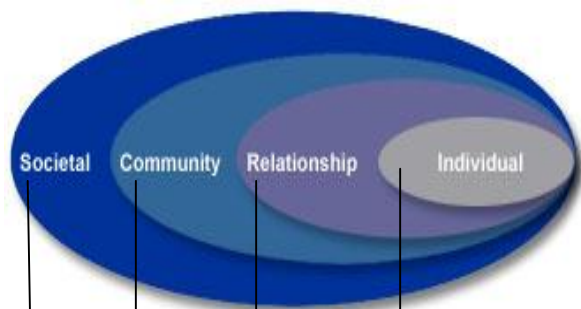


What kind of prevention efforts are underway in Indiana?

One example would be that of *Crisis Connection, Inc. (CCI)*. CCI serves a five-county area in southern Indiana, conducting prevention programs across levels in their served community to reinforce the adoption of healthy relationship behaviors at the individual level.

The Social Ecological Model



Individual: CCI provides sustained, evidence-informed healthy relationship education to students from kindergarten through graduation.

Relationship: CCI initiated the Natural Helpers campaign to provide peer based support.

Community: The agency educates the community with effective presentations about healthy relationships, then conducts social marketing campaigns to support that message.

Society: Advocates from CCI participate on the Indiana's Sexual Violence Primary Prevention Council to help form prevention strategy and policy across the state. See: <http://www.in.gov/isdh/23820.htm>

Primary Prevention Resources

Resources for youth:

Choose Respect www.chooserespect.org
Break The Cycle www.breakthecycle.org
That's Not Cool www.thatstnotcool.com
Love Is Not Abuse www.loveisnotabuse.com

Resources for parents and adults working with youth:

Family Violence Prevention Fund
www.endabuse.org
Coaching Boys Into Men
www.coaches-corner.org
Give Respect campaign
www.giverespect.org
Safe Dates
www.hazelden.org/web/go/safedates

Resources for communities and advocates

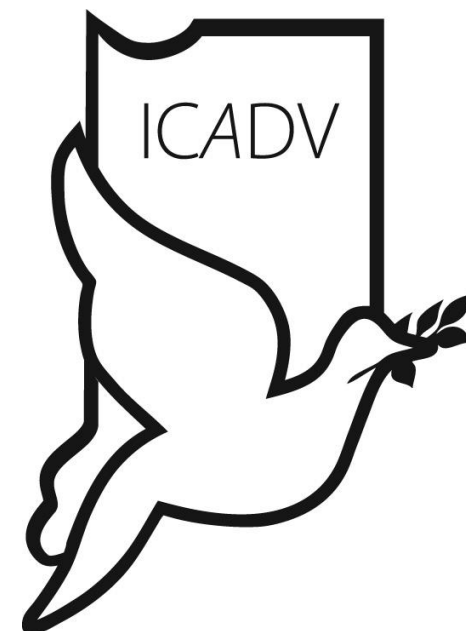
Centers for Disease Control and Prevention
www.cdc.gov/violenceprevention/intimatepartnerviolence/
Prevention Connection
www.preventconnect.org
Prevention Institute
www.preventioninstitute.org

Indiana prevention resources

ICADV
www.icadvinc.org
INCASA (Indiana Coalition Against Sexual Assault)
www.incasa.org/
Crisis Connection, Inc.
www.crisisconnectioninc.org
Menswork
www.mensworkinc.com
Start Strong Indianapolis
www.startstrongteens.org/communities/indianapolis

Getting in front of the problem:

Strategy for the Primary Prevention of gender violence



Indiana Coalition *Against* Domestic Violence
1915 W. 18th St., Suite B,
Indianapolis, IN 46202
317.917.3685
www.icadvinc.org

This brochure is partially funded by the CDC Foundation

What is Primary Prevention?

*In the field of intimate partner violence (IPV), primary prevention efforts are those designed to prevent **first time** perpetration or victimization. Rather than being responsive to an individual incident of violence, these interventions seek to change the cultural conditions that enable violence. Primary prevention focuses on reducing those factors that put an individual at risk for perpetration and by increasing those factors that protect an individual from victimization. This approach relies on community strengths, involves all members and emphasizes health promotion.*



Primary Prevention Is:

- strategically planned, occurring prior to perpetration or victimization
- targeted at the “root causes: (social conditions, attitudes, etc.)
- proactively implemented to end the suffering of individual victims as well as the negative consequences of IPV for whole communities

How Does Primary Prevention Work?

Because individual behavior is influenced by a range of personal, interpersonal and social factors, the CDC recommends that prevention strategies involve interventions that **reduce risk factors** and **enhance protective factors** across levels of the social ecological model.



Risk and Protective Factors

Individual—factors relating to an individual’s knowledge, attitudes, behavior, history or biology.

Interpersonal/relationship—factors relating to the influence of parents, siblings, peers and intimate partners.

Organizational/Institutional—factors relating to the policies procedures, practices and culture of organizations.

Community—factors related to the laws, traditions, norms and practices within a given geographical or population-based community.

Society—factors related to the broad social forces that frame attitudes and behavior: inequalities, oppressions, organized belief systems, relevant public policies and the media.

How is this approach different?

Rather than focusing on raising awareness or risk reduction strategies for individuals, primary prevention seeks to change the culture (social messages, cultural norms, community values, etc.) towards one in which perpetrating violence against one’s partner would not even be considered.

Why enhance strategy?

- Risk reduction strategies may or may not be effective in protecting an individual, but they do not prevent abusers from using violence, thus potentially relocating, but not preventing violence.
- Awareness raising activities alone have not been shown to change violent behaviors.
- **Though essential as secondary and tertiary prevention**, community responses to domestic violence like shelter, law enforcement and rehabilitative services, have not reduced rates of domestic violence in the US in the past thirty years.
- Advocacy for broader social change, to end the sorts of inequality between people that enables domestic violence is where the movement began.

For more information about choosing prevention strategy see the Texas Association Against Sexual Assault’s strategy selection workbook at: <http://www.taasa.org/prevention/pdfs/StrategySelectionWorkbook.pdf>

Incidents of domestic and sexual violence have been documented throughout history and are present in cultures across the globe. To be effective, prevention efforts must be as comprehensive as the elements of culture that support violence.