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

Scattered clusters

Hub and Spoke

Scattered Clusters

Core Periphery

Most Community Organizing starts here

self-sustaining network

time
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
GATHER, LEARN, UNDERSTAND

• Mapping/Observation
• Community Surveys
• One-on-one interviews
ASSESS PHASE IN LOS ANGELES
ASSESS PHASE IN SAN LUIS OBISPO
SHARE, DEFINE, INVITE

• Kitchen Table Conversations
TALK PHASE IN LOS ANGELES
TALK PHASE IN SAN LUIS OBISPO

Community Soirée
Tuesday, July 23
6:00-8:30 pm
Springfield Market
2727 Broad St. 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

205 people from 16 local cities participated in our 20-question survey
90 Took Short Form
115 Took Long Form

SURVEY PROGRESS
Close to HOME
Community Assessment Results: July & August
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
AMPLIFY, SPREAD, ADVANCE

- Campaigns
- Actions
- Community Building
ACT PHASE IN LOS ANGELES
Outcomes of Close to Home

**INCREASED KNOWLEDGE**
about healthy relationships and how to prevent it

**GREATER UNDERSTANDING**
about gender-based violence and 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
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!

Lessons Learned

- 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 TO HOME
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