

ATTACHMENT IX

GREEN DOT GLOSSARY OF TERMS

ACTION EVENTS: Time limited, goal oriented, action based events. These events are used to mobilize the community and engage individuals to action. They can have a specific challenge or a specific theme, or can be connected to a particular month (such as sexual assault awareness month). The key is that they are action oriented and infrequent (no more than 2-4 a year).

ADAPTATION: Program content is tailored/adjusted to best communicate with any given priority population, thereby maximizing population alignment with brand.

AUDIENCE POLLING: Anonymous survey of attendees.

AUTHENTICITY: Not fake or copied; real.

BOOSTER SESSIONS: The purpose of Booster Sessions is to review essential concepts from the Green Dot Bystander Training with bystander trained individuals. The SVPP requires Booster Sessions be implemented face-to-face.

BRAND MESSAGES: Concepts, ideas, icons, colors, symbols, etc. that the organization sends out to customers to give meaning to their product or service.

BUTTERFLY MODEL: A framework that delineates the steps necessary to move an individual from inaction to action.

BYSTANDER: Anyone in the community who sees or hears about a behavior that could lead to something that is high risk or harmful. Bystanders face a choice of, “do I get involved, or do I ignore the situation?”

PASSIVE BYSTANDER: Those who choose to do nothing.

GREEN DOT BYSTANDER: Individuals who do something to decrease the likelihood that something bad, like a red dot, will occur or get worse.

BYSTANDER INTERVENTION: A prevention approach in which individuals are addressed not as potential perpetrators or victims of sexual assault, but as third parties who have an important role to play. Programs can instruct participants how to intervene proactively by challenging friends who express sexist attitudes or provide guidance on ways to assist friends or others in risky situations.

BYSTANDER OBSTACLES: Personal, relationship or general barriers to reducing power-based personal violence.

BYSTANDER TRAININGS: Bystander Trainings include four (4) modules that can be implemented together or separately for Early Adopters and Subgroups. The four modules are each composed of a primary “knowledge” and “skill” component:

1. Introducing the Bystander;
2. Recognizing Red Dots;
3. Reactive Green Dots;
4. Proactive Green Dots.

This training requires at least two Certified Green Dot Trainers working together and is recommended to be 6 to 7-hours in length, with a class size of 25 – 40 people. The four (4)

modules educate individuals by providing them with the tools and skills needed to increase their likelihood of becoming proactive and reactive bystanders. The Green Dot strategy provides individuals with safe and alternative approaches to situations in which bystanders possess the ability to reduce violence.

COMMUNITY ACTION EVENTS/TALKS: These events are used to create buzz around the Launch. The purpose of these mobilizing events is to generate lots of proactive behaviors to establish clear cultural norms:

1. Violence will not be tolerated;
2. Everyone is expected to do their part to keep the community safe.

Events are single dose, time limited, and reiterate the core values and goal of the Green Dot strategy.

DELEGATE (ONE OF THE THREE DS): If you can't do something yourself because of your obstacles, ask a friend or others to help. **Examples:** Are you too bashful to intervene? Or maybe getting involved doesn't feel safe? You can always Delegate to someone with authority. Call the police, or public safety. You don't have to be the hero—some people are paid to do that.

DIRECT (ONE OF THE THREE DS): Do something yourself. **Examples:** Did your friend say something that made you think twice about his safety? Did your classmate seem stressed when she hurried to answer her cell phone after class? You can check in. A Direct Green Dot—asking if he needs help, or if she's o.k.—is a way to show you care about the safety of others.

DISTRACT (ONE OF THE THREE DS): If you don't want to address the situation directly or even acknowledge you see it, try to think of a distraction that will diffuse the situation or calm things down in the moment. **Examples:** You know those roommates who argue too loudly, and sometimes end up threatening each other? You can distract them. A simple question like, "Hey, do you know what time it is?" can calm them down (probably because it confuses them).

DISCLOSURE: When an individual reveals that he/she is currently, or has experienced sexual assault, dating violence, domestic violence, stalking, child abuse, abandonment, neglect, or coercion. Mandatory reporting may be required as defined in Chapter 39.201, F.S., for abuse, neglect, or exploitation of vulnerable adults (elderly or disabled).

EARLY ADOPTERS/PEOPLE OF INFLUENCE: Individuals in any given sub-group that have the greatest amount of social influence and ability to persuade their peers.

ENGAGE (WHAT WE DO): Attract people and hold them fast, in order to provide to them the motivation, knowledge and skill they need to take action.

ENVIRONMENTAL SCAN: The study and interpretation of the political, economic, social and technological events and trends which influence society. When implementing a Green Dot launch, it is the "competing" messages, events, trends, and issues that need to be considered.

EVALUATION: The systematic assessment of the operation and/or the outcomes of a program or policy, compared to a set of explicit standards, as a means of contributing to the improvement of the program or policy. Green Dot evaluation will consist of process and outcome components.

FACE-TO-FACE MEETINGS: Conversations that are one on one, between the Green Dot Coordinator or Facilitator and an Early Adopter or stakeholder, to build rapport, develop a relationship and share the vision of ending personal power based violence. These meetings are also used to identify a commitment from the Early Adopter or stakeholder to support the end to violence.

FLORIDA TOOLKIT: A “toolkit” developed by the Sexual Violence Prevention Program that contains contract resource materials including progress and financial reporting forms, and data collection forms for evaluation, etc. Revisions may be made during the contract period.

FOCUS GROUP: Used to gather information from Early Adopters/People of Influence on the specific and unique issues surrounding violence in their particular subgroup. This information is used to inform adaptations of Green Dot activities such as future bystander trainings and overview speeches.

GREEN DOT: Is a small moment when someone makes the choice to use their words or behaviors to try and stop a red dot from happening.

GREEN DOT COORDINATOR: An employee of the Provider who is 100% funded and focused on the implementation of Green Dot. Must be a certified Green Dot Trainer and supervise the Green Dot Facilitator(s).

GREEN DOT FACILITATOR: An employee of the Provider who is funded and focused on the implementation of Green Dot. The facilitator (s) must be certified in the Green Dot Strategy.

GREEN DOT STRATEGY: A comprehensive approach to violence prevention that capitalizes on the power of peer and cultural influence across all levels of the socio-ecological model. Informed by social change theory, the model targets all community members as potential bystanders, and seeks to engage them, through awareness, education, and skills-practice, in proactive behaviors that establish intolerance of violence as the norm, as well as reactive interventions in high-risk situations resulting in the ultimate reduction of violence. Specifically, the program targets influential and respected individuals from across community subgroups. The goal is for these groups to engage in a basic education program that will equip them to integrate moments of prevention within existing relationships and daily activities. By doing so, new norms will be introduced and those within their sphere of influence will be significantly influenced to move from passive agreement that violence is wrong, to active intervention.

GREEN DOT TECHNICAL ASSISTANCE CALLS: Regularly scheduled conference calls provided by Green Dot Etc. staff for certified Green Dot Trainers.

HOPE: The feeling that what is wanted can be had or that events will turn out for the best.

IMPLEMENTATION PLAN: A written plan that outlines step by step how the Green Dot strategy will be implemented by the Provider. It is interchangeable with the Launch Plan and outlines the Green Dot implementation in manageable pieces and in a prescribed order that includes the following four components:

Phase 1: Planning and preparation

Phase 2: Building relationships and scheduling training

Phase 3: Action

Phase 4: Sustainability

IMPLEMENTATION/LAUNCH TEAM: This is a committee made up of Green Dot:

1. Coordinator:

2. Facilitator (s)
3. Logistics/Support Members
4. Social Marketing Members

INSPIRE (HOW WE DO IT): People have to believe things can be different and their contribution matters. They have to be influenced to participate.

INTERPERSONAL VIOLENCE: A form of violence in which someone uses power, control or intimidation in order to harm another. This includes partner violence, sexual assault, stalking, and other uses of force, threat, intimidation, or harassment. It can include the use of alcohol or drugs to commit any of these acts. These acts can be committed by strangers, friends, acquaintances, intimates, and other persons.

INVITE (HOW WE DO IT): Ask people to reconsider their role in prevention and participate in the prevention of violence.

KEY PARTNERS: A network of individuals within organizations, working together to form an alliance, to engage community members and participants to commit to ending power based personal violence. These partners are crucial to the successful implementation and sustainability of the Green Dot strategy.

LAUNCH EVENT: Launch events are carefully planned marketing events, designed ultimately to introduce Green Dot to the community. An organized launch event boosts the image of a product, service or establishment. Launches provide a stimulus that encourages the public to learn about and engage in Green Dot.

LOGISTICS/SUPPORT MEMBERS: Community group of Early Adopters, key leaders, partners, and stakeholders.

MARKETING: Consists of the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer. Marketing is an important concept in the Green Dot strategy.

OVERVIEW SPEECHES: Overview Speeches are presentations given to the general population to help individuals find their connection to violence, build awareness of the problem of violence, present a bystander intervention as a manageable and simple activity, and persuade and motivate individuals to get involved in prevention. Overview Speeches can range from 5 minutes to an hour and introduce the basic elements of Green Dot while using persuasive and inspirational language to engage participants in immediate action..

PARTNER VIOLENCE: Actions used to hurt, intimidate or control a partner or former partner. Examples include grabbing, pushing, isolation, demeaning comments, yelling, controlling one's schedule and finances, throwing items at partner, hitting, strangling and any actions that are physically, sexually or psychologically harmful.

PERPETRATOR: A person who perpetrates, or commits, an illegal, criminal, or evil act. Telling individuals to not be perpetrators is not the key focus of Green Dot.

PERSONAL CONNECTION: Everyone has a connection to power-based personal violence either through direct experience or someone they know. It is important in the Green Dot strategy to make that point to participants.

PERSONAL CREED: Similar to a personal mission statement; it is a statement that defines who you are, what matters to you and/or what your values are.

POWER-BASED PERSONAL VIOLENCE: Power-based personal violence is a form of violence that has a primary motivator: assertion of power, control and/or intimidation in order to harm another. This includes relationship/partner violence, rape/sexual assault, stalking, and other uses of force, threat, intimidation, or harassment of an individual. It also includes the use of alcohol or drugs to commit any of these acts. These acts are inclusive acts committed by strangers, friends, acquaintances, intimates, or other persons.

PRIMARY PREVENTION: Individual, relationship/family, community/school, environmental/system level activities or policies with goals to create social change to prevent violence and first-time perpetration and victimization from initially occurring.

PRIORITY POPULATION: A group the Provider identified who is at risk of being hurt by power-based personal violence.

PROACTIVE GREEN DOTS: Things we can do to begin stopping red dots before they even start. A proactive green dot is something you say or do to make it clear to people in your life:

1. Violence is not okay with you
2. Everyone is expected to do their part to make the community safe

PROGRAM FIDELITY: Program fidelity means implementing a particular strategy as it was intended to be implemented by the original developer.

REACTIVE GREEN DOTS: Reactive interventions in high-risk situations resulting in the ultimate reduction of interpersonal violence. Direct, Delegate, and Distract are three ways to be a reactive bystander.

RED DOT: A single choice someone makes to use his or her words, choices, actions or behaviors to hurt someone else.

SEXUAL VIOLENCE: Any form of unwanted contact that is sexual in nature. It can include sexual harassment, date rape, stranger rape, marital or partner rape, familial sexual abuse, child sexual abuse, abuse by caregivers or professionals, and commercial sexual exploitation (e.g., pornography, prostitution).

SIGN-IN SHEET: A contract form designed to collect names and contact information for the purpose of verifying attendance at a Green Dot function.

SOCIAL CHANGE: Refers to an alteration in the social order of a society. Social change may include changes in nature, social institutions, social behaviors, or social relations.

SOCIAL ECOLOGICAL MODEL: The model includes four levels:

1. the individual
2. relationship
3. community
4. society,

The model addresses different factors at each level that put people at risk for experiencing or perpetrating violence. For instance, at the community level, one could explore the

characteristics of a school or neighborhood that are associated with the perpetration of violence. Prevention strategies that address multiple levels of the social ecological model are more likely to be sustained over time than any single intervention.

SOCIAL DIFFUSION THEORY: A theory of how new behaviors, ideas, or technology get infused into a population. By identifying and targeting early adopters in prevention efforts, bystander strategies maximize changes in social norms.

SOCIAL MARKETING: Social Marketing includes a broad range of strategies (such as program posters) utilized in service sites. Social marketing strategies increase basic awareness and mainstream social acceptance of the core language and principles of the Green Dot strategy. These strategies work to increase the likelihood that new norms will spread throughout the priority population, in turn fostering a community that does not tolerate violent behaviors or situations.

STALKING: Repeated behaviors and actions targeted at a specific person causing fear for one's safety. Examples include repeated harassing texts/calls/posts, following, showing up at one's classes/home/workplace

STRENGTHEN (WHAT WE DO): One of the goals of the Green Dot strategy: new behaviors are strengthened through reinforcement, practice and multiple exposures to key messages.

SUBGROUPS: Within the Provider's Priority Population (Community, University, High School or Middle School), there are subgroups of influence. Examples include clubs in the schools, firefighters in the community, etc.

SURVEYS: Baseline and post-strategy collection tools used to determine social norms changes.

SUSTAIN (WHAT WE DO): Changes through integrating key messages into the permanent infrastructure, replenishing the pool of early adopters and providing opportunities for growth.

TIMELINE OF ACTIVITIES: A form used to list specific activities and services that the provider is required to perform and to annually update. The timeline of activities is directly tied to the implementation plan.

URGENCY: A sense or feeling that is instilled through Green Dot; that we must act now to end violence and that everyone has a role to play. Action needs to be immediate.

VICTIM: A person who suffers from a destructive or injurious action or agency. Focusing prevention efforts on telling individuals to not be victims is not the focus of Green Dot.