

Changing Our Environment: A Case Study in Community Engagement

It's Everyone's Business:
Prevent Sexual Violence

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The Problem We Addressed

- Historically, community prevention focus was on education at the individual level and sanctions at the community level.
- Leadership buy in for primary prevention was high for other issues but buy in for primary prevention of DV/SA and the public health model was low.

Fargo-Moorhead Areas' Prevention System Capacity

Prevention system capacity refers to how well the system functions to achieve its identified purpose. The following represents key informants' self-report rating of Prevention System Capacity.

A. Community Efforts	7
B. Knowledge of Efforts	3
C. Leadership	3
D. Community Climate	4
E. Knowledge of the Issue	4
F. Resources	4
Overall Score	4.17

Leadership and Knowledge of Efforts

- The level of readiness scores on these dimensions hover around “3” representing “vague awareness”.
- The overall goal to moving to the next level of readiness would be to **“raise awareness that the community can actually do something about preventing the problem”**.

The Solution - Approaches

- Engage community leaders in engaging the community and create “prevention champions” (i.e. increasing leadership buy-in)
- RPE staff members develop new skills in Facilitative Leadership using ToP
- Together we created an experience based on engaging participants’ heads, hearts, and encouraging action.

The Solution - Planning

- Created four committees; 50 community leaders
- Utilized facilitated leadership to assist 50 community leaders in planning two summits to occur on one day; community summit and college summit.
- Provided education on primary prevention, social norms, social-ecological model, spectrum of prevention.

The Solution – Summit

- Occurred on September 18th, 2012
- Brought together 177 community leaders from different sectors of the community, and 86 college student leaders from 5 institutions of higher ed.
- Focused on environments that support intimate partner and sexual violence and what can be done to prevent this violence (work at multiple levels of the SEC or spectrum of prevention)
- Participants were called to action.

The Solution – Summit

- Beyond education and individual and relationship level interventions.
- Focus on organizational practices and policy interventions.

IT'S

EVERYONE'S



BUSINESS

Summit to Prevent
Domestic and
Sexual Violence

It's Everyone's Business

- Speakers, performances, and videos provoked discussion around three themes:
 - Owning the Problem and the Solution: It *Is* Your Business
 - Environment Matters: Social Norms
 - Costs and Benefits: What's In It For Me
- Audience response technology captured the responses of the participants for the purpose of evaluation

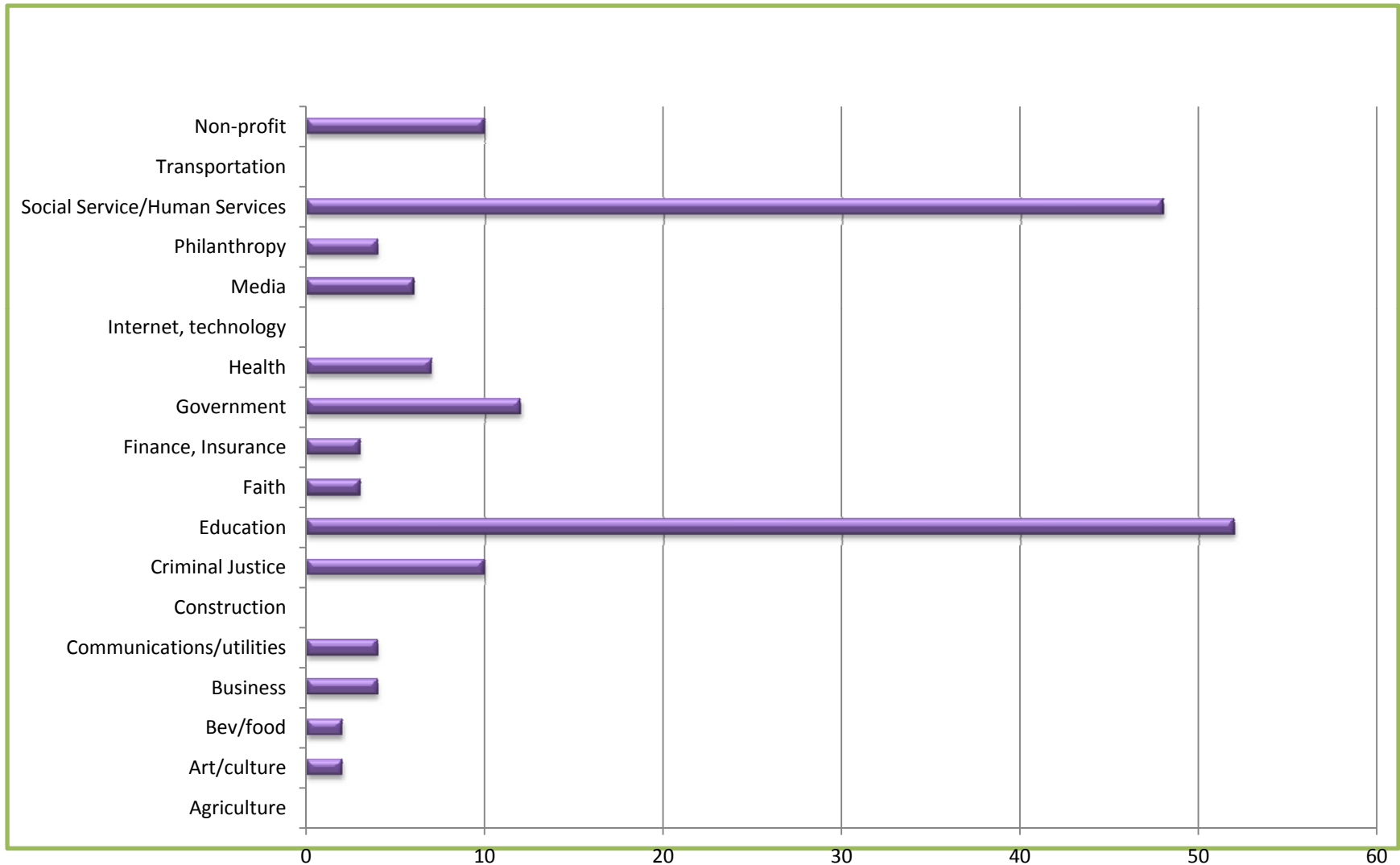
It's Everyone's Business

It's Everyone's Business:
Summit to Prevent Sexual Violence

It's Everyone's Business

- We created our own environment for the event
 - Environmental entrance and exit ways
 - Video and picture slideshows
 - Cityscape
 - Wordle
 - Song commissioned “It's Everyone's Business
- Audience response technology captured the responses of the participants for the purpose of evaluation

F-M Area Summit



Summit Outcomes

- By the end of the Summit, attendees commitment to participate in primary prevention activities will increase.
- By the end of the Summit, attendees will increase their knowledge about social norms that contribute to violence against women and how to change them.

I spend time/commit to collaborating with others concerning the prevention of domestic and sexual violence in my community

	Average
Pre-Test (n=108)	3.3
Post-Test (n=34)	4.5
Difference (n=25)	1.2*

*P=.000

I am/commit to being involved with
domestic and sexual violence prevention programs
in my community

	Average
Pre-Test (n=69)	3.0
Post-Test (n=38)	4.1
Difference (n=27)	1.1*

*P=.002

Will your commitment to action be integrated into your work or would it be volunteer?

Work or Volunteer Table (n=71)

	Percentage
Work (n=16)	23%
Volunteer (n=3)	4%
Work & volunteer (n=49)	69%
Not Sure (n=3)	4%

How many hours a month could you commit to stopping this violence before it starts?

Prevention Hours Table

(n=66)	Percentage
2 Hours (n=16)	24%
4 Hours (n=19)	29%
6 Hours (n=12)	18%
8 Hours (n=19)	29%

When we are talking about changing the environment
to prevent sexual and domestic violence
we mean changing ...?

	Desired Response
Pre-Test (n=88)	4.5%
Post-Test (n=38)	13.2%
Increase	8.7%

P=.093

What is the best way to create large-scale changes in social norms to prevent sexual and domestic violence?

	Desired Response
Pre-Test (n=66)	35%
Post-Test (n=42)	57%
Increase	22%*

*P=.019

Changing Our Environment

- Changing Our Environment Committee
 - Community Roadmap for Prevention
 - Foundation
 - Media and Education
 - Policy and Sanctions
- Nurturing Prevention Champions
 - Prevention newsletter
 - Blog
 - Prevention webpage
 - Social Media
- Technical Assistance to leaders within the community
 - NDSU
 - West Fargo Public Schools

Lessons Learned

Facilitated Leadership was critical – ToP works
(it's not them, it's us)

Sometimes it's easier to engage people initially
around something specific

Evaluation is important

Building prevention into most things we do

All Agency Events

