethiopia)
- In India, young men were almost 2 to 3 times more likely to use a condom
- Young women in Brazil study reported that male partners treated them with more respect, sought HIV testing, and participated in contraceptive use
- Increased participation by men in care work (Brazil)

# Manhood 2.0

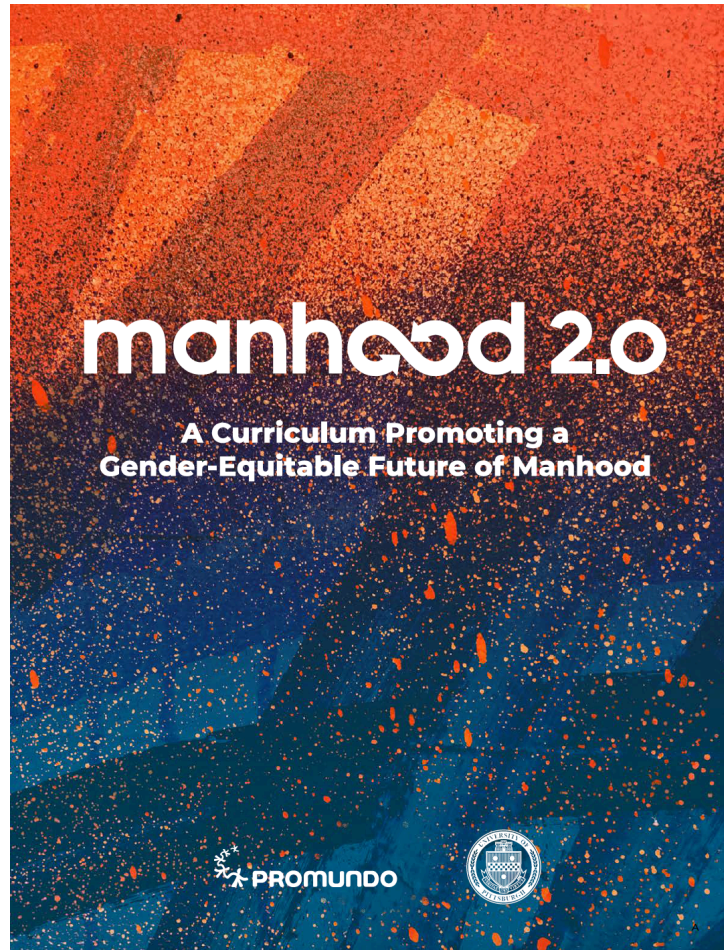


manhood 2.0

what kind of man do you want to be?



# Manhood 2.0 Curriculum



Free download at [promundoglobal.org](http://promundoglobal.org)



# Manhood 2.0 in Pittsburgh

- Funded by the Centers for Disease Control and Prevention, U01CE002528; the program intended to:
  - Adapt a globally evaluated program to the U.S.
  - Develop a gender-transformative curriculum with adolescent boys to reduce rates of adolescent dating violence
  - Rigorously evaluate and test via cluster-randomized trial the effectiveness of Manhood 2.0 compared to a life skills program

# Intervention

- Flexible, modular 18 hour curriculum
- 3 x 6 hour sessions \*or\* 9 x 2 hour sessions

## Module 1

- Exploring gender norms, masculinity and power

## Module 2

- Sexual consent and sexual violence

## Module 3

- Sexual health promotion

# Program P

---

*Fatherhood as a starting point for gender-transformative work*



# Program P

Creating spaces for:

- Reflection on men's own experiences with their father, violence in the home, gender inequalities
- Practicing more open partner communication around family planning, corporal punishment
- Simple concrete skills on how to be a more involved father



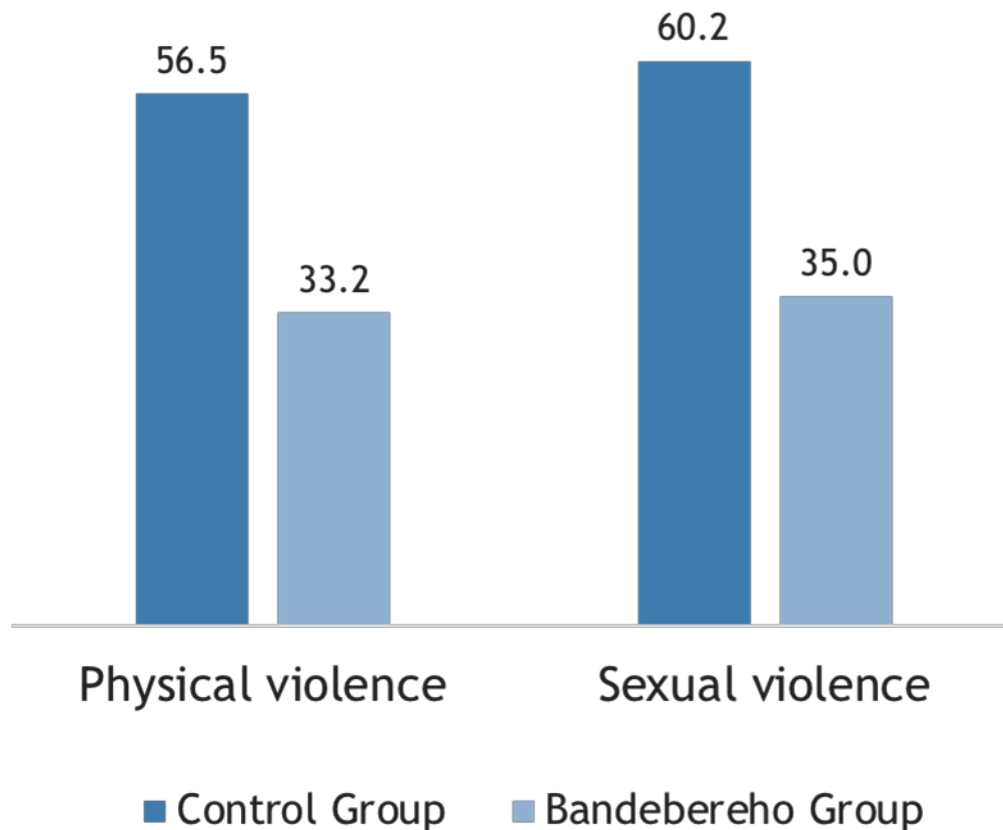
# Program P in Rwanda

- **1,700 fathers and their partners** participated in 15 weeks of group education on MNCH, raising children, and violence prevention in Rwanda, adapted from Program P.





# Lower rates of violence against women

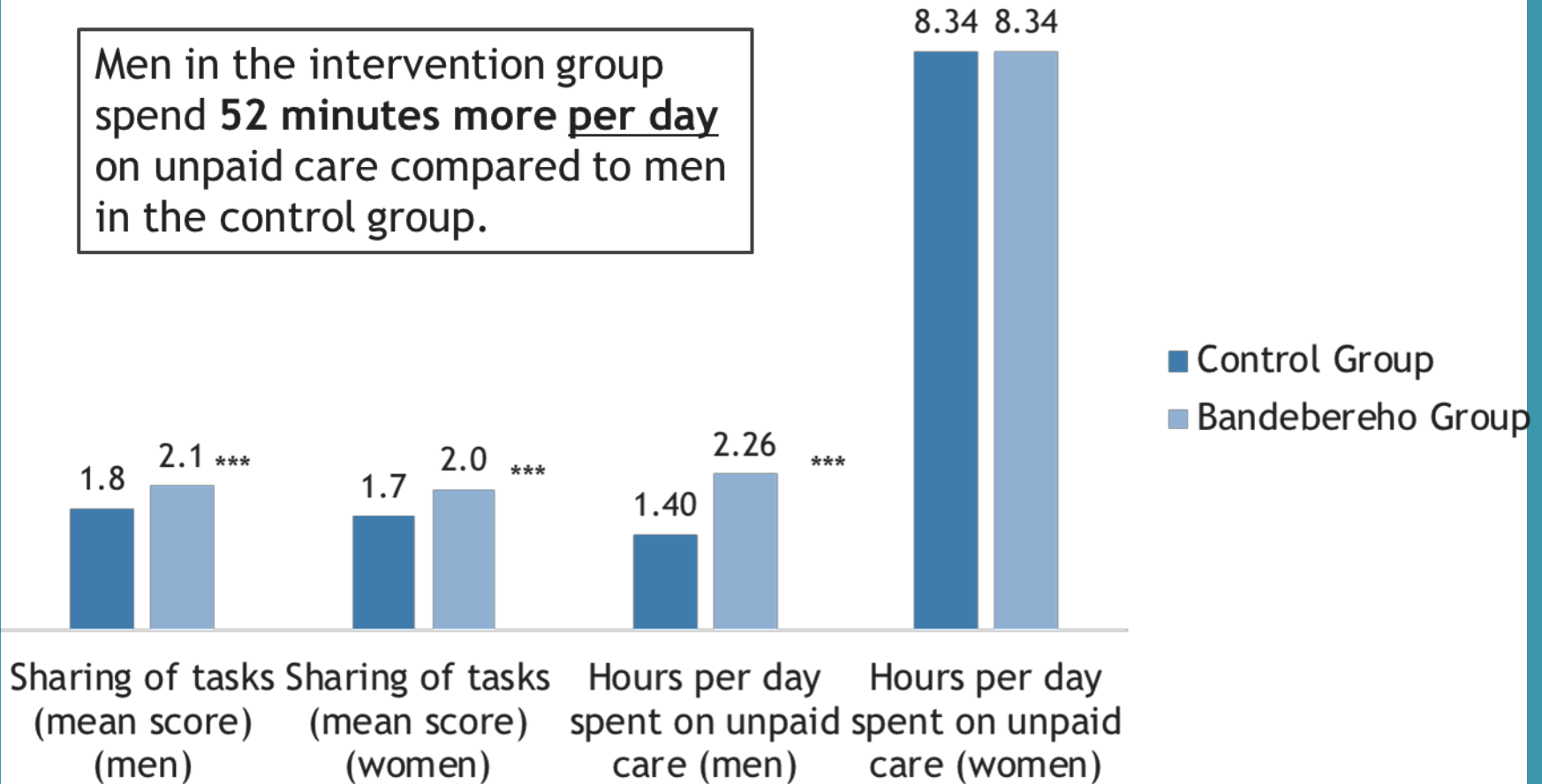


Rates of violence are nearly **twice as high** in the control vs. the intervention group

Difference is statistically significant at: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$

# Findings: more equal sharing of tasks

Men in the intervention group spend **52 minutes more per day** on unpaid care compared to men in the control group.



Note: Sharing of tasks is a continuous scale, ranging from 1 to 5, with 5 indicating men's greater participation

Difference is statistically significant at: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$

# Fatherhood advocacy and research



Free download at [promundoglobal.org](http://promundoglobal.org)



# Effective gender transformative programs:

- **Question and subvert** gender stereotypes, definitions, and messages directly
- Create **safe spaces for critical reflection, dialogue, *within*** the peer group/reference group
- Include chances to **practice** new skills and behaviors
- Are of longer **duration**
- Provide **support/mentoring of facilitators**
- **Involve community members and participants** in program and campaign design
- **Have multiple components at multiple levels**

# Let's discuss

- In a sense, it's pretty simple: harmful gender norms are bad for everyone, and everyone has a role to play in transforming them.
- But actually doing that is complicated!
- Be in touch so we can work on this together:  
[b.heilman@promundoglobal.org](mailto:b.heilman@promundoglobal.org)

# Text chat question

Have you tried tying your efforts to broader conversations and momentum (e.g. #MeToo)? If so, what have been your challenges and successes?

Text Chat (Everyone) 

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# From NRCDV



**Casey Keene,**  
*she, her, hers*  
Director of Programs  
and Prevention  
National Resource  
Center on Domestic  
Violence



# **NRCDV KNOWS THAT DOMESTIC VIOLENCE IS PREVENTABLE AND ENDING DOMESTIC VIOLENCE TAKES VISION.**

**WE PROMISE** to lead boldly in centering and amplifying voices of survivors and traditionally marginalized communities.

**WE PROMISE** to make you feel Valued, Inspired, Equipped, and Informed, in each and every interaction you have with NRCDV.

**WE PROMISE** to provide opportunities to make you feel Invested and Connected in the movement to end domestic violence.



**National Resource Center  
on Domestic Violence**





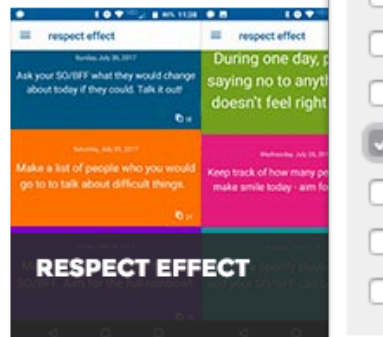
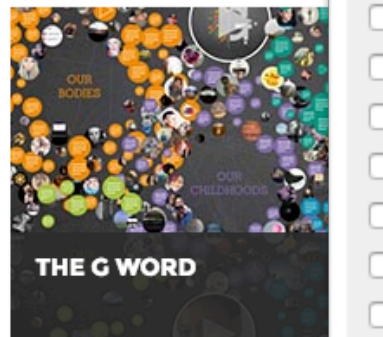
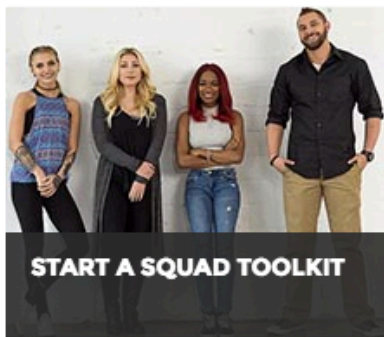
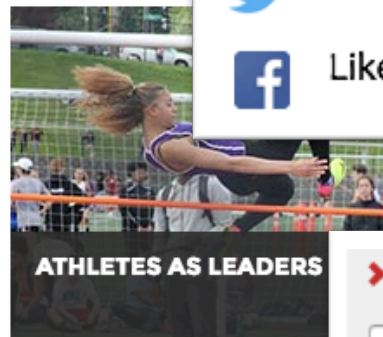
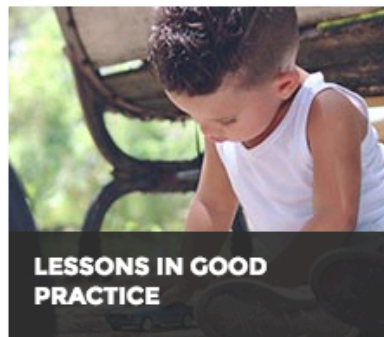
# DELTA IMPACT

Focus Areas	Opportunities for Norms Change
1. Create Protective Environments	<ul style="list-style-type: none"><li>• Establishing laws, policies, and infrastructures that support healthy schools and neighborhoods.</li><li>• Adopting regulations and shaping norms to prevent violence and improve safety in the workplace.</li></ul>
2. Engage Influential Adults & Peers	<ul style="list-style-type: none"><li>• Bringing together groups and individuals for broader goals and greater impact.</li><li>• Building the capacity of leaders, mentors and influencers to model and share positive norms.</li></ul>
3. Strengthen Economic Supports for Families	<ul style="list-style-type: none"><li>• Embracing comparable worth and living wage policies.</li><li>• Advocating for workers rights including access to benefits and paid leave.</li><li>• Expanding microfinance opportunities for marginalized individuals.</li></ul>



# preventIPV

tools for social change



 Call: 1-800-537-2238  
 Email: [nrcdvTA@nrcdv.org](mailto:nrcdvTA@nrcdv.org)  
 Follow: @NRCDV  
 Like: @NRCDV

**➤ STRATEGY**

- Bystander Intervention
- Coalition Building
- Community Engagement
- Community Organizing
- Education/Raising Awareness
- Engaging Boys & Men
- Health Promotion
- Leadership Development
- Mentorship
- Organizational Development
- Peacemaking
- Peer Influence/Norms Change
- Preventing Adolescent Aggression
- Readiness
- Systems Change

# Tools and Resources

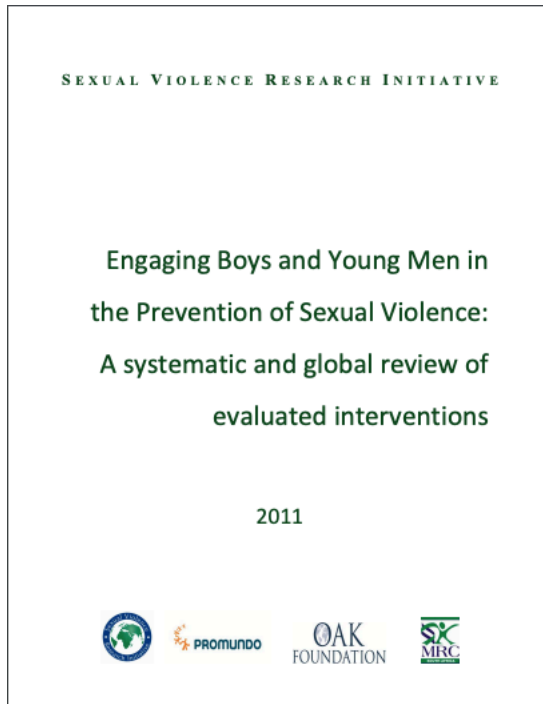


Photo credit: Emily Barney

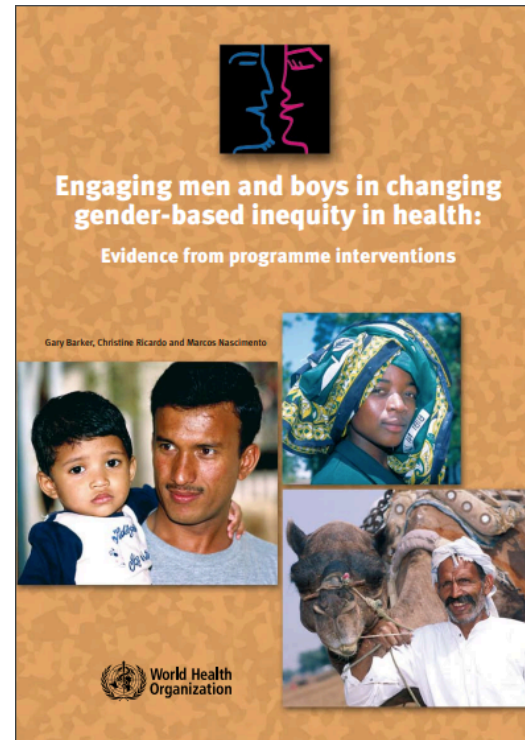
[www.preventioninstitute.org](http://www.preventioninstitute.org)



# Resources for Engaging Men & Boys



<https://reliefweb.int/sites/reliefweb.int/files/resources/menandboys.pdf>



[https://www.who.int/gender/documents/Engaging\\_men\\_boys.pdf](https://www.who.int/gender/documents/Engaging_men_boys.pdf)



# Resources for Engaging Men & Boys

## manhood 2.0

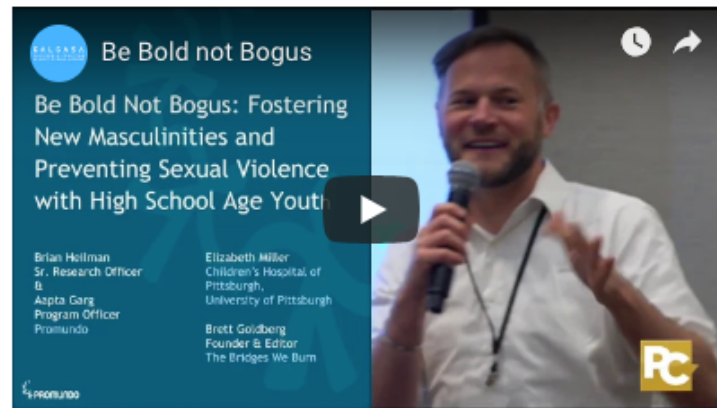
A Curriculum Promoting a  
Gender-Equitable Future of Manhood

<https://promundoglobal.org/resources/manhood-2-0-curriculum/>

### 2018 National Sexual Assault Conference: Be Bold Not Bogus: Fostering New Masculinities and Preventing Sexual Violence with High School Age Youth

*The 2018 National Sexual Assault Conference, "Bold Moves: Ending Sexual Violence in One Generation," was held in Anaheim, CA, August 29-31 2018. This workshop was part of the Prevention track, co-sponsored by the National Sexual Violence Resource Center with funding from the Centers for Disease Control and Prevention and the California Coalition Against Sexual Assault. Learn more and access workshop materials [here](#).*

<http://www.preventconnect.org/2018/11/2018-national-sexual-assault-conference-be-bold-not-bogus-fostering-new-masculinities-and-preventing-sexual-violence-with-high-school-age-youth/>



# Resources for Social Norms Change

## Resources



### Websites:

- Positive Community Norms Trainings
- National Social Norms Center at Michigan State University



### Guides:

- Promoting Positive Community Norms: A Supplement to CDC's Essentials for Childhood: Steps to Create Safe, Stable, Nurturing Relationships and Environments



### Journal Articles:

- Effectiveness of Social Norms Media Marketing in Reducing Drinking and Driving: A Statewide Campaign.
- Youth Misperceptions of Peer Substance Use Norms: A Hidden Risk Factor in State and Community Prevention
- A Dangerous Boomerang: Injunctive Norms, Hostile Sexist Attitudes and Male-to-Female Sexual Aggression

Social Norms  
Resource Page  
on  
VetoViolence:

[https://  
vetoviolence.cd  
c.gov/violence-  
prevention-  
basics-social-  
norms-  
change#resourc  
es](https://vetoviolence.cd.c.gov/violence-prevention-basics-social-norms-change#resources)



# Resources for Social Norms Change

## The Bystander Campaign:

The [Bystander Campaign](#) was the first social norms campaign produced by Make Your Move! It was launched in 2012. Posters were displayed in bathroom stalls across the city, placed in newspaper advertisements, and dispersed through social media. For two years, a 30 second advertisement played before movies at the local theater.



<http://www.makeyourmovemissoula.org/bystander/>

<http://www.preventconnect.org/2018/10/raliance-podcast-series-marketing-consent-in-missoula-mt/>







# PREVENTION INSTITUTE

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