Framing:

Developing Language to Support Sexual Violence Prevention

CALCASA
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT

Web Conference

Thursday, March 25, 2010
2:00 PM – 3:00PM

We will start soon!

This web conference is sponsored by California Department of Public Health, Safe and Active Communities Branch (formerly the EPIC Branch) and the Preventive Health and Health Services Block Grant.

How to use this technology

- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides

➢ Please send a private chat message for help
➢ Call iLinc Technical Support at (800) 799-4510
➢ Call CALCASA at (888) 922-5227 ext. 315

CALCASA.org

CALCASA
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT

PREVENTION   PUBLIC AFFAIRS   EDUCATION   CAMPUS   LEADERSHIP

prevention

Framing: Developing the language to support sexual violence prevention efforts

Web Conference

Follow @CALCASA on Twitter

Become a fan of CALCASA on Facebook

Resources

Prevention

- Technical Assistance
  - David Lee david@calcasa.org
  - Chad Sniffen chad@calcasa.org
- MyStrength
- Web Conferences
- PreventConnect
  www.PreventConnect.org
- Twitter @preventconnect

- Technical Assistance
  - Advocacy
  - Management
  - other issues
- Ebridge and EDTalk
- Public Policy
- Library Resources
- In-Person & Web Trainings
- National Conference
  - (2010 Leadership Conference)

2010 Prevention Trainings

- How to Measure Prevention. In-person training in Sacramento (May 2010)
- Local Policy to Advance Prevention. Web conference. (June 2010)
- MyStrength Campaign Training and Gathering (August 2010)
- National Sexual Assault Conference & CALCASA Statewide Leadership Conference in Los Angeles. (September 1-3, 2010)
- Creating Organization Change to Advance Prevention. Web conference (September 2010)

These trainings are sponsored by California Department of Public Health, Safe and Active Communities Branch (formerly the EPIC Branch) and the Preventive Health and Health Services Block Grant.

5

Framing: Developing Language to Support Sexual Violence Prevention

Robert Coombs M.A.
Director of Public Affairs
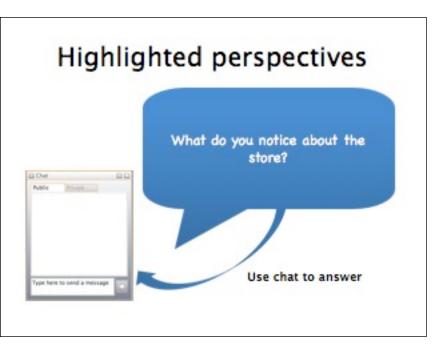
David Lee
Director of Prevention Services

C A L C A S A
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT

Perspectives and Lenses

Can we judge a store based on it's cat food selection?

- Quantity
- Quality
- Price
- Marketing

Highlighted perspectives

What do you notice about the store?
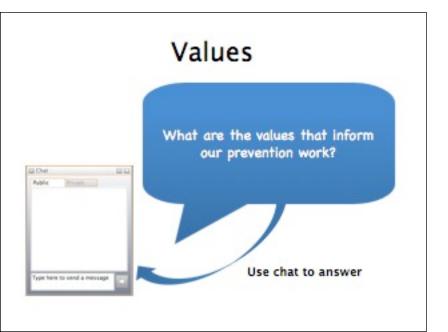
Use chat to answer

Strategic Framing

- Provides context
- Highlights values
- Shows credibility
- Addresses motivations

What do we think?

What do they think?

How do we bridge the gap?

Values

What are the values that inform our prevention work?

Use chat to answer

What determines our perspective?

Family | Education | Past Experience | Career | Gender | Faith | Age

What do we think

What do they think?

Shift Your Perspective

Examples

What they think vs. What we know

What they think vs. What we know

MyStrength
Dominant Story vs. Counter Story

What they think vs. What we know

Questions to ask:

What do we think?

What do they think?

How do we bridge the gap?

Framing: Developing Language to Support Sexual Violence Prevention

Robert Coombs M.A.
Director of Public Affairs

David Lee
Director of Prevention Services

CALCASA
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT