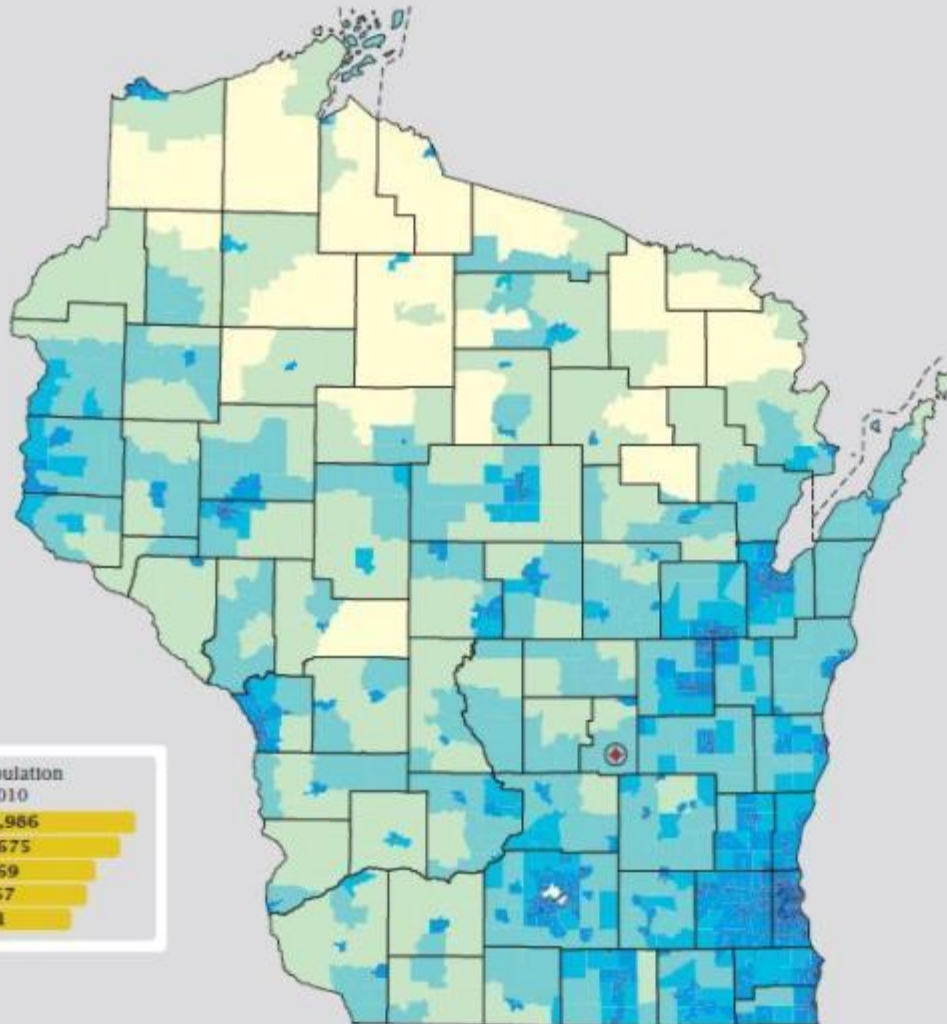




DELTA Dawns in Wisconsin

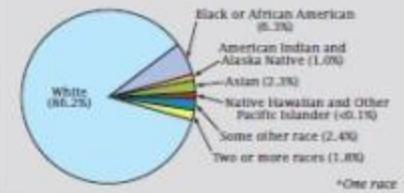
2010 Census: Wisconsin Profile

Population Density by Census Tract



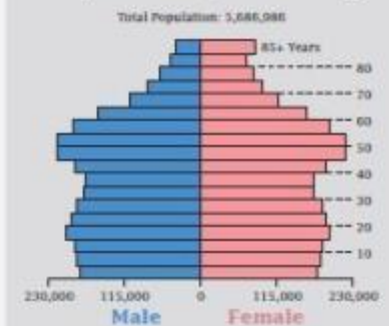
Wisconsin Population 1970 to 2010	
2010	5,686,986
2000	5,363,675
1990	4,891,769
1980	4,705,767
1970	4,417,731

State Race* Breakdown



Hispanic or Latino (of any race) makes up 5.9% of the state population.

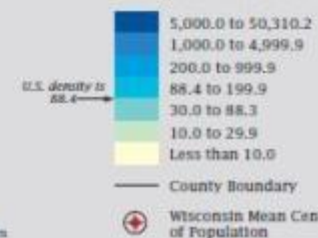
Population by Sex and Age



Housing Tenure



People per Square Mile by Census Tract



Wisconsin: the Badger State

■ Population

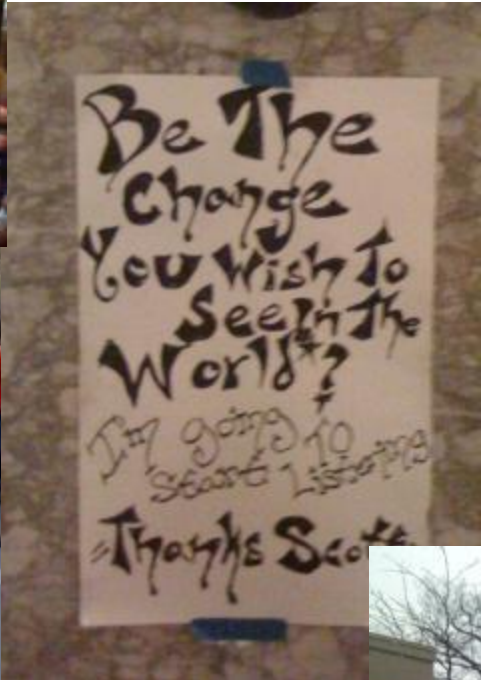
- 5.6 million population (ranking 20th, and 23rd/area, 25th/density)
- 83% non-Hispanic white
- 11 Native American tribes
- Capitol: Madison
- Largest city: Milwaukee (aka the most segregated city in the country)

■ Economics

- Manufacturing: Harley Davidson, Kohler Company, Miller Brewing
- Agriculture: leader in production of cheese, cranberries, ginseng
- 11% of population lives in poverty

■ Politics

- Purple! From “Fighting Bob” LaFollette” to Sen. Joe McCarthy; from 1st unemployment compensation program in US, to “welfare reform” in 1990s
- 2011: test case for rollback of unions resulting in massive protests





Forward!

Four Frames for Prevention in WI



Intersectionality

Social Norms
Change

Community
Organizing

Culture of
Reflection

**Chippewa County CCR
Family Support Center**

**Oneida Nation CCR
Wise Women Gathering
Place**

**Dane County CCR
Domestic Abuse Intervention Srvs**

**Milwaukee County CCR
Hmong American Women
Association**



Dane DELTA Project/DAIS

Adolescent boys

- Men Encouraging Non-Violent Strength clubs (M.E.N.S.) – modeled after Men Can Stop Rape MOST clubs
- Two high schools; neighborhood center; detention center
- Strongest model – weekly 50 min club during lunch hour with faculty coordination

College-age fraternity men

- Greek Mentors in Violence Prevention (GMVP) and GMVP Leadership
- Shifting from one credit to two credit course with service learning component (7 to 12 wks)
- DELTA coordinator grading with faculty support



Social Norms Change

Deconstruct Masculinity

Healthy Relationships

Culture of Reflection

MENS – Post test with Comparison

GMVP – TTM Final Paper Analysis



Culture of Reflection – MENS Clubs



- Evaluation learning
 - Participants are solid on ways to help a friend
 - Participants notice the problem behaviors of others more than non-participants
- Next Steps
 - Teach more appropriate responses when notice behavior
 - Adjust tool language to be more current
 - Use SPSS for statistical significance

Chippewa DELTA Project/Family Support Center



Youth Action Committee
WILL YOU RAISE YOUR HAND?

- **Rural teens**
- Youth Action Committee (YAC) in alternative high school – progression to two-credit class
- Learning by Doing – presentations to feeder middle schools & adults
- From TDV awareness week to month activities
- Published in Journal of Family Social Work



UNIT 3: GENDER NORMS AND POPULAR CULTURE

Background to Unit 3: Gender Norms and Popular Culture

Overview: This unit examines how gender norms are used in popular culture. Students work toward fostering students' critical skills for constructing and deconstructing the idea of "gender coding" and then analyzing different popular culture for their use of gender norms.

Learner Outcomes: Students will learn that gender norms are contained - and sometimes challenged - in popular culture. They will understand what "gender codes" are and how they typically get used. Students will begin to develop their "media literacy" skills.

Background Information: Before teaching this unit, it is useful to check out the information from the Media Literacy Project at www.mediaed.org and the introduction to media literacy at the end of this session. The Media Awareness site (from Canada) has some great writings on gender representation and its impact at www.media-awareness.ca

In addition, the handouts on the Media Education Foundation site (www.mediaed.org) offer more information on media and gender. For background information about and suggestions, especially:
 "Caden of Gender"
 "Killing Us Softly 3"
 "Tough Guise"

The Web has a lot of interesting sites completely devoted to advertising. Try www.about-face.org, focusing on the portrayal of females in ads, as well as www.gendersucks.com

An entire curriculum about mass media, including a unit on gender representation, was created for Canadian schools and can be accessed by going to www.saskatoon.ca/curriculum/wholibrary/unit1.html

Note: This is a fun and challenging unit because the students get to analyze familiar popular culture products like songs and movies. Once again, though, the youth are asked to look beyond what they are used to and critically consider what is being conveyed about gender and relationships.

Sometimes students resist having things they like, like a favorite song, turn out to have negative messages. Consider it a success when they report that they cannot enjoy their music/movies/other medium like they used because of what they have learned.



Social Norms Change

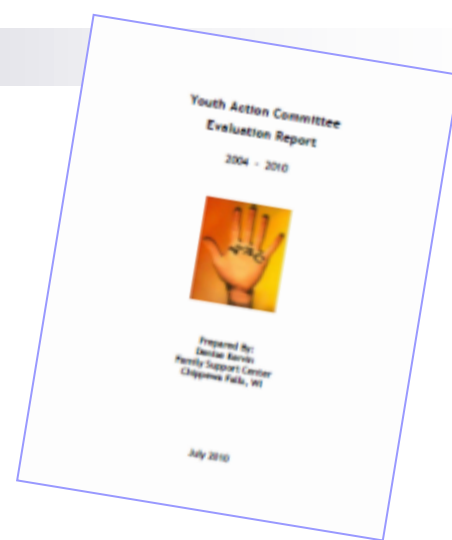
Gender Norms, Healthy Relationships

Culture of Reflection

Pre /Post Test & Qualitative Analysis



Culture of Reflection – YAC



■ Evaluation learning

- Growth in verbal and non-verbal communication
- Recognition of negative gender and other norms in music and pop culture
- Growth in bystander intervention skills

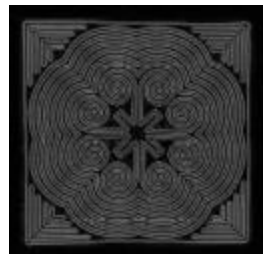
■ Next Steps

- Adjust tool to seek actual not theoretical behavior & gender assumptions
- Addressing nuances like jealousy & flirtation and link to unhealthy relationships in curriculum
- Incorporate more media literacy

Milwaukee Project/ Hmong American Women's Association (HAWA)



- **Hmong men**
- Bringing Families Together to Build Healthy Relationships – Three prongs
 - 5 weeks men's group
 - Father's Day or Valentine's Day event
 - Community conference (every other year)
- Sisterhood Project & Call to Hmong Men Milwaukee



Social Norms
Change

Hmong
marriage
norms

Hmong
fatherhood
norms

US gender
norms

Intersectionality

Hmong

Male

Refugee

Community
Organizing

Sisterhood
Project

Call to Hmong
Men
Milwaukee

Culture of
Reflection

Pre /Post Test
& Qualitative
Analysis





Culture of Reflection – HAWA Men's Group

- Evaluation learning

- Deepen understanding of unhealthy relationships with most growth around sexual & psychological
- Gained understanding of healthy ways to be father and husband and how to communicate with partner/children

- Next Steps

- Adjust tool to test knowledge and attitude separate
- Provide tool in English & Hmong
- Formalize letter writing process

Oneida Nation CCR/ Wise Women Gathering Place

- **Native American youth 12 +**
- Discovery Dating – increase personal agency & improve relationship norms
- Wise Youth as mobilizing and action group
- Two cycles of funding from Native American Center for Excellence (NACE)
- Seeking National Registry of Evidence-based Programs and Practices (NREPP) inclusion





Teacher Training
Workshop

Presented by



Wise Women
Gathering Place

2082 Babcock Rd, Green Bay WI 54311

Discovery Dating is a healthy relationship tool that engages youth and adults to explore and clarify their personal values, discern character traits of others and practice decision making.

- 6th – 8th grade semester to full year program
- Adult mentor / youth dater program
- Replication through Teacher training



Social
Norms
Change

Healthy
Relationships



Community
Organizing

Wise Youth



Culture of
Reflection

Validated tool
selection,
comparison
study, SPSS



Culture of Reflection – Discovery Dating



- Evaluation learning
 - Decreased acceptance of unequal power and control in relationships
 - Using Behavior Identification Form tool students significantly increase their personal agency by 12%
- Next Steps
 - Test additional self efficacy and attitudes toward violence tools
 - Streamline survey administration
 - Improve consistency of WWGP staff in classroom

Wisconsin Local DELTA Programs - Replication Manuals

Family Support Center

This Handbook describes the Youth Action Committee (YAC), a DELTA Project working to do primary prevention of teen dating violence in Chippewa Falls, Wisconsin. This Handbook includes the program's underlying theory, goals and outcomes, its core components, including the curriculum, as well as evaluation tools and findings.

Introduction

[What is the Youth Action Committee \(YAC\)](#)

Theory of Change

[Theory of Change](#)
[Risk/Protective Factors To Be Changed](#)
[Overview of Core Components](#)

Program Materials

[Youth Action Committee \(YAC\) Class Curriculum](#)

Evaluation Materials

[YAC Logic Model](#)
[YAC Pre and Post-Test](#)
[YAC Evaluation Report](#)
Article: [Youth Action Strategies in the Primary Prevention of Teen Dating Violence](#)

Program Costs and Sustainability

What would it take to have a YAC in my community?

Among American Women's Association

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[Acknowledgements](#)
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[Program History](#)
[Program Goals](#)
[Definition of the Problem](#)

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Program Materials

[Curriculum](#)
[Instructions for Educators](#)
[Resources](#)

Evaluation Materials

[Logic Model](#)
[Evaluation Tools](#)
[Evaluation Report](#)

Program Costs and Sustainability

Domestic Abuse Intervention Services (DAIS)

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Wise Women Gathering Place

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Program Materials

[Lesson Plans](#)
[Discovery Dating Kit](#)

Evaluation Materials

[Discovery Dating Evaluation Report](#)

Program Costs and Sustainability

Replication Manuals Core Sections:

- ⌘ Introductions - Overview & History
- ⌘ Theory of Change
- ⌘ Program Materials – Curriculum and Resources
- ⌘ Evaluation Reports
- ⌘ Program Costs and Sustainability

Strategic Direction 1:

Strengthen and spread shared commitment to primary prevention of domestic violence

Strategic Direction 2:

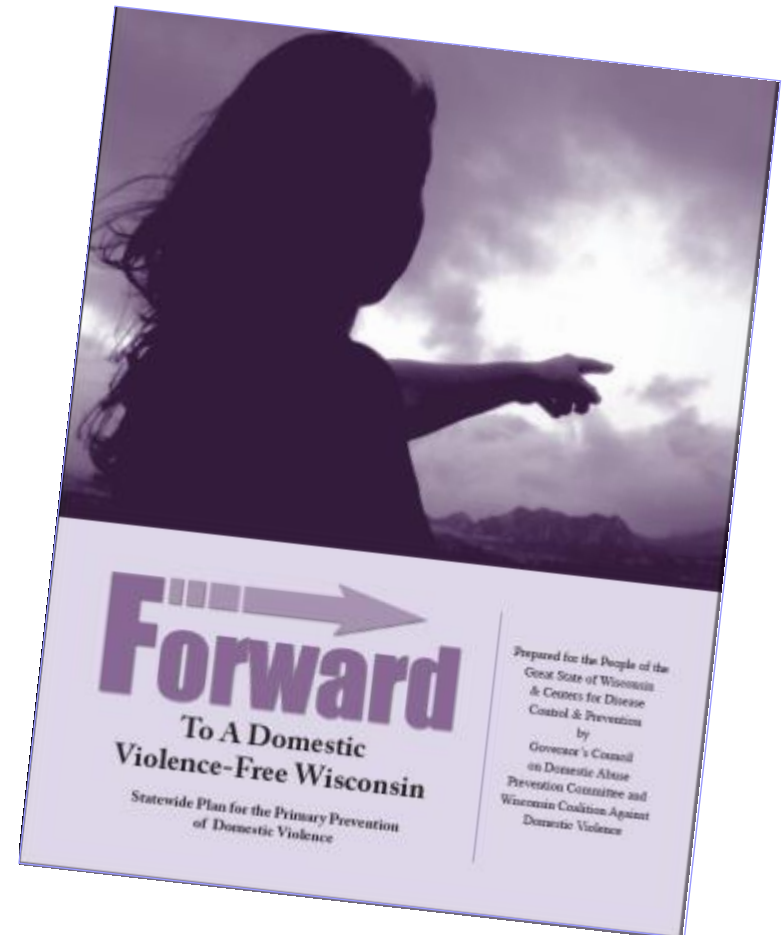
Engage diverse institutional partners and allies in the primary prevention of domestic violence

Strategic Direction 3:

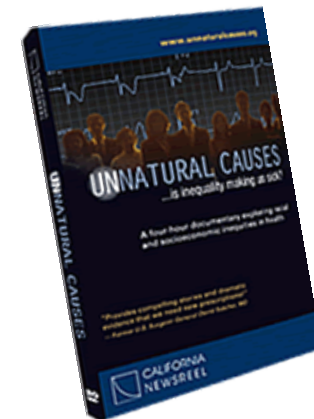
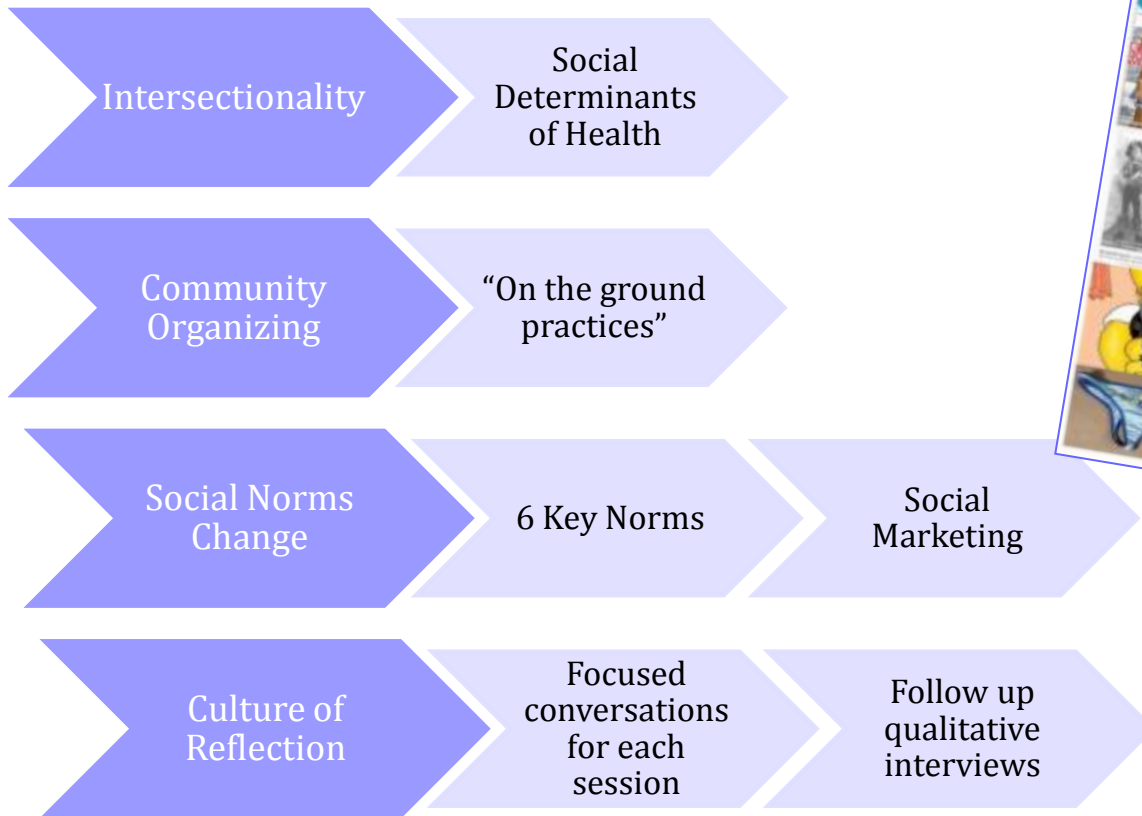
Conduct and use surveillance, evaluation and research to inform the development and continuous improvement of primary prevention policies and programs

Strategic Direction 4:

Catalyze action at every level of government



Capacity building for Governor's Council on Domestic Abuse



Community Organizing

Strengthen and spread shared commitment to primary prevention of domestic violence

Equip domestic violence programs with community organizing strategies and skills.

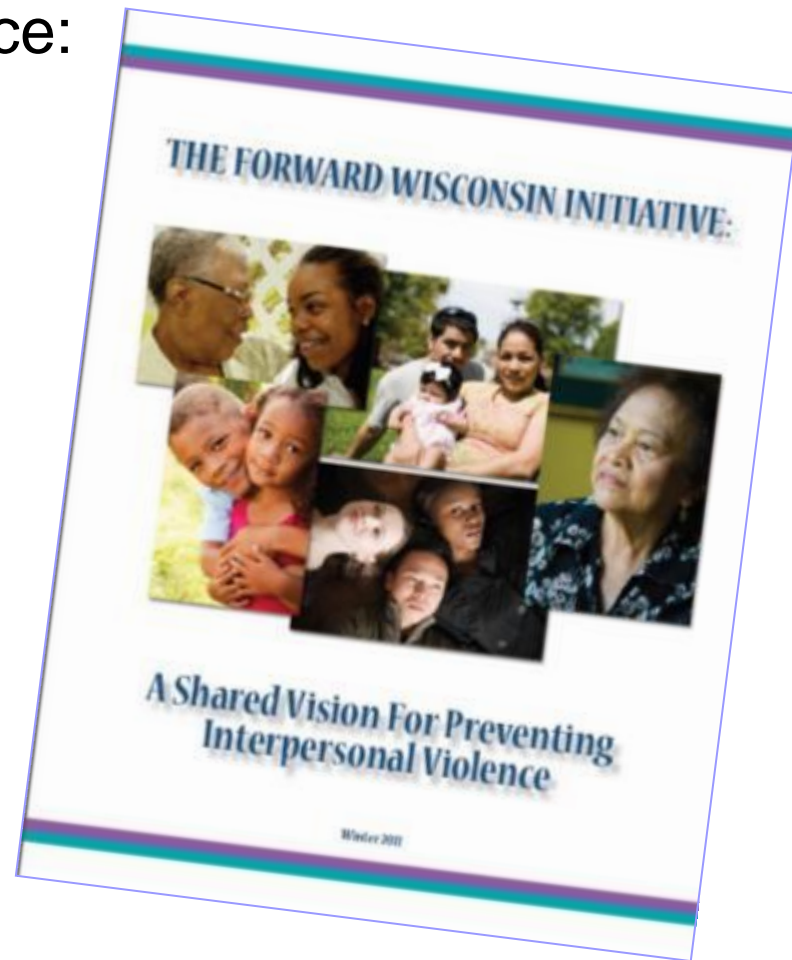
- Community Organizing Think Tank
- Connected Cultures Leadership Institute – Community Organizing training
- Community Engagement Initiative



Forward Wisconsin Initiative: A Shared Vision for Preventing Interpersonal Violence

A collaboration to enhance efforts to change social norms and community tolerance for violence:

- WI Dept's of Health Services and of Children and Families
- Child Abuse Prevention Fund of Children's Hospital and Health System
- WI Children's Trust Fund
- WI Coalition Against Sexual Assault
- WI Coalition Against Domestic Violence
- Governor's Council on Domestic Abuse



Forward Wisconsin Initiative strives to become a force to:

- change social norms that perpetuate violence
- create systems, structures, laws, policies and standards to promote and facilitate respectful communities and society
- cultivate peaceful and supported individuals and communities.

Community
Organizing

**Strategic
Direction 4:
Catalyze action at
every level of
government**

The Forward Wisconsin Initiative is organizing its work around the following five components:¹³

Collect, analyze, and disseminate data

Maximize data gathering, interpretation, and analysis to inform prevention policies, strategies, and infrastructure.

Design, implement, and evaluate programs

Identify and disseminate evidence-based/ informed strategies at community and societal levels.

Provide technical support and training

Co-sponsor trainings and seminars to ensure the awareness, use, and evaluation of proven strategies to prevent interpersonal violence.

Build a solid infrastructure

Create a system that serves to maximize limited resources, avoids duplication, strengthens shared partnerships, and uses consistent language.

Affect change through policy, enforcement, advocacy, and education

Articulate and promote a shared vision around policy and practice to support equitable and respectful interactions at the community and societal levels.

Youth Leadership Development

- Broad base of agency partners – UW Extension 4H to Urban Underground to DCF
- TDV focused through Governor's Council Teen Summit (biannual)
- Community organizing focused through Youth Partners in Civic Leadership (annual)

Youth as Partners in Civic Leadership

2011



Social
Norms
Change

Norms around
gender and
race

Men As Allies

- Leadership Institute, 2009 – Tony Porter, A Call to Men
- Connected Cultures Leadership Institute, 2010 – Juan Carlos Areán, Family Violence Prevention Fund
- Networking Meetings, Milwaukee & Madison, 2010
- Networking Meeting, 2011 – Rus Funk, MensWork, Inc.



Statewide Networking & Education

- WCADV Prevention Page
- Coalition Chronicles
- Networking!: Children & Youth/Prevention Educators





Forward!