

**NOT ANOTHER TRAINING
IN A BOX:
SUPPORTING
COMMUNITY-BASED
PRIMARY PREVENTION
STRATEGIES**

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LEARNING OBJECTIVES

- Participants will have an increased understanding of community-based primary prevention strategies;
- Participants will have an increased awareness of existing state and local strategies for community-based prevention; and
- Facilitators will support participants in developing strategies that could be effective within their own communities.

SHIFTING OUR FOCUS

Awareness is...

- A one-time program or event
- One skill-building session
- One protocol

Prevention is...

- An ongoing process
- Integrated into the entire community infrastructure

WORKING OUTSIDE THE BOX

The complexity of sexual violence means one strategy will not work for every situation.

- Consider: What specifically in your community puts people at risk?
- What are barriers to this approach?

COMMON CHALLENGES

Not enough time to make something new

Can't you just give me a curriculum?

Want to align with evidence-base

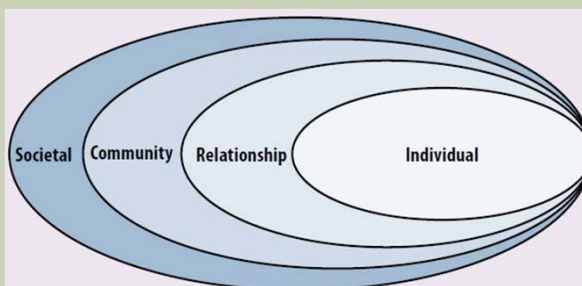
Don't we already know what they need to hear?

How will we evaluate it if it's "home grown"?

What's the real benefit to doing it this way?

HEALTH PROMOTION VS. RISK-REDUCTION

Framing IPV/SV as an individual behavior preserves the present reliance on individual-oriented prevention strategies. This does little to change the environmental factors that shape and reinforce individual behavior.

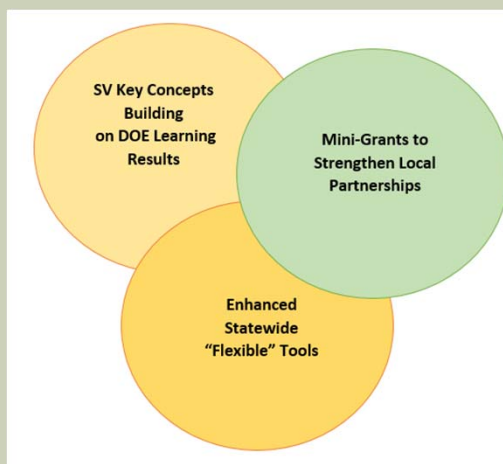


COMMUNITY SPECIFIC STRATEGIES IN WASHINGTON STATE



CONNECTING WITH STATE SYSTEMS IN MAINE

- Connecting with DOE framework **leverages existing resources** and provides a **shared prevention framework**
- Strengthening local partnerships **expands prevention messaging**
- Increasing flexible tools – such as the Backbone Zone and prevention toolkit – **builds local capacity**

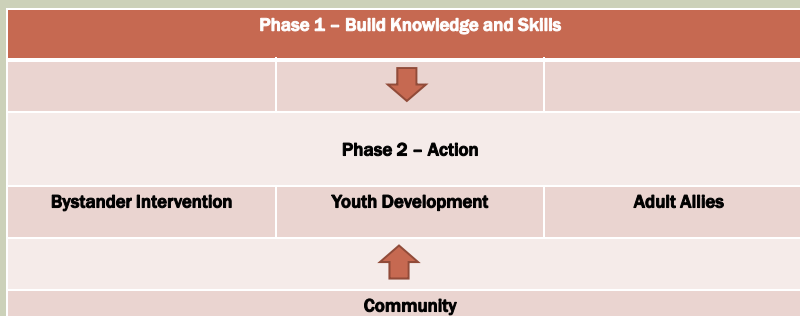


MOBILIZING MISSOURI COMMUNITIES TO IMPLEMENT POLICY CHANGE

The Missouri Coalition Against Domestic & Sexual Violence unites Missourians with a shared value that rape and abuse must end, and advances this through **education, alliance, research, and public policy.**



TEXAS PROGRAMMING



TEXAS COMMUNITY-DEVELOPED SOLUTIONS

Guiding Principles

- Promote community ownership and community solutions
- Involve a diverse group of community members
- Account for, incorporate, and address cultural and community-specific norms
- Build on existing assets



MOVING ON UP

THE SPECTRUM OF PREVENTION

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

HOMEGROWN PREVENTION

Action planning for community-based work:

- Strengths you can build on: how do you talk about prevention in your community, with community partners?
- What are the barriers/concerns to keep in mind as you create a shared language and vision?

COMMUNITY LEVEL WORK

- Approach
 - Programming to change the environment of the selected population
- Programming developed through the use of the community change strategies
 - Community mobilization
 - Coalition building
 - Social norms change
 - Policy education
- Outcomes
 - Increase community investment in primary prevention programming;
 - Increase number of primary prevention initiatives (e.g. policy changes, petitions, letter writing campaigns, community events, and social norms campaign). Primary prevention initiatives means a group of people taking collective action related to risk and protective factors.

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