

Prevention Peer Network

May 18, 2017

Control Panel

The screenshot shows a web application interface with a control panel on the left and a main content area on the right. The control panel contains four icons: a square with an arrow, a microphone, a hand with a lightning bolt, and a question mark. The main content area displays call information and a question input field.

Expand Audio for call in information

Expand/minimize the control panel

Raise your hand to be unmuted

Type questions/comments here

File View Help

Audio

Telephone

Mic & Speakers

Dial: +1 (646) 307-1720

Access Code: 228-584-580

Audio PIN: 91

If you're already on the call, press #91# now.

[Problem dialing in?](#)

Questions

[Enter a question for staff]

Please note, this webinar is being recorded.

Agenda

- ❑ Opening Circle

- ❑ Tips & Tools for Youth Leaders: How to Transform a Culture of Gender-based Violence in High School and Colleges
 - ❑ Presented by Phoebe Schreiner and Savannah Badalich with Breakthrough

- ❑ Q&A

- ❑ Discussion: Shared expertise, emerging issues, challenges, triumphs

Opening Circle

- Please type in your name, agency and location



Tips and Tools for Youth Leaders

How to Transform a Culture of Gender-based Violence in High Schools and Colleges

Phoebe Schreiner, U.S. Country Director
Savannah Badalich, Program Manager



About Breakthrough

Breakthrough is a global human rights organization working to make gender-based violence unacceptable. Working out of centers in the U.S. and India, our mission is to prevent GBV by transforming the norms and cultures that enable it.

We carry out this mission by building a critical mass of change agents--the Breakthrough Generation--whose bold collective action will deliver irreversible impact on the issue of our time.

Breakthrough's U.S. work is focused on preventing sexual and gender-based violence in college life.



Agenda / Learning Objectives

- How cultural and social norm change can prevent violence
- How to identify gender norms and practices that perpetuate harm in your school ecosystem
- Intersectionality and why it matters to change culture
- Tips for engaging men who often perceive GBV as a “women’s issue”
- Case Studies of youth changemakers
- Tools and resources for taking action in your school
 - Organizing Guide
 - BreakthroughU Toolkit
 - Engaging men How-To



Culture Change

Setting the Context



What is culture?

Why do we need culture change?

How can changing culture help prevent violence and discrimination and support human rights?

How the heck do you change culture?

What on earth can I do as one person?

Culture Change 101



<https://www.youtube.com/watch?v=RPNF4VcTLOw>



Culture Change 101

Harmful cultural norms and practices covered:

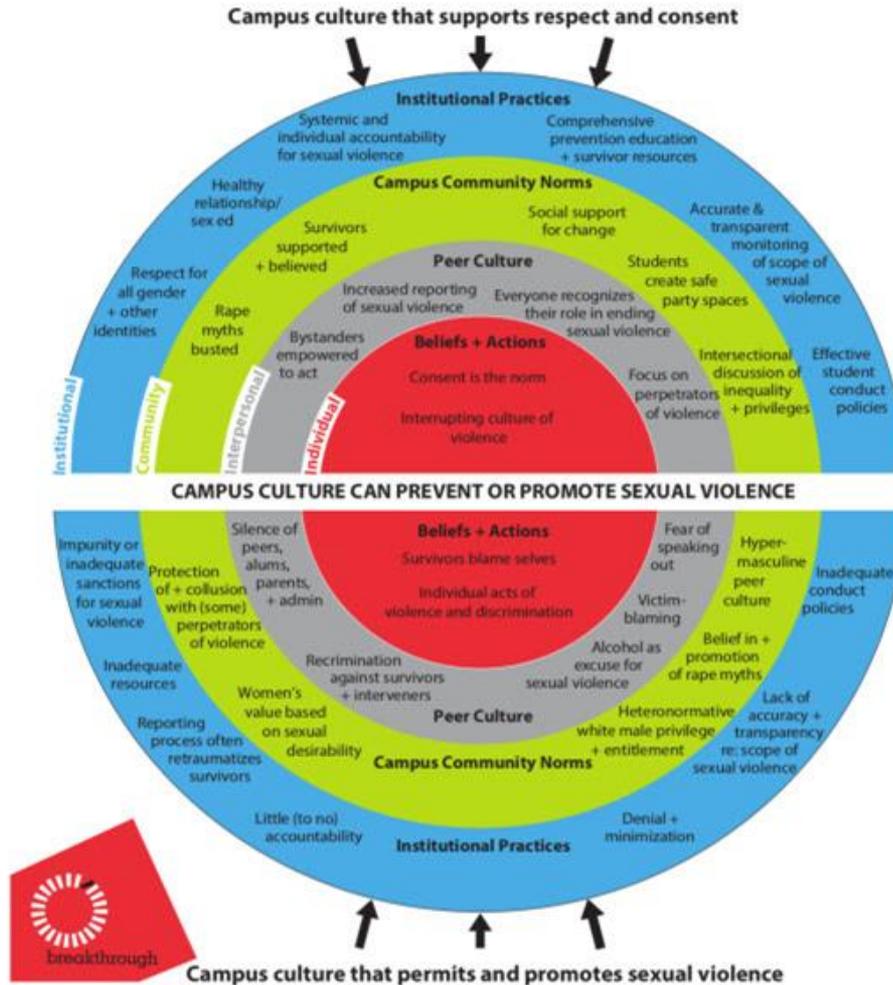
- Gender policing
- Slut shaming
- Media representation of gender
- Gender inclusive spaces/restrooms
- Gender nonconforming identities

What Can I Do?

- Inter-personal action (call out peers / community traditions)
- Challenge media narratives and promote “positive” media
- Shift institutional practices (gender binary bathrooms)



College and University Culture



This graphic is not meant to be all-inclusive or exhaustive, but a mapping of key cultural factors relating to campus sexual violence. Sexual violence can be committed by anyone and committed against anyone, regardless of gender identity, sexual orientation, age, race, immigration status, or any other identity. A key component of addressing sexual violence is culture change - identifying and transforming those cultural norms that promote sexual violence to norms that prevent and interrupt it in order to make us all safer.



Gender Norms 101



https://www.youtube.com/watch?v=_ghmA-wEkw0



Gender Norms 101

Harmful norms and practices covered:

- Gender norms
- Gender policing
- Non-consensual photo *sharing*
- Slut shaming
- Victim blaming

What can I do?

- Recognize assumptions, norms, and practices around gender
- Share your story about the impact of gender norms on you
- Inter-personal action (call out peers / community beliefs & traditions)
- Believe survivors



Intersectionality 101



<https://www.youtube.com/watch?v=F2DwY3XtRbc>



Intersectionality 101

Harmful norms and practices covered:

- Intersectionality
- Intimate Partner Violence (within LGBTQIA communities)
- Harmful assumptions based on gender
- Sexual harassment

What can I do?

- Recognize and access your power, even if your identities are sites of oppression
- Inter-personal action (call out peers / community beliefs & traditions)
- Transform institutional practices (ex: volunteering at DV center and challenging assumptions of who can be a perpetrator or survivor)



Identifying harmful norms and practices

- IDENTIFY the norm and practice
- Harms
- How exactly the practice leads to those harms
- NAME who drives the practice and their motivations
- DETERMINE what YOU can leverage to disrupt and transform the practice
- ARTICULATE your theory of change (healthy norms & practices to replace harmful ones)
- ENVISION AN ACTION to transform the harm & the ecosystem



Common Gender Norms

- Shaming women's sexuality and participation in sex culture
- Proving, aligning with, and regulating masculinity through sex and violence
- Treating women as objects
- Delegitimizing the prevalence and effects of GBV (i.e., victim-blaming, rape myths)



Engaging men and boys



Bust the myth: my mother, sister, etc.

Lead with the impact of masculinity norms on their lived experiences (i.e., pressure to make money and get lots of sex from multiple partners)

Use storytelling

Create a stake for men to build a world in which everyone thrives.

Resources:

Inspiring Men to Drive Culture Change for Gender Equality:

<http://us.breakthrough.tv/resources/strategy-brief-inspiring-men-to-drive-culture-change-for-gender-equality/>

9 Ways to Be That Guy on Campus:

<http://us.breakthrough.tv/resources/495-2/>

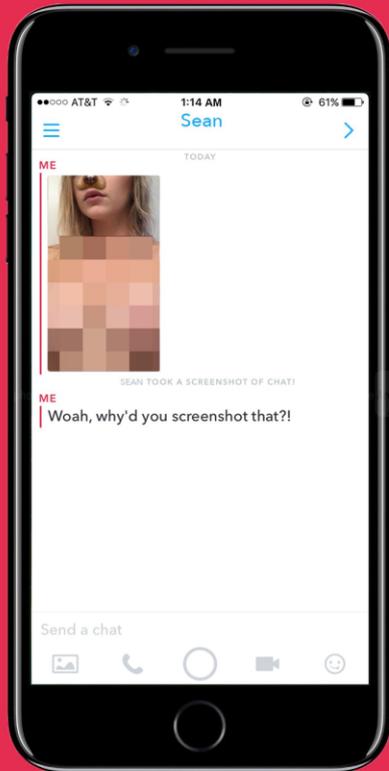
Case Studies: Young People Taking Action to Transform their Communities



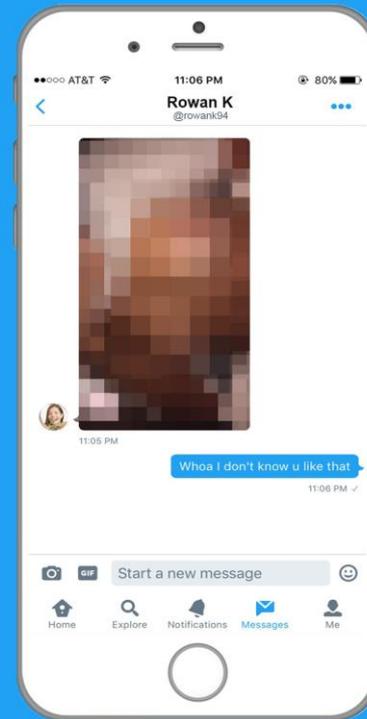
<https://www.youtube.com/watch?v=mMldclYiBMs>



Case Studies: #LetsPictureConsent



**SCREENSHOT?!
CAN YOU NOT.
#LETSPICTURECONSENT**

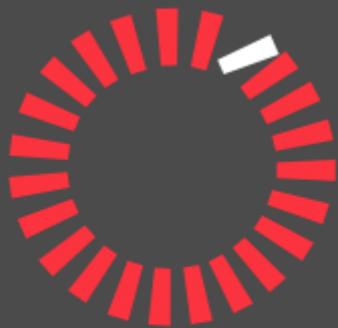


**TWEET OTHERS
THE WAY YOU WANT TO
BE TWEETED.
#LETSPICTURECONSENT**



Tools to take action

BREAKTHROUGH: ACTION TOOLKIT



breakthrough **CAMPUS ORGANIZING GUIDE**



Thank you!



Phoebe Schreiner, U.S. Country Director
Savannah Badalich, Program Manager





breakthrough
it starts with you.

Shared expertise and discussion

- ❑ Challenges or triumphs in your prevention efforts?
- ❑ Upcoming webinar:
 - ❑ **June 20th - Using Social Media to Change the Narrative:**
 - ❑ When used effectively, social media can be an effective way to get your messages out to the community. During this webinar, participants will learn effective engagement tools, including how to best use infographics, videos, chats, create engaging content, and track your reach.
 - ❑ **Presenter:** Jessica Merrill, Communications and Development Manager, CPEDV

Together we're stronger

Prevention at the Partnership



Public Policy



Communications



Capacity Building



Micah Zimmermaker

**Prevention and
Education Policy
Specialist**

micah@cpedv.org



Miranda Stiers

**Capacity-Building
Program Coordinator**

miranda@cpedv.org