

# PREVENTION

JULY 1, 2017 - JUNE 30, 2018

# REPORT





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*When committed and passionate people work together they can create a better future.*

*Prevention work within PCADV and the Membership is truly becoming an “all hands on deck,” program-wide approach.*

Of my three plus years with the Pennsylvania Coalition Against Domestic Violence (PCADV), this year has been the most inspiring. I am overwhelmingly impressed by the growth we have seen from our member programs with regards to prevention. From staff to Executive Directors, prevention work within PCADV and the Membership is truly becoming an “all hands on deck,” program-wide approach.

Given this past year of intensive capacity-building, networking and learning, I am confident in PCADV's ability to position Pennsylvania as a leader in domestic violence prevention. The PCADV Prevention Team will continue to support Member programs' prevention efforts and raise their successes up for statewide and national recognition.

In last year's Prevention Report, we said: “We have set out, quite literally, to change the world.” It is not hyperbole to suggest we can change the world. The history of this movement has repeatedly shown that when committed and passionate people work together they can create a better future; but the eradication of domestic violence will not happen overnight. That's why it is important for us to sustain this year's incredible progress in prevention for the long-term.

Great leaders don't tell you what to do, they show you how it's done. So, let's show them how it's done, Pennsylvania. Let's continue working together to create safe, healthy and equitable environments throughout our Commonwealth.

# MEET THE PREVENTION TEAM

## KRISTEN

Kristen Herman is PCADV's Director of Prevention. Since her start in early 2015, she has overseen the advancement of PCADV's Prevention Team and its efforts. She is excited by what the Prevention Team has been able to accomplish in the past year, and for what the future brings. This year, Kristen graduated from George Washington University with her Masters in Public Health. In her free time, Kristen chooses to run, go to CrossFit, play with her dog, and (constantly) mow the lawn at her new house!

## NICK

Nick Silveri-Hiller has worked for PCADV as the Prevention Specialist since March of 2017. Previously, Nick worked at ACCESS-York/Victim Assistance Center of YWCA York and the Chester County Crime Victims Center, engaging men, college campuses and faith communities in preventing intimate partner violence and sexual assault. He graduated from West Chester University with a B.A. in Women and Gender Studies with minors in Sociology and African-American Studies. Outside of work, Nick can be found catching up on his ever expanding reading list or enjoying some popcorn at the local movie theater.



## DENISE

Denise M. Scotland joined the Coalition in March 2000 and is a 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. Prior to 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 volunteering through the Unitarian Church, kayaking, hiking, swimming, dancing and spending quality time with family and friends. She and her two cats live outside of Dauphin on property with trails, a stream and a pond - which helps Denise maintain her balance during challenging times.

## We're Growing!

### TWO NEW PREVENTION STAFF

As a result of receiving the DELTA Impact prevention funding from the Center for Disease Control and Prevention (CDC), PCADV is able to hire two additional full-time staff members. Positions will include an additional Prevention Specialist, as well as an Evaluation Specialist. We cannot wait to see the growth of our Prevention Team and efforts!

### PREVENTION INTERNSHIPS

This year, the Prevention Team opened up two part-time, paid internship positions, to run year-round. The initial idea was to offer an internship to persons from underrepresented groups, in an effort to increase inclusion in the field and leadership within the movement to end violence against women. So far, the Prevention Team has had three interns, each of whom offered a unique perspective and project proposal to our team.

# 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:

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

### GOAL 3:

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

This year (fiscal year 2018/19), PCADV has reconvened a Statewide Leadership Team (SLT) consisting of state-level stakeholders. The SLT will work on oversight of the CDC DELTA Impact funding and will specifically be tasked with drafting a new five-year prevention plan, upon the expiration of our current plan.

# GOAL 1: STATE & LOCAL RESOURCES

## STATE RESOURCES

### CDC DELTA Impact Funding

In March 2018, PCADV was officially awarded the Center for Disease Control and Prevention Domestic Violence Prevention Enhancement and Leadership Through Alliances Impact grant.

Better known as the: **CDC DELTA Impact grant**

This award is extremely competitive, and is distributed to only ten out of 56 possible state and tribal Coalitions. PCADV's Prevention Team is proud and honored to be a recipient of these funds. With this award, PCADV will have \$2.5 million over five years to implement the following projects:

1. Implementation of Shifting Boundaries Building Level Intervention into schools in Columbia and Montour counties in partnership with The Women's Center Inc. of Columbia and Montour Counties
2. Implementation of Coaching Boys into Men in Chester County in partnership with Domestic Violence Center of Chester County.
3. Analysis of comparable worth policies in Pennsylvania, to compare with national best practices, and identify any gaps.
4. Updates to the current 5-year prevention plan, and development of a new, 5-year prevention plan.

For this grant, the Prevention Team based our programmatic choices on the THRIVE Model. Under this model, with our chosen programming, PCADV's Prevention Team will effectively address People, Place and Equitable Opportunity while providing a roadmap for continued future efforts.

## PCADV Organizational Capacity for Prevention

Prior to applying for the CDC DELTA Impact grant, PCADV's Prevention Team re-released our organizational capacity assessment for prevention. Initially, this assessment was done in 2009 and 2011 as part of a smaller, three-year CDC grant. Participants include board members, member programs and PCADV staff.

### *Seven years later, here are the takeaways:*

- 100% of board members stated either that prevention topics were “a little” or “somewhat” discussed during regular board meetings
- Each board member has prevention knowledge or experience
- 100% of all participants agree there is a team dedicated to primary prevention within PCADV
- More funding is needed for prevention
- Prevention funding needs to be sustained and diversified
- 44% of all participants said to strengthen management capacity, the Coalition must improve their partnership and coordination with state-level intimate partner violence prevention resources and activities
- 100% of all participants agree that prevention has been incorporated successfully in distribution of promotional materials, trainings, campaigns, etc.

### *Recommended improvements:*

- Additional trainings for board and membership
- Include prevention in new staff orientation
- Implement ongoing trainings for all membership, not just preventionists
- Develop Prevention 101 training for newly hired prevention staff



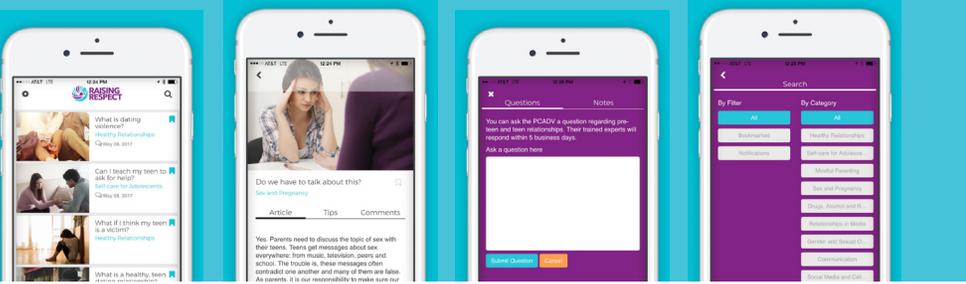
*Board buy-in, staff training, and adequate funding are essential to increase our capacity for prevention.*

## Growth of the Prevention Team

PCADV's Prevention Team has hired **two new full-time positions:**

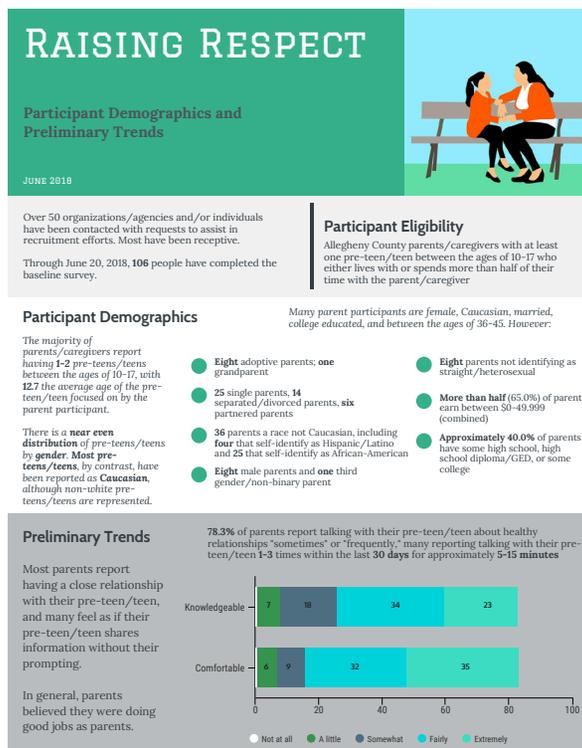


The focus of these team members, in the beginning, will be the CDC DELTA Impact grant deliverables, as well as PCADV's internal evaluations of prevention efforts. Within a year, our goal is to have both of these positions also available for technical assistance to local member programs.



## Raising Respect

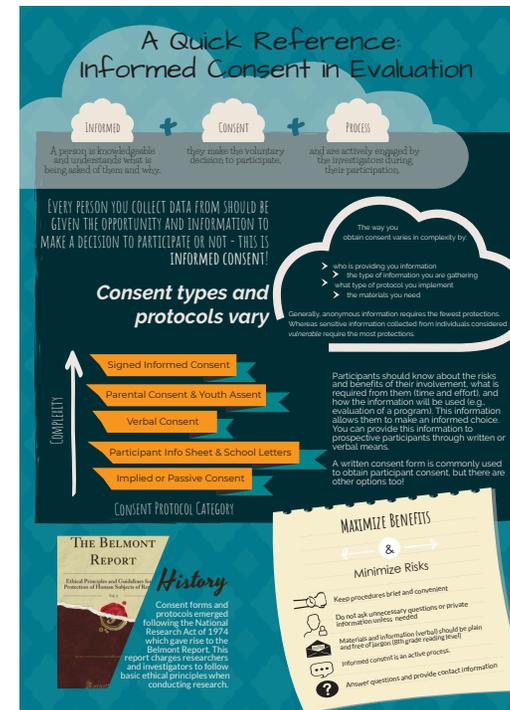
Since its launch, PCADV has moved towards a formal evaluation of our mobile app for parents, Raising Respect. Per funder restrictions, the evaluation is taking place with parents in Allegheny County, who have one or more children in pre-adolescence or adolescence. Primarily, we are hoping to measure the effectiveness of the app in increasing parent knowledge and confidence, and also general feedback on the relevance of app topics and the user-friendliness of the app.



The app can be downloaded on iPhone, Android or online at [RaisingRespect.org](http://RaisingRespect.org)

## Informed Consent

As PCADV's Prevention Team increased training and resources to assist local preventionists in the evaluation of their efforts, we were made aware of a gap in guidance around informed consent and evaluation with minors. As a result, PCADV again partnered with Strategic Prevention Solutions to develop an infographic and accompanying e-learning video. These tools will increase preventionists' understanding of when, and how, to use informed consent in evaluating their programs.



The tool and video will soon be available on [PCADV.org](http://PCADV.org), and is currently available on [StrategicPreventionSolutions.com](http://StrategicPreventionSolutions.com)

## EJSH Translation

As PCADV's Prevention Team began the further expansion of Coaching Boys into Men (CBIM), our attention was called to the need to translate the program into Spanish. With the permission of Futures Without Violence, PCADV is currently working on a Spanish translation of Coaching Boys into Men - Entrenando a Los Jovenes a Ser Hombres.

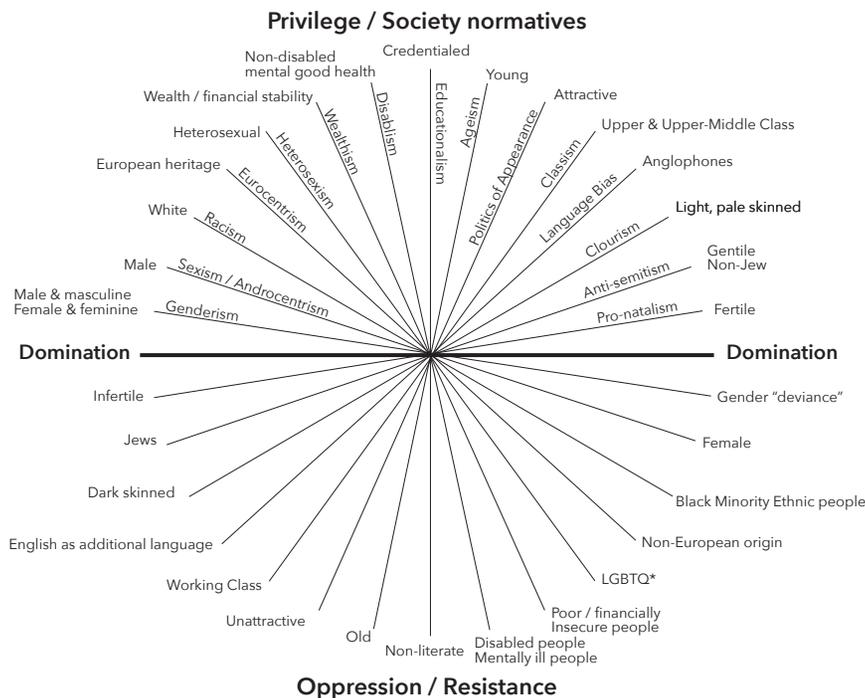
## THRIVE Model training

This year, PCADV staff spent a lot of time further educating ourselves on the greater oppressions that overlap and intersect with domestic violence. Intersectionality is crucial to the success of prevention work. As civil rights activist and legal scholar Kimberlé Crenshaw said,

*“If we aren’t intersectional, some of us, the most vulnerable, are going to fall through the cracks.”*

In our application for the CDC DELTA Impact grant, PCADV’s Prevention Team adopted the THRIVE Model from the Prevention Institute as a research-based model for thinking about, defining, and implementing prevention efforts under the broader umbrella of intersecting oppressions. We presented on the THRIVE Model at the spring regional meetings. In June, we also shared the THRIVE Model presentation with representatives present at PCADV’s Membership Meeting.

As a result, PCADV’s Prevention Team will be offering additional THRIVE trainings and prevention strategic planning sessions to eight member programs.



## LOCAL RESOURCES

### Newsletter

It’s been one whole year since the start of the monthly prevention newsletter! *Subscribers have grown from 65 to over 100!*

The newsletter has been a very useful way for the Prevention Team to share updates and resources with programs. Each month the newsletter explores a specific topic within the field of prevention. Topics have included the LGBTQ+ community, racial justice, and the THRIVE Model. The newsletter shares feedback from the regional meetings as well as resources that were provided at the meetings.

### Regional Meetings

This year was the second year the PCADV Prevention Team has hosted quarterly prevention meetings for each of the six regions. During this time an average of 41 programs have participated in the regional meetings—a *nearly 70% participation rate*.

We are excited that so many programs continue to come to the regional meetings. While we strive for the meetings to be helpful for the programs, the regional meetings are also important for us to learn from the programs.

We use feedback from regional meetings with preventionists to inform trainings and resources we offer.

### A Focus on Community-Level Prevention Work

The Prevention Team focused this year’s regional meetings on supplying programs with tools, resources and trainings to do community-level prevention work. While prevention at the individual and relationship levels are essential, there are many resources for prevention on those levels. There are much fewer resources for preventionists at the local level to engage the broader community. The regional meetings sought to strengthen the prevention initiatives at the individual and relationship level, and to provide more options for engaging the community in our prevention efforts.

*From the 2018 Annual PCADV Feedback Survey:*

*“Very hands on--lots of prevention meetings! I enjoy how [PCADV] keeps distributing new materials as they develop.”*

The fall regional meetings included a training on the CDC tool “Using Essential Elements to Select, Adapt, and Evaluate Violence Prevention Approaches,” which enables the adaptation of prevention efforts to the local community while maintaining its effectiveness. Following that training, a brief introduction to community readiness assessments was presented.

During winter webinars, each region was provided with a training on assessing internal capacity of a program to implement prevention efforts. This training offered a tool adapted by PCADV for programs to assess their capacity for prevention. The training also covered how to interpret the information collected and to create an action plan to increase capacity.

The spring regional meeting focused on the THRIVE model. This model focuses on health equity and societal determinants of health that create risk factors for domestic violence. PCADV also brought community organizers to each of the regional meetings to train participants on the skills necessary to successfully implement social change at the community level.

This year, we also introduced the “Nerd Corner.” For each regional meeting, the Prevention Team compiles research articles, resources, and other in-depth documents from the cutting edge of prevention research. We recognize that while many preventionists want to do research, busy schedules often don’t allow for this. The “Nerd Corner” is a way for us to share these resources with preventionists so they can stay current on the theories and practices of the field.

## Winter Check-ins

This year, PCADV’s Prevention Team offered a new, “winter check-in,” a time in January, where program prevention staff can elect to speak one-on-one with a PCADV Prevention Team member outside of scheduled regional meetings. Individual technical assistance is available year-round, however the winter check-ins allow for additional opportunities for direct interaction and customized assistance.

This year, the PCADV Prevention Team provided individualized check-in calls for twenty-two-member programs.

## Summer Summit

PCADV’s Prevention Team again hosted our statewide prevention summit June 5 -6, 2018. This year, we were fortunate to partner with the Pennsylvania Coalition Against Rape (PCAR) to include sexual assault centers in the summit.

### Trainings offered at the summit included:

- Leadership training with Jasmine Sessoms of She Can Win
- Local program highlights:
  - Blackburn Center and Engaging Men
  - A Woman’s Place and Camp Peace Works
  - Domestic Violence Services of Southwestern PA and Managing a Prevention Team and Goal Setting
- Panel to discuss intersectionality and the role of social justice in prevention work
- “The Future of Intimate Partner Violence Prevention” by Casey Keene of the National Resource Center on Domestic Violence
- “Analyzing Evaluation Data” with Stephanie Townsend, consultant and evaluator with PCAR
- “Communicating Prevention Work” with Laura Palumbo of the National Sexual Violence Resource Center

Participants appreciated each of the workshops and offered valuable feedback to the Prevention Team while planning for next year. Feedback included: restructuring of workshops during different times of day, increasing inclusivity in panelists and presenters and more advanced training topics. The Prevention Team has captured all of this information into our survey of the summit and will use the evaluation to help us plan next year’s summit.

## Pass-through Funding

### Coaching Boys into Men

#### Southeast Region

Thanks to the generosity of the Wawa Foundation once again, we were able to provide additional funding, beginning November 2017, to the eight programs already implementing CBIM in the South East region.



#### PCADV Activities:

- Provided 136 free card series to programs for use when training coaches
- Technical Assistance (TA) included requests for information on curricula for female athletes, engaging coaches, maintaining coach interest, getting teams to submit evaluations, approaching Athletic Directors, Title IX and PIAA Standards
- Surveyed all programs implementing CBIM to capture top successes and barriers
  - Top successes included: Positive feedback from coaches and athletes; athlete participation; relationship building and interest in requesting other primary prevention programming.
  - Top barriers included: Coaches availability; coaches/administration not responding; not having an equivalent program for female athletes

83

Coaches or Adult Influencers Trained by Advocates

821

Athletes Participated

#### Northwest Region

In September we provided funding, through the Department of Health and Human Services, to seven programs in the Northwest region to implement CBIM. Programs were initially provided with a "Getting Started" document with links to Futures Without Violence Toolkits and webinars, tips for building capacity, and materials from other programs already implementing CBIM.

In November, 16 people, representing seven programs, received a full-day training facilitated by Pittsburgh Action Against Rape (PAAR). PAAR was chosen due to their years of experience with CBIM implementation and their ability to bring a coach to co-facilitate. The training focused on how to gain interest in CBIM; train coaches and maintain their interest; encourage the use of evaluation tools and illustrate ways for advocates to provide ongoing support to teams.

At the end of the training, most participants felt "somewhat" or "very" motivated to begin implementation.

21

Coaches or Adult Influencers Trained by Advocates

96

Athletes Participated

*"I've seen a big change in my guys in terms of how they treat girls, think about relationships and hold each other accountable."*

*- High School Coach*

*"The High School not only completed the program, but also had me there on a weekly basis to reinforce the messages."*

*- Advocate*

*"I used to think that loyalty was the most important thing in a relationship, but after listening to you and my coaches, I now think that you have to have communication for a relationship to work out."*

*- 8th grade male from Youth Center*

## Pass-through Funding

### Community Readiness Model

Using pass-through funding from PA Department of Health's Preventative Health and Human Services Block Grant, one program from each region was selected to assess their community for its readiness for prevention. Community readiness assessments are tools to discover the particular needs of a community and its baseline readiness in order to address the need.

Through a competitive application process, the following programs were chosen to receive funding for the project: Alice Paul House, A Way Out, A Woman's Place, Domestic Violence Intervention of Lebanon County, SafeNet Erie, and Women Resource Center of Monroe County.

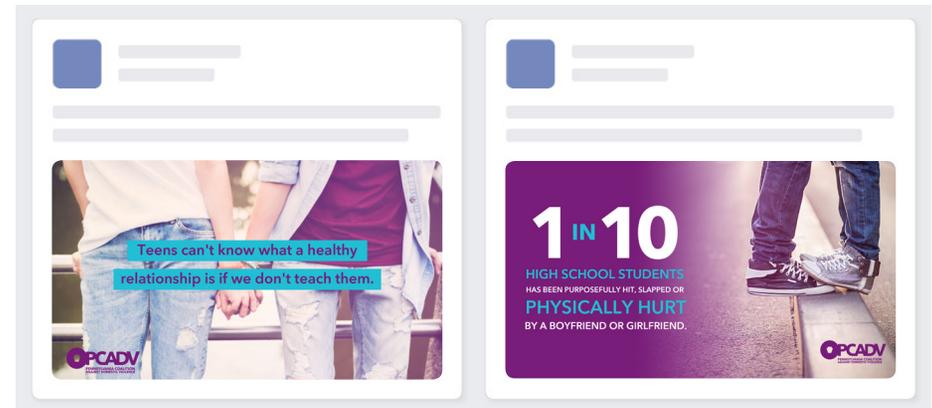
Funded programs attended a day-long training by Liz Zadnik. She co-authored "Assessing Campus Readiness for Prevention: Supporting Campuses in Creating Safe and Respectful Communities" and has spent the last decade working to prevent sexual assault and intimate partner violence.

At the conclusion of this year-long project, we hope to understand the challenges and successes from program participants. With this knowledge, PCADV will develop more resources, tools, and trainings to assist programs in implementing readiness assessments in their communities.

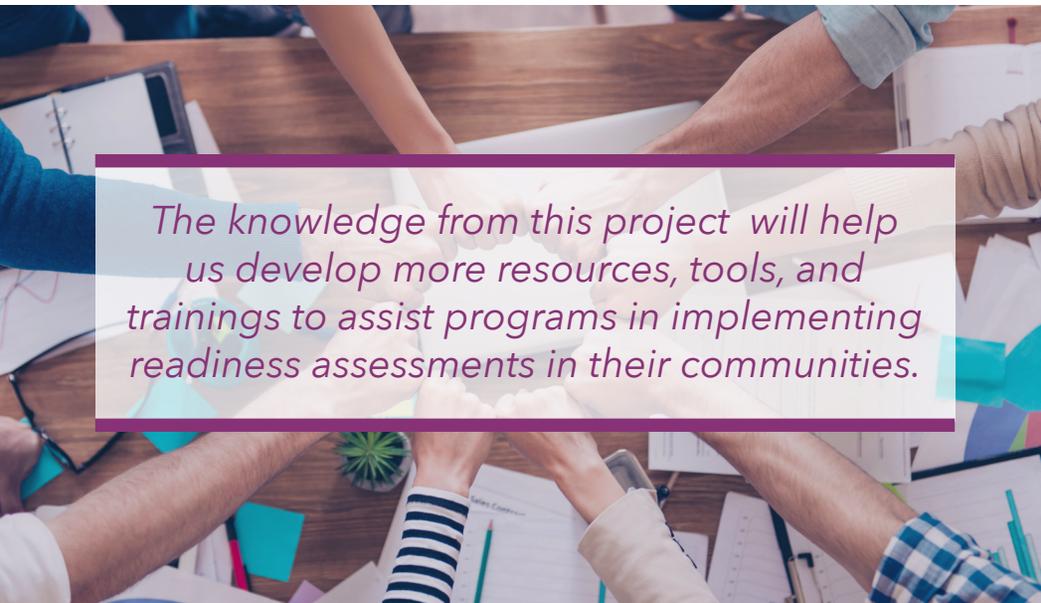
### Southwest Communications Campaign

During the first year of prevention meetings, each region was given the opportunity to collaborate on a project. This collaborative project was intended to help programs increase the reach and scope of their prevention efforts.

At a meeting and training by an ad agency with expertise in digital and traditional marketing, the SW region chose to implement a social media campaign to target parents of teens and adolescents to discuss dating violence with their children. With this information, PCADV's Public Affairs Team hosted an additional training for participating programs on how to run social media campaigns. Each program received images to publish on their social media accounts that direct parents to a collaboratively-developed website with resources for parents.



This project is funded by the FISA Foundation and will be completed in December. Participating programs were trained on how to effectively use social media to maximize engagement and opportunities to educate the public. At the close of the campaign period, PCADV will examine analytics from utilized social media platforms to analyze gaps and opportunities. PCADV may then explore the possibility of funding similar efforts in other regions across the state.



*The knowledge from this project will help us develop more resources, tools, and trainings to assist programs in implementing readiness assessments in their communities.*

# GOAL 2: PUBLIC POLICY

## PUBLIC POLICY AND PREVENTION

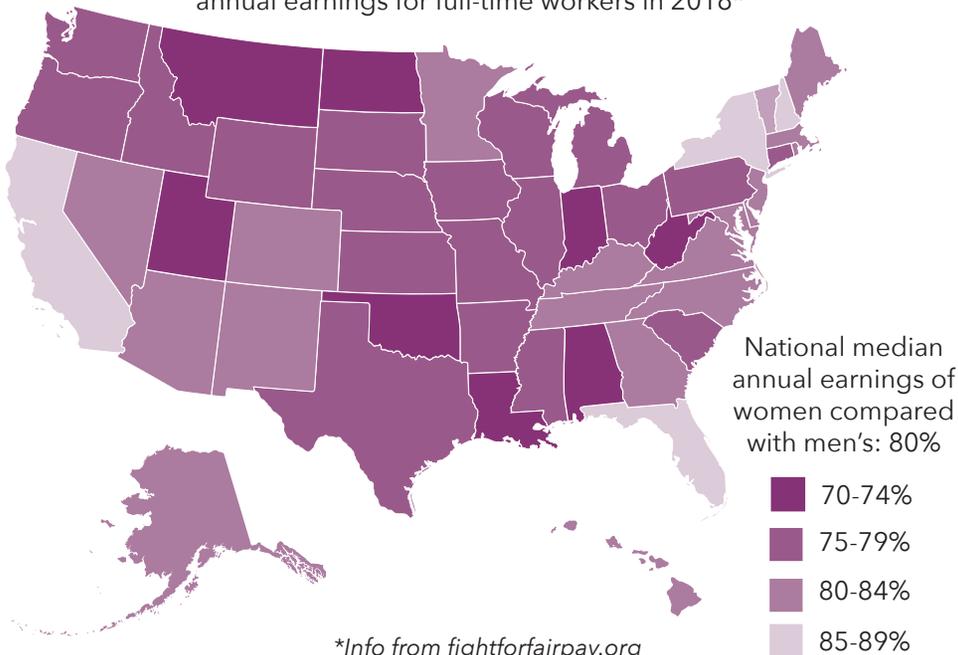
### Comparable Worth Policy Analysis

This year, the Prevention Team, through CDC DELTA Impact funds, finally has an avenue for public policy work. The Prevention Team will analyze comparable worth (or pay equity) policies throughout the Commonwealth. We also intend to review national best practices to identify any opportunities for primary prevention policy reform in Pennsylvania. PCADV will be working with a network of ten statewide coalitions and three national partners on best practices for policy analysis and evaluation.



### GENDER PAY GAP BY STATE

Women's median annual earnings compared with men's median annual earnings for full-time workers in 2016\*



\*Info from [fightforfairpay.org](http://fightforfairpay.org)

*Wage discrimination  
limits women's choices and  
has real consequences.*



# GOAL 3: SOCIAL CHANGE & PARTNERSHIPS

## FATHER'S DAY CAMPAIGN

Now in its fifth year, the Father's Day campaign has continued to grow and evolve. During the campaign, PCADV responded to feedback about the heteronormative and non-inclusive language of the Father's Day pledge. Through an ad-hoc subcommittee of PCADV's Steering Committee, the pledge was rewritten and adopted by PCADV's Membership.

I pledge to make my community safer by:

- Learning about domestic violence and sexual assault.
- Modeling respect and equality in my own relationships; and
- Speaking out against disrespectful and abusive behaviors.

The Father's Day campaign has evolved from a general awareness campaign about domestic violence. It has grown to emphasize and honor male community leaders who are role models in healthy masculinity for younger men and boys.

*This year, through our statewide events and digital campaigns, pledge signatures increased by 23% over the previous year.*

## Excellence in Male Leadership Award

The Excellence in Male Leadership award is presented annually to male community leaders who demonstrate healthy masculinity, model respect and equality in relationships, and act as allies in the movement to end domestic and sexual violence. This year was the first that PCADV opened nominations to the public, and we are happy to say three well-deserving winners emerged.

### WESTERN



**Todd Smith**

Father, foster-parent, math teacher and varsity baseball coach at Clarion Limestone High School in Clarion County.

### CENTRAL



**George E. Fitch, Jr.**

Father, Assistant Principal at William Penn Senior High School and member of Big Brothers Big Sisters in York County.

### EASTERN



**Mike Gallagher**

Former detective, Police Liaison with Women Against Abuse, Advisory Board Member with Lutheran Settlement House's bilingual domestic violence program, Volunteer with MEN CAN campaign.

PCADV once again partnered with the Pittsburgh Pirates, Harrisburg Senators, and Philadelphia Phillies to host Father's Day pledge nights and to produce Public Service Announcements (PSAs) featuring team players or management advancing healthy relationship messaging.

PCADV also partnered with five radio stations (three of them official sports stations of our three Major League Baseball partners) throughout PA for an average weekly reach of over 360,000 listeners across the state. PCADV also ran billboard ads in Central PA, generating over 1.5 million impressions. Our social media campaign was an excellent outreach tool, reaching over 52,900 people and generating 47,200 impressions, and over 2,500 engagements.

# FISCAL YEAR 2019 ACTION STEPS

## PREVENTION AS A

## PROFESSIONAL FIELD OF WORK

Each year, the Prevention Team likes to include some suggestions in this report for program leadership and staff as they continue to strengthen and expand their prevention work. Just as other areas of domestic violence work developed into professional fields, Prevention must evolve similarly. This year we would like to see a focus on developing Prevention as a professional field of work.

### Some ways to do this:

#### 1. **Speak with your preventionists.**

Funding continues to be an issue when it comes to prevention; especially because funders are interested in metrics and the prevention field is focused on qualitative results and more significant community impact. Working together with your prevention staff to decide how quantitative metrics can be incorporated into their existing work can help to ensure sustainable and impactful prevention funding.

#### 2. **Preventionists - take time for self-care!**

Yes, prevention work can lead to burnout. While preventionists do not often deal directly with victims and survivors, because prevention work requires incremental change over time, we often do not see immediate benefits to our work, which can be dispiriting for some.

#### 3. **Strive to integrate prevention into your whole agency** and ensure each staff person and board member understands the importance of prevention work and what it encompasses. Often, our intervention and prevention efforts—particularly in the areas of economic justice and housing—can easily cross-collaborate towards a shared goal. An internal organizational capacity assessment does not take much by way of resources and provides a clear picture of successes and tangible action steps.



*Developing Prevention  
as a professional field is  
key to our success.*



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