



**PreventConnect.org**

Changing the Public Perceptions  
about Violence Against Women



February 15 & 16, 2011



Welcome to the web conference.  
We will begin in a moment.

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**PreventConnect.org**

- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
- Twitter: @preventconnect
- Blog: <http://calcasa.org>
- Facebook.com/PreventConnect
- Prevent-Connect Email Group
- Newsletters

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[chad@calcasa.org](mailto:chad@calcasa.org)

(888) 922-5227







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**Web Conferences 2011**

- Full schedule to be released soon
- “Developing Prevention Leadership”
- Working with Prevention Institute and others
- Sign Up for *Advancing a Critical Analysis: Incorporating Consciousness in Prevention Efforts* (March 8, repeated March 9)

**See You Online!**

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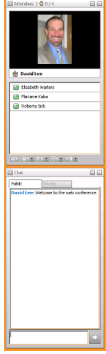
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### How to use this technology

- **Raise Hand**
- **Q&A**
- **Text Chat**
- **PowerPoint Slides**
- **Audio**

- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510
- Call CALCASA at (888) 922-5227 ext. 315

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## PreventConnect

- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence and oppression

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.

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## Changing the Public Perceptions about Violence Against Women



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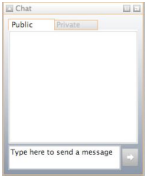
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## Public Perceptions

Why are public perceptions of sexual and domestic violence important?



Type here to send a message

Use chat to answer

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## What Influences Public Perceptions?

Police say domestic violence rises on Valentine's Day

7:45am Saturday 12th February 2011



Merseyside Police are reminding victims of domestic abuse that they don't need to suffer in silence this Valentine's Day.

A time of year that is traditionally synonymous with love, for many across Merseyside it will not

Domestic violence

Eminem - Love The Way You Lie ft. Rihanna

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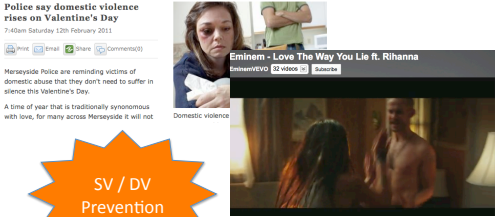
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SV / DV Prevention

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### 1978

## How was Domestic Violence Perceived?

What were the general public perceptions of domestic violence in 1978?

Chat

Public

Type here to send a message

Use chat to answer

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## Changes Over Time

from

Lover's quarrel	Domestic violence	Violence against women and children
Private Problem	Public Problem	Global Problem
It's not my business	I can help by making it my business	I can help by preventing it before it begins
DV can be addressed through the judicial/criminal system and services	DV is a judicial/criminal and public health issue	VAW can end if we address DV in the global context of economic security, health and social norm change

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67% of American men think that domestic violence and sexual assault are very or fairly common and 70% of American men report willingness to talk with children about the importance of healthy, violence-free relationships. This is an increase from just 55% in 2000.

Peter D. Hart Research Associates, Inc. (2007).  
Family Violence Prevention Fund and Verizon Wireless *Fathers' Day Poll*.  
Learn more from PreventConnect Web Conference recording  
<http://tinyurl.com/preventconnectmen>

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## Teen Dating Violence

the WHITE HOUSE PRESIDENT BARACK OBAMA

BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION

Home • Briefing Room • Presidential Actions • Proclamations

The White House  
Office of the Press Secretary

For Immediate Release January 31, 2011

**Presidential Proclamation—National Teen Dating Violence Awareness and Prevention Month, 2011**

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

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## Shifting Knowledge and Norms

- NISVSS will provide new information about incidence of domestic and sexual violence
- Opportunity to reassess strategies to change public perception

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**NSVRC**  
National Sexual Violence Resource Center

Karen Baker  
Director  
National Sexual Violence Resource Center  
[www.NSVRC.org](http://www.NSVRC.org)



**ATSA**  
Association for the Treatment of Sexual Abusers

Maia Christopher  
Executive Director  
Association for the Treatment of Sexual Abusers  
[www.ATSA.com](http://www.ATSA.com)

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## Partnership



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



A Project of CALUSA



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## How do Americans think about SV?



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## Two Points of View



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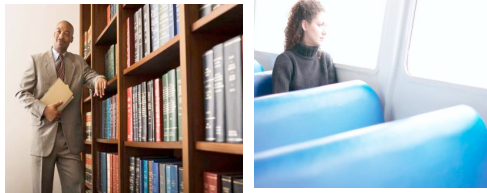
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## Experts and Public



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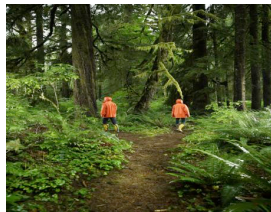
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## Maps the Gaps



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# What is sexual violence?

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**Experts** Continuum



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**Public** Physical harm



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**Public** Lack of consent



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# Who are the Perpetrators?

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Experts Regular people



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Experts Power differential



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### Public Perceptions about Perpetrators

What do you think are the public perceptions about who perpetrators are?



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Public Monster



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Most victims know the perpetrator.

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**Experts** Familiar people



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**Public** Keeping bad company



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**Public** Predators



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### Who Sexually Abuses Children?

Someone They Know (Sample Size 3303)	95%
Offenders Living In their Community (Sample size 4434)	72%
Other Children /Adolescents (Sample size 5241)	64%

 Data from Stop It Now! What do U.S. Adults Think About Child Sexual Abuse? Measures of Knowledge and Attitudes Among Six States. [www.stopitnow.org/rdd\\_survey\\_report](http://www.stopitnow.org/rdd_survey_report)



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

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### What causes people to commit sexual violence?

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**Experts** Cultural context



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Public Individual



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Public Bad upbringing



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Where does sexual violence occur?

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Experts Anywhere



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Public Poor urban areas



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What is Healthy Sexuality?

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Experts Respect



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Public No clue



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Public Absence of STD's?



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Is sexual violence preventable?

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Experts Yes



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Public No – Lock them up



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# What about Gender?

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Experts Objectification



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Public Brute Strength



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Is the victim ever responsible for the sexual violence?

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Experts No, Never!



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Public No....but....



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### The Frame is Key



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### The Frame is Key



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### We Need New Frames



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## Navigating the Gap



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## Promising Research



American Perceptions of Sexual Violence: A Frameworks Research Report is available at [www.nsvrc.org/publications/frameworks-report-2010](http://www.nsvrc.org/publications/frameworks-report-2010)

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## Proceed with Caution



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### Preliminary Recommendations

1. Avoid activating individual responsibility
2. Provide other models besides predators
3. Broaden conceptions of consent and harm
4. Activate the role of communities
5. Define healthy sexuality

American Perceptions of Sexual Violence: A Frameworks Research Report  
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### Individual stories may derail the message



A woman in a red dress stands on a stage, illuminated by spotlights. The background is dark with some blurred lights.

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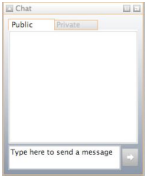
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### Survivors Voices

How do you think we should bring survivor's stories into our prevention work?



Type here to send a message

Use chat to answer

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### Preliminary Recommendations

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### Predator Model is Limiting



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### Predator Model is Limiting



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### Should We Use the term "Violence"?

**vi·o·lent** (v-lnt) *adj.*

1. Marked by, acting with, or resulting from great force: a *violent* attack.
2. Having or showing great emotional force: *violent* dislike.
3. Marked by intensity; extreme: *violent* pain; a *violent* squall. See Synonyms at [intense](#).
4. Caused by unexpected force or injury rather than by natural causes: a *violent* death.
5. Tending to distort or injure meaning, phrasing, or intent.

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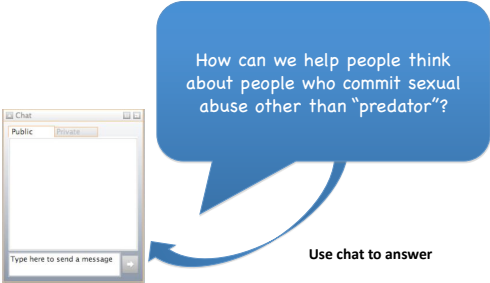
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### Alternative Frames



How can we help people think about people who commit sexual abuse other than "predator"?

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**Preliminary Recommendations**

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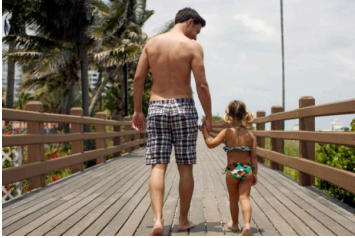
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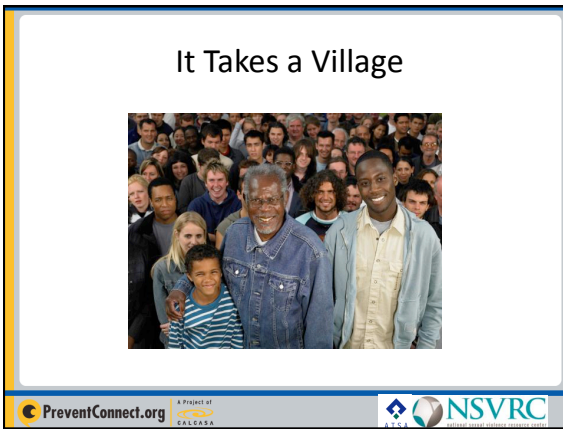
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### Healthy Sexuality

How have you incorporated healthy sexuality into your sexual violence prevention work?

Type here to send a message

Use chat to answer

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### Which Recommendation Do You Want to Discuss Further?

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SAVE THE DATES  
NATIONAL SEXUAL  
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MARCH TU CALENDARIO  
CONFERENCIA  
NACIONAL SOBRE  
EL ASALTO SEXUAL  
SEPT. 14-16, 2011

**ATSA**  
CONFERENCE 2011  
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CALL FOR ABSTRACTS  
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MARCH 6<sup>th</sup> 2011

PCAR NSVRC CALCASA

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### There's Good News

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### Bridging Gaps in Understanding

Definitions  
Causes  
Characteristics  
Responsibility  
Solutions

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For more information



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