

PREVENTION

REPORT

JULY 1, 2018 - JUNE 30, 2019



STATEMENT OF CONTENTS

- 1** INTRODUCTION
- 2** MEET THE TEAM
- 4** STATE ACTION PLAN
- 5** GOAL 1: STATE & LOCAL RESOURCES
 - 5** STATE RESOURCES
 - 5** CDC DELTA Impact State Action Plan & State Leadership Team
 - 7** Prevention Standards
 - 9** Raising Respect
 - 10** Annual Prevention Survey 2019
 - 12** LOCAL RESOURCES
 - 12** Newsletter
 - 12** Regional Meetings
 - 14** Summer Summit
 - 15** Locally funded prevention
 - 15** Community Readiness Model
 - 16** Coaching Boys into Men
 - 18** CDC DELTA Impact Update
- 22** GOAL 2: SOCIAL CHANGE
- 24** GOAL 3: PUBLIC POLICY
- 25** NEXT STEPS

Because we are focusing on oppression as the root cause for intimate partner violence, taking intersectionality into account, the change we ultimately create will serve not only to eliminate IPV, but many forms of violence.

This past year of prevention work has been successful in terms of PCADV's team growth, adoption of new standards, and local prevention specialists who are doing incredible work.

Though PCADV's Prevention Team released a lot this past year, in terms of a theory and way to approach prevention, our goal has always been to do the best prevention work we can, with the resources we have. This holds true especially for our local prevention specialists and their programs. Our goal is not to scrap existing prevention programming entirely, but rather to build off of that, and ensure impact at a community level.

Changing communities and culture is akin to pushing a large, not-quite-round boulder uphill with a broken arm and very few areas for rest. BUT... we're doing it! Small, sustainable steps over time are already creating noticeable change. Because we are focusing on oppression as the root cause for intimate partner violence, taking intersectionality into account, the change we ultimately create will not only serve to eliminate IPV, but many forms of violence. Our work will be redefined in ways that allows communities to define their issues and participate in their own solutions.

I am excited to have seen a shift this past year in the prioritization of prevention in Pennsylvania. I am proud of the work our local programs have done and continue to do for prevention. And I feel more hopeful than ever, that, together, we can help our communities become healthy, equitable, and violence-free.

Awesome job, everyone.

Sincerely,

Kristen Herman

Director of Prevention & Program Services

MEET THE TEAM:

KRISTEN

Kristen is the Director of Prevention and Program Services and has been with PCADV for nearly five years. This past year, her team doubled in size with the addition of a Prevention Evaluation Specialist and a second Prevention Specialist. Her prevention work is grounded in an understanding of intersecting oppressions and a desire to cultivate environments that are healthy and equitable for all persons. When Kristen's not working, she's slowly amassing an army of puppies, doing CrossFit, or working on her house.

NICK

Nick Silveri-Hiller joined PCADV in March of 2017 and is currently the Senior Prevention Specialist at PCADV. He joined the movement to end intimate partner violence over five years ago. While in college working on his B.A. in Women and Gender Studies with minors in Sociology and African American Studies at West Chester University, he worked as a student worker at the Women Center engaging men in sexual assault prevention. He began his prevention work after graduation at the Chester County Crime Victims Center and later at ACCESS-York/Victim Assistance Center of YWCA York.

DENISE

Denise M. Scotland joined the Coalition in March 2000 and is a Training & Technical Assistance Specialist. Since 2012, her duties include prevention work, and she is honored to work with preventionists and be part of the tremendous growth that has occurred. Before joining the Coalition, Denise was a Legal Advocate at Turning Point of Lehigh Valley, Inc. and worked for Outward Bound. Denise graduated from the University of Scranton with a M.S. in Human Resources Administration and a M.S. in Rehabilitation Counseling. She spends her free time kayaking, hiking, swimming, dancing, and spending quality time with family and friends.



GENEVIEVE

Genevieve Hugenbruch joined PCADV as the Prevention Evaluation Specialist in September 2018. Previously, Genevieve worked as a Research Analyst at the Maryland Department of Health in the Office of Population Health Improvement, while she pursued graduate work in Intercultural Communication. She graduated from Lebanon Valley College with bachelor's degrees in International Studies, History, and German. In her free time, Genevieve enjoys reading, doodling, seeing live music, and trying to keep her houseplants alive.

AISHWARYA

Aishwarya is the newest Prevention Specialist on the team, joining the Coalition in October 2018. She is grateful to be a part of the prevention team and cannot wait to see what the future holds. Aishwarya has a master's degree in Public Policy from Monmouth University and is set to begin her Ph.D. at Penn State University. She spends her free time reading, cooking, traveling and decorating her home with as much as pink décor as possible.

PCADV STATEWIDE PREVENTION PLAN

The five-year PCADV Prevention Plan was developed and released in March 2015 under the guidance and participation of our State Prevention Consortium Members.

THREE MAIN GOALS

GOAL 1:

Increase state and local resources available for the primary prevention of domestic violence across Pennsylvania.

GOAL 2:

Pennsylvania will work together to bring about the social change necessary to end domestic violence.

GOAL 3:

Elevate the profile of primary prevention of domestic violence as a public policy issue.

GOAL 1: STATE AND LOCAL RESOURCES

STATE RESOURCES

CDC DELTA STATE ACTION PLAN & STATEWIDE LEADERSHIP TEAM

The Prevention Team is developing our next five-year prevention plan for 2020 - 2025. PCADV envisions this plan as a guiding force for increased prioritization of prevention.

To help guide and implement the plan, PCADV has convened a Statewide Leadership Team (SLT) comprised of statewide leaders representing diverse sectors in government, non-profit organizations, for-profit organizations, educational institutions, and law.

History

PCADV published its first five-year statewide prevention plan in March of 2015. The first plan outlined the need for prevention within the Commonwealth and included goals to improve prevention across the Commonwealth from 2015 to 2020.

The three goals from the previous five-year statewide prevention plan were:

1. Increase state and local resources available for the primary prevention of domestic violence across Pennsylvania.
2. Pennsylvania will work together to bring about the social change necessary to end domestic violence.
3. Elevate the profile of primary prevention of domestic violence as a public policy issue.

Partnerships

In development of this plan, PCADV identified statewide stakeholders for inclusion on our State Leadership Team (SLT). SLT partners were chosen based on their experience or interaction with community and societal level risk factors for IPV. Collectively, PCADV's SLT has experience in sexual assault prevention, school climate, intersectionality, health disparities and public health, rural health, community violence and trauma, comparable worth policies, and research and evaluation.

Agencies participating on PCADV's State Leadership Team include:

- Alder Health
- Center for Rural Pennsylvania
- Center for Safe Schools
- Domestic Violence Center of Chester County
- Women's Center Inc. of Columbia/Montour
- First National Bank
- Governor's Advisory Commission on Asian Pacific American Affairs
- Jewish Family Services of Harrisburg
- PA Families, Inc.
- Penn State University
- Pennsylvania State Data Center
- Pennsylvania Coalition Against Rape
- Pennsylvania Commission on Crime and Delinquency
- Pennsylvania Department of Health
- Pennsylvania Immigration Resource Center
- The Pennsylvania Immigrant and Refugee Women's Network
- Trans Advocacy Pennsylvania
- Women of Color Network
- Women's Way

SLT Vision statement

We envision a Pennsylvania that acknowledges both the trauma and resilience of its residents. A Commonwealth that is inclusive of all persons regardless of their differences and where all persons have equitable opportunities for safety and participation in healthy relationships and communities.

SLT Mission statement

To increase accessibility to safe and healthy communities by pooling our expertise and influence as a multi-disciplinary action team to increase funding, attention, and resources for the prevention of intimate partner violence in Pennsylvania.

PREVENTION STANDARDS

This year the Prevention Team reviewed PCADV's Standards for prevention, to update them to reflect the new standards we have taken in prevention. Upon review of the Standards, three overarching themes emerged regarding PCADV's understanding and prioritization of prevention.

1. Inconsistency within PCADV Standards with regards to defining prevention versus community education, awareness and/or outreach.
2. Prevention is not a required activity by PCADV, though current funding streams can be used towards prevention.
3. Prevention is not prioritized in PCADV's Standards, as evidenced by its lack of inclusion in knowledge and training requirements.

In our first step to address this issue, PCADV developed a new definition of prevention that was voted on and approved by the Membership Delegation and was put into effect July 1, 2019.

PCADV's new definition of prevention is:

Prevention is a process of cultivating environments that are healthy and equitable for all persons by addressing the **risk and protective factors** associated with intimate partner violence (IPV). The goal of prevention is to reduce both the incidence and prevalence of IPV by focusing on eliminating first time perpetration and victimization of IPV.

Prevention is successful when it is grounded in an understanding of **systemic oppressions** as the root cause of violence and power and control in relationships. Addressing the risk and protective factors associated with IPV also addresses factors associated with sexual violence, community violence, child abuse and neglect and bullying. Thus, prevention must be **multi-sector**, implemented with a **health equity lens** and consist of efforts at the community and/or societal levels of the social ecological model. Plans for implementing prevention should include a strategy for achieving **long-term change** and **regular evaluation** of the work to ensure quality.

For a program to be considered compliant with PCADV's definition of prevention, they must have a written, minimum five-year plan with overarching logic model and detailed annual plans. Plans must:

1. Demonstrate a clear connection in the logic model between prevention efforts and long-term goals for change;
2. Include a strategy for evaluation of prevention efforts;
3. Define the environment(s) they are working in;
4. Include at least one strategy at the community or societal level of the Social Ecological Model (SEM);
5. Acknowledge the reasoning behind the efforts chosen, including:
6. Name which risk and protective factors the plan is choosing to address, and why.
7. Identify Which systemic oppressions intersect with their work.
8. Identify the gaps in health equity in their chosen prevention efforts and how they plan to eliminate those gaps.
9. Identify a minimum of two allied community partners (outside of the field of IPV) the organization is partnering with and include a rationale for their selection.

The Prevention Team has developed guidance around the programmatic and evaluation components of the new standards. This guidance will be shared, and tweaked if necessary, at the FY20 fall and spring regional meetings.

We realize prevention is still an overwhelming, somewhat intangible undertaking for some programs. As you have feedback on how to better present or explain prevention, please share that with the Prevention Team. Similarly, if your program is feeling uncertain or has questions – call us! Our goal is to help each program have a successful program initiative that is a custom fit to both their community and their resources.

** As a reminder, the prevention standards are not yet a core service for PCADV member programs. Therefore, programs are not required to follow PCADV's definition or components of prevention.*

RAISING RESPECT

This year, PCADV was able to complete a local study of the Raising Respect app in Pittsburgh. We sought to measure parents’ knowledge of dating violence, confidence in having conversations about healthy relationships with their pre-teens/teens, and satisfaction with the app. Parent participants were randomly assigned to either the experimental (using the app) or control (not using the app) group.

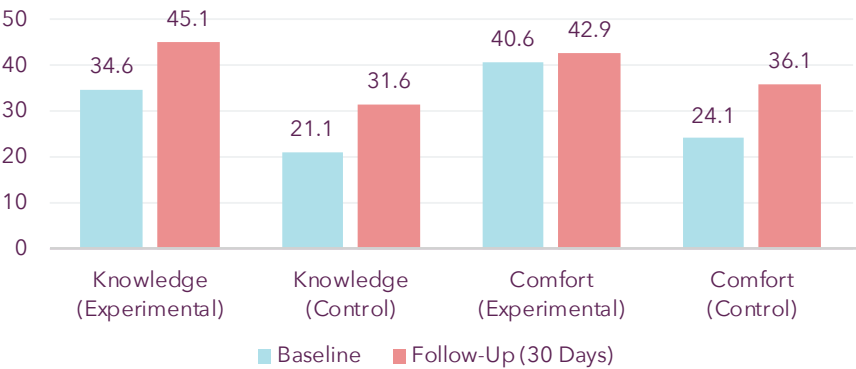
Participants were primarily female and included biological parents, stepparents and different types of guardians as well as being both racially and economically diverse. Unexpectedly, participants in both groups saw an increase in frequency and duration of conversations about healthy relationships with their pre-teens/teens from beginning to end of the study. Both groups also reported greater feelings of self-efficacy in having or maintaining these conversations. This suggests the value and impact of making parents aware, or reminding them, of the importance of talking with their children about relationships and related topics.

In focus group and interview follow-ups, parents who used the app described feeling more confident and comfortable engaging in conversations with their teens and would recommend the app to other parents.

Moving forward, PCADV will introduce some of the app content interactively on PCADV’s updated website – stay tuned!

Reported Self-Efficacy

Percentage of Responses of "Fairly/Extremely"

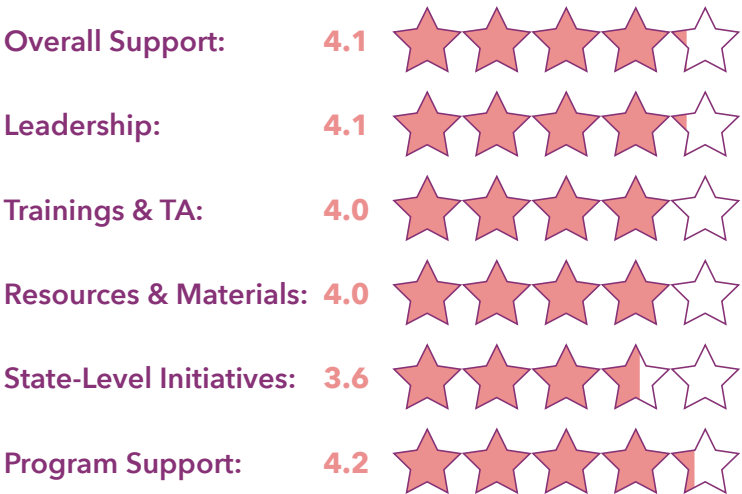


ANNUAL PREVENTION SURVEY 2019

Every year the Prevention Team disseminates a survey to gather valuable feedback in a variety of areas to inform our planning and collaboration with local member programs. We asked for input on our overall support, leadership, trainings and technical assistance, resources and materials, and state-level initiatives.

This year, we got nearly **60 responses** throughout August. Thank you to everyone who gave their time to provide us with input! We use your feedback to evaluate aspects of our work and performance. While there's a wealth of information that we received, the highlights include:

We were rated the following out of 5 Stars to indicate local program satisfaction with the areas mentioned above:



According to most respondents, what the team does well is providing training, technical assistance and support to local programs. We're happy that so many local programs know that we are always available for technical assistance and support, as needed!

The regional meetings received praise, and several people noted that they leave feeling energized afterward. A few individuals mentioned the usefulness of the THRIVE model – as well as an appreciation for the updated prevention standards and the movement that domestic violence prevention is heading in Pennsylvania.

Suggested areas of improvement varied across respondents; however, some themes emerged. These included better coordination within PCADV, connecting local programs to our state-level prevention work, and providing more trainings and more information about prevention efforts, both locally and nationally. We received a lot of useful feedback about ways to improve our leadership across the state. After processing and analyzing this information more thoroughly, we will release any significant next steps in a future newsletter.

Thank you again to everyone who responded! Your feedback is invaluable to this process. If you have any further comments or questions, please do not hesitate to reach out to us.

"The prevention team is always available for questions, they will help with anything you need from them. No matter how long it takes. I will always respect that."

2019 Annual Prevention Survey Respondents

"The staff are knowledgeable and approachable. It is clear they are working hard and also have a good attitude towards their work. Additionally, they are thoughtful with regards to the time of our meetings building in travel and things like that."

LOCAL RESOURCES

NEWSLETTER

PCADV's Prevention newsletter continues to be a useful tool for the Prevention Team to share updates and resources with programs. Almost every month, the newsletter provides prevention specialists with the latest and most innovative theories, materials, strategies and trainings related to the prevention of intimate partner violence. Some of our most popular topics have included Teen Dating Awareness Month in February, International Women's Day, and updates on the #HearMeOut Campaign. We also use the newsletter to report-back from the regional prevention meetings and Summer Summit for programs who were not able to attend.

Right now, we have over a hundred staff members from local programs subscribed to the newsletter! And we're continuing to grow!

You can subscribe to the Prevention Newsletter at:

pcadv.org/prevention/news

REGIONAL MEETINGS

FY19 marks the third consecutive year of PCADV's regional prevention meetings. Each year, PCADV's Prevention Team hosts meetings for membership programs in six regions. These meetings are used for networking between programs, training, and distribution of prevention materials.

The regional meetings have become an increasingly important part of our strategy to build capacity for prevention statewide. They are an essential way for the Prevention Team to listen and learn from the local programs.

The fall meetings in FY19 focused on community collaboration. Using the Collaboration Multiplier, a tool created by Prevention Institute, the training enabled participants to think strategically about how to engage community leaders. As prevention efforts move towards community level strategies, the need for collaboration between community organizations and leaders becomes imperative for our success.

The spring regional meetings addressed one of the most frequent requests for trainings we receive: self-care for prevention staff.

While there is much discussion within our movement on self-care, it is typically limited to direct service staff. As a movement, we know that addressing burn-out and secondary trauma for direct service staff is vital, but in order to develop sustainable prevention efforts, this must be extended to prevention staff as well.

The first part of the self-care meetings focused on institutionalizing self-care. Program directors and supervisors were invited to the meetings. Many staff in leadership positions did attend the meetings to take lessons back to their programs. Each program was given a copy of the book "The Happy, Healthy Nonprofit: Strategies for Impact without Burnout." The second portion of the day focused on individual self-care. We used this time to allow staff to create their own self-care plans for their daily work and for emergencies.

In total, 70 program staff from 47 member programs, and two community partners attended the regionals. This has been one of the largest turn-outs for regional meetings since we started in 2016.

What prevention program staff are saying:

"The greatest thing that I will use from today is that it is okay for preventionists to do self-care."

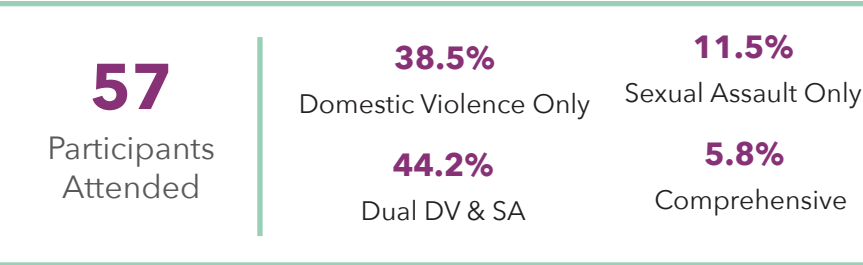
"Self-care is important not only for me but also the whole prevention team."

"Thank you for the validation!"

"I want to bring the self-care info to all staff and remind my team that burnout isn't only a direct service thing."

SUMMER SUMMIT

PCADV and PCAR again co-hosted our annual statewide prevention summit on June 4-5, 2019. This year, we were able to offer a few main workshops as well as break-out sessions that offered both introductory prevention topics as well as more advanced ones. Similarly, six member programs were invited to present on their successful prevention programming. With our newly added Prevention Evaluation Specialist, our team focused on ensuring collecting valuable participant feedback and using that to inform future work.



According to participants, the most valuable and useful workshops were:

- Networking time
- Human Trafficking and Prevention
- Media 2: Talking with the Media
- Media 1: Social Media
- Engaging Men Breakout Session
- Standards

The feedback indicated that participants would like more concrete examples and for larger ideas and theories to be broken down into smaller, more digestible topics. Participants also want hear from more member programs about their prevention work and to have more networking opportunities. While PCADV and PCAR felt offering introductory and advanced courses would be useful, a majority of participants actually indicated their preference and readiness for more advanced prevention topics.

Overall, participant responses appear to reflect a shift in thinking about and understanding prevention from an approach of intersecting oppressions that requires work at the community and societal levels. Programs have already begun pushing our prevention team for more concrete ways to implement these new theories.

LOCALLY FUNDED PREVENTION

Community Readiness Model

The Community Readiness Model was developed by the Tri-Ethnic Center at Colorado State University to assess the ability of a community to address a problem. The Community Readiness Model is a tool used to develop a series of interviews with key community leaders. Users of the model can choose an issue and community to assess. PCADV began to pilot use of the model in FY19, funding six programs to implement a community readiness assessment.

Programs who used the tool last year were able to learn from their communities, and how to address the needs of their communities. Programs described how the use of the tool enabled them to build stronger connections and increased their ability to connect with community leaders on issues related to domestic violence.

Due to the success, we reopened this funding opportunity to new and existing programs. New programs will conduct the readiness model and develop an action plan. New grantees include:

- Women's Help Center, Inc. on gender norms in high schools
- Women's Center Inc. of Colombia/Montour on domestic violence in Bloomsburg University
- Turning Point of the Leigh Valley, Inc. on domestic violence in faith community
- Lutheran Settlement House on homophobia in the Philadelphia Juvenile Services Center
- Domestic Violence Center of Chester County on domestic violence in Phoenixville, PA

Existing programs were offered continued funding to implement their action plans developed from their original community readiness model findings. A Way Out and Domestic Violence Intervention of Lebanon County, Inc. were awarded this funding.

As these projects continue, PCADV will collect lessons learned from the field to develop best practices for using the community readiness model for violence prevention. We will provide this information to other local programs across the Commonwealth to support their own implementation of the model.

Coaching Boys into Men

PCADV continues to seek funding opportunities to implement Coaching Boys into Men (CBIM). This year, after funding was identified from PCADV's Preventative Health and Health Services Block Grant, we opened a competitive process for pass-through CBIM grant awards. In May, seven programs were awarded \$5,000 each. Three programs are new to CBIM pass-through funding. Two programs have been implementing CBIM for one year, and two will be entering their third year of CBIM implementation.

7

Programs



\$35k

Awarded

In August, 11 people, representing 7 programs, received a training facilitated by Pittsburgh Action Against Rape (PAAR). PAAR has years of experience with CBIM implementation and utilizes a coach to co-facilitate.

Those new to CBIM received a 2-hour orientation. All programs participated in a 5-hour training that focused on:

- Marketing CBIM
- Training coaches 1-on-1
- Maintaining coach interest
- Supporting coaches
- Offering suggestions on handling "push back" on card topic content

We provided ample opportunity for the more seasoned programs to share lessons-learned. One participant remarked: "We all have great ideas, let's share!", which led to a discussion about maintaining a CBIM community, with ongoing sharing of resources and ideas.



Participant comments after the training included:

"I learned so many new things to try.
Even though I'm entering year three, I'm
re-energized and even more excited now!"

Let's get out and
Coach Boys into Men!

"I'm ready to
do this!"

PCADV is launching a new Quarterly Reporting Form for grantees and we hope to share positive outcomes from these project sites in the next Annual Prevention Report.

Additionally, PCADV intends to release a CBIM Toolkit in 2020 for those interested in implementing CBIM in their communities. It will include the following:

- Overviews: national and state efforts; tips for modifying CBIM; programming for female athletes
- Building Capacity: FAQ's; sample promotional and outreach materials; framework for 1-on-1 training of coaches; lessons learned from prior grantees
- Collaborating with PCADV: How to access TA from PCADV staff; card series ordering process; reporting requirements



DELTA Update

At the end of FY19, we are a little over one year into our work on the CDC DELTA Impact grant. In addition to the information provided on the State Action Plan and State Leadership Team, below are updates on the work thus far.

DELTA Impact Coordinated Community Response 1 **Women's Center of Columbia/Montour** **DELTA, CCR1**

The Women's Center of Columbia/Montour represents CCR1 (Coordinated Community Response) and is implementing Be the Change curricula in middle and high schools in their counties. During the 2019-2020 school year, the Women's Center of Columbia/Montour implemented Be the Change to 83 students over the course of 20 programs presented in a high school and local teen center.

The purpose of Be the Change is to provide students with the skills to identify violent behaviors, to be an active bystander and to provide more monitoring in spaces deemed unsafe by the student body. The latter of the goals of Be the Change is done by implementing hot spot mapping. Hot spot mapping is an activity for the students to speak to their school environment.

Marissa Holshue, previous DELTA Coordinator

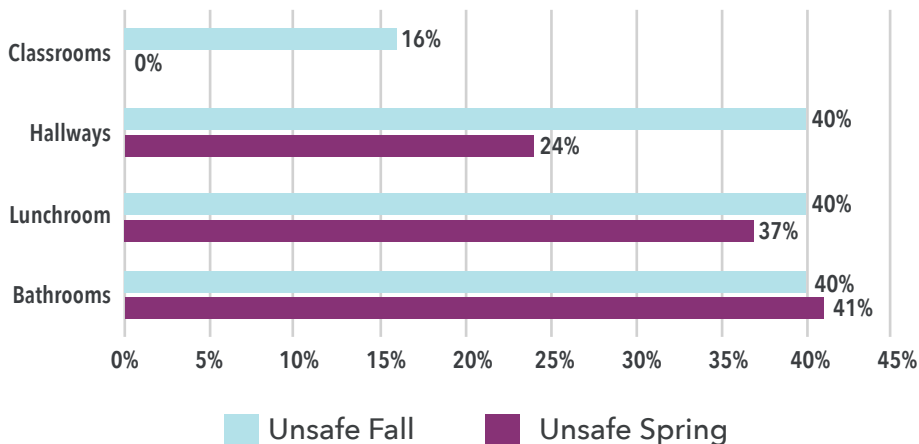
In one of the high schools that implemented hot spot mapping, freshmen students in the fall identified the cafeteria, bathrooms and hallways as unsafe areas. The DELTA Coordinator shared the maps with the Principal and Dean of Students to discuss the "hot" areas. Ultimately, the school agreed to change the way they monitor the hallways and cafeteria, resulting in positive changes in the perception of safety in these areas when new freshmen students were measured at the end of the school year.

83
Students

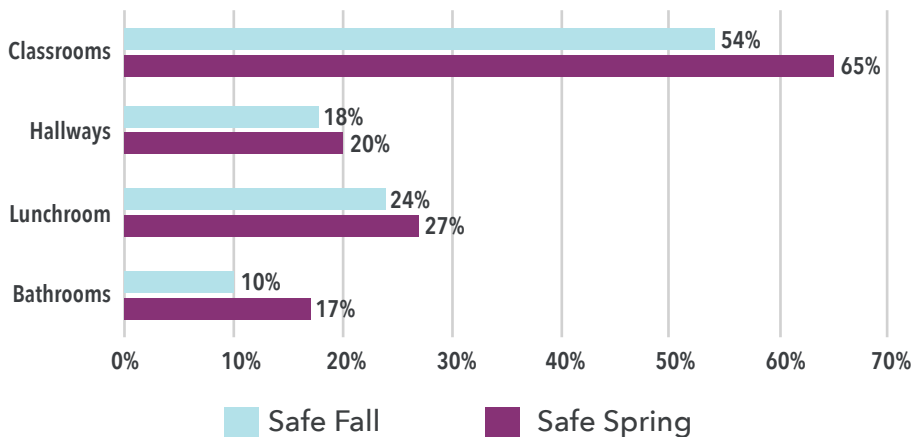


20
Programs

Unsafe Spaces Identified by Berwick High School 9th Grade Students



Safe Spaces Identified by Berwick High School 9th Grade Students



DELTA Impact Coordinated Community Response 2

Domestic Violence Center of Chester County

The Domestic Violence Center of Chester County (DVCCC) represents CCR2 and is implementing Coaching Boys into Men (CBIM) in middle and high school teams within Chester County.

In implementing CBIM, DVCCC has expanded the inclusivity of the program, by adapting the pre/post surveys to be gender neutral and inclusive. Questions regarding dating abuse are open to both heterosexual and LGBTQ+ relationships, and questions about bystander intervention are considered in a way that includes marginalization of not just women, but anyone based on their sexual or gender identity, race, religion, class, etc.

Coaching Boys Into Men is being implemented in five high schools in Chester County with ten different sports teams. Of the teams that participated during the 2018-2019 school season, the pre/post-test responses show positive results!

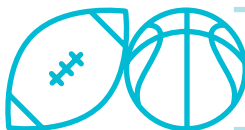
5
High
Schools



10
Sports
Teams

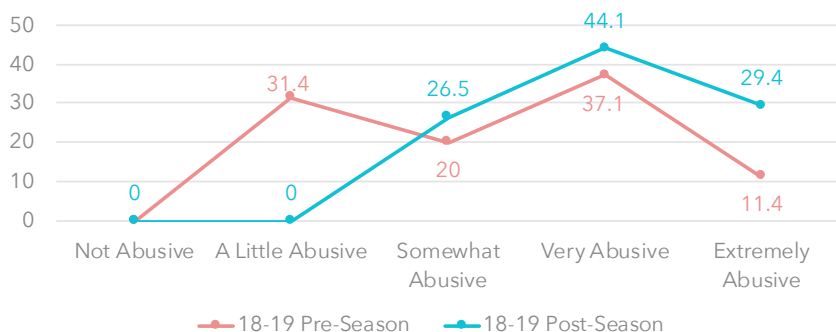
When athletes were asked if they would recommend CBIM to other male athletes, 100% of respondents replied yes. Athletes shared these answers as reasoning for why they would recommend the program:

- It is helpful/relatable.
- I learned a lot/People would learn a lot more.
- It will help create a safer & happier community that would help a lot of people.
- It taught me a lot about growing up.
- Teaches real-life skills.
- It brought us together as a team.
- No one really has a good conversation (with us) about these topics.

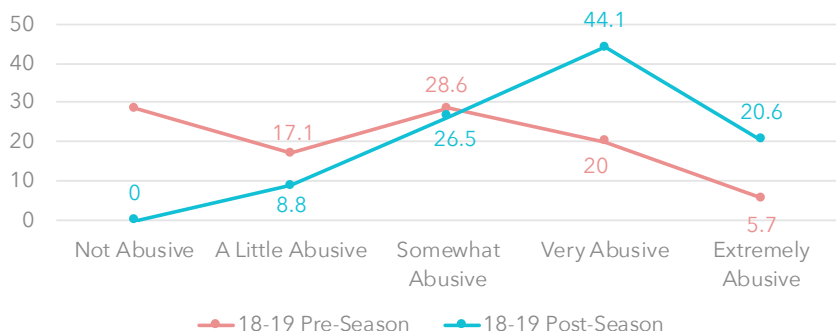


100% of athletes would recommend CBIM

Telling your partner they are ugly or stupid.

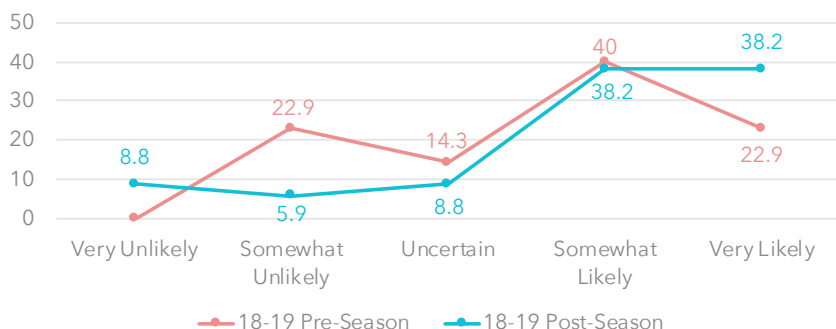


Constantly calling, texting, or using social media to check-in with what your partner is doing, who they are with, and where they are.



Stopping someone from making rude or disrespectful comments about someone's appearance.

This graph illustrates athletes' willingness to intervene in unhealthy behaviors.



GOAL 2: SOCIAL CHANGE

ENGAGING MEN CAMPAIGN: #HEARMEOUT

After five years of the Father's Day campaign, both the Prevention and Communication teams chose to revisit the campaign's goals and strategies. Together, we engaged in a creative planning process, which involved analyzing previous campaign outcomes, researching best practices, and conducting focus groups with Pennsylvania men to gather their feedback on messaging, branding and their perception of domestic violence. Shifting from the Father's Day campaign to the Engaging Men campaign allows us to reach not just fathers, but all men in Pennsylvania. This builds upon our 2018 goals to increase the inclusivity of the campaign.

The 2018 Engaging Men campaign, entitled #HearMeOut, seeks to disrupt social norms and provide a much-needed male presence within the movement to end gender-based violence in Pennsylvania. The #HearMeOut challenge is about empowering and encouraging men to become leaders for other men in the movement to prevent and end domestic violence. This year, we continued our partnerships with the Philadelphia Phillies, Pittsburgh Pirates, Harrisburg Senators and added the Williamsport Crosscutters! Each team provided PCADV with a #HearMeOut PSA recording by team players and an awareness raising game day during the months of June and July.

#HEARMEOUT

Excellence in Male Leadership Award Winners

Western



**Jason
Nesbitt**

*Executive Director
of the Center for
Family Services*

North Central



**Chief
Ernie Delp**

*Chief of Police
Montgomery, PA*

South Central



**Dan
Barrett**

*Professional
Scooter Rider,
Influencer*

Eastern



**Dr. Chris
Lunardi**

*Vice Principal,
Bayard Rustin
High School*



With the addition of the Crosscutters, we again opened up Excellence in Male Leadership nominations to the Western, Eastern, Northcentral (Crosscutters) and Southcentral (Senators) regions. Our selection committees were able to select winning nominations for the Western, Eastern and Northcentral regions. Though there was not a nominee for the Southcentral region, one of our influencers was able to represent the campaign at the Senators game.

#HearMeOut Digital Campaign

In broadening our focus from Engaging Men to #HearMeOut we significantly increased our reach and engagement with our Pennsylvania audience on our social media platforms.

Facebook

771

New Page Followers

1.5million

Lifetime Total Reach

1.2million

Lifetime Post Total Impressions

Instagram

224

New Page Followers

227k

Impressions (Total Count)

227k

Instagram Stories Performance

Twitter

173.9k

Organic Impressions

436

Total Engagements

103

Mentions Received

GOAL 3: PUBLIC POLICY

PAY EQUITY

Pay equity is equal pay for work that is similar or equal in value. As part of the Centers for Disease Control and Prevention (CDC)'s DELTA (Domestic Violence Prevention Enhancement and Leadership Through Alliances) Impact grant, PCADV's Prevention Team is developing a report that focuses on the relationship between unequal pay policies and intimate partner violence (IPV). Once the report is finalized, we will develop corresponding summary documents and a complementary training.

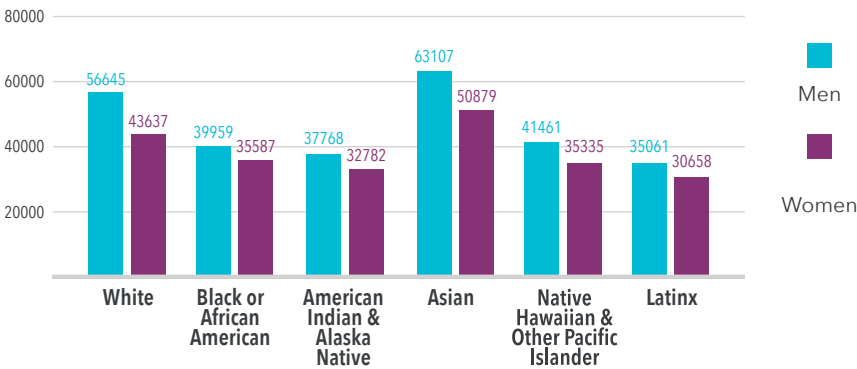


Women working full-time in the United States are paid 80 cents for every dollar a man doing similar work earns.

This discrepancy is even greater for women of color. Pay inequity is present irrespective of education level, industry, race, and workplace environment. We see the root causes of pay inequity as similar to the root causes of IPV; and pay inequity itself as a potential risk factor for IPV. Culminating the research of various studies, we hypothesize that decreasing the wage gap among women of all races, orientations, immigrant statuses, etc., will reduce the risk of experiencing intimate partner violence primarily through financial independence and challenging traditional gender norms.

Though the causes of pay inequity are many, the strategies shared in this report represent a positive step towards combating the gap and reducing intimate partner violence.

Median Annual Earning, by Race/Ethnicity & Gender, 2017



FY20 ACTION STEP

In fiscal year 2019, the Prevention Team introduced THRIVE as a theory for prevention, developed a new definition for prevention, and outlined updated standards. With each of these pieces, we are trying to emphasize the importance of quality, community-level prevention work. Below, please find a summary of how we envision each of these new pieces fitting together.

For fiscal year 2020, we would like to see a continued focus on strengthening community-level prevention work and allowing our communities to tell us their needs.

ASK your community – what do they need? What are their concerns? What are their strengths?

HOW to do this:

- **Organizational Capacity Assessment.** This is good if you haven't started working on prevention in your organization, or if you're looking to redirect, or change your prevention work.
- **Community Readiness Model.** This is a great tool to engage any community (geographic, group of people, etc.) on how they view a particular issue. This issue could be intimate partner violence, or risk or protective factors related to intimate partner violence.

Emphasize quality over quantity. This can be difficult with some funders who are numbers-focused.

HOW to do this:

- **Evaluate your efforts.** This is the best way to demonstrate change. Or, if you have a funder that focuses on numbers served, you can use evaluation to demonstrate where there has not been change.

CALL or EMAIL PCADV's Prevention Team if you need help or have questions, or just want to share the amazing work you are doing!

HOW to do this:

- Phone: 717-545-6400
- Email: PreventionTeam@pcadv.org



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