

Community Mobilization for Sexual Violence Prevention

CLOSE TO HOME IN CALIFORNIA

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Objectives

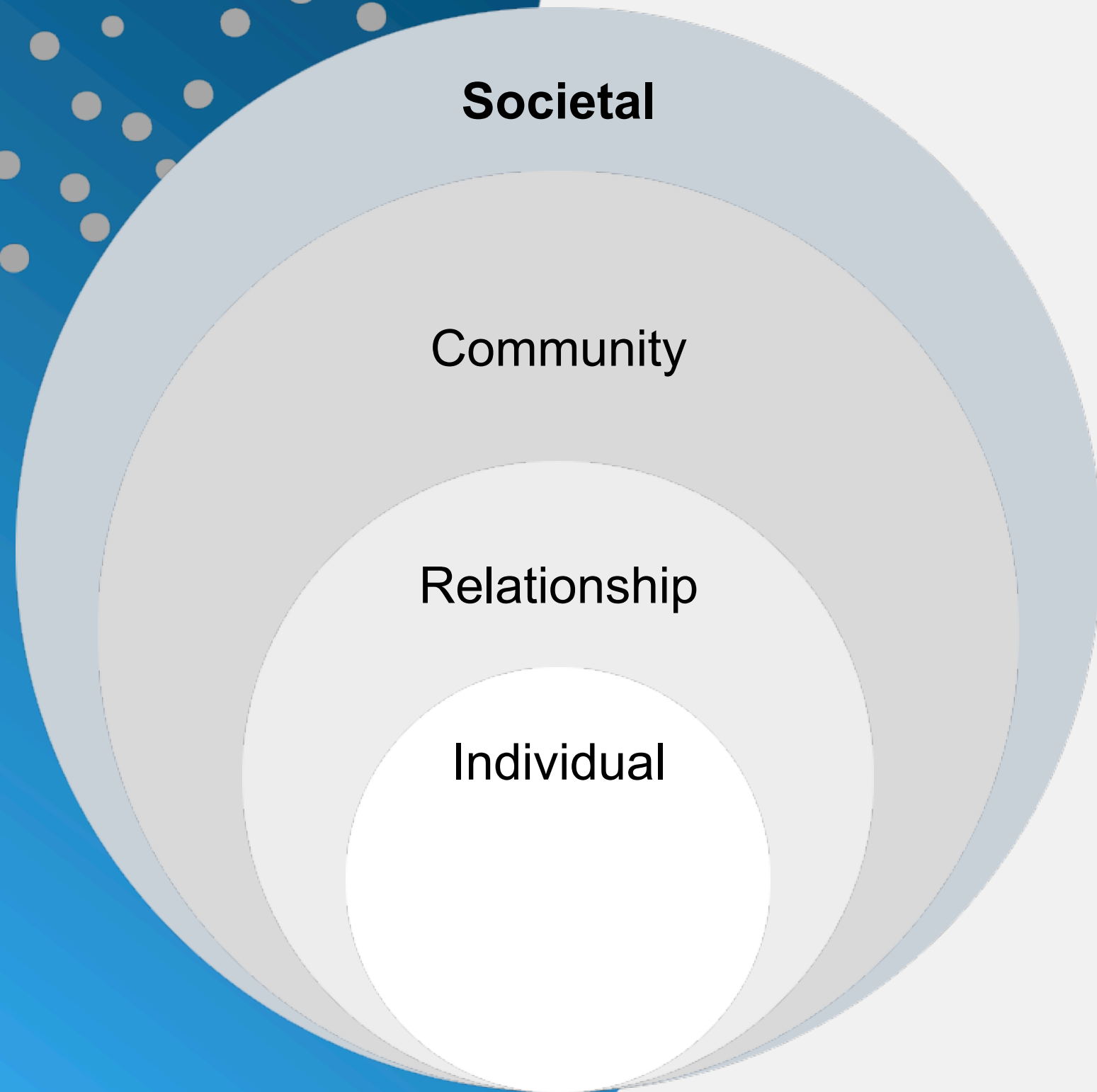
- DEFINE COMMUNITY MOBILIZATION FOR SEXUAL VIOLENCE PREVENTION
- IDENTIFY THE FOUR PHASES OF CLOSE TO HOME WITH LOCAL EXAMPLES AND OUTCOMES
- IDENTIFY CLOSE TO HOME MOBILIZATION ACTIVITIES IN SAN LUIS OBISPO AND LOS ANGELES



What does prevention look like in your agency?

What challenges arise when implementing prevention programming in your community?





Community mobilizing and Close to Home

WHY ARE WE DOING THIS WORK?

Close to Home is a promising strategy to engage community members to design solutions and lead social change around interpersonal violence

Community Mobilization

Community Organizing and Network Growth

Most Community Organizing starts here

self-sustaining network

time

*Scattered
clusters*



*Hub
and
Spoke*



*Scattered
Clusters*



*Core
Periphery*



Community Readiness

STRENGTH UNITED

- 6 months of relationship building with the community (school administrators, counselors, and parent groups)
- Previously had done work in community around Child Sexual Abuse Joined collaboratives prior to grant funding
- Kept local stakeholders in the loop and tapped into their resources when we were trying to get started

RISE

- High staff turnover resulted in two new people running Close to Home with little intentional preparation ahead of time
- MOUs were signed with local police, university, DA's Office, city management, local college and other community agencies
- Readiness assessment and rapid change happened alongside Orientation, Assess phase

Overview of Close to Home





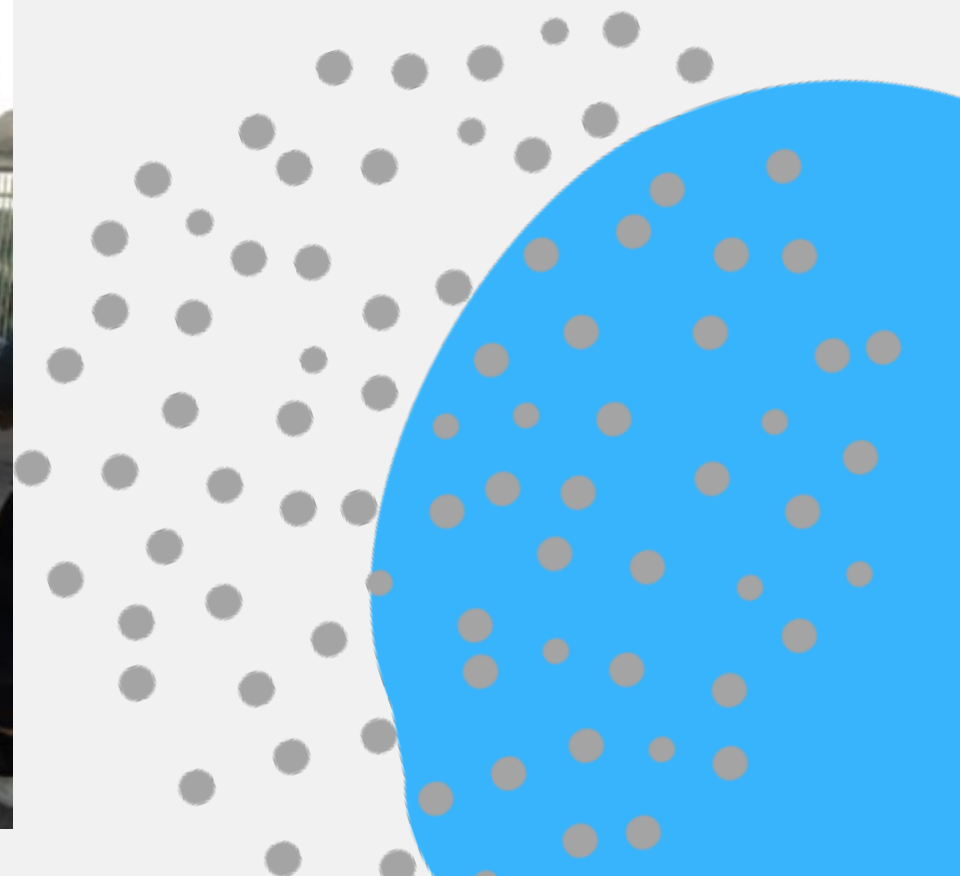
The Assess Phase



GATHER, LEARN, UNDERSTAND

- Mapping/ Observation
- Community Surveys
- One-on-one interviews

ASSESS PHASE IN LOS ANGELES





Scan me



ASSESS PHASE IN SAN LUIS OBISPO





The Talk Phase

SHARE, DEFINE, INVITE

- Kitchen Table Conversations

TALK PHASE IN LOS ANGELES



TALK PHASE IN SAN LUIS OBISPO



Community Soirée + *potluck*

**Tue. July 23
6-8:30pm**

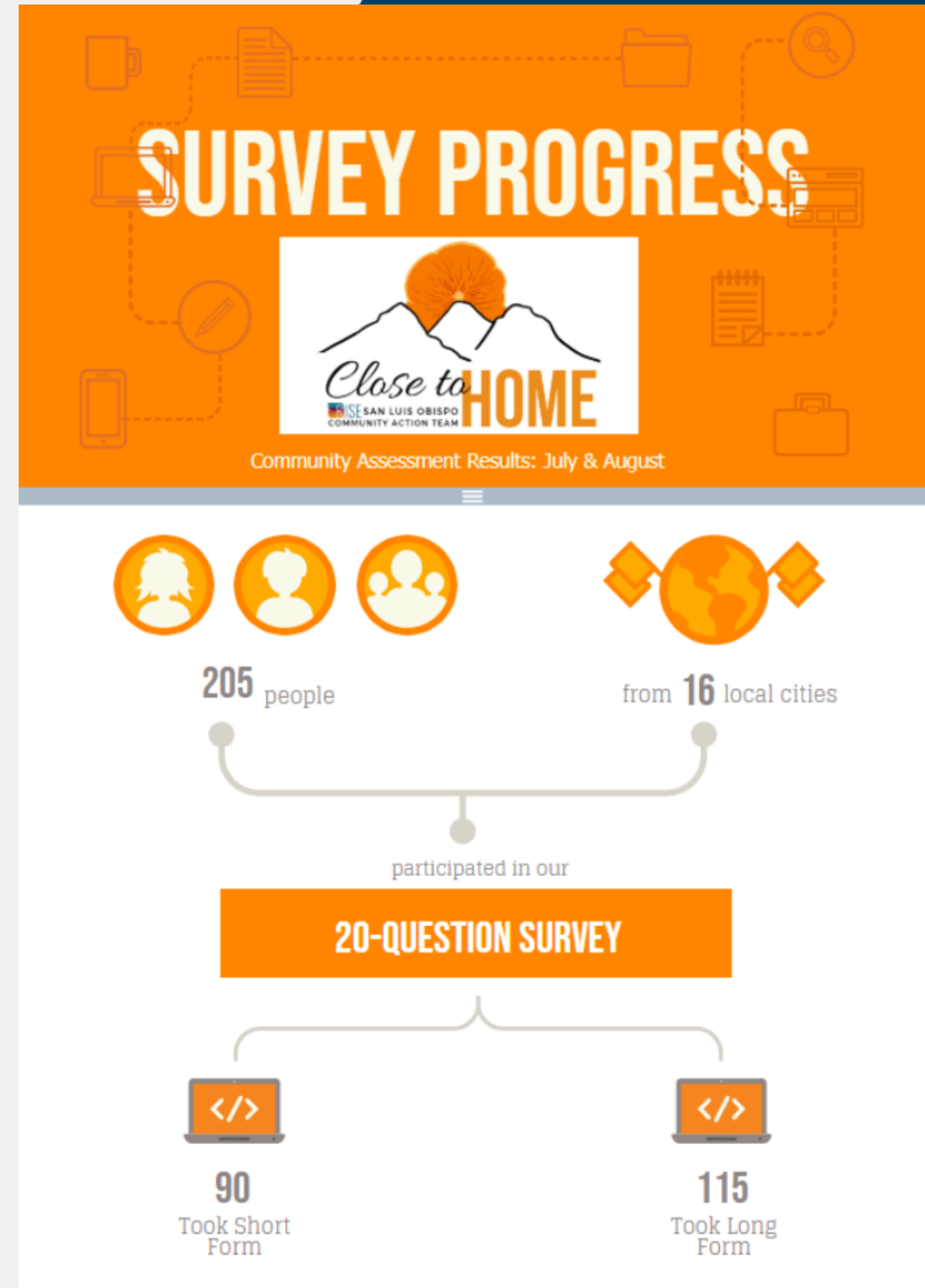
Springfield Manor
2747 Broad, SLO
(rear house down driveway)

Launch Party
Come celebrate the launch of our
Community Survey!

Bring a delicious dish to share
• your libations of choice



WISE SAN LUIS OBISPO
COMMUNITY ACTION TEAM **HOME**





The Build Phase

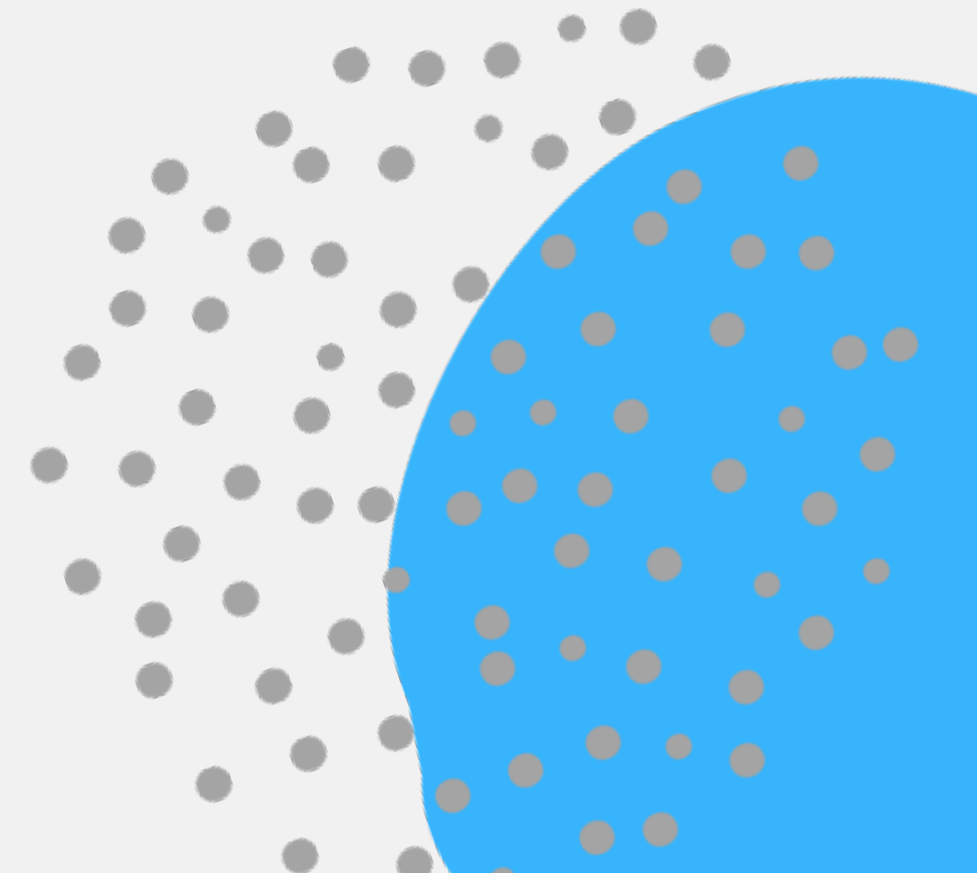


ENVISION, PROPOSE, CREATE

- Project Teams
- Campaign Action Development
- Skill Building



BUILD PHASE IN LOS ANGELES

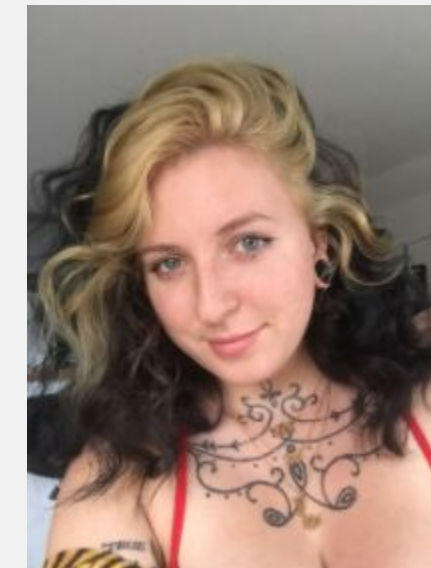


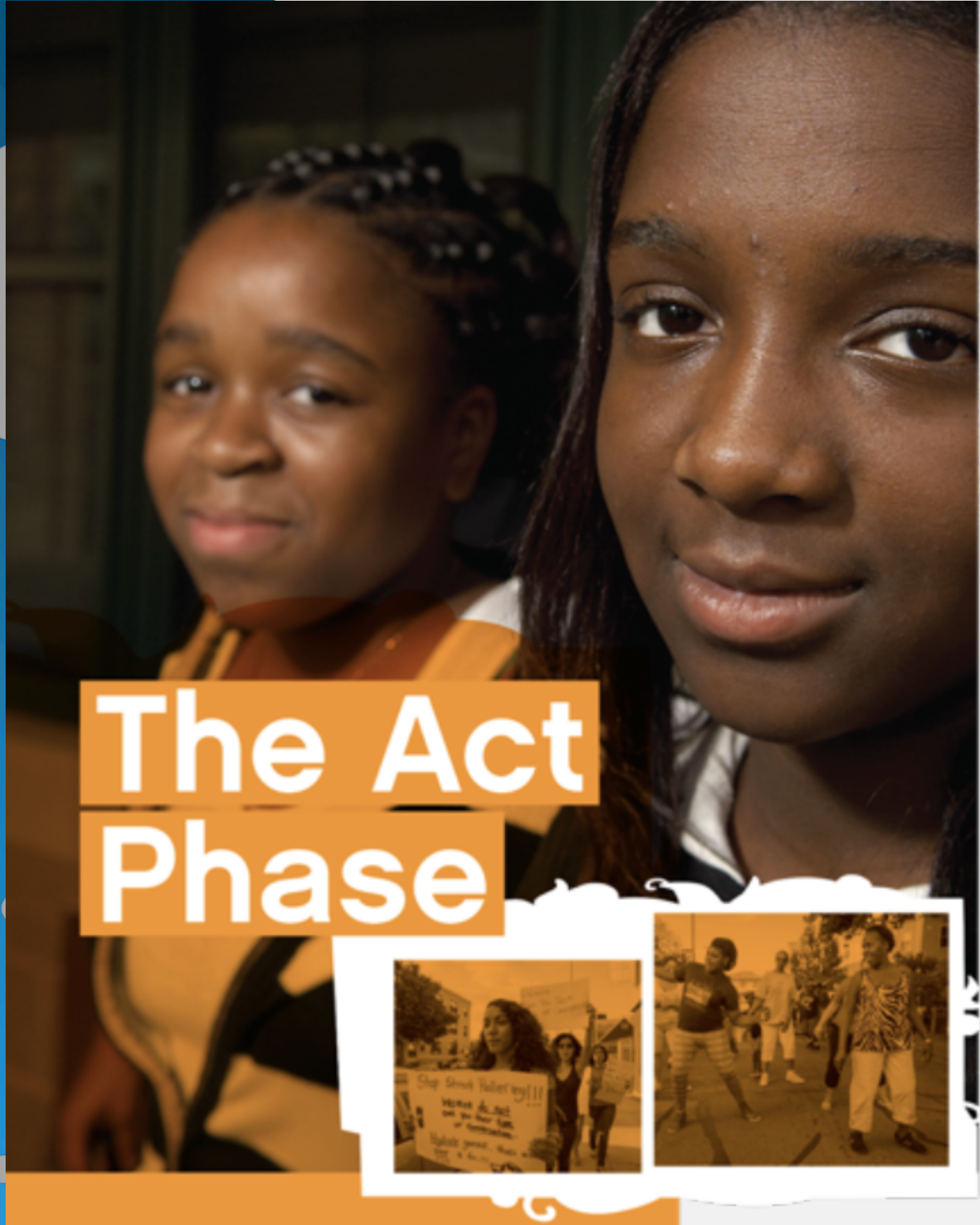


BUILD PHASE IN SAN LUIS OBISPO



- Youth leadership skills
- Intergenerational Committees
 - Graphic Design, Social Media, Community Liaisons, etc.
- Multiple projects



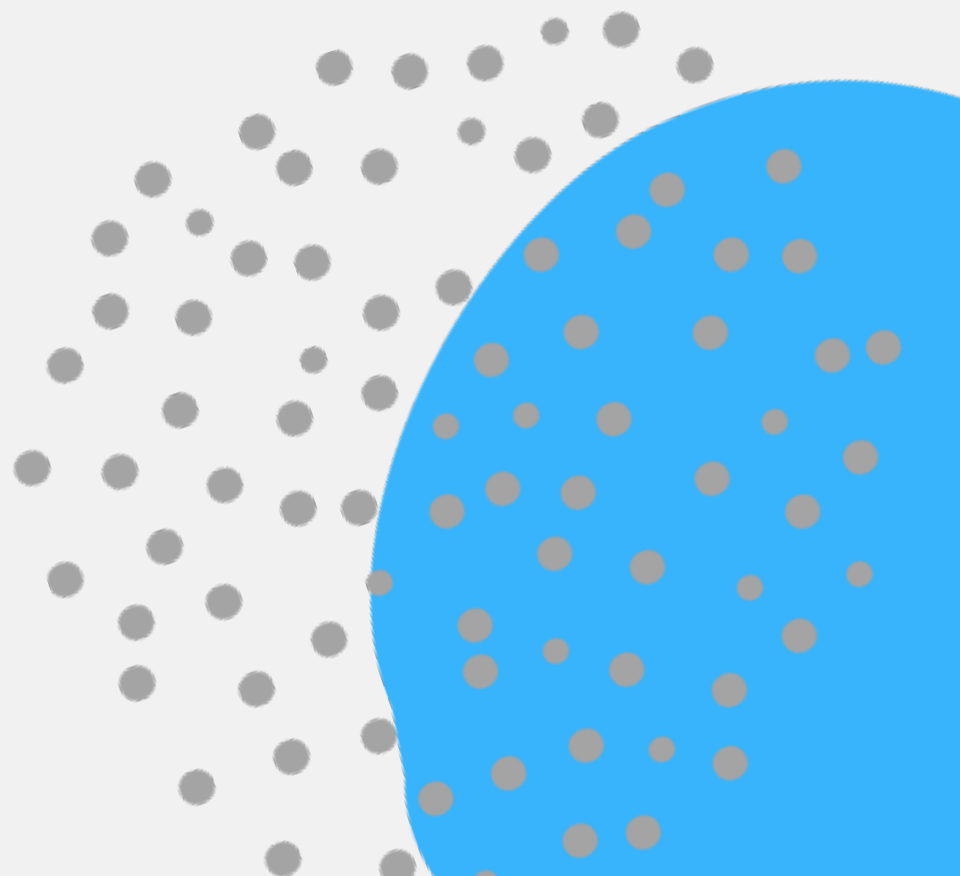


The Act Phase



AMPLIFY, SPREAD, ADVANCE

- Campaigns
- Actions
- Community Building



ACT PHASE IN LOS ANGELES



Outcomes of Close to Home

INCREASED

about gender based violence and
KNOWLEDGE
how to prevent it

GREATER

about healthy relationships and
UNDERSTANDING
social norms

MORE YOUTH

taking part in upstander actions

INCREASED CONNECTIONS

with peers and healthier intimate
relationships

MORE ADULTS

acknowledging importance of youth
voice in the movement

SHIFTED NORMS

to create space for youth voices


STRONGER

COMMUNITY
that residents feel more tied to



Lessons Learned

- Community mobilizing takes *time, patience, persistence, and optimism*.
- Agencies need to be prepared to give control to the community and to be out of their comfort zone on a regular basis.
- Preventionists need to be prepared to work unconventional and ever-changing schedules, agencies need to be prepared to support this.
- Everyone is an expert!

- It takes time!
 - Celebrate the small wins.
 - Engagement of the community requires authenticity and creative thinking.
 - Meet people where they are.
 - Trust the community.
 - “If at first you don’t succeed, dust yourself off and try again”
- 

Questions?

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CLOSE TOHOME

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