

Prevention Peer Network

December 20, 2018



Control Panel

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Agenda

- ❑ Opening Circle
- ❑ *Topic: Enhancing Prevention Programs Through Media Literacy*
 - ❑ *Presenter: Tonjie Reese*
- ❑ Q&A
- ❑ Discussion: Shared expertise, emerging issues, challenges, triumphs

Opening Circle

- Please type in your name, agency and location



Shifting the Lens!



March 11-12, 2019

Los Angeles, CA

Early-bird registration ends January 31st: \$275 for Partnership Members | \$325 for Non-member

Enhancing Prevention Programs Through Media Literacy

Tonjie Reese , Founder, eleven24
CPEDV
December 20, 2018



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Honoring Stories & Community Agreements

“I honor my stories”

“I honor your stories”

“I honor the stories of those that are not in the room”

By honoring stories we honor experiences. We honor trauma, pain, success, failures, and any other life experiences we've had.



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Goals

1. Practice using media literacy and storytelling for relationship abuse and sexual violence prevention
2. Demonstrate an understanding of dominant and counter narratives
3. Brainstorm ways to include the activities and concepts into your community



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Defining Media Literacy



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Media Literacy

National Association of Media Literacy Education says...

“Media literacy is the ability to **ACCESS, ANALYZE, EVALUATE, CREATE**, and **ACT** using all forms of communication.”



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Media Literacy

ACCESS	ANALYZE	EVALUATE	CREATE	ACT
<p>The media we have access to is dependent on our identities, privileges, and interests.</p>	<p>Critically analyzing media requires an understanding that media is coded and deciphered based on our identities.</p>	<p>Evaluating media is considering the source and the medium.</p>	<p>Media can come in the form of art, music, video, poetry, storytelling, blogging, or even social media posts.</p>	<p>Taking action against harmful media messages, promoting media literacy, and creating diverse and inclusive media are all ways you can act.</p>



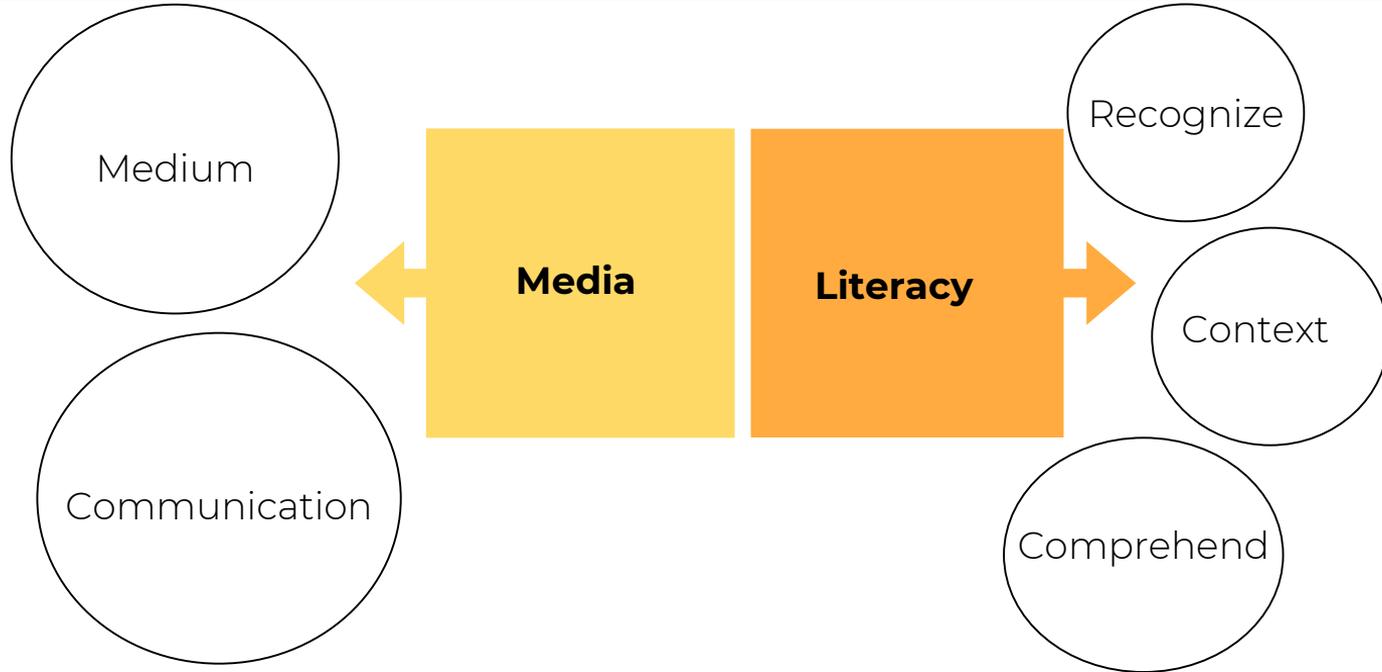
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Defining Media Literacy



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Cultural
Defensiveness

Political
Defensiveness

Moral
Defensiveness



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New York Post 
@nypost

Serena has mother of all meltdowns in
US Open final loss nyp.st/2O6De7i



9/8/18, 5:55 PM

Originally posted by @jbillinson on Twitter



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New York Post 
@nypost

Yankees rally for win after Boone gets
ejected for arguing a strike [nyp.st/
2wwr6G6](https://nyp.st/2wwr6G6)



Dominant v Counter Narratives



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Dominant v Counter Narratives

Dominant narratives are told by power institutions, seen as “natural” or “common sense”, simplifies ethnicities or cultures

Counter narratives offer an alternative, tells stories of those that are not often told, gives a face and voice to marginalized groups, can challenge the dominant narrative



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Intersectionality

- People live multiple, layered lives derived from social relations, history, and the operation of the structures of power
- Multiple forms of oppression occurring simultaneously
- No slotting people, no single form of discrimination- exposes full range of vulnerabilities as it links all structures of oppressions



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Identity Affirmation



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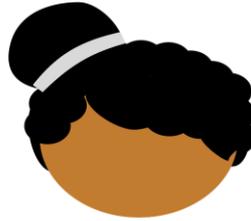


Identity Affirmation

Confirmation

Recognition

Belonging



Assertion

Positive feelings

Opportunity



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Media Analysis



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Advertisements



Super Bowl, 2015



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Magazine Covers



2015



2016



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TV/Movie - Ralph Breaks the Internet



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Music Lyric Analysis



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Music Lyric Analysis

1. What is the song about?
2. Decide as a group if the lyrics are on the relationship spectrum - healthy, unhealthy, or abusive?
3. What lyrics in this song influenced your choice?



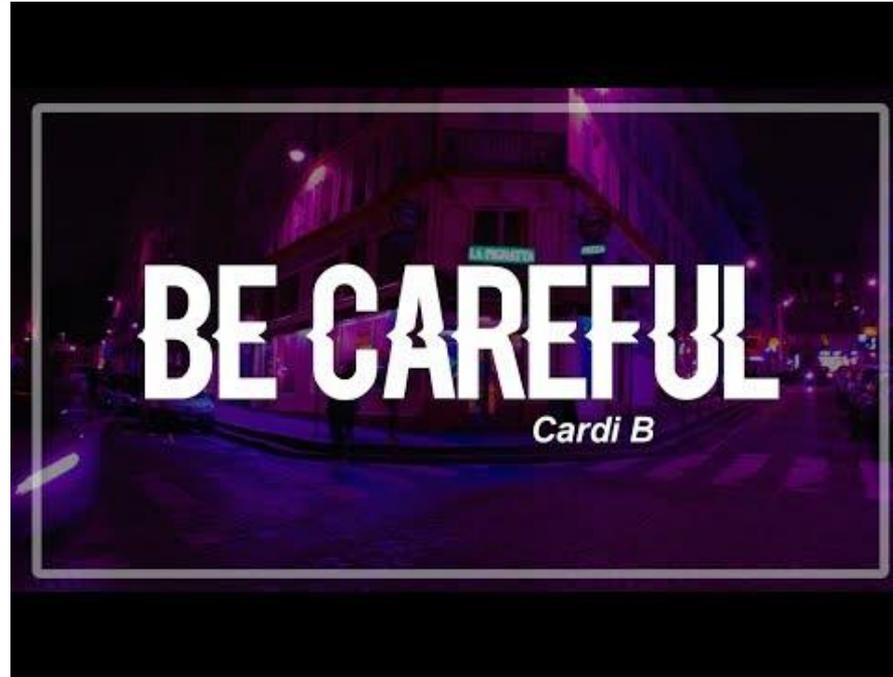
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Music Lyric Analysis



Cardi B - Be Careful



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Thank you!

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Spotify - tonj4



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Shared expertise and discussion

- ❑ Current emerging issues?
- ❑ Challenges or triumphs in your prevention efforts?



Together we're stronger

Prevention at the Partnership



Public Policy



Communications



Capacity Building



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