

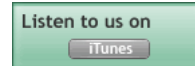
Welcome to the Web Conference

*From Data to Prevention II:
Using Data to
Make the Case for Prevention*

We will start soon



www.PreventConnect.org



- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
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- Blog <http://calcasa.org>
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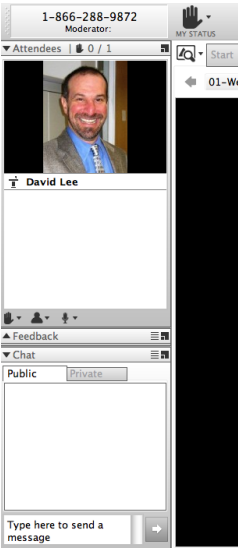
TTY: 916-446-8802

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How to use this technology



- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides
- Phone

- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510
- Call CALCASA at (888) 922-5227 ext. 315

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2011 Web Conferences Building Prevention Leadership

- **Advancing a Critical Analysis: Incorporating consciousness in prevention efforts**
- **Cultivating Community Driven Social Change**
- **Using Data to Make the Case for Prevention Guest: Berkeley Media Studies Group (July 25; repeated July 26, 2011)**
- **Promoting a Diverse Leadership** Guests: Hollaback & Idaho Coalition Against Sexual and Domestic Violence (August 30; repeated August 31, 2011)
- **Measuring and Communicating Effectiveness** (September 27, repeated September 28, 2011)

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2011 Web Conferences From Data to Prevention

- **Understanding the Differences between National Sexual Violence and Intimate Partner Violence Surveys.** Michele Lynberg Black, CDC (May 25, repeat May 26, 2011)
- **Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective** Transforming Communities (June 8, 2011)
- **Using Data to Make the Case for Prevention,** Prevention Institute with Berkeley Media Studies Group (July 25; repeat July 26, 2011)
- **Framing Primary Prevention Messages Using Data;** CDC and Fenton (September 20; repeat September 21, 2011)



PreventConnect

- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.





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From Data to Prevention II: Using Data to Make the Case for Prevention


Create News to Prevent Violence

Larry Cohen, MSW, Prevention Institute
Lori Dorfman, DrPH, Berkeley Media Studies Group

July 25th & July 26th, 2011
11:00AM -12:30 PST; 2:00-3:30 PM EST







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Learning Objectives

- Engage in a **candid discussion** of the challenges and opportunities in media coverage of violence.
- Provide examples of **lessons learned** from people and organizations working on this strategy.
- Identify opportunities to lift up **population based efforts** like organizational practice and policy change in the media.

Prevention

a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

Primary Prevention

*taking action **before** sexual and domestic violence occurs.*

The Prevention Continuum



Norms

Sanction behavior

Taken for granted

Based in culture & tradition

Behavior shapers

More than a habit

5 Key Norms



Limited Roles for Women



Power & Control



Narrow Definitions of Masculinity



Violence



Privacy and Silence

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Using Data to Make the Case for Prevention



Lori Dorfman
Berkeley Media Studies Group



Larry Cohen
Prevention Institute

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Looking at the News

- Understand challenges in current news coverage of violence
- Identify opportunities to create news around primary prevention of domestic violence
- Frame domestic violence to emphasize prevention and policy solutions

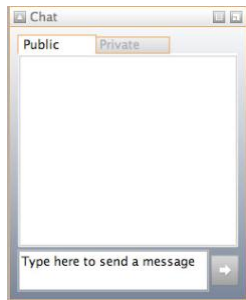
berkeley **media** studies group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

www.bmsg.org

Making the case for prevention

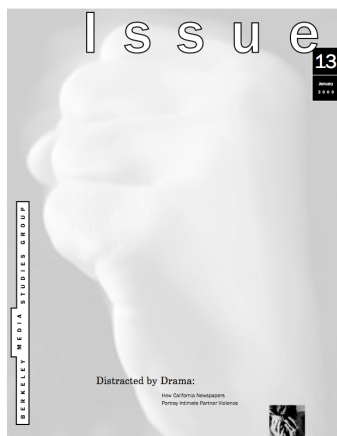
What kinds of stories do you see the media covering around sexual and domestic violence?



Use chat to answer



IPV & Child Sexual Abuse in the News



IPV in the News

- IPV does not get coverage equal to its frequency as an arrest
- Other violence gets covered more often as an issue
- IPV was represented as more lethal than it is
- IPV coverage is more “murder-centric” than other violence coverage

Child Sexual Abuse in the News

- News coverage of child sexual abuse is infrequent
- Coverage focuses on “moments” in the criminal justice process
- Prevention is virtually invisible
- Language describing child sexual abuse is vague and imprecise

Release of New Data

New Data Show Child Sexual Abuse Down 5 Percent Nationally

By [Lori Wright](#), Media Relations

Bills to protect domestic violence victims advance

Jul 16, 2011 11:01am

[Email](#) [Print](#) [Facebook](#) [Twitter](#)

SACRAMENTO, Calif. (AP) — The Legislature resoundingly approved three bills to protect victims of domestic violence and sent them to Gov. Jerry Brown for approval in the flurry of action at the Capitol before lawmakers began summer recess.

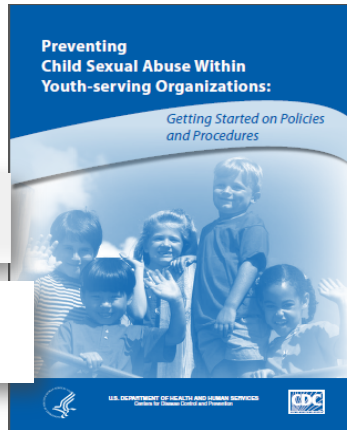
Preventing intimate partner violence before it starts.

Publication: [Clinical Psychiatry News](#)

Publication Date: 01-NOV-07

Format: Online

Delivery: Immediate Online Access

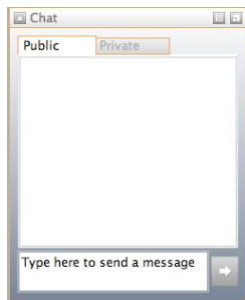


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Making the case for prevention

How have you successfully used data to make the case for prevention?



Use chat to answer

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The Need to Reframe



Tasks for Reframing

- **Make the landscape as vivid as the portrait.**
- **Illustrate the values.**
- **Connect values to solutions.**
- **Don't just talk, act.**

Reactive News Coverage

Every time there's a story on _____,
it should include information about _____.

m
b s

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Put Prevention in the News



“To gain the media’s attention, you can’t just say something; you have to DO something.”

---Russell Sciandra

m
b s

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Making the case for prevention

What are some opportunities you can think of to get your story in the news?



Use chat to answer

General Strategies

- **Community organizing & policy development**
- **Monitor the media & develop a press list**
- **Use editorial pages**
- **Create news**
- **Piggyback on breaking news**
- **Paid advertising**

Question & Answer Session



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