

The Regional Centers for Sexual Violence Prevention and Enough is Enough Programs' Annual Provider Meeting

Joint Day

June 13th, 2018



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**New York State Coalition
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2018 Provider Meeting

Situational Prevention of Sexual Assault through Healthy Nightlife Initiatives and Alcohol Education

PLENARY

Dr. Elise Lopez



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2018 Provider Meeting

“Adopt a comprehensive policy for responding to sexual misconduct .”

- White House Task Force to Protect Students from Sexual Assault

“A comprehensive approach with preventive interventions at multiple levels of the social ecological model is critical to having a population level impact on SV.”

- Centers for Disease Control and Prevention



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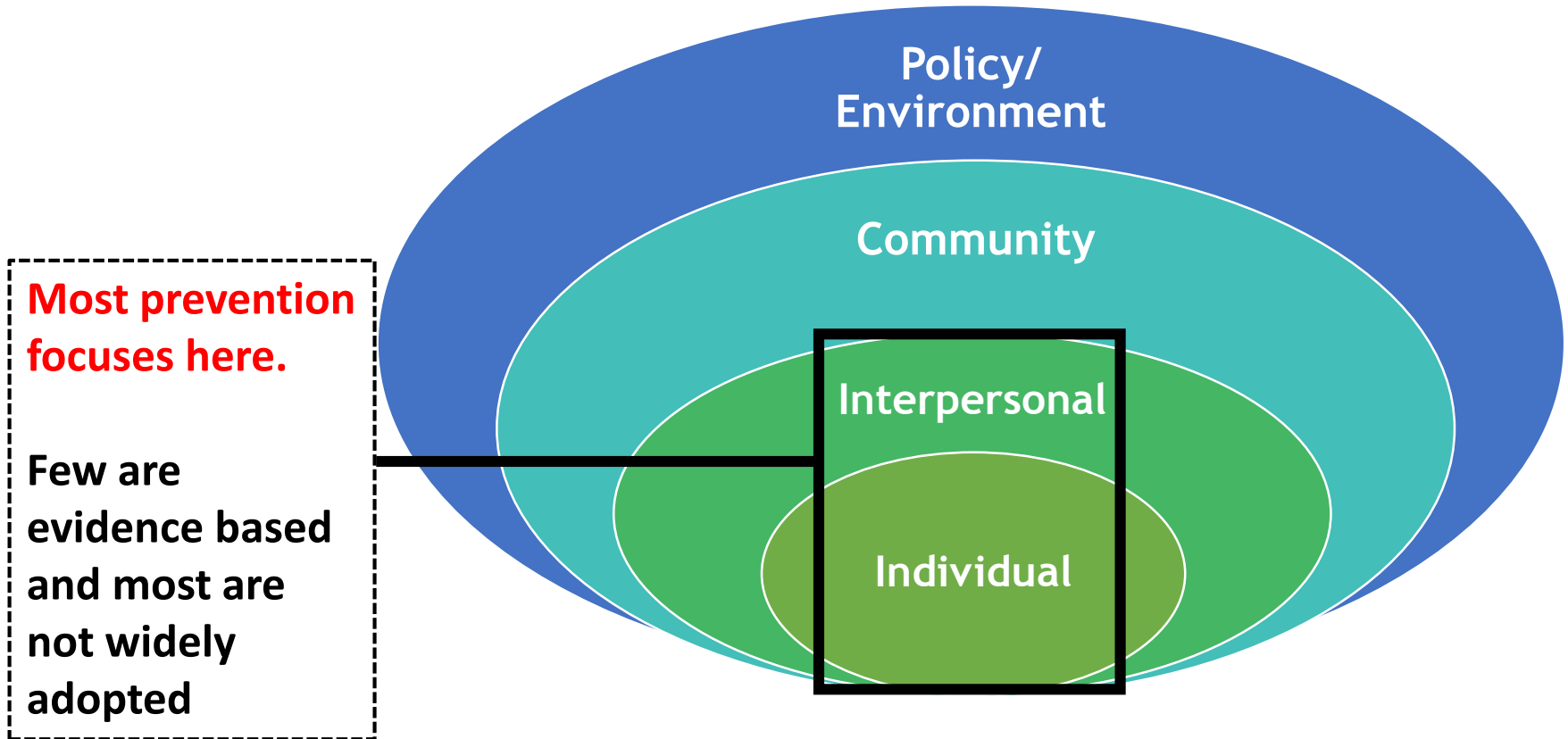


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*We should use best practices from
both public health and crime
prevention.*



The Public Health Model of Prevention: Where We Are



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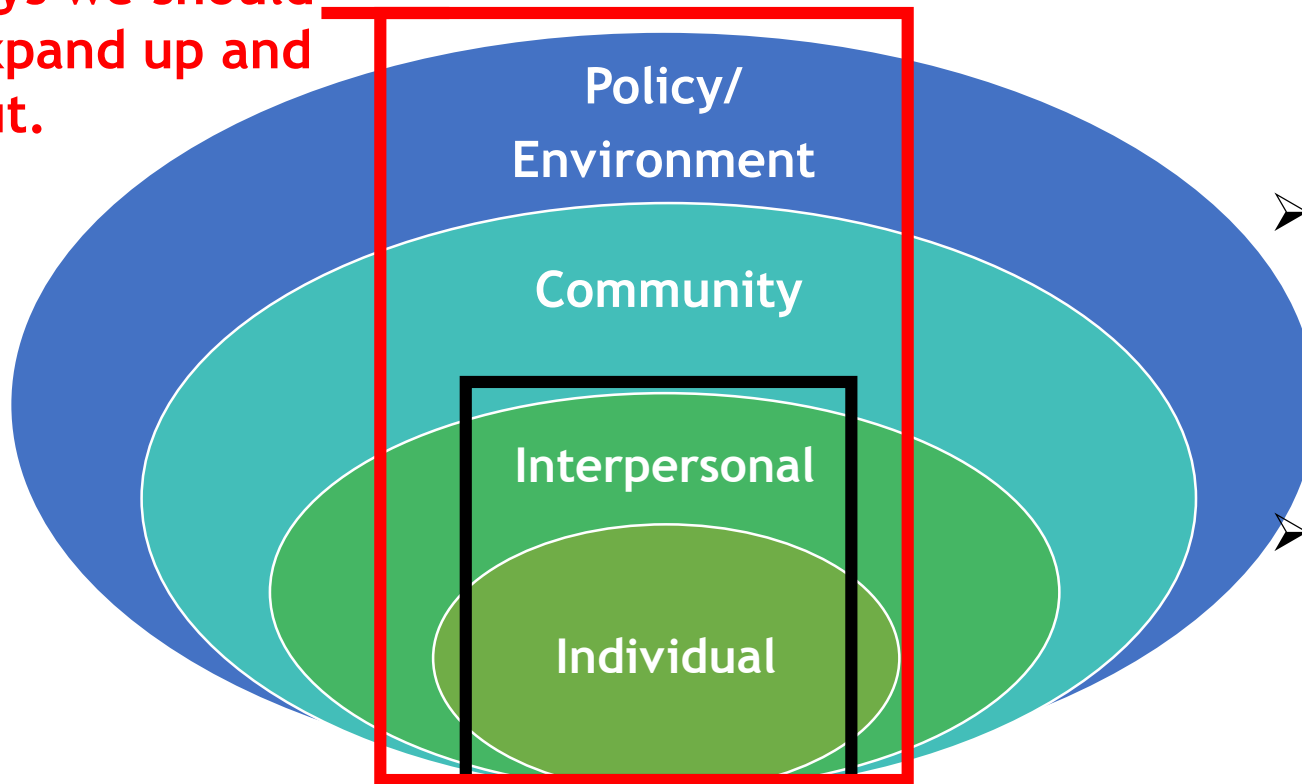
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The Public Health Model of Prevention: Where to Go

Recent science says we should expand up and out.



- CDC recommends alcohol policy & environmental modifications
- Trajectory analysis challenges assumptions on perpetration
- Opportunities to reach more individuals than college students



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Situational Prevention:

Modifying the 'situations' that facilitate unwanted behavior, such as
perpetration of sexual assault

'Situations' might be things like...

- Policies
- Physical environments
- Social environments/norms

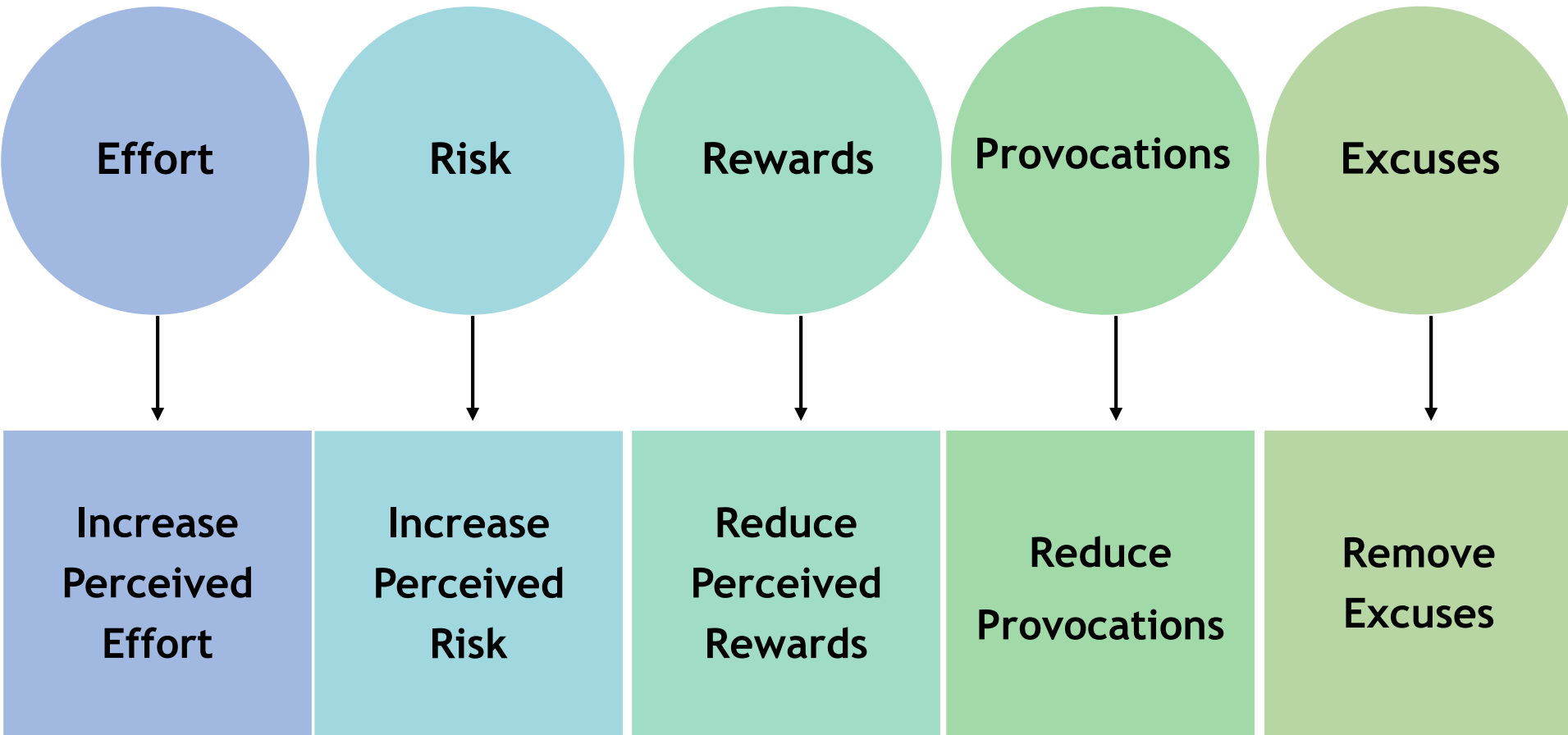




In other words:

We want to make it harder to
perpetrate unwanted behaviors, and
easier to engage in positive behaviors.

Components of Situational Prevention



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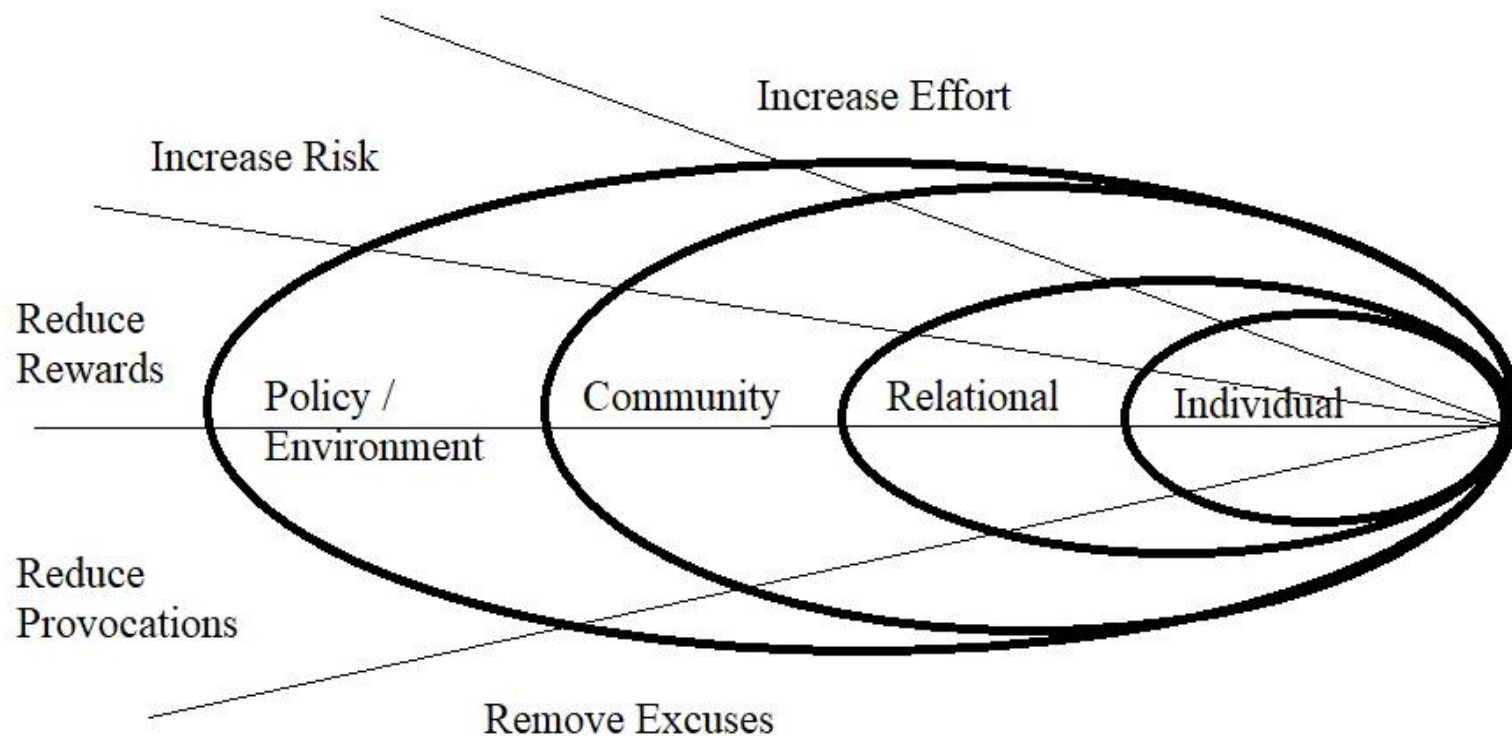
How does situational prevention look in other spheres?

Increase the Effort	Increase the Risks	Reduce the Rewards	Reduce Provocations	Remove Excuses
Harden Targets <ul style="list-style-type: none"> Steering column locks and immobilisers Anti-robbery screens Tamper-proof packaging 	Extend guardianship <ul style="list-style-type: none"> Take routine precautions: go out in group at night, leave signs of occupancy, carry phone "Cocoon" neighborhood watch 	Conceal targets <ul style="list-style-type: none"> Off-street parking Gender-neutral phone directories Unmarked bullion trucks 	Reduce frustrations and stress <ul style="list-style-type: none"> Efficient queues and polite service Expanded seating Soothing music/muted lights 	Set rules <ul style="list-style-type: none"> Rental agreements Harassment codes Hotel registration
Control access to facilities <ul style="list-style-type: none"> Entry phones Electronic card access Baggage screening 	Assist natural surveillance <ul style="list-style-type: none"> Improved street lighting Defensible space design Support whistleblowers 	Remove targets <ul style="list-style-type: none"> Removable car radio Women's refuges Pre-paid cards for pay phones 	Avoid disputes <ul style="list-style-type: none"> Separate enclosures for rival soccer fans Reduce crowding in pubs Fixed cab fares 	Post instructions <ul style="list-style-type: none"> "No Parking" "Private Property" "Extinguish camp fires"
Screen exits <ul style="list-style-type: none"> Ticket needed for exit Export documents Electronic merchandise tags 	Reduce anonymity <ul style="list-style-type: none"> Taxi driver IDs "How's my driving?" decals School uniforms 	Identify property <ul style="list-style-type: none"> Property marking Vehicle licensing and parts marking Cattle branding 	Reduce emotional arousal <ul style="list-style-type: none"> Controls on violent pornography Enforce good behavior on soccer field Prohibit racial slurs 	Alert conscience <ul style="list-style-type: none"> Roadside speed display boards Signatures for customs declarations "Shoplifting is stealing"
Deflect offenders <ul style="list-style-type: none"> Street closures Separate bathrooms for women Disperse pubs 	Utilize place managers <ul style="list-style-type: none"> CCTV for double-deck buses Two clerks for convenience stores Reward vigilance 	Disrupt markets <ul style="list-style-type: none"> Monitor pawn shops Controls on classified ads License street vendors 	Neutralize peer pressure <ul style="list-style-type: none"> "Idiots drink and drive" "It's OK to say No" Disperse troublemakers at school 	Assist compliance <ul style="list-style-type: none"> Easy library checkout Public lavatories Litter bins
Control tools/weapons <ul style="list-style-type: none"> "Smart" guns Disabling stolen cell phones Restrict spray paint sales to juveniles 	Strengthen formal surveillance <ul style="list-style-type: none"> Red light cameras Burglar alarms Security guards 	Deny benefits <ul style="list-style-type: none"> Ink merchandise tags Graffiti cleaning Speed humps 	Discourage imitation <ul style="list-style-type: none"> Rapid repair of vandalism V-chips in TVs Censor details of modus operandi 	Control drugs and alcohol <ul style="list-style-type: none"> Breathalyzers in pubs Server intervention Alcohol-free events

*This matrix developed by Cornish & Clarke- POP Center

We can use these same concepts to create a comprehensive plan to prevent sexual assault perpetration behavior in communities and on college campuses.





	<i>Increase Effort</i>	<i>Increase Risk</i>	<i>Reduce Rewards</i>	<i>Reduce Provocations</i>	<i>Remove Excuses</i>
<i>Individual</i>	Interventions at the individual level to increase effort: _____ _____ _____	Interventions at the individual level to increase risk: _____ _____ _____	Interventions at the individual level to reduce rewards: _____ _____ _____	Interventions at the individual level to reduce provocations: _____ _____ _____	Interventions at the individual level to remove excuses: _____ _____ _____
<i>Relational</i>	Interventions at the relational level to increase effort: _____ _____ _____	Interventions at the relational level to increase risk: _____ _____ _____	Interventions at the relational level to reduce rewards: _____ _____ _____	Interventions at the relational level to reduce provocations: _____ _____ _____	Interventions at the relational level to remove excuses: _____ _____ _____
<i>Community</i>	Interventions at the community level to increase effort: _____ _____ _____	Interventions at the community level to increase risk: _____ _____ _____	Interventions at the community level to reduce rewards: _____ _____ _____	Interventions at the community level to reduce provocations: _____ _____ _____	Interventions at the community level to remove excuses: _____ _____ _____
<i>Environment and Policy</i>	Interventions at the environment/policy level to increase effort: _____ _____ _____	Interventions at the environment/policy level to increase risk: _____ _____ _____	Interventions at the environment/policy level to reduce rewards: _____ _____ _____	Interventions at the environment/policy level to reduce provocations: _____ _____ _____	Interventions at the environment/policy level to remove excuses: _____ _____ _____

*Lopez & Koss, 2017

Bar bystander training increases effort; can also positively affect other areas

Why would we need bar-specific bystander programming?



Cognitive tension between crime vs not a crime



Unique liability concerns

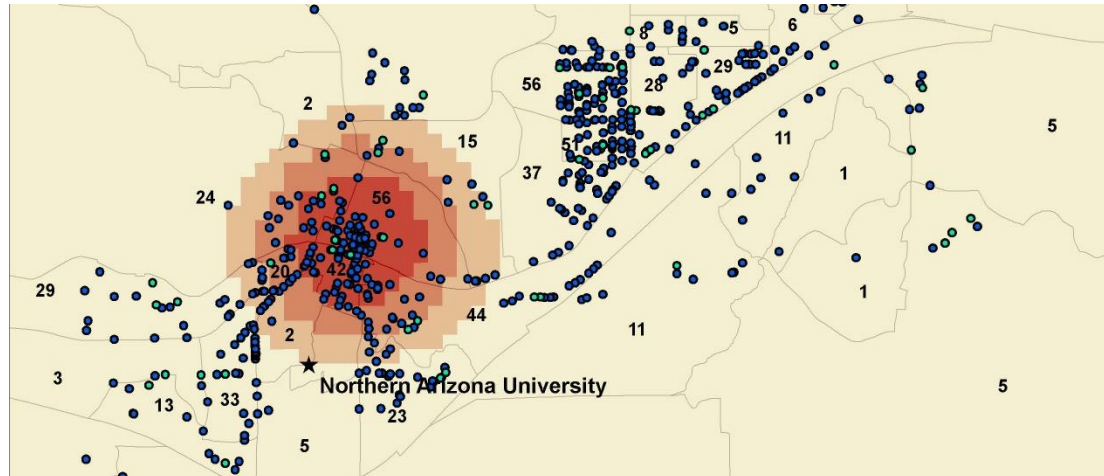


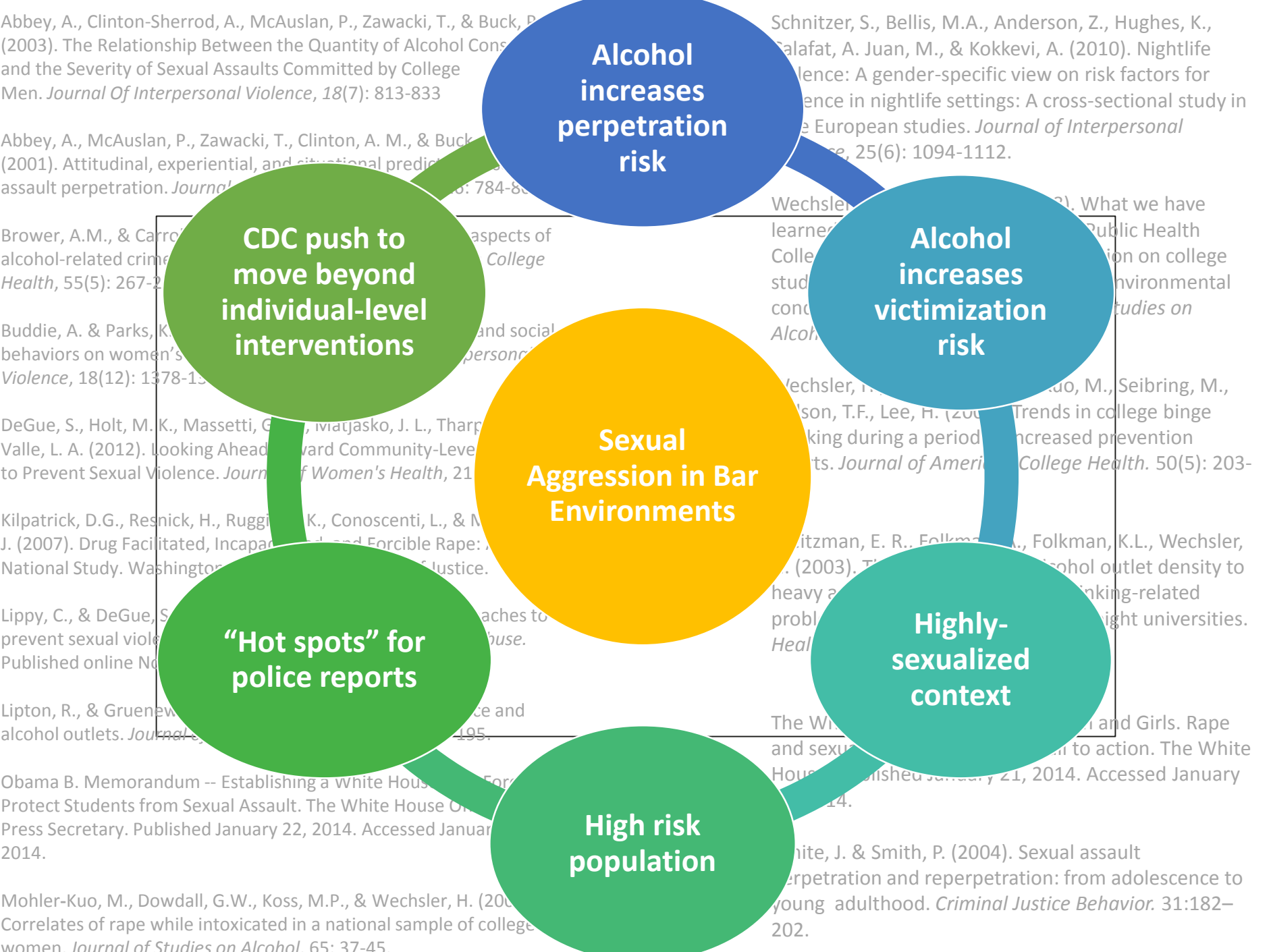
Motivation for helping is different (patrons aren't their friends)



Unique opportunities and barriers for intervention (e.g., social capital vs actual capital)

Why centralize healthy nightlife initiatives around college and university campuses?





Sexual Violence Prevention Recommendations

- ➡ Multi-session and non-didactic
- ➡ Focus on perpetration prevention
- ➡ Address multiple levels of the socio-ecological model
- ➡ Evaluable beyond knowledge/attitudes change

Safer Bars Curriculum

- ✓ 2, 2.5-hour interactive sessions
- ✓ Focus on recognition of and active response to sexual aggression perpetration
- ✓ Targets individual, relational, and environmental attributes
- ✓ Designed to change behavioral intent and teach skills for behavioral change



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Three Models of Campus-Community Collaboration for *Safer Bars* in Arizona

- Campus Partners recruit bars and facilitate trainings; Community Partners provide additional resources
- Campus Partners recruit bars, and Community Partners facilitate trainings
- Community Partners recruit bars and facilitate trainings; Campus Partners get the word out to students, and inform Community Partners on relevant information related to the campus community (e.g., ideas for recruitment based on feedback from students)



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Where does alcohol education fit in?

*Lopez & Koss, 2017

Alcohol education helps remove excuses for sexual violence, such as:

- I was drunk, and I didn't mean it.
- I didn't know a person could be *blacked out* without being *passed out*, so I thought they were into it.
 - Related: Passed out means someone is blacked out, and so that is the line where someone is too drunk to consent.
- They were drunk, and they said yes (enthusiastically!).
- They said yes before they were drunk.
- We were both drunk, so it can't be rape.
- They spent a lot of money buying me drinks, so I felt like I had to say yes when they asked me to go home with them for sex.
- They were drunk and voluntarily started taking their clothes off/flashing us and didn't object when we started taking photos/ videos/ snaps.
- Everyone grinds on each other in the club; you can't avoid it. If you put yourself in that situation, you're basically consenting for people to touch you, grab you, or rub up on you.
- They chose to mix drugs with alcohol, so it can't be my fault that they were messed up and then decided to have sex with me.



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Campus-Community Collaboration for Alcohol Ed. & SV

- **Challenge:** We are not sure where to begin collaborating in ways that are meaningful, but not overwhelming.
 - **Solution:** Recognize that college students and community adults ultimately have many of the same concerns/questions about SV and alcohol. Where is the overlap?
 - **Solution:** Create a feedback loop of information together.
 - *EiE and campus staff:* What are the specific issues (beliefs, behaviors) you are seeing with students on campus? How might folks doing K12 education use this information to inform their curricula?
 - *Community folks:* Can you provide feedback to campus folks on messaging for non-traditional students who may not be receptive to the typical 18-24 y/o-targeted messages? Also, what are the specific issues (beliefs, behaviors) you are seeing with k12 students? This info can give campus folks a heads up so they can be a step ahead and make sure their messaging is relevant for incoming traditional-age students.



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Campus-Community Collaboration for Alcohol Ed. & SV

- **Challenge:** Our staff aren't experts the nuances of these topics, which can make it difficult to answer tough questions.
 - **Solution:** Create opportunities for cross-training; this may include 'sit ins'
 - **Solution:** Create an ongoing, easy-to-access collaborative to think through solutions and stock responses (e.g., start a Slack together).
 - **Solution:** Learn together so you can be on message together.
 - EiE and campus staff, do you have interns who can create shared resources, like a document that explains state and local laws, as well as campus codes. These are the types of things that can go in and be discussed in your own Slack 'learning institute.'



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Campus-Community Collaboration for Alcohol Ed. & SV

- **Challenge: Not all questions on alcohol and SV have a clear answer based in law, code, or science.**
 - **Solution:** Recognize if questions are based on universal or non-universal values, and respond accordingly.
 - For questions based in non-universal values:**
 - Repeat and legitimize the question
 - Identify it as a non-universal values question
 - Describe factual parts (if any)
 - Describe the range of beliefs
 - Make referrals
 - Ask if you answered the question
 - Invite further conversation
- And, continue to talk these out with your peers!



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*We have an opportunity for
innovation.*

**Collaborative Effort
+ Comprehensive Situational Plan
*Harder to Perpetrate
Unwanted Behaviors***



In conclusion...

- Situational prevention can help us to:
 - Have a broader reach, faster
 - Shape people's behavior (particularly those who are otherwise resistant to individual education efforts alone)
 - Target prevention efforts in an evidence-informed manner
 - Target prevention efforts in a way that is strategic
- Particularly around alcohol and SV, there are many opportunities for campus-community collaboration.
 - Work smart; not hard: co-learning and reducing duplication of efforts is key
 - Creating a feedback loop with each other can make education efforts tighter and more relevant to all populations



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Thank You

Elise Lopez, DrPH, MPH
eclopez@email.arizona.edu





**Office of Alcoholism and
Substance Abuse Services**

OASAS College Environmental Prevention Grant:

*Using the Strategic Prevention Framework to
Prevent Underage Drinking and Drug Use*

June 7, 2018

College Prevention Goal

- Prevent and reduce underage drinking and drug use including prescription misuse

Sam Spady



Died September 4, 2004



Office of Alcoholism and
Substance Abuse Services

Jared



Prevalence of Substance Use* - College

Substance (30 day use)	Percentage Use
Alcohol	63.2%
Been Drunk	40.8%
5+ Drinks in a Row in last 2 weeks (binge drinking)	32.4%
Marijuana	22.2%
Amphetamines	3.8%
Heroin	.2%
Narcotics other than Heroin	1.1%
Tranquilizers	1.8%
Cocaine	1.4%

*Monitoring the Future 2016

NYS OASAS College Survey (Baseline)

- 30 Day Alcohol Use - 61%
- Binge Drinking - 36%
- Alcohol and Drug Related Consequences¹ - 40%

¹ Consequences include academic problems, alcohol related conflicts, health problems, etc.

Negative Consequences of Alcohol Use

- 22.9% did something that they later regretted
- 19.9% forgot where they were or what they did
- 14.6% had unprotected sex
- 10.2% injured themselves or others



Why It's Important: Current Rates – National

- 599,000 students between the ages of 18 and 24 are unintentionally injured under the influence of alcohol
- 97,000 students between the ages of 18 and 24 are victims of alcohol-related sexual assault or date rape
- 1,825 college students between the ages of 18 and 24 die from alcohol-related unintentional injuries, including motor vehicle crashes

Hingson et al., 2009

Stories from Sullivan - *Rockefeller Institute's ongoing study of the opioid crisis in a rural county in New York*

- *“Not only are women who experience sexual violence more likely to abuse prescription opioids, but addiction leaves them more vulnerable to abuse”*

Alcohol & Drug Prevention is Risk Reduction!

Underage drinking and drug use increases the probability of:

- Unintentional injuries & other consequences
- Impaired judgement & coordination
- Decreased Inhibitions and risk-taking behavior

Project Background

- 30 Year History of NYS College Prevention Programming
- Enforcing Underage Drinking Laws (EUDL Grant)



OASAS College Environmental Prevention

- 20 colleges received OASAS Grant
 - 15 SUNYs (4 community colleges)
 - 5 CUNYs
- \$2.5 million/year for **5 years**



NYS OASAS College Prevention Grant



20 OASAS-Funded SUNY & CUNY Colleges

- **University of Buffalo**, Erie County
- **State University of New York at Buffalo State**, Erie County
- **State University of New York at New Paltz**, Ulster County
- **Stony Brook University**, Suffolk County
- **State University of New York at Albany**, Albany County
- **Purchase College SUNY**, Westchester County
- **College of Staten Island**, Richmond County
- **College at Brockport**, Monroe County
- **Tompkins Cortland Community College**, Tompkins/Cortland Counties
- **State University of New York College at Cortland**, Cortland County

20 Funded SUNY & CUNY Colleges

- **Herkimer College**, Herkimer County
- **Binghamton University**, Broome County
- **Onondaga Community College**, Onondaga County
- **Suffolk Community College**, Suffolk County
- **Farmingdale State College**, Suffolk County
- **John Jay College**, New York County
- **Baruch College**, New York County
- **The City College of New York**, New York County
- **Lehman College**, Bronx County
- **State University of New York at Geneseo**, Livingston County

College Prevention Grant: Key Components

- Strategic Prevention Framework (SPF)
- Environmental Prevention Approach
- Campus Community Coalition
- SBIRT
- College Prevention Coordinator (CPC)



Environmental Prevention

Environmental Strategies: Three Pronged Approach

- Policy
- Enforcement
- Media



All three must be delivered together for changes in behavior

What Is SBIRT?

An intervention based on “motivational interviewing” strategies:

- **Screening:** Universal screening for quickly assessing use and severity of alcohol; illicit drugs; and prescription drug use, misuse, and abuse
- **Brief Intervention:** Brief motivational and awareness-raising intervention given to risky or problematic substance users
- **Referral to Treatment:** Referrals to specialty care for patients with substance use disorders



Goal

The primary goal of SBIRT is to identify and effectively intervene with those who are at moderate or high risk for psychosocial or health care problems related to their alcohol & substance use.



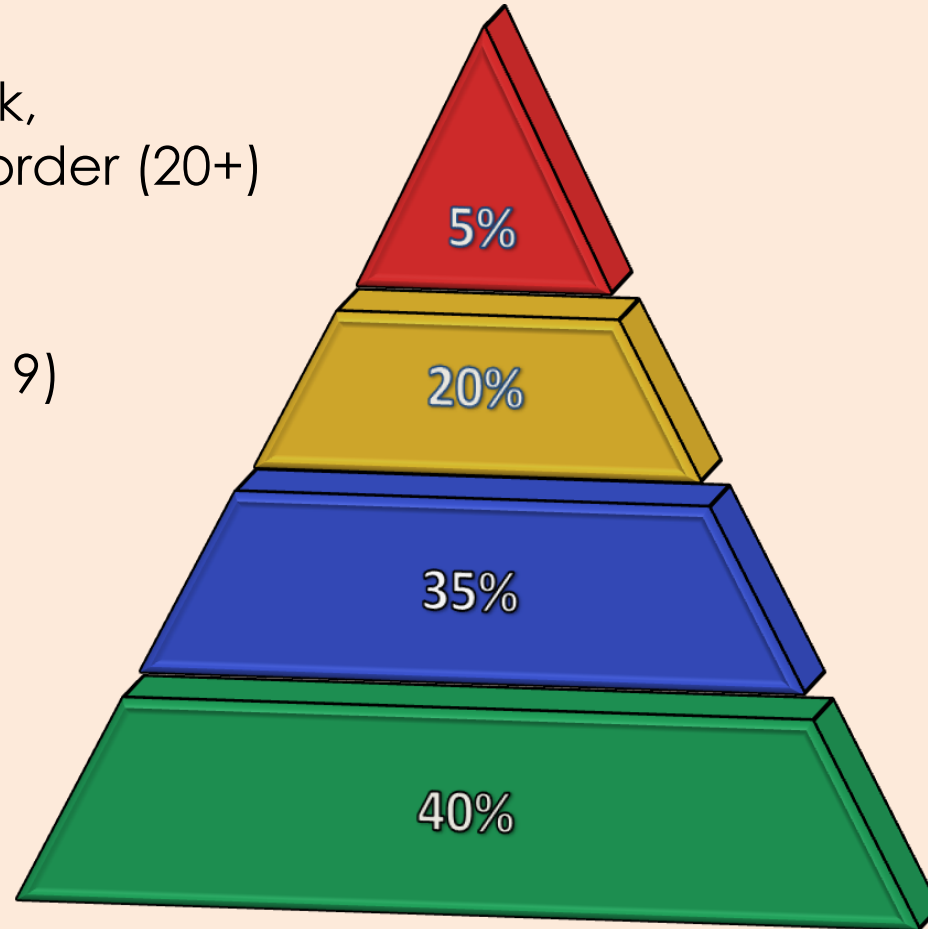
Based on Findings of Screening

Severe/Very High Risk,
Probable Substance Use Disorder (20+)

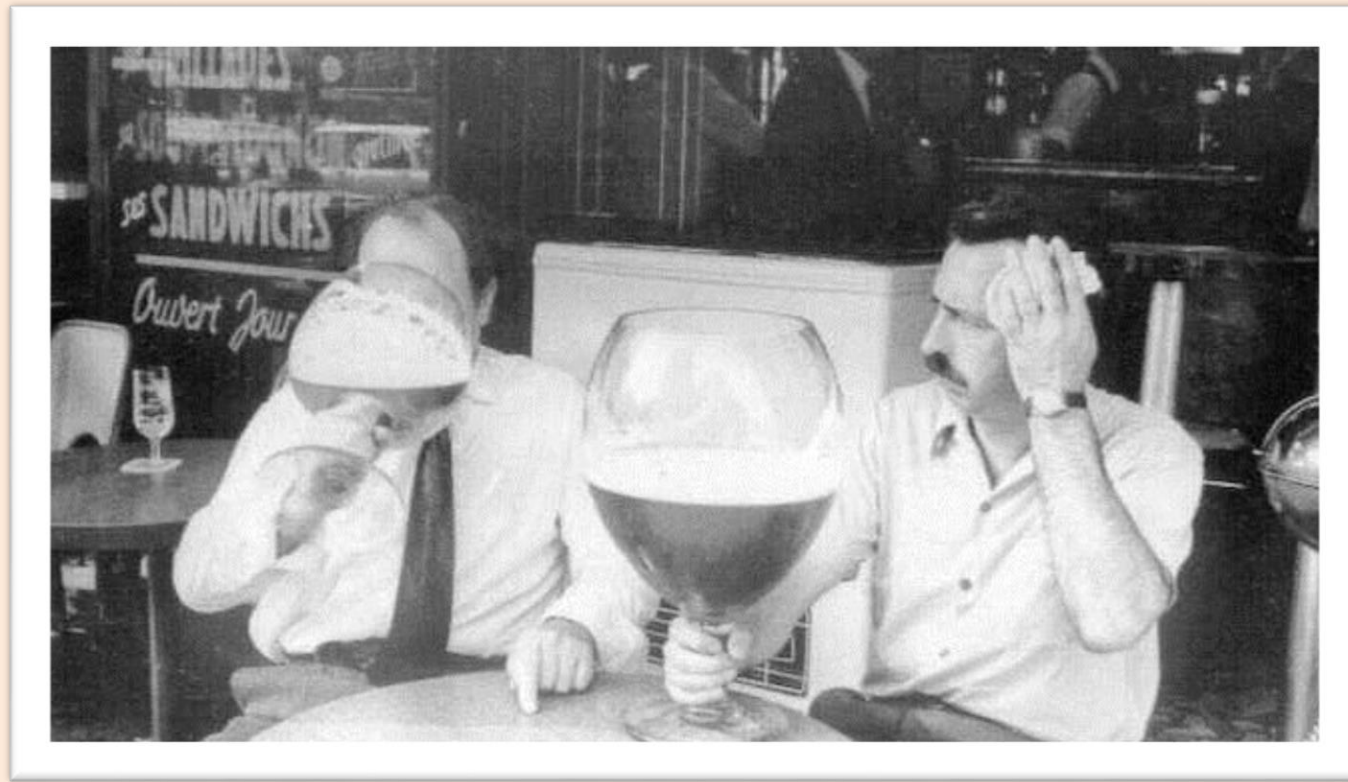
High Risk/Harmful Use (8-19)

Low-Risk Use (1-7)

Abstainers (0)



When Screening, It's Useful To Clarify What One Drink Is!



Program Objectives

1. Decrease access to alcohol and drugs in the campus community
2. Decrease availability of alcohol and drugs
3. Change attitudes & norms that support underage drinking & drug use
4. Provide SBIRT services



Enough is Enough/Regional Center Programs & OASAS Prevention Initiative

- **Opportunities for Collaboration:**
 - Campus Coalitions/Working Groups
 - Identification & Engagement of Stakeholders
 - Co-training Opportunities
 - Awareness Campaigns
 - Safer Bars/Nightlife Initiatives
- Share Enough is Enough and Regional Center Program Contacts



Where do we go from here?



Contact Information

Walt Davies, LCSW

New York State Office of Alcoholism
and Substance Abuse Services

Phone (518) 485-6022

Walt.davies@oasas.ny.gov



Using Social Media for Sexual Violence Prevention

Michelle Ashby



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2018 Provider Meeting

Today's Takeaways

- Goal: To gain insight on how social media can mobilize an online community to promote social norms that protect against sexual violence

You will learn:

- Why social media should be one component of every multi-layered prevention & marketing strategy
- Which social media platforms to use for connecting with and engaging young adults & college students
- Best practices for building an online community
- How to promote/boost a post



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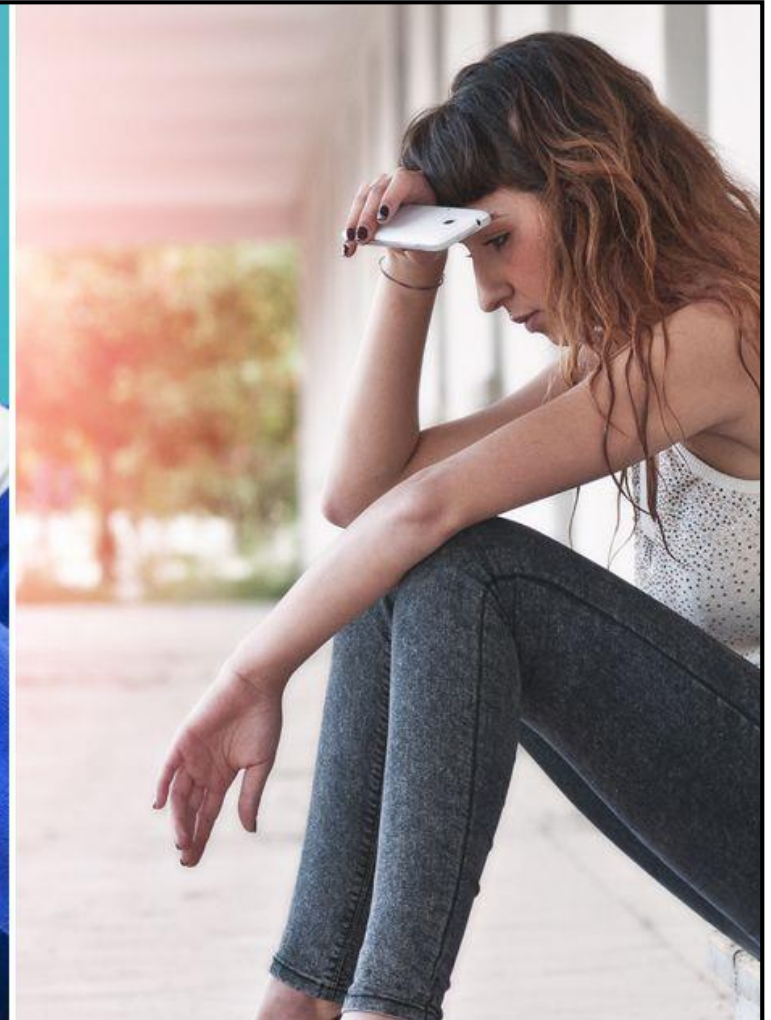
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A Healthy or Unhealthy Environment?



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**Social Media is
a “MUST HAVE”
in changing
social norms**

The Bad & The Good



Cyber Stalking
Sexting Controlling
Harassment

#MeToo
#MOVEMBER
#IDEFY
#KnowYourLemons



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Multi-layered Prevention Strategies

- 
1. Campus nightlife community agrees to “Healthy Bars” initiative
 2. Students hear/see messages on social media, or on the news, about friends who have *(insert unhealthy behavior here)* that resulted in sexual violence
 3. Young men recognize that a friend engaged in unhealthy behavior; they intervene because they know what to say after seeing a YouTube video (bystander initiative)
 4. Outcomes: More accurate perceptions of other men’s behavior and improved behaviors related to dating violence

#om2015/18lock



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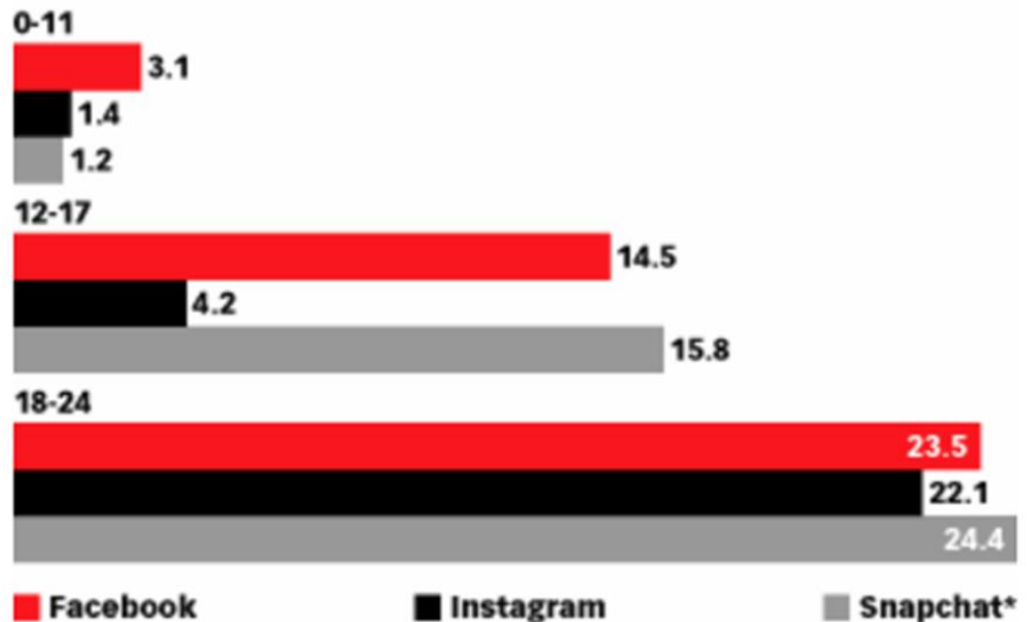
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Go Where Your Audience Is

- Snapchat - leading social network for 12 to 17 year-olds & 18 to 24 year-olds
- Consider placement of messages on Facebook & Instagram
- YouTube is the preferred channel for “binge watching” among 18 to 34 year-olds
- 62% Millennials report taking action after viewing a video ad on YouTube

US Child/Young Adult Facebook, Instagram and Snapchat* Users, by Age, 2017

millions



*Note: internet users who use their Facebook or Instagram account via any device at least once per month; *mobile phone users who access their Snapchat account via mobile phone app at least once per month*
Source: eMarketer, Aug 2017

229751

www.eMarketer.com

Build Your Community

Align	Align social media efforts with existing organizational goals
Build	Engage volunteers, employees, similar organizations, board members - Tag organizations - Share content with partners to post on their sites & include links to your social sites
Commit	Make long term commitment to building & nurturing the audience - Plan for regular, responsive, two-way communication
Tell	Tell stories - Use images or videos - Tell them what you want them to do: “Click here” or “Share this” or “Retweet this”



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Awareness Messaging

- **Education & broader social awareness that sexual violence can occur digitally**
 - Define sexual violence
 - Social media posts can be used for stalking
 - Say it's "not cool"
 - Encourage survivors to talk about it; tell their online friends so they are aware/watch your back
- **Sexual violence happens frequently, in many forms & DAILY**
 - Build a continuous pipeline of content
 - What is your #hashtag? Use only one!



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Prevention Messaging

- **Promote healthy relationships**
 - Content that supports & models behaviors of respectful online conversations/chats
- **Active bystander behaviors**
 - Go where they are (Instagram, YouTube, Snapchat, Facebook)
 - Develop safety messages & describe what “unwanted sexual behavior” looks like
 - Model messages that develop capacity & confidence to intervene online when they see cruel online behavior
- **Legal consequences**
 - Many are unaware that intimate photos & what they share can get them arrested



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Call To Action (CTA)

- **Who are we talking to?**
 - Bar Owners
 - Students
 - High School or College?
 - Principals
- **What do we want them to do?**
(Audience participation)
 - Join the Safer Bars Alliance
 - Come to bystander intervention training
 - Download a guide with lesson plans on healthy relationships



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You Have a Message ...NOW WHAT?!

There are 2 kinds of ads. Ones you can:

- Do on your own
- Need an advertising company to help
- **Boosted Posts**
 - Easy to create
 - Increase page likes, comments, and shares
- **Newsfeed Ads**
 - Can be easily deployed on Facebook & Instagram
 - Custom targeting, create a call to action



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SMALL GROUP EXERCISE

10 Minutes

- Discuss your current initiatives
- Group selects ONE initiative to create a paid ad (or boosted post)
- Group writes a post and searches for a photo to use as part of the post
- One person from group reports to attendees of session

NOTE: We will have a live demo of how to market your post



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How to “Boost” Your Message

- Go to your Organization’s Facebook Page
- Find the post you want to boost
- Click the blue **Boost Post** button on the post
- Select the audience you'd like to reach:
 - Choose age, location, and gender
 - Detailed targeting options, such as household income, interests, and occupations (among many others) can be added here as well
- Click the dropdown below **Total budget** to select a budget for your boosted post
- Choose a duration option, or type in a custom end date next to “**Run this ad until**”
- Select your preferred payment option
 - If there are no payment options available for your account, you'll be prompted to add one after clicking **Boost**
- Click **Boost**



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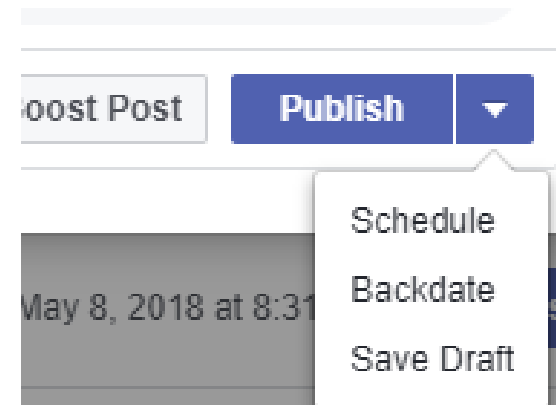
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How To on “News Feed” Ads

- Go to your Organization’ Facebook Page
- Select **Publishing Tools**
- Click the blue **+ Create** button
- Select Write A Post
 - Add photo
 - Add text
- Click the dropdown **Publish** and select **Schedule**
- Choose a custom **End Date**
- Select your **Target Criteria**
 - Geography
 - Interests
 - Age
- Select preferred payment option
- Select **Boost**



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Live “How To” Demo

1. www.Facebook.com
2. Image
3. Call To Action
4. Supporting text



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Best Practices – Resources



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Use Visuals

PHOTOS – VIDEO – GIFS – LIVE STREAM – LIVE CHATS – iMOVIE – CANVA – RIPL – SPARK



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2018 Provider Meeting

- Have a “Call to Action”
- Respect audience
- Be conversational
- Free of jargon
- Use intentional language
- Written in active voice,
load with strong verbs &
tied to key messages

ACTION!
~~TALK~~

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IT'S A TWO-WAY STREET

ENGAGE FOLLOWERS: RESPOND TO QUESTIONS, THANK THEM FOR SHARING



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**Make the
Commitment**

**It's for the
Long Term**

Ads vs. Boosted Posts

Both will help increase awareness | Both require \$\$ | To grow the # of followers fast, you will need a Facebook ad

Benefits of Boosted Posts:

- Easier to create, there are less audience customization solutions
- Will help achieve more Page “likes,” comments, and shares and “boosts” overall awareness **Use specific ad objectives:** will help you to focus on which campaign type best aligns with your current business goals. Boosted posts allows you to focus on website clicks, Page engagement and local business promotions,

Benefits of Facebook ads (a.k.a. “Newsfeed ads”):

- **Choice of different ad placements:** Can also place your ad on Instagram, appears on Facebook mobile and desktop News Feed; choose placements in Facebook News Feed side ads, Messenger ads, Instagram stories, instant articles, and Audience Network
- **Specific ad objectives (calls to action):** Ads Manager allows you to choose objectives like store visits, conversions, and lead generation; call to cation could be app downloads, website conversions, video views, shop orders and more
- **Maintain creative control:** Design ads that fit your goals. Create carousel ads, add specific descriptions and add a call-to-action button that'll drive more of your audience to take action
- **Advance targeting capabilities:** Decide on interests, age and gender for ad targeting; reach people who have similar interests; more advanced tools to create overlapping audience types, lookalike audiences and more

NOTE: Boosted posts do not require Facebook ads manager (this is what marketing agencies use to schedule clients' Facebook ads)



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Best Practice Facebook Ad Copy

Creative Unit	Dimensions	Standard File Size	Flash File Size	File Format	Additional Info.			
Newsfeed Ad Image	1200x628	50k	n/a	GIF, JPEG, PNG	Max 20% text in image	Title/headline 25 characters max incl spaces	Text - 90 characters max incl spaces	Link Description- 200 characters max incl spaces

NOTE: Subject to change. Facebook changes their requirements regularly.



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2018 Provider Meeting

Isaac Heating & Air Conditioning
Published by Todd Clausen [?] · Yesterday at 8:05am ·

Isaac makes cooling your home more affordable with our Feelin' Fine for \$99 offer. A new A/C with no interest for 36 months. <https://bit.ly/2EVrtv8>

1






























































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Payment Method

Total budget ⓘ

\$160.00 USD

Estimated People Reached ⓘ

11,000 - 69,000 people per day

4 of 630,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until

Jun 6, 2018

PAYMENT

Boost Post

See All (8) Create New Audience

BUDGET AND DURATION

Total budget ⓘ

\$160.00 USD

Estimated People Reached ⓘ

11,000 - 69,000 people per day

5 of 630,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until

Jun 6, 2018

PAYMENT

Account

Payment Method

American Express

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

DESKTOP NEWS FEED

MOBILE NEWS FEED

Isaac Heating & Air Conditioning

Sponsored · Like Page

Isaac makes cooling your home more affordable with our Feelin' Fine for \$99 offer. A new A/C with no interest for 36 months. <https://bit.ly/2EVrtv8>

ISAAC

Feelin' Fine for 99!

\$99/MO A/C OFFER



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Resources

- <http://www.topmastersinpublichealth.com/lists/5-effective-public-health-social-media-campaigns/>
- <http://www.bangthetable.com/public-health-social-media-campaigns/>
- <http://www.phrp.com.au/issues/march-2015-volume-25-issue-2/social-media-campaigns-make-difference-can-public-health-learn-corporate-sector-social-change-marketers/>



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SAFETY PLANNING & TECH ABUSE

Wednesday, June 18, 2018
presented by Andrew Sta. Ana, Esq.



Day One partners with New York City youth to end dating abuse and domestic violence through community education, supportive services, legal advocacy and leadership development.

Serving the five boroughs of New York City, Day One uses an empowerment model that invests and involves young people in maintaining safe relationships for themselves and their peers.



For Today:

- **Technology UseAbuse Overview**
- **Non-Consensual Pornography**
- **Legislative Landscape**
- **Self Determination, Resistance & Community Connections**

Cyber Sexual Abuse is Gender-Based Violence

- 90% of victims are female
- 93% suffered severe emotional distress due to the abuse
- 30% said they have been harassed or stalked outside of the Internet by users that have seen the material online
- 51% contemplated suicide – some completed suicides
- Many victims in the LGBTQ community

*All statistics taken from a 2013 Cyber Civil Rights Initiative Study *available at* <https://www.cybercivilrights.org/wp-content/uploads/2014/12/RPStatistics.pdf>

Why Young People Connect?

1. How do young people use technology?
1. Why do young people use technology?



How can an abusive partner use tech as a tool of manipulation, isolation and abuse?

- Phones
- GPS
- Social Networking
- Email
- Apps
- Texting/Sexting



Statistics about young survivors

- 50% of people ages 14-24 have experienced digitally abusive behavior
- 22% of people ages 14-24 in dating relationships say they feel like their partner checks up on them too often
- More than 1 in 4 people ages 14-24 say their boyfriend or girlfriend has checked the text messages on their phone without permission.
- One in four teens in a relationship say they have been called names, harassed or put down by their partner through cellphones and texting.

Legislative Landscape



New NYC City Law: Unlawful disclosure of an intimate image (Administrative Code § 10-177)

- On November 16, 2017, the New York City Council unanimously approved legislation criminalizing the non-consensual disclosure of intimate images.
- Makes it unlawful to disclose (or threaten to disclose) intimate images with the intent to cause harm, where the individual depicted would be identifiable
- The bill also creates a civil cause of action, allowing the victim to sue the perpetrator for damages and other relief.

Law's Elements and Exceptions

- Disclose or threaten to disclose
 - Includes disseminate or publish
- Intimate Image of Depicted Individual
 - Exposed intimate body parts, *or*:
 - Engaged in sexual activity
- Without Consent
- Intent to Cause Harm
- Individual is Identifiable
 - From the image, *or*:
 - From the surrounding circumstances

Pending State and Federal Legislation

- Opportunities
- Concerns
- Challenges
- Application to youth & students
- Jurisdiction & Intent

What do these have in common?



“SAFE SEXT”



UNICORN



Technology: Uses for Safety, Resistance & Community Connection



Safety Tips

- Passwords
- Email
- Social Networks
- In Family & Community
- While Browsing



How can an survivor use tech as a tool of safety, resistance & community connection?

- Phones
- GPS
- Social Networking
- Email
- Apps
- Texting



Computer Technology/ Why are you creeping on me?

- a) Google Yourself: It's terrifying but usually sobering.
- b) Clear Out that Cache!
- c) SpyWare
- d) Spoofing (email & phone)
- e) Snoopsticks/ Keystroke loggers
- f) Information Aggregation Sites

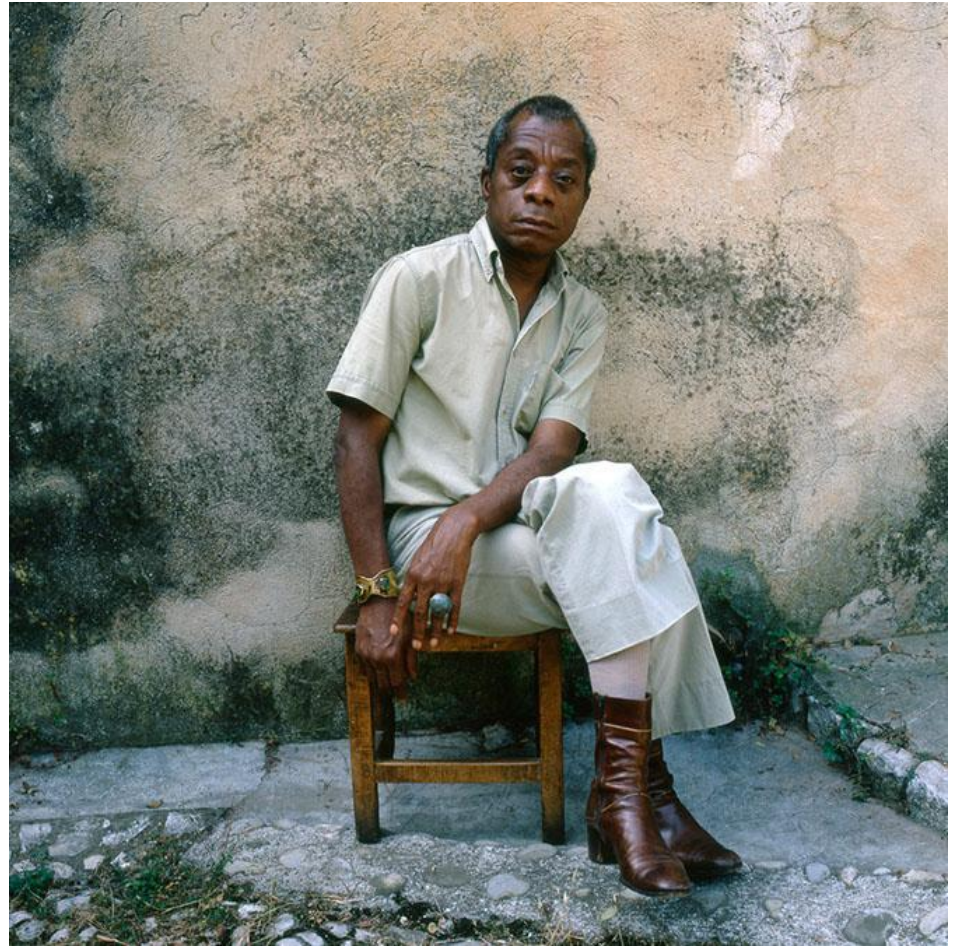
How can an organization prepare and review its own planning around technology and safety?

- Internal Technology Use
- Policies
- Practices
- For Clients



"Any real change implies the breakup of the world as one has always known it, the loss of all that gave one an identity, the end of safety."

— James Baldwin



Andrew Sta. Ana, Esq.
Director Of Legal Services
astaana@dayoneny.org
212.566.8120 Ext 5695

