

## Summary

The Green Dot Strategy is an innovative approach to violence prevention. Green Dot harnesses the power of individual choices to shift social norms, resulting in broad-based culture change. Green Dot is based on a wealth of interdisciplinary research including social change theory, diffusion of innovation, communication, marketing, bystander intervention, and perpetration patterns. Visit our website to learn more about the Green Dot [curriculum](#). The Green Dot Institute for Professionals is a 4-day training that enables attendees to implement the Green Dot Violence Prevention Strategy on campus.

Components of the training include:

- A comprehensive review of the research and theories, which inform the Green Dot Strategy.
- Elements of the Green Dot Strategy and curriculum.
- Developing an implementation plan.

Attendees at the Green Dot Institute experience an interactive and personally challenging training that is designed to inspire renewed hope and a vision for a safer world.

### Green Dot Training for Colleges

#### College Training:

To maximize the potential for real change on a college campus, a team approach to Green Dot is required. If you are coming from a campus that is already implementing Green Dot, you are welcome to attend the training solo or with other team members. If your campus is new to Green Dot, we require a team of at least 2-3 participants from your campus if you have 3,000 students or less, 3-5 participants if you have 3,000-10,000 students, and 5 or more participants if you have a student body of 10,000 or larger. These are absolute minimums. We recommend a bench as deep as possible. An exception can be made if an individual is simply "scouting" the program to see if it would be a good fit for their campus. If you attend to scout the program, you may not implement until additional members of your campus/community are trained. As such, you will not be permitted to keep the curricula manuals. If you have a large campus, please contact us to learn more about an onsite training at [info@alteristic.org](mailto:info@alteristic.org). One person cannot single-handedly create the sustained changes that an issue like power-based personal violence requires. We recommend that team members include not only designated prevention/intervention staff, but also professionals across your institution like faculty, student affairs staff, and administrators. Finally, any participants from agencies outside of a campus are required to attend in partnership with a local campus team. While off-site agencies can provide much-needed support and expertise, Green Dot is a campus mobilizing effort and must be led from within the institution.

### Register

- Training registration site: <http://gdifall17.eventzilla.net>
- Early bird registration deadline: August 7, 2017
- Final registration deadline: October 2, 2017

## Where

Courtyard Arlington Crystal City  
2899 Jefferson Davis Highway  
Arlington, VA 22202, US

– To book a room click [here\\*](#).

**REGISTRATION DEADLINE FOR GROUP RATE FOR HOTEL ROOM IS SEPTEMBER 22<sup>ND</sup>, 2017.**

\* If unable to click link please copy and paste into your browser:

[http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkIdData=Green%20Dot%20Institute%20Fall%20Event%5Ewasct%60GDTGDTA%60189%60USD%60false%601%6010/22/17%6010/26/17%609/22/17&app=resvlink&stop\\_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkIdData=Green%20Dot%20Institute%20Fall%20Event%5Ewasct%60GDTGDTA%60189%60USD%60false%601%6010/22/17%6010/26/17%609/22/17&app=resvlink&stop_mobi=yes)

## For More Information, Contact:

Diti Bhasin: [bhasin@alteristic.org](mailto:bhasin@alteristic.org)

## Training Fees

The training fee includes instructor's manuals, workbook, electronic copies of all materials needed to launch the Green Dot strategy, some promotional items, meals (including breakfast, lunch, and snacks), and training tuition. At Green Dot, we are committed to making our training accessible for everyone who wants to implement the Green Dot Strategy in his or her community. As such, we offer need-based training scholarships. To inquire about scholarship opportunities, contact [Lea Hegge](#) or [Kristen Parks](#).

- 4-Day College Training Early Bird Registration fee: \$1,450.00
- 4-Day College Training Regular Registration fee: \$1,750.00
- Group Registration fees for College Track: Full fee for first participant and \$1075.00 for each additional participant in the group.\*

*\*Each participant must register himself or herself individually. For groups, have one person complete an initial registration. You will then receive a confirmation email containing a code to use for additional members of your group.*

## Payment

The training fee is payable by check or credit card. Please note that the training fee does not include the cost of hotel stay. Please book your hotel stay directly with the hotel. Registration deadline for group rate at hotel is September 22, 2017.

Please make all checks payable to Green Dot, etc., Inc. **Please include the confirmation number and participant's full name with your check so that we can ensure the payment is marked appropriately.** You can include it on either a separate sheet or on the memo line. All checks are due by the registration deadline of October 2, 2017.

Mail checks to:

Green Dot etc., Inc.  
ATTN: Diti Bhasin  
7955 Cameron Brown Ct  
Springfield, Virginia 22153

# 4-Day Training Agenda for Colleges

## Day One

7:30am – 8:30am Sign-In and Breakfast

8:30am – 12:00pm

Green Dot Introduction

- Overview of the Green Dot strategy.
- Overview of our work in violence prevention thus far.
- Overview of five steps to the strategy.
- Introduce Step One: *INVITE* people to reconsider their role in prevention.
- What can we learn from the field of marketing/ branding?

12:00pm – 1:00pm

Lunch

1:00pm – 5:00pm

Step One: *INVITE* people to reconsider their role in prevention (continued)

- An in-depth look at key components of violence prevention work in the past several decades.
- Identifying key obstacles in our current efforts.
- Creating viable solutions and new directions in violence prevention efforts.
- Intro to adaptation.

## Day Two

7:30am – 8:30am Sign-In and Breakfast

8:30am – 12:00pm

Introduce Step Two: *INSPIRE* people to believe it can be different and that their contribution is important.

- Introduction skills practice

Introduce Step Three: *ENGAGE* people in education that will equip them with the motivation, knowledge and skill they need to take action.

- Maximizing educator impact
- Skills practice

12:00pm – 1:00pm

Lunch

1:00am – 5:00pm Green Dot Overview

- An introduction to the Green Dot overview.
- Skills practice.

Action Events brainstorm

## Day Three

7:30am – 8:30am Sign-In and Breakfast

8:30am – 12:00pm      Green Dot Bystander Training

12:00pm – 1:00pm      Lunch

1:00pm – 5:00pm Green Dot Bystander Training continued

## Day Four

7:30am – 8:30am Sign-In and Breakfast

8:30am – 12:00pm      Instructor's Notes

- Bystander Training

Introduce Phased Launch Plan

A model for creating culture change

- A detailed explanation of a 4-part, research informed conceptual model for utilizing individual influence in the creation of culture change.
- Introduce Step Four: *STRENGTHEN* and Step Five: *SUSTAIN*

12:00pm – 1:00pm      Lunch

1:00pm – 5:00pm Action Planning

- Pre-launch work:
  - Infrastructure
  - Tailoring materials
  - Developing key partnerships
- Implementation

Next Steps / Q&A

## Frequently Asked Questions

Q: Where is the Fall 2017 Institute occurring?

A: The training will be taking place at the Courtyard Arlington Crystal City in Arlington, Virginia.

Q: What is the address and phone number for the hotel?

A: The Courtyard Arlington Crystal City is located at 2899 Jefferson Davis Highway, Arlington, Virginia 22202. The phone number is (703) 549-3434.

Q: What airport should I fly into?

A: Ronald Reagan Washington National Airport is the closest airport to the hotel. Sometimes travelers can find cheaper airfare by flying to Washington Dulles International Airport or Baltimore Washington International Airport; however, you'll want to make sure you have ground transportation if flying into another regional airport.

Q: What time constraints should I consider when booking my flights?

A: The Institute starts on Monday (10/23) at 8:30am EDT - a Sunday arrival is suggested. It is also suggested that you do not book your return flight before 8:00pm on Thursday (10/26) as the institute ends at 5:00pm. To become a Green Dot facilitator, you must attend the **full** training, so please book your flight accordingly.

Q: Is there a shuttle from the airport to the hotel?

A: There is a shuttle from the airport to the hotel. It runs M-F from 6:30am to 11pm and weekends from 9:00am to 11:00pm. It runs every 20 minutes on the 20, 40, and hour.

Q: If I choose to drive from the airport, how do I get to the hotel?

A: Directions to Courtyard Arlington Crystal City are available [here](#).

Q: How much will my hotel stay cost?

A: The room block rate at the **Courtyard Marriott Crystal City** is \$189 per night plus fees. Make reservations directly with the hotel **by 9/22/17** to ensure you receive the block rate. To reserve your room at the Courtyard click [here](#).

Q: Are the meeting and sleeping rooms ADA compliant?

A: All meeting spaces meet ADA requirements. ADA sleeping rooms are available – please specify your needs when making hotel reservations.

Q: How long does the Institute last?

A: The training will last 4 full days: 8:30am – 5:00pm, with one-hour for lunch. Training days begin promptly at 8:30am. To be certified, you must attend all days of training until 5:00 pm on the last day. Please be aware of this when booking your flight.

Q: What can I expect from the Institute?

A: The Institute is an intensive training course in the Green Dot violence prevention strategy. At the Institute we will rethink the ways we have traditionally engaged our respective campuses and communities. We will take

an in-depth look at the multi-disciplinary research base on which Green Dot is founded, expanding our lens beyond the fields which have traditionally informed violence prevention strategies. We will cover every part of the Green Dot curriculum and strategy; from content to planning for implementation so that you leave prepared to assemble a Green Dot launch team on your campus or in your community. We'll cover a lot of material in our time together. We ask participants to engage in the training a bit differently than we're used to, showing up as full human beings, not just titles, with a willingness to ask deep questions about how and why we do the work we do. The stakes of our collective work are high. The Institute is a place to help each of us collectively access more effective and efficient ways of preventing violence.

Q: Are scholarships available?

A: Yes, some need-based scholarships are available. To inquire about scholarship opportunities, please contact [Lea Hegge](#) or [Kristen Parks](#).

Q: What is the dress code for the Institute?

A: The dress code is casual. At least one trainer will be wearing jeans and a t-shirt. A light jacket or sweater is recommended in the meeting rooms where the room temperatures tend to be cool.

Q: Are any meals provided?

A: Breakfast and lunch will be provided during the entire institute. Please let us know about any dietary restrictions during the registration process. It will be very difficult for us to accommodate dietary restrictions on the spot, so PLEASE indicate any restrictions on your registration. Dinner is on your own each day.

Q: Are there any restaurants near the training venue?

A: There are a number of restaurants in the area. You can find a list of restaurants here: <http://www.marriott.com/hotels/hotel-information/restaurant/wasct-courtyard-arlington-crystal-city-reagan-national-airport/>

Q: What is there to do in Arlington?

A: Where to begin? Washington, DC is the capital of the nation and Arlington, Virginia is just 4 miles from the city center. [Here is a place to start when planning on what to see in the area.](#)

Q: What is Green Dot?

A: The Green Dot etc. strategy is 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. To learn more, visit our [website](#).

Q: When is the next Green Dot Institute after this one?

A: We host Green Dot Institutes several times each year. As soon as we confirm dates for our next Institute, we'll post an announcement to our website and Facebook group. To be added to our emailing list for announcements, contact [info@alteristic.org](mailto:info@alteristic.org).

Q: What is the refund/cancellation policy?

A: Refund If Cancelled By\*:

- August 7, 2017: \$1,450.00
- August 25, 2017: \$1,050.00
- September 22, 2017: \$975.00

*\*Reimbursement rates are based on full registration price. If you are granted a scholarship, your reimbursement will reflect your scholarshipped amount. If you need to cancel at any point, you may apply refundable amounts to a future GDI rather than receive reimbursement.*

## Travel and Lodging

The Green Dot Institute will take place at the Courtyard Marriott Crystal City.

The room block rate at the hotel is \$189/night plus fees. Reservations must be made directly with the hotel by **9/22/2017** to ensure the room block rate. Registrants should use the following link book their stay by clicking [here](#).

The training fee does not include the cost of hotel stay. Please book your hotel stay by contacting the hotel directly.

Please be aware when booking your flight and room that the Institute starts promptly at 8:30am Eastern Daylight Time on Monday (10/23/2017) and ends at 5:00pm on Thursday (10/26/17) for the training. Arriving on Sunday is suggested, as well as not booking your return flight before 8:00pm on the last day of your training.

Check-in is at 3:00pm and checkout is at 12:00pm. If you arrive early, early check-in may be allowed if there is availability.

While the all the meeting spaces meet ADA requirements, if you have specific needs, please ensure you specify them when making your room reservation.