

Telling Our Stories: Developing effective outreach and public awareness materials  
**Incorporating Local Perspectives of Domestic Violence and Sexual Assault**

Group 1: Women

**Discuss and note**

<p>What traditional tribal customs or values have you been taught about the women – their role in your community and how they should be treated?</p>	
<p>How have these customs or values shifted with the onset of colonization? What values/beliefs have we adopted from dominant culture about women - their role in community and how they should be treated?</p>	

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Group 2: Men

**Discuss and note**

<p>What traditional tribal customs or values have you been taught about the men – their role in your community and how they should be treated?</p>	
<p>How have these customs or values shifted with the onset of colonization? What values/beliefs have we adopted from dominant culture about men - their role in community and how they should be treated?</p>	

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Group 2: Children

**Discuss and note**

<p>What traditional tribal customs or values have you been taught about children – their role in your community and how they should be treated?</p>	
<p>How have these customs or values shifted with the onset of colonization? What values/beliefs have we adopted from dominant culture about children - their role in community and how they should be treated?</p>	

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Group 4: Community

**Discuss and note**

<p>What are the common traditional tribal values you have as community members? What are your strengths as a tribal community?</p>	
<p>How have community values shifted with the onset of colonization? What values/beliefs have we adopted from dominant culture about community?</p>	

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**TRIBAL VALUES COMPARED TO MAINSTREAM VALUES**

TRIBAL VALUES	MAINSTREAM VALUES	IMPACT ON WOMEN	IMPACT ON MEN	IMPACT ON CHILDREN	IMPACT ON COMMUNITY
Matriarchal	Patriarchal				
Tribal Personal power and “belonging”	Individual, responsible for self				
Whole (physical, mental, emotional, spiritual)	Separateness, fragmented, specialized				
Competence and mastery	“Winning” and competitiveness				
Virtue Respect for all livings things	Dominance				
Humility/value of sharing	Affluence				

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**Designing your message: Steps for building the message framework**

1. What is the local issue/perspective you want to address?	2. What key values can you draw from and include?
3. What do you believe?	4. What do you have in language that reflects your beliefs and values?

Write a statement that “rewords” or “reinvents” the issue/perspective that reflects your identified values, beliefs and language.

What supports your statement?

- Facts
- Stories/legends
- Beliefs
- Etc.