



# CREATING CULTURE

A Violence Prevention Strategy

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Texas Council on Family Violence





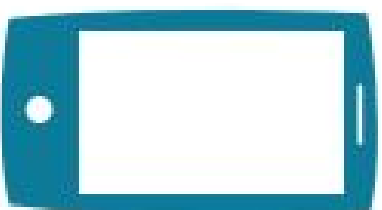
Mission – The Texas Council on Family  
Violence promotes safe and healthy  
relationships by supporting service providers,  
facilitating strategic prevention efforts, and  
creating opportunities for freedom from  
domestic violence.

# Honoring Texas Victims Report, 2014

[www.tcfv.org](http://www.tcfv.org)



## Did You Know?...



Texas ranked 2nd highest in  
Helpline contact volume with  
over **1,100** contacts.

*FY 2012 Texas Call Statistics Report*

**90%** had experienced emotional/verbal abuse

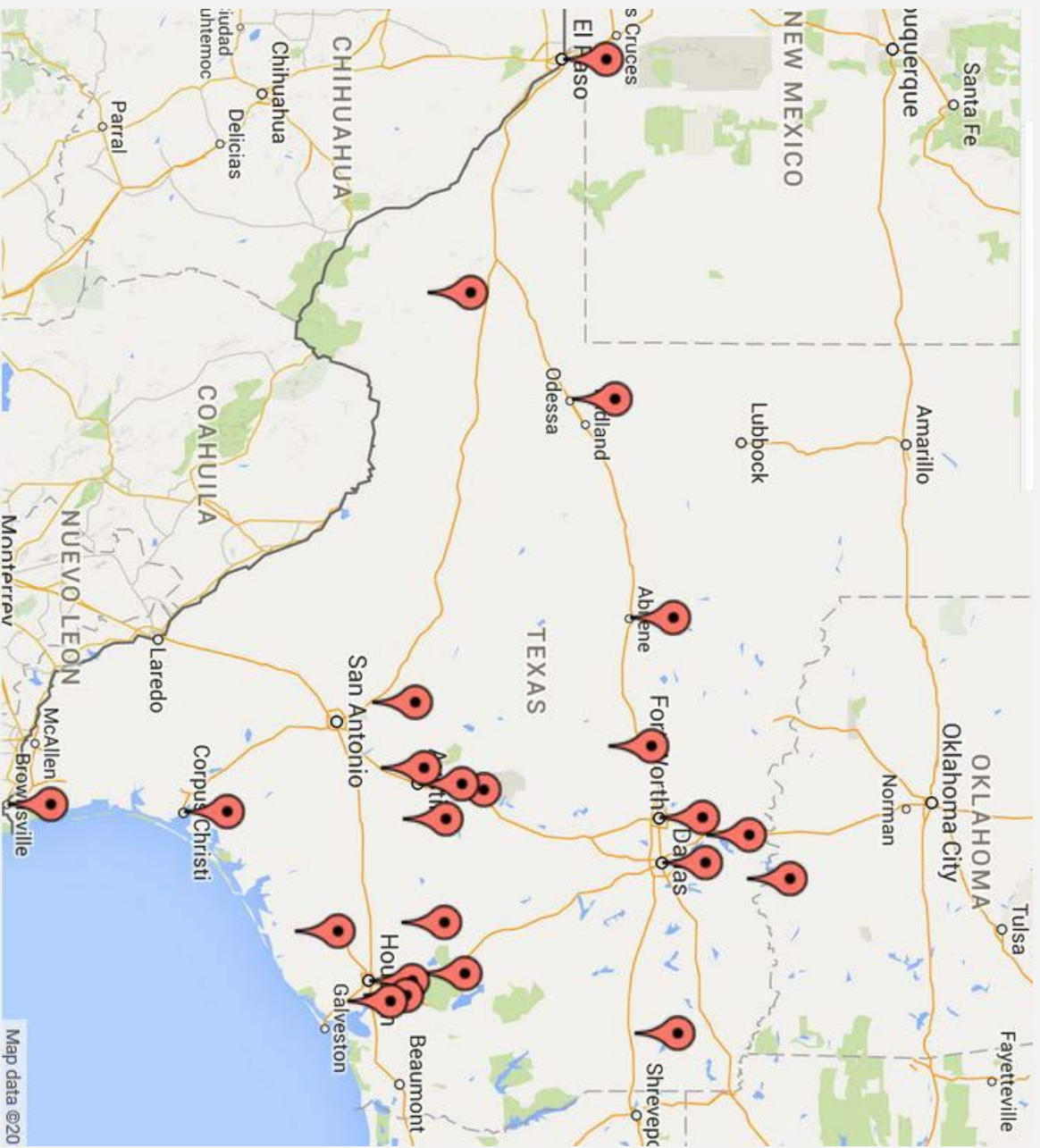


*loveisrespect.org*

**53%** had been physically abused



*loveisrespect.org*





# Prevention Coaching Group

A Project of The Texas Council On Family Violence

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A statewide community of practice for domestic violence prevention staff charged with providing prevention programming in various sectors of their communities such as schools, juvenile detention centers, community based programs, and shelters.

## Guiding theories and principals:

- Social Emotional Learning
- Popular Education; Educator as co-learner
- Public Health Model
- Strengths-Based Advocacy
- Wellness and self-care
- Anti-oppression framework
- Liberating Structures
- Evaluation/Evidenced-Based Practice
- Transparency
- Connection as the foundation
- Application to front-line work



# By the end of our time together, we will...

- Gain an understanding of the goal of primary prevention
- Discuss risk and protective factors associated with intimate partner violence
- Explore the role culture plays in perpetuating AND reducing intimate partner violence
- Experience varied teaching & training methods for influencing culture and consider their application in your practice
- PLAY!



# MIX & MINGLE

- Walk/dance/skip/movement of your choice around the room
- When I say stop, find a nearby partner
- Take 1 minute each to share your answer to the question on the slide
- Find a new partner for each round



The best part about where I live is...



What I'm looking forward to most about this workshop or the conference in general is...



What first inspired my work is...

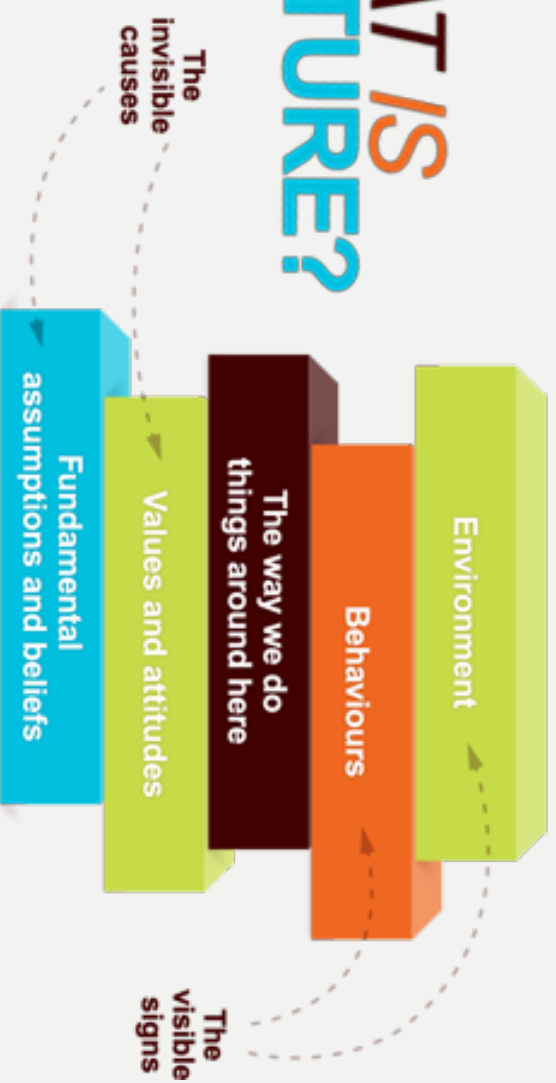


As a young(er) person, a time I felt supported by an adult was when...

# Adult Influencers...



# WHAT IS CULTURE?



- the attitudes and behavior characteristic of a particular social group.
- the customs, arts, social institutions, and achievements of a particular nation, people, or other social group.

# TNOYS: Creating a Culture of Care

- Reduce the use of restraint and seclusion at residential treatment facilities
- Replace with Trauma-Informed Care practices
- Organization-wide cultural shift





# Building the World we Envision by Living it Now



**Prevention means creating a  
culture where mutual dignity,  
respect, support, and  
compassion reign.**

**We don't have to wait for it.**

# Making Our Culture Shade Tree

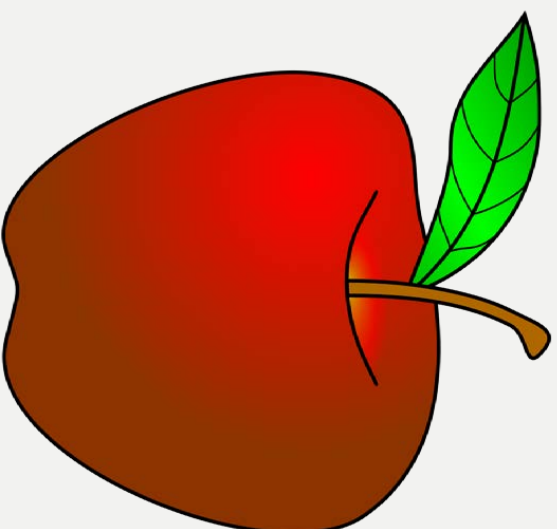
(Not that kind of shade!)



Who's in the room?



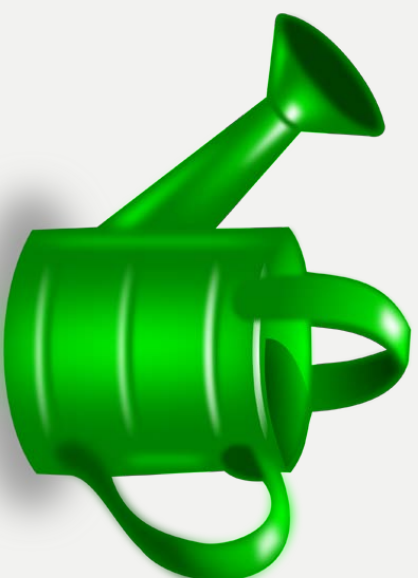
What are you hoping to get out of this training?



Think of a time where you were able to successfully grow as a person or learn a new skill/concept. What had to be in place in order for that to happen?



What can we do to create that dynamic  
while we are here?





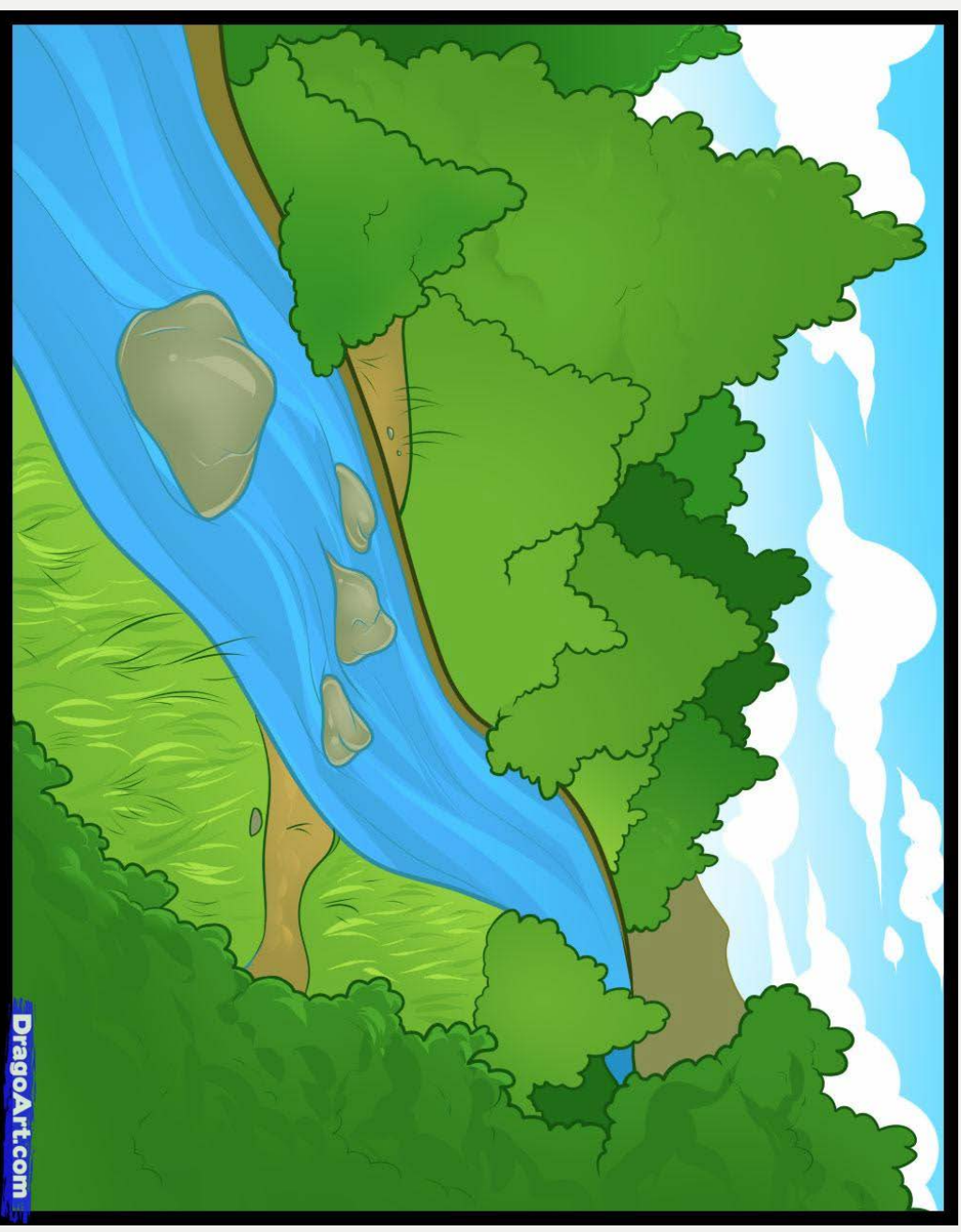


BRAVING moments happen all the time...

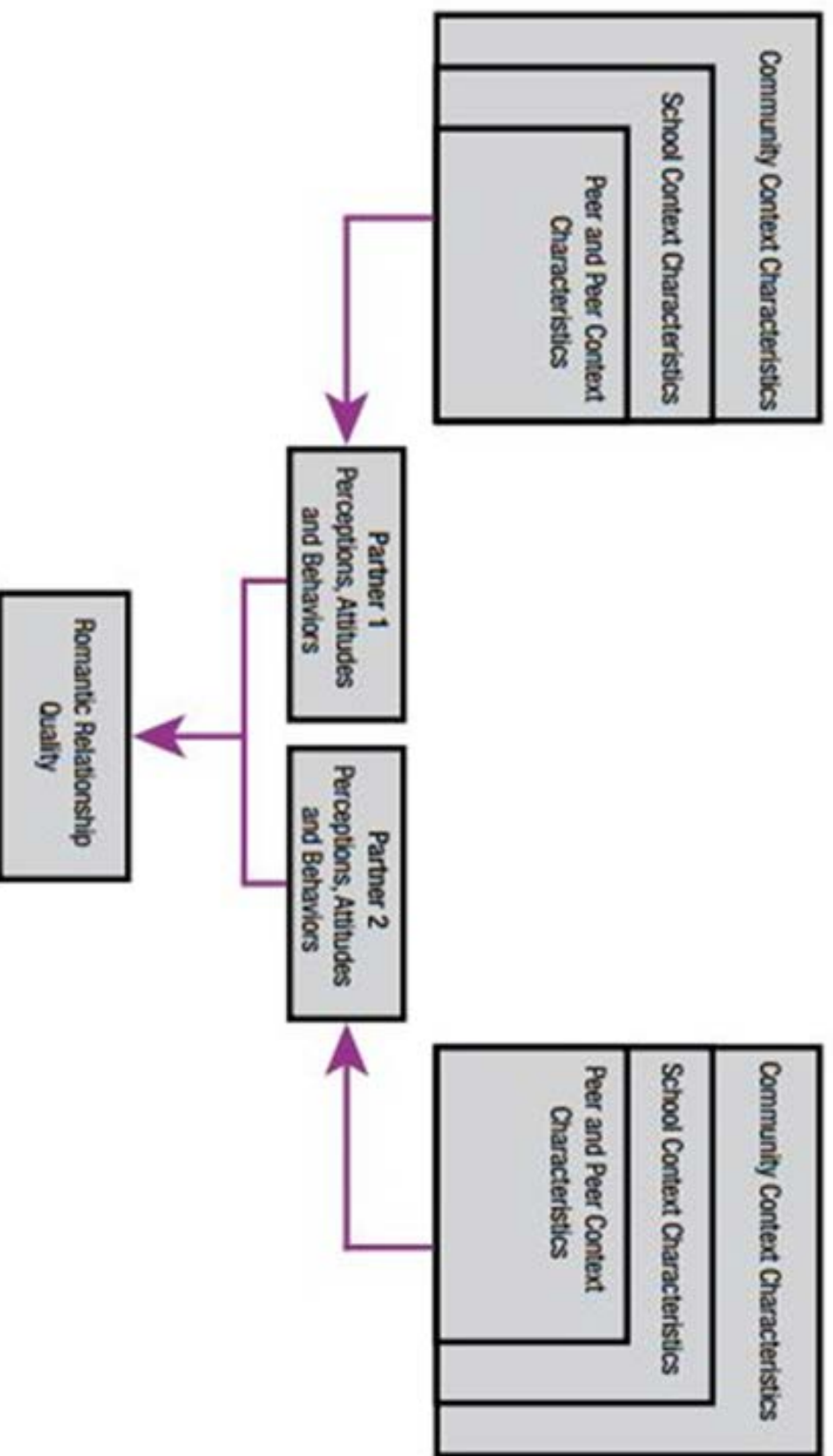




# The River



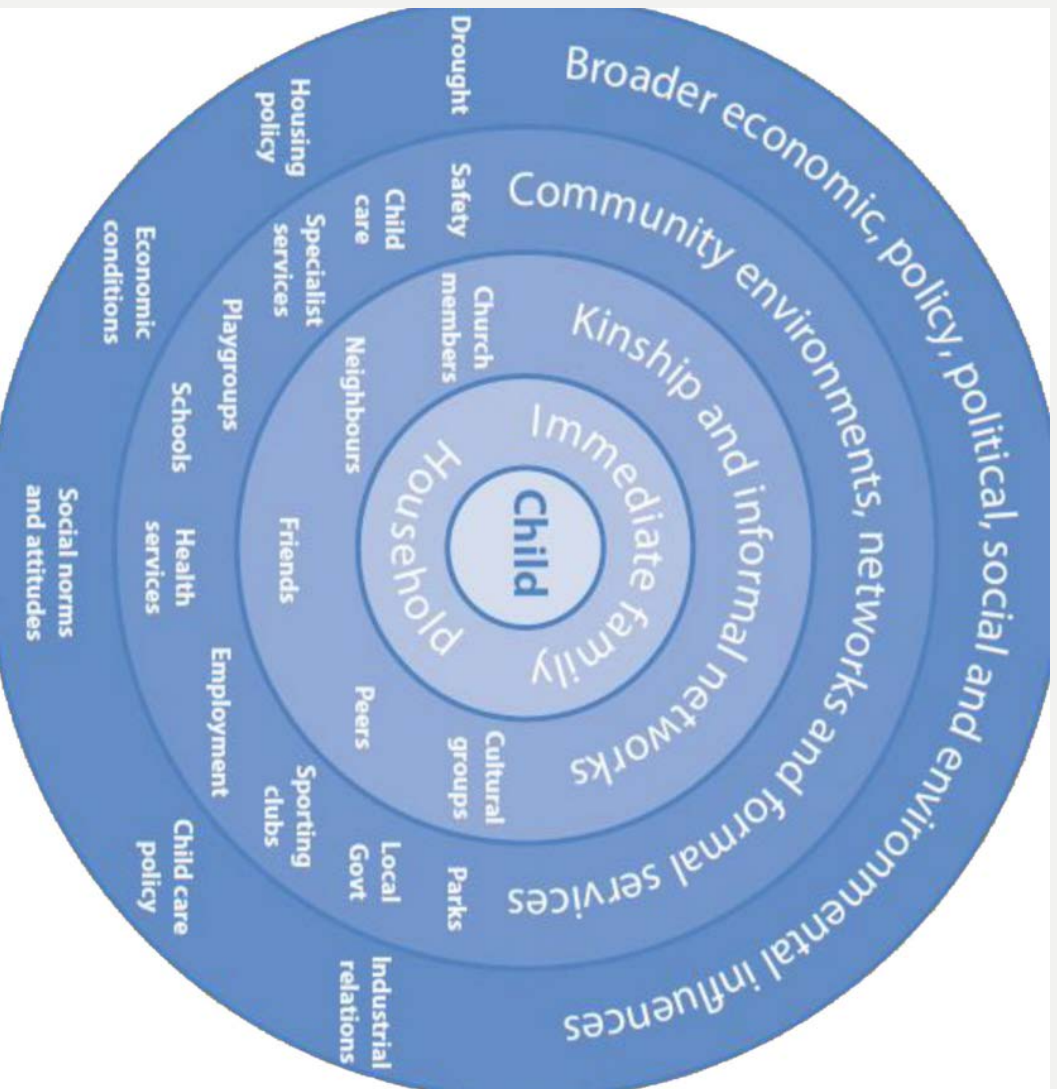
**Figure 1. Peer Roles in Teen Dating Violence: A Multisystemic Framework**



# The Socio Ecological Model

- Details the complex interplay between individual, relationship, community and societal factors.
- One way to understand what can put us at risk for violence and what can protect us from violence.







# Healthy Relationships Chutes & Ladders



# The roots of our work

**Protective factors** are conditions or variables that enhance the likelihood of positive outcomes and lessen the likelihood of negative consequences from exposure to risk.

**Risk factors** are conditions or variables associated with a lower likelihood of positive outcomes and a higher likelihood of negative or socially undesirable outcomes.

What's that got to do with Healthy relationships?



# Individual Risk Factors

- Low self-esteem
- Low income
- Low academic achievement
- Having few friends and being isolated from other people
- Emotional dependence and insecurity
- Belief in strict gender roles (e.g., male dominance and aggression in relationships)
- Desire for power and control in relationships
- Being a victim of physical or psychological abuse (consistently one of the strongest predictors of perpetration)
- History of experiencing poor parenting as a child
- History of experiencing physical discipline as a child

# Relational Risk Factors

- Marital conflict-fights, tension, and other struggles
- Marital instability-divorces or separations
- Dominance and control of the relationship by one partner over the other
- Economic stress
- Unhealthy family relationships and interactions



# Community & Societal Risk Factors

- Poverty and associated factors (e.g., overcrowding)
- Low social capital-lack of institutions, relationships, and norms that shape a community's social interactions
- Weak community sanctions against IPV (e.g., unwillingness of neighbors to intervene in situations where they witness violence)
- Traditional gender norms (e.g., women should stay at home, not enter workforce, and be submissive; men support the family and make the decisions)

# PROMISING FUTURES PROMOTING RESILIENCY

among children and youth experiencing domestic violence

Almost 30 million American children will be exposed to family violence by the time they are 17 years old.<sup>[2]</sup> Kids who are exposed to violence are affected in different ways and not all are traumatized or permanently harmed. Protective factors can promote resiliency, help children and youth heal, and support prevention efforts.

Research indicates that the #1 protective factor in helping children heal from the experience is the presence of a consistent, supportive, and loving adult—most often their mother.<sup>[1]</sup>

## PROTECTIVE FACTORS THAT PROMOTE RESILIENCY

### INDIVIDUAL

**Temperament**  
Individual temperament or sense of humor



**Understanding**  
Ability to make sense of their experiences



**Relationships**  
Ability to form relationships with peers



**Mastery**  
Opportunities to experience mastery



**Expression**  
Opportunities to express feelings through words, music, etc.



**Conflict Resolution**  
Development of conflict resolution & relaxation techniques



**Culture**  
Strong cultural identity



**Role Models**  
Adults who role model healthy relationships



**Health**  
Healthy caregivers



**Networks**  
Relationships with extended family members and others



**Supportive Relationships**  
Positive child-caregiver relationships



**Stability**  
Stable living environment

### COMMUNITY

**Access to Services**  
Basic needs, advocacy, health



**School**  
Positive school climate and supports



**Mentors**  
Role models & mentors, i.e., coach, faith leader



**Neighborhood Cohesion**  
Safe & connected communities

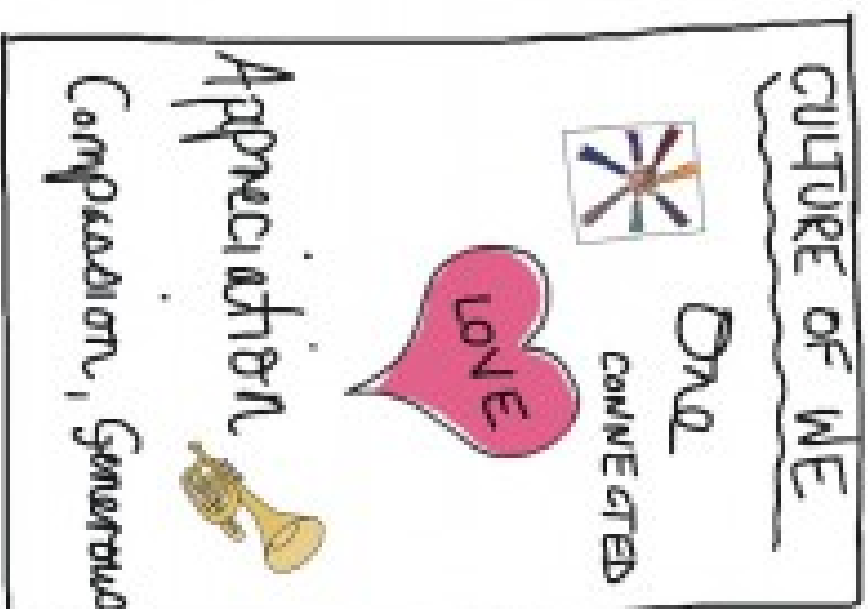


Get started at [www.PromisingFuturesWithoutViolence.org](http://www.PromisingFuturesWithoutViolence.org)  
National Domestic Violence Hotline: 1-800-799-7233 (SAFE)  
National Dating Abuse Helpline: 1-866-331-9474 or text "loveis" to 77054

*Promising Futures: Best Practices for Serving Children, Youth & Parents is a project of Futures Without Violence*

**FUTURES  
WITHOUT VIOLENCE**

Formerly Family Violence Prevention Fund



# Culture of we

- Reducing risk factors
- Bolstering protective factors
- Intentional & Deliberate
- Built together
- Connection, appreciation, & buy-in are key



# 1-2-4-all

How can you use the strategy of influencing culture in your work setting to support young people in your community?

# Positive Gossip



**What did you  
appreciate about  
the workshop?**

What did you appreciate  
about someone else in  
the workshop?





What did you appreciate  
about yourself and your  
contributions?

# Intervention Resources



- TCFV Service Directory [www.tcfv.org](http://www.tcfv.org)
- Texas Advocacy Project Teen Justice Initiative
  - 1-800-374-HOPE
- National Domestic Violence Hotline
  - 1-800-799-7233
- Love Is Respect [www.loveisrespect.org](http://www.loveisrespect.org)
  - text "loveis" to 77054
  - Call 1-866-331-9474

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