



Effective Community Change: New Trends in Sexual Violence

Presentation for
Maine Coalition Against Sexual Assault
Augusta, ME

September 15, 2010

David S. Lee, MPH
California Coalition Against Sexual Assault,
david@calcasa.org
www.CALCASA.org
www.PreventConnect.org
916-446-2520

A copy of the materials for this presentation is available at www.PreventConnect.org (search for "Maine")



A Project of

CALCASA

PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect Listserv with over 1100 prevention advocates
- eLearning, Podcasts, Wiki on prevention

www.PreventConnect.org

Twitter: [@preventconnect](https://twitter.com/preventconnect)

Blog: www.calcasa.org/prevention

Sexual Violence Prevention

Resources

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=121§ionID=241>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

An Evidence-Based Review of Sexual Assault Preventive Intervention Programs

by Shannon Morrison, Jennifer Hardison, Anita Mathew, & Joyce O'Neil. September 2004.

<http://www.ncjrs.gov/pdffiles1/nij/grants/207262.pdf>

List of Research, Data & Information Related to Child Sexual Exploitation Prevention

Prepared by the National Coalition to Prevent Child Sexual Exploitation, December 2007.

http://www.preventconnect.org/articles/NCPCE_Resource_List_2007.pdf

Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria, Victorian Health Promotion Foundation, Victoria, Australia, December 2007.

<http://www.vichealth.vic.gov.au/preventingviolence/>

Report Describing Projects Designed to Prevent First-Time Male Perpetration of Sexual Violence by Monique Clinton-Sherrod, Deborah Gibbs, et. al. (RTI International) (September 2008).

http://www.nsvrc.org/cms/fileUpload/RTI_Report_updated%202008.pdf

Sexual Violence Prevention: Beginning the Dialogue By the U.S. Centers for Disease Control and Prevention. 2004. <http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>

World Report on Violence and Health By the World Health Organization. 2002.

http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html

Rape Prevention and Risk Reduction: Review of the Research Literature for Practitioners by Kimberly A. Lonsway with contributions from Dorothy Edwards, VAWnet: The National Online Resource Center on Violence Against Women (January 2009)

http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf

Preventing intimate partner and sexual violence against women: taking action and generating evidence. By World Health Organization/London School of Hygiene and Tropical Medicine. Geneva, World Health Organization, 2010.

http://www.who.int/entity/violence_injury_prevention/publications/violence/9789241564007_eng.pdf



NOTES

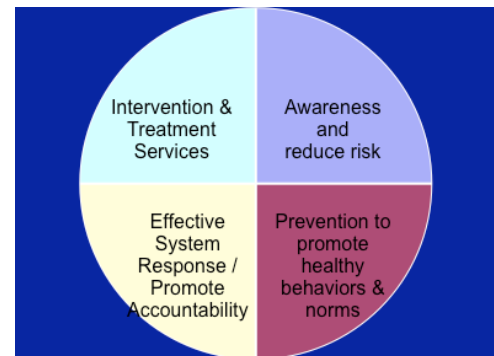
Background on Addressing Rape:

- Andrea Dworkin, **I Want a Twenty-Four-Hour Truce During Which There Is No Rape**, 1983, <http://www.nostatusquo.com/ACLU/dworkin/WarZoneChaptIII.html>
- **Transforming a Rape Culture**, 1993, edited by Emilie Buchwald, Pamela Fletcher, Martha Roth
- bell hooks, **Talking Back: thinking feminist - thinking black**, 1989
- Lydia Guy, "Can Radical Feminism Co-exist with the Public Health Paradigm?" in **Partners in Social Change** (A Publication from the Washington Coalition of Sexual Assault Programs) Volume 8 (3) Spring 2006. <http://www.wcasp.org/prevention/PDF/SPringPISC2006.pdf>
- Steven Johnson, **The Ghost Map**, 2006 <http://www.theghostmap.com/>
- PreventConnect eLearning on Social Justice and Public Health: <http://www.preventconnect.org/display/displayTextItems.cfm?itemID=243§ionID=254>

Primary Prevention:

a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place. (from Prevention Institute, www.preventioninstitute.org)

- Part of Comprehensive Response
- Before
- Community
- Promote
- Comprehensive
- Root Causes



Examples:

- Search Institute 40 Developmental Assets <http://www.search-institute.org/assets/assetlists.html>
- Social Ecological Model (see on PreventConnect wiki http://www.preventconnect.org/wiki/index.php?title=Socio-ecological_Model)



How Do People Change?

- Knowledge → Attitudes → Beliefs → Behaviors ????
- Expectations, Social Desirability, Modeling, Media
- Enforce, Educate, Market/Persuade

Social Marketing Principles:

- Understand Primary Audience
- Define Desired Behavior
- Identify Benefits of Adopting Behavior
- Identify Barriers to Adopting Behavior / Competition
- Ease to Implement Behavior
- Communication Strategy
- Mobilize
- Create Social Norms

Social Marketing Wiki <http://socialmarketing.wetpaint.com/>

What is Social Marketing? by Nedra Kline Weinreich

<http://www.social-marketing.com/Whatis.html>

The Spectrum of Prevention



Developed by Larry Cohen, Prevention Institute www.PreventionInstitute.org

PreventionConnect eLearning on Spectrum of Prevention

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=160§ionID=233>

PreventionConnection Podcast on Spectrum of Prevention

<http://www.preventconnect.org/display/displayDocumentItems.cfm?itemID=75>

Comprehensive Examples

- MyStrength www.mystrength.org
- Green Dot <http://www.uky.edu/StudentAffairs/VIPCenter/greendot.html>
- I.A.M. Strong <http://www.sexualassault.army.mil/>
- Start Strong www.startstrongteens.org
- Denim Day <http://www.denimdayusa.org/>

Evidence Based

- Types of Evidence – see blog on Wendi Seibold’s article in Moving Upstream <http://calcasa.org/prevention/virginias-newsletter-on-evidence-for-prevention/>
- **Sexual Violence Prevention: The Role of Stages of Change**, Banyard VL, Eckstein RP, Moynihan MM Journal of Interpersonal Violence, January 2010; vol. 25, 1: pp. 111-135. <http://calcasa.org/prevention/social-marketing-to-prevent-sexual-violence-2/>
- Stages of Change (Transtheoretical Model) <http://wiki.preventconnect.org/Prevention+Theory>

The Spectrum of Prevention

Influence Policy and Legislation	
Change Organizational Practices	
Foster Coalitions and Networks	
Educate Providers	
Promote Community Education	
Strengthen Individual Knowledge and Skills	

Developed by Larry Cohen, Prevention Institute
Larry Cohen and Susan Swift, "Spectrum of Prevention" **Injury Prevention** (1999;5:203-207)
More information is available from Prevention Institute, www.PreventionInstitute.org

Social Marketing Principles

Primary audience	
Desired Behavior	
Benefits of Adopting Behavior	
Barriers to Adopting Behavior and Competition	
Ease to Implement Behavior	
Communication Strategy	
Community Mobilization	
Creating Social Norms	