



2019-2020

PREVENTION

REPORT

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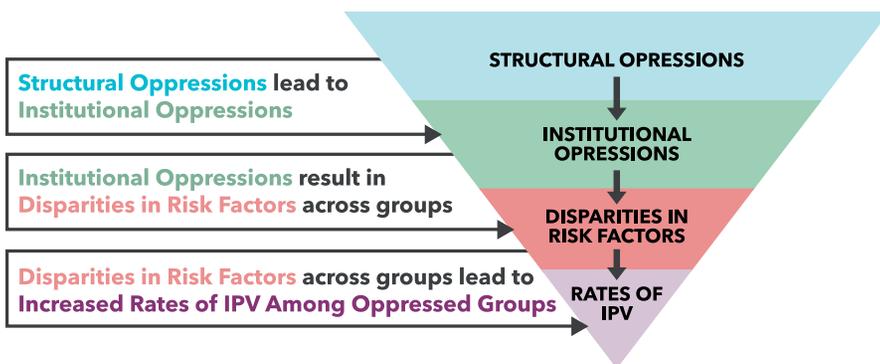
INTRODUCTION

When we decided to extend the reporting period for this year's Annual Prevention Report, I realized we would be releasing it after the election. And so, I sit here, the day before the election, thinking this could either be a great idea to get this introduction completed... or require a total rewrite tomorrow.

And isn't that what much of these past nine months have been? So much back and forth and a constant requirement to be adaptive and flexible at all times. What we know one day is not necessarily the same the next day. However, this isn't new to our field. Not the flexing, anyway. Our movement is constantly learning and growing.

So, what then, has this pandemic taught us? Well, what we now know is that we can no longer deny the direct impact that other oppressions (outside of sexism) have on our communities. And if intimate partner violence (IPV) prevention requires the existence of safe and healthy communities, the repercussions of all oppressions impact the ability to do our work.

In PCADV's new five-year Statewide Prevention Action Plan, we developed a new model, in collaboration with our State Leadership Team. This model better explains the connection between oppressions, and the disparities they create which ultimately led to a greater risk of experiencing IPV.



What we've seen as a result of this pandemic are oppressions and disparities compounded even further, resulting in increased risk for IPV victims and survivors, particularly for indigenous women and women of color.

Doing anti-oppression as prevention work is tricky. It is hard to know where to start or what to work on, and it can be challenging to explain to folks what any of this has to do with IPV prevention. However, we know better now. Now is our time to step up. To acknowledge that in order to end IPV and all oppression against women, we must end IPV for all identities and therefore work to end all oppressions. We cannot retreat to methods that do not authentically engage and share power with all communities.

All this is to say, definitively, that IPV prevention work **is** anti-oppression work. It **is** social justice work. If we work to create genuinely inclusive and equitable communities for all, then we will have done our jobs.

In community,

Kristen Herman

“Do the best you can until you know better. Then when you know better, do better.”

– *Maya Angelou.*

MEET THE TEAM:

KRISTEN

Kristen is the Director of Prevention and has been with PCADV for five years now. This past year her work has focused on the understanding that anti-oppression work is prevention work, and what that looks like at state and local levels. 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. Prior to PCADV, Kristen was the coordinator for a local level prevention program in Delaware. When Kristen's not working, she's usually playing with her puppies, forgetting something she was supposed to be doing, or just enjoying some down time (while she should probably be doing that thing she forgot).

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 was as a student worker at the Women Center engaging men in sexual assault prevention. After graduating, he began his prevention work at the Chester County Crime Victims Center and later at ACCESS-York/ Victim Assistance Center of YWCA York.

AISHWARYA

Aishwarya is a Prevention Specialist on the team and has been with the Coalition for two years now. In addition, she is currently a Ph.D. student at Penn State University. She is extremely grateful to be a part of the Prevention team and cannot wait to see what the future holds. She spends her free time reading, cooking, and constantly decorating her home with plants and as much pink décor as possible.

GENEVIEVE

Genevieve Hugenbruch has been with the Coalition for two years as the Prevention Evaluation Specialist, spreading the joy of prevention evaluation as much as possible. Before PCADV, Genevieve was a research analyst at the Maryland public health department and studied intercultural communication. At Lebanon Valley College in PA, Genevieve studied international studies, history, and German. Outside of work, she enjoys spending time with her giant orange cat, learning new things, and trying to keep her houseplants alive (...with mixed results).

DENISE

Denise M. Scotland joined the Coalition in March 2000 and is a Senior 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.

GOAL 1: STATE AND LOCAL RESOURCES

STATE RESOURCES

STATE ACTION PLAN

This past year, PCADV's Prevention and State Leadership Teams worked toward developing our next five-year prevention plan for 2020-2025. As of now, the plan is being finalized, though there are some highlights to share.

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.

For this plan we've updated our goals to reflect the long-term (10+ years) change and impact we hope to see. We then developed strategies we will use over the course of this five-year plan to get us toward meeting those goals.

Prevention Plan Goals for 2020-2025

- 1 Decrease systemic and institutional oppressions.
- 2 Increase in equitable distribution of power and resources.
- 3 Increase in safe and equitable communities for everyone.

Our strategies over the next five years to achieve these goals include:

- 1 Create a collaborative community of support for prevention in Pennsylvania at the state and local levels.
- 2 Measure effectiveness of work and increase data available on IPV and prevention.
- 3 Change the climate of Pennsylvania to be intolerant of violence and inequities.

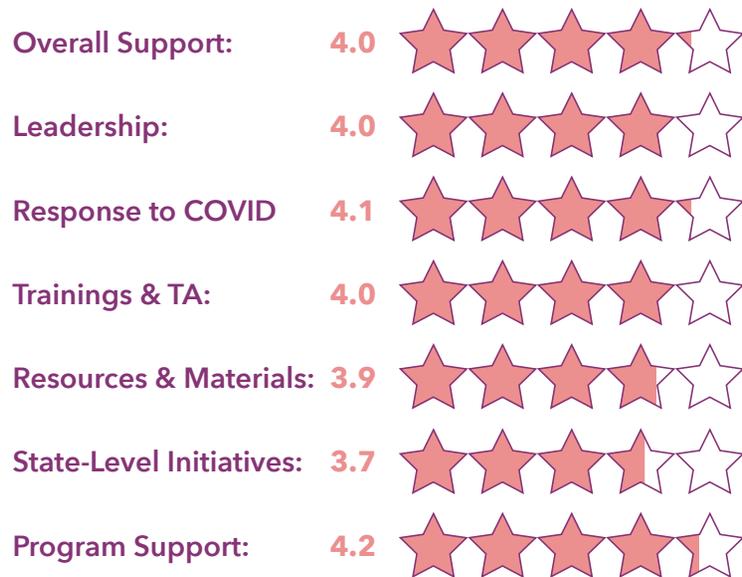
This plan will be published and available in early 2021.

ANNUAL PREVENTION SURVEY

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 also asked for feedback about the Team's response to COVID and other emergent needs beyond the normal scope of the fiscal year. We asked respondents to consider the time period of July 1, 2019 to August 31, 2020.

We got around 60 responses this year; 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:



What the team does well, according to most respondents, is providing assistance and support to local programs. We're happy that so many local program advocates know that we are available to assist them and provide expertise as needed!

The recent virtual meetings received praise, and several people noted that they liked the time to connect with other local program folks. A few individuals specifically mentioned that they appreciated the opportunity to discuss new ideas with their peers.

Some folks commented on the collaboration between the PCADV Prevention Team and PCAR's Prevention Team as being helpful. Even more respondents said they liked how we consistently ask for input and feedback from local programs. And we appreciate that so many of you are responsive to our requests for your input.

Suggested areas of improvement varied across respondents; however, some themes emerged. These included providing more advanced trainings and continuing to provide tangible and concrete material. Specific constructive feedback was that some trainings are rather basic, which is helpful to newer staff, but less so to those who have been in the field for a while.

We received a lot of useful feedback about ways to improve our leadership and work with local programs. After processing and analyzing this information more thoroughly, we will release more analysis and next steps in a future newsletter.

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

LOCAL RESOURCES

NEWSLETTER

PCADV's Prevention newsletter is sent out monthly and continues to be a useful tool for the Prevention Team to share updates and resources with programs. Topics like Pride Month, Collaboration Multiplier and Collaborative Effectiveness Assessment Tool, and Supporting Survivors with Disabilities have been covered in the newsletter. In addition to providing new materials, strategies and trainings related to the prevention of intimate partner violence, there is also valuable information provided on regional meeting takeaways, how to visualize your content, mapping roles in a social change ecosystem, and building a gender equal world post-COVID-19.

We currently have more than a hundred staff members from local programs subscribed to the newsletter and are continuing to grow!

You can subscribe to the Prevention Newsletter at:

pcadv.org/prevention/news

If you wish to get access to any old newsletter issues, please contact Aishwarya Sinha at ASinha@pcadv.org.

Just want to say thank you to the prevention staff for keeping your expectations of us realistic during this pandemic. I really feel like the prevention team is very empathetic and that they also work hard to get our feedback and utilize it which means a lot.

REGIONAL MEETINGS

FY20 marks the fourth consecutive year of PCADV's Regional Prevention Meetings. Each year, PCADV's Prevention Team hosts meetings for membership programs in six regions. This year, there were some changes made to how regional meetings have been traditionally organized, but we were able to continue to provide networking and space to share resources.

The fall regional meetings in September of 2019, focused on a detailed explanation of the newly approved PCADV definition of prevention. PCADV developed a workbook for programs to assist in guiding them through the new definition and all of its aspects. One of these aspects is the development of a logic model for prevention efforts. The fall regional meetings also provided a detailed training on developing a logic model.

The spring regional meetings were intended to continue the conversation on the PCADV definition of prevention. These regional meetings were intended to be held in-person during April, but unfortunately, we had to hold the trainings as two statewide webinars. These were split into two trainings. The first training was an introduction to applying intersectionality to our prevention efforts. The second training was on developing an evaluation strategy.

Although the spring trainings had to be held virtually, about 50 local program staff attended each training. This is only slightly less staff than typically attend the in-person regional meetings.

The Prevention Team communicates and supports local agencies very well.

The prevention team is also doing a great job in checking in with local programs and making sure that staff have all of the training they need to complete their jobs efficiently.

LOCALLY FUNDED PREVENTION

Coaching Boys into Men

In May 2019, seven programs were awarded \$5,000 each from funding identified within PCADV's Preventative Health & Services Block Grant to begin CBIM programming in July. Although COVID-19 shut down all schools in mid-March 2020, program staff trained 61 coaches or adult influencers. Twenty-three of them implemented CBIM with their teams or intact groups of young men in 26 locations. In all, 410 young men participated in CBIM.



PCADV launched a new Quarterly Reporting Form, which enabled our staff to enhance individualized and group technical assistance based on barriers, challenges, or gaps identified in the reports. The reports also allowed PCADV to track:

- Details about each team or group where CBIM was implemented
- Outreach efforts conducted by program staff
- Successes and barriers

Even after one session, I felt that I better understood how to treat my friends, family, and people I have never met.

- HS Athlete

This program has provided a platform for me, as a coach, to impact these young men's lives in a way beyond training them as athletes. The CBIM curriculum has opened the door to conversations that help guide these athletes toward becoming the kind of people who will make responsible decisions in the future.

- High School Coach

Beyond being able to impart these students with knowledge and power in an effort to reduce IPV, I think CBIM has shown the power of engaging men/boys. We are really opening people up to the idea that IPV is not just a women's issue.

- Advocate

A final Impact Survey was distributed to programs. Surveys showed that CBIM opened doors to programs to offer other prevention programming. In one school, the athletes decided to hold a Dodgeball Tournament during Teen Dating Violence Awareness Month and distributed all the proceeds to the local domestic violence program. CBIM also provided access to school personnel that otherwise would not have engaged with program staff.

Because of school closures, two programs provided remote CBIM curriculum sessions and messaging. Though not entirely successful, the lessons learned will improve delivery to the next team. Finally, two programs reported in the survey that they began cultivating relationships with community teams.

PCADV has launched a toolkit for any program interested in implementing or expanding CBIM. We plan to hold focus groups for advocates to review the Toolkit. Program staff will share their feedback regarding the utility of the content. They will also identify gaps in the type of information provided, so the toolkit includes everything they feel is necessary to implement or expand their CBIM efforts.

Download the toolkit at: pcadv.org/cbim-toolkit

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.

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.

Gender norms in high schools

Women's Center Inc. of Colombia/Montour

Domestic violence at Bloomsburg University

Turning Point of the Leigh Valley, Inc.

Domestic violence in the faith community

Lutheran Settlement House

Homophobia in the Philadelphia Juvenile Services Center

Domestic Violence Center of Chester County

Domestic violence in Phoenixville, PA

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

Due to the shutdowns, the programs were offered extensions to complete their assessments. All programs were able to complete their assessments or continued action plans.

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 community readiness model.

CDC DELTA Impact Sites

The Women's Center of Columbia/Montour

The Women's Center of Columbia/Montour represents Coordinated Community Response (CCR1) and is implementing Be the Change program in middle and high schools in their counties.

A part of this effort is to implement hot spot mapping and climate surveys to identify areas in their schools or community as 'safe' or 'unsafe.' The DELTA Coordinator uses these findings to make recommendations to the schools to increase the safety on their campuses.

This year, the Women's Center of Columbia/Montour hired a new DELTA Coordinator who revamped the in-class portion of the program. The Women's Center was able to adapt the hotspot mapping, climate survey and class presentation into a virtual format.

The Domestic Violence Center of Chester County

The Domestic Violence Center of Chester County (DVCCC) represents Coordinated Community Response (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 reach into new areas in Chester County and virtually. As many schools moved to remote learning, DVCCC expanded their social media reach by creating videos and other content that increased their reach by 24% on posts related to CBIM.

CBIM sparked necessary discussions among our team that they may not have had otherwise. CBIM develops young student-athletes into influential leaders among their peers on and off the field.

- Junior High School Coach



Addressing and Adapting to COVID-19

COVID-19 is a public health pandemic that has impacted every aspect of ourselves, our work and our culture. When the pandemic occurred, and we were forced to do our work in our homes and online, PCADV's Prevention Team thought quickly about how to support local prevention staff.

For safety purposes, we had to cancel the 2020 spring regionals and joint summer summit with the Pennsylvania Coalition Against Rape (PCAR). We also increased our monthly prevention newsletters to occur weekly throughout the late spring and summer to ensure local prevention staff were kept up to date on any changes, and also to be more present.

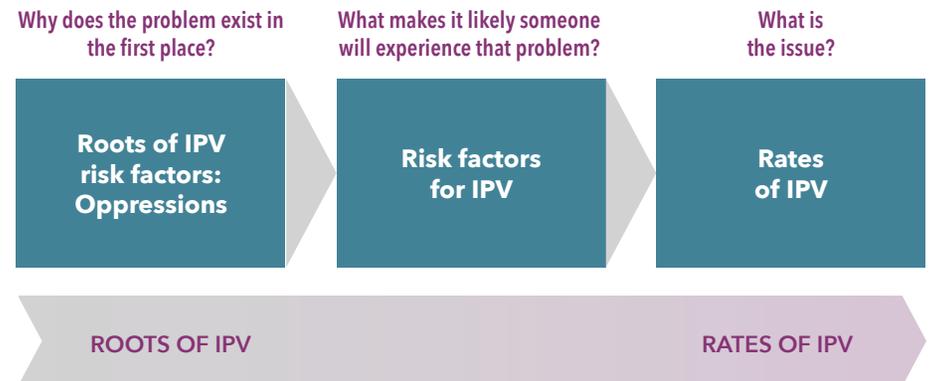
Our next instinct was to gather everyone together. So, in April 2020 we started hosting weekly calls for local prevention staff. On these calls we met with local staff to talk, network, share, express anxieties, work through challenges and offer training. During the weekly trainings, PCADV offered opportunities for local programs to highlight their work and adaptations during COVID-19. We also developed updated ETO guidance for prevention and awareness/education activities that were shifted to online formats and social media. The Director of Prevention shared PCADV's prevention response during a training hosted by Jewish Women International, which highlighted different domestic and sexual violence programs around the world and their response to COVID-19. Ours was the only prevention-focused response and spoke to the connections between the COVID-19 health disparities, oppressions, and our work in IPV prevention.

So thankful that during Covid the prevention team went above and beyond to make sure that we felt as comfortable as we could in completing out work. I really hope that the weekly prevention meetings are something that continue even when things return to a "normal."

We know that different oppressions have a disparate impact on the health and livelihood of people, depending on their intersecting identities and their environment. This truth was laid bare during the COVID-19 pandemic as we witnessed disparities in access to health, housing and safety based on identity and location. The pandemic also reemphasized the ongoing struggle against police brutality and the continued murders of unarmed black and brown folks.

The truth of the disparate impact of various oppressions was laid bare during the COVID-19 pandemic.

Knowing this, PCADV and PCAR wanted to address the importance of anti-racism and anti-oppression work. In August 2020, PCADV and PCAR jointly presented to local DV and SA prevention professionals about how anti-racism is not only connected to, but is prevention. They offered preventionists practical opportunities to improve their learning and incorporate this work into their local efforts.



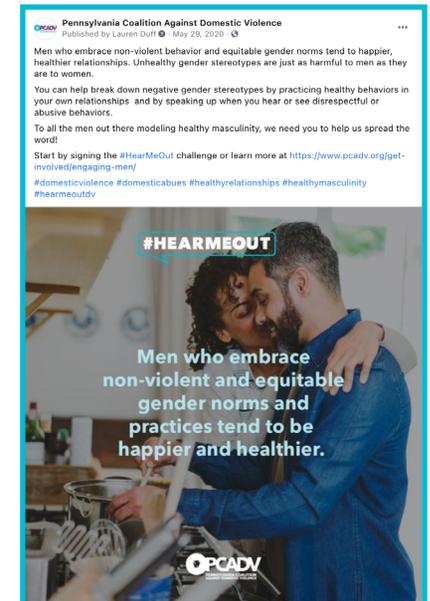
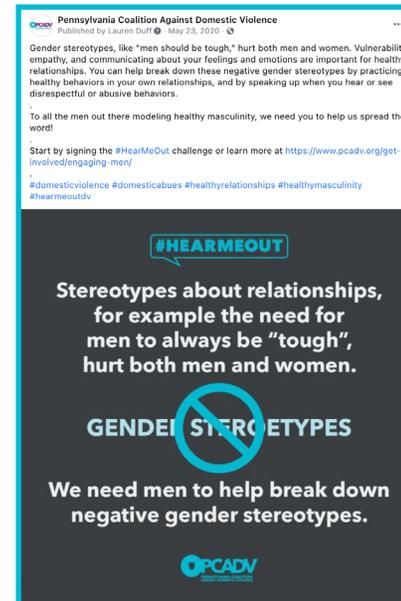
GOAL 2: SOCIAL CHANGE

ENGAGING MEN CAMPAIGN: #HEARMEOUT

In its seventh year, the #HearMeOut campaign again refreshed our messaging to be more positive toward those we were hoping to reach. Unfortunately, this year, we experienced some setbacks as a result of the COVID-19 pandemic and the inability to gather in person. This caused us to cancel the campaign's opening event and corresponding events with our four baseball team partners. Similarly, social media was flooded with other topic issues, making it more challenging for our campaign to break through.

We were, however, able to honor four men with the Excellence in Men's Leadership award and interview them or a family member about their work on our Facebook page.

#HEARMEOUT SOCIAL MEDIA CONTENT



EXCELLENCE IN MALE LEADERSHIP AWARD WINNERS

Western Region

Randall Stom*

Educator, Funeral Director and advocate in Clarion County

North Central Region

Harvey Edwards

Professor with Susquehanna University, Board member alumni with Transitions of PA

South Central Region

Anwar Curtis

Instructional aide and avid volunteer in the Harrisburg community

Eastern Region

Bobby Della Polla

Advocate and volunteer with Laurel House

* Posthumously awarded. For the interview, we met with his son, Hunter Stom.

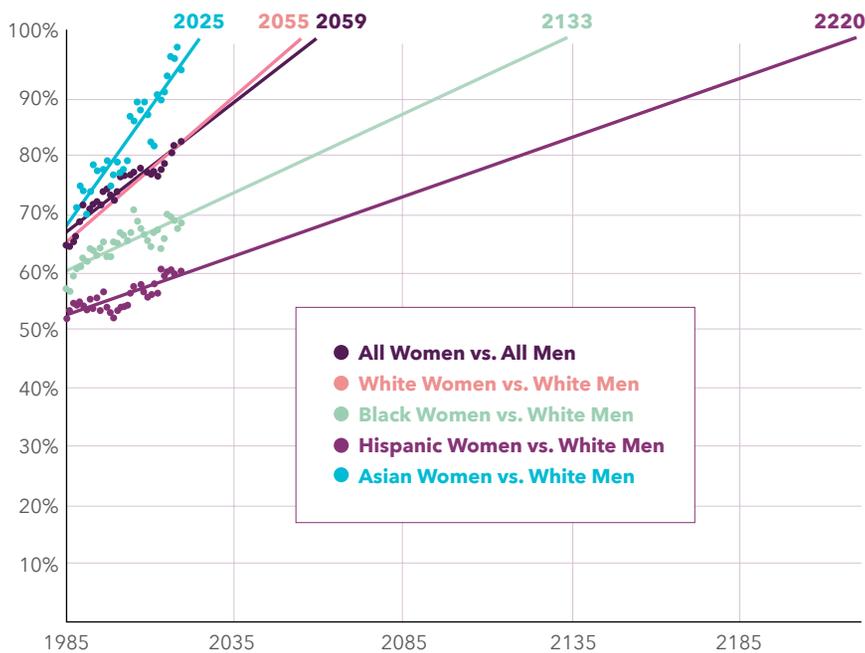
#HEARMEOUT

GOAL 3: PUBLIC POLICY

PAY EQUITY

Women in the United States earn 82 cents for every dollar a man earns. This trend is known as the gender wage gap, or pay inequity, and is prevalent in every state in the United States. A woman who works full-time year-round earns an average salary of \$45,097 per year compared to the \$55,291 a man makes with a full-time job, adding to an annual wage gap of \$10,194. The number varies for Women of Color. This pay gap has several negative impacts on women, both economically and on their health. Many of these negative impacts are also known risk factors for intimate partner violence (IPV).

Women's Median Earnings as a Percent of Men's, 1985-2019 with Projection for Pay Equity by Race/Ethnicity



Source: IWPR analysis of data from P-38 Historical Income Tables, U.S. Census Bureau, Current Population Survey, Annual Social, and Economic Supplements. < <https://www.census.gov/data/tables/time-series/demo/income-poverty/historical-income-people.html> > (accessed September 15, 2020).



Women working full-time in the United States are paid 82 cents for every dollar a man doing similar work earns.

Pay inequity is present in the nation, irrespective of educational attainment, industry, and workplace environment. We see the root causes of pay inequity as similar to IPV's root causes and pay inequity itself is a potential risk factor for IPV.

Pay equity is equal pay for work that is similar or equal in value. As part of the Center for Disease Control and Prevention DELTA Impact grant, PCADV's Prevention Team is developing a report that focuses on the relationship between pay inequity and IPV. Though the causes of pay inequity are many, action steps to increase pay equity may also reduce the risk of experiencing IPV. In addition to the report, we are also developing fact sheets and a training on pay equity as it relates to domestic violence.



CALL TO ACTION

PREVENTION AS ANTI-OPPRESSION WORK

The prevention of IPV has grown in new directions this year. This brings exciting new opportunities as well as challenges. And while the Prevention Team typically likes to include an advocacy piece for you all at the end of these reports, ours for this year is a commitment to you.

We recognize that anti-oppression work feels vague, not tangible and challenging to implement in a community, particularly during a pandemic. However, we also believe that doing anti-oppression work is the best way to move closer to our goal of changing Pennsylvania communities and preventing IPV.

To that end, the PCADV Prevention Team commits to:



Continuing to **build community** among local program prevention staff. Our most positive feedback and most frequent requests are for more networking time with one another.



Continuing to **lift up local programs as experts**. Local programs are doing incredible work in their communities and some have developed innovative ways to work on prevention during the pandemic.



Identify, share and train on **more concrete examples** of what anti-oppression and community-level prevention work looks like. We know, we know. Much of prevention is theory, and we owe you some more tangible - and advanced - examples. We will do our best to identify these and share them with you.

This is important work,
and **TOGETHER,**
we can do it.

What we are asking from you all during this time is:



Your innovative ideas.

You often know more and have more experience working in your communities than we do. Tell us what's working, or what didn't work. We would love to learn from you all as well.



Your feedback.

Keep it coming! Especially as we embark in this new direction, what is most helpful to us is letting us know how we're doing and what else you need.



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