



Building a Movement for Social Change: Sexual Violence Prevention in Action

Web 2.0 to Advance Prevention of Sexual Violence

Presentations for
North Carolina Coalition Against Sexual Assault
2011 Statewide Conference

New Bern, North Carolina
May 17, 2011

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 “North Carolina”)



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 in Action

Selected 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>

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

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>

Training Professionals in the Primary Prevention of Sexual and Intimate Partner Violence: A Planning Guide. 2010, By US Centers for Disease Control and Prevention

http://www.cdc.gov/violenceprevention/pub/training_guide.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

Principles of Prevention, online learning units, Centers for Disease Control & Prevention,

<http://www.vetoviolence.org/education-pop.html>

NOTES

Ending Rape Requires Social Change

Prevention is the work to create that social change.

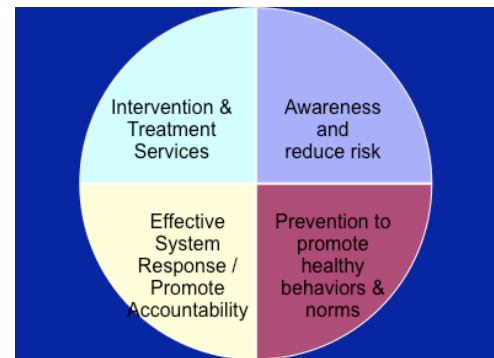
Background on Addressing Rape:

- Andrea Dworkin, **I Want a Twenty-Four-Hour Truce During Which There Is No Rape**, 1983, <http://www.nostatusquo.com/ACLU/dworkin/WarZoneChaptIIIIE.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 unit **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:

- How to Start a Movement – Derek Sivers (TED Talks) http://www.ted.com/talks/derek_sivers_how_to_start_a_movement.html
- Bystander eLearning (NEARI and NSVRC) <http://www.nsvrc.org/elearning/3546>
- Bystander articles in Violence Against Women <http://vaw.sagepub.com/content/early/recent>
- Say No – UniTE www.saynotoviolence.org
- Tell the New York Times to Apologize... (Change.Org) http://www.change.org/petitions/tell-the-new-york-times-to-apologize-for-blaming-a-child-for-her-gang-rape#comments?opt_new=t&opt_fb=t
- Men Speak Out About Sexist Coverage of Rape: A Call to Action <http://calcasa.org/prevention/men-speak-out-about-sexist-coverage-of-rape-a-call-to-action/>
- V Day www.vday.org
- SPARK Summit www.sparksummit.com
- Hollaback www.ihollaback.org

- Milwaukee Healthy Manhood Project (podcast)
www.preventconnect.org/podcasts/20110302-HealthyManhoodProject.mp3 (podcast interview of A CALL TO MEN Project www.ACALLTOMEN.com)
- Generation Five www.generationfive.org

Go in search of your people / Love them / Learn from them / Plan with them / Serve them /
Begin with what they have / Build on what they know.

But with the best of leaders / When their task is accomplished / Their work is done / The
people will all remark / “We did it ourselves.”

- Lao Tse

Web 2.0 to Advance Prevention of Sexual Violence

Examples:

- **Blog**
- **Twitter:** www.twitter.com/preventconnect
- **Social Networking:** Facebook
- **Wiki:** www.preventconnect.org/wiki
- **Mash-Up and Mobile Technology:** www.ihollaback.org/
- **eLearning:** Principles of Prevention www.vetoviolence.org/education-pop.html