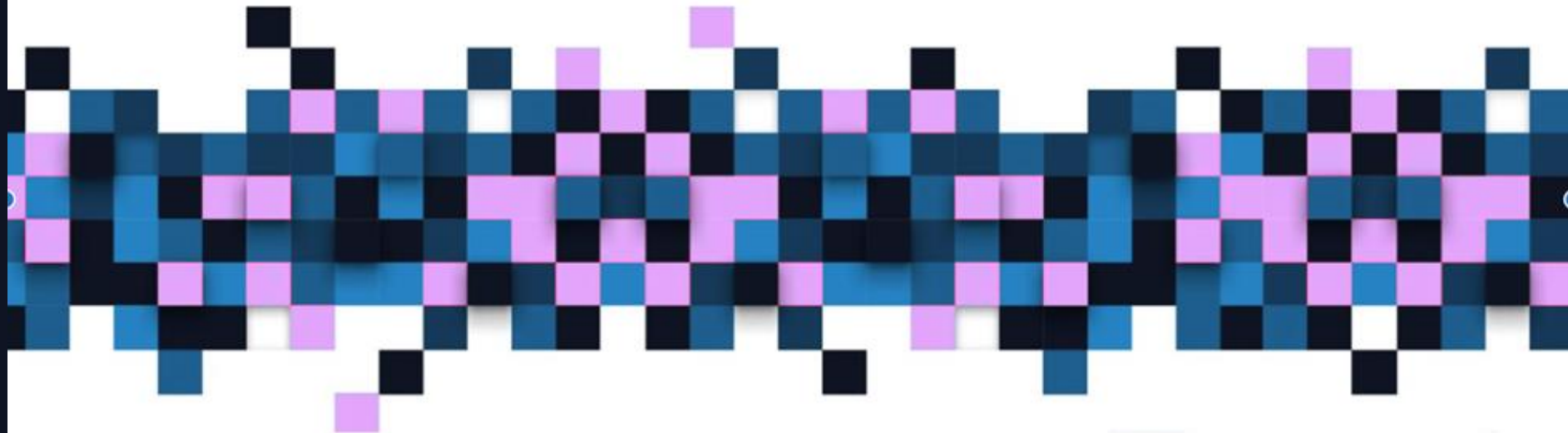


Welcome, this web conference will begin soon

## Prevention, Made Simple: Understanding How We Stop Violence Before It Starts



Tuesday, January 27, 2026  
11 am PT/2 pm ET



# Meet the PreventConnect Team



**Ashleigh Klein-Jimenez**

Director of Prevention

she/her/hers



**Tori VandeLinde**

Director of Strategic Partnerships

she/her/hers



prevent  
connect

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info@PreventConnect.org

Learn.PreventConnect.org – eLearning

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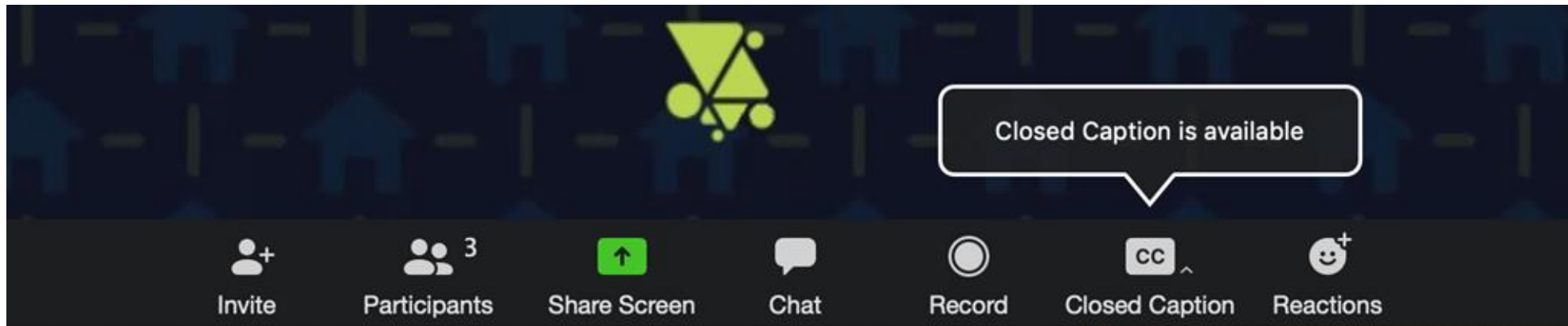
instagram.com/PreventConnect

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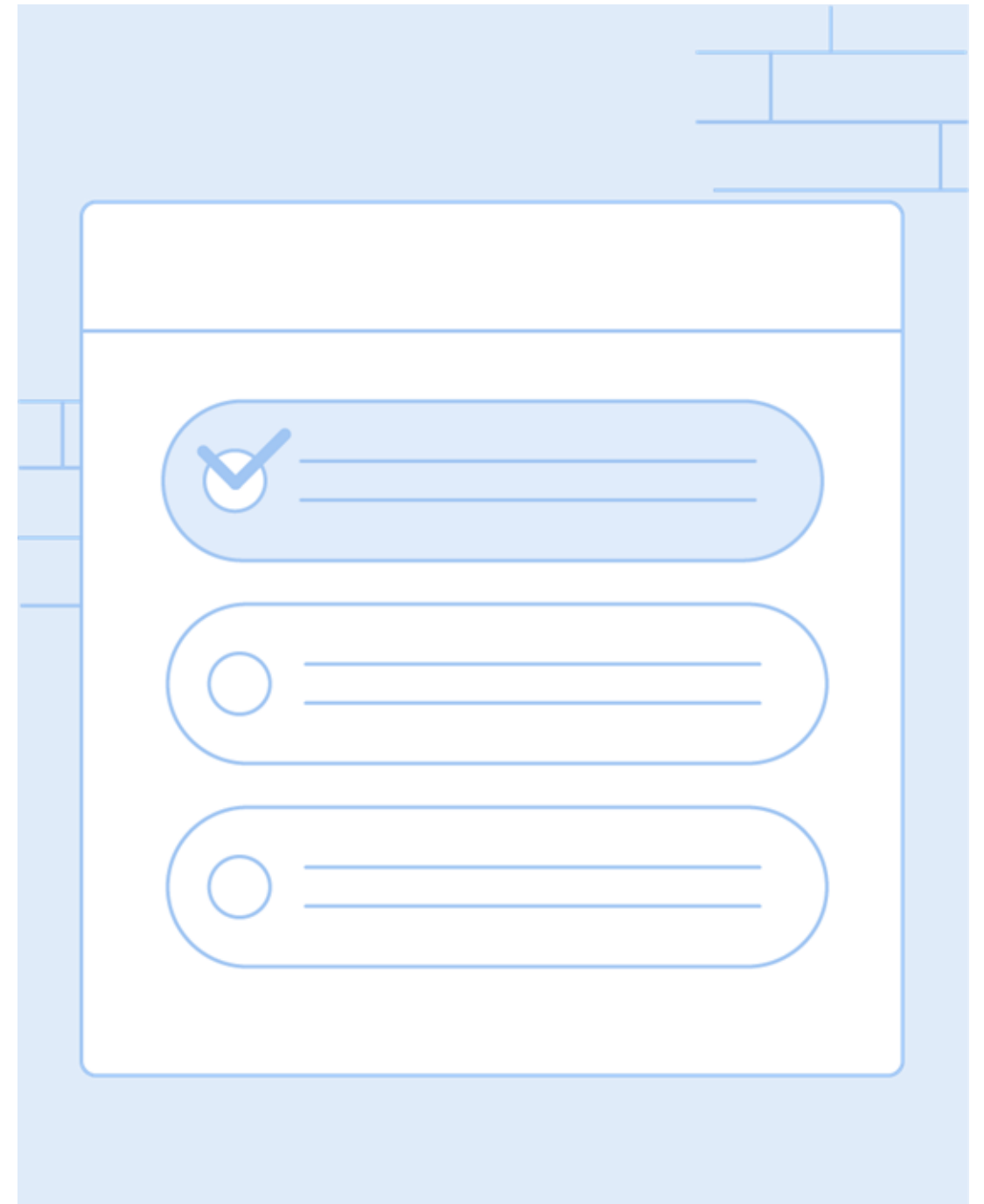
# How to use Zoom

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



# Have you attended a PreventConnect Web Conference before?

Polling Question



The illustration shows a light blue background with a white rectangular area containing three rounded rectangular buttons. Each button has a circular selection indicator on the left and two horizontal lines for text on the right. The top button's indicator contains a checkmark, while the other two contain empty circles.

- ☒ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# 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

# Listen to our podcast!



prevent connect  
A ValorUS PROJECT

PREVENTION THEN AND NOW:  
Conversations with Community Leaders  
with Josef Canaria, Part 1

Available on  Spotify 

This podcast cover features a light purple background with a dark blue wavy shape at the bottom. Two portraits of men are shown: Josef Canaria on the left and a woman on the right. The title 'PREVENTION THEN AND NOW: Conversations with Community Leaders with Josef Canaria, Part 1' is written in white on the dark blue background. The bottom section is light purple and contains the text 'Available on' followed by the Spotify logo and a podcast icon.



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A ValorUS PROJECT

PREVENTION THEN AND NOW:  
Reflections with Long-Time Practitioners  
with Billie Weiss

Available on  Spotify 

This podcast cover features a light grey background with a blue wavy shape at the bottom. A portrait of a woman is shown in the center, framed by a green wavy shape. To the right of the portrait is a blue and purple geometric crystal-like shape. The title 'PREVENTION THEN AND NOW: Reflections with Long-Time Practitioners with Billie Weiss' is written in white on the blue background. The bottom section is light grey and contains the text 'Available on' followed by the Spotify logo and a podcast icon.



# Prevention, Made Simple: Understanding How We Stop Violence Before It Starts



Tuesday, January 27, 2026  
11 am PT/2 pm ET



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.



# Objectives

- ▶ Define and explain primary prevention in accessible, real-world language.
- ▶ Describe how environments influence health and behavior.
- ▶ Explore real-world examples of community-level approaches to preventing sexual and intimate partner violence.
- ▶ Identify resources to expand prevention knowledge.

# My path to prevention



Prevention is happening and it doesn't always wear a name tag





Prevention is happening and it doesn't always wear a name tag



Prevention is happening and it doesn't always wear a name tag



Prevention is happening and it doesn't always wear a name tag



Where do you see  
prevention  
happening in your  
community?

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...



# Exploring Root Causes of Violence

Foundations in Sexual and Intimate Partner Violence Prevention

# Moving Upstream Story



# Prevention Can Take Many Forms



What do broken  
bridges represent in  
your communities?  
What is needed to  
repair the bridge?

Text Chat Question



Chat

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To: **Everyone** ▼

Type message here...

# Root Causes

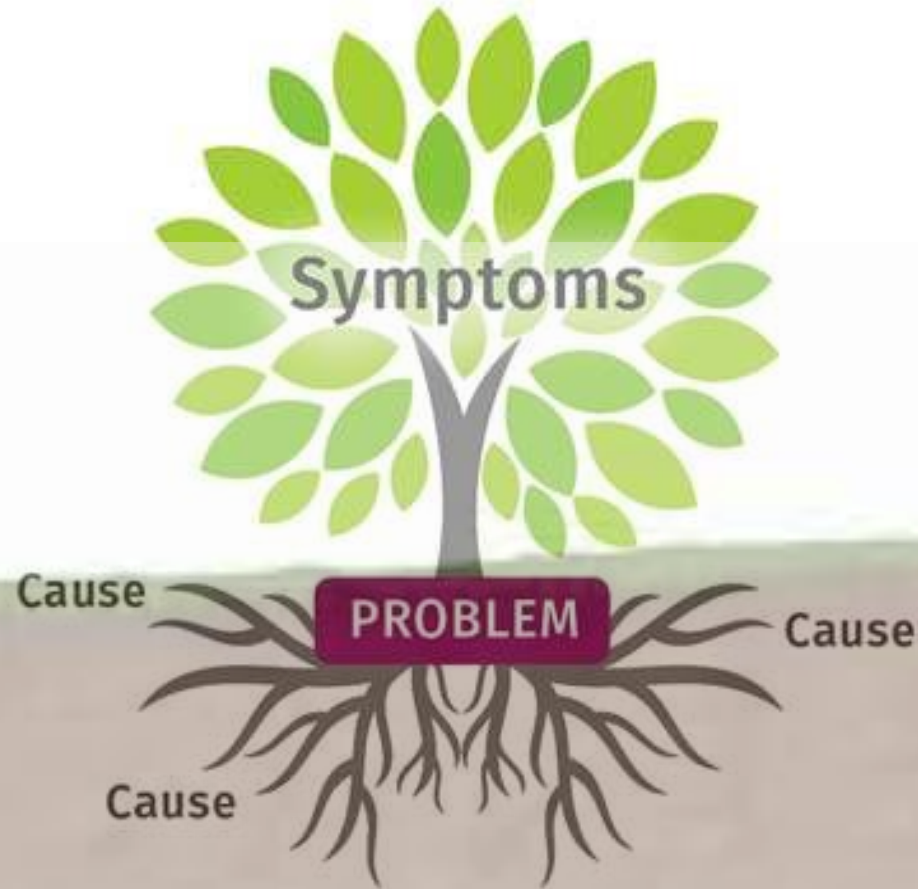






# The soil also matters

Think of the soil as the environment that the tree exists in. In this case, the soil makes the tree (sexual violence) grow and thrive.





What makes up the  
soil and allows  
sexual and intimate  
partner violence to  
continue?

Text Chat Question



Chat

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To: **Everyone** ▼

Type message here...

# Lessons from the garden



# Lessons from the garden





# Lessons from the garden



# Lessons from the garden



What would need to  
exist in our  
prevention garden  
for it to thrive?

Text Chat Question



Chat

From Me to **Everyone**:

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To: **Everyone** ▼

Type message here...

**Awareness**

**Prevention**





#MeToo



“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

# How Environments Shape Lives

Foundations in Sexual and Intimate Partner Violence Prevention

# Prevention takes more than information

Brown Sugar Pie

- 2 C Brown sugar
- 2 eggs whole mix well add
- 2 T Flour
- 3 T Sweet Milk
- 1 T Vanilla
- 3 T soft butter
- 1/4 T baking Powder

300° / hr. T.V. receipt



Even the best recipe doesn't cook the dinner





# Prevention builds the communal kitchen



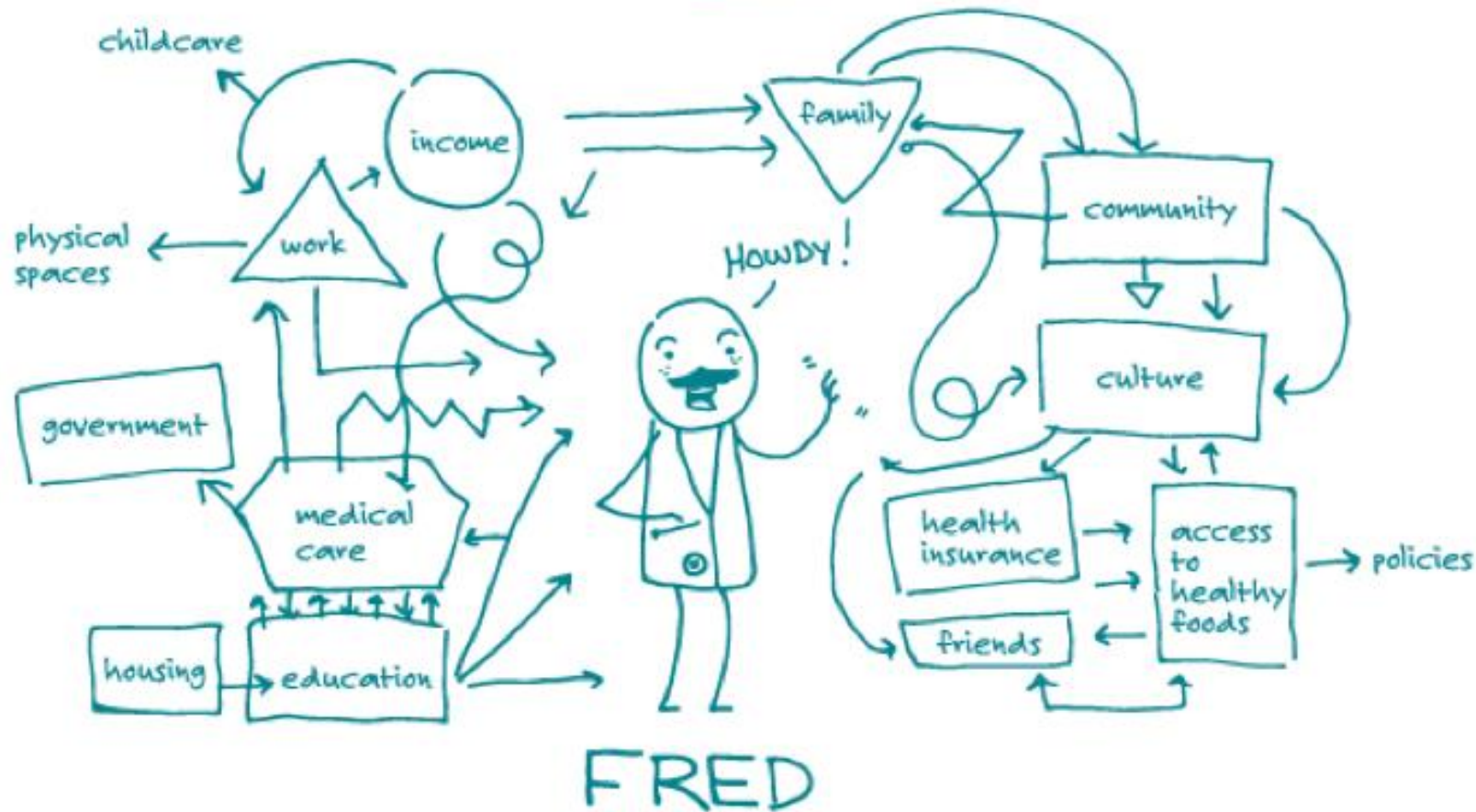
# Prevention puts awareness into action





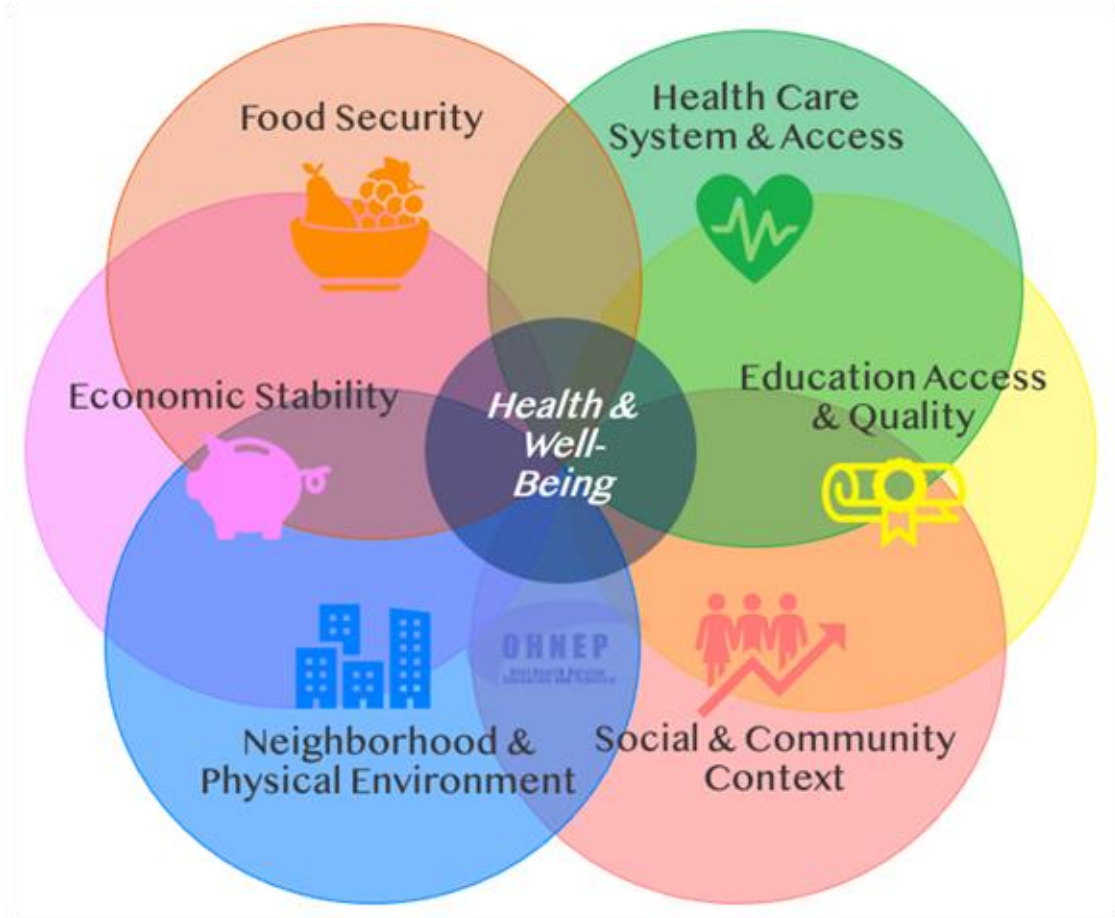
# Behavior follows the path that's easiest to maneuver

SEE? IT'S THIS EASY!

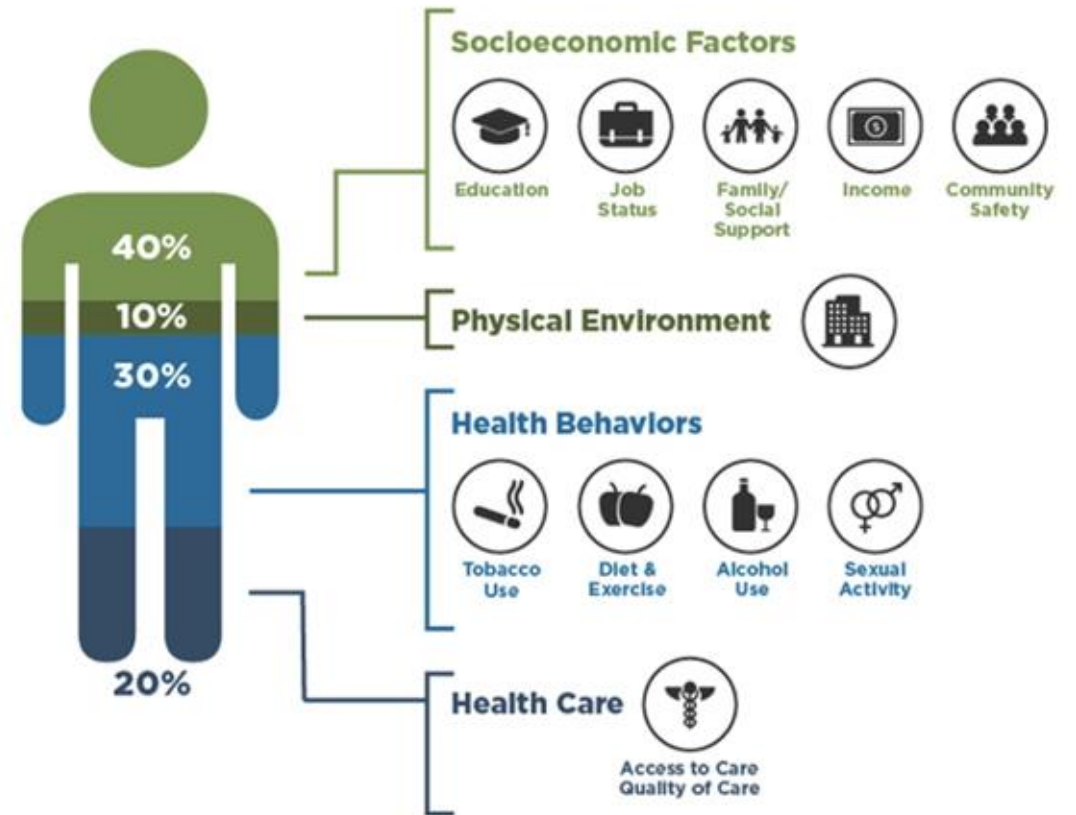


<https://medium.com/wehearthealthliteracy/useful-theory-social-ecological-model-62d7fb1e8e88>

# What surrounds us, shapes us



## What Goes Into Your Health?



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Adapted from The Bridgespan Group

# Our environments matter

## Environment affects health more than individual behaviors



Fish 1

Would Fish 1 be as happy, safe, and healthy if its water were dirty? What if its bowl were cracked and the water was leaking out?



Fish 2

No matter how much Fish 2 tries, it may never reach its full health potential due to its dirty water and cracked bowl.

# How to make the biggest impact

Foundations in Sexual and Intimate Partner Violence Prevention



# The challenge with individual-level prevention





# Social Ecological Model



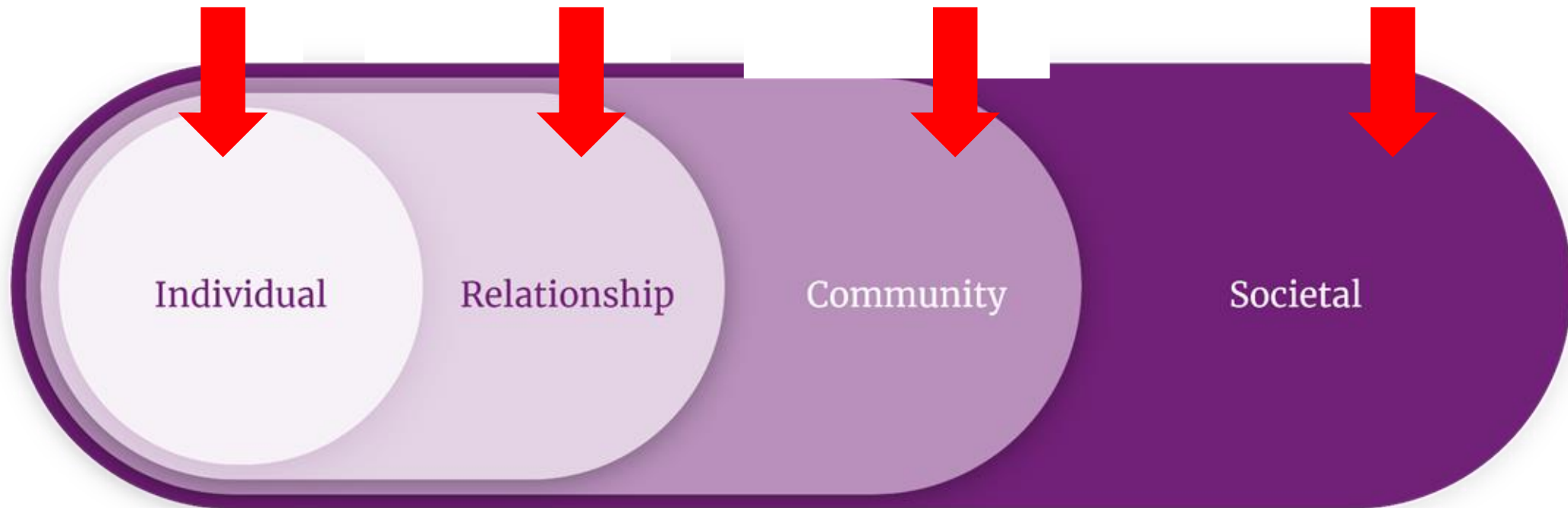
# Social Ecological Model Continued

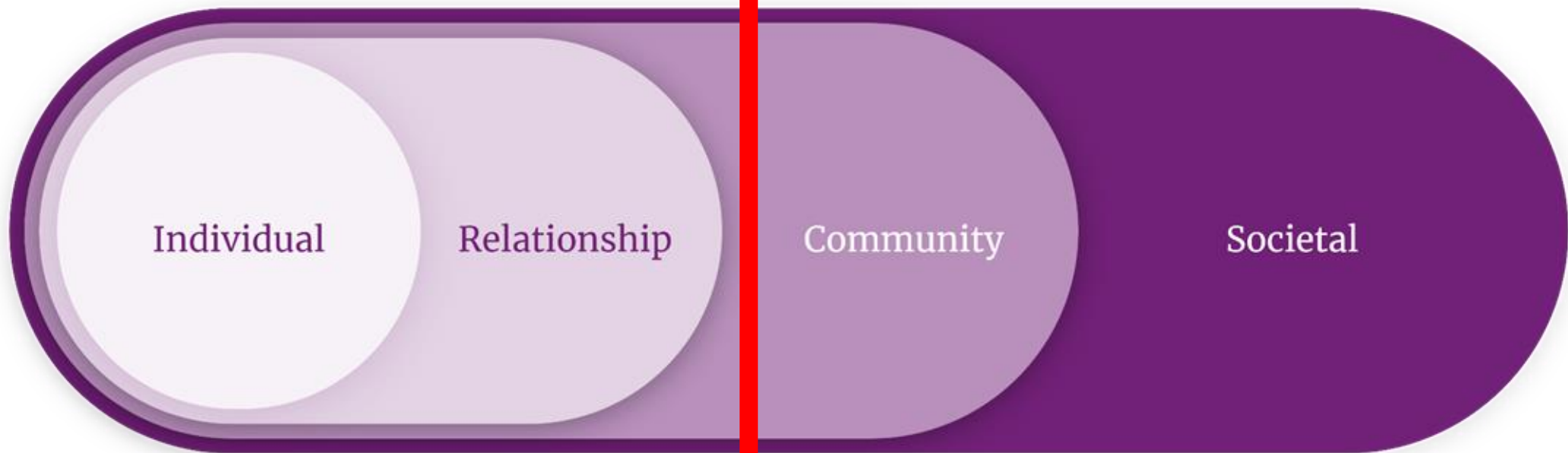
Focus: Personal  
behavior

Focus: Peer,  
family, social  
circles

Focus: Settings  
like schools,  
neighborhoods,  
etc.

Focus: Norms,  
policies,  
cultural beliefs





It's up to us to impact every single person, to create widespread change.

Communities and people impact each other. We plant the seed and it continues without us.

What are things that  
already exist in your  
community, that help  
people thrive?

Text Chat Question



Chat

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your own, and connect with others!

To: **Everyone** ▼

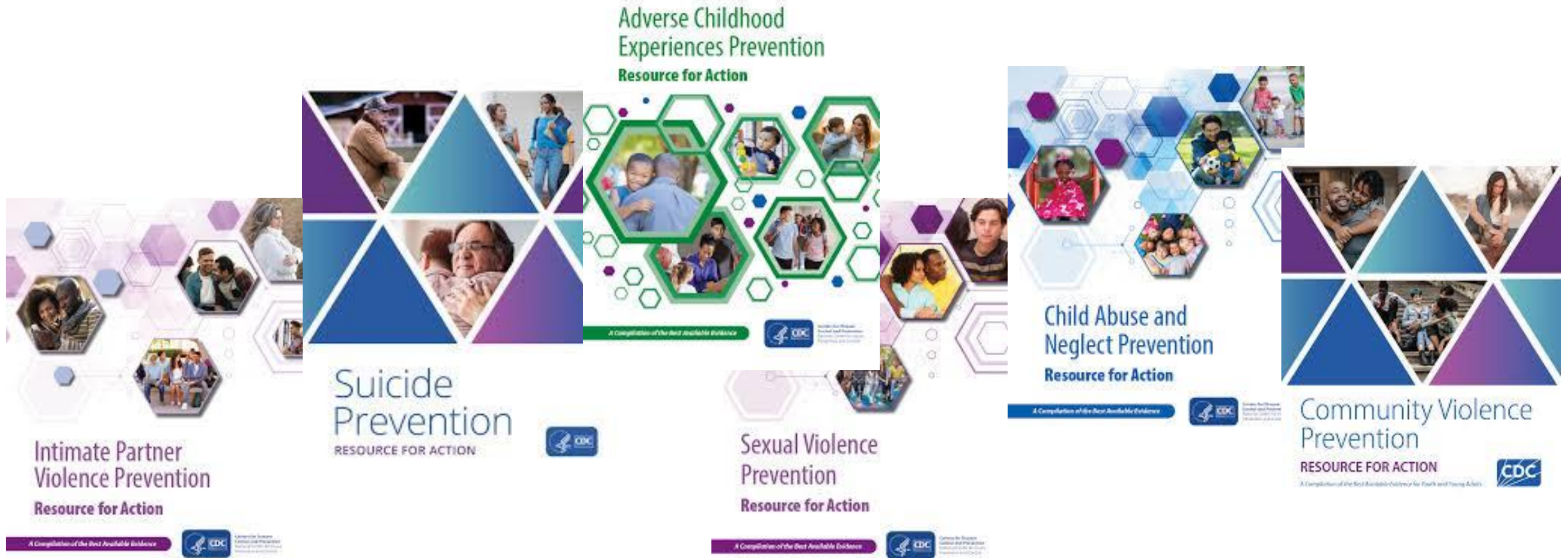
Type message here...

# Real-World Examples

Foundations in Sexual and Intimate Partner Violence Prevention



# Prevention Resources for Action



# Example: Addressing Economic Supports

## Impact of Microfinance



Poverty reduction



Empowerment



Community solidarity



Long-term benefits

**THE BRIDGE PROJECT IS THE LARGEST CONSISTENT, UNCONDITIONAL CASH PROGRAM FOR BABIES & NEW MOTHERS IN THE NATION.**

THE BRIDGE PROJECT

We provide low-income mothers with cash on a biweekly basis during pregnancy, birth, and the earliest days of their babies' lives to support healthy development, avoid adverse childhood experiences, and break intergenerational cycles of poverty.



# Example: Creating Protective Environments

## DELTA IMPACT GREENING PROJECT IN DETROIT



mcedsv



# Example: Community Partnership & Collaboration



# Helpful Resources

Foundations in Sexual and Intimate Partner Violence Prevention




# Terminology Resources


[Home](#) > [Co](#) > [All](#) > [Fr](#) > [Or](#) > [Pl](#) > [En](#) > Enrollment options

## Plain Language for Sexual Assault, Abuse, and Harassment

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### Enrollment options

 **Plain Language for Sexual Assault, Abuse, and Harassment** ➔



Plain Language  
for Sexual Assault, Abuse, and Harassment

(30 Minutes) This course explains why plain language is important for messaging about sexual violence and provides opportunities to practice using plain language.

© National Sexual Violence Resource Center 2022

▼ Self enrollment (Student)

# Resources



**THE LEARNING  
COMMUNITY**



What can you do  
today to plant the  
seeds for a thriving  
community? What is  
in your control?

Text Chat Question





prevent  
connect

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[PreventConnect.org/email](https://PreventConnect.org/email) – email group

[Learn.PreventConnect.org](https://Learn.PreventConnect.org) – eLearning

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