DELTA Dawns in Wisconsin
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
Be The Change You Wish To See In The World? I'm going to start living. Thanks Scott.
Four Frames for Prevention in WI

- Intersectionality
- Social Norms Change
- Community Organizing
- Culture of Reflection
Chippewa County CCR Family Support Center

Dane County CCR Domestic Abuse Intervention Srvs

Milwaukee County CCR Hmong American Women Association

Oneida Nation CCR Wise Women Gathering Place
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

OUR STRENGTH IS NOT FOR HURTING.

So when men disrespect women, we say that’s NOT RIGHT.
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

- 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
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
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

Community Organizing

Culture of Reflection

Healthy Relationships

Wise Youth

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
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

Intersectionality
- Social Determinants of Health

Community Organizing
- “On the ground practices”

Social Norms Change
- 6 Key Norms
- Social Marketing

Culture of Reflection
- Focused conversations for each session
- Follow up qualitative interviews
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
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)
Social Norms Change

- 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
Statewide Networking & Education

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