



Vision 21 Talks: Engaging With Experts on Trending Topics

Inspiring Action To Prevent Violence
Against Women and Girls



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Technical Overview

- Can you hear the audio? If you CANNOT hear the audio, please type NO in the feedback box.
- If you have technical difficulties during the webinar, contact Danielle McLean who is providing technical support for today's webinar. Her email address is dmclean@ovcttac.org
- Today's session will be recorded and made available in a few days on the training site.
- If you have questions, type them in the feedback box and we will address as many as possible toward the end of the webinar.



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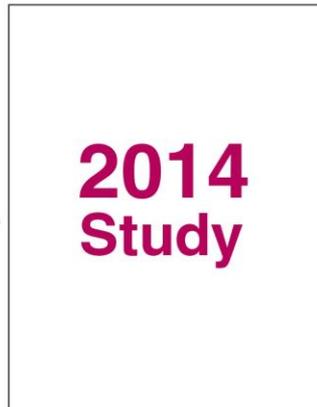
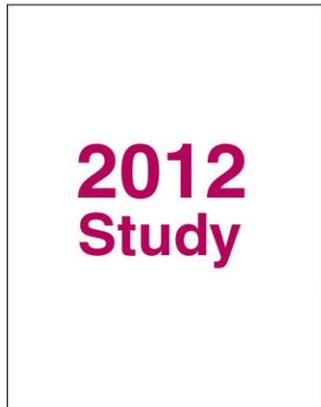
Presenters

- **Rosie Hidalgo**, Office on Violence Against Women
- **Danielle Lewis**, Springboard Partners
- **Celinda Lake**, Lake Research Partners
- **Yesenia Gorbea**, Futures Without Violence



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Research Goals



2012 Study
Create a baseline for tracking changes

2014 Study
Understand barriers to action and how to overcome them

Guide
An easily digestible tool to help you use the research



Agenda



Overview of the 2014 findings
with insights from each community
included in the study

Celinda Lake, Lake Research Partners

Recommendations and
real-world examples

Danielle Lewis, Springboard Partners

Yesenia Gorbea, Futures Without Violence

Questions and **discussion**

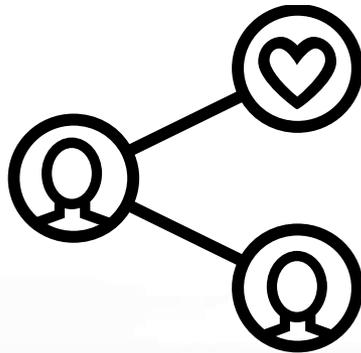


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2014 Research Methodology



Focus Groups

August 2014

6 groups conducted in
3 locations (GA, CA, MN)

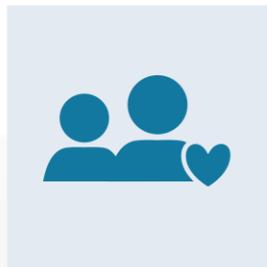


Online Survey

October 13-26, 2014

1,400 adults nationwide

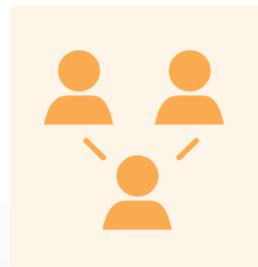
Research Findings



People care and have hope that violence can be stopped



People want to help but barriers get in the way



Make it easier for people to get involved



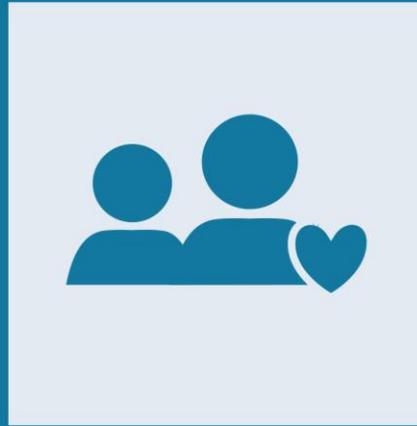
Tell them specifically how they can help



Give them the support they need to act



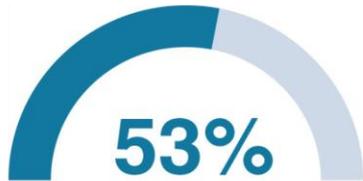
Meet people where they are today



People care
and have hope
that violence
can be stopped



People care and have hope that violence can be stopped



of all adults feel **personally connected** to the issue of violence against women and girls.



of all adults believe addressing violence should be a **priority**, but only **22%** believe it is the **top priority**.



of all adults feel **hopeful** that we can end violence against women and girls.



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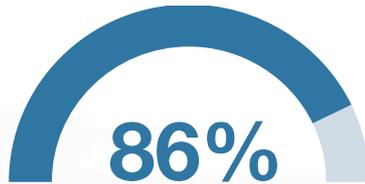


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People care and have hope that violence can be stopped

Preventing violence is compelling.



agree that to prevent violence,
we need to **start young**,
working with boys and girls.



agree that **respect for women**
is key to ending violence.



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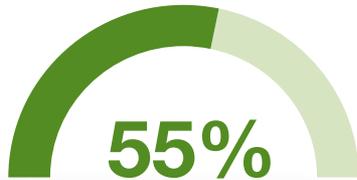
People want
to help but
barriers get
in the way



People want to help, but barriers get in the way

Barrier #1:

Many other issues are competing for attention.



agree that ending violence against women and girls is important, but **other issues are more important.**

Barrier #2:

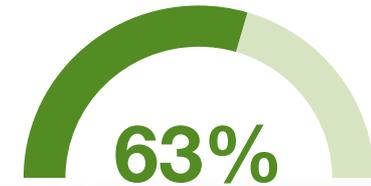
They don't know what to do.



feel they **need to know more** about what they can do to help prevent violence against women and girls.

Barrier #3:

Taking action can be intimidating.



think getting involved can be **emotionally draining**, and they feel unprepared for how to handle it.



People want to help, but barriers get in the way

Barrier #4: Talking about violence can bring up worries about judgment.

When [an act of violence] happens to you, it's like you want to be in the witness protection program. You don't want it to get out that it happened to you, because people are going to totally shun you...

-- Asian and Pacific Islander Woman, San Jose

A lot of time, it's embarrassment. You hate to talk about something so horrific that happened to you.

-- Latina, Atlanta

... Native American women [make up] 3% [of the total] population in the United States, and we're always way, way up there for violence or alcohol... everything. We're way up there.

-- Native American Woman, Minneapolis



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Make it easier
for people
to get involved



Tell them specifically
how they can help



Give them the support
they need to act



Meet people where
they are today



Tell them specifically how they can help

People are most willing to:



Talk to children about healthy relationships.



Sign a petition.



Share information in conversation with family and friends.

People are least willing to:



Attend a meeting.



Donate money.



Increase taxes by \$5.



Give them the support they need to act

- Participate in fun events, even though serious issue
- Work with community leaders
- Friends and family work as a team
- Take a small step if that's all you have time for
- Receive emotional support
- Someone you know asks you to get involved
- Education about the issue before acting
- Training on how to have conversations
- Receive updates on the impact you had
- Get information showing it has worked elsewhere

Helpful for **some** audiences

Helpful for **many** audiences



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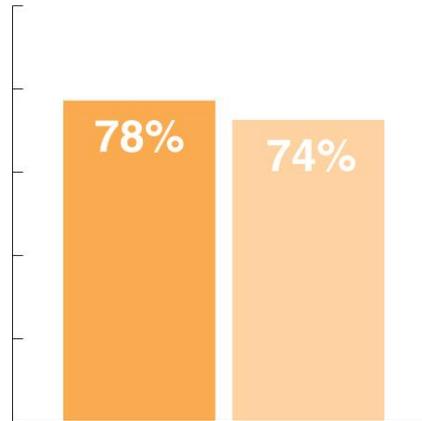
**Meet people where
they are today**



Community Insights: African-Americans



Nearly 7 in 10 African-Americans report feeling **personally connected** to the issue.



78% are very willing to **talk to children** about healthy relationships, and 74% are very willing to **sign a petition**.



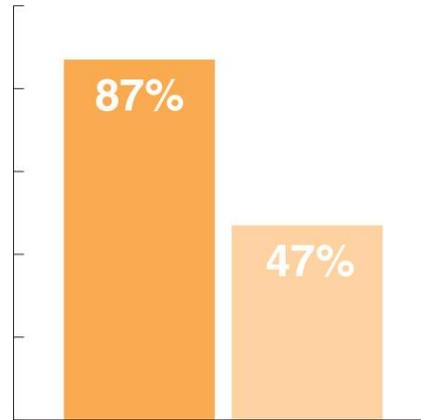
86% believe **respect** for women is the key to ending violence.



Community Insights: *Asians and Pacific Islanders*



Nearly 5 in 10 Asians and Pacific Islanders report feeling **personally connected** to the issue.



87% feel **hopeful** that we can end violence, but 47% also believe we will **never end violence** against women and girls.



86% are motivated to get involved in campaigns focused on **educating children** to prevent violence.



Community Insights: Latinos/as



6 in 10 Latinos/as report feeling **personally connected** to the issue.



72% feel they need to **know more about what they can do** to prevent violence.



Latinos/as are more willing to **post something to social media** about ending violence compared to all other communities.



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Community Insights: *Native Americans*



7 in 10 Native Americans report feeling **personally connected** to the issue.



95% believe that **educating boys and girls** is the key to preventing violence.



85% are motivated to get involved in campaigns focused on **community engagement**.



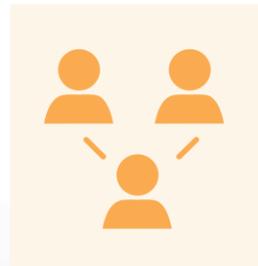
Recommendations



People care and have hope that violence can be stopped



People want to help but barriers get in the way



Make it easier for people to get involved



Tell them specifically how they can help



Give them the support they need to act



Meet people where they are today



Use statistics with care



Use statistics with care

New Audiences

- ✓ Don't overwhelm
- ✓ Make it local
- ✓ Don't forget the hope!



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Jewish Women International
JWI
jwi.org/dvam

a **WOMAN** IN A DOMESTIC VIOLENCE SITUATION THAT INCLUDES A **GUN** IS **500% MORE** LIKELY TO BE **KILLED**, WHILE...

IN STATES THAT REQUIRE A **BACKGROUND CHECK** FOR EVERY HANDGUN SALE, **38% FEWER** WOMEN ARE SHOT TO DEATH BY INTIMATE PARTNERS

*Tell Congress:
Expand the background check system to protect victims of abuse!*

Sign the petition now.



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Use statistics with care

Audiences Aware of Problem

- ✓ Tell them exactly how to help
- ✓ Show impact



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DINE OUT AT
YOUR FAVORITE
RESTAURANTS.

HELP END
CHILDHOOD
HUNGER.



NoKidHungry.org

Our Solution

SINCE ITS LAUNCH IN 2008, DINE OUT FOR NO KID HUNGRY HAS BROUGHT TOGETHER THOUSANDS OF RESTAURANTS AND MILLIONS OF CONSUMERS TO RAISE MORE THAN \$18 MILLION TO HELP END CHILDHOOD HUNGER SO THAT EVERY CHILD IN THE U.S. GETS THE HEALTHY FOOD THEY NEED EVERY DAY. THESE FUNDS:

- **CONNECT** KIDS IN NEED TO NUTRITIOUS FOOD WHERE THEY LIVE, LEARN AND PLAY THROUGH THROUGH PROGRAMS LIKE SCHOOL BREAKFAST AND SUMMER MEALS
- **EDUCATE** AND EMPOWER LOW-INCOME FAMILIES TO SHOP FOR AND COOK HEALTHY MEALS AT HOME ON A BUDGET
- SHINE A LIGHT ON CHILDHOOD HUNGER IN AMERICA AND **INSPIRE ACTION** IN COMMUNITIES ACROSS THE COUNTRY

THE SOLUTION ▶



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Increase priority, reduce risk



Increase priority, reduce risk

- ✓ Lift up real-world stories
- ✓ Hope = action + impact



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Empower people around the world with a \$25 loan

[How it works >](#)



Mukula's Dream: A better future for her boys



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Increase priority, reduce risk

✓ Maximize the benefit



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THE POWER OF 39

It's time for *Your* Challenge.

AVON 39 is **The Walk to End Breast Cancer**. It isn't easy, and that's what makes it worth it.

You'll train to strengthen your body. You'll raise funds to crush breast cancer. You'll walk further than you ever thought you could. This is The Power of 39.

Walking 39.3 miles over 2 days is hard. But it pales in comparison to the chemo and radiation routine of a breast cancer patient. Your blisters and sore muscles are just a badge of courage. *A reminder that you're doing something Fierce.*

Do it for those we've lost. Do it for the thousands of mothers, daughters, sisters and best friends who will be diagnosed with breast cancer this year. Do it for the bragging rights. Do it because you can. Yes. You. Can.

All you've got is all it takes. Call 1 888 542 WALK or visit 39forBC.ORG to REGISTER TODAY.

EARN YOUR 39.

AVON
39
2015

HOUSTON
Apr 25-26

WASHINGTON DC
May 2-3

BOSTON
May 16-17

CHICAGO
Jun 6-7

SAN FRANCISCO
Jul 11-12

SANTA BARBARA
Sep 12-13

NEW YORK
Oct 17-18

AW15-1068

KNOW YOUR RISKS. KNOW YOUR BODY. TALK TO YOUR DOCTOR.

BENEFITING THE AVON FOUNDATION FOR WOMEN, A 501(C)(3) PUBLIC CHARITY.

Reebok
national sponsor



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Make action easier



Tell them specifically how they can help

- ✓ Make asks clear and specific
- ✓ Make asks doable
- ✓ Avoid the menu!



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f Search Facebook

Like Comment



That's Not Cool

1 in 3 young people will experience some kind of dating abuse – from manipulation and controlling behavior to physical abuse.

Together we can end the violence.

February is Teen Dating Violence Awareness and Prevention Month, and That's Not Cool is challenging you to spread the word.

Share this #TeenDVMonth image with your friends: make it your profile pic or banner photo and get the conversation going.

#ThatsNotCool #TeenDVMonth #EndViolenceNow

Like · Comment · Share · February 11

👍 60 people like this.

↪️ 119 shares



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Give them the support they need to act

- ✓ Learn what your audience needs
- ✓ With support, more is better
- ✓ Impact is key



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Ready to get involved?



Coaches

If you coach a men's athletic team — in any sport — Coaching Boys Into Men can help you take this season to the next level. CBIM is easy to integrate into your regular coaching strategy and sessions.

[Get involved](#) ▶



Advocates

Advocates are community leaders working to bring CBIM to local athletic programs across the nation. If you're a violence prevention advocate, school administrator, educator or parent, find out how you can bring Coaching Boys Into Men to your school or community.

[Get involved](#) ▶



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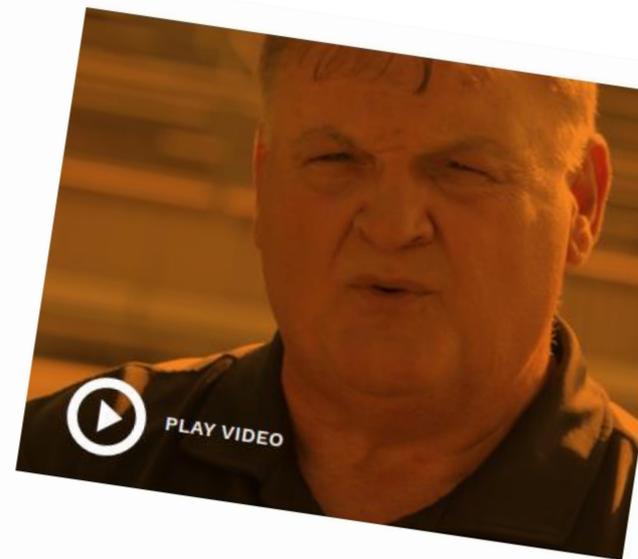
Training

A Coaches Clinic is a training kick-off that can help you practice teaching techniques and learn CBIM program goals and structure. These training tools will help you get ready to start leading the Card Series curriculum with your athletes.

 **CBIM Playbook**
[Download PDF](#)

 **CBIM Clinic Toolkit**
[Download PDF](#)

[MORE TRAINING TOOLS](#)



Tools for Coaches

CBIM materials are organized into five easy-to-use Toolkits. Explore and download these toolkits for more resources to support your Coaching Boys Into Men work with your athletes.

[DOWNLOAD COACHES KIT](#)



JUSTICE FOR VICTIMS
JUSTICE FOR ALL

Office for Victims of Crime
OVC

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Questions & Discussion

- ✓ What resonates with you?
- ✓ What have you seen work well?
- ✓ What doesn't match your experience?
- ✓ How will you use the research and recommendations?

movetoendviolence.org/research

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Research Initiatives of Move to End Violence

Originally Posted May 1, 2015 Share: [f](#) [t](#) [g+](#) [in](#) [v](#)

Move to End Violence, a program of the NoVo Foundation, funds research to expand the movement's understanding of what captures attention and motivates action on issues related to violence against girls and women in the United States.

In 2012, we conducted a significant study of public opinion on violence against girls and women to establish a baseline for tracking changes in attitudes over time. We learned that people are supportive of ending violence against girls and women because they believe it's the right thing to do, but their support—and willingness to act—is fairly passive.

In 2014, we conducted a second round of research that included focus groups and an online survey to better understand what we as a movement can do to inspire stronger support that translates into action. In addition, we designed this round to reflect broad diversity, including a look at voters, nonvoters, people who are highly interested in civic and political issues (i.e., the "attentive public" in research lingo), and the African American, Asian and Pacific Islander, Latino/a, Native American, and White communities.

*Research plays a critical role in creating social change by identifying who you go talk to, when you go talk to them, and what you go tell them. —
Celinda Lake, Lake Research Partners*

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Technical Assistance

- OVC TTAC is the gateway to current training and technical assistance for victim service providers and allied professionals who serve crime victims. Our aim is building the capacity of victim assistance organizations across the country through a variety of training and technical assistance opportunities.
- There is no cost for the assistance.
- Email TTAC@ovcttac.org to request an application or to find out more information.



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Thank you!



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