

**WELCOME,
THIS WEB CONFERENCE
WILL BEGIN SOON**

**PREVENTION AS SOCIAL CHANGE:
BRIDGING SEXUAL AND DOMESTIC VIOLENCE AND
SOCIAL JUSTICE MOVEMENTS**




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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 conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.




How to use this technology



- Raise hand
- Text chat
- PowerPoint slides
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- Phone

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2012 Web Conferences


Connect for Success:
Enhancing impact through innovative partnerships

- [A Good Solution Solves Multiple Problems \(April 24 & 26, 2012\)](#)
- [Social Change and Social Justice: Building Bridges Between Movements \(May 22, 2012\)](#)
- Don't Let Prevention Stand Alone: Integrating Prevention Efforts in Your Agency and Community (June 13 & 14, 2012)
- Expanding the Evidence Dialogue I: Exploring Research, Community Context and the Experiences of Practitioners to determine *What Works*. (June 18 & 20, 2012)
- How Can We Help? Developing Shared Goals For Diverse Community Priorities (July 31, 2012)
- When Place is the Focus: Connecting Prevention Approaches to Place Based Initiatives (August 15 & 16, 2012)
- Expanding the Evidence Dialogue II: Balancing Research, Community Context and the Experiences of Practitioners to determine *What Works*. (September 18 & 19, 2012)



PreventConnect

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



Prevention as Social Change

Training conducted by:



Annie Lyles, MSW



Carolina Guzman, MPH

May 22, 2012
11:00AM -12:30 PST; 2:00-3:30 PM EST




This Year's Focus



Connect for Success:
Enhancing Impact through Innovative Partnerships

- Build upon foundational understanding **primary prevention**
- Explore **specific strategies** to enhance partnerships
- Identify opportunities to incorporate the principles of primary prevention in the **development, implementation and evaluation** of efforts to end sexual and domestic violence.



Learning Objectives

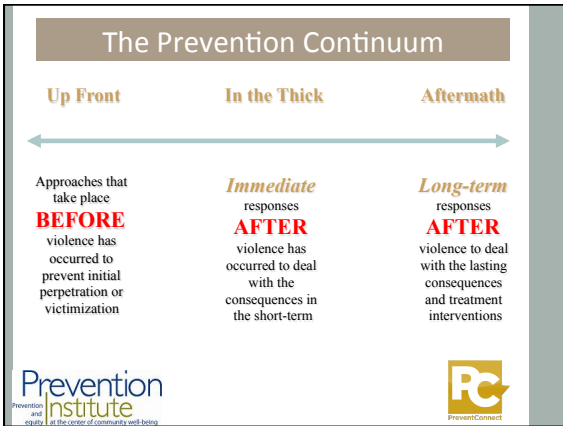
- Engage in a **candid discussion** of the challenges and opportunities
- Provide examples of **lessons learned**
- Identify opportunities to incorporate **population based efforts**
- Identify **potential indicators**

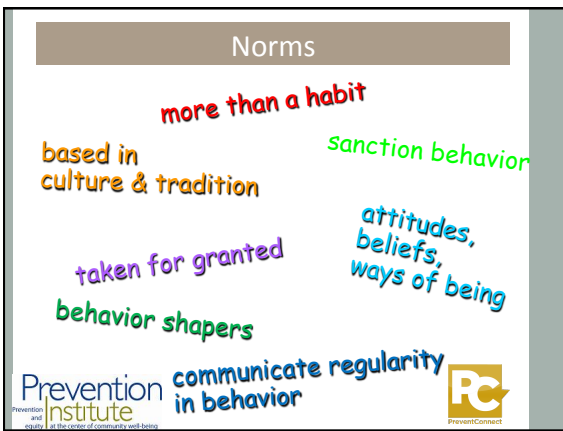
 

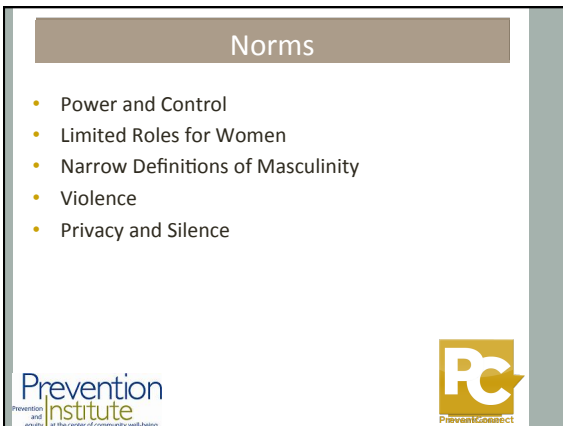
Prevention
a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

Primary Prevention
*taking action **before** sexual and domestic violence occurs.*



 



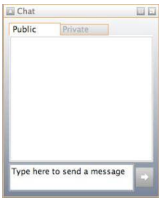






**Prevention as Social Change:
Bridging Sexual and Domestic Violence &
Social Justice Movements**




Social Change and Social Justice





How do you define a social change approach?




Social Change and Social Justice




How can an organization integrate social change into its prevention work?





Tony Porter
Co-Founder
A Call to Men



Aparna Bhattacharyya
Executive Director
Raksha




Social Change and Social Justice




National Sexual Violence Resource Center
Prevention Assessment

**Year 2 Report:
Innovations in Prevention**

<http://www.nsvrc.org/publications/nsvrc-prevention-assessment-year-2-report-innovations-prevention>




Innovative Programs





National Sexual Violence Resource Center
Prevention Assessment

**Year 2 Report:
Innovations in Prevention**

Prevention As Social Change

- Driving force behind doing prevention work
- Mission or vision reflects social change
- Explicitly address the intersectionality of multiple forms of violence



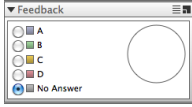



Feedback Question

Is social change mentioned in your agencies' mission or vision statement?

Answer on the left

- A. Yes, explicitly
- B. Yes, implied
- C. Unsure
- D. No, not yet



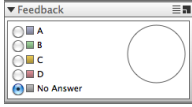


Feedback Question


Does your organization explicitly address the intersectionality of multiple forms of violence?

Answer on the left



- A. Yes, explicitly
- B. Yes, implied
- C. Unsure
- D. No, not yet



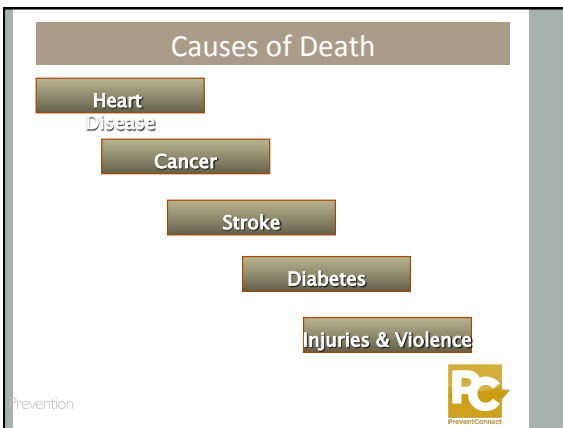
Social Change and Social Justice



How does your organization make the case for social change as part of prevention?





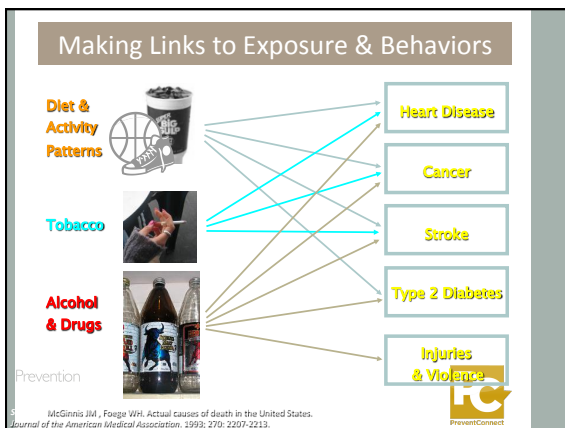


**The same
injuries and
illnesses only
*more so***











Let's take another step ...


Environment

Exposures & Behaviors


Health Care Services


Prevention





Prevention



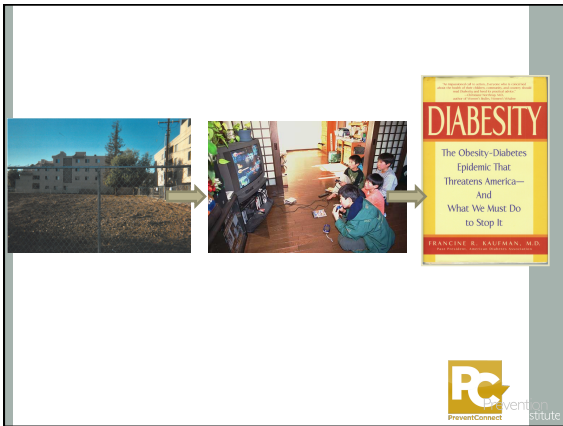


“... We could use this place as a place to play sports.

We don't get to interact as much because we don't have places to play. The bond is broken. We could build a park so that kids my age can stay active healthy and connected.”

Daisy Romero, Age 13
Photo Voice Project, Santa Ana, CA





Elements of Community Health

- EQUITABLE OPPORTUNITY**
 - Living wages & local Wealth
 - Education
- HEALTH CARE SERVICES**
 - Preventative services
 - Access
 - Treatment quality, disease management, in-patient services, & alternative medicine
 - Cultural competence
 - Emergency response
- PLACE**
 - What's sold & how it's promoted
 - Look, feel & safety
 - Parks & open space
 - Getting around
 - Housing
 - Air, water, soil
 - Arts & culture
- PEOPLE**
 - Social networks & trust
 - Participation & willingness to act for the common good
 - Norms/Costumbres

Prevention

WHO Evidence



http://whibdoic.who.int/publications/2010/9789241564007_eng.pdf

Prevention

WHO Evidence

At all life stages, change social and cultural gender norms through:



- The use of social norms theory
- Media awareness campaign
- Working with men and boys


http://whqlibdoc.who.int/publications/2010/9789241566007_eng.pdf


WHO Evidence

During adulthood, change social and cultural gender norms through:

- Empowerment and participatory approaches to reduce gender inequality
- Microfinance
- Communication and relationship skills training


http://whqlibdoc.who.int/publications/2010/9789241566007_eng.pdf


Feedback Question

Does your organization use any of the **social and cultural gender norms strategies** identified by the World Health Organization?



A. Not currently
 B. 1
 C. 2
 D. 3 or more

All Ages

1. Social Norms Theory
2. Media Awareness Campaign
3. Working with Men and Boys

Adults

1. Empowerment and Participatory Approaches
2. Microfinance
3. Communication and Relationship Skills



Tony Porter
Co-Founder
A Call to Men



Aparna Bhattacharyya
Executive Director
Raksha






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<http://www.acalltomen.com/>






RACE, SEX, CLASS CONSTRUCT

Legitimate Access to and Control Over Resources

POWER ANALYSIS

Dominator Group	Marginalized Group	
Men	Women	SEXISM
White	POC	RACISM
Wealthy	\$ Poor	CLASSISM
Protestant	Non Protestant	
Middle Age	Young	AGEISM
Heterosexual	Gay/Lesbian	HETEROSEXISM
Able	Differing Ability	ABLEISM

Internalized Superiority

- Individual not Part of a Group
- Individual Merit
- Depends of the Invisibility
- Operates in the Blind
- Conditioned to Remain Silent
- Belief that you are Superior

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A CALL TO MEN



Internalized Response



- Induced Self-Hate
- Self Doubt/ Low Self-esteem
- Anger to Rage
- **Hopelessness**
- **Choicelessness**
- Shame / Guilt
- Distancing

A CALL TO MEN



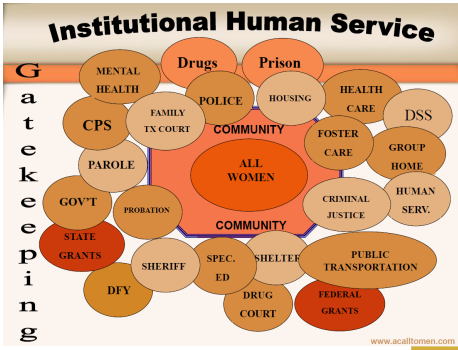
Those Who Are Invisible

- People of Color
- Financially Poor
- Women
- People with Disabilities
- Hx of Incarceration
- Undocumented
- LGBT
- Non Christian
- Marginalized
- High Tolerance for Pain
- Generational Impoverishment
- Internalized Response






Institutional Human Service

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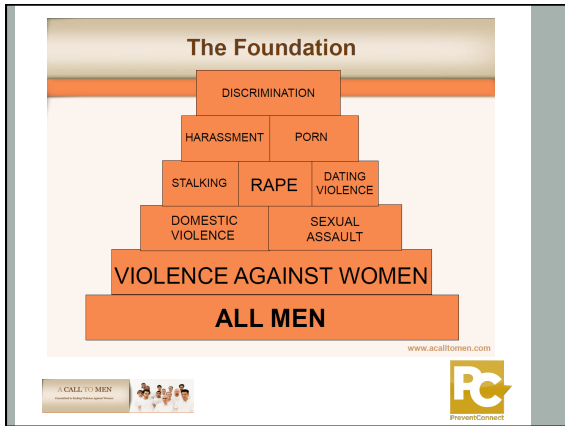
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The Collective Socialization of Men

Less Value
+
Property
+
Objectification
=
Violence Against Women





Aparna Bhattacharyya
Executive Director
Raksha



<http://www.raksha.org/>

Prevention Institute

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Indicators

- How do we know we are having an impact?
- How do we measure that impact in a relevant way?



Prevention Institute logo and PreventConnect logo are present at the bottom.

Social Change and Social Justice



What are indicators that will measure progress towards social change and social justice?

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Prevention
Putting prevention
of the center of **Institute**
community well-being

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