

MOVING UPSTREAM: TALKING ABOUT PREVENTION IN 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 questions about prevention you struggle with answering or dread having someone ask?
- 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

- Brief history of the evolution of prevention thinking
- The basics of primary prevention, simplified
 - ▣ What is it?
 - ▣ What social norms are at the root of sexual violence?
 - ▣ What do we mean by policy and practice?
 - ▣ Why environment matters?
 - ▣ How movement building fits in?
- Putting it all together: sample elevator speeches
- Questions and challenges

Help us help you

- Help us create a learning environment!
- Throughout the webinar, please use the chat function to ask for clarification, challenge us, share your thoughts and ideas, etc.
- We'll also be asking you to share what has worked for you.
- Together, we're learning how to “sell” prevention to our friends and family, colleagues, elected representatives, etc.

Our Premise

- To prevent sexual violence before anyone is ever harmed requires **more than** awareness and education.
- It also requires **more than** teaching potential victims how to reduce their risk of being harmed.

Primary prevention focuses on widespread attitude and behavior change. **Policy, practice, and environment are all used to change behavior and are a focus of primary prevention efforts.**

NOT Awareness/Outreach Strategies

- Focus is telling the community about sexual violence and where to access services for victims
- Aimed at the general public so they can help survivors or to help survivors know where to go to get help
- Goal is telling the community that SV exists, reaching out to victim/survivors so they will seek services
- Examples include one shot school programs or public awareness campaigns.

Source: Texas Association Against Sexual Assault

NOT Risk Reduction Strategies

- ❑ Focus is on teaching individuals skills to reduce their risk of being victimized
- ❑ Aims to change individual behaviors that relate to victimization
- ❑ Goal is to thwart an attack that is in process, avoid imminent attacks, and avoid potentially dangerous people or situations
- ❑ Often looks like self-defense classes, watch your drink campaigns, good touch/bad touch programs.

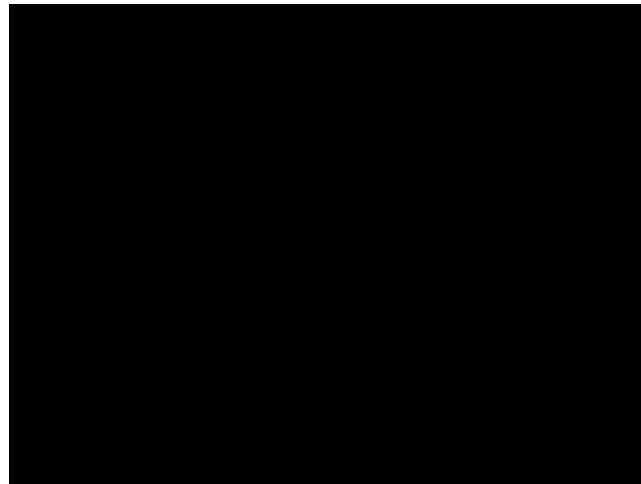
Source: Texas Association Against Sexual Assault

Primary Prevention Strategies

- Focus is changing or addressing the **underlying causes** of sexual violence
- Aims to change risk factors for individuals and for the community at-large; strategies are population based and focus on **victimization, perpetration, and bystander** issues
- Goal is to eliminate and reduce risk factors that perpetuate sexual violence to keep it from happening in the first place while creating healthy norms and healthy communities
- Often looks like examining policies and practices to improve protection of youth **in conjunction with** training for staff and volunteers

Source: Texas Association Against Sexual Assault

Socio-Ecological Model

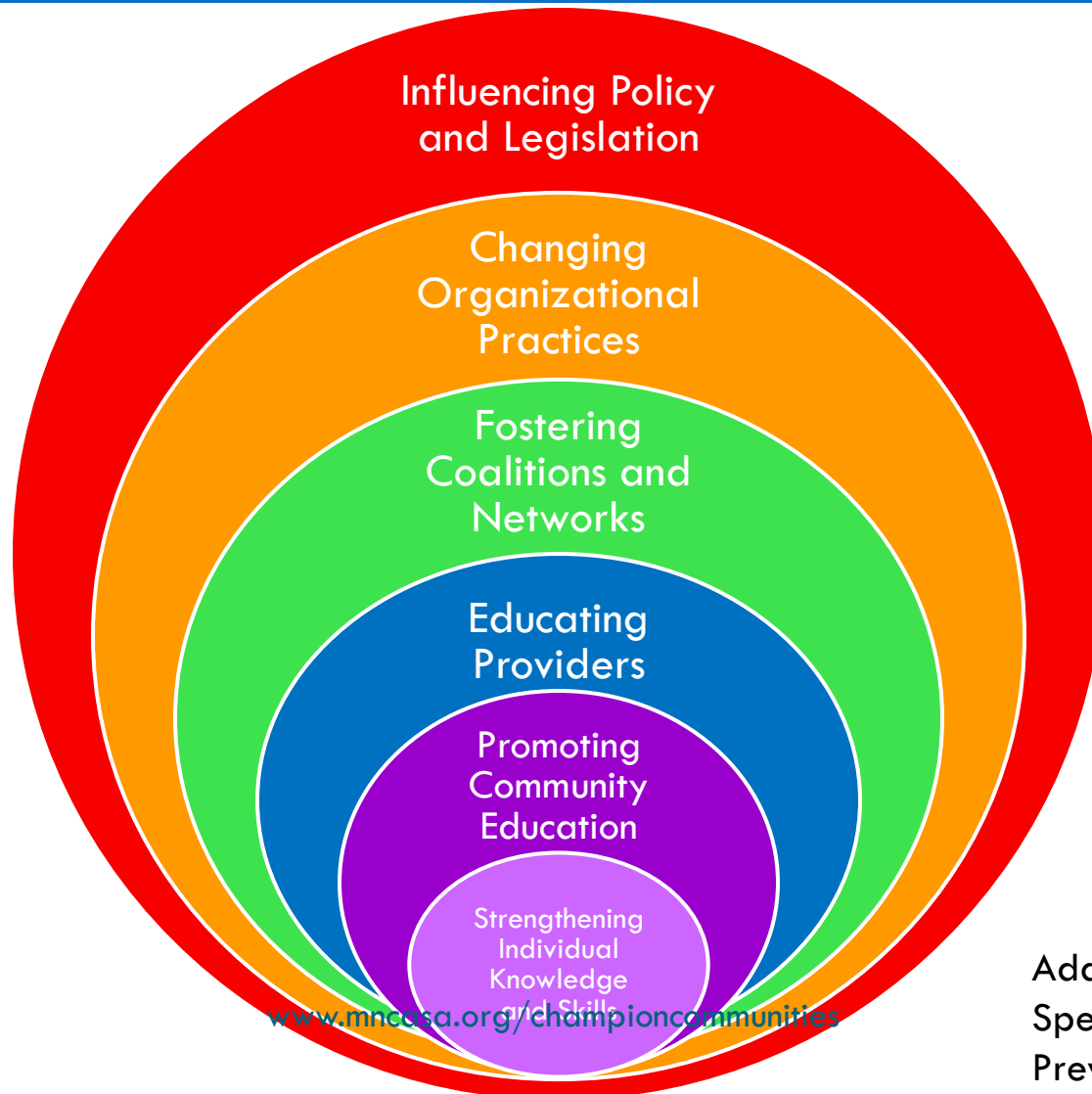


Socio-ecologic Model

- Link to video:

<https://www.youtube.com/watch?v=FkWu11q-wqM&noredirect=1>

Spectrum of Prevention



www.mncasa.org/championcommunities

Adapted from:
Spectrum of Prevention,
Prevention Institute

Social Norms at the Root of SV

- Gender: limited roles, objectification and oppression of women
- Power: value placed on claiming and maintaining power
- Violence: Tolerance of aggression and attribution of blame on victims
- Masculinity: traditional constructs of manhood, including domination, control, and risk-taking
- Privacy: notions of individual and family privacy that foster secrecy and silence

What this looks like

- Gender: thong bathing suits for 5 year olds; ending an article on a campus sexual assault by saying the University recommends women not walk alone at night; Viagra was covered by health insurance before birth control was
- Power: linking sex with violence in video games and pornography
- Violence: the “knock out” game; Incredible Hulk
- Masculinity: Boys don’t cry; male sexual entitlement
- Privacy: very low rates of reporting sexual violence

Movement Building Indicators

- Base of supporters you can mobilize
- Leadership development (number and expertise)
- Strategic alliances (breadth and depth)
- Strategy development informed by shared values and analysis
- Messages designed to advance your project goals
- Change in policies
- Changes in social norms (language, beliefs, attitudes, and behavior)

Moving from Programs to Policy

- Instead of “one-off” programs, how can you expand the focus of your prevention offerings?
- Example: When a YSO requests a training, offer/require them to share their current policies and practices with you so that you can be sure the training reinforces their policies. If their policies need improvements, suggest changes. Training without support from organizational policies has a shorter term impact.
- We want to create long term change.

Focus on Changing the Environment

- ▣ Environments often telegraph what behaviors are expected or tolerated
- ▣ Think about a coffee shop versus a sports bar or a sports bar versus a dance club
- ▣ Elements of the environment:
 - Lighting
 - What's hanging on the walls
 - Attire of the staff
- ▣ How can we talk about creating healthy norms through healthy environments?

Borrowing from another movement

- Smoking
 - ▣ Education and awareness of dangers of smoking
 - ▣ Risk reduction strategies via lower tar cigarettes
 - ▣ Changing the environment through prohibiting advertising, vending machines, etc.
 - ▣ Focus on policy change with the clean indoor air act
 - ▣ Focus on social norms change with the “target market”
 - ▣ Movement building around exposure to second hand smoke, workplace issues, etc.

What Key Points Do We Want To Make?

- ▣ **Prevalence of Sexual Violence**
- ▣ **Community problem with community solutions**
- ▣ **Primary Prevention - Stop it before it starts**
- ▣ **Social norms**
- ▣ **Spectrum of Prevention – Integrated action that works**
- ▣ **Shaping the social environment to shape behavior**
- ▣ **Examples of PP initiatives**
- ▣ **How others can be involved**

- ▣ **Other Key Points? (Chat in)**

In Real Life: Amy Kenzie

Program Coordinator, Sexual Violence Prevention Program

Coordinator, Minnesota Human Trafficking Task Force

Injury and Violence Prevention Unit

Minnesota Department of Health

Key Phrases and Critical Points

What Key Points Do We Want To Make & How?

- **The problem**
 - 1 in 3 MN women report having experienced sexual violence by mid-life – U of M and Women’s Foundation of MN
 - 1 in 4 girls and 1 in 6 boys are victims of sexual violence – U.S Center for Disease Control
- **Community problem with community solutions**
 - This many women and children could not be sexually assaulted without wide spread cultural support. This is a community problem with community solutions. Together we can stop this before it even starts.
- **Stop it before it starts**
 - Moving upstream story – three sisters by the river – the fisherman story
 - Many professionals are trained to recognize the signs of sexual abuse in children, but by that time, it is too late. The abuse has already occurred. We have to stop this harm before it occurs.
 - We spend billions of dollars per year attending to the sexual harm which has occurred by assisting victims and holding offenders accountable through incarceration and tracking systems. We spend \$0 dollars on stopping this violence before it starts.
- **Social norms**
 - (Male speaker) When I was a boy, 2 ½ or 3 feet tall, the worst thing I could be is who (you are, half the room is, etc). Don’t run like a girl, throw a ball like a girl, or cry like a girl. Don’t be anything like a girl, that’s how I knew I was the right kind of boy. If the worst thing I could be was a girl, than obviously boys are better than girls. Historically anytime one whole group of people believe they are better than another whole group of people, you will see an attendant level of hostility from the group who thinks they are superior toward the “inferior” group. We see this with racism, sexism, homophobia, anti-Semitism, etc.
 - (Male speaker) When I was in middle school the worst insult I could get was being called a girl. Those were fighting words. My coaches used to even motivate us by calling us girls, or old ladies etc. This just reinforced that notion that boys are better than girls. And by that time the hostility toward girls was becoming more apparent in our behavior and our language. A simple example of this hostility today is the language men and boys commonly use when referring to girls or women. We all know the words, and they’re not pretty.
 - (Male speaker) By the time I was 14 years old I had seen thousands of sexualized images of women’s body parts. Women were presented to me as sexual objects to do with as I please, not as full human beings to respect and to care about.
 - Video games, music, movies, TV, marketing, pornography all provide examples of the glorification of violence, the sexual objectification of women, and the fun that can be had being sexually aggressive. Have you ever played Grand Theft Auto? It’s a top grossing video game full of all kinds of criminal activity ... including raping and killing a prostituted woman for extra game points, for fun.
 - The fashion industry spends billions of dollars each year telling girls and women that their main function and primary worth is how they look and whether they are sexually attractive and available to men.

What Key Points Do We Want To Make & How?

▣ **Spectrum – moving to organizational practices and public policy**

- **Organizational practice and public policy have the broadest impact on change. Think smoking, child safety seats, Title IX.**
- **Education alone does not create social change – using education and community awareness to build the social capital and political will to create organizational practices and public policies is the key to primary prevention.**
- **How do we institutionalize our training goals and objectives, whether it is in the family, our faith community, our businesses, civic organizations, schools. We do it by updating and creating policy and protocol which consequently have the broadest impact for change.**

▣ **Shaping the social environment**

- **Businesses know how to set up an environment to support the behavior they are hoping to elicit. (i.e coffee shops vs sports bars)**
- **Rather than focusing on shaping individual behaviors, we focus on shaping the environment which then shapes those behaviors. This has the broadest impact.**
- **Environmental Scans - Smoking – removing advertising to children; take vending machines off sidewalks, move cigarettes behind the counter and out of easy view, check IDs, etc.**
- **Champions Building Champions – Mission Statement Story**

What Key Points Do We Want To Make & How?

- **Examples of PP initiatives - Smoking, car seats, sexual harassment policies, title IX, clean hotels**
 - This can work. Look at smoking, 20 years ago no one would have believed that Minnesota, or any other state for that matter, would ever ban smoking in all public areas, including bars and restaurants. In those days people just said “no way, it will never happen”. That is a very common thing to hear when you are talking about primary prevention. “It’s impossible”. But then we go ahead and do it anyway.
 - Sexual harassment policies have transformed the work place and are great examples of intervention and primary prevention working together in one policy. You have expectations outlined when a complaint is made, (after the harm has occurred – Intervention) and you have what is called the identification and elimination of the “hostile environment”. There are clear guidelines in work places that identify what a “hostile environment” looks like. Similar expectations could occur in the broader environment as well so women, children and LGBTQ folks predominantly, do not have to live with the threat and reality of sexual violence.
- **How they can be involved**
 - As men, many of us have been silent in the face of this violence, or have blamed the victims, or discredited the women who seek to end the violence by calling them “manhaters” or “male bashers”. We do not yet know what the full impact will be when men begin to join women in this effort. The potential is relatively untapped at the moment. But that is changing. Increasingly, in recent years, we have seen men begin to stand up together and step forward with women to end sexual and domestic violence. As men we have a unique opportunity and particular responsibility to do so.
 - You should come to our meeting on the 16th. We’ve started a primary prevention (task force, committee, collaborative, group etc) that meets every third Wednesday at 1:00 at the (location). We are currently looking at (example of activity) and it would be great to have your input on this. You’ve got (knowledge, experience, etc.) that would be great to have as we develop this plan.

Practice

- Start low risk, i.e. with family and friends.

Supporting Arguments for Prevention

Who are you talking to? Is it helpful to be topic specific?

Cost

- MDH Study – 2007 study - \$8 Billion dollars spent in MN in 2005 responding to the impact of sexual violence.

<http://www.health.state.mn.us/injury/pub/svcosts.pdf>

Currently - \$0 state dollars spent on prevention

- MIWRC - Child sex trafficking study – For every \$1 dollar of tax payer money spent on prevention we save \$34 dollars in costs associated with attending to the harm after it has occurred.

<http://www.miwrc.org/about-us/reports-publications/>

Supporting Arguments for Prevention

Who are you talking to? Is it helpful to be topic specific?

Health

- ▣ Minnesota ACE Study -
http://www.health.state.mn.us/divs/chs/brfss/ACE_ExecutiveSummary.pdf
- ▣ Lifelong problems with health and well being

Supporting Arguments for Prevention

Who are you talking to? Is it helpful to be topic specific?

Gender Equity

- When gender equality is manifested, the incidences of sexual violence will be reduced dramatically and/or disappear.
- Sexual and domestic violence is relatively new in North America. It is only about 150 – 200 years old in our area. Traditional Native American Lifeways respected and honored women as sacred and considered the interconnectedness of all beings. Did you know that there isn't even an Ojibwe word for rape. There is no word for rape in the Lakota language either. Do you know what that means? It means it didn't happen. Or if it did, it was a rare occurrence and was dealt with swiftly and effectively.
- U of M/Women's Foundation Study on the current gender inequities in the state.
 - http://www.wfmn.org/research/2010Reports/2010SWGGM_FullReport.pdf
- Violence and the constant threat of male violence inhibits socioeconomic opportunities for women, where they can walk, live, work, and play. Sexual violence and the norms which support its widespread use, keeps women "in their place" which is often under the individual and collective thumbs of men. This is called sexism. Increasingly, men are speaking out against these injustices and joining women in collective efforts to build and sustain a vibrant future free from the reality or threat of sexual violence.

Examples for talking about initiatives

- Bemidji
 - ▣ BEST Bars – BEST Parties
 - ▣ Speakers Bureau
 - ▣ Primary Prevention Media Column

- Winona
 - ▣ Clean hotels
 - ▣ Speakers Bureau
 - ▣ Community Needs Assessment
 - ▣ Birth to grade 3 curriculum
 - ▣ Work place policies
 - ▣ Messaging

Examples for talking about initiatives

Trafficking – Stop the Demand

- Target field initiative
 - Branding – mom, apple pie, baseball, strip clubs
 - Ordinance/statute changes – i.e. St. Paul story
- Porn – opt in vs opt out
 - UK with internet
 - U.S. cable networks
 - Clean Hotels – divestiture policy
- Sexual Exploitation policies
 - Newspapers and weeklies advertising strip clubs, massage parlors and “dating” services.
 - Governmental procurement policies

What are challenges you have or hear about... with primary prevention efforts?

Chat in...

Challenges

- Intervention
- Impossible
- Limited models

Is it possible?

To change the norms?

- Civil rights
- Women's rights
- Disability rights
- LGBTQ rights
- Same sex marriage
- Sexual and domestic violence statutes
- Smoking
- Child safety seats
- Seat belts

YES!

Questions & Problem Solving

Please chat in your questions and share your ideas.

Next Webinar:

- Wednesday, February 5th at noon
- Topic: *Moving Upstream*: How to gather information about your community

Thank you!

- We are available to help you start or reignite your community prevention team. Contact us for help!
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- Chuck Derry gvi@frontiernet.net OR 320-558-4510