

Chapter 11: Ending Violence through Primary Prevention

In this chapter you will:

- ✓ Identify the goals of primary prevention work
 - ✓ Review use of the Social Ecological Model for prevention
 - ✓ Review the Spectrum of Prevention model
 - ✓ Explore the role of primary prevention in the context of intimate partner violence advocacy
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“Many of us work to prevent acts of violence such as sexual assault, gang conflict, domestic abuse, and hate crimes. We may prune the branches of the tree of violence, but the tree always grows back. Why? We are providing important social service, but it does not lead to profound social change. We may be helping individuals, but it does not lead to profound social change. We may be helping individuals, but it does not lead to community development. The tree of violence is rooted in social injustice based on inequality in race, class, gender, and sexual orientation. Join me and others in doing the root work necessary to build safe and just communities. We each have a role to play in creating the world we deserve.”

-Paul Kivel, Violence Prevention Educator

Primary Prevention Envisions a Violence-Free Future

The year is 2162. A class of students takes a field trip to the Museum of the 21st Century, where they learn about the successful movement to eliminate intimate partner violence. They are stunned to hear the old 911 tapes and survivor testimonials. They are amazed to learn about the generation upon generations of activists who brought about the world they now know: a world free from intimate partner violence. A mere 150 years into our future, intimate partner violence is unfathomable to these young people. Children experience home as a place of nurturing, safety, and respect. People who choose to partner know their loved ones to be their biggest cheerleaders. Love means respect for individual goals, strengths, and vulnerabilities. In this 22nd century future, it is unheard of for people to seek security in power and control over others. Society functions on a basis of equality and respect for all, from babies to the very eldest community members, across all kinds of differences.

This isn't a dream; it is a vision, one possible version of the future we are working towards. We already

begin to make this future a reality when we honor our vision today. This is what it means to work to prevent intimate partner violence: **we begin by believing intimate partner violence is preventable.**

If the abolition of slave-manacles

*began as a vision of hands without
manacles,*

then this is the year.

-Martín Espada, poet

As an advocate, you are joining a movement to create a world without relationship violence. In this movement, advocates support survivors in crisis, they help people create safety in their lives, and they work with communities to overcome barriers to family health and economic security. And advocates also strive to prevent intimate partner violence from happening in the first place. Advocates help people envision and enact a future where everyone can live and love safe, strong, and free.

One way we work to make that dream a reality is through [primary prevention](#).

Primary prevention of intimate partner violence is about working to change society so that intimate partner violence no longer exists. Primary prevention takes us all the way down to the root causes of intimate partner violence. Primary prevention aims to stop violence before it starts by changing the factors in the social environment that influence individuals' likelihood to commit or be victimized by intimate partner violence.

Prevention and intervention go hand-in-hand. In the movement to end intimate partner violence, we need both. Intimate partner violence is a sign that something is broken in our society. We need intervention to repair the damage, and we also need prevention to ensure that the crisis won't keep happening again, over and over, generation after generation.

Imagine a car wreck caused by a tire blowout. You're going to be sure to help everyone get to safety and find the care they need. At some point, you're also going to look to what caused the wreck. You're not going to keep driving around on that same blown-out tire. In fact, in a true primary prevention approach, you'd figure out how to make tires that didn't blow out in the first place—or even how to build an infrastructure that helped folks travel safely without cars!

Primary Prevention Unearths the Root Causes of Violence

Intimate partner violence isn't natural. No one begins life intending to hurt the people they love. People learn the use of violence and coercion to maintain power and control from many places in their lives, from the individual level all the way up to the societal. To stop intimate partner violence, we must ask *why* we are faced with this problem in the first place. What are the root causes?

Using the primary prevention lens, we view systems of social oppression such as sexism, racism, homophobia, classism, and other power-based structures as, together, forming the root causes of violence. If people did not learn to use power and control over one another within these powerful social systems, we simply would not have the violence we do now.

Rigid gender roles that limit people's freedom and choices, economic policies that restrict opportunities for financial security, systematic discrimination, pressure to comply with restrictive social norms about relationships and families: these are just some of the societal factors that increase individuals' risk of becoming victims and perpetrators.

A primary prevention approach moves beyond educating people about the red flags that might help them avoid potential abusers and about strategies to avoid becoming abusive themselves. It seeks to change the larger factors that impact the likelihood of individual victimization or perpetration. By framing the issue in such a big-picture way, primary prevention places responsibility for ending violence onto the broader community as a whole.

Primary Prevention Seeks Change at Every Level

When we dig down to the roots to eliminate intimate partner violence, we make change at every level. We help individual people change their attitudes and actions, and also transform how whole groups of people relate to each other. We create media messages to reinforce positive ideas about gender, power, nonviolence, and love. We support institutions like school systems to redefine their community norms and build alliances with other groups working to end violence based on shared goals. We reach anywhere we can imagine to change the larger social climate so that it fosters equality and respect for all!

Primary prevention benefits from a [social ecological model](#) that takes into account how individual personal factors, peer and family influences, community standards, and social institutions can all either perpetuate intimate partner violence or promote healthy relationships. (Click the link for more information about the social ecological model.) Of course, what we want to do is *reduce* the factors that perpetuate violence and *strengthen* the elements that support equality and respect. When we work at multiple levels, our efforts reinforce each other.

Risk factors and protective factors

The term "primary prevention" is borrowed from the field of public health, which tries to create healthier populations by preventing the causes of disease. In public health terms, the factors that perpetuate the existence of intimate partner violence are called **risk factors**. Risk factors can be individual, or they can be environmental. Where do people get troubling messages about relationships, violence, and power? How do economic factors play in? What role do media and entertainment have? What about schools, families, religious institutions? Primary prevention practitioners engage community members in analyzing and targeting the risk factors that are relevant in their communities.

We can work to reduce the factors that put people at risk for committing or being victimized by intimate partner violence. Another key approach is identifying and strengthening **protective factors**, the assets in an environment that promote healthy behavior, healthy relationships, and safe communities. Focusing on protective factors allows for prevention approaches that build on the positives, rather than simply seeking to fix the negatives.

For example, education for young people about the elements of healthy relationships has more impact when it is embedded in a youth-led peer culture that doesn't condone abuse, and when the

adults in young people's lives respond clearly and appropriately to early incidents of disrespect and oppression.

Building alliances

Many people are needed to play a variety of roles for effective prevention. Practitioners constantly seek partners outside of the intimate partner violence field who can bring new information, new influence, new experience, and new insight and new solutions to end the violence.

The best primary prevention work is driven by communities, since community members are the experts on what contributes to the ongoing problems in their localities. Community members are also the most qualified to imagine how to create the alternative conversations, messages, activities, and environments that would make a difference in bringing about a violence-free future. Intimate partner violence advocates carry expertise about intimate partner violence. Community members, for their part, carry expertise about the lived realities of their communities, the unique quirks, the strengths and challenges, and the hopes and dreams their communities cherish. All of these types of knowledge matter in the primary prevention of intimate partner violence.

The Spectrum of Prevention Some prevention activists find it useful to explore the socioecological model in greater depth through the Spectrum of Prevention, which illustrates how prevention workers can use particular types of prevention in reaching out to different people and community groups to create change. For those wishing for more details about how prevention works at a variety of levels, the [Spectrum of Prevention](#) provides one potential framework for outlining your impact in your community.

How Primary Prevention Work Is Different From Community Education

Most people associate one-stop community education sessions for adults and trainings for school-aged children with prevention work. Community education is certainly one aspect of the work, but primary prevention goes beyond educating groups about intimate partner violence. Primary prevention efforts take place in any social setting, from a potluck to a bus stop, from a school board meeting to a sports practice. We focus not on recognizing warning signs, or examining violence that has occurred, but on challenging the conditions that allow it, and this takes integrating our efforts into every possible context.

In school settings, these efforts look different than a single classroom presentation. A primary prevention effort in a school setting ideally takes a "whole-school approach." Examples of this approach would include all of the following:

- 6 – 12 learning sessions with a group of youth
- training teachers and parents about how to support young people in forming healthy relationships
- ongoing work with school administrators to ensure that school policies support healthy relationships
- a youth-led social marketing campaign that promotes gender respect and nonviolence through

art, drama, or other media

For more information about how primary prevention education sessions differ from public awareness trainings, take a look at the following chart outlining the differences between community education, risk reduction and primary prevention.

Different Approaches: Awareness/Outreach, Risk Reduction, and Primary Prevention

	Awareness/Outreach	Risk Reduction	Primary Prevention
Focus	Telling the community about intimate partner violence and where to access services	Teaching individuals skills to reduce individual risk of victimization	Changing/addressing the underlying causes of intimate partner violence
Target	Aimed at the general public so that people can get help, help survivors or help survivors know where to get help	Aims to change individual behaviors that relate to victimization	Aims to change risk factors for individuals and for the community at large; strategies are population-based and focus on victimization, perpetration, and bystander issues
Goal	Educating the community about the existence and dynamics of domestic/dating violence; reaching out to people so that they will seek services	Avoiding potentially dangerous people or situations; interrupting abusive relationships or behaviors	Eliminating and reducing factors that perpetuate intimate partner violence to keep it from happening in the first place; creating healthy norms and healthy communities
Example	A one-shot program that covers the dynamics of intimate partner violence, myths/truths, services available from the local family violence program	One-time presentation at the Boys and Girls Club that teaches young people to identify the warning signs of abusive relationships and how to help a friend who's involved in a teen dating violence situation	In-school program that teaches students skills to be active bystanders and helps them to examine gender stereotypes and violence in the media. Training teachers about the same issues, providing parent trainings, and implementing policies within the school that address sexual harassment, dating violence, and sexual assault.

Adapted from Morgan J Curtis, LMSW, at the Texas Association Against Sexual Assault

Staying one step ahead of the violence

The goal of primary prevention is to stop violence BEFORE it happens, before it's happened in the first place. But we know that it's not always possible to stay ahead of the violence. Often, as we gather with people to discuss building healthier communities free from domestic violence, we are reminded-painfully-that the violence has gotten there before us. A survivor tells her story, someone speaks of the abuse they grew up witnessing, a child makes an outcry after the presentation. The reality of domestic violence in people's lives isn't separate from the primary prevention of domestic violence. It is part of the process. We keep our eyes on what it will take to move ahead of the violence, even as we pay attention to how the violence has already caught up to us, is in our midst.

What does this really look like? It may look like asking a man in a battering intervention group in what alternate universe he could imagine never having battered his partner. What would have needed to be different in his world for him to never have made the choice to abuse? How can those differences become a part of the world that his son is inheriting? Working towards those changes in the world, along with the changes he's making in his personal life, is one way of thinking a step ahead of the violence.

What does this really look like? It looks like taking care of each other in the work. People show up to work for change while they are still healing from the violence in their lives. They come because they want to make a difference, and they come because they need to live something different. Maybe they need help getting out or getting safe, maybe they just need to be somewhere where they can talk about what's happening, or maybe they didn't know how to name the violence in their lives until they heard it spoken aloud in the group. Of course we don't say, "Sorry, primary prevention is about the future, please go away. (Or, stay here and pretend nothing's happening to you right now.)" We say, "We're here to work together on strengthening our communities so that this stops happening to people. We'll do that big prevention work together. And we're here to look out for each other right now, too. How can we help?"

Part of doing primary prevention is always being ready to do intervention: to listen, to safety plan, to provide referrals, to help folks problem solve with each other and hold each other in community.

We Are the Change

The bold vision of primary prevention is inspiring. It can also feel overwhelming. In one workshop, when advocates were asked to draw or describe their visions of a world without intimate partner violence, more than a few people were unable to make a single mark on the page. Saturated by the violence we see in this work, some of us find it almost impossible to imagine what the world would be like without it. And yet, this is the vision and the promise that sustains us all, the mission of so many of our organizations: to end intimate partner violence.

So how do we keep from despair when we consider the distance between the world we live in and the world we want to create together? It can help to remember the changes that groups of people have already achieved. It was once unimaginable that apartheid in South Africa would ever end. Less than one hundred years ago in the United States, women could not vote. Injustice still exists, without a doubt. And equally without doubt is that people have changed the world and are still changing it, step by step by step.

Social change is a long-term process. We can take heart in knowing that the changes we make in our lifetimes will be the foundation for progress that the next generation carries forward. It is big work, and we can't expect to do it overnight, and we can't expect to do it alone. This work is an adventure we set out on together. We know where we want to end up, and work together to find the way.

Exciting Examples of Primary Prevention

In working towards changes in all levels of the social environment, primary prevention efforts can take many different forms. Communities across the country and around the world are figuring out locally meaningful ways to create cultures of non-violence. Schools, workplaces, and communities; to promote equality and respect by shifting messages about gender and relationships; and to work holistically towards long-term goals.

Family violence organizations and other groups are leading exciting initiatives to create positive change at the individual, relationship, community, and societal levels. The broad range of work in the following examples begins to show us what prevention can look like in action.

Coaching Boys Into Men

In 2001, [Futures Without Violence](#) (then the Family Violence Prevention Fund) launched a national campaign called [Coaching Boys Into Men](#) (CBIM). It started off with [posters and public service announcements](#) encouraging men to teach boys the importance of respecting women and never equating violence with strength. Over the last decade, CBIM has grown into a comprehensive violence prevention and leadership curriculum for coaches and the athletes they mentor.

This leadership program equips athletics coaches with strategies, scenarios, and resources needed to build attitudes and behaviors that prevent relationship abuse, harassment, and sexual assault. CBIM works at the level of *individual knowledge and skills*, providing young male athletes and their coaches

with new ways to intervene in gender disrespect—empowering them to act as peer or adult role models. It also works at the *relationship level*, since much of its power comes from mobilizing the influence that coaches have in athletes' lives and the influence that athletes have among their peers. It works on the *community level*, since athletes are often seen as setting the standards of manhood among their peers, and when they stand up for gender respect, their friends will too.

TCFV, the Texas High School Coaches Association, and local programs have worked hard to bring CBIM programs to Texas communities. More information about Coaching Boys Into Men is available at [Futures Without Violence](#), or you can contact the TCFV prevention team for information.

Familias con Voz

Along the west Texas/Mexico border, the community-based activists of Familias con Voz (Families with a Voice) are talking about intimate partner violence, gender roles, and healthy families in some surprising places. In connection with [Migrant Clinicians Network](#), the advocates of Familias con Voz in Eagle Pass and Presidio, Texas, lead education sessions and informal community conversations about violence prevention. They have built their program up from a single-event training session to multiple-session workshops that engage community members actively in the prevention of intimate partner violence. Familias con Voz presents in churches, community rooms, *pulgas* (flea markets), and people's homes, making intimate partner violence prevention a public matter in their communities. Many of their advocates have worked as migrant farmworkers.

At its founding, women were the only discussion leaders of Familias con Voz activities, but the activists of Familias con Voz have expanded the groups to include men and teen presenters as well. Their efforts have impact at the *individual, relationship, and community* levels. Their educational curriculum helps individuals learn more about intimate partner violence and healthy relationships, and their style of working builds the kind of supportive peer networks among women, men, and teens that promote relationships based on mutuality, respect, and nonviolence. By bringing their work into personal and social settings in their communities, Familias con Voz also creates changes in community norms and beliefs.

Hollaback

Hollaback is an [online community project](#) that radically shifts responses to gender-based street harassment in cities across the world. Hollaback encourages women and girls to stand up to street harassment, letting harassers know their behavior is seen and is not acceptable. At the Hollaback site, people can post a picture, video, or written story about their response to an incident of street harassment.

Hollaback also provides tools for women and girls to map locations where men or boys have harassed them on the street.

[There are two reasons to hollaback: for you, and for the world.](#)

For you: Hollaback! is all about your right to be you: A person who never has to take it or just keep walking, but one who has a badass response when she's messed with. Someone who knows that she has the right to define her own self instead of being defined by some creep's point of view. Because none of us are as simple as a list of physical attributes. We have a right to be who we are, not who we are told to be. We have a right to define ourselves on our own terms when we walk out the door, whatever that means that day. That hour. That minute.

Street harassment teaches us to be silent, but we aren't listening. We don't put up with harassment in the home, at work, or at school. And now we aren't putting up with it in the street, either. By holla'ing back you are transforming an experience that is lonely and isolating into one that is sharable. You change the power dynamic by flipping the lens off of you and onto the turd. And you enter a worldwide community of people who've got your back.

For the world: Stories change the world. Don't believe us? Think about Rodney King, or Matthew Sheppard. These stories didn't just change the world, they shaped policy.

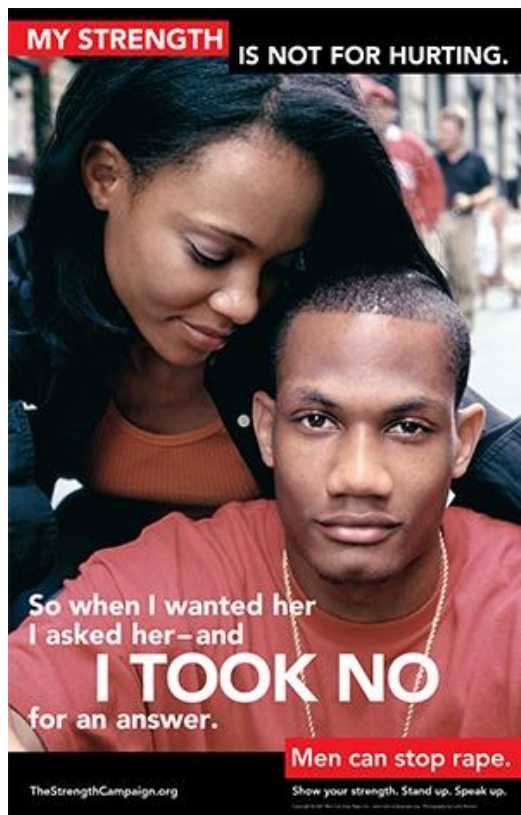
The internet has given us a new campfire. Each time you hollaback, you are given a king-sized platform to tell your story. Thousands will read it and your story will shift their understanding of what harassment means. Some will walk away understanding what it feels like to be in your shoes, others will feel like they are not alone for the first time or that it's not their fault. Your story will redefine safety in your community—it will inspire legislators, the police, and other authorities to take this issue seriously – to approach it with sensitivity, and to create policies that make everyone feel safe. Your story will build an irrefutable case as to why street harassment is not OK. A case strong enough to change the world.

From hollaback.org

The project explicitly takes steps to end street harassment by transforming a culture of impunity and silence that permits men to harass women. It empowers women and girls to take back city streets and changing the larger landscape of gender and power that men and women navigate in public.

[The Strength Campaign](#)

[The Strength Campaign](#), an internationally known effort developed by the Washington, DC-based organization Men Can Stop Rape, is a community education campaign that calls on young men to use their strength to stand up for gender respect. Like Coaching Boys Into Men, the Strength Campaign began as a [public awareness campaign](#) and has grown to include elements that reach into the *community, relationship, and individual* levels as well.



The Strength Campaign reaches young men at every level of the [Social -Ecological Model](#). MCSR's youth development programs, the [Men of Strength \(MOST\) Club](#) in middle and high schools and [Campus Men of Strength Club](#) in colleges and universities, work at the individual level by helping members to build a healthier masculinity. These young men, in turn, go on to work at the relationship level by positively influencing peers, teachers, and family. They next work at the community level when they implement a [Community Strength Project](#) designed to have an impact on their entire school. Finally, MCSR's [public awareness campaigns](#), launched city, state, or nationwide, influences social norms at the societal level.

Faith Trust Institute

Faith communities are places where people turn for support, family activities, fellowship, and a connection to something larger and more meaningful than the routines of daily life. Faith communities are also places where people seek guidance about relationships, integrity, right and wrong, behaving ethically, and living well. Faith leaders, lay leaders, and places of worship can have tremendous influence on how people think about relationships and family. As an important source of

messages about personal behavior and of potential strong community supports for positive, healthy relationships, faith communities embody incredible potential to help build futures free from intimate partner violence.

[Faith Trust Institute](#) in Seattle, Washington has taken a national leadership role in working within faith communities to prevent domestic and sexual violence. This organization, with speakers from a variety of Christian, Muslim, and Jewish denominations, offers trainings on pastoral care for victims/survivors of intimate partner violence, and also on topics that help faith leaders promote healthy, safe communities. Their trainings support faith communities in proactively establishing healthy boundaries and examining the religious structures that may either perpetuate or prevent sexual and intimate partner violence.

The Institute also reaches out to youth to involve them on an integral level in programming. *Love—All That And More*, a DVD-based healthy relationships curriculum for teens, has adaptations for Christian, Jewish, and Muslim youth. The curriculum includes youth-made video gathered during a national video contest sponsored by the Institute.

A declaration for faith leaders created by the Institute guides them to addressing the affects of intimate partner violence and teen relationship abuse on their congregations. Here is an excerpt:

We acknowledge that as faith leaders, we are responsible for creating and sustaining communities where the well-being of our youth is a priority.

We acknowledge that to date there has not been a holistic approach to deal with teen relationship violence where faith communities play a key role.

We commit ourselves to draw upon our sacred texts and practices for the work and ministry of modeling and teaching safe and healthy relationships for youth.

We acknowledge that youth are engaging in intercultural and interfaith relationships; therefore, We commit to find opportunities to engage youth at these various axis points of their lives.

We commit to prioritize our time, talents and resources to fully address youth relationship violence and exposure to domestic violence.

We call upon people of all religious and spiritual traditions to join us.

Start Strong

Across the country, young people are getting involved with primary prevention to end intimate partner violence. [Start Strong](#) is an exciting initiative that supports teen leadership to promote healthy dating in 11 cities across the United States. Start Strong reaches out to 11 to 14 year olds to build community support for healthy dating. Their programs educate and engage youth in schools and outside of school settings; involve people who influence teens, such as parents/caregivers, teachers and other mentors; change policy and environmental factors that impact teens; and mobilize effective social marketing strategies to shift public thinking about healthy dating.

[Austin, Texas](#) is home to a Start Strong project that includes a youth-led media campaign featuring youth taking action for social change; community arts projects such as the Changing Lives Youth Theatre Ensemble, and healthy relationship education and youth leadership training in middle schools and Boys and Girls Clubs. An exciting feature of this work is that young people are creating PSAs, plays, artwork, poetry, and music that bring passionate messages about equality in their own voices.

The [Start Strong](#) website details the innovative programming in all of the Start Strong sites.

[Texas PEACE Project](#) (Peer Educators Acting for Change and Equality)

Sponsored by the Texas Association Against Sexual Assault, this program works with young people ages 13-24 to support them in taking action *at the societal level* against the various forms of systematic inequality and oppression that form the roots of sexual violence. PEACE Project chapters are student clubs that train youth to speak out against all forms of oppression – in particular sexism, racism, homophobia and adultism, all root causes of sexual violence.

The guiding principles of the PEACE Project express core values of primary prevention, and especially challenge adultism:

1. Youth have the ability to create social change in their communities.
2. When adults and youth are working together to create change, the role of an adult is as an ally to youth.
3. Peer education is the most effective strategy for mobilizing youth to create change.
4. In order to change the world, individuals must first change themselves.
5. Sexual and dating violence are not the problem but are symptoms of larger problems.

Youth from around Texas gather annually at a Summit to network and learn new skills. The program is widespread around the state and growing each year.

We Make the Road by Walking—Join Us

The messages we send when we talk about intimate partner violence lay a foundation for prevention. Do we convey hope, inspire action, paint a picture of a better future? Even if you don't have prevention in your job description, you can still shift how people think about intimate partner violence.

Help spread the word: intimate partner violence is preventable. No boy is destined to be perpetrator; no girl is destined to be a victim. We can all challenge rigid gender roles and support young people in forming respectful relationships. Everyone we meet is a potential agent of change, a positive influence for a healthier, stronger, safer, and more free future. You are perfectly poised to help them see that intimate partner violence is not inevitable, but in fact, is going to end.

In the words of Spanish poet Antonio Machado, “we make the road by walking.”

As with any walk, we begin this walk towards justice, love, and freedom from exactly where we are standing right now. We can only begin with where we are, and move from there. Wherever your community is, even if it feels so far from where you want to be, is precisely the right place to begin working for the long-

*Caminante, no
hay camino,
se hace camino
al andar.*

*Searcher, there is
no road.
We make the
road by walking.*

Antonio Machado

term prevention—the ultimate eradication—of intimate partner violence. You are in the perfect place to start.

More information on primary prevention can be found [at the TCFV website](#).

Appendix (current links within document go to the anchors to slightly different versions of these documents on the TCFV Prevention Pages)

- Texas Spectrum of Prevention (a cleaner copy is attached as a separate document)
 - Revised Social-Ecological Model
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Changes at Every Level: Using the Social-Ecological Model for Prevention

The social supports for violence occur at many levels. Thinking about violence prevention, it is useful to consider how change can occur at these various levels, and how there are already some factors in place that promote healthy relationships. One particular model of prevention takes the social environment into account.

Prevention approaches that work to transform harmful influences at multiple levels rely on what is known as the socio-ecological model. This is a public health model of the social environments that influence well-being. It represents the different areas of our lives where intimate partner violence and the attitudes that support it might be learned. Intimate partner violence prevention can be enacted at each level as well: each level can become a source of influences to promote peaceful, respectful relationships.



Individual level influences are personal factors that increase the likelihood of intimate partner violence. Examples include attitudes and beliefs that support IPV, isolation, and a family history of violence. Prevention strategies at this level are often designed to promote attitudes, beliefs, and behaviors that support intimate partnerships based on mutual respect, equality, and trust. Specific approaches may include mentoring and education.

Interpersonal relationship level influences are factors that increase risk due to relationships with peers, intimate partners, and family members. A person's closest social circle—peers, partners and family members—can shape an individual's behavior and range of experience. Prevention strategies at this level may include education and peer programs designed to promote intimate partnerships based on mutual respect, equality, and trust.

Community level influences are factors that increase or reduce risk based on individual experiences and relationships with community and social environments such as schools, workplaces, and neighborhoods. Prevention strategies at this level are typically designed to impact the climate, processes and policies in a given system. Social norm and social marketing campaigns are often used to foster community climates that promote intimate partnerships based on mutual respect, equality, and trust.

Societal level influences are larger, macro-level factors that influence intimate partner violence, such as gender inequality, religious or cultural belief systems, societal norms, and economic or social policies. Prevention strategies at this level typically involve collaborations by multiple partners to promote social norms, policies, and laws that support gender equity and foster intimate partnerships based on mutual respect, equality, and trust.

The Spectrum of Prevention

Spectrum Level and Definition

What We Do

Strengthening individual knowledge and skills

Enhancing an individual's capability of preventing injury or crime

- **Coaching Boys Into Men** trains coaches to work with athletes to shift their beliefs about women and girls that contribute to violence.

Promoting community education

Reaching groups of people with information and resources to promote health and safety norms

- **Know the Red Flags Campaign** A multimedia public awareness campaign TCFV sponsored to change attitudes about teen dating violence and healthy relationships.

Educating providers

Informing providers who will transmit skills, knowledge, norms to others

- Training coaches, domestic violence service providers, school nurses, and communities of faith. A lot of our work falls under this rubric. Communities of faith work, Project Connect, Community Engagement Coaching Group and Coaching Boys into Men.

Fostering coalitions and networks

Bringing together groups and individuals for broader goals and greater impact

- **CDC's DELTA PREP program** (Domestic Violence Prevention Enhancement and Leadership through Alliances; Preparing and Raising Expectations for Prevention) supports organizational changes within statewide coalitions to support primary prevention; encourages partnerships and collaborations including non-traditional partners, e.g., faith communities, civic and men's organizations; fosters collaboration between statewide domestic violence coalition and the CDC. We've been part of DELTA PREP for 3 years.

Changing organizational practices

Adapting regulations and norms to improve health and safety, and creating new models

- **Systems to Support Men's Involvement Workgroup** Tasked to create practices and policies that support the creation of non-violent workplaces.
- **BIPP and Prevention Workgroup** Works with BIPP facilitators and prevention practitioners to identify mechanisms to integrate prevention into BIPP work

Influencing policy and legislation

Developing strategies to change laws and policies to influence outcomes in health, education, and justice

- **HB 121** All school districts in Texas must have a teen dating violence policy in place.
- **SB 736** Domestic violence service providers can be selected to serve on a School Health Advisory Council.