



OTTAWA POLICE SERVICE
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Collaboration for Prevention of Violence Against Women

Stakeholder Workshop

Thursday, November 26, 2015
Overbrook Community Centre-33 Quill Street

Final Workshop Summary

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1 Context

“An ounce of Prevention is worth a pound of cure” ~Benjamin Franklin

On November 26, 2015, Crime Prevention Ottawa with its partners brought together a wide range of stakeholders to examine Prevention of Violence Against Women and Girls. The intent was to draw the net as widely as possible to include agencies who work with neighbourhoods, general youth programs and, women and girls. The objectives for the engagement were to:

- Take stock of the great work being done in prevention here in Ottawa
- Learn what the evidence tells us in terms of what works in shifting behaviour and preventing violence against women
- Explore how we might work together more strategically and better align our collective prevention efforts to have meaningful impact

Over fifty community stakeholders attended the event (Participant List provided in Appendix A).

This report is intended as a summary of the discussions held during the workshop. The opinions expressed in the summary are those expressed by the participants and do not necessarily represent the consensus of the group or the opinion of Crime Prevention Ottawa and its partners.

A copy of the invitation and the agenda are attached in Appendix B.

2 Current State of Prevention Work in Ottawa - Results of the Participant Survey

Nancy Worsfold, Executive Director of Crime Prevention Ottawa, presented the results of the online survey that was conducted at registration by the participants. Key highlights from the survey include (out of 45 responses):

- Of the 45 respondents, 93% stated that their agency engages in prevention activities to reduce or prevent violence against women and girls
- Of 38 respondents, 84% use outreach; 79% use posters/flyers and workshops; 71% use social media; and 63% used media relations
- 75% (of 33 respondents) target women and girls, whereas 50% always target the general public and 32% target men and boys
- 32% of 38 respondents were unsure how many individuals were reached in a year with their prevention campaigns and the same percentage of respondents out of 35 do not evaluate their prevention initiatives, whereas 68% always or sometimes evaluate their initiatives
- Respondents provided a list of prevention programs and projects that focus on awareness, safety, and public education, and many of which target students in high school and post-secondary, as follows:
 - The Fourth R
 - Healthy Relationships Plus Program
 - I Can MANifest Change
 - We Expect Better

- Shine the Light Awareness Campaign
- Cyberviolence Project
- Safer Campuses
- Crisis Line Fem'aide
- Project SoundCheck
- Community Safety Audits
- Workplace Safety Audits
- Personal Safety Workshops
- Dec. 6 Vigil
- Clothes Line Project
- Public Education Talks/Training
- #CorneredInOttawa
- In Love... and In Danger
- School Based Violence Prevention Groups
- Man Up! Stand Up!
- Rainbow Youth Forum

The presentation slides with more detailed survey results are provided in Appendix C.

3 Presentation on Evidence-Based Prevention and What Works in Shifting Behaviour

Holly Johnson, Professor at the University of Ottawa's Department of Criminology presented her findings on evidence-based prevention practices and what works to shift behaviour. Ms. Johnson explained how behaviour is influenced by both individual and environmental factors. She then applied this to effective prevention interventions and provided examples when this has been less effective. A copy of Holly's presentation is provided in Appendix D.

4 Round Table Discussions on Strategic Issues

Building on the current state overview and evidence-based practices, the group was invited to engage in two rounds of dialogue on two of the following four topics:

- 4.1 Social Media as an opportunity in prevention of VAW;
- 4.2 Looking outside the VAW Community to non-traditional partnerships;
- 4.3 Alignment and coherence in our messaging: the challenge of three levels of government and short term projects; and
- 4.4 What is a prevention project? From posters to mentorship to writing songs.

The following section summarizes the notes gathered by the table hosts, note takers, worksheets and key points raised during the plenary harvest by theme.

4.1 Social Media as an opportunity in prevention of VAW

Participants at this break out table were asked to consider the following two questions:

- Young people spend a growing amount of time on social media, for both good and bad. How do you believe this is changing their concept of self, social time, and support?

- Given these changes, how can we harness social media to promote healthy relationships?

The following section summarizes their responses:

- Social media is an avenue to get the message out on VAW
- It is accessible by many if not most and an opportunity to retweet positive messages and information
- An opportunity to model non violence to promote non violence.
- Social Media can be used to help young women
 - Social media is such a powerful tool and we would like to harness it to empower young women. Often they don't have the strongest role models or self-esteem. Youth will get a sense of worth from things like how many likes a picture got.
 - Teach young women to expect more from men and from their relationships
 - Tell young girls to be more resilient and take their power
 - Give them something positive to identity with – a lot of young women use social media in a way that devalues their worth
 - We have to craft a message that will reach vulnerable populations (in 140 characters)
 - At least people have an opinion and are voicing it (even though it can lead to conflict)
 - Giving young women a voice – allowing them to create the message and share it on social media (they know best how to use social media)
- Social Media as a Promotional Tool
 - In the context of an organization that promotes safety for women in public spaces (by offering workshops, education, and working with institutions towards their safety goals), social media can be used to reach a wider audience and garner more attention for public safety initiatives. It can also be used in a promotional manner, i.e. sharing testimonials of people who took workshops and how it worked for them in practice.
 - Some of the challenges including the language that is being used – you need to be precise, but you want to use language that is relatable to the largest amount of people possible.
 - Social media has a ingrained feedback loop for how your message is doing (number of likes, RTs). You can hone your messaging based on this instant feedback.
 - It is important to model non-violence when we are using these platforms (the way we conduct ourselves is just as important as the message we convey).
 - Organizations want to move beyond “preaching to the choir”. How do we get the information disseminated beyond our networks to a broader audience? We also want to use the momentum from social media engagement to create engagement and action taking with the organization itself (not just its social media platforms).
- Engaging the Audience through Social Media
 - One organization used social media within a project on street harassment. They got youth to engage about what they expect in terms of safety in their neighbourhood, and then created posters that were tweeted out through their profiles.
 - It is difficult to measure the impact of social media initiatives because most projects are funded on a short-term basis.
 - A lot of projects are short-lived – it is difficult to keep an initiative going. Social media moves so quickly that if an imitative doesn't gain traction, it gets lost. A lot of time, money and effort can go into a project that doesn't get a big response.
- Having Conversations
 - Police officers are encouraged to use social media, but would like to know how to best advance their message.

- Social media is a platform that fosters divisiveness and angry conversations. Some people don't want to be involved because they don't want to be associated or engage in fuelling conflict. It is difficult to find ways to meaningfully contribute to the conversation without putting ourselves at risk of harassment and conflict. Certain platforms are more civil than others; the tone and the audience is different.
- Tool for Negative Behaviours
 - Rape threats online
 - The ability to spread words very quickly
 - Limitation of 140 characters to provide context
 - Controlling the messaging
 - Sexting
 - Anonymity
 - Social media can be used to bully people in another realm (is social media contributing to this trend or is it simply an extension of existing behaviours?)
 - People can be reached 24/7, so the harassing behaviour cannot be stopped.
 - It is an easy/quick way to disseminate information. For example, a picture can be shared without someone's consent, causing re-traumatization.
 - Young people have relationships based on texting – there is less face-to-face contact.
 - The lines between public and private are being blurred.
 - People are sharing messages that aren't their own and don't always know the original intent behind that message. You can lose control of the messaging quickly.

4.2 Looking outside the VAW community to non-traditional partnerships

As participants considered looking outside the VAW community to non-traditional partnerships, they were asked to answer the following question: *We connect in many ways – for recreation, school, work, family time and faith. What are some key meeting points in Ottawa for youth, young families, adults, older adults, diverse communities?* The following responses were shared by participants.

The following section summarizes their responses:

- Community centres
- Shopping Centres
- The gym, the Y
- Parks
- The Legion
- Chapters, coffee shops
- Bingos
- Online: facebook, gaming, linkedin
- Hockey arenas
- Bars and restaurants
- Libraries
- Schools, after school programs
- For older adults- older age resident homes are a barrier to get into because they are for profit and feel it's a key meeting point but difficult to get into that space.
 - Sexually transmitted diseases were rising in the older age population, so there is a possibility of violence in old age homes. They are perfect victims for predators as they are less credible. That is why this is a rising problem.

- From the other side of the looking glass, there is the belief that the validity of a victim's is the police's job; they need to figure out which stories are true or fake, so it can be tough to deal with the police when they have to challenge a story of an assault.
- Outside supports play a bigger role than police. No matter how much training an officer receives, it will never be a pleasant experience
- Faith groups, places of congregation such as Churches and Mosques
- Music festivals, Sporting Games – that bring together different demographics
- How do we get his message out into suburban neighbourhoods and farmers markets
- Facebook ads
- Addressing pornography in schools-what's real and what's not. I think we are not addressing this issue, that the new accessible porn on smartphones needs to be talked about more and addressed what should be expected and what becomes acceptable.
 - Pornography has such a perversion on the mind and it affects men and boys to struggle to adapt to these healthy prosocial norms

Of the list provided, participants were then asked to consider: *Which of these opportunities could support anti-violence and healthy relationship programming?* Responses included:

- Working with:
 - Community centres
 - Library
 - Faith based locations like churches, mosques
 - Afterschool programs
 - Alcohol and gaming commission to go to bars and speak to servers about the consequences of overserving.
- Engaging sport coaches to get involved as they are very influential in young people's lives. Could we offer training to coaches on VAW?
- Involving youth on social media
- Engaging youth to educate adults on social media
- Using youth peer-to-peer approaches as they will accept the message and take it more to heart from their peer group /Engaging youth to develop the messaging and reach out to other youth
- Modeling and practicing approaches to show youth and not just say it by taking the messaging further
- Leveraging youth groups to help get the message out
- Considering two separate messages in programming: sensitivity awareness and prevention
- Engaging boys and men in a way that is non shaming, positive and empowering
- Using messaging that is highlighted or central
- Places and forums to talk about the issues.
- Lobbying social media sights (partnering with IT sector)
- Increasing awareness around crisis lines by reaching out to Anglophone sisters to advertise/refer.
- Apps at schools to help students who are being bullied
- At home, kids closing their eyes to the sex scene but watch the violence
- Promoting healthy relationships in the home & School
- Opportunity to build in prevention groups into parent groups to show the healthy relationship sex education curriculum-also teaching into immigrant groups. Both Parent and Immigrant groups are allies.
- In schools although the new curriculum at school has triggered fear in terms of what is being talked about and so the messaging needs to get to the home. The messaging and role modelling at home and at school need to be aligned to avoid mixed messages
- Providing domestic violence and violence against women information everywhere, such as Service Ontario and Services Canada offices, MTO offices, etc to reach all demographics. If you are wealthy

and in suburbia you are not seeing this information, as often and it is often not as much in the limelight. And you do not have this information as readily available

4.3 Alignment and coherence in our messaging: the challenge of three levels of government and short term projects

When considering the challenges inherent to working with three levels of government and within the limitations of short term projects when trying to deliver coherence and alignment of messaging, participants were asked: *What are the benefits of aligned and coherent messaging? What might be the disadvantages?* The following section summarizes their responses:

The benefits identified include:

- When many people have the same message, there is less confusion. Need aligned messaging when it comes to shaping values.
 - For example at Carleton University, there are consistent support options no matter where you make a disclosure about an experience of abuse.
- The more consistent the messaging, the stronger it becomes (for example, “No means no”).
- The message can be more powerful depending on where it comes from (credibility), how many people hear it and who it resonates with.
- Provides more focus for the public/audience and is more easily “consumed”
- Ensures the use of clear, plain and similar language
- Consistency in who the message is coming from or a coherent message from many perspectives/partners like police, schools, community
- Avoids duplication

The disadvantages to aligning messages included:

- Can be exclusionary – we need options, flexibility.
- Some messaging needs to be approached from different perspectives. Flexibility gives ways to organizations/individuals to complement the messaging. Different organizations will approach situations from different perspectives.
- Consistent messaging can be confusing when different groups don’t necessarily agree with it completely. It can be used as a starting point instead for opening up the conversation. Someone going through the legal system, for example, may have heard many different perspectives on different parts of the process from different groups. It can make it difficult for them to make decisions.
- Language can be conflicting, not everybody agrees on which words to use: victim can be seen as a disempowering word, but survivor can be seen as someone who no longer needs support.
- A broad messaging strategy may marginalize certain groups.
- Might become diluted not have such a positive impact
- Takes away from fact that it is a bigger issue
- Oversimplifies
- Message alternative good behaviors- how to react socially.
- Doesn’t always recognise mandates organization have – creates barriers for reporting
- One size fits all – not realistic. Can be challenging has everyone has different ways of learning
- Messages (contain key values) should remain the same but intervention should vary
- Too repetitive people don’t listen any more – tune it out
- Risk of oversimplifying

- Must consider all players involved when sending a message. Different message for difference audience
- Want to connect with people when delivering the message

After reflecting on the benefits and disadvantages to alignment and coherence of messaging in our communications, participants were asked to *consider how we might create impactful messaging*. The following list summarizes their responses.

- The person delivering the message is important. Someone who is respected and has authority on a subject will have more impact.
- To be impactful, messaging should also be multi-layered. It should come not only from the top, but also from influencers, leaders within peer groups.
- Senior leadership doesn't always appreciate how much their voice matters.
- For some people, it can be hard to connect to the message, especially if that person doesn't believe it applies to them. We need to find ways to connect messages to a broader audience so that everyone feels impacted.
- Currently VAW is being discussed as actions instead of attitudes. We need to speak about it in the context of attitudes to convey change.
- How and when the message is delivered matters.
- In New Zealand, they had a national campaign on VAW where male perpetrators of violence talked about their experience. It was very impactful.
- Messages need to be delivered in a different way depending on who is delivering the message. Peers will not talk about an issue the same way authority figures do.
- We need to incorporate the people receiving the message into the development of the message, incorporate their feedback.
- A multi-pronged approach would be most effective, which requires resources. Longer-term projects would allow for more phases to be completed: message development (including multiple sources), delivering the message, getting the feedback and evaluating its true impacts.
- Some messages, although they are clear, can be problematic – a person who says “I stopped saying no” may not identify as a victim. Being able to evaluate how certain messages are actually working in order to review them would help build better messaging.
- Need messaging that is tailored to certain groups (for example, VAW prevention work should start early, but you won't talk to a child the way you would to a teenager or an adult).
- Need to let people develop their own messaging – we cannot impose what we believe should be done on marginalized group. We should listen to their input for ways that we can assist them in their projects.
- Voices of people we identify with can be more resonant.
- Must deliver coherent messages (community, police, schools..) as part of a movement. For example, would there be a benefit to developing five key messages to move forward.
- Current messaging is effective, must avoid duplication work with what exists (shine the light)
- Being on the same page and continuing the momentum. Positive support as a partner
- Start the messaging at a young age so it becomes the norm. Otherwise messaging will be difficult to accept as we get older.
- Must become part of a school curriculum.
- Key messages as an organization: questioning our roles, looking at creating points of entry regardless of your job
- O tolerance messaging. Identify risks, safety plan support, educate and leave ultimate decisions to people at risk.
- Many different ways we can support “it is never ok” (social responsibility).
- We all have a role in the permissiveness

- It is not just a women's issue it is everyone's issue.
- Looking for signs and clues and giving support. Family, Friends and neighbours campaign good example of community involvement
- Stigma around victims- should be more consistent messaging around this issue. Must work on changing that dominant narrative.
- Stigma might be placed on the actual act – not the victim/survivor

4.4 What is a prevention project? From posters to mentorship to writing songs

After reflecting on prevention projects and initiatives and the various forms they may take, a group of participants was asked how they define a prevention project within their organization. The following definitions were shared.

The following section summarizes their responses:

- Education
 - Empowering women by giving them schooling and bringing up with a better chance of being employed
- Individual connection along with the environmental aspect
- Prevention addresses attitudes behaviours and problems surrounding that topic
- Sharing information on who has broken those laws- fear aspect to prevent
- Integrating information requires expertise-to stop something before it occurs(need expertise to know what to look for)
- Reaching a broader audience is often only looking at possible victims and possible allies but should be providing the message that anyone can make a difference
- COSA- looking at offenders as well not ostracizing them completely...certain amount of accountability but should include in conversation to fully prevent.
- The ideal project would be ongoing, sustainable

Building on the shared definitions, participants were asked: *What has been successful that we can learn from or leverage?* The following list of successes, general comments on success and questions on how to achieve success were shared.

- MADD- Successful at preventing drunk driving. Need to understand what was at the root of their success. Anyone can be a victim of drinking and driving. The public may not see that with violence against women as it seems specific to one person and couples, it does not necessarily impact a community.
- Smoking-Before everyone used to smoke
- Canadians value good decisions: when it was clear that smoking was self-harming, people checked themselves and the burden on the tax system wanted to stop.
- Need to get youth to influence youth.
- Role modeling tends to resonate with youth, not every family has these role models at home getting them to have role models by training coaches, teachers to provide them with those prosocial values.
- Domestic violence is often intergenerational
- Homegrown solutions are much more relevant in those communities and those topics
- Talking to the general community to have a sense of responsibility not just by standard approach it is a community social responsibility

- Assertiveness training, confidence and empowerment of women, have to talk to men. Most men are not perpetrators, but most perpetrators are men.
- Peer-to-peer
- Long term campaigns that are revisited
- Practice skills
- Use of influential people in the community
- Work with boys, strength based approach as opposed to blame, shame and alienation
- How can we learn by things that have gone “viral”?

5 Closing Plenary

In closing, there was a sense of agreement among participants that Crime Prevention Ottawa has a key role to play as a convener of people to start the conversation and build momentum in this area. These types of engagements are key opportunities for stakeholders and partners to learn from each other, break down barriers and problem solve together. Many agencies are not funded or underfunded and so these forums provide a space to hear many perspectives and forge new paths for progress together. It promotes inclusiveness within the community of stakeholders and starts and/or strengthens partnerships. Moving forward, participants expressed their wishes for continued funding for outreach (including MANifest change), a place to share information, tools and a calendar of events/meetings, and more opportunities like this event with different cross sections of the community stakeholders and partners.

6 Recommendations

The following key themes and recommendations are as a result of the discussions held during the workshop and further review and analysis of the break out table notes by the planning committee in partnership with Crime Prevention Ottawa. These recommendations will inform future project and initiatives

- A. Keep in mind the use of social media for both good and as a means of abuse;
- B. Continue to engage boys and men in a way that is non shaming, positive and empowering;
- C. Promote peer to peer learning and positive role modeling in prevention;
- D. Reach young people where they are: in schools and after school programs, sports, social gathering spaces like coffee shops, bars, clubs, and online (both through mainstream social media like twitter, facebook, Instagram, and other youth-popular apps like whisper, kik, etc.);
- E. Reach all demographics in terms of income and age;
- F. Continue to promote zero tolerance and the importance of understanding the concept of consent;
- G. Continue to emphasize the importance of supports to victims;
- H. Continue to promote bystander intervention and stop the culture of silence;
- I. Continue to emphasize the importance of this being a community issue (everyone has a role to play); and

Appendix A – List of Participants

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Appendix B – Invitation and Agenda

Collaboration for Prevention of Violence Against Women

Thursday, November 26, 2015

Overbrook Community Centre-33 Quill Street

AGENDA

8:30	Registration, Coffee and Muffins
9:00	Welcome and Introductions
9:15	Sharing the great prevention work being done in Ottawa – An overview of the online survey results (Nancy Worsfold)
9:30	Evidence-based Prevention: What works in shifting behaviour (Dr. Holly Johnson)
10:00	Round 1: Exploring Strategic Issues (concurrent breakout sessions) <ol style="list-style-type: none">1. Social Media as an opportunity in prevention of VAW2. Looking outside the VAW Community to non-traditional partnerships3. Alignment and coherence in our messaging: the challenge of three levels of government and short term projects4. What is a prevention project? From posters to mentorship to writing songs
10:40	Break
10:50	Round 2: Exploring Strategic Issues (concurrent breakout sessions) <ol style="list-style-type: none">1. Social Media as an opportunity in prevention of VAW2. Looking outside the VAW Community to non-traditional partnerships3. Alignment and coherence in our messaging: the challenge of three levels of government and short term projects4. What is a prevention project? From posters to mentorship to writing songs
11:30	Report Back on Key Challenges and Next Steps
12:00	End of Workshop

GROUP DISCUSSIONS

SOCIAL MEDIA AS AN OPPORTUNITY IN PREVENTION OF VAW

1. Young people spend a growing amount of time on social media, for both good and bad. How do you believe this is changing their concept of self, social time, and support?
2. Given these changes, how can we harness social media to promote healthy relationships?

LOOKING OUTSIDE THE VAW COMMUNITY TO NON-TRADITIONAL PARTNERSHIPS

1. We connect in many ways – for recreation, school, work, family time and faith. What are some key meeting points in Ottawa for youth, young families, adults, older adults, diverse communities?
2. Which of these opportunities could support anti-violence and healthy relationship programming?
3. How do we build these connections and networks?

ALIGNMENT AND COHERENCE IN OUR MESSAGING: THE CHALLENGE OF THREE LEVELS OF GOVERNMENT AND SHORT TERM PROJECTS

1. What are the benefits of aligned and coherent messaging? What might be the disadvantages?
2. How might we create impactful messaging?

WHAT IS A PREVENTION PROJECT? FROM POSTERS TO MENTORSHIP TO WRITING SONGS

1. How do you define a prevention project?
2. What has been successful that we can learn from or leverage?

Appendix C – Presentation on the Results of the Online Registration Survey

Appendix D – Presentation on Evidence-Based Prevention and What Works in Shifting Behaviour

Provided under separate cover.

AN OVERVIEW OF VAW PREVENTION PROGRAMMING IN OTTAWA: BASED ON TODAY'S REGISTRATIONS

Presented by: Nancy Worsfold
Prepared by: Francesca Sapozhnikov

SURVEY INFORMATION

45 Respondents

Participants Demographics	
Agency of Employment	No. of Participants
Program and Service Providers	13
Shelters	4
Health Centres	4
Universities/ OCDSB	5
Networks and Advocacy	7
Ottawa Police Service	10
Government	2

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Evidence-based Prevention: What Works to Shift Behaviour



Holly Johnson, PhD
Department of Criminology

November 26, 2015



www.uOttawa.ca

Changing behaviour



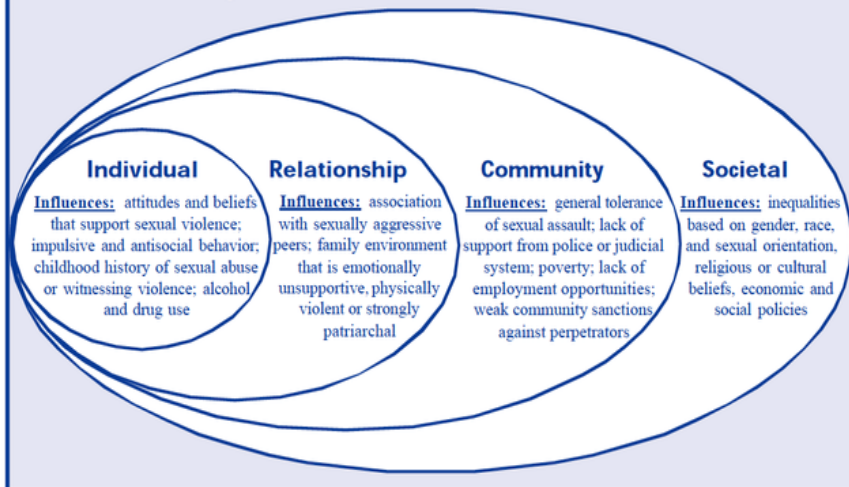
- Behaviour is influenced by **individual** factors (beliefs, motivation, knowledge, skills, expectations) and **environmental** factors (family, cultural norms, neighbourhoods, public policy)
- Changing **individual** level factors:
 - People process small amounts of information at a time
 - People remember information in chunks
 - Without practice people forget within 48 hours
 - Reinforcement is necessary
 - Training may change skills and knowledge; it cannot overcome motivation/incentive
 - Motivation affects what people pay attention to



- Changing **environmental** factors:
 - To understand and change behaviour we need to understand and change the context
 - Strategies need to target families, schools, workplaces, faith organizations, communities, laws and policies, not just individuals



Table 1. The Ecological Model



CDC; Heise 1998

Effective prevention interventions



- Theory-driven
 - How a problem develops and how it is likely to change
- Support positive relationships and outcomes
- Socio-culturally relevant
- Multi-modal and sufficient dosage
 - Increase information and awareness
 - Promote skills development
 - Target multiple areas of a person's life



Social norms approach



- Corrects mistaken perceptions of the attitudes and behaviour of others
 - Sexual behaviour and tolerance of violent behaviour is usually overestimated
 - Affects behaviour in two ways:
 - by justifying and increasing the prevalence of certain behaviours
 - by increasing the likelihood of remaining silent
- Social norms approach aim to reinforce shared norms supportive of non-violent behaviour



Know your audience




Widely supported beliefs:

- Women ask for it by the way they dress
- Men's sex drive is uncontrollable
- Women say 'no' when they mean 'yes'
- Women who have had sexual partners in the past are less credible and likely to have consented
- Women lie about rape
- Women are responsible for men's sexual behaviour



[If she is going out dancing] I don't want to say she's asking for it but she is putting herself in a situation where she's going to be surrounded by guys that are drinking too much. So things could happen. Female university student



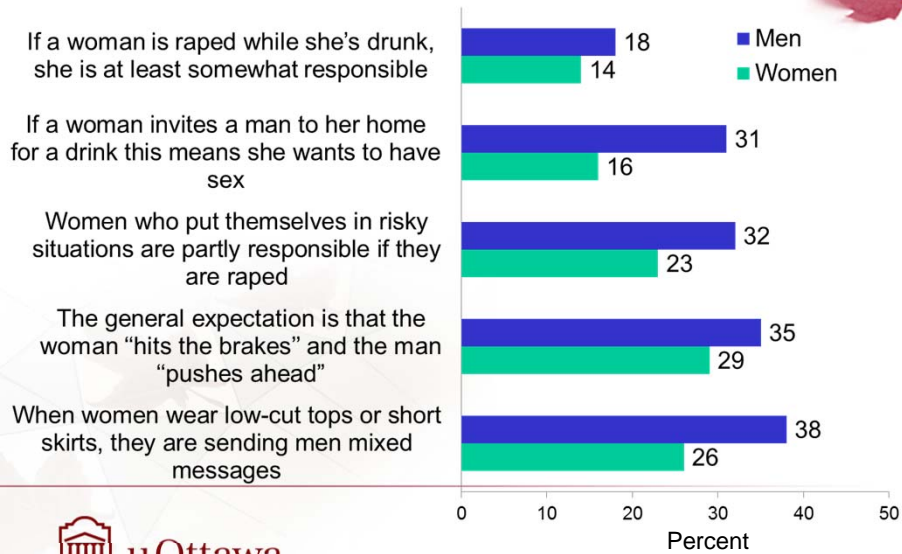
I wouldn't consider it a myth of sexual assault because in reality a lot of girls out there actually look for it. Not look for it but I am pretty sure that they're old enough to actually know what's good and what's wrong. I mean if you go out almost naked, get drunk, wasted and then try to walk home, what else could happen, right?

Female university student



Building Prevention: Sexual Violence, Youth and Drinking (2011)

Women are responsible



Attitudes toward VAW

- Influenced by dominant social norms
- Socially constructed in the socio-historical context of people's lives (gender, age, race/ethnicity, class, sexuality)
- Can be shaped and altered by a new social consensus
- Broader social context and norms (eg. peer pressure) may be more important than individual attitudes

Violence-supportive attitudes are formed by:

- Witnessing or experiencing violence
- Strong identification with homosocial groups where norms of gender inequality and male power dominate
 - Fraternities, sports sub-cultures, military
- A culture where masculinity = dominance, toughness and honour, rigid gender roles, violence is condoned
- Porn, TV, music, film and advertising that portray women in narrow sexualized ways



What hasn't been effective

- Educating young women to avoid high-risk situations such as drinking or travelling alone
- Portraying all young men as potential rapists
- Simply providing information about rape myths
- Instructing young people on how to change their behaviour without opportunities to practice new behaviours




What has been effective



- Programs that focus on transforming gender roles, promoting more gender-equitable relationships and positive masculinities
- Focus on positive youth development and building overall capacity (strength-based)
- Focus on preventing high risk and harmful behaviours together
- Change attitudes and beliefs among young people, peer networks & broader community
- Broader social (not individual) focused explanations of violence



- 
- Engage peers or young adults to deliver prevention messages
 - Provide plenty of opportunities to practice new behaviours
 - Approach men as allies and invite them to take an active role
 - Provide repeated and sustained messages
 - Saturating the community with consistent messages leads to the creation of new community norms and consequently behaviour change



Social marketing



- Purpose: influence people in socially desirable ways and generate positive outcomes
- Effective social marketing strategies:
 - target change in individuals, social environments and communities
- Engage with a social problem based on an emotional connection (hopes, fears)
- Offer solutions
- Reach a small percentage of socially influential people and others will follow



Bystander Education Programs



- Focus on men and women as bystanders to change social norms in a peer culture that supports abusive behaviour
- Addresses participants not as potential victims or offenders but as third parties who have an important role to play
- Focus shifts to the community, increasing the number of people willing to get involved
- Aim is to change the social climate, foster a sense of community responsibility for violence prevention



Media campaigns can...



- Convey messages to broad audiences
- Increase information on a topic
- Correct misperceptions about norms or attach a social stigma to behaviour
- Make positive appeals
- Help to keep issues on social and political agendas, legitimize community interventions and act as a catalyst for other initiatives
- Mobilize communities in support of an issue



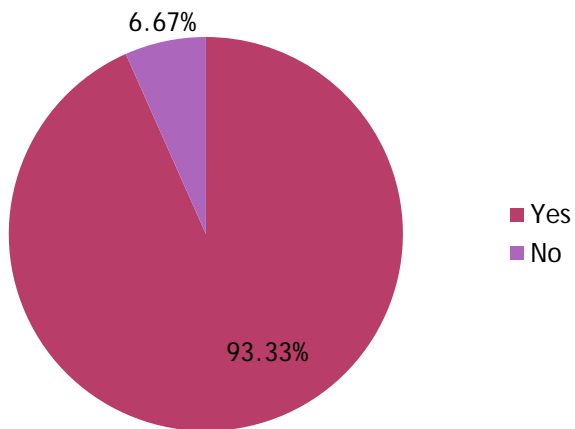
Elements of successful media campaigns



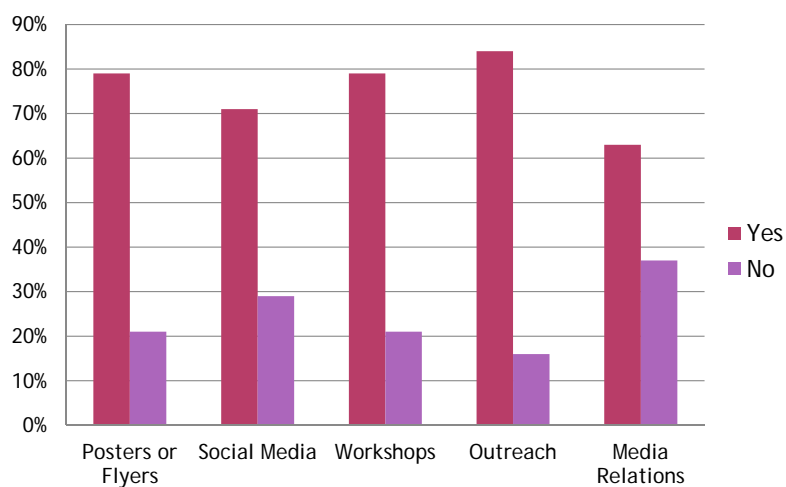
- Grab and hold attention of audience
- Overcome clutter of other media
- Highlight personal relevance of the issue for the target audience
- Provide information/messages in clear terms that can be readily understood
- This increases likelihood that participants will remember the message
- Implement in combination with individual and community level initiatives

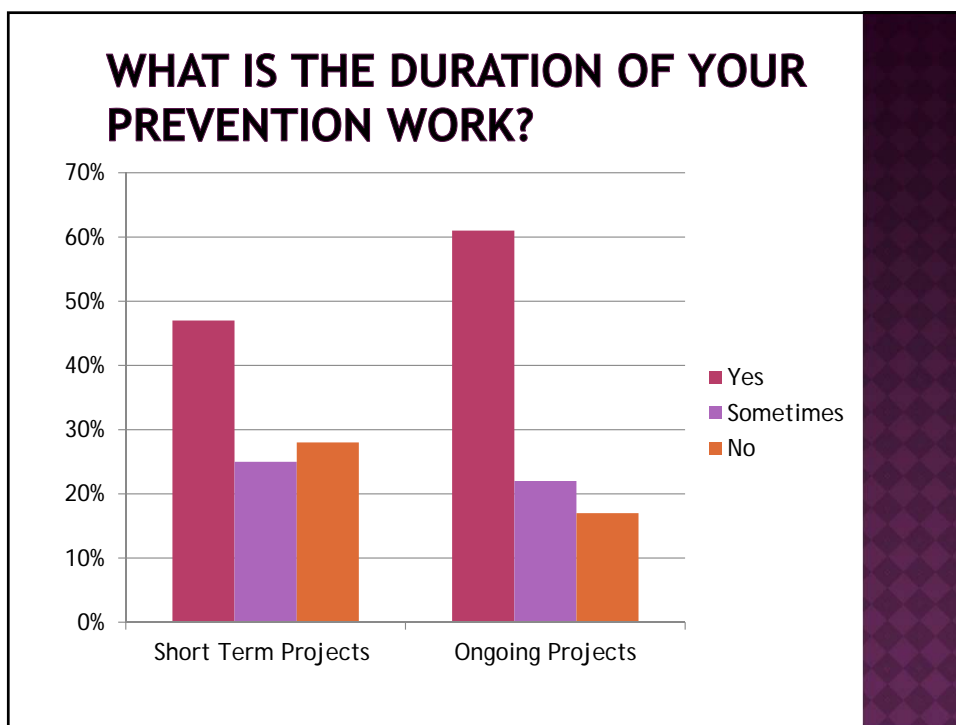
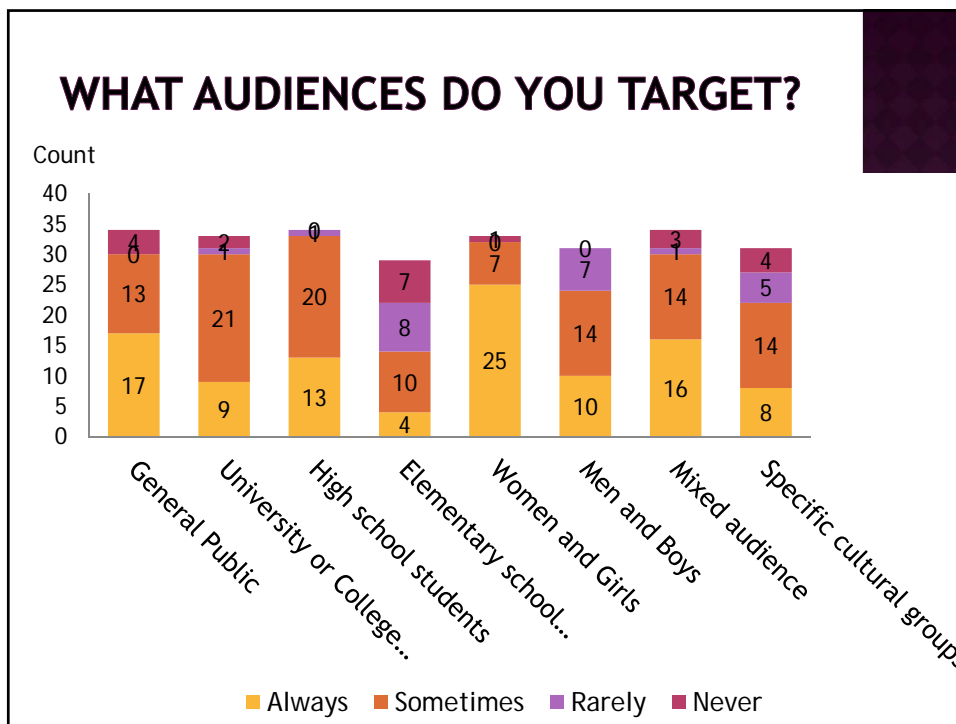


DOES YOUR AGENCY ENGAGE IN ANY PREVENTION ACTIVITIES TO REDUCE OR PREVENT VIOLENCE AGAINST WOMEN AND GIRLS?

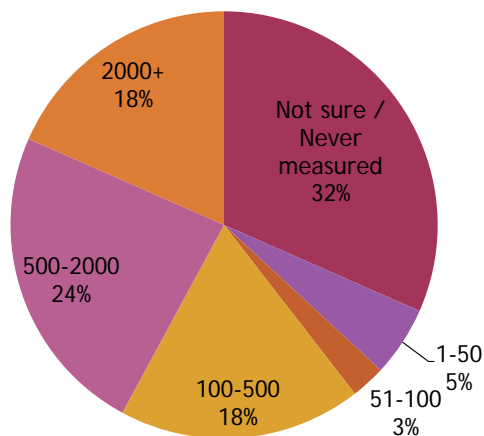


WHAT FORMATS DO YOU USE FOR PREVENTION?

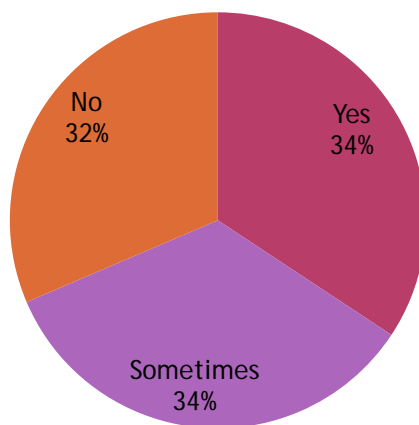




HOW MANY PEOPLE DOES YOUR PREVENTION WORK REACH IN A YEAR?



DOES YOUR AGENCY EVALUATE THE IMPACT OF YOUR PREVENTION INITIATIVES?



PREVENTION PROJECTS/PROGRAMS

- ◉ The Fourth R
- ◉ Healthy Relationships Plus Program
- ◉ I Can MANifest Change
- ◉ We Expect Better
- ◉ Shine the Light Awareness Campaign
- ◉ Cyberviolence Project
- ◉ Safer Campuses
- ◉ Crisis Line Fem'aide
- ◉ Project SoundCheck
- ◉ Community Safety Audits
- ◉ Workplace Safety Audits
- ◉ Personal Safety Workshops
- ◉ Dec. 6 Vigil
- ◉ Clothes Line Project
- ◉ Public Education Talks/Training
- ◉ #CorneredInOttawa
- ◉ In Love... and In Danger
- ◉ School Based Violence Prevention Groups
- ◉ Man Up! Stand Up!
- ◉ Rainbow Youth Forum