

MOVING UPSTREAM: GATHERING INFORMATION ABOUT YOUR COMMUNITY

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Welcome!

- The next webinar will begin shortly
- While you are waiting, please take a minute to chat in your response to:
 - What are you doing for Sexual Assault Awareness Month in April?
- Please plan to actively participate in this webinar. We want to know what you're thinking, what your challenges are, etc.

Welcome

- ❑ To minimize background noise, please **mute your telephone line: press *6**
- ❑ To **unmute your line: press *7**
- ❑ Be sure to utilize the chat function to send us questions or comments
- ❑ Do not put your line on hold—background music or other hold messages could interfere with the presentation
- ❑ We will be recording this for future use as a podcast unless anyone objects.
- ❑ We will send out a **survey—please share your feedback!**

What We Will Cover

- Why is it important?
- What do you already know?
- What else do you need to know?
- Deciding what and how to collect?
 - ▣ Quantitative information
 - ▣ Qualitative information
- Tale of Two Cities
- Questions and challenges

Our Premise

- The best prevention approaches for your community will be tailored to *your* community.
- To increase your chance of success, you want to play to your community's strengths.

Bonus:

- Asking questions can help build new relationships
- Sharing data about your community can build community interest and commitment to your efforts

The Case for Research

- Safe Harbors report from Advocates for Human Rights
- Minnesota Department of Health Cost of Sexual Violence report
- Garden of Truth report
- Stop It Now! Minnesota random digit dial survey

What Do You Already Know?

- Working with your team:
 - Use the worksheets for “Gathering Your Team” to do a quick inventory of your community assets:
 - Our community: What do we know? What do we want to find out?
 - Community and organization resources: Who are we already connected to and who else do we want on board?
 - Gather demographic information about your community
 - General census information
 - Incidence and prevalence
 - Minnesota Student Survey data
 - NISVS data
 - UCR data
 - Provider data

Using a Community Readiness Model

- Dimensions of readiness:
 - Current community prevention efforts
 - Community knowledge of these efforts
 - Leadership around SV Prevention
 - Climate for SV Prevention
 - Public knowledge of the issue
 - Resources available/resources needed for SV prevention

Methods of Gathering Information

- Surveys
 - ▣ Quick, inexpensive, easy
 - ▣ Need to be written well, behaviors are self-reported
- Focus Groups
 - ▣ More in-depth, discussion can lead to insights
 - ▣ Group dynamics, can be hard to interpret
- Interviews
 - ▣ In-depth, more detailed, nuanced information
 - ▣ Time intensive, hard to be consistent, requires skills
- Policy Review
 - ▣ Documents institutional responses and understanding
 - ▣ May be difficult to gather
- Observations
 - ▣ Behavior versus self-report, insight on dynamics
 - ▣ Need clarity re: what you're looking for, difficult to be consistent

Who do you want to involve?

- Youth services
- Youth recreation
- Law enforcement
- Prosecutors
- Medical providers
- Public health agencies
- Businesses/Workplaces
- Cultural groups
- Social/Civic organizations
- Faith communities
- K-12 schools
- Post secondary schools
- Universities
- Sexual and domestic violence organizations

A Tale of Two Cities

Winona County

Primary Prevention Project

- Assessment Methods and Purpose
- Key Findings
- Impact on Community
- Impact on Work Plan

Assessment Methods

- Survey
- Focus groups
- Material/policy review

Assessment Methods & Purpose

Survey – 235 Respondents

- Determine respondents' knowledge of general statistics of the occurrence of sexual assault both nationally and assaults being reported to local law enforcement.
- Determine respondents' knowledge of primary prevention efforts that are occurring in the community.
- Understand what efforts respondents are personally making within their families.
- Assess the knowledge and skill level of respondents in supporting primary prevention efforts.
- Find out if respondents are currently participating in primary prevention efforts in the community or had participated within the last three years.

Assessment Methods & Purpose

Survey

- The next series of questions focused respondents' on a variety of sectors within the community including the following categories: workplace/business, county government, city government, school board, schools (K-12), college/university, faith community, community organization, and social/recreation group.
- The goal was to ascertain respondents' perceptions on whether or not those particular community organizations have
 1. The tools and understanding to promote the primary prevention of sexual violence,
 2. If they have provided any relevant training and/or education, and
 3. If there were policies and/or rules in place regarding the primary prevention of sexual violence.

Assessment Methods & Purpose

Focus Groups – Who?

1. The first group (*Affiliated Professionals*) consisted of twelve individuals who are very familiar with primary prevention concepts and are involved in primary prevention efforts in Winona County.
2. The second group (*Community Professionals*) consisted of six members who had not been involved in primary prevention work specifically.

Assessment Methods & Purpose

Focus Groups

- Gather information from community members on their perception and insights about Winona County's current and past prevention efforts.
- Explore the strengths and challenges of primary prevention efforts.
- Consider opportunities for collaboration.
- Explore future primary prevention efforts to undertake as a champion community.

Assessment Methods & Purpose

Material and Policy Review - 12

- Local government agencies - 3
- Educational institutions – 5
- Businesses/corporations – 2
- Nonprofit organizations - 2

Assessment Methods & Purpose

Material and Policy Review

The goal was to determine if the primary prevention of sexual assault is being addressed through institutional policy.

Results – Key Findings

- 1) Winona County survey participants are somewhat knowledgeable of the frequency of sexual violence related crime. Correct answers to related questions ranged from 12% - 49%
- 2) Winona county survey participants feel they have a moderately high level of knowledge and skills to support primary prevention efforts.
- 3) Nearly 60% of survey respondents indicated they incorporated primary prevention efforts in their families.
- 4) Winona county survey participants perceive sexual violence as an individual issue, with prevention strategies based almost exclusively on individual actions.
- 5) There are strong primary prevention efforts currently taking place in Winona County, including the Clean Hotels policy, Primary Prevention Speakers Bureau, The MENding Project, Key Communicators, the Walk A Mile in Her Shoes event, among others. Yet participants noted there is much more to be done.
- 6) Multiple focus group participants commented on the need for more men at the table when confronting sexual violence and the societal norms surrounding this issue.
- 7) There is still a cultural norm in which sexual assault victims are blamed for the assaults made upon them, based on focus group comments. Participants discussed the need for jury/community education in this regard.
- 8) Very few primary prevention policies exist in area organizations and businesses, based on a policy review. Yet a majority of survey respondents reported policies that promote primary prevention exist in many key sectors of the community.

Impact on Community

- Increased media attention
- New partners created
- Increased visibility of Primary Prevention Project
- Increased engagement with the community in general
- Community capacity building – understanding of issue and commitment for change

Needs Assessment to Priority Outcomes

- Policy
 - ▣ Educational institutions implement anti-retribution policies and enforce them
 - ▣ Policy with curriculum of ECFE, Daddy and Me
 - ▣ Community “policy” of respectful/nonviolent interventions in all public settings
- Skill Development
 - ▣ Daycare-professional development, licensing, skill development
 - ▣ Knowledge and skills with professionals working with birth-3
 - ▣ Skill development for parents-ECFE, daycare providers
- Awareness/Education
 - ▣ Cross community ownership and collaboration
 - ▣ Public understanding that sexual violence is about power not sex
 - ▣ Local media discusses sexual violence frankly and factually
 - ▣ Increase capacity for bystander involvement
 - ▣ Community norm that sexual assault is not funny and people know how to speak up
 - ▣ Public understanding of how much sexual assault is happening

Strategies to Impact Outcomes:

- Birth Through 3rd Grade Curriculum
- Workplace Policy Development
- Public Awareness to Prevention Policy

Bemidji – Moving Upstream

- Assessment Method and Purpose
- Key Findings
- Impact on Work Plan

Assessment Methods & Purpose

Key Informant Interviews:

1. The level of awareness regarding the definition and frequency of sexual violence related crime;
2. The level of understanding that sexual violence differs in scale in mainstream and Native American communities and why;
3. The level of understanding of who is responsible for the crime of sexual violence;
4. The role of the community to prevent sexual violence;
5. Awareness of social norms associated with sexual violence in mainstream and Native American communities; and
6. Community support for primary prevention initiatives.

Results – Findings

- Respondents had a broad understanding of the definition of sexual violence and believed the incidences of violence in the Bemidji area were equal to or exceeded state wide averages.
- There was generally an understanding that sexual violence occurs at higher rates in Native American communities and reasons were attributed to historical traumas including those associated with boarding schools, abuses related to adoptions and foster care and other institutional aspects of racism, social vulnerabilities, poverty, jurisdictional issues, lack of response to the crime, etc.
- General response to why sexual violence occurred related to power differences between men and women, the desire to dominate, male gender roles, racism, poverty, alcohol, past abuse, etc.
- Many respondents felt to advance primary prevention there was a need to increase education and awareness about the problem.
- There was a consistent understanding from respondents on how social norms and gender inequity contributed to sexual violence.
- There was a mix of understanding of how traditional Native American values differ from current mainstream social norms. Some respondents had a sophisticated understanding of the differences while others reflected misconstrued stereotypes and biases about traditional Native American cultural norms.
- Generally half the respondents thought the community would be interested in primary prevention initiatives in the schools as well as training and initiatives for establishments that sold alcohol.

Needs Assessment to Priority Outcomes

- Solutions focus on systems and community processes rather than individual/family
- Expand the power base of the sexual violence movement in Bemidji

Strategies to Impact Outcomes



Speakers Bureau Development

BEST Bar Scan and Policy Development

In your community

- Start with:
 - What do you want to know?
 - What/Who can tell you what you need to know?
 - How can you gather information?
 - Survey?
 - Interview?
 - Focus group?
 - Policy/data review?
 - Observation?

Questions & Problem Solving

Please chat in your questions and share your ideas.

Toolkit Resources

- MDH Website with links to demographic and health information: <http://www.health.state.mn.us/divs/chs/>
- NSVRC [Toolkit on Listening to your Community](#)
- [Community Readiness: A Handbook for Successful Change](#)
- Sample interview script from Bemidji (attached)
- Bemidji – Scoring Sheet (attached)
- Winona County PPP Final Report Summary (attached)
- Winona County Survey (attached)

Next Webinar:

- Wednesday, April 9th at noon
- Topic: Moving Upstream: Developing your Work Plan

Thank you!

- We are available to help you start or reignite your community prevention team. Contact us for help!
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