

Media and Technology in Sexual Violence Prevention

Ashley Maier



Why this topic?



But I'm not a techie!



THE STORY OF STUFF



WWW.STORYOFSTUFF.COM

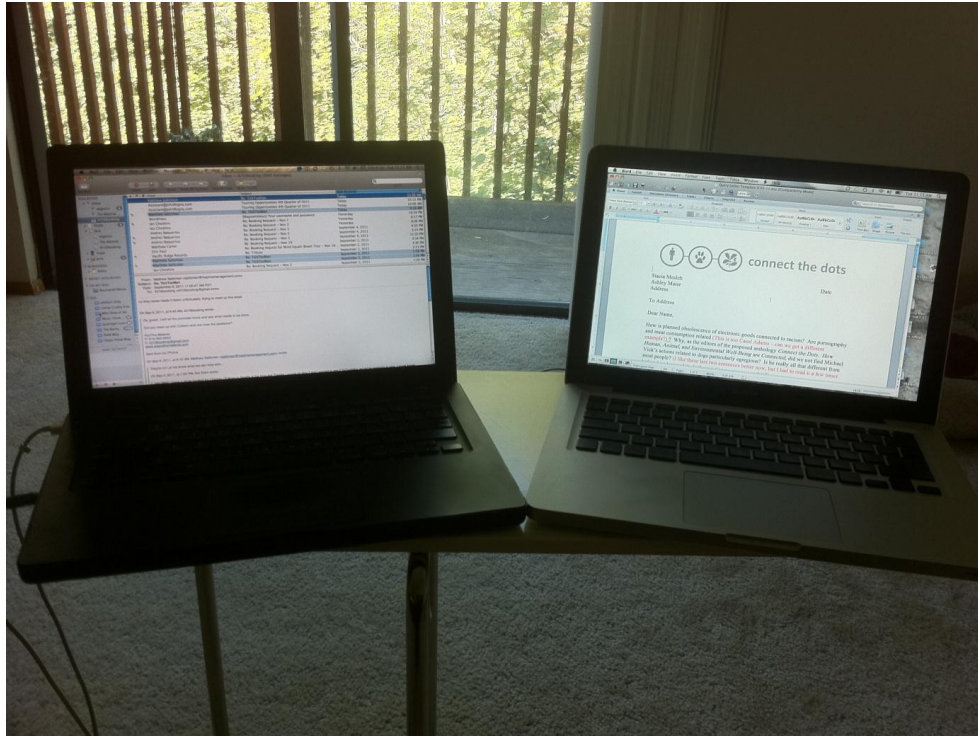
THE STORY OF STUFF

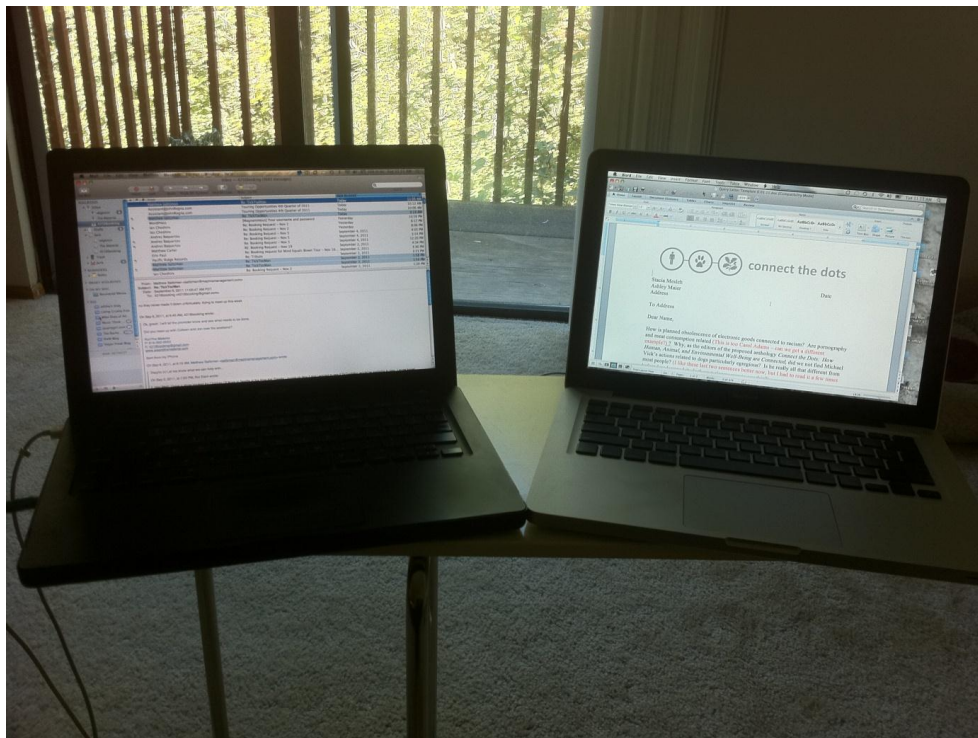


WWW.STORYOFSTUFF.COM

Live Simply
SO THAT OTHERS MAY
Simply Live

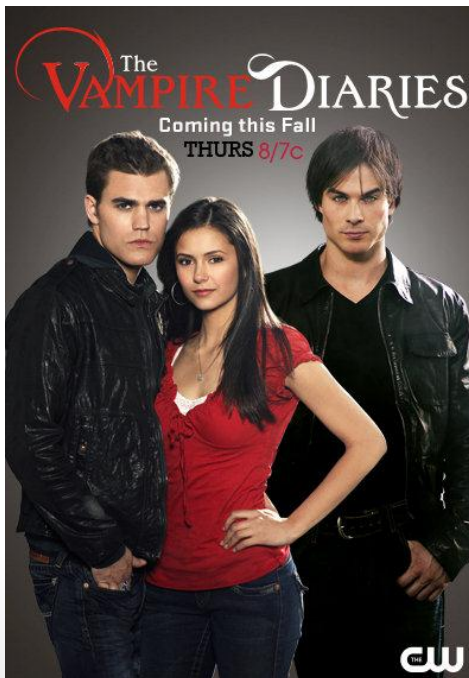
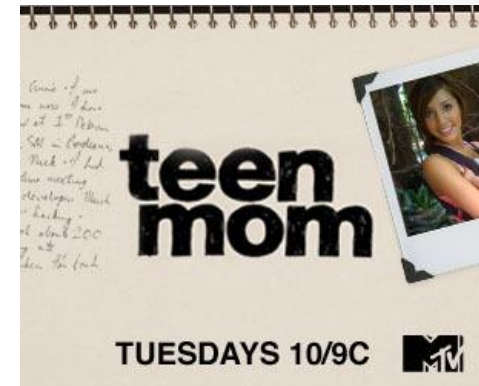
Action for Animals www.afa-online.org

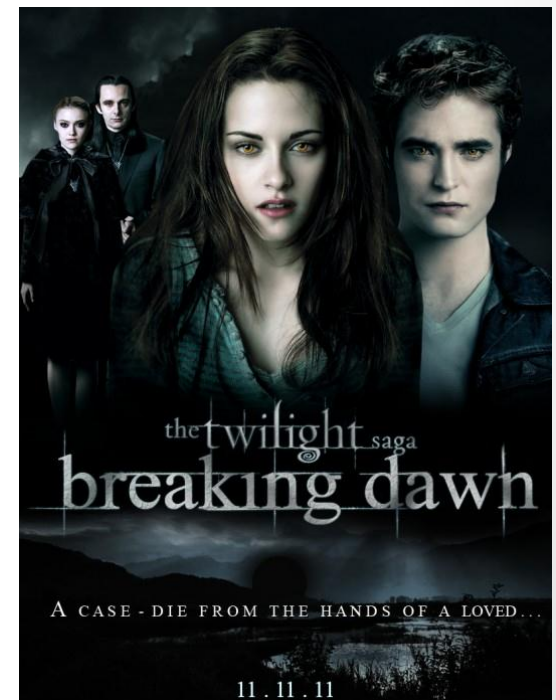






Media...





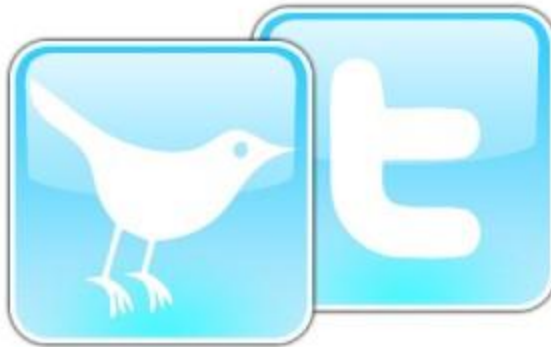
Technology





SurveyMonkey.com
because knowledge is everything

Social Networking



purevolume.com



© DailyBooth, Inc.



Blogger™



instagram



vimeo

The Myspace logo, featuring a stylized black icon of three people. **myspace®**
a place for friends







More video was uploaded
TO  **IN THE LAST**
2 months than if    **had been**
airing new content 24/7/365
SINCE 1948. (Which was when ABC
started broadcasting.)



What's being sold?







MY STRENGTH IS NOT FOR HURTING.

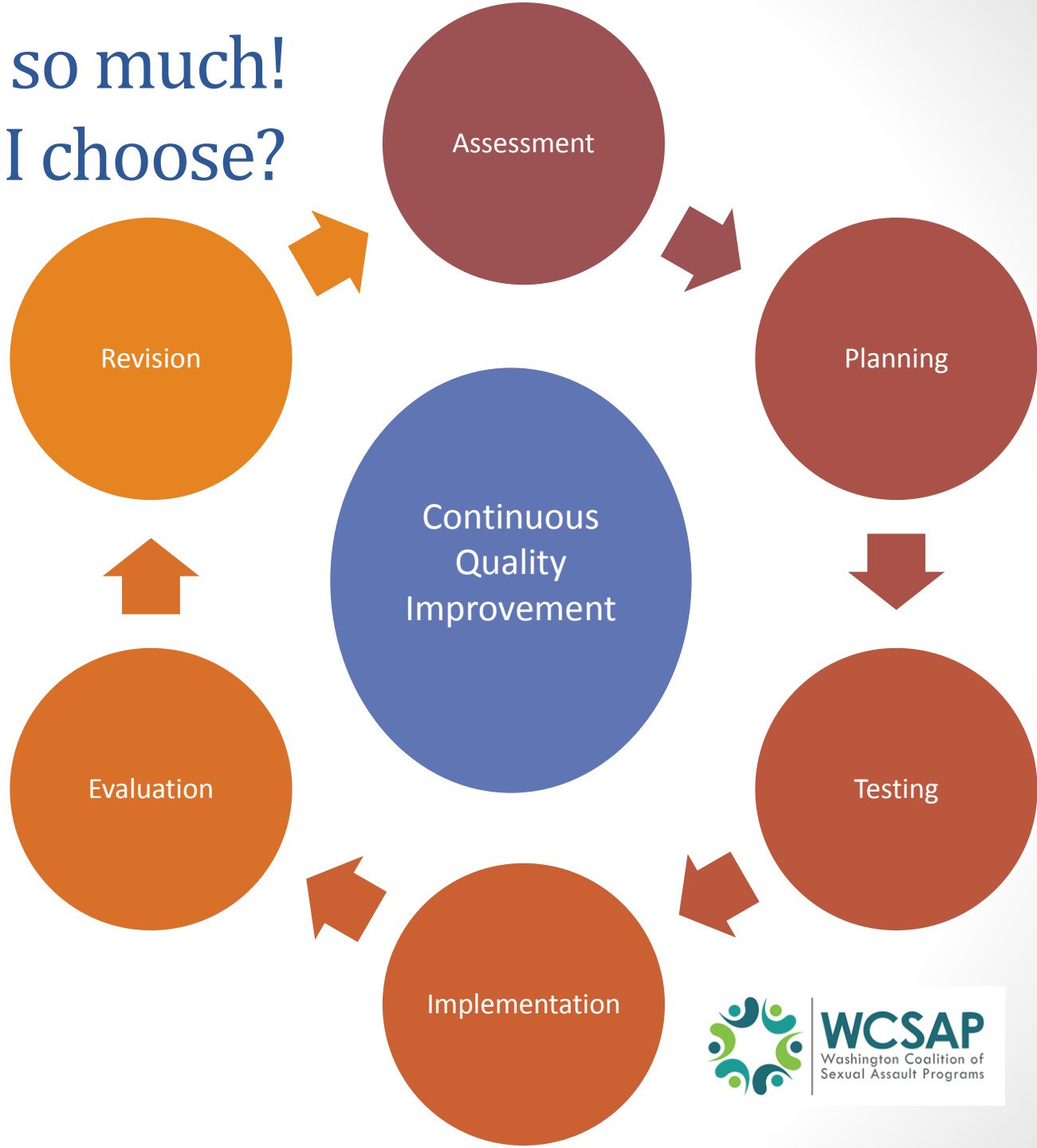
So when she changed
her mind, I STOPPED.

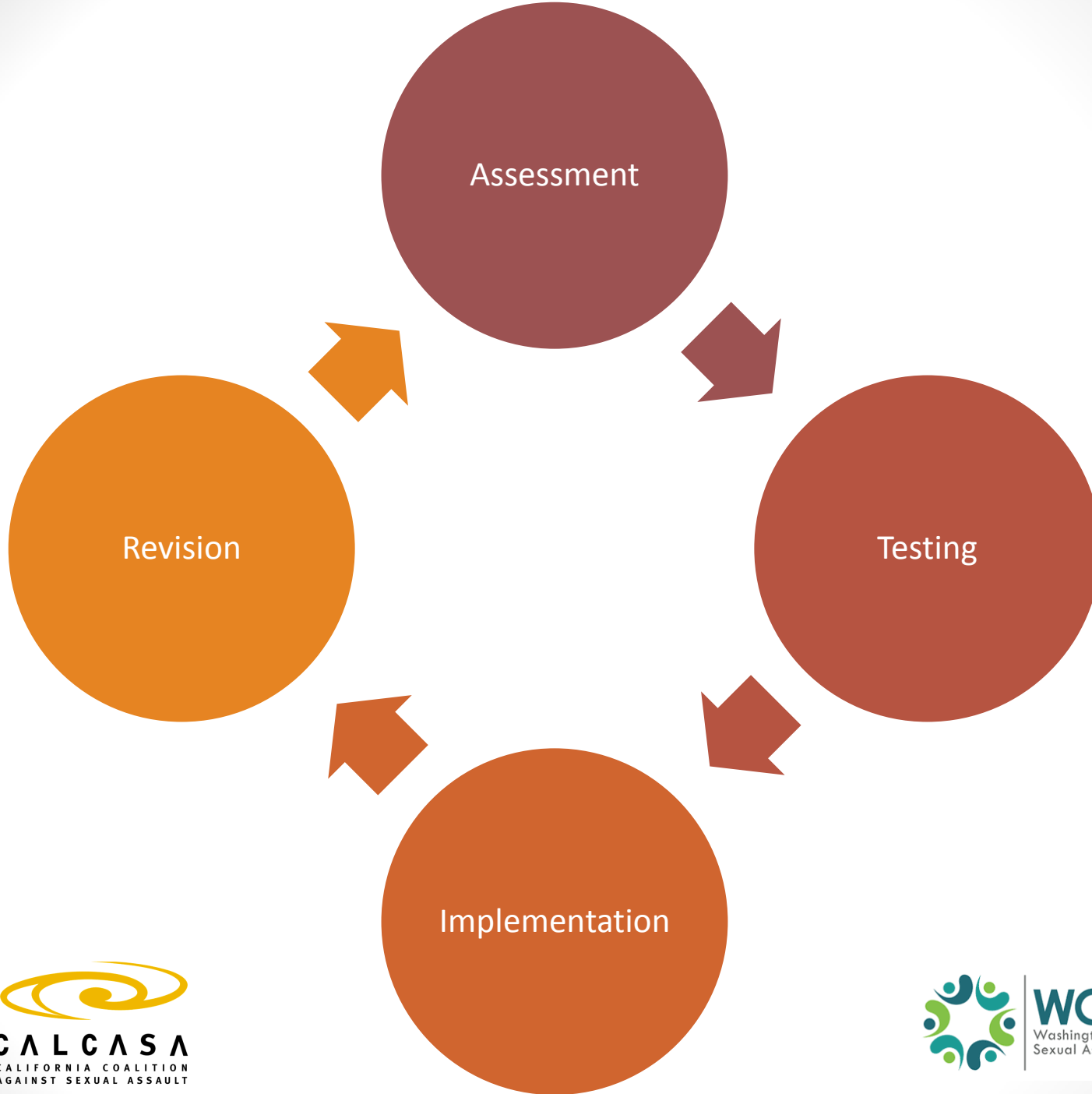
Men can stop rape.

MyStrength.org

Assisted by the California
Department of Health Services
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There is so much! How do I choose?





Assessment

- What do I want to change?
- In what population?
- What works?
- What are my options?
- What is my capacity?



Assessment



INTERNAL ORGANIZATIONAL ASSESSMENT!

- What do I want to change?
- In what population?
- What works?
- What are my options?
- What is my capacity?



Considerations

- Privacy & safety
- Org. control of message
- Info lives forever
- Disclosures/requests for assistance
- What else?

Here's the “why.”

Assessment

To watch this clip:

<http://www.youtube.com/watch?v=6KMOwB BT6iA>.



Assessment

ASK!

Assessment

ASK!



Assessment



ASK!

Functional Analysis for Cultural Interventions

<http://rescuescg.com/work-formative-research>

WHO
WHY
WHAT
HOW

WHO WITHIN THE POPULATION IS PERFORMING THE BEHAVIOR?

WHY IS THE POPULATION PERFORMING THE BEHAVIOR?

WHAT CHANGES CAN BE MADE TO PREVENT THE BEHAVIOR NOW AND IN THE FUTURE?

HOW CAN WE COMMUNICATE WITH THIS POPULATION EFFECTIVELY?

GE?

FACI™ Qualitative Findings use images and detailed descriptions to describe culture. Below is an example of one of eight subcultures identified in a statewide study in Virginia.



“Emo, a trend-driven, alternative subculture, was observed as a small but distinct teen subculture in Virginia. The term is short for “emotional,” depicting the culture’s preference for lyrical music describing teenage angst. New emo bands, such as Hawthorne Heights, Circa Survive, AFI, and My Chemical Romance, are punk rock driven with allusions to Hard, metal, and electro-pop, all of which dictate this subculture’s music collection and fashion sense. Emo clothing is usually tight, dark or plain black in color with band shirts and accessories purchased from Hot Topic, which participants cited as the Emo preferred mall outlet.”



I want to↑knowledge about consent.

- In what population?
- What works?
- What are my options?
- What is my capacity?



I want to↑knowledge about consent.

- In what population? Boys between 11-14 in community in Ocean Beach.
- What works?
- What are my options?
- What is my capacity?



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- In what population? Boys between 11-14 in community in Ocean Beach.
- What works? 3-school survey indicated anything online, smart phone, TV.
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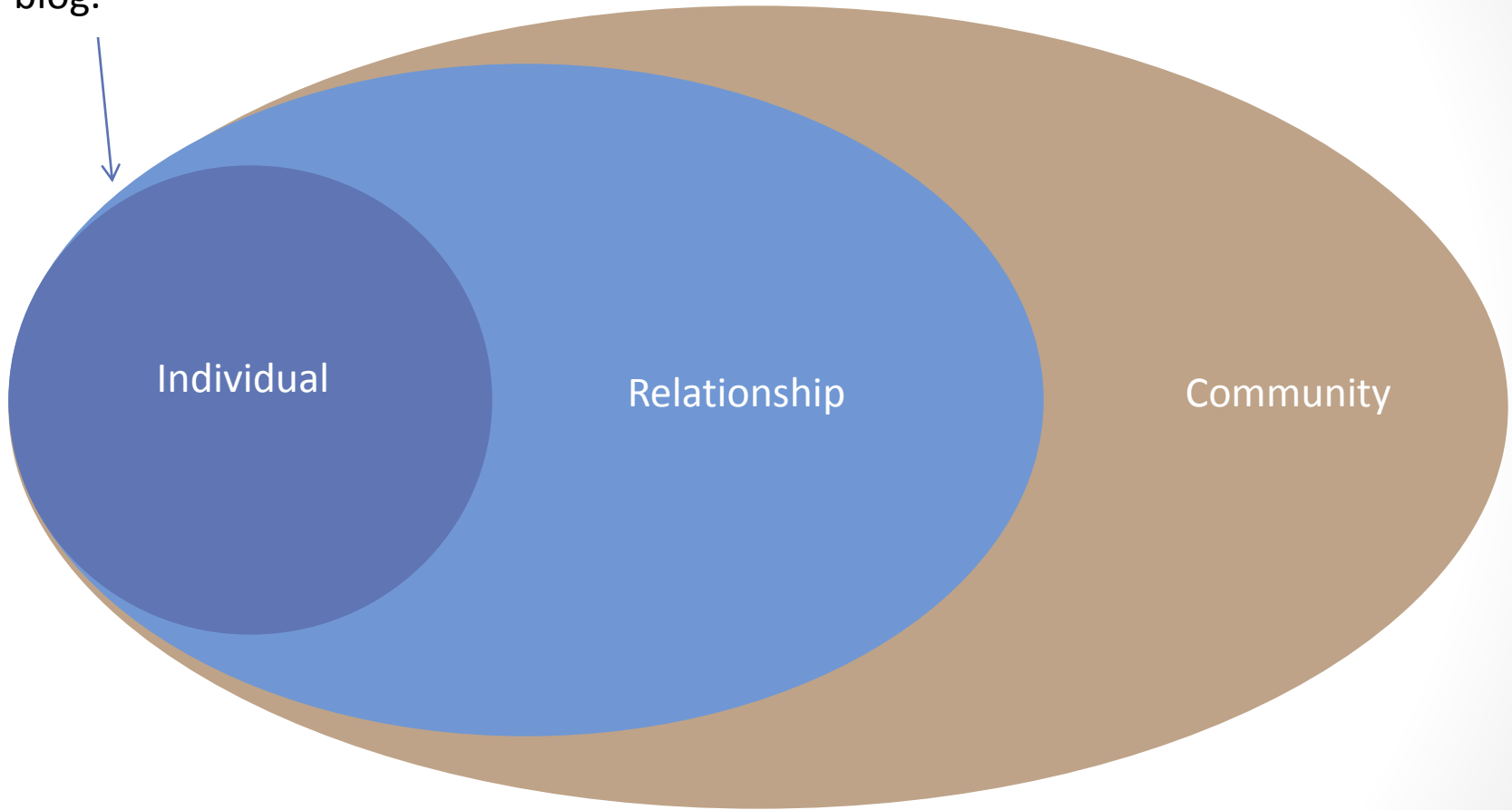
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- What works? 3-school survey indicated anything online, smart phone, TV.
- What are my options? No access to TV. Relationship with 94.9 FM...
- What is my capacity?



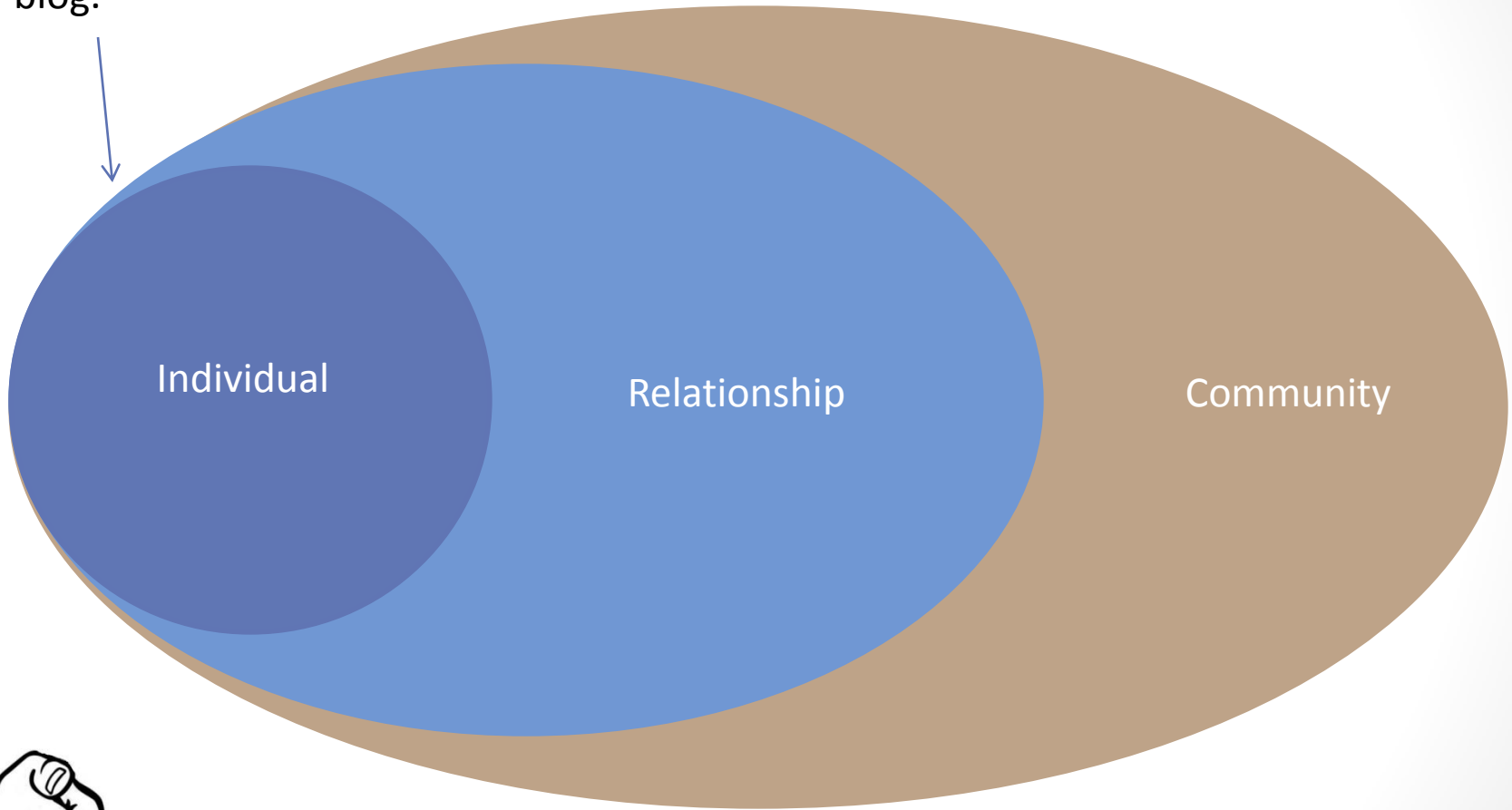
I want to↑knowledge about consent.

- In what population? Boys between 11-14 in community in Ocean Beach.
- What works? 3-school survey indicated anything online, smart phone, TV.
- What are my options? No access to TV. Relationship with 94.9 FM...
- What is my capacity? Little funding! One full time prevention staff.

Presentations &
blog.



Presentations &
blog.



Redefine
“presentations.”

Rethinking “Presentations”



Broadcast Yourself™

Rethinking “Presentations”



Broadcast Yourself™



Blogs

- Pick one of MANY for FREE.
- Create an account.
- Start writing. Best practice = short.
- Share, share, share.

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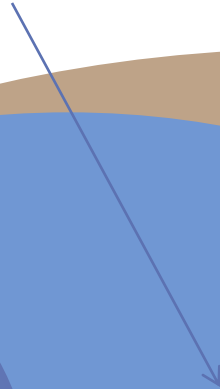
WHY will they read it?

WHERE will you promote it?

Something
interactive.



Presentations &
blog.



Individual

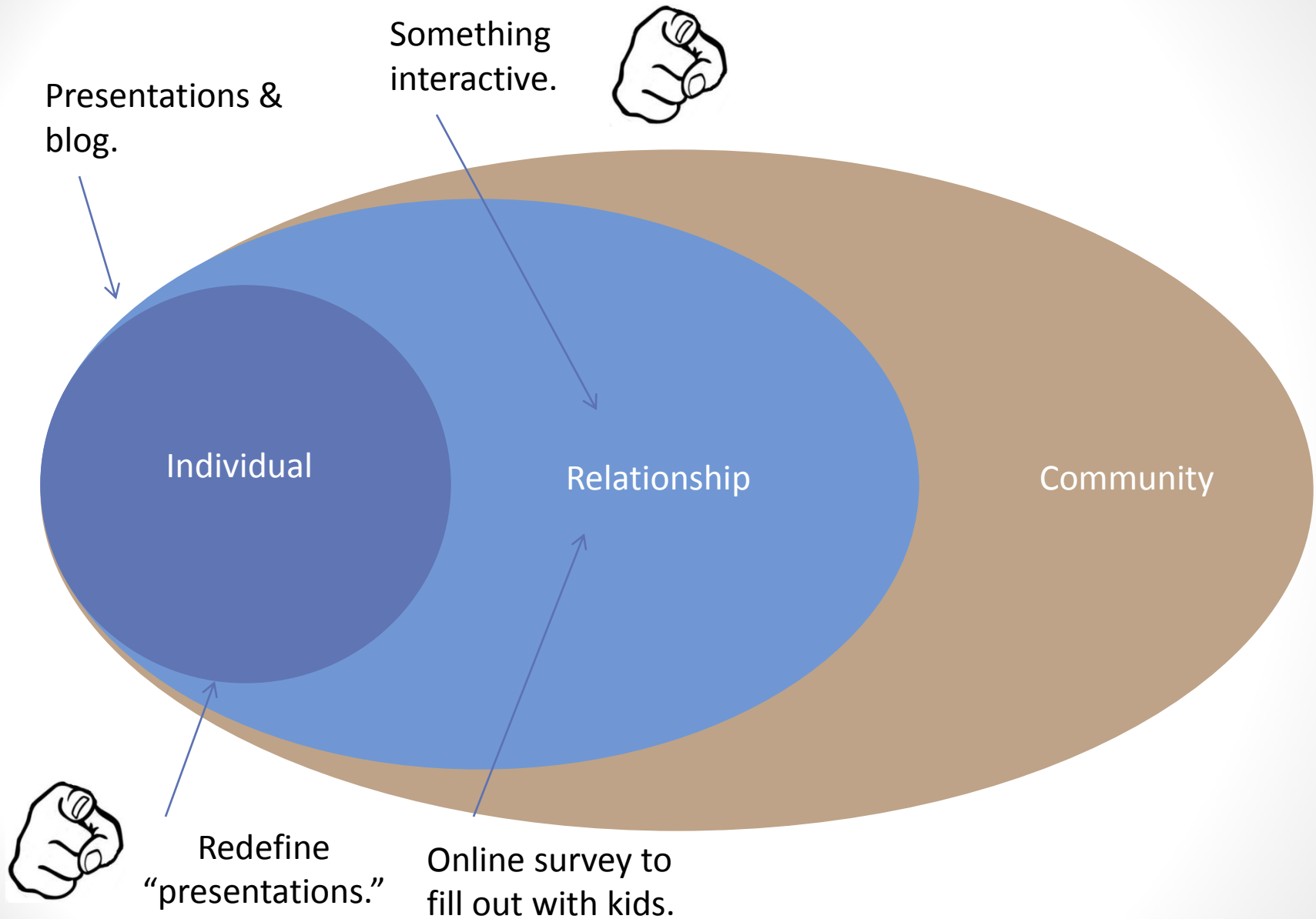
Relationship

Community



Redefine
“presentations.”





Interactive

- Video Games
- Applications
- Surveys
- Webinars
- Wikis
- Social Networking
- Blogs
- Geomapping
- AND SO MUCH MORE

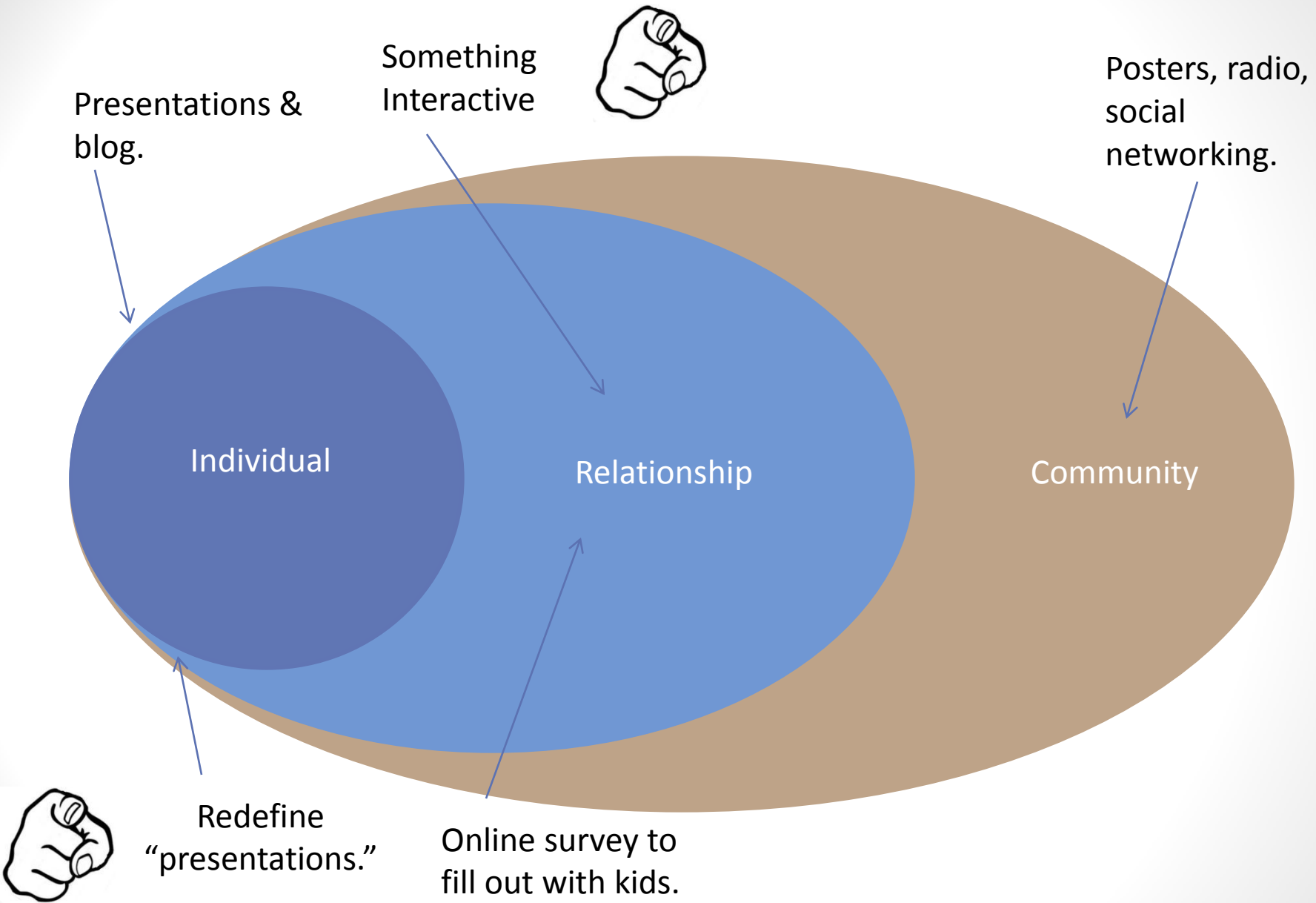
**you
make it
happen**

- Video Games
- Applications
- Surveys
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Interactive

hollaback!

**you
make it
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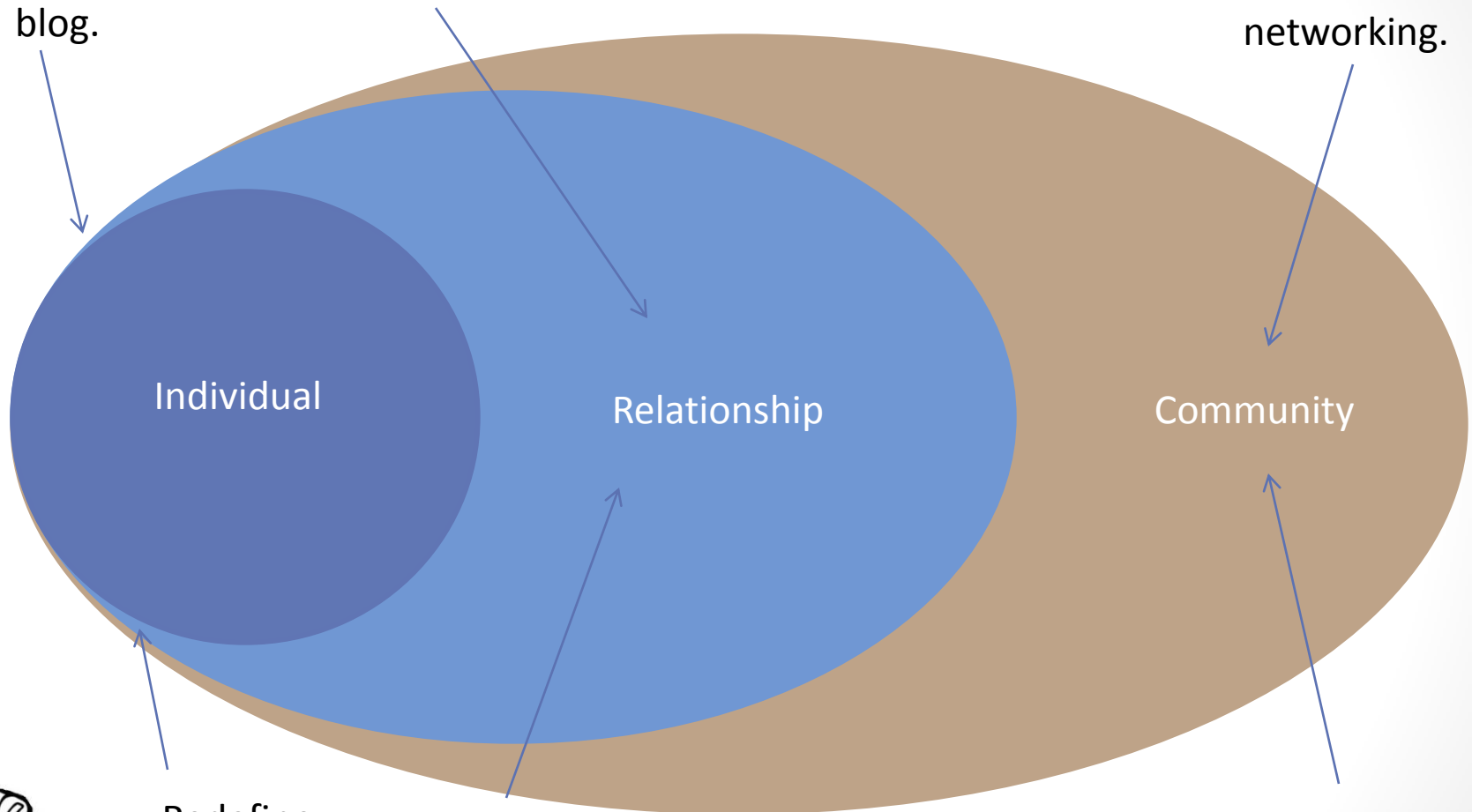




Something
Interactive

Posters, radio,
social
networking.

Presentations &
blog.



Individual

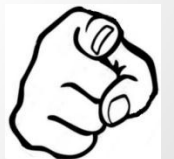
Relationship

Community

Redefine
“presentations.”

Online survey to
fill out with kids.

Where?

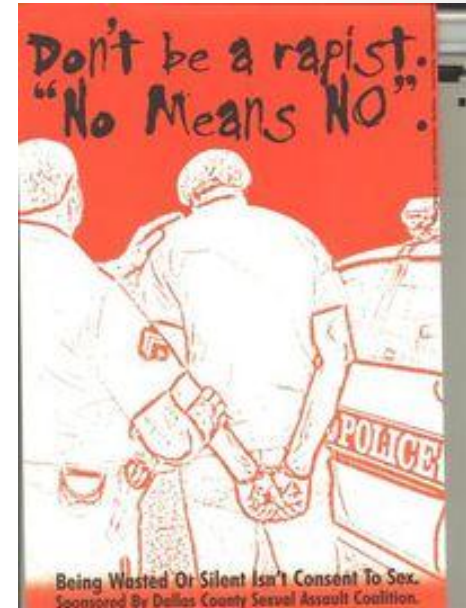


Print Media (Public Education Materials)

- Test, test, test! Message & Images
- High quality, relevant.
- Involve your audience!
- Use persons of influence.
- NEVER use it alone.

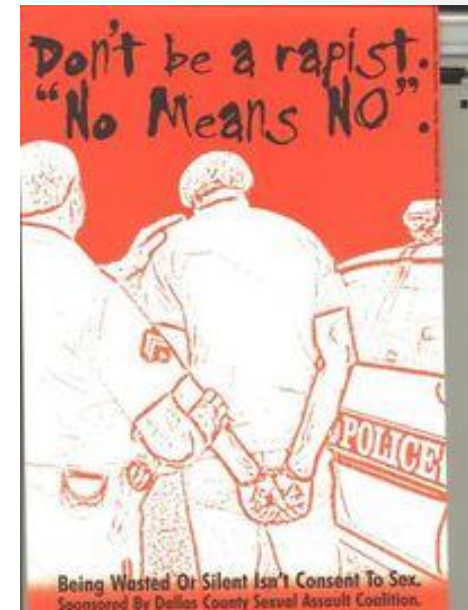
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Radio

Let's Be
friends?! ☺



Social Networking

- Best Practices - <http://www.diosacommunications.com/>
- WHY?
- Time?
- Update, update, update!
- Quality Posts
- Personal vs. Professional
- So very, very free.

Facebook's Keys to Success

- Interact, Interact, INTERACT!
- Post visuals
- Advertise

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The Art of Subvertising on
Facebook <http://www.youtube.com/watch?v=qxiBe0A0OXM>

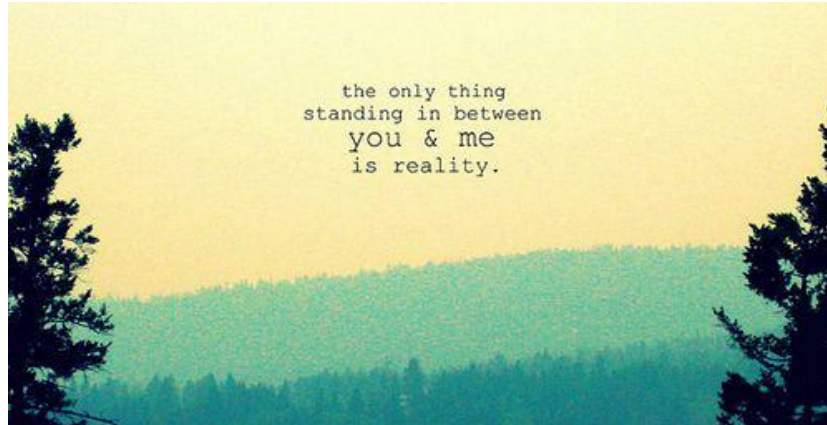
Testing



- Typical process measures.
- Outcome measures:
 - # retweets, sharing, followers, etc.
 - content analysis
 - comparisons over time
 - stakeholder interviews...

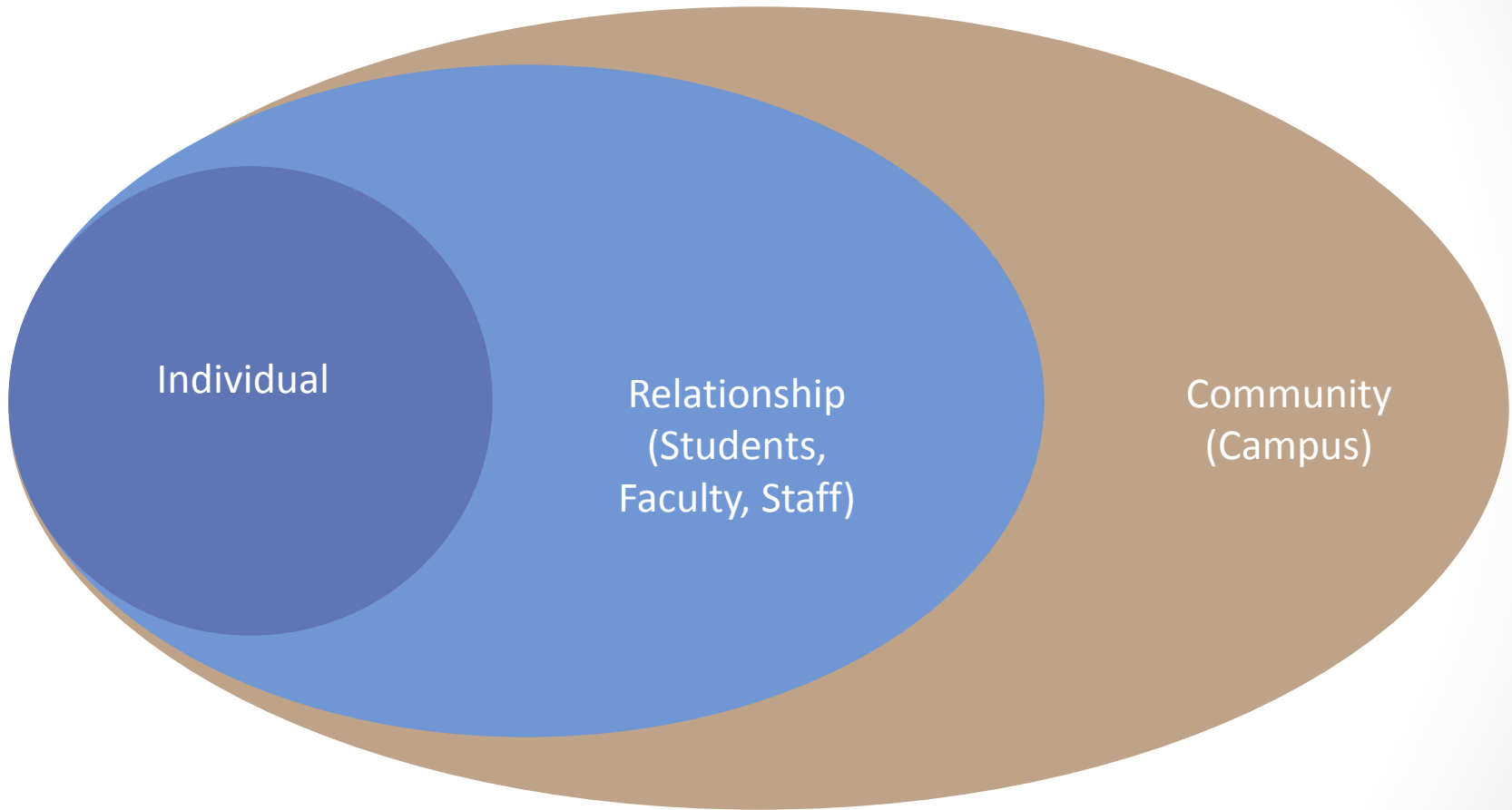
Implementation

- PLAN IT
- Realistic
- Engaging
- Current



Revision





Theatre of the
Oppressed



Individual

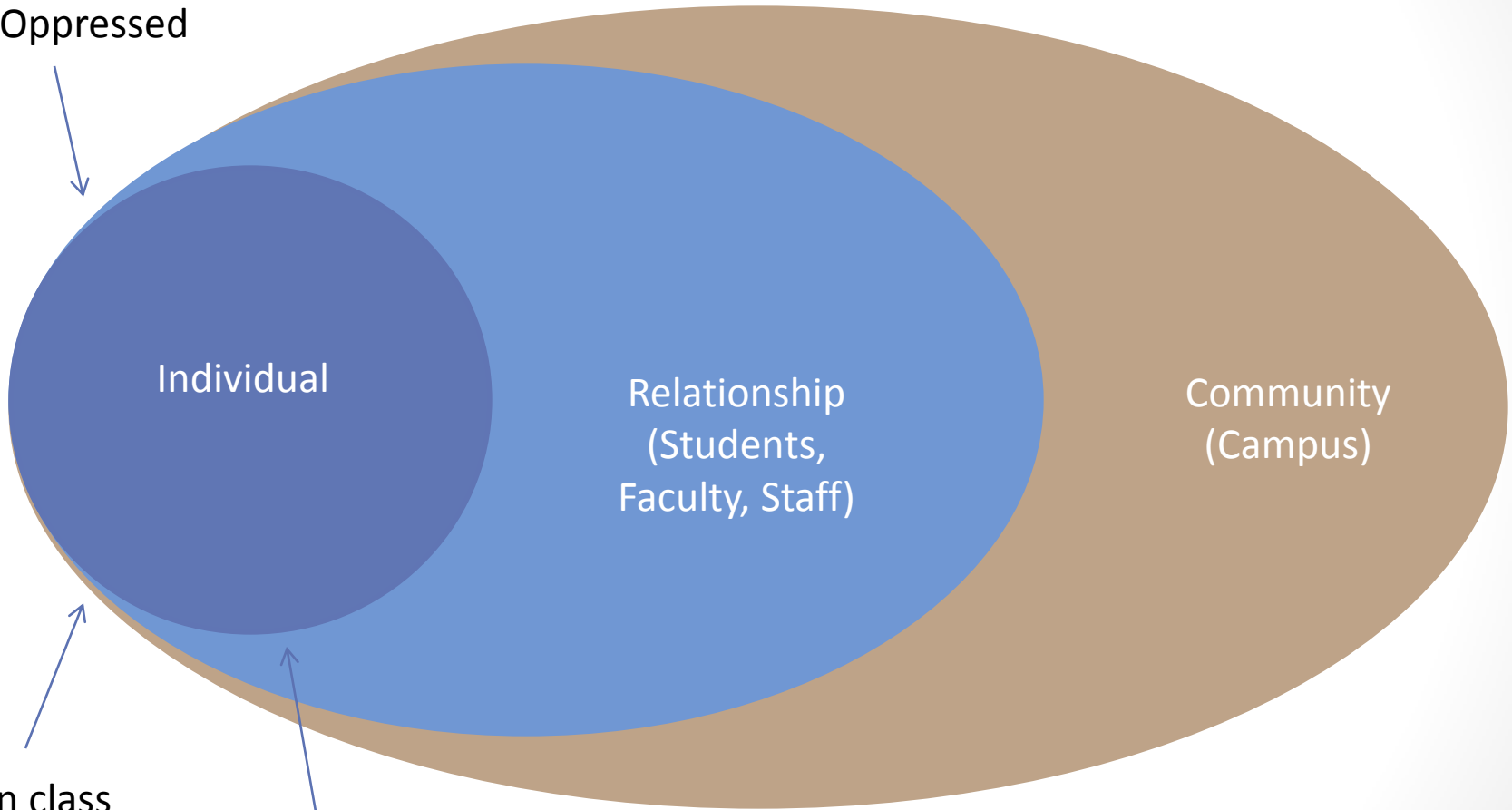
Relationship
(Students,
Faculty, Staff)

Community
(Campus)

In class
presentations.

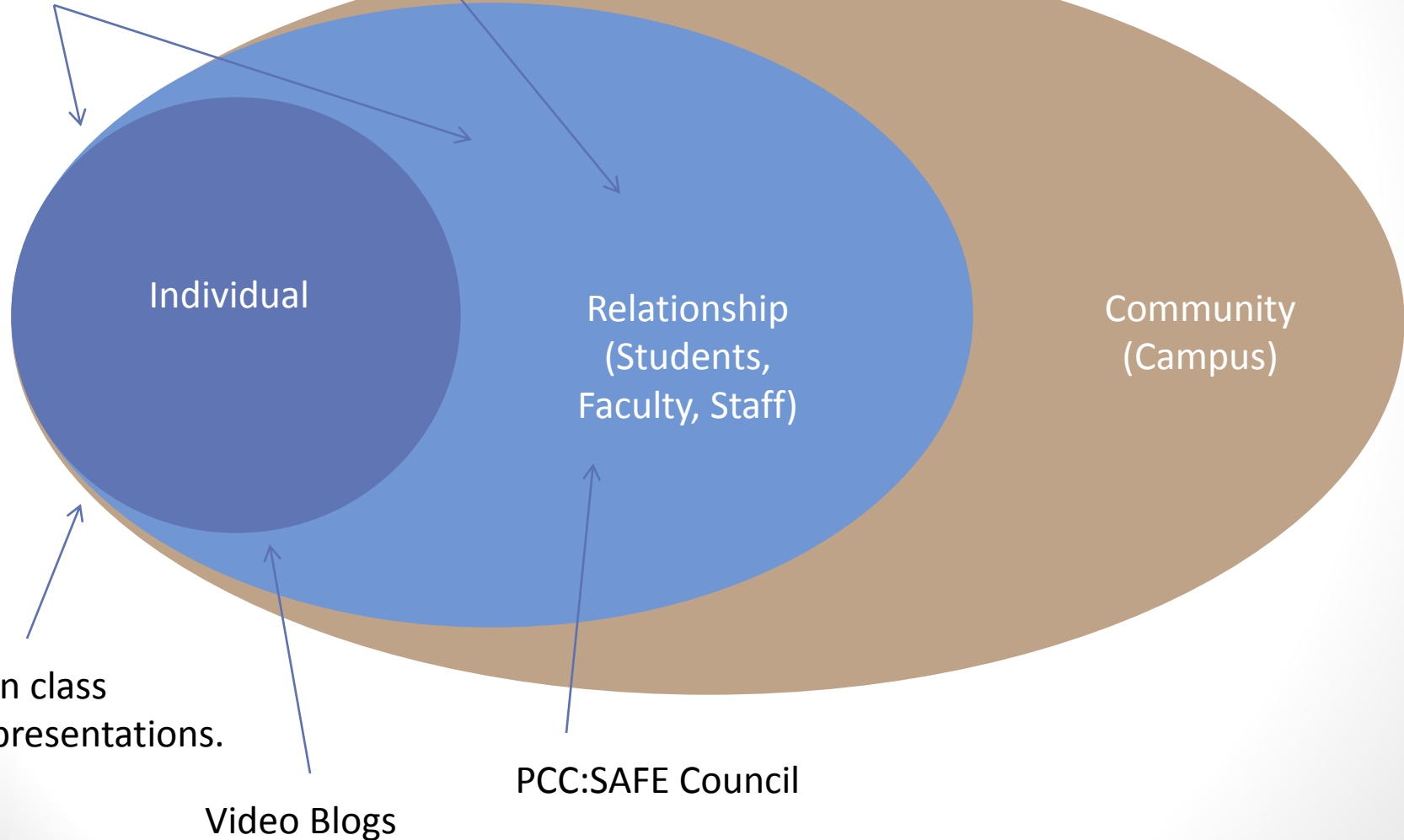


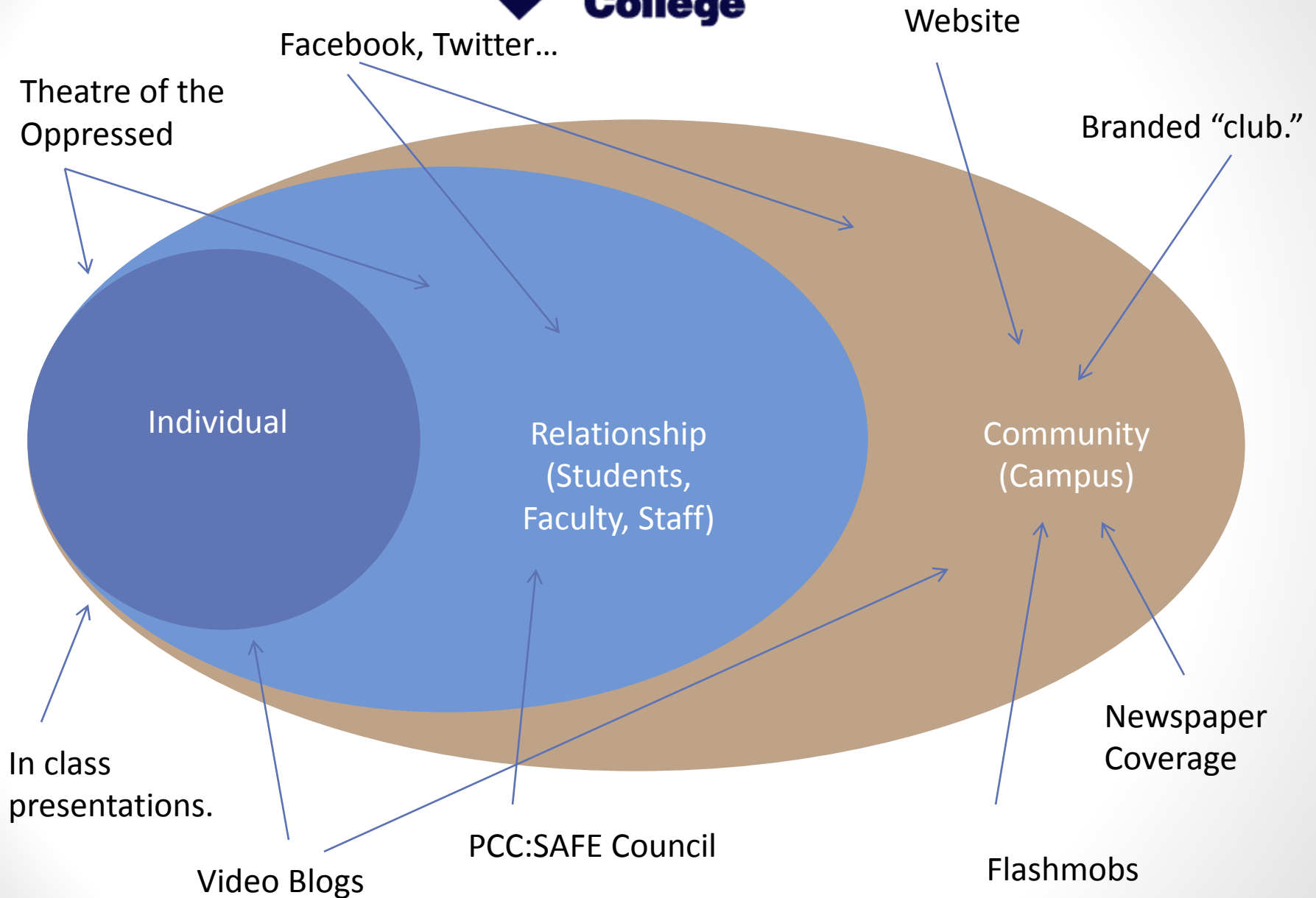
Video Blogs



Facebook, Twitter...

Theatre of the
Oppressed





Other Options

- Email groups
- Texts
- Posters
- Campus/Local Radio
- Campus/Local TV...

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YouTube: www.youtube.com/CalCASAVideo

Email: info@calcasa.org

