



2020-2021

PREVENTION

REPORT

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INTRODUCTION

Hi Everyone,

As we continue to move through the changes from the pandemic and our political culture, this year has reinforced and strengthened the lessons of last year.

I used to look at domestic violence solely as abusive relationships. When I considered prevention, I thought, how do we ensure abusive relationships don't happen? What in our community and culture encourages or tolerates abusive relationships?

What was missing from that perspective was the layer—the theme—of power and control that is so crucial to the definition and existence of domestic violence. From this perspective, thinking of prevention, the questions change. We ask questions like, why do some people have more power than others? What encourages someone to take advantage of someone with less power or resources? Where else do we see this in our society?

This theme may have been overlooked because our movement historically has been exclusionary of women of color—particularly Black women—communities in poverty, folks who don't identify as women, and people whose identities are marginalized by the power and privilege in our white supremacist society. That's why it's also crucial that those of us who are white, me included, and organizations, look inward and ask ourselves what power do we have individually and collectively? How have we used that power or privilege—regardless of intentionality—to ignore or exclude women, and men, communities of color, folks with disabilities, and those in poverty, in our efforts to end violence for all? Who didn't we see? Who didn't we center? And how do we now shift power to center our colleagues and communities of color in all the work we do, including prevention?

I can't say I have all the answers, and the more I learn and reflect, the more I realize that it isn't for me to have all the answers. What I can say is that finding the answers to these questions, together, is what our movement, our communities, and survivors need right now. And that we, me included, need to commit to the messy and uncomfortable process of re-centering and shifting power. I commit to doing this through continual reflection, exploring power in my own position and within our team, and keeping this discussion front and center for all our prevention work. Our team commitments are included at the end of this report.

I also want to stress, in closing, that these questions and shifts are not new and certainly not my own. These ideas and concerns have been voiced by indigenous women, women of color and others for centuries, and its long past time we listen.

Sincerely,



Kristen



“

We, myself included, need to commit to the messy and uncomfortable process of re-centering and shifting power.

- Kristen Herman, Director of Prevention, PCADV

MEET THE TEAM:

KRISTEN (SHE/HER)

Kristen is the director of prevention and has been with PCADV for nearly seven years. These past two years her work has focused on understanding and prioritizing anti-oppression work as domestic violence prevention and learning about how the public perceives domestic violence and prevention. Her efforts are grounded in a desire to cultivate environments that are healthy and equitable for all persons, and she is grateful to be in community with so many preventionists inside and out of Pennsylvania who are on the same pursuit. Prior to PCADV, Kristen was the coordinator for a local level prevention program in Delaware. She lives with her boyfriend in Harrisburg and their two dogs, Chuck and Benson. When Kristen's not working, she's usually playing with her puppies, eating, and spending time with friends, and taking the occasional weekend trip to Delaware to see family.

DENISE (SHE/HER)

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 efforts to push the boundaries of prevention to decrease systemic and institutional oppressions, and create safe and equitable communities for everyone. Her focus within prevention centers around curricula for student athletes and providing guidance to some of the recipients of general pass-through grants. 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 an M.S. in Human Resources Administration and an M.S. in Rehabilitation Counseling. She lives with two strong-willed cats and spends her free time kayaking, hiking, swimming, dancing, caring for stray cats and spending quality time with family and friends.

NICK (HE/HIM)

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 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.

GENEVIEVE (SHE/HER)

Genevieve Hugenbruch joined the Coalition in September 2018 as the Prevention Team's evaluation specialist. In her role, she aims to make evaluation more accessible and spread its joy as much as possible. Lately, her focus includes learning more about equitable data and evaluation practices and their connection to social justice work. Before joining PCADV, Genevieve was a research analyst at the Maryland public health department and studied intercultural communication. When she's not working, she enjoys spending time with her giant orange cat, reading, learning new things, and trying to keep her houseplants alive (... with mixed results).

AISHWARYA (SHE/HER)

Aishwarya joined PCADV in October 2018 and is currently the prevention specialist. The intersection of the wage gap with several factors like race, education, and industry have been her area of expertise. As a prevention specialist, she has been responsible for, but not limited to, community outreach, local program prevention and advocating for pay equity policies. She is thankful to be a part of the Prevention Team. She is also currently a Doctoral Student at Pennsylvania State University. When she is not working, she spends her time reading, cooking, and exploring coffee shops. She also loves taking care of her houseplants and decorating her home with as much as pink décor as possible.

CONTACT THE TEAM:

Prevention Team

preventionteam@pcadv.org

717-545-6400

General questions if you're not sure who to contact. We all see this one!
(Use this main phone number to reach team members at their ext.)

Kristen

khorman@pcadv.org

ext. 205

State level work including the action plan and leadership team, project to communicate domestic violence and prevention, and general administrative questions

Denise

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ext. 117

Coaching programs (Coaching Boys into Men, Coaching Girls Beyond the Game, Athletes as Leaders) and guidance to some pass-through funding recipients

Nick

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Local program support and coordination of all things local programs (trainings, prevention calls, summer summit)

Genevieve

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All things prevention evaluation

Aishwarya

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Pay equity and domestic violence, monthly prevention newsletter, and the new Spotlight quarterly interview

HOW THIS REPORT IS ORGANIZED

The Prevention Team's work each year is guided by the overarching goals and strategies from our 2021-2026 State Action Plan. This report is organized by the three main strategies.

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.

1. BUILDING A COMMUNITY OF SUPPORT AT THE STATE AND LOCAL LEVELS

This section is organized by efforts happening at the state level and efforts to support prevention work happening locally with member programs.

STATE LEVEL

State Action Plan & State Leadership Team

PCADV's 5-year State Action Plan (SAP) for prevention, developed with our State Leadership Team (SLT) and input from member programs, was released in March 2021. As a result, the timeline of the 5-year plan will be 2021 – 2026.

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

The full 5-year State Action Plan can be found on PCADV's website at pcadv.org/Prevention-SAP-2021

Since releasing the new State Action Plan, PCADV and the State Leadership Team are off to a great start implementing some of our action steps. The SLT is comprised of leaders representing sectors in government, non-profit organizations, for-profit organizations, educational institutions, and law. SLT partners were chosen based on their experience or interaction with community and societal level risk factors for IPV. SLT partners review major projects under the SAP and provide feedback depending on the project. So far, SLT members have built new evaluation relationships and research opportunities for domestic and sexual violence research in rural counties, delivered and attended trainings on inclusive language, messaging domestic violence, and identified sources to increase data available on domestic violence. On an ongoing basis, the SLT meets and continues to grow and learn together as well.

Approaches	Outcomes		Outcomes		Goals
	Short-Term	Intermediate	Intermediate	Long-term	
Create a collaborative community of support for prevention in PA at state and local levels.	Increase capacity and skills needed to implement prevention at state and local levels.	Increase or improve coordination among and between state and local level partners.	Increase resources available to provide sustainable prevention work across PA.	PA communities support and have access to local prevention services.	Decrease in systemic and institutional oppressions.
Measure effectiveness of work and increase data available on IPV and prevention.	Increase knowledge on the connection between IPV and community/societal risk and protective factors.	Increase number and type of populations and environments reached by prevention efforts.		PA has a strong statewide and local network of professionals who advocate for prevention efforts.	Equal distribution of power and resources.
Change the climate of PA to be intolerant of violence and inequities.	Improve sharing of information and strategies among current prevention professionals.	Increase the evaluation of current and new prevention efforts.		PA increases support and advocacy policies/laws that will decrease risk factors for IPV.	Safe, equitable communities for everyone.
		Increase and advocate for prevalence research on underserved populations (i.e. rural, LGBTQ+).			
		Increase public will and stakeholder commitment to prevention.			
Impact	Decrease and prevent IPV in PA.		Decrease and prevent IPV in PA.		Impact

One major component of the SAP was a **needs assessment** conducted to measure community-level risk factors for domestic violence across all PA counties. More information can be found in the SAP.

Of all the lessons learned from the needs assessment, the most significant is that more research is needed to better understand the prevalence, risk factors, and prevention of IPV. In Pennsylvania, there are no current or regularly measured prevalence rates of IPV. Data that do exist on indicators for risk factors can sometimes be inconsistent and are dependent on who is represented in the outreach and questions.

Women of color, trans women, non-heterosexual relationships, rural communities, and people with disabilities are frequently underrepresented in the research of known risk factors for IPV. Pennsylvania appears to experience more diminished economic opportunities, including below average median household income, severe housing problems, and a greater income inequality ratio. As a result, PCADV and the SLT want to focus our prevention work on those communities and economic supports.



As a result of our needs assessment, PCADV and the SLT want to focus our prevention work on:

- **Women of color**
- **Trans women**
- **Non-heterosexual relationships**
- **Rural communities**
- **People with disabilities**
- **Economic supports**

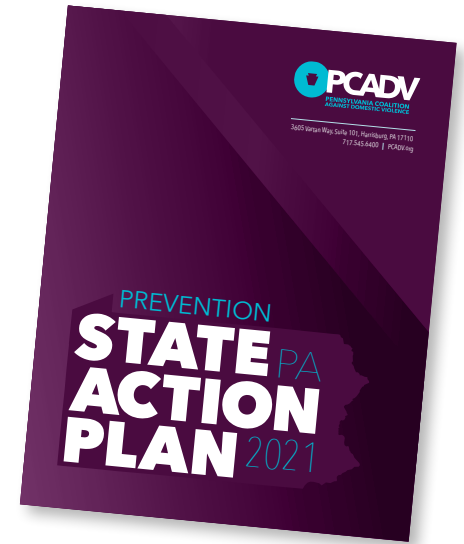
The SLT is currently focused on identifying a consultant to conduct a needs assessment among individuals in rural areas of Pennsylvania. We will prioritize outreach to those in traditionally marginalized populations, especially women of color, transgender women, and people with disabilities. Specifically, we are interested in individuals' quality of life, economic opportunities, safety conditions, and additional indicators of IPV risk and protective factors.

By hearing about the experiences from individuals in communities traditionally underrepresented or excluded in research, we hope to identify:

- Gaps in services provided in their communities.
- Barriers to accessing services (economic, social, cultural, etc.).
- Potential resources or risk/protective factors that do not appear in common literature.
- Opportunities to connect and collaborate with state and local partners, including improving coordination of services or populations reached.

We also understand that community participation and buy-in is essential to this process. Ideally, we are looking to work with a consultant who can create a process where community members are not only informants, but also participants and collaborators in the needs assessment process.

In addition to the SLT, PCADV's prevention team has been incorporating the concepts of social justice and intersectionality from the SAP into other training initiatives, including for a prevention e-course currently being developed. There is also a connection between prevention as described in our 5-year plan and PCADV's new Strategic Plan. Over the next year, we will continue to identify ways the SLT and SAP can also organically support the goals of PCADV's Strategic Plan.



Summer Prevention Summit

PCADV and PCAR hosted our fourth statewide summer prevention summit from July 13th-July 15th, 2021. The statewide summit virtually brought together local preventionists from across the state for learning and networking. Both domestic violence programs and sexual assault agencies from across Pennsylvania were invited to attend. We had 107 people registered for this year's prevention summit, the highest number of registrations yet! Our largest session had 70 participants, higher than the 57 total participants at our 2019 summer summit.



107

Attendees



2

Keynotes



11

Sessions

Presentations at this year's summit focused on community level prevention and how to apply a social justice framework to our efforts. Sessions included: engaging men for gender justice, preventing digital abuse, communicating prevention to funders, anti-oppression work as prevention, using TikTok as an outreach tool, prevention within the disability community, using traditional local media, working with institutions of higher learning and using the community readiness model.

I found all of these [sessions] extremely valuable. I either left with tangible ways to apply the content to my organization or with ideas to try to implement within our program.

- Summit Attendee

This year we had two keynote presentations. The first was by Nubia Peña, the Director for the Utah Division of Multicultural Affairs, on applying a social justice framework to our prevention efforts. Our other keynote speakers, Arlene Vassell and Casey Keene from the National Resource Center on Domestic Violence, spoke on storytelling in our prevention efforts.

In the evaluation, attendees wrote that they would take several lessons back for their programs. The most frequent mentioned was learning more ways to use social media.

I will be putting more focus into how I can continue to translate our prevention programming into content that can be posted on various media platforms, as well as continuing to be conscious of levels of inclusion and intersections.

- Summit Attendee

Participants also stated that the focus on anti-oppression work as prevention became clearer.

I have many ideas from the summit that I will work to transfer into measurable goals that will be applied to my daily prevention work. I think my biggest "take-away" is really the framework that all anti-oppression work is prevention and anything that falls into that realm can be part of our programming/activities.

- Summit Attendee

For further topics of training, participants said they wanted to see more on engaging the LGBTQ+ community, using storytelling, evaluation, toxic masculinity, and engaging parents. While many participants mentioned in the evaluation that the virtual summit was easier to fit into their schedule, others said that they missed being able to network in-person.

#HearMeOut Campaign

In its eighth and final year, the #HearMeOut campaign focused on having conversations with member programs with experience engaging men in domestic violence prevention, and with winners of the Excellence in Men's Leadership award.

2021 EML Award Winners

Western

William Aurandt

Will is the Assistant Principal at Westmont Hilltop High School in Johnstown. He has worked closely with Women's Help Center, Inc. to create a safer environment for students through Coaching Boys into Men and the Sandy Hook Promise curriculum.

North Central

Jeffrey Rowe

Jeff is currently a Magisterial District Judge for the Borough of Lewisburg and the Townships of East Buffalo and Kelly, located in Union County and has been a strong professional and community ally to Transitions of PA and the survivors they serve.

South Central

Dan Piscioneri

Dan is a realtor in the Harrisburg area and has used his experience to lead two successful capital campaigns - the first to renovate the entire downstairs of the shelter of Domestic Violence of Cumberland & Perry County (DVSCP) and the second to repair the crumbling building exterior and replace over 80 deteriorating windows. He has also served on the Board of Directors.

Eastern

Tue Ho

Tue is a law student, activist, and volunteer with the Masculinity Action Project (MAP) at Lutheran Settlement House. Tue has been involved in different anti-gentrification and housing justice campaigns and policy initiatives in the city of Philadelphia, organizing and collaborating with other masc folks from the MAP community while making connections between the intersections of housing and gender justice in this work.

After eight years, the prevention team has decided we will no longer continue with the #HearMeOut campaign. This does not mean that engaging men is not a valuable prevention strategy. We have learned that we need to take a step back; there is a lot of foundational work to be done on how we talk about and understand DV in general. You can learn more about this on the following pages about the messaging project.



Messaging DV and Prevention Project

Last year PCADV received additional COVID funding for prevention through the CDC DELTA grant opportunity. The CDC DELTA grant focuses on community and societal level risk factors for DV. The prevention team is aware of the challenges for messaging prevention and additionally, connecting prevention and DV to risk factors, and systems of oppression. With this funding, we wanted to understand how to talk about prevention, risk factors, and social justice in a way that is relatable for people and builds support. We hired a consultant to conduct a media landscape analysis (meaning, what is being said about DV online nationally and in PA) and key informant interview. From there, the consultant developed and tested messages.

However, what we learned we believe impacts all aspects of domestic violence work and also has the potential to connect each of the different aspects of our work.

3 messaging takeaways for talking about prevention:



1. Messages should build up to prevention.
2. Messages should make prevention something more tangible, making it possible for everyone to take action.
3. Messages should educate, captivate, and inspire through a common language that is easy to understand, relatable and meaningful.



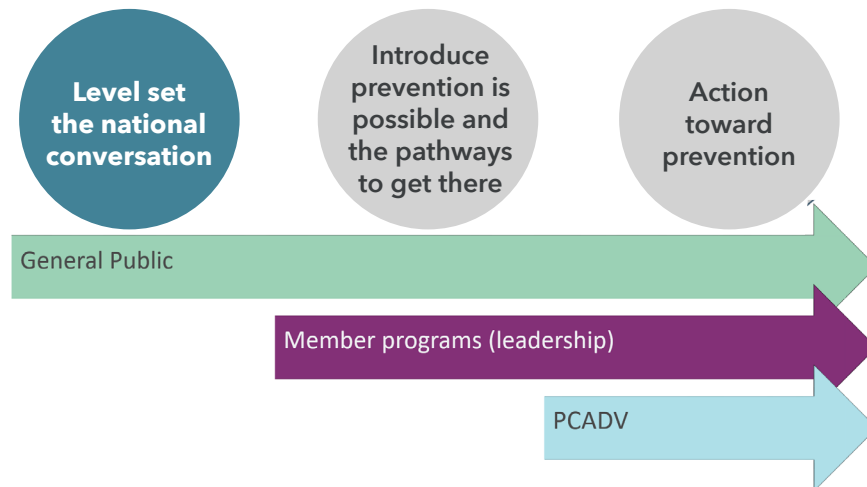
3 things we learned about how people think about DV:





1. Some within the DV field don't feel prevention is possible, or concrete enough to act on.
2. Prevention is not understood outside of the DV field.
3. The general public does not understand what DV is.

For more information and to see the abbreviated report, visit:
<https://www.pcadv.org/prevention-messaging/>

NEXT STEPS:



We need to level-set the conversation within PCADV, as a membership, and with the public – so each of us can be on the same page with one another when we talk about DV and prevention. That said, to meet each of those audiences (PCADV, membership, public) where they are, the conversation will start in various places.

 Audience	 Develop a common language around...
General public*	Understanding what DV is, making it relatable, talking about DV in a way where prevention feels related, not disconnected
PCADV membership	What prevention is concretely, why to prioritize prevention, talking about DV in general (for example, the use of "IPV" or "DV"), ability to communicate with communities, stakeholders
PCADV staff	Shared language across PCADV when talking about oppression, intersections of identities and our work, ability to communicate with communities, stakeholders

*people not working in DV/ anti-violence/ feminism movements

LOCAL LEVEL

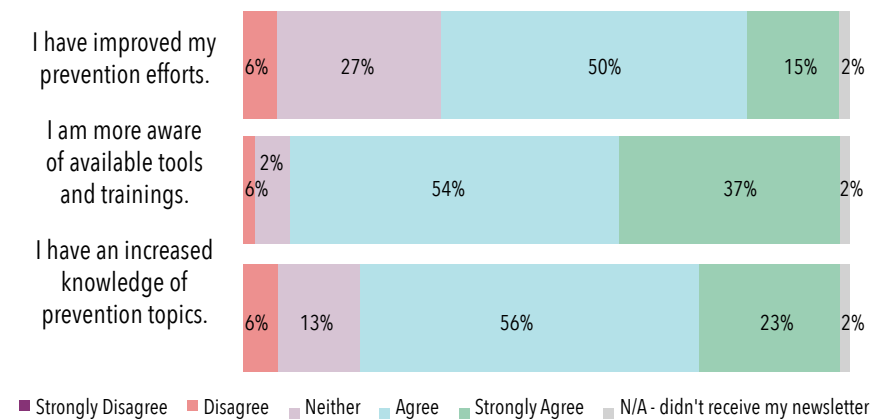
Newsletter

The Prevention newsletter is sent out monthly and continues to be a useful tool for the Prevention Team to share updates and resources with programs. The newsletter covers various topics including DVAM, equal pay, current trainings, anti-racism, and other information on violence prevention. In addition to providing new materials, strategies, and trainings to preventionists, the newsletter is a great place to stay updated about the prevention calls, summer summit, evaluation, and all other things PCADV's Prevention team organizes.

Many subscribers found the newsletter helpful, as indicated in the Annual Prevention Survey.

Newsletter Impact

Because of the Prevention newsletter...



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

If you wish to subscribe to the Newsletter, please visit:
<https://pcadv.salsalabs.org/prevention-newsletter-signup>

If you wish to get access to any old newsletter issues, please follow this link or contact Aishwarya Sinha at asinha@pcadv.org.

Spotlight

The Prevention team started a new initiative this year: Spotlight. It will focus on highlighting local programs' prevention efforts. Spotlight will be released bi-monthly and will emphasize a particular initiative undertaken by one of the local programs.

Check out the first installment of Spotlight at:
pcadv.org/Spotlight-2021-07

The resource is a great way to connect with other local programs and see what they are up to. We encourage you to share your stories too!

If you are interested in highlighting your programs' initiative in Spotlight, please email to Aishwarya at asinha@pcadv.org.

Prevention Newsletter & Spotlight



Weekly/Monthly Prevention Calls

In September of 2020, the PCADV Prevention Team held our Fall Regional Meetings virtually for all six regions of Pennsylvania. These meetings focused on the lessons learned from the summer of 2020 and provided space for programs to share their experiences for the new school year.

Following the regional meetings, bi-weekly prevention calls were held for all programs to continue sharing lessons in the prevention field and for networking among local program staff. Topics for discussions included evaluation, using social media for outreach, youth advisory committees, racial justice as prevention, and collaborating with partner organizations.

In March of 2021, the Prevention Calls were rescheduled to monthly. These calls, while still providing educational opportunities, emphasize networking and sharing of knowledge between local programs. One facilitated discussion on youth advisory committees led to the development of the prevention team's first technical assistance bulletin (TAB) on youth advisory boards, better known as the YAB TAB.

Throughout this time, we have hosted IGNITE Talks quarterly. These are a series of brief 5- to 10-minute-long presentations on a topic or project a program is working on. Afterwards, each presenter is given a breakout room where participants can join and have deeper conversations about their topic.

The Prevention team did well getting us all together during the pandemic and making sure that we all could collaborate.

- Quote from the monthly feedback call

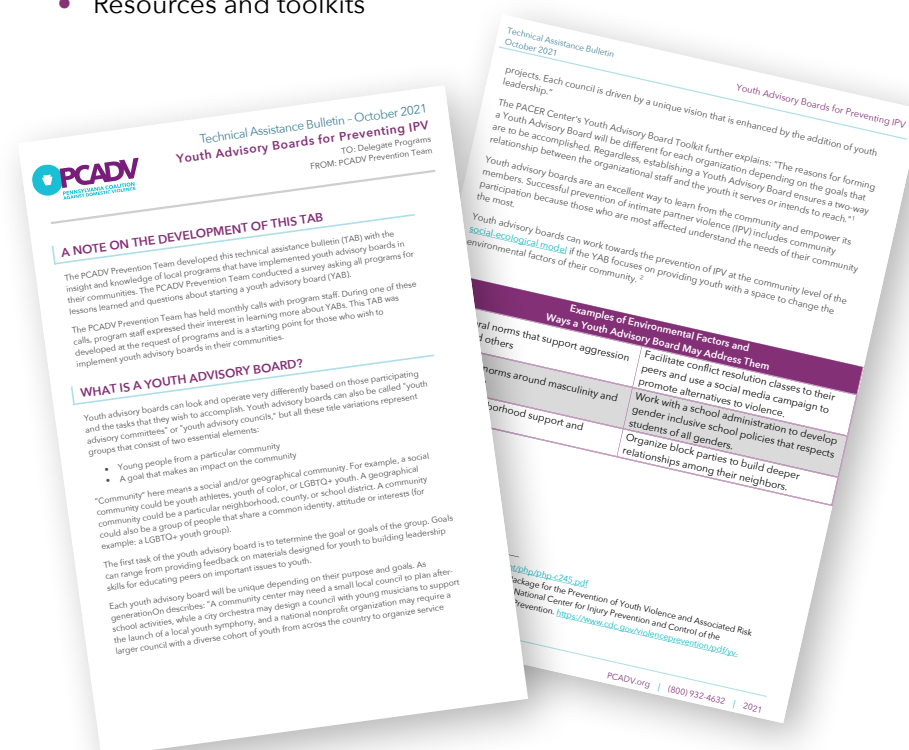
Youth Advisory Board Technical Assistance Bulletin

The PCADV Prevention Team developed a Technical Assistance Bulletin (TAB) this year with the insight and knowledge of local programs that have implemented youth advisory boards in their communities. The PCADV Prevention Team conducted a survey asking all programs for lessons learned and questions about starting a Youth Advisory Board (YAB).

During the monthly calls with program staff, program staff expressed their interest in learning more about YABs. This TAB was developed at the request of programs and is a starting point for those who wish to implement youth advisory boards in their communities.

The TAB covers the following topics:

- What is a youth advisory board?
- Examples of environmental factors and ways a youth advisory board may address them
- How to start a youth advisory board
- Tips from the field
- Resources and toolkits



PCADV's Toolkit for Coaching Boys into Men

Coaching Boys Into Men (CBIM) is an evidence-based curriculum created by Futures Without Violence primarily for use with boys on a high school athletic team or boys in a community-based athletic setting. A coach or adult influencer delivers the curriculum, with support from a domestic violence program advocate.

7

Programs
Funded

29

Coaches or Adult
Influencers Trained

160

Athletes
Participated

PCADV created a toolkit that is designed to provide guidance to PA domestic violence programs to help them create a game plan for implementing, modifying, or expanding their CBIM programming.

We are extremely excited to share that our toolkit was released on May 17, 2021. As of this writing, 27 people have downloaded it. Not the slam dunk we were hoping for, but we are well on our way.

Over the past several years, many local domestic violence programs in PA have implemented CBIM. Several of them have done so with pass-through grant funding offered by PCADV or with funding from local sources. In contrast, others have done so without any dedicated funding. This toolkit captures their lessons learned, barriers, successes, and other valuable game changing insights or ideas.

In addition, the toolkit includes:

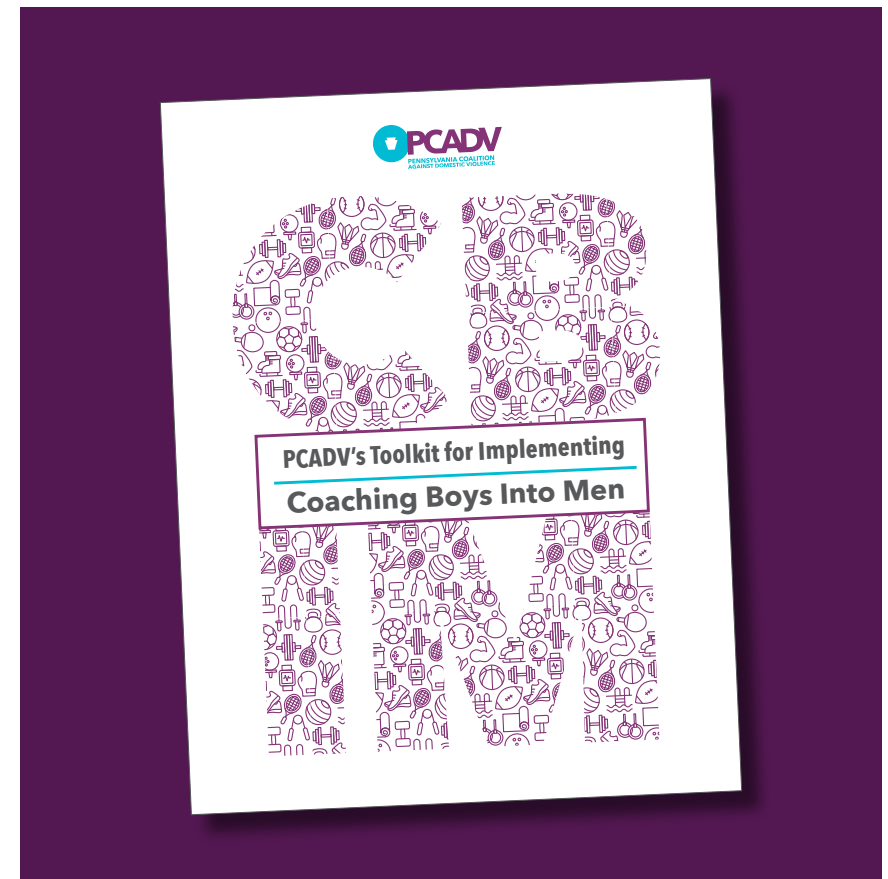
- CBIM Background Information
- Capacity Building Guidance
- Ideas for Incentives
- Sample Outreach and Promotional Materials
- Alternative Training Methods for Coaches or Adult Influencers
- Guidance about Adaptations
- Information on Programming for Girl Athletes
- Frequently Asked Questions
- PCADV Reporting Recommendations
- Process for Ordering Card Series or Requesting Technical Assistance from PCADV

You can find the toolkit on our website:
pcadv.org/resources/toolkits/cbim-toolkit/

To download a copy, you will need to provide your contact information. PCADV will use this to connect with individuals later to assess the functionality and utility of the toolkit.

So whether you are thinking about working with a coach or adult influencer to offer CBIM or want to modify or expand your current efforts, this toolkit is for you! We are happy to provide support and technical assistance along the way.

Contact Denise M. Scotland dscotland@pcadv.org, the lead staff for CBIM, to jump start your efforts.



Coaching Girls Beyond the Game

PCADV is committed to continually searching for funding for the prevention of intimate partner violence, with a specific focus on working with leaders in the community. As part of that effort, we have encouraged advocates to engage with coaches to create positive social norms within their athletic teams. Throughout the implementation of Coaching Boys Into Men (CBIM), several programs raised concerns around potential Title IX issues. They expressed a desire to offer similar programming to girl and coed athletic teams as a means of negating those concerns.



We are excited to share that we worked closely with a consultant well-versed in creating curricula focused on young adults, to develop a coaching program for girl athletes comparable to CBIM, called Coaching Girls Beyond the Game (CGBG).

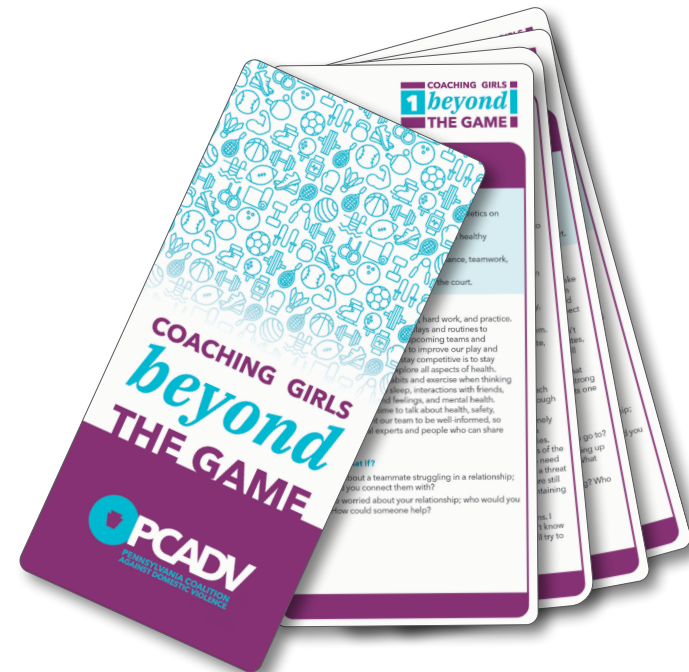
In CGBG, coaches conduct guided conversations with their athletes through a series of 12 cards designed similarly to CBIM cards. Each contains objectives, discussion content, related scenarios, bystander intervention techniques and statements to conclude each week's conversation. Topics include healthy relationships, gender bias and oppression of girls and women, girl's and women's roles in sports and culture, positive body image, competition, and girl's and women's leadership. A retrospective survey for both athletes and coaches is administered as part of the curriculum. A toolkit for coaches is also included.



PCADV offered \$10,000 to three of its member programs to each identify and work with a coach to implement and evaluate CGBG during the spring sports season. The project period is November 1, 2021 – October 31, 2022.

A training of trainers (TOT) was held for advocates from those programs in November 2021. At the TOT, each program received an advocate's toolkit and supporting materials for successful implementation of this curriculum within their communities, along with the card series and coach's toolkit. They were provided with additional card series and coaches toolkits to share with any coach that fully commits to implementation.

PCADV staff will offer technical assistance to the programs throughout the funding period. Programs will submit quarterly reports and share evaluations at the end of the project period. PCADV staff will also conduct a robust debrief to capture lessons learned, barriers, best practices, and feedback from participants (coaches, athletes, and advocates) about the curriculum and toolkits.



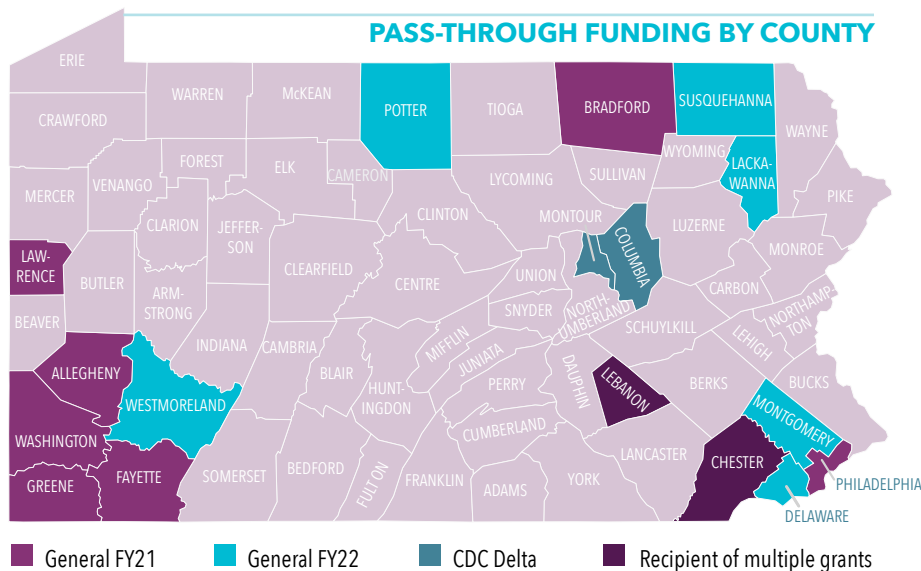
LOCALLY FUNDED PREVENTION

Local pass-through grants

PCADV's prevention team remains interested in amplifying the expertise of local leadership and identifying unique and impactful prevention initiatives.

In the summer of 2020, the prevention team decided to shift our pass-through funding priorities to focus on the prevention of intimate partner violence at the community and societal levels. While we typically funded Coaching Boys into Men (CBIM) or the Community Readiness Model (CRM), this shift meant we would accept proposals from any initiatives that met PCADV's Prevention Standards as well as the requirements as stated below:

PCADV's Prevention Team will consider funding prevention initiatives that are implemented with a health equity lens and are consistent with efforts at the community and/or societal levels of the social ecological model. Plans should consider how this initiative will contribute to long-term change and include an evaluation strategy. Special consideration will be given to initiatives that propose to authentically engage and focus on underrepresented communities.



FY21 General Pass-through Funding

October 1, 2020 - September 30, 2021

In August 2020, a Request for Proposal (RFP) was released for the period of October 1, 2020 - September 30, 2021, to fund eight programs. The funding period was pushed back due to a delay in receipt of funds. Award amounts were set at \$10,000.

We received 14 proposals. The prevention team conducted a thorough review utilizing a funding rubric that was shared with all programs along with the RFP. The eight funded programs and a description of their initiative are as follows:

A Way Out

Potter County

This project is a follow-up to their prior Community Readiness Model PCADV-funded project to determine if socioeconomic status in a rural community affects the incidents of domestic violence of adult male victims aged 30-50. This initiative looked at socioeconomic status from the perspective of social standing or class and included education, income, and occupation. With the information gathered from this initiative, A Way Out will tailor prevention efforts to better meet the needs of adult male survivors.

Blackburn Center

Westmoreland County

This project engaged student athletes enrolled in post-secondary schools through a series of activities designed to help them develop empathy, increase understanding of entrenched gender roles, understand how these gender roles and norms contribute to a culture of violence, and identify ways in which they can use what they learn to foster change both within their campus and in the communities. Blackburn Center partnered with Narrative 4, an organization focused on using story exchange activities as empathy-building. The initiative also included a closing discussion that will help athletes link their individual experiences of the story exchange to the larger example shared by the film/speaker.

Domestic Abuse Project (DAP)

Delaware County

DAP conducted staff trainings and social media campaigns at the organizational and community level on the impact of systemic oppression and its connection to domestic violence. DAP's community outreach department will implement monthly Facebook Lives and a social media campaign during men's health month through the #HearMeOut Engaging Men social media campaign, while also connecting these efforts to LGBTQ+ awareness, and the Black Lives Matter Movement.

Domestic Violence Center of Chester County (DVCCC)

This project continued the efforts of their PCADV funded Community Readiness Model project in the Phoenixville area by implementing the outreach action plan developed in response to assessed level of readiness for change. This plan includes expanding networking opportunities, educational/prevention programming, and social media outreach. The goals are to increase Phoenixville's community members awareness of both the issue of domestic violence and DVCCC's services, as well as their readiness to engage with this issue.

Domestic Violence Intervention of Lebanon County (DVI)

DVI leads Connected Together (CT), the local trauma-informed community work group, to promote child development by mobilizing partner organizations from multiple sectors to engage parents and caregivers with information and support. Lebanon County is the first community in Pennsylvania to join 35 other localities in The Basics Learning Network (BLN). The BLN is the international community of organizations focused collectively on learning, innovating, and continuously improving methods of spreading The Basics Principles. The Basics Principles are five science-based caregiving tenets of early childhood brain development, distilled from scientific literature with help from a national advisory committee of child development experts.

Laurel House

Montgomery County

Laurel House conducted organizational capacity and awareness efforts related to diversity, equity, and inclusion (DEI). This initiative allowed direct and indirect services to become more diverse, equitable, and inclusive of staff needs, as well as the needs of the clients and community. The DEI work was focused primarily on racial equity but also included some development on working with individuals from the LGBTQ+ community, individuals with physical and developmental challenges, and underserved ethnic and cultural populations.

Lutheran Settlement House

Philadelphia County

The Masculinity Action Project (MAP) is a comprehensive citywide program that seeks to engage masculine-identifying individuals including cisgender men, trans men, and masculine-identifying non-binary people as advocates against domestic violence. MAP works to build understanding of the basic principles underlying domestic violence and masculinity, including the concepts that male dominance and privilege are a root cause of domestic violence; men of all sexual orientations can be victims of abuse; men are key to domestic violence prevention and awareness; and men can lead and influence other men to work to end domestic violence.

Women's Resource Center (WRC)

Lackawanna/Susquehanna Counties

This project's goal was to improve protective environments by creating a report on the state of dating and sexual violence policies in Lackawanna and Susquehanna County schools. WRC reviewed existing school policies and procedures, especially around dating violence, sexual assault, and safety planning for students who may be in an abusive relationship. WRC reached out to all sixteen districts across the two-county area to request copies of existing policies and offer to provide a review and insight about additions or changes to increase the effectiveness of these policies and procedures.

FY22 General Pass-through Funding

June 30, 2021 - June 29, 2022

The following year, PCADV was able to provide another round of pass-through funding for prevention efforts across the state. The prevention team conducted a thorough review of the 24 applications we received. We were able to fund seven programs. Below are descriptions of their initiatives:

Abuse and Rape Crisis Center (ARCC)

Bradford County

ARCC will implement a violence prevention initiative that begins with an internal capacity assessment to determine effective primary prevention activities to undertake over the next several years. The target audience at this stage of the initiative consists of internal agency staff and volunteers, as well as external community members.

Arise

Lawrence County

Arise plans to partner with Westminster College on implementing Bringing in the Bystander College Prevention Program, an evidence-based bystander intervention program that uses community responsibility for preventing IPV.

Domestic Violence Center of Chester County (DVCCC)

DVCCC is implementing the Community Readiness Model to assess their organizational readiness to reach and serve victims and survivors of domestic violence who identify as members of the LGBTQ+ community. DVCCC will learn from staff, board members, volunteers, interns, and identified stakeholders/leaders in Chester County's LGBTQ+ community to develop an action plan to shift toward a higher level of readiness.

Domestic Violence Services of Southwest PA (DVSSP)

Washington, Green, Fayette Counties

After working to determine the need in the town of Carmichaels through neighborhood canvassing and receiving feedback in focus groups, DVSSP is implementing a community garden. The community garden will allow DVSSP to establish relationships with organizations, community leaders, and Carmichaels' residents while continuing to find more ways to address the three highest areas of need.

Domestic Violence Intervention of Lebanon County (DVI)

DVI is creating a six-month group coaching program to help their community advance a shared strategy to minimize and address Adverse Childhood Experiences (ACEs) and trauma. The group will be led by Bill Barberg, founder, and president of InsightFormation with support from DVI. The goals are to help the coalition of partners use the resources in the ARCC (The ACEs and Resilience Resource Commons for Communities) and improve the development and implementation of a strategy to address the challenges faced by Lebanon County families.

Women's Center & Shelter of Greater Pittsburgh (WCSGP)

Allegheny County

WCSGP will lead school-wide discussions of safety improvements in six schools in downtown Pittsburgh and surrounding neighborhoods during the 2021-2022 school year. WCSGP will use hot spot mapping, a program through which youth identify "hot" and "cold" areas on their campuses to indicate where they feel least safe and most safe. They will also use Photovoice, a program through which participants use photography to capture their relationships to their surroundings.

Women in Transition

Philadelphia County

Women in Transition will collaborate with the Coalition for Restaurant Safety and Health (CRSH) to provide a skill building series of workshops for workers in the restaurant, service, and hospitality industries within Philadelphia County. The primary objective of this initiative is to train and equip workers with knowledge, skills, and tools to challenge and eliminate sexual harassment in their workplaces.

Staunton Farms

In April of 2020, the Staunton Farms Foundation awarded PCADV one-time pass-through funds of \$30,000 for domestic violence prevention in the rural counties of Southwestern Pennsylvania.

Four programs received these funds to implement prevention programs in their areas. The programs included:

Alice Paul House *Indian County*

Increased community outreach with the Support with Style program, which provides training to beauty industry professionals to create partnerships to reach victims of domestic violence and provide them with options and support.

Arise *Lawrence County*

Expanded their programming and outreach using social media and virtual tools to reach further corners of the county.

Domestic Violence Services of Southwest PA *Washington, Greene, and Fayette counties*

Used focus groups and surveys to learn from the community. With this information they began developing a community garden and a steering committee with community partners.

Victim Outreach Intervention Center (VOICe) *Butler County*

Expanded programs for all students and programming for students with intellectual disabilities within the school system.

CDC DELTA Impact Programs

The Women's Center of Columbia/Montour

The Women's Center of Columbia/Montour is implementing the Be the Change program in middle and high schools in their counties. Part of this effort is to implement hot spot mapping and climate surveys to identify areas in their schools or communities as 'safe' or 'unsafe.' They use these findings to make recommendations to the schools to increase safety on their campuses.

This year, the Women's Center of Columbia/Montour used this data to inform the school administrations on the experiences of their students. When the hot spot maps were conducted at Danville Middle School, the hallways were marked as being highly unsafe. The guidance counselor was able to work with the school and other teachers to establish more teacher presence in the hallways. The next hot spot map showed a significant decrease in the hallways being marked as unsafe.

The Domestic Violence Center of Chester County

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

This past year, DVCCC continued its work training coaches in implementing CBIM. They also were able to build new relationships and add additional members to their CBIM Steering Committee. Due to the pandemic, DVCCC expanded their social media reach on content related to CBIM. They had a 87.5% increase in followers across Facebook, YouTube, and Instagram, combined. Also, during this reporting period, for the first time they engaged in TikTok outreach with CBIM-related material. The series of TikToks had an average of 366 views per video.

2. MEASURE EFFECTIVENESS OF WORK

ANNUAL PREVENTION SURVEY 2021

Every year the PCADV Prevention Team releases a survey to local preventionists to help us improve our work. We ask about local program prevention staff's satisfaction with our work across different areas, including:

- Prevention Work + Capacity
- Leadership
- Networking + Collaboration
- Prioritization of Prevention
- Local Prevention Work
- Program Support + Communications

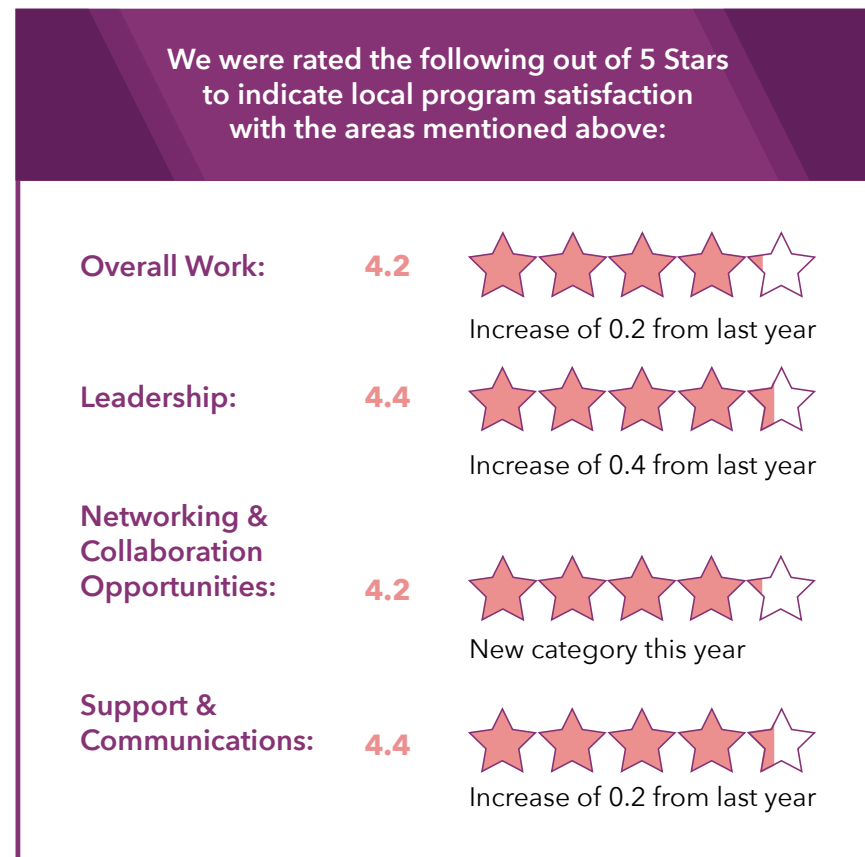
We use this feedback to set our annual work plan, determine areas of improvement, and identify topics for future trainings. In addition to using this information for internal evaluation, we also use it to help evaluate the state of IPV prevention in PA long-term.

If you took this survey, we cannot thank you enough for your time and input! You may have noticed that this year's survey looked a bit different than in previous years. We're excited about this change! While of course, we want your feedback on our work and how we can better support your work, we also want to know more about the work you all are doing and what prevention looks like in your community.

This year's survey was open for the month of September 2021 and sought feedback about prevention engagement and activities during the period of September 1, 2020, through August 31, 2021. We received 46 responses in total. While this is fewer than last year, we recognize that this survey asked more open-ended questions and we thank everyone who took the time to give us such salient feedback.

Here are some highlights from the survey results. More information will be shared in an upcoming newsletter or monthly call.

We asked respondents to rate their satisfaction with our work in the following categories:



Nearly half of respondents indicated that one of the Prevention Team's strengths is accessibility, and folks know that we are available and happy to answer questions and provide information as needed. Others mentioned that the information and resources we provide are valuable, with special shout-outs to the newsletter and monthly calls!

When we asked if folks have changed their prevention work because of a prevention call or trainings, we got a range of responses including that data collection has changed, that they approach their work "more holistically and work to reach each tier of the Social-Ecological Model."

Themes include:

More Anti-Oppression Work:

A couple of respondents commented on our incorporation of an anti-oppression framework into our work and that they would like more of it. Others noted that it has become more tangible and present in our work now than in previous years.

Feeling Connected:

Around 66% of respondents reported that the monthly prevention calls helped them feel more connected to other local member programs. 69% of folks said they've shared resources with other local programs; 44% said their capacity has improved because of local-level expertise, such as through IGNITE talks.

Prioritizing Prevention:

When asked about how much of a priority they feel IPV prevention is in their organization and community, 78% of respondents said that prevention was treated as a priority in their organization, and 58% said that it was a priority in their community.

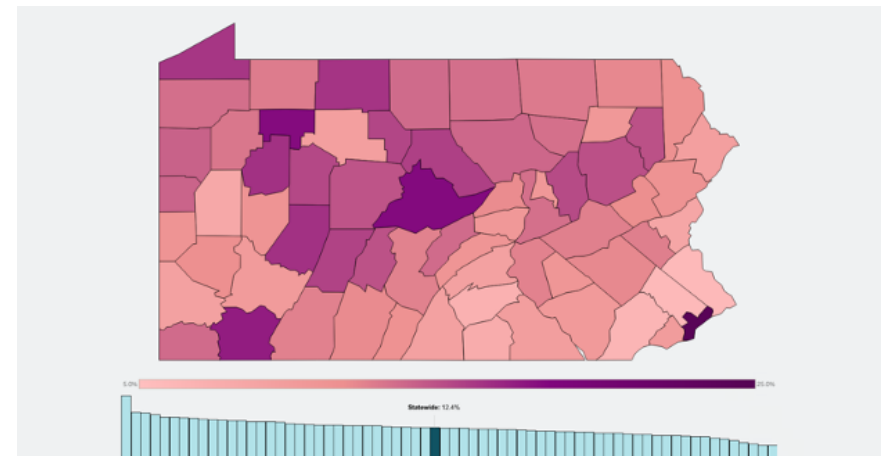
There were various suggestions for improvement that included more training on evaluation, more information for rural communities, more transparency, more communication, and standardized materials. Once we more thoroughly analyze and discuss the feedback, we will share with local programs the full findings, our action items, and how we intend to address any concerns.

INDICATORS DASHBOARD

This year PCADV Prevention Team has partnered with the Pennsylvania State Data Center to develop a data dashboard. Though still in progress, the dashboard will house data for the state and counties related to IPV risk and protective factors at the community and societal level. The focus areas of the dashboard are:

- **People:** Social Networks & Trust; Neighborhood Support & Cohesion; Community Sanctions Against IPV
- **Place:** Housing Security; Alcohol Availability
- **Equitable Opportunity:** Poverty & Economic Security; Unemployment & Local Wealth
- **Community Determinants:** Community Violence & Trauma

The selected data comes from what's available, based on the community determinants and factors presented in the THRIVE Model. Below is an example of what the interactive data visualizations will look like.



We're excited because, beyond numbers and data, we will be able to provide narrative and context for people less familiar with how risk factors are connected to IPV. We will continue to provide updates as this dashboard is developed. We hope to complete it by the next Prevention Report.

3. CHANGE THE CLIMATE OF PENNSYLVANIA TO BE INTOLERANT OF INEQUITIES

PAY EQUITY AND DV

A woman who works full-time in the United States (U.S.) earns 82 cents for every dollar earned by a man. This trend is known as the gender wage gap or pay inequity and is prevalent in every state in the U.S. 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. Pay inequity is present in the nation, irrespective of educational attainment, industry, and workplace environment. The pay gap has several negative impacts on women, both economically and on their health. We see the root causes of pay inequity as similar to the root causes of intimate partner violence (IPV). Moreover, pay inequity itself is a potential risk factor for IPV.

PAY INEQUITY IMPACTS THESE RISK FACTORS FOR IPV

SOCIETAL

- Structural disempowerment/disenfranchisement
- Unequal distribution of power and resources
- Harmful gender norms and inequity
- Weak health, educational, economic, and social policies and laws

COMMUNITY

- Neighborhood poverty and economic insecurity
- Lack of local wealth
- Housing insecurity
- Weak community sanctions against IPV
- Weak social networks and trust

Pay equity in turn, can improve women's access to education and opportunities, ultimately reducing the risk factors for IPV. Pay equity is equal pay for work that is similar or equal in value.

If the annual wage gap is closed, a working woman would gain, on average:



More than 13 months of childcare



1 year tuition/fees for 4-year public university or full tuition/fees for a 2-year college



Nearly 1 year's worth of food



7 months of mortgage & utility payments



More than 10 months of rent



Enough money to pay off student loans in just 3 years

↑ ECONOMIC STABILITY

↓ POVERTY

3.1

3.1 million families would be lifted out of poverty

15%

Poverty for single mothers would be reduced by 15%



↑ EMPOWERMENT

↓ VIOLENCE



The reverberating effects of financial strain and the challenges that accompany economic insecurity have far-reaching and long-lasting impacts on women and their families, including an increased risk of experiencing intimate partner violence.

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 has published a report that focuses on the relationship between pay inequity and IPV.

The report explores the gender wage gap, common myths and trends behind the gap, and how it impacts a person's likelihood of experiencing risk factors for IPV. In addition to the report, there is a fact sheet and training that will be updated annually.

We are currently partnering with organizations doing similar work and providing training to stakeholders and organizations across Pennsylvania.

Learn more about PCADV's pay equity work at:

pcadv.org/pay-equity

The gender wage gap exists irrespective of industry and level of education, and is even worse for mothers and women of color.



PREVENTION INCLUSION IN PCADV'S PUBLIC POLICY AGENDA

The prevention team expanded our legislative priority description. Last year and this year we included teen dating violence and dedicated funding for prevention work as priorities. This year, we have expanded our advocacy to include our identification and support of legislation that prioritizes eliminating inequities in systems.

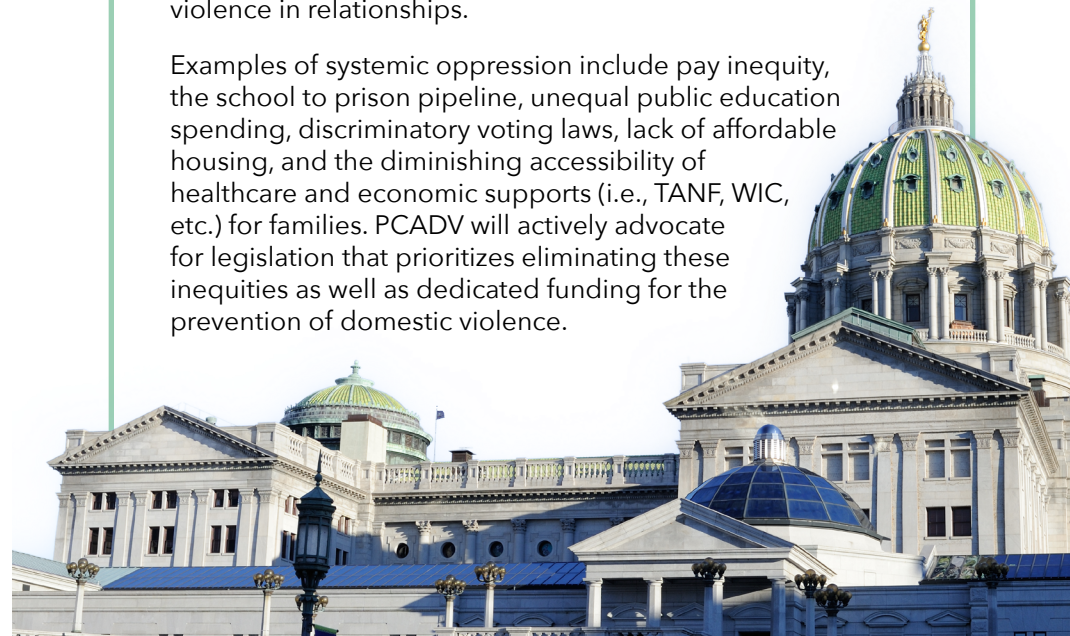
A full list of PCADV's legislative priorities can be found here:

<https://www.pcadv.org/policy-center/legislative-priorities/>

If we truly expect to eliminate domestic violence, we must begin to focus our efforts on prevention. Nearly 1 in 4 women and 1 in 7 men report having experienced severe physical violence from an intimate partner in their lifetime. Nearly 1.5 million high school students in the US report physical abuse from a partner each year.

Preventing domestic violence ensures that communities and environments are equitably safe and healthy for all. PCADV believes that systemic oppressions are the root causes of unhealthy communities, and coercive power and control and violence in relationships.

Examples of systemic oppression include pay inequity, the school to prison pipeline, unequal public education spending, discriminatory voting laws, lack of affordable housing, and the diminishing accessibility of healthcare and economic supports (i.e., TANF, WIC, etc.) for families. PCADV will actively advocate for legislation that prioritizes eliminating these inequities as well as dedicated funding for the prevention of domestic violence.



WHAT'S NEXT

The prevention of IPV continues to grow in new directions this year. Building on our efforts from last year, we are including our own commitments to anti-oppression and anti-racism work and encourage you to provide feedback and hold us accountable. You can do this via phone, email, or during a monthly prevention meeting. We will also ask for your feedback on next year's annual prevention survey.

We recognize that combining anti-oppression and prevention work still feels vague for some and challenging in more conservative communities, and yet we believe it remains the only way to truly prevent IPV. We must shift power, particularly within our movement, and center those who have been marginalized by cultural oppressions, practices and policies.

This year, the PCADV Prevention Team commits to:

- Continuing to build community among local program prevention programs. We want local preventionists to feel supported in their work.
- Building community with local program Directors and Executive Directors. We want to support Directors in prioritizing prevention and anti-oppression practices.
- Continuing to lift local programs as experts.
- Identifying, sharing, and training on more concrete examples of what anti-oppression, shifting power, and community-level prevention looks like.
- Holding conversations about power and control in prevention and the DV movement. Identifying tangible steps where we can shift power and lift up and center communities of color.
- Centering and following the lead of communities and women of color in our prevention work.

What can you do?

Here are some ideas we have. Let us know if you have others! You can reach the team at preventionteam@pcadv.org.



Share your innovative ideas.

You have more experience working in your communities than we do. Tell us what's working, or what didn't work. We would love to find ways to support and uplift your work.



Offer your feedback and begin conversations.

Keep it coming! It's important for us to build a community and part of that includes the Prevention Team remaining accountable to you all and the marginalized communities we wish to center.



Build community - with your community!

Are there folks you have not reached out to yet? Can you offer support to another organization or community committee or work group?



Learn about a trauma-informed approach.

PCADV has some resources we can share, you can also check out the National Center for Trauma, Domestic Violence, and Mental Health. PreventConnect hosted a webinar in October 2021 about being trauma-informed in prevention.



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