

Regional Centers Only Day

June 14, 2018



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**New York State Coalition
Against Sexual Assault**
Working for a World Without Violence.



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2018 Provider Meeting

WELCOME



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Community Level Prevention



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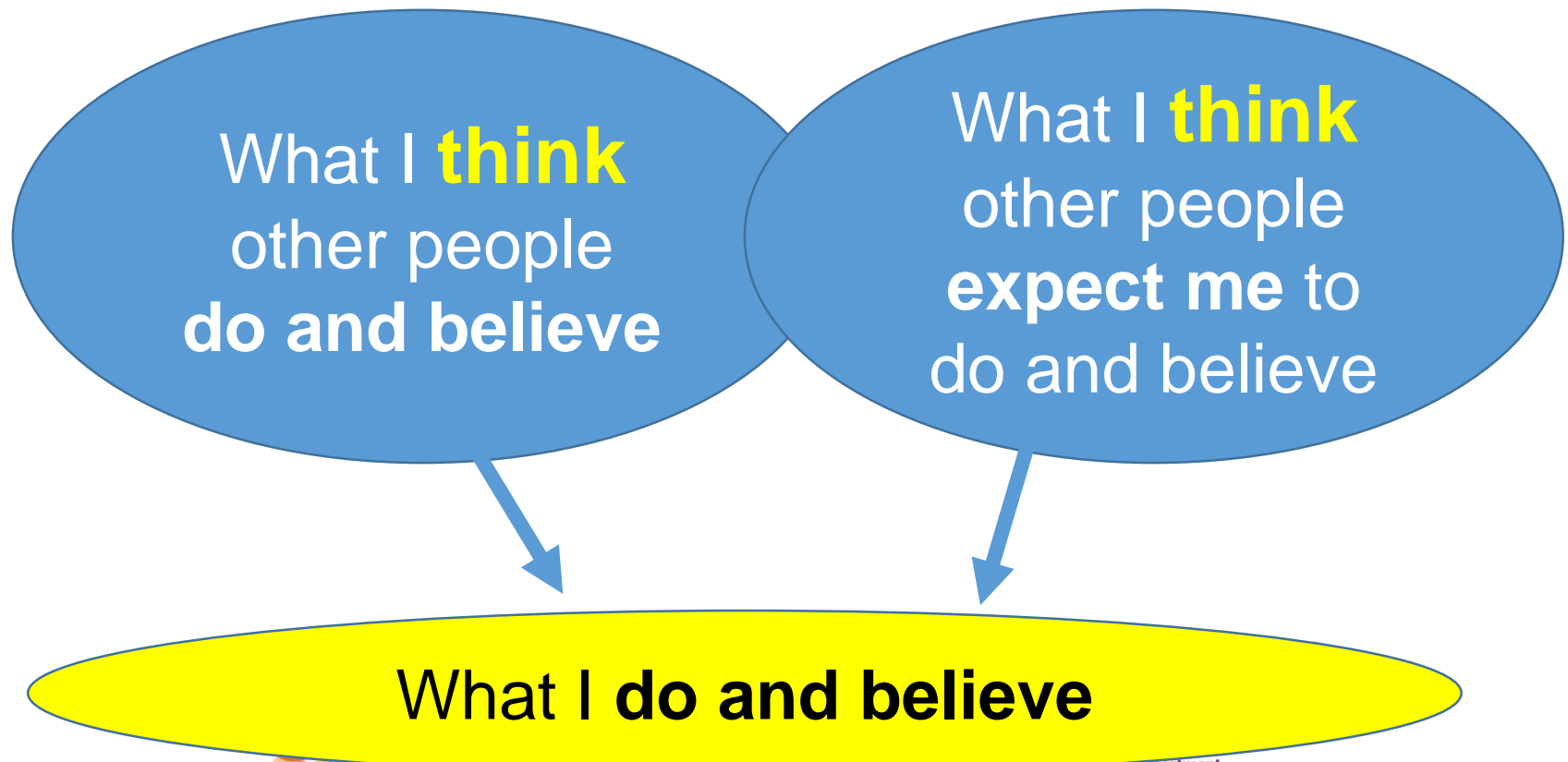


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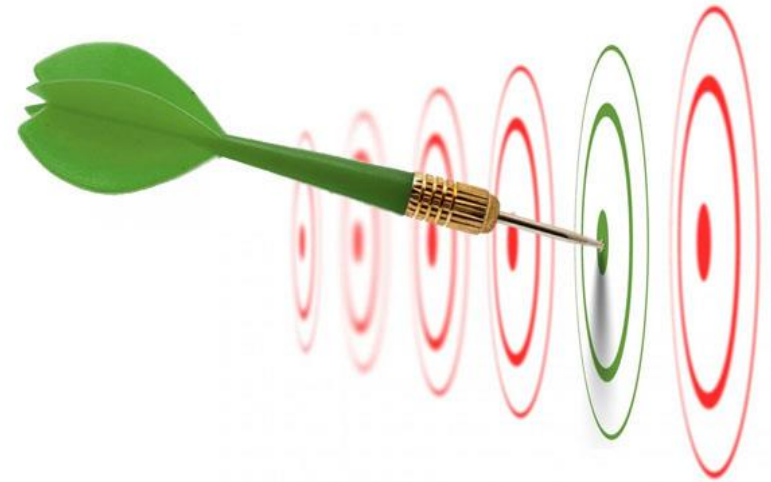
Social Norm

“Sanctioned” behavior, beliefs, and attitudes
in a given community



Social Norms Change: A Multi-level Approach

- Integrated and Comprehensive
- Focused
- Sustainable



“SATURATE THE ENVIRONMENT”



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How Do You Develop a Community Level Strategy Plan?

1. Determine where you might implement

- Identify an “encased environment”
- Learn about your “encased environment”



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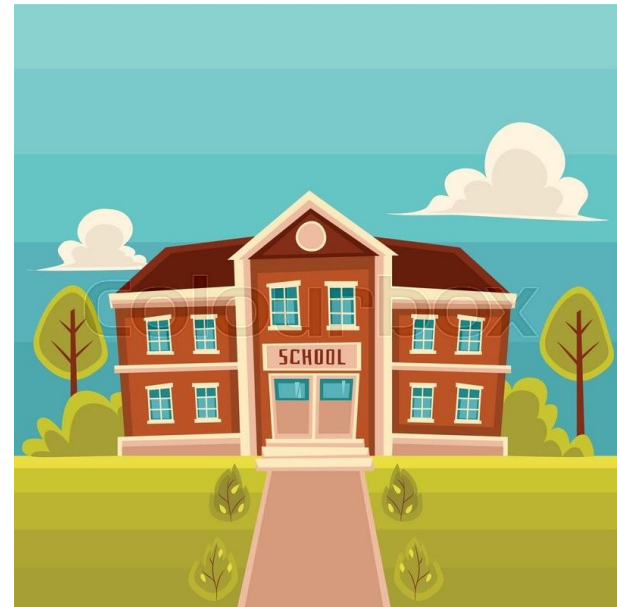
Encased Environment

What do you want to know?

Nightlife
Neighborhood



School
District





How Do You Develop a Community Level Strategy Plan?

1. Determine where you might implement
2. Identify the social norm(s) you want to impact



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What Are The Social Norms Associated with Sexual Violence Prevention?

- Supporting and affirming consent
- Active bystander behaviors
- Empathy and emotional health
- Healthy relationships
- Healthy gender roles and expectations
- Celebrating diversity/respect for others



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“Concretize” the Social Norms

- What **thoughts and behaviors** do we want to **decrease** or see less of?
- What **thoughts and behaviors** do we want to **increase** or see more of?



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Bystander Intervention

- Thought:

*“They look uncomfortable
I should get help”*

- Behavior:

Asking, “are you okay?”

- Thought:

“It’s not my problem. I should mind my business”

- Behavior:

Walking away or looking away



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Supporting and Affirming Consent

- Thought:

“I should check in to make sure that they want to continue”

- Behavior:

Asking, “Can I take your top off?”

- Thought:

“They already kissed me. They are just playing hard to get.”

- Behavior:

Keep trying to take his/her clothes off

Keep in Mind that Behavior Change Research Demonstrates..

- Focusing on increasing “positive” social norms is more effective than focusing on decreasing “negative” social norms
- Focus on “negative” behaviors and thoughts can lead people to have the perception that the negative behavior is the “norm”



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How Do You Develop a Community Level Strategy Plan?

1. Determine where you might implement
2. Identify the social norm(s) you want to impact
3. Identify the key decision maker(s)



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Who Are The Decision Makers?

Nightlife
Neighborhood



School
District





How Do You Develop a Community Level Strategy Plan?

1. Determine where you might implement
2. Identify the social norm(s) you want to impact
3. Identify the key decision maker
4. Envision the possibilities



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Envision the Possibilities

*What you will **actually do** in any given environment is determined through a **collaborative** process*

- It is guided by you
 - Educate about effective community level prevention
 - Present possibilities of strategies/activities
- Implemented by the decision maker(s)
 - Final decision about what is being done
 - Determine how it will happen



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Envision the Possibilities

**In order to guide the conversation,
you have to be able to paint the
picture**

- Identify long-term goals?
- What social norms should be impacted? What thoughts and behaviors do they want to see more of?



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Envision The Possibilities: Present the “Menu”

- What can be done to make the vision a reality?
- Trainings
- Policy changes
- Changing Physical environment
- Modeling
- Social Media
- Signage
- Messages



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How Do You Develop a Community Level Strategy Plan?

1. Determine where you might implement
2. Identify the social norm(s) you want to impact
3. Identify the key decision maker
4. Envision the possibilities
5. Work with decision maker to make a plan



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Work with Decision Maker(s)...

- Determine the vision
- Identify strategies to implement
- Plan implementation



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Working With Decision Makers

The Initial Conversations



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Prior To The Meeting: Strategic Preparation

- Gather information about:
 - The encased environment
 - What are their interest/concerns?
 - How does the initiative connect to their interest/concerns?
 - If they were to implement a community level prevention activities, what might they see as benefits? What might they see as challenges?



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Prior To The Meeting: Strategic Preparation

Based on information you gather, think of:

- Key talking points
- Possible questions, concerns, etc.
- How you might address possible questions, concerns, etc.



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Prior To The Meeting: Strategic Preparation

Create and practice a pitch:

- How can I make this appealing?
- How can I “highlight” the connection (to their interest/concerns) and benefit from the very beginning?



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Prior To The Meeting: Strategic Preparation

Envision and “practice” the conversation:

- Acknowledge their interest/concerns and highlight how the initiative supports or helps
- Acknowledge the challenges and continue the conversation



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Remember the Goal vs Objectives

Goal: To engage decision maker to implement a community level prevention initiative

Objective of initial conversations:

- To move *towards* implementing a community level prevention initiative
- To maintain an open communication
- To cultivate relationships



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Cultivate Relationships

Not thinking
about or
Interested

Willing to think
about it but not
committed.

Working to
achieve
the Goal

Working
to maintain
the Goal

May or
May not be
willing to
talk about
goal

Not
sure if
“the ask” is
worth
it.

Ready
to
start,
needs
to plan
the how

Has taken
ownership
And is
implementing

Supports
initiative
and
champions
it

**Maintain On-going Relationship
and Open Communication**

Cultivate Multiple Potential DM Simultaneously

“Keep your eyes on the goal”

- Keep the door open with all decision makers, while focusing on the one closest to action
- May have to “let go” of original plans



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Closing and Evaluation



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