Why this topic?
But I’m not a techie!
THE STORY OF STUFF

WWW.STORYOFSTUFF.COM
Media...
Social Networking
DID YOU KNOW?
More video was uploaded to YouTube in the last 2 months than if ABC, NBC, and CBS 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
There is so much! How do I choose?

Assessment  
Revision  
Evaluation  
Implementation  
Planning  
Testing  
Continuous Quality Improvement
Assessment

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

To watch this clip: http://www.youtube.com/watch?v=6KMOwBBT6iA.

Assessment
Assessment

ASK!
Assessment

ASK!
ASK!

Functional Analysis for Cultural Interventions

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

WHO
WHO WITHIN THE POPULATION IS PERFORMING THE BEHAVIOR?

WHY
WHY IS THE POPULATION PERFORMING THE BEHAVIOR?

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

HOW
HOW CAN WE COMMUNICATE WITH THIS POPULATION EFFECTIVELY?
“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 gain 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?
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?**
- **What is my capacity?**
I want to know 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?**
I want to learn knowledge about consent.

- **In what population?** Boys between 11-14 in community in Ocean Beach.
- **What works?** 3-school survey indicated anything online, smartphone, 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.
Redefine “presentations.”

Presentations & blog.

Individual

Relationship

Community
Rethinking “Presentations”

YouTube
Broadcast Yourself™
Rethinking “Presentations”

YouTube
Broadcast Yourself™

the CONSENSUAL PROJECT
Connecting through consent
Blogs

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

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

WHY will they read it?

WHERE will you promote it?
Redefine "presentations."

Presentations & blog.

Something interactive.
Presentations & blog.

Individual

Relationship

Community

Redefine "presentations."

Something interactive.

Online survey to fill out with kids.
Interactive

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

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

Relationship

Community

Presentations & blog.

Redefine "presentations."

Something Interactive

Online survey to fill out with kids.

Posters, radio, social networking.
Individual

Presentations & blog.

Redefine “presentations.”

Something Interactive

Online survey to fill out with kids.

Relationship

Posters, radio, social networking.

Community

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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Let’s be friends? 😊
Social Networking

• 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
Facebook’s Keys to Success

• Interact, Interact, INTERACT!
• Post visuals
• Advertise

The Art of Subvertising on Facebook

http://www.youtube.com/watch?v=qxiBe0AOXm
• Typical process measures.
• Outcome measures:
  ▫ # retweets, sharing, followers, etc.
  ▫ content analysis
  ▫ comparisons over time
  ▫ stakeholder interviews...
Implementation

- PLAN IT
- Realistic
- Engaging
- Current
Revision
Individual

Relationship (Students, Faculty, Staff)

Community (Campus)
Individual

Relationship (Students, Faculty, Staff)

Community (Campus)

Theatre of the Oppressed

In class presentations.

Video Blogs
Individual

Relationship (Students, Faculty, Staff)

Community (Campus)

Facebook, Twitter...

Theatre of the Oppressed

In class presentations.

Video Blogs

PCC:SAFE Council
Individual

Relationship (Students, Faculty, Staff)

Community (Campus)

Facebook, Twitter...

Website

Branded “club.”

Theatre of the Oppressed

In class presentations.

Video Blogs

PCC:SAFE Council

Newspaper Coverage

Flashmobs
Other Options

- Email groups
- Texts
- Posters
- Campus/Local Radio
- Campus/Local TV...
CALCASA
1215 K Street
Suite 1850
Sacramento, CA 95814

Website: calcasa.org
Facebook: www.facebook.com/CALCASA
Twitter: Follow @CALCASA
Flickr: www.flickr.com/photos/calcasa/
YouTube: www.youtube.com/CalCASAVideo
Email: info@calcasa.org