

## Community Level Prevention Concept Review

### Social Norms

- Identify two or three that we influence as part of a strategy
- Sanctioned behavior, beliefs and/or attitudes in a given community
- Bystander behaviors, gender equity, consent
- Manifest as thoughts or behaviors
- Often they are misperceived
- People influenced by perception more than reality
- Often unconscious or unspoken

### Strategy

- Helps us get to our vision, of what a world without SV looks like
- Must be defined before you can decide on activities
- Helps to determine how to shape activities to reach desired outcome (determine the how, what, details...)
- 'Promote social norms that protect against violence' is an example of this
- 'create protective environments' is an example of this

### Engaging Leadership 6

- Champions can help aid us in this
- Must 'speak their language'
- Helps to develop a shared vision
- Leveraging mutual benefits is key
- Communication can help push through resistance
- Facts can be leveraged to create buy in

### Effective Coalition Building

- Must have a shared goal or vision
- Well defined project
- Need to define clear strategy
- Small action-oriented group
- Beyond traditional sexual violence prevention/intervention workers

### Community Level Strategy Best Practices

- Focusing on increasing "positive" social norms rather than focusing on decreasing "negative" social norms
- Start with vision and strategy, rather than activities and action
- Use multiple interventions that work in synergy and reinforce each other
- Collection and analysis of data to help inform the development of a realistic and effective implementation plan
- Engage decision makers to implement large scale changes
- Thinking towards sustainability of the interventions