Prevention Peer Network

December 20, 2018
Please note, this webinar is being recorded.
Agenda

- Opening Circle

- Topic: Enhancing Prevention Programs Through Media Literacy
  - Presenter: Tonjie Reese

- Q&A

- Discussion: Shared expertise, emerging issues, challenges, triumphs
Please type in your name, agency and location
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
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.
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

@_eleven24  @tonjie.reese
Defining Media Literacy
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.”
## Media Literacy

<table>
<thead>
<tr>
<th>ACCESS</th>
<th>ANALYZE</th>
<th>EVALUATE</th>
<th>CREATE</th>
<th>ACT</th>
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<tbody>
<tr>
<td>The media we have access to is dependent on our identities, privileges, and interests.</td>
<td>Critically analyzing media requires an understanding that media is coded and deciphered based on our identities.</td>
<td>Evaluating media is considering the source and the medium.</td>
<td>Media can come in the form of art, music, video, poetry, storytelling, blogging, or even social media posts.</td>
<td>Taking action against harmful media messages, promoting media literacy, and creating diverse and inclusive media are all ways you can act.</td>
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[Image 594x36 to 743x113]
[Image 193x10 to 224x35]
[Image 53x11 to 80x38]

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Defining Media Literacy

- Medium
- Communication
- Recognize
- Context
- Comprehend

Media

Literacy

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

Yankees rally for win after Boone gets ejected for arguing a strike nyp.st/2wwr6G6

Originally posted by @jbillinson on Twitter
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.
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
Identity Affirmation
Identity Affirmation

Confirmation
Recognition
Belonging

Assertion
Positive feelings
Opportunity
Media Analysis
Magazine Covers

2015

2016

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TV/Movie - Ralph Breaks the Internet

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Music Lyric Analysis
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?
Music Lyric Analysis

Cardi B - Be Careful

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Thank you!

Tonjie Reese
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Spotify - tonj4
Shared expertise and discussion

- Current emerging issues?
- Challenges or triumphs in your prevention efforts?
Together we’re stronger

Prevention at the Partnership

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Capacity Building

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