

Welcome, this web conference will begin soon

While you're getting settled, please take the Story at Scale quiz and find out which audience group you belong to.

[storyatscale.org/quiz](https://storyatscale.org/quiz)



## CREATING STORIES FOR GENDER JUSTICE

A Narrative and Culture Change Strategy  
to Prevent Sexual and Domestic Violence

Friday, June 26  
11 AM pst | 2 PM est



# Meet the PreventConnect Team



**Ashleigh Klein-Jimenez**  
Project Manager  
she/her/hers



**Tori Vandelinde**  
Project Coordinator  
she/her/hers



prevent  
connect

**PreventConnect.org**

info@PreventConnect.org

PreventConnect.org/email – email group

Learn.PreventConnect.org – eLearning

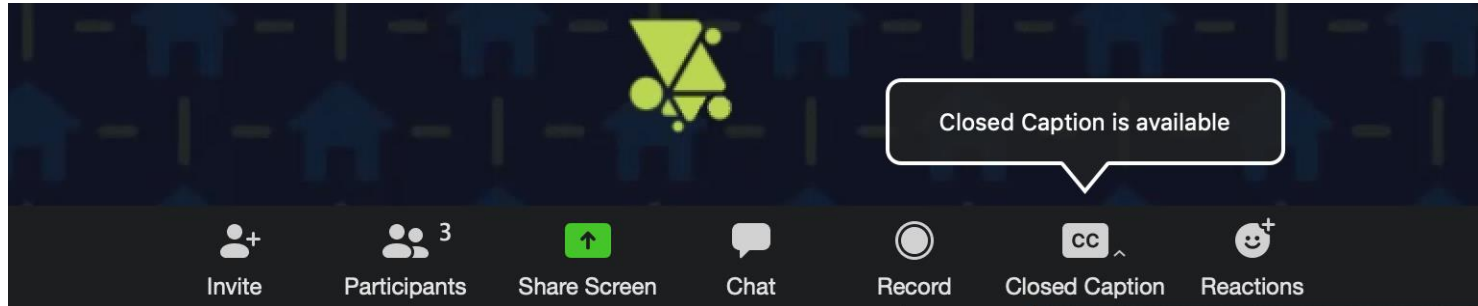
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# How to use Zoom

- ▶ Text chat
- ▶ PowerPoint Slides
- ▶ Polling Questions
- ▶ Phone
- ▶ Closed Captioning
- ▶ Web Conference Guidelines



# 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 and oppression
- ▶ Connect to other prevention practitioners



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A Narrative and Culture Change Strategy to Prevent Sexual and Domestic Violence

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PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by the U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



# Meet the Prevention Institute Team



**Alisha Somji**  
Program Manager  
she/her/hers



**Abena Asare**  
Senior Program Assistant  
she/her/hers

# Objectives

- ▶ Identify the importance of a **narrative and cultural strategy** for sexual and domestic violence prevention
- ▶ Describe research on **audience groups and their core values.**
- ▶ Examine how **advocates are using narrative and cultural strategy** to advance gender justice
- ▶ Engage in a discussion on **what stories could support sexual and domestic violence prevention work.**



What in our culture supports safety from violence?

What in our culture might contribute to sexual and domestic violence?

Text Chat Question



Chat

From Me to **Everyone**:

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

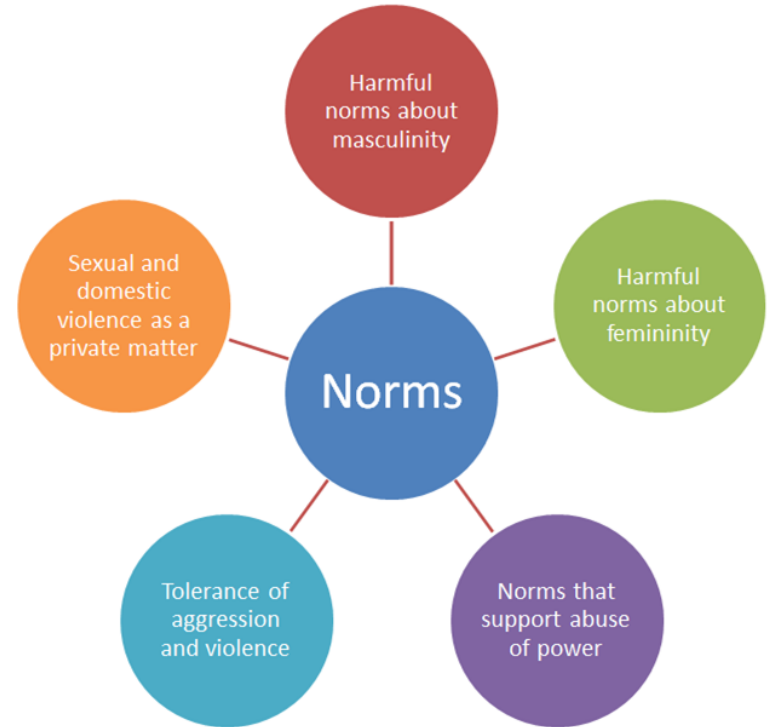
To: **Everyone** ▼

Type message here...

# Norms and culture



## Norms that shape gender-based violence





# Meet Our Guests



**Favianna Rodriguez,**  
she/her/hers  
Center for Cultural Power



**Liz Manne,**  
she/her/hers  
Story at Scale



**Kat Evasco,**  
she/her/hers  
Center for Cultural Power



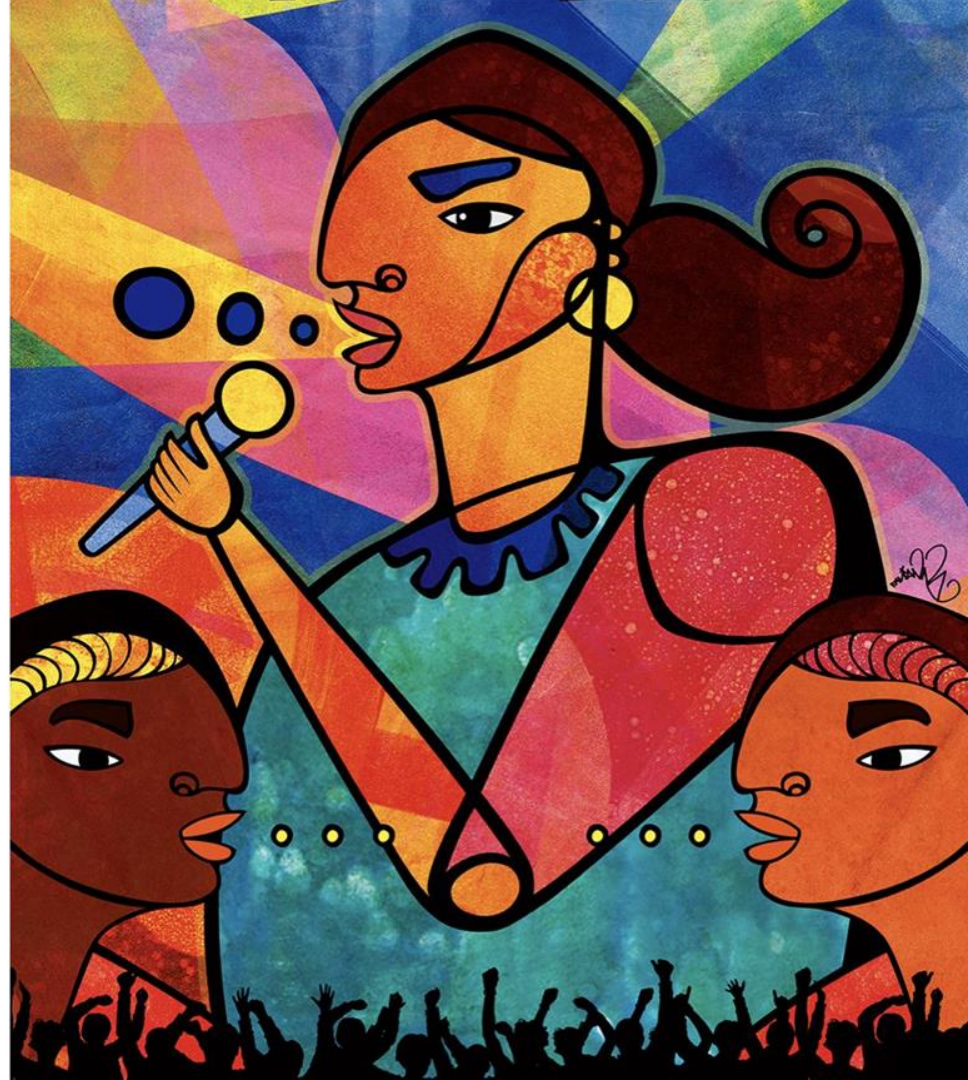
**Riki Conrey,**  
she/her/hers  
Story at Scale



THE CENTER FOR  
CULTURAL  
POWER

# CULTURE IS POWER

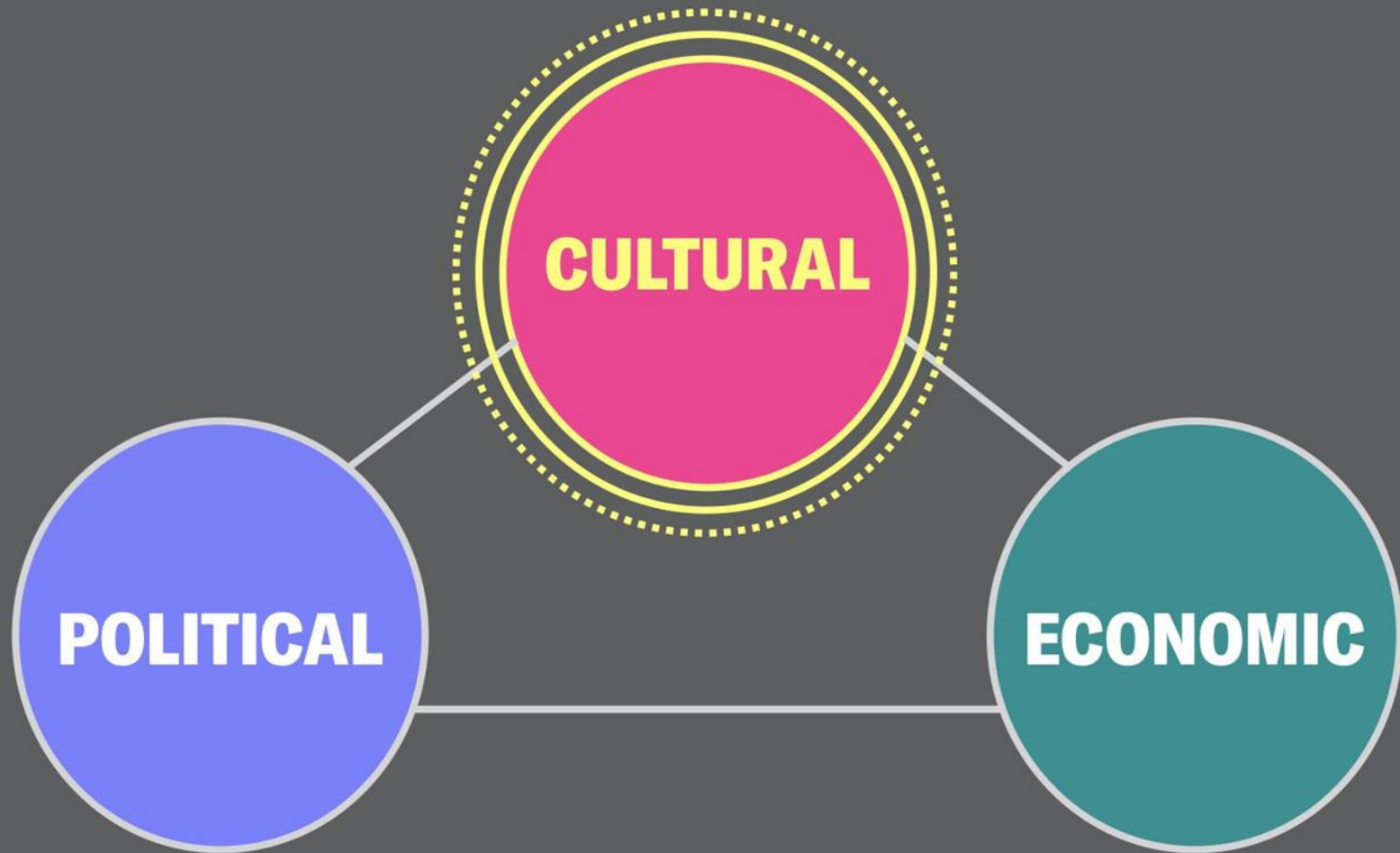
Artwork by Favianna Rodriguez





**Imagine...**

**A world where political, economic and cultural power are more justly distributed and humans are in a regenerative relationship with nature.**



Domination → Empathy / Interdependence



Winner-Take-All → Egalitarian

Extractive → Generative





## A Celestial Metaphor

**Stories** are individuals, like stars.

**Narratives** are connected stories, like constellations are connected stars.

A **culture** is like a galaxy: ever-expanding and evolving, comprised of many, many narratives and stories.

# About Story at Scale: [storyatscale.org](https://storyatscale.org)

- 1. Audience research**
- 2. Story platform**
- 3. Production & testing**

**77 co-creators**



# Conventional Advocacy: Policies, Laws & Elections

**Air Game**



**Ground Game**



**Inside Game**

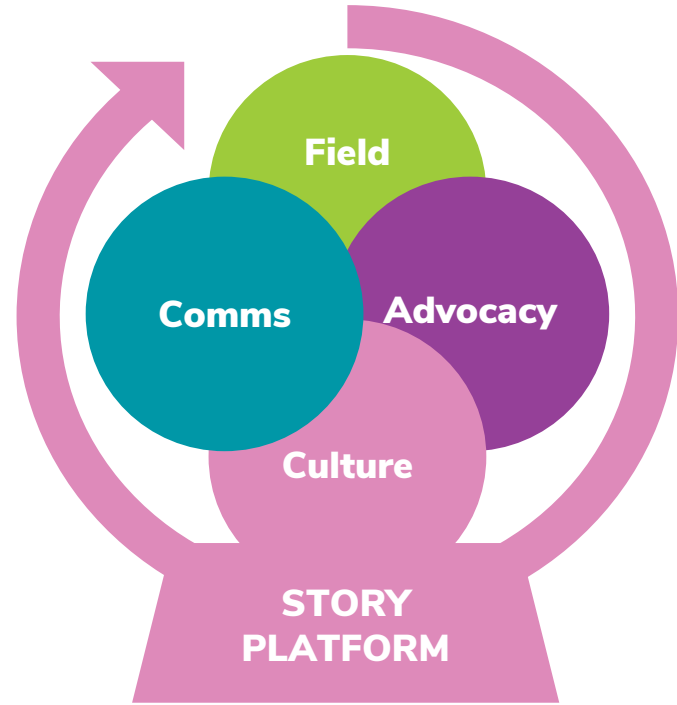


# Cultural & Narrative Strategy: Narratives & Norms

## Cultural Organizing

(Heart Game)

- Engaging Artists & Athletes
- Creative Activism
- Hollywood Storylines
- Surrogate Strategies
- Fandoms (K-Pop!)
- Boycotts & Boycotts



# A joy-filled life in a gender-just world

[storyatscale.org/story-platform](https://storyatscale.org/story-platform)



What story  
pillars  
resonate most  
for you?

Text Chat Question



Chat

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Type message here...

## The Center for Cultural Power Gender Justice Core Narratives

**Joy and Pleasure:** Stories that show diverse experiences of joy and pleasure. Stories of self celebration with a diverse range of bodies and genders celebrated. **Stories that reflect the joys of life—being free to create your own identity, enjoy love with partners, belonging, creating, family-making, solitude, acceptance, and on and on.**

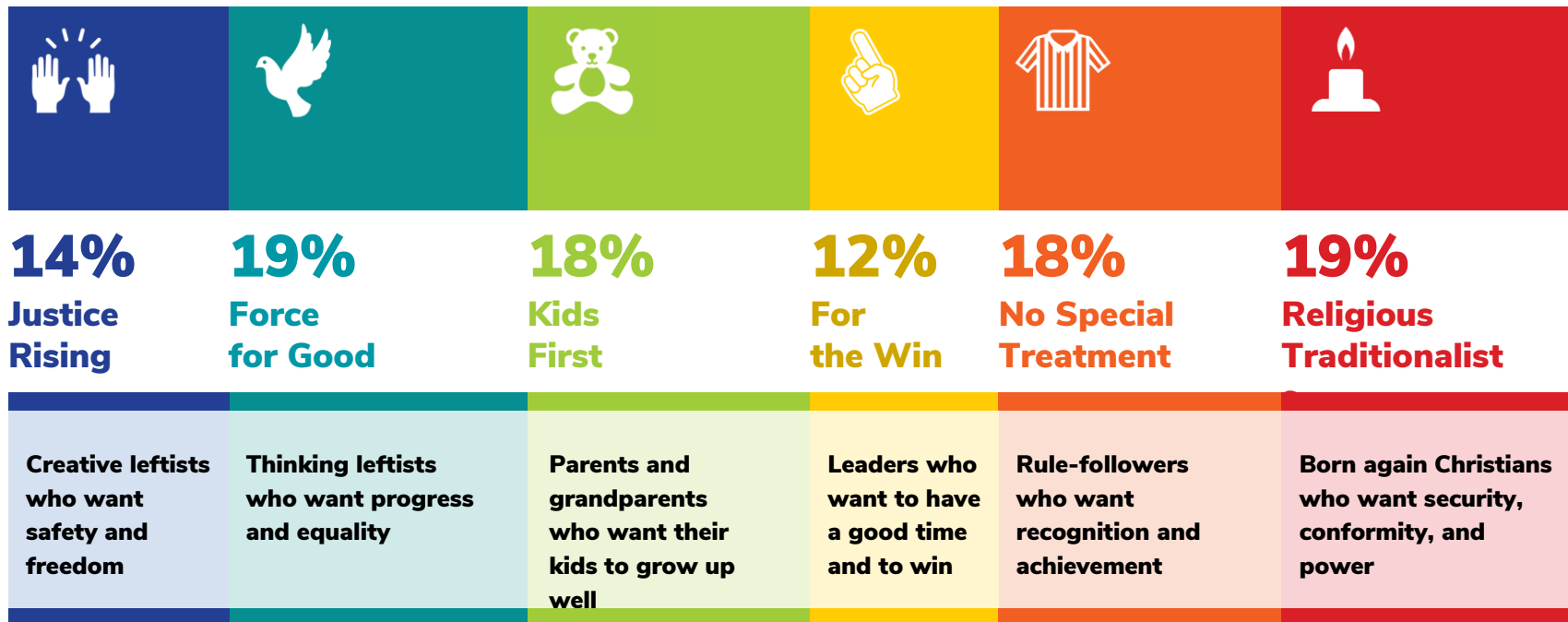
**Abundant, not scarce:** Stories of economic equity and how to ensure that all people can make a good living. How it looks when all people have access to the resources they need to survive, including gender oppressed communities.

**Transformational Healing and Access to Healthy Communities:** Stories of belonging—building and organizing strong, safer communities, families, and in-groups . Stories that create a culture where all bodies and genders can experience health and well being. Stories that disrupt cycles of violence both in public and in the home and developing practices of restorative justice that center those impacted.

**Resources To Thrive:** Stories where all people have access to housing, medical services and community spaces that meet their access needs.

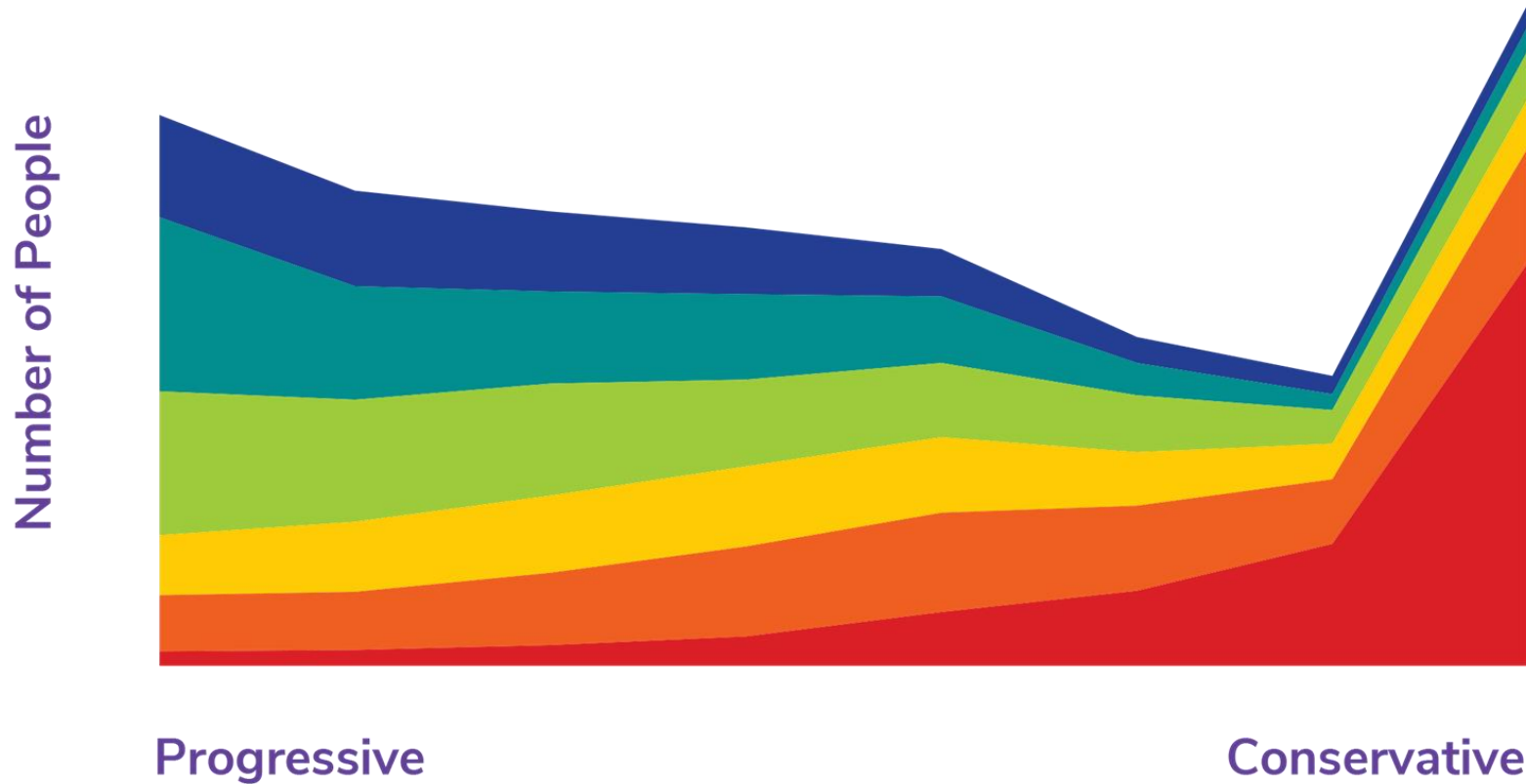
**We Are Interconnected:** Stories that show our interdependence not only with each other, but the planet as a whole. Stories with thriving, collaborative communities.

# 6 Audience Segments

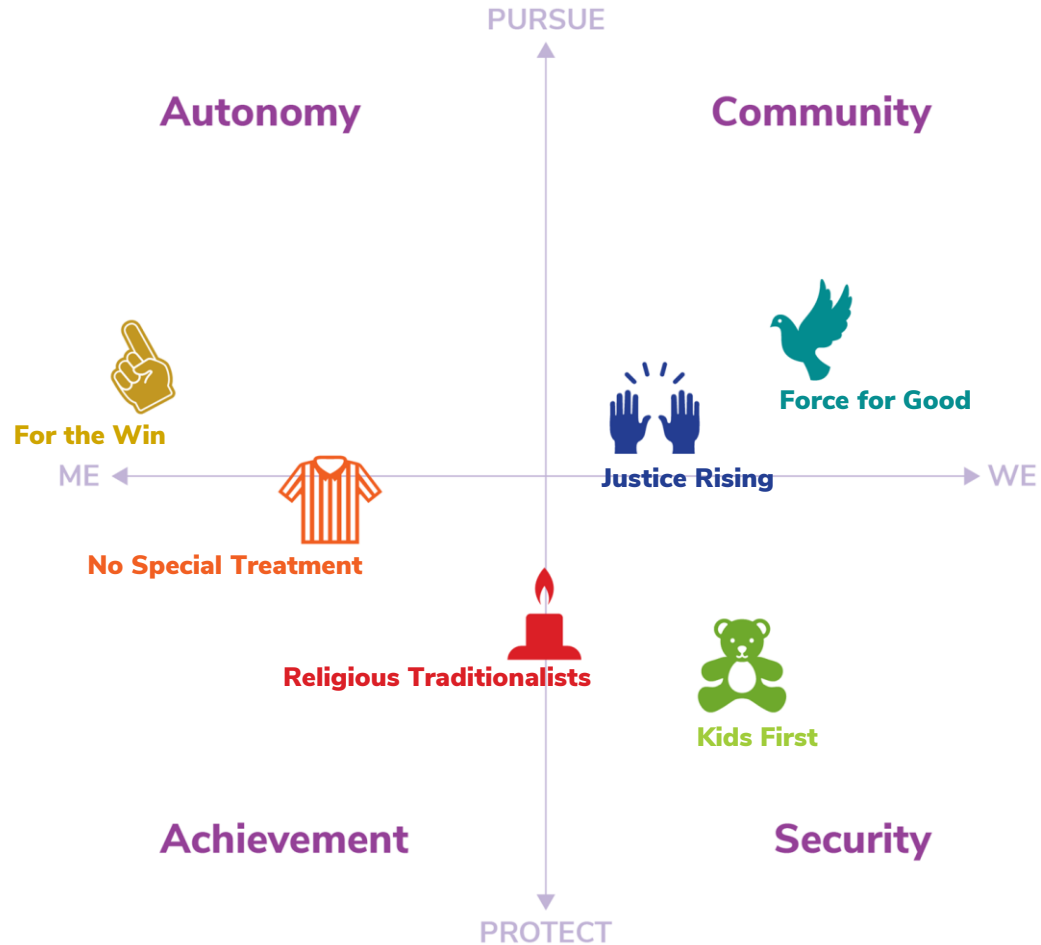















# Ideology



# 6 Audience Segments: Core Values



# 6 Audience Segments: Influencers & Brands

					
Justice Rising	Force for Good	Kids First	For the Win	No Special Treatment	Religious Traditionalist
					
					
					
					



What audiences have you thought less about in the past that you might want to reach moving forward?

Text Chat Question



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To: **Everyone** ▼

Type message here...

# CCP: Caring Across Generations

work-in-progress  
by James Quarles



How might the story pillars help with your prevention work? What kind of stories might you want to tell?

Text Chat Question



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To: **Everyone** ▾

Type message here...

# What questions do you have for our guests?

Text Chat Question



Chat

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To: **Everyone** ▾

Type message here...

# Center for Cultural Power Key Takeaways and A Call to Action

- ▶ Art and Narrative Strategies shape culture and worldviews
- ▶ Culture influences politics and economics
- ▶ We need stories that imagine the future that we want for our kids
  - ▶ Living in world where culture, politics, and economy prioritize people over profit
  - ▶ Value life equally
  - ▶ Healthy, happy, and thriving

## **CALL TO ACTION: What stories do you want to uplift?**

Share your stories with us by completing this quick survey: <https://forms.gle/ny949AsHP6ick6qU9>



# Story at Scale Key Takeaways

Tell a story

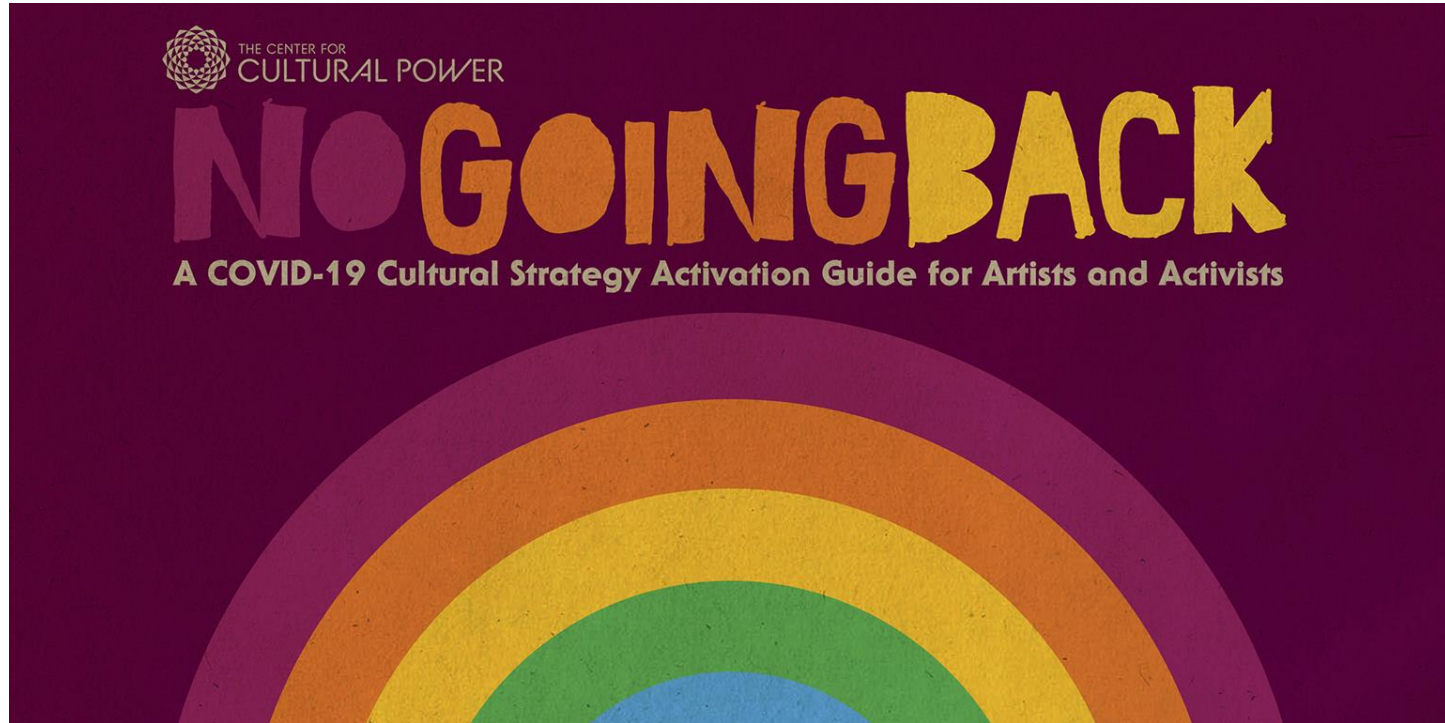
Make sure your story has a future in it

Make that's a future that the movement wants to see

# Tools and Resources



# Tools and Resources



[culturalpower.org/stories/o-going-back-covid-19-cultural-strategy-activation/](https://culturalpower.org/stories/o-going-back-covid-19-cultural-strategy-activation/)

# Other Storytelling Resources from the Field



[jsi.com/resource/survivor-stories-to-build-partnerships-tools-for-domestic-violence-service-providers/](https://jsi.com/resource/survivor-stories-to-build-partnerships-tools-for-domestic-violence-service-providers/)



[idvsa.org/our-collective-future-wc/](https://idvsa.org/our-collective-future-wc/)



Silence Speaks Case Studies:  
[storycenter.org/ss-case-studies](https://storycenter.org/ss-case-studies)



[Culturalpower.org](http://Culturalpower.org)

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[Storyatscale.org](http://Storyatscale.org)

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[info@PreventConnect.org](mailto:info@PreventConnect.org)