



- **Using Social Marketing to Develop Comprehensive Prevention Strategies**
- **California's MyStrength Campaign: A Comprehensive Effort to Prevent Sexual Violence**

Presentations for Preventing Violence Against Women: Community Solutions
Missouri Foundation for Health, Health Summit, June 3, 2008

Presenter:

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A copy of the materials and slides for these presentations is available at:

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=169§ionID=254>

Recommended Resources:

Men Can Stop Rape www.mencanstoprape.org

MyStrength Campaign www.MyStrength.org and www.MiFuerza.org



Prevention Connection is a national on-line project to advance primary prevention of violence against women. The following on-line activities are available at no cost.

- Web Conferences on primary prevention topics
- Prevent-Connect Listserv with over 900 VAW prevention advocates
- On-line Presentations, Podcasts, Wiki on prevention

www.PreventConnect.org

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=121§ionID=241>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

Social Marketing Wiki <http://socialmarketing.wetpaint.com/>

What is Social Marketing? by Nedra Kline Weinreich

<http://www.social-marketing.com/Whatis.html>



MyStrength

Social Marketing Principles:

- Understand Target Audience
- Define Desired Behavior
- Identify Benefits of Adopting Behavior
- Identify Barriers to Adopting Behavior / Competition
- Ease to Implement Behavior
- Communication Strategy
- Mobilize
- Create Social Norms