Control Panel

Expand Audio for call in information
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Raise your hand to be unmuted
Type questions/comments here

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
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)
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:

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=mMIdclYiBMs
Case Studies: #LetsPictureConsent

SCREENSHOT?! CAN YOU NOT.
#LETSPICTURECONSENT

SCREENSHOT?! CAN YOU NOT.
#LETSPICTURECONSENT

TWEET OTHERS THE WAY YOU WANT TO BE TWEETED.
#LETSPICTURECONSENT
Tools to take action
Thank you!
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

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