

Primary Prevention Partners Meeting Minutes

April 25, 2018

1:00 – 4:00 p.m.

Present: Mallory Sattler, NDDoH; Peggy Jo Coll, CVIC; Kaitlin Foley, CVIC; Alyssa Jorud, CVIC; LeAnn Richard, MFRC; Veronica Zietz, Catholic Health Initiatives; Rachelle Hauser, WARC; Lisa Weisz, WARC; Kristina Knutson, CAWS; Renee Stromme, AARC; Imogene Belgarde, SLVA; Debra Olson, DVAC; Jacob Olso, APOC; Alison Traynor, ND Suicide Prevention Program; Darla Juma, DVPNWND; Jennifer Obinna, The Improve Group

- **RPE Updates**

- Abused Persons Outreach Center, Community Violence Intervention Center, and Rape and Abuse Crisis Center sent teams to Green Dot Certification Training April 9-12. Training went well and 34 people were certified to deliver content. KVRR in Fargo interviewed several people that attended <http://www.kvrr.com/2018/04/12/n-d-department-of-health-holds-green-dot-violence-prevention-training/>
- July 25 Primary Prevention Partners meeting is cancelled due to Mallory's maternity leave. She may not be back for October 24 meeting, but Kristina, Jennifer and/or Deanna will facilitate and provide content.

- **NSVRC Primary Prevention Training Debrief**

- The group debriefed about the March 27 training.

- **Prevention Capacity Survey**

- Mallory shared the results of the Prevention Capacity Survey administered to the Primary Prevention Partners Group and RPE subgrantees. Previous year's results and relation to NSVRC/PPP content was discussed.

- **Program Updates**

- Kaitlin and Alyssa, CVIC – Green Dot training; Green Dot core team meeting is next week to look at timelines and role; Did SAAM jeopardy in schools
- Peggy Jo, UND – It's On Us week; Working with sororities; Pillow Talk
- Jacob Olson, APOC – Green Dot training; had Green Dot core team meeting and started practicing speeches; Safe Dates; Did SAAM photo booth at VCSU
- Veronica, CHI – Hosted Futures Without Violence Summit
- Rachelle and Lisa, WARC – went to all high schools for SAAM; Safe Dates in middle schools; Denim Day awareness activities
- Kristina Knutson, CAWS – Had Race to Zero in Bismarck and Fargo; Has ND Says No More swag available

- Renee Stromme, AARC – Concert for Courage; Race to Zero; Social Media for SAAM; Working with Title IX coordinators; Mabu is doing needs assessment on community perception
- Darla, Stanley – Safe Dates and Healthy Relationships in schools
- Debra, Grafton – healthy relationships; Clothesline Project at Teen Maze; Awareness table at wellness fair; Helping Hearts fundraiser; put Donate button on Facebook
- Alison Traynor, DoH – Sources of Strength
- LeAnn Richard, MFRC – Safe Dates and husband gave male perspective; SAAM ads; moving into new building in May
- Imogene, SLVA – STOP training; SAAM event tomorrow; Going into Warwick school; SA Advocate is going into the jail; May 5 is Missing and Endangered Native Women event

- **Community Readiness Action Planning**
 - Jennifer reviewed Community Readiness and the 2017 assessment.
 - Attendees broke into 2 groups. One group brainstormed appropriate activities for communities having a score of 1 or 2. The other group brainstormed for 3 or 4. The ideas will be shared.
 - The NDDoH and CAWS will discuss ways to support these activities.

- **Future Meetings in 2018**
 - October 24

Is Your Community Ready?

North Dakota, Rape Prevention Education (RPE)

April 25, 2018

TheImproveGroup

NORTH DAKOTA DEPARTMENT OF HEALTH



TRI-ETHNIC CENTER FOR PREVENTION RESEARCH

What is Community Readiness?

Based on the premise that communities:

- Unless a community is ready, initiation won't catch on
- Can use a step by step method
- Be moved through a series of stages
- Can use this information to develop and implement effective prevention programs



The Tri-Ethnic Center's CRM

Community Readiness:

A Handbook for Successful Change



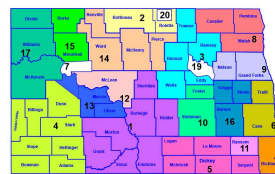
- Assessing community readiness for change
- Increasing community capacity
- Creating a climate that makes change possible

Barbara A. Plested
Ruth W. Edwards
Fanelis Jumper-Tharion

TRI-ETHNIC CENTER FOR PREVENTION RESEARCH

- CRM focuses on community change
- Integrates:
 - community culture
 - resources
 - level of readiness to more effectively address an issue
- Offers tools to measure readiness and to develop stage-appropriate strategies.

North Dakota Domestic Violence Agencies



1. Abused Adult Resource Center, Bismarck*
2. Family Crisis Center, Bottineau
3. Safe Alternatives for Abused Families, Devils Lake
4. Domestic Violence & Rape Crisis Center, Dickinson*
5. Kadish House, Ellendale
6. Rape and Abuse Crisis Center, Fargo
7. 24/7 Victim Services, New Town*
8. Domestic Violence & Abuse Center, Grandfork*
9. Community Violence Intervention Center, Grand Forks*
10. Safe Shelter, Jamestown
11. Abuse Resource Network, Lisbon
12. McLean Family Resource Center, Washburn
13. Women's Action and Resource Center, Bismarck*
14. Domestic Violence Crisis Center, Minot*
15. Domestic Violence Program of NW ND, Stanley
16. Abused Persons Outreach Center, Valley City
17. Family Crisis Shelter, Williston*
18. Three Rivers Crisis Center, Willington
19. Spirit Lake Victim Assistance, Ft. Totten
20. Hours of Hope Domestic Violence Shelter, Belcourt*

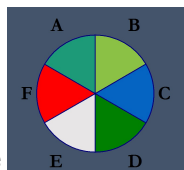
* Shelters

In 2017...

- 18 communities participated
- Each community:
 - Interviewed 4-6 key informants about primary prevention
 - 1 group interview per community via conference call
- Statewide scores:
 - An aggregate of local community scores

What does it mean for a community to be ready?

- Community Efforts
- Community Knowledge of the Efforts
- Leadership (formal and informal)
- Community Climate
- Community Knowledge About the Issue
- Resources Related to the Issue (people, time, money, space, etc.)

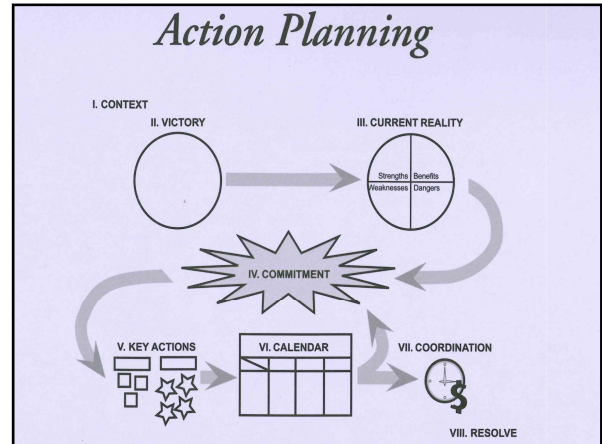


Stages of Community Readiness



ND Statewide Scores

	2011	2017
A. Community Efforts	5	5
B. Knowledge of Efforts	3	3
C. Leadership	3	3
D. Community Climate	3	2
E. Knowledge of the Issue	3	2
F. Resources	4	3
Overall Score	3	3



Real life examples of Community Readiness Activities

Key Action	Level of Readiness
1. Present to church congregations and church committees about sexual assault services	2
2. Develop flyers for door to door delivery in neighborhoods about sexual assault services	2
3. Create educational table tents or place mats to be used at meal events. Distribute them to local restaurants and in break rooms at businesses.	2
4. Deliver baked goods to school staff along with flyers containing info about teen dating violence, your agency's services, and DVAM. Suggest concrete ways to incorporate healthy relationship lessons into curriculum.	2
5. Create flyers to use as stuffers in shopping bags at local stores, in paychecks at local businesses, etc.	2
6. Conduct presentations with 6 programs/agencies that have parent/caregiver groups healthy relationships parent curriculum	3
7. Replace some of the posters in the office from abuse in nature to ones that that promote healthy relationships	3
8. The prevention staff of the organization asks permission from the Executive Director to host a "luncheon" at the next all day staff retreat to do a primary prevention exercise	3
9. Have a staff competitions to come up with a prevention logo or slogan for the office prevention material	3
10. Have small group potlucks to talk about making prevention part of everybody's job	3
11. Participate in an information fair for parents at a middle school about bullying	3
12. Work with a group such as the Lions Club to host a pancake breakfast for the public to raise money and awareness.	3
13. Hold an agency open house or brunch/dinner event to reintroduce your agency and prevention of domestic abuse to local professionals and community leaders.	3
14. Sponsor a film festival and hold a discussion afterwards.	4
15. Ask faith leaders from the traditions represented in your community to help plan and lead an interfaith service or vigil.	4
16. Work with a Spanish-language radio station to develop and air public service announcements.	4
17. Organize a "Men Against Domestic Abuse" pledge drive to encourage men to visibly take a stand against domestic violence. Invite local leaders to sign the pledge and publicize the event.	5

Community Readiness Activity Ideas by Level

Level 1: Raise Awareness of the Issue

Level 2: Raise Awareness that the problem or issue exists in this community

Tailoring Strategies for the Community:

- Raising awareness of violence in general
 - Utilizing local stats (from PD or SO, if available)
 - News (local, if not too recent/identifying)
 - Survivor story/experience
- Ways to Raise Awareness
 - Church bulletin
 - Clergy/pastoral associations
 - New or existing community group
 - Posters
 - Bathrooms
 - Flyers
 - Windshields of cars
 - Billboards
 - Slips inside grocery bags
 - Bars
 - Coasters, Toilet Talkers, etc.
 - Stickers on wrappers
 - Deliver treats to local businesses, etc.
- Marketing ideas:
 - “Neighbors Helping Neighbors”

Appropriate Strategies

- Presentations for local businesses
 - Lions club, Legions, Rotary, Chambers, churches, teachers, etc.
 - Content:
 - Basic awareness, statistics (local, if possible without infringing on confidentiality), local resources available
- Grocery bags
 - Hanging bags on doors with a slip outlining the issue and subsequent needs
 - Donations would be items needed at the local shelter, etc.
- Events
 - *In Her Shoes*
- Community Service Projects

- Youth Groups (Boy/Girl Scouts, church group, etc.)

Support Needed

- Human Capital – Staff and Time
- Brochures
- Funding
 - Fundraisers
 - Grants
 - Donations/Sponsors
- Grocery Bag Idea
 - Donated bags
 - Brochures/List of Needs
- Messaging
 - Coming up with content/language
 - Strategizing

Level 3: Raise Awareness that the community can do something

- ✓ Health and Wellness fairs for large employers
- ✓ Health fairs
- ✓ Present at district meetings
- ✓ Posters at Businesses, Bathroom Stalls, Bulletin Boards, Churches
- ✓ Attach to utility, electric or grocery bills
- ✓ Present at Town Hall meetings
- ✓ Free Food Fundraisers
- ✓ **Considerations** - Know target audience (Concerts/arts/alcohol/coffee shop/pizza), time of the year, local trends, community values
- ✓ Deliver CopCakes (police involvement)
- ✓ Give awards to community members about what they did
- ✓ **Messaging** - Inform of Services, prevention focus, identifying an unhealthy relationship, statistics, one universal message
- ✓ **What would be helpful** – templates for flyers to include local data, someone to design marketing materials (graphic artist), support on new technology kids are using, strategizing around messaging, statewide message for each level (urban vs. rural),

Level 4: Raise Awareness with concrete ideas to combat condition

- ✓ Radio/Local talk shows – often looking to fill open spots so let them know you are available, develop a series based on curriculum
- ✓ Pod casts
- ✓ FaceBook Posts – live videos at events or healthy relationship message of the day
- ✓ Share stories

- ✓ **Messaging** - Healthy relationships, use of existing Programs, SAAM, DVAM
- ✓ Join Groups – Chamber, lions, rotary, Kiwanis, church groups etc....
- ✓ **What would be helpful** – Data, Template for Local Data, Local V State Data, Evidence based curriculum, Marketing Materials, Support with updated apps