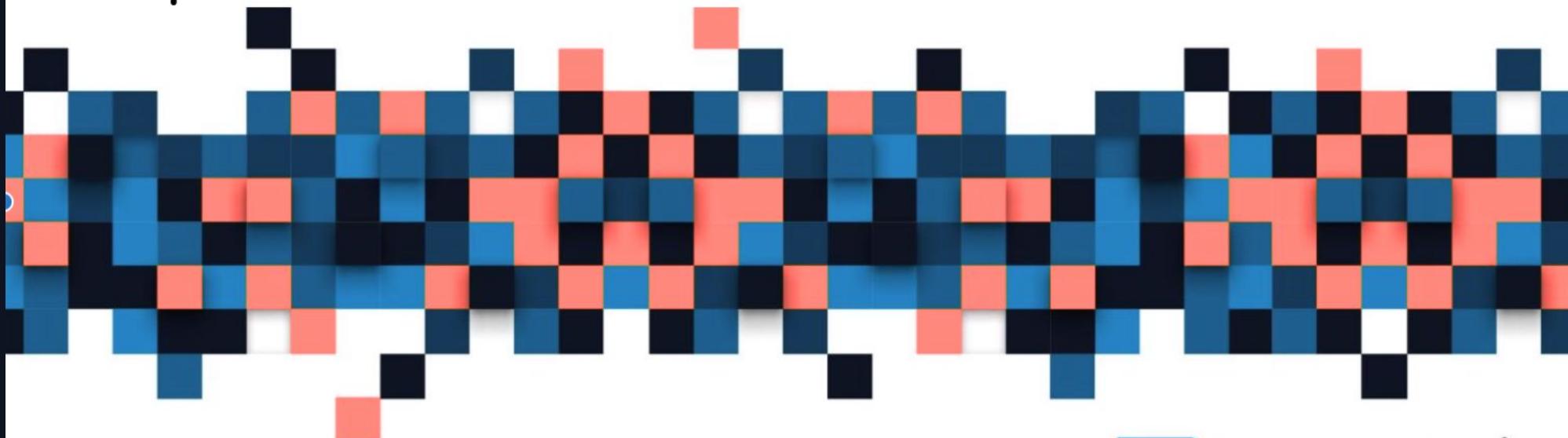


Welcome, this web conference will begin soon

Prevention People Can Understand: Communicating Prevention with Clarity and Impact



Wednesday, January 28, 2026
11 am PT/2 pm ET





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Meet the PreventConnect Team



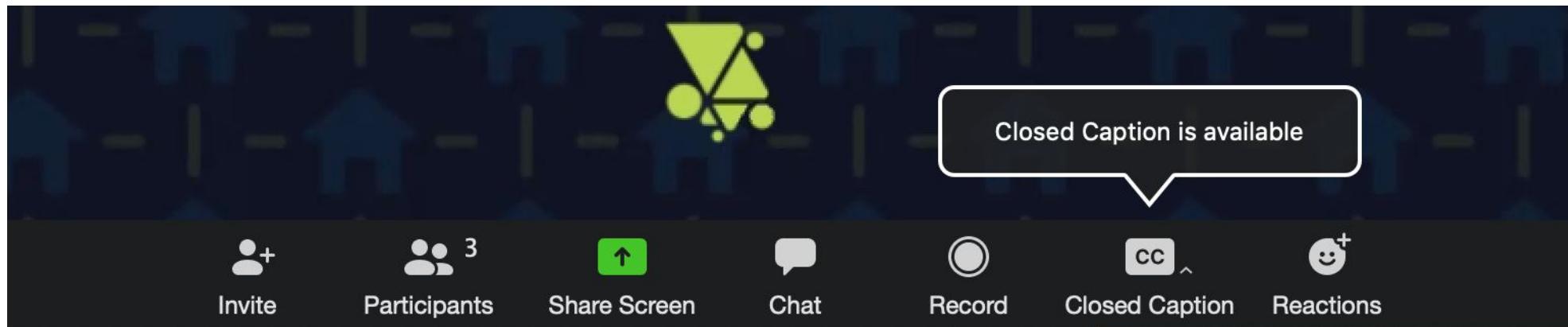
Ashleigh Klein-Jimenez
Director of Prevention
she/her/hers



Tori VandeLinde
Director of Strategic Partnerships
she/her/hers

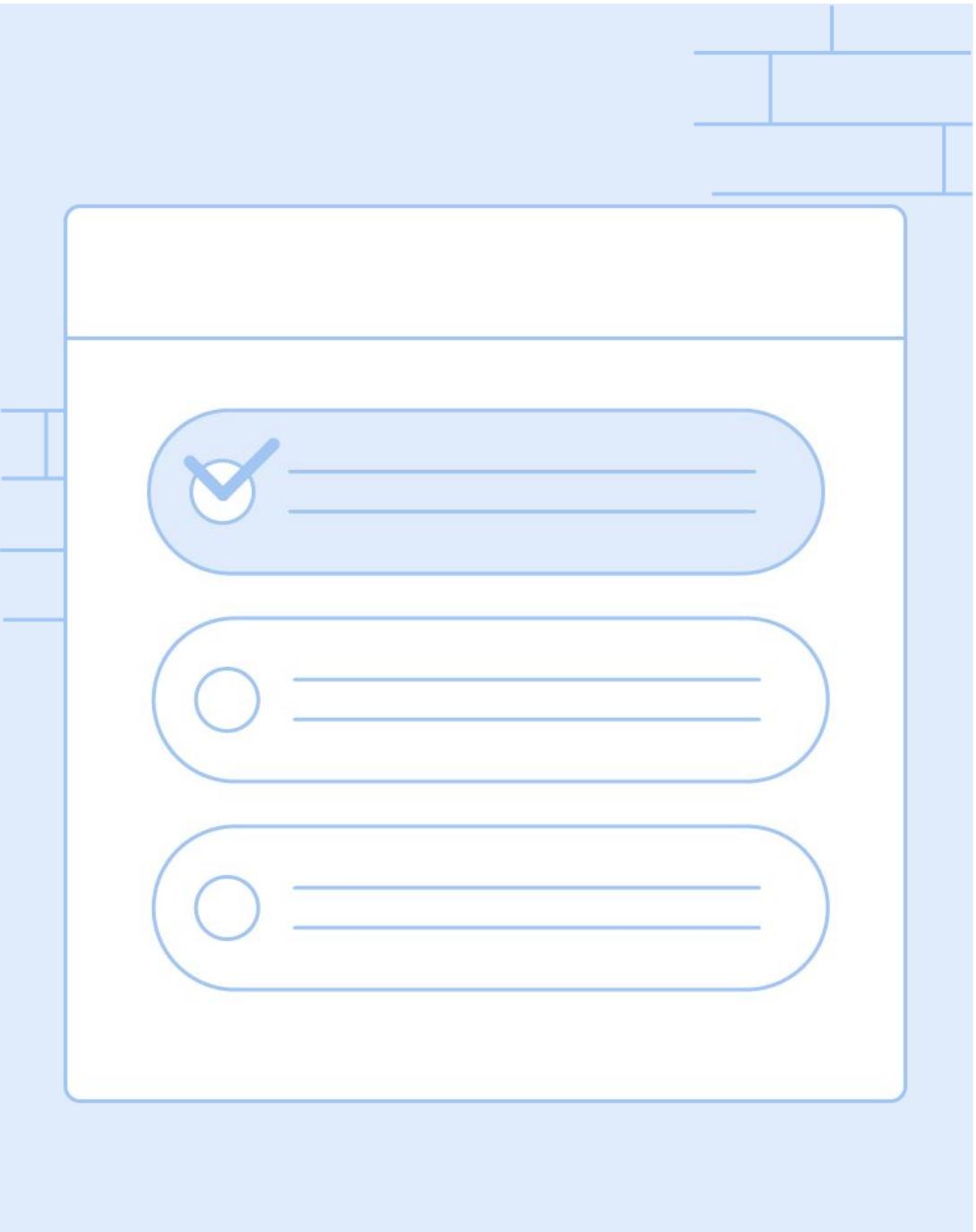
How to use Zoom

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



Did you attend
Session 1 in this
series?

Polling Question



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!



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

Available on  Spotify 



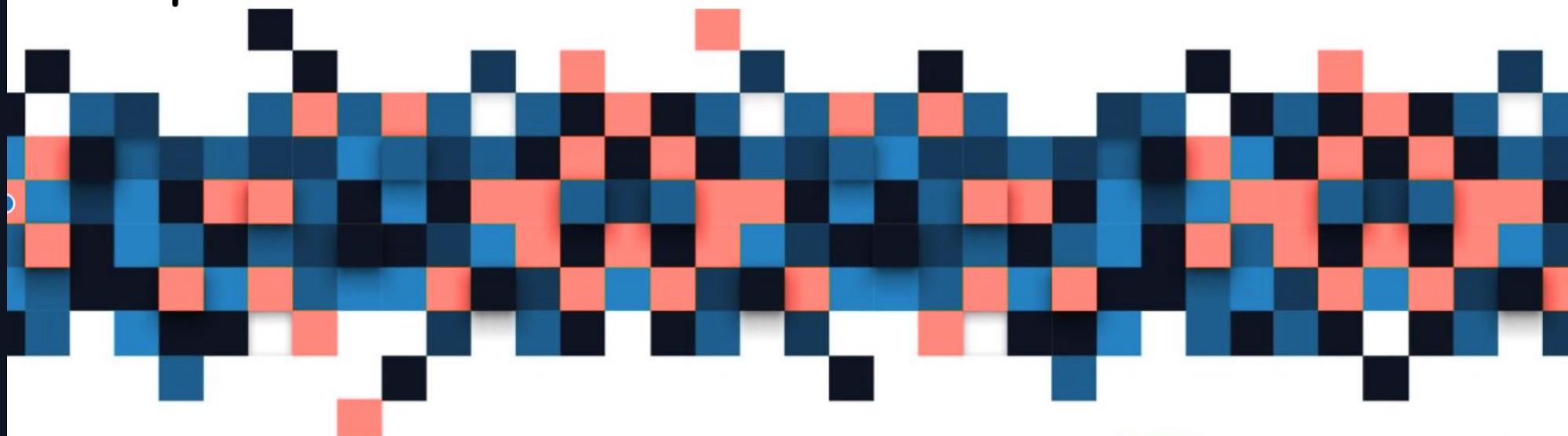
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PREVENTION THEN AND NOW:
Reflections with Long-Time Practitioners
with Billie Weiss

Available on  Spotify 

Prevention People Can Understand: Communicating Prevention with Clarity and Impact



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PreventConnect.org
Disease Control and
Prevention
representatives

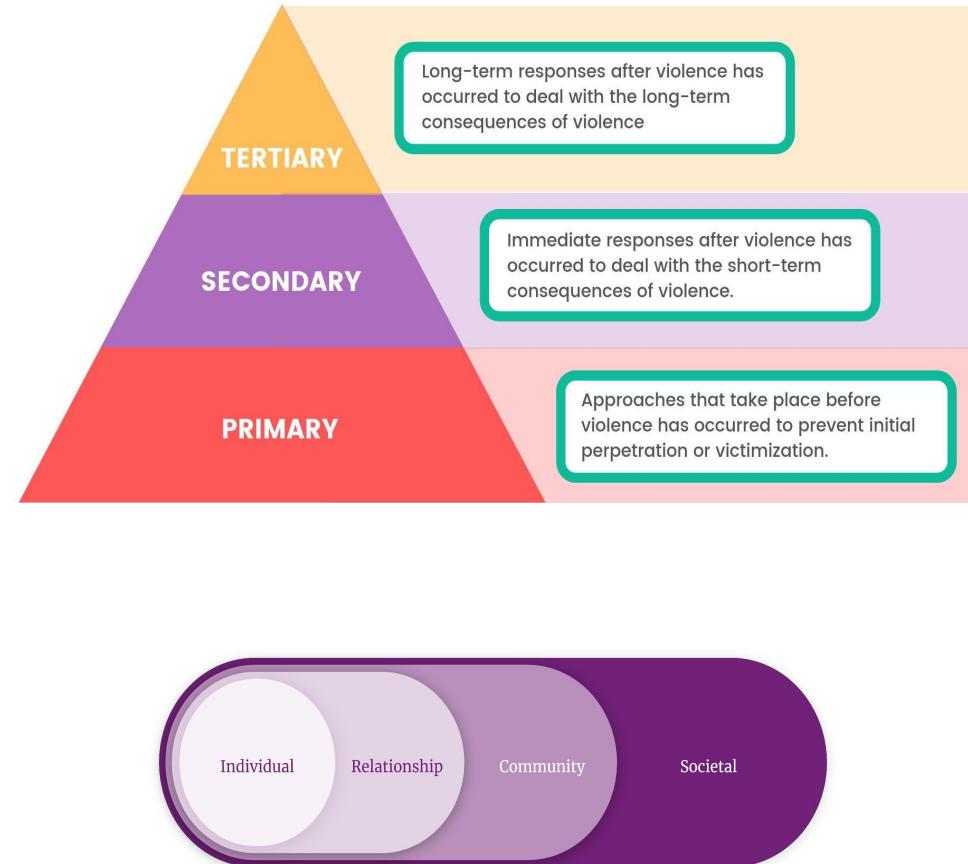


ers for

Objectives

- Explore principles of accessible prevention language as a vehicle to meaningful community engagement
- Build skills around how to navigate terminology when choosing, planning, and implementing prevention strategies
- Create socially and culturally relevant prevention messaging for participants' local program partners and participants.

Prevention Fluency



How did you talk about prevention before learning public health terms?

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...

Preventionists

Communities

- Organizing/
Mobilizing
- Policies
- Trainings
- Social Media

Institutions

- Higher ed
- Government
- Funders
- Academia



What is messaging and how can it help us?

Telling the story of prevention

What is messaging?

How we shape what we say to influence understanding and action.



Effective Messaging

Effective messaging considers:

- What change we want to see
- Who we are talking to (our audience)
- Who delivers the message (the messenger)
- The cultural and political context

Messaging questions to ask

- Who is your specific audience?

Messaging questions to ask

- What are you trying to get across?

Messaging questions to ask

- What is the change (or action) you want to see?

Messaging questions to ask

- How might the broader context influence how your message is received?

Messaging questions to ask

- Who is the best messenger to deliver your message?

Do you have any tips
for adapting
messaging for
different audiences?

Text Chat Question



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your own, and connect with others!

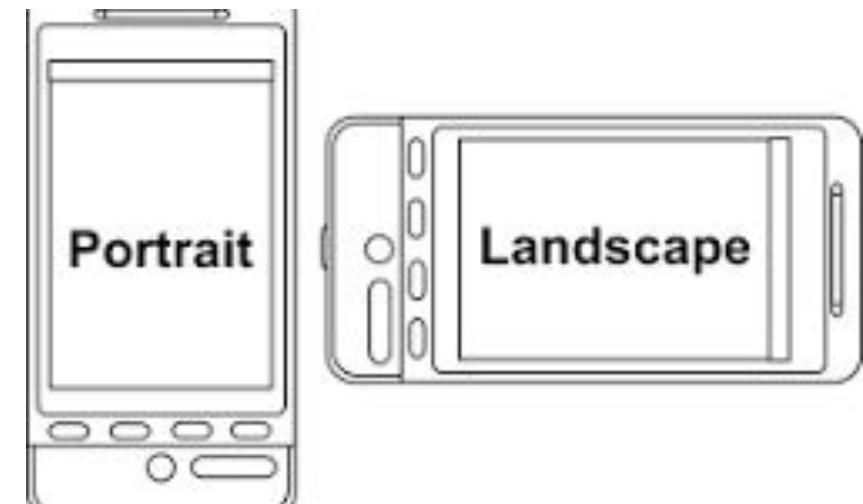
To: **Everyone** ▾

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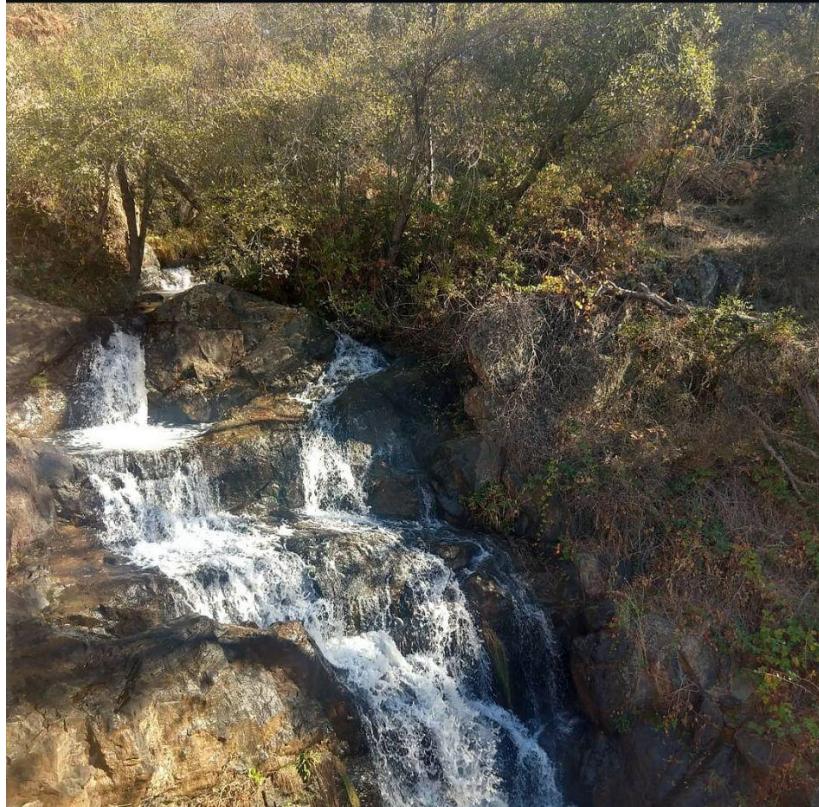
Framing: Portrait vs. Landscape

Framing = How people process and understand new information based on what they already believe.

- Portrait view: Individual actions and responsibility
- Landscape view: Systems, environments, and collective responsibility



The problem with individualism

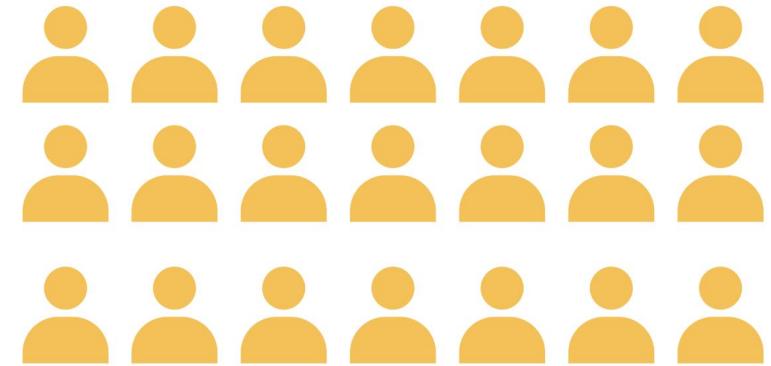


- Popular frame in U.S.: Success or failure = individual choices
 - This frame focuses blame and responsibility solely on individuals
 - Prevents people from seeing the systemic causes of sexual violence

Reframing sexual violence messaging

- Effective messaging expands the frame from individual victims and incidents to:
 - Community norms
 - Institutional policies
 - Cultural practices

Reframe: Sexual assault affects us all.
Prevention is a shared responsibility.

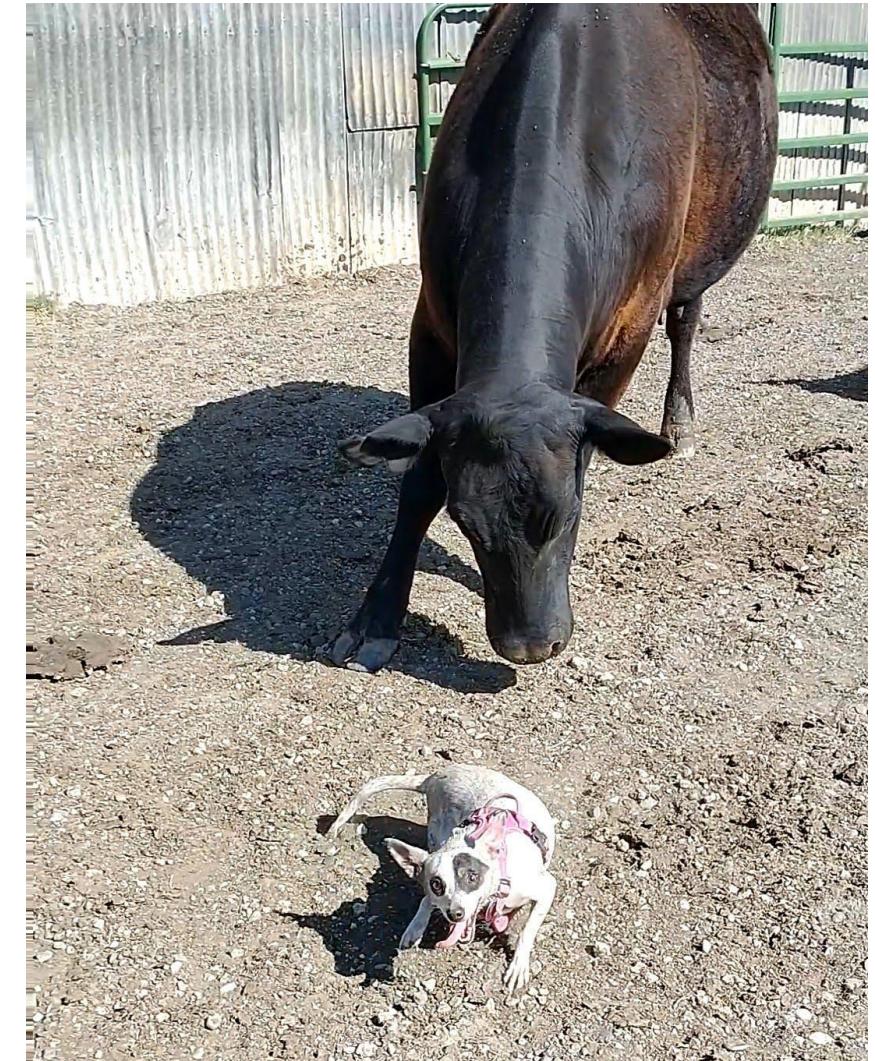


The language we use matters

How to focus on concepts, not labels

Plain language matters

- Avoid jargon and “insider” terms
- Make messages more accessible and relatable
- Describe concepts instead of labeling them



What are some words you have heard or used to describe prevention professionally?

Text Chat Question



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To:

Everyone ▾

Type message here...

Terminology example: Social Determinants of Health

- *CDC Definition* —>

Nonmedical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, worship, and age. These conditions include a wide set of forces and systems that shape daily life such as economic policies and systems, development agendas, social norms, social policies, and political systems. CDC has adapted this definition from the World Health Organization.

- Which really means that...

How people are raised and the resources and basic quality of life resources available to them directly impacts their livelihood and hardships they may experience later in life.

More plain language examples

Term	Plain Language Description
Bystander intervention	???
Community-level prevention	???

More plain language examples

Term

Bystander intervention

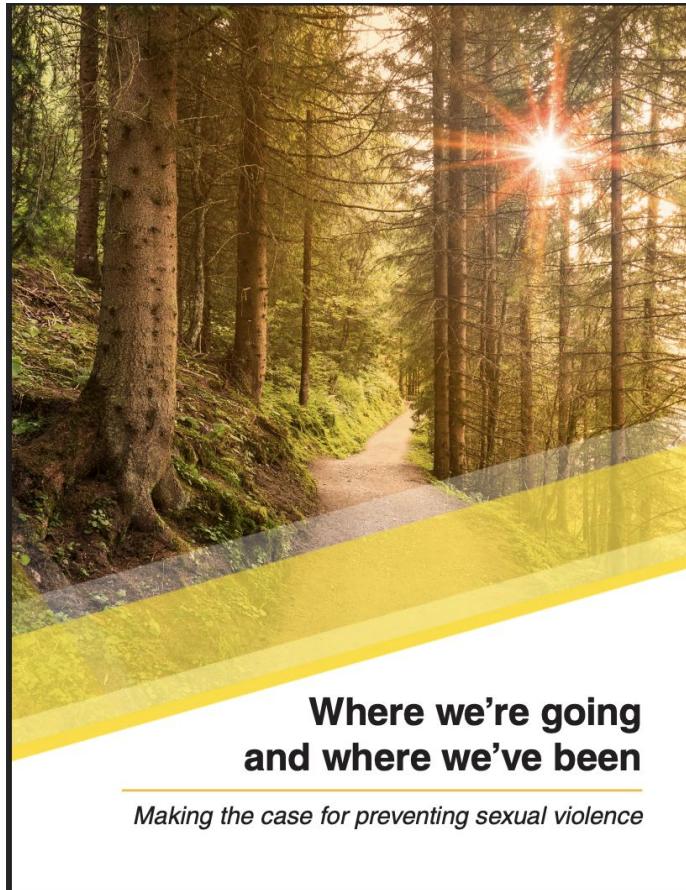
Community-level prevention

Plain Language Description

Helping people look out for each other's safety

Changing structures to make communities healthier, safer

Messaging sexual violence prevention



Six elements of an effective prevention message

1. Evoke shared values
2. Acknowledge negative feelings, like discomfort, fear, or lingering doubts
3. Describe a journey toward change, its starting point, and pivotal moments
4. State the problem precisely
5. Show success
6. Name concrete solutions

What audiences in
your community
most need to hear
your prevention
message?

ex: businesses, funders,
youth, school boards, rural
communities, etc.

Text Chat Question



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Type message here...

Putting a message together

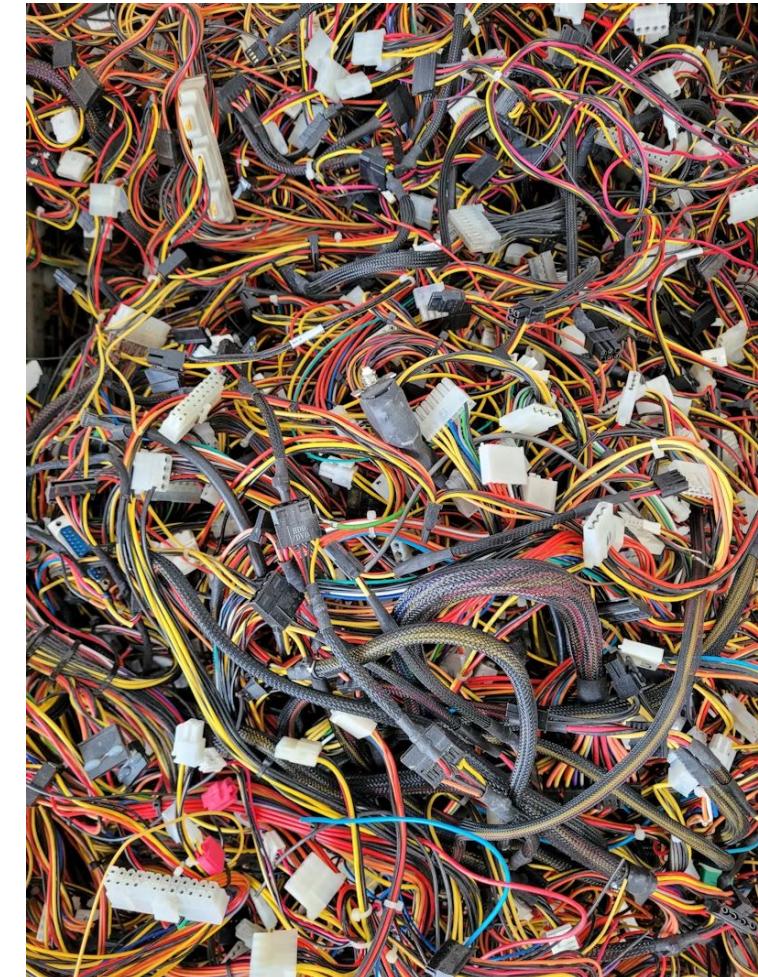
Telling the story of prevention

What does your audience value?

- How do they believe the world “should” work?

What is their discomfort around sexual assault?

- Be candid about their discomforts, fears, and complicated feelings about sexual assault

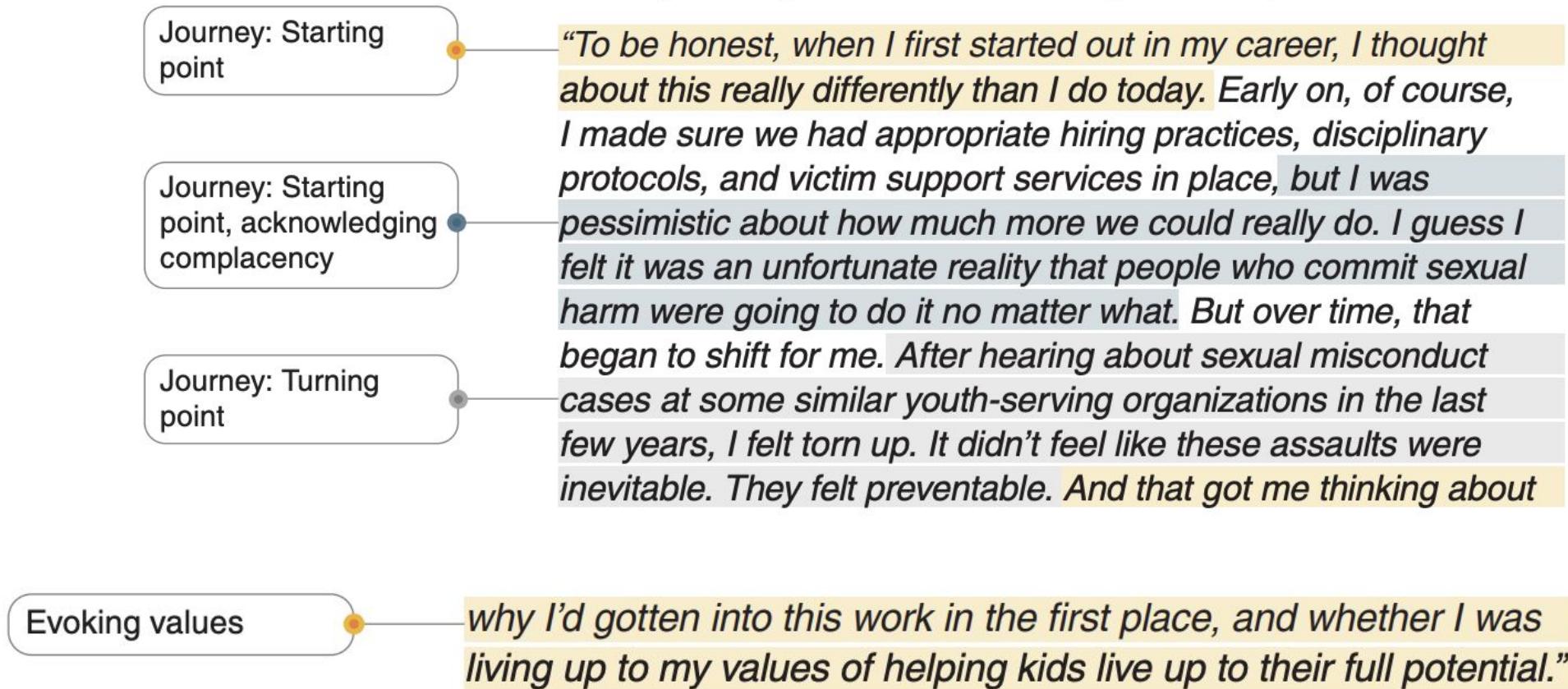


What is their discomfort around sexual assault?

- Acknowledge the challenges that come with prevention -- it is a lofty goal!



How do we move them toward change?



Now tell them the problem

- Be clear and concise about what the problem is
- Focus on just one aspect of the problem

Now tell them the problem

- Use a compelling data point
- Resist the urge to include everything you know about sexual violence prevention

Show success

- What does success in prevention look like to you?
- Can be small and include observations, stories, data points
- Have you heard about success in another region? Tell that story!



Name solutions

- **Do not** share ideas (ex. “changing culture”)
- **Do** share tangible examples of prevention in practice

Put it all together in a message! Your message does not need to include all 6 of these elements, but all of these elements can help you best understand your audience and pick language and stories that resonate.

What message did you come up with?

Text Chat Question



Chat

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

To: **Everyone** ▾

Type message here...

Keep practicing!

- Download and use this Messaging Work Sheet to explore how to message prevention to other audiences you are interested in partnering with.

Messaging to Community Partners

Messaging Work Sheet

Date:

Organization:



Community:

What are the values of this community? What is their "why"?

What kinds of negative feelings do they have about the topic of sexual assault?

What story of prevention would resonate with this community?

What is your problem statement?



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