



yes

changing the future  
with fresh ideas  
and effective tools.

# Virginia DELTA

# some general facts

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- ⦿ **Location:** Located midway between New York and Florida, Virginia is the gateway to the South. It is also sometimes classified in the Mid-Atlantic region. The Commonwealth is bordered by Washington, D.C., the nation's capital, and Maryland to the north; the Atlantic Ocean to the east; North Carolina and Tennessee to the south; and West Virginia and Kentucky to the west.
- ⦿ **Geography:** Western Virginia is mountainous, covered by the Allegheny and Blue Ridge mountains with the great Shenandoah Valley falling between the ranges. The central piedmont region, with its rolling hills, flattens out into the sandy coastal plain toward the Atlantic Ocean.
- ⦿ **Climate:** Mild with four distinct seasons
- ⦿ **Area:** 42,767 square miles
- ⦿ **Population:** 8,037,736 in 2010
- ⦿ **Major Industries:** Manufacturing, exports, tourism, which accounted for \$13.1 billion in 2000 - up from \$12.4 billion in 1999 - and employed more than 200,000 workers, high technology and agriculture
- ⦿ **Capital:** Richmond (since 1780)

<http://www.virginia.org/fastfacts/>

# VA Sexual and Domestic Violence Action Alliance

Virginians Aligned Against Sexual Assault (VAASA) and Virginians Against Domestic Violence (VADV) joined forces October 1, 2004 to become the Virginia Sexual and Domestic Violence Action Alliance (VSDVAA). The establishment of the new coalition is the culmination of more than four years of work, and marks the beginning of a new era of advocacy in Virginia.



# meet the prevention team



# meet the prevention team



**Liz**  
**Prevention Projects Manager**



**Arlene**  
**Child & Youth Advocacy Manager**

# meet the prevention team



**Brad**

**Sexual Violence Prevention Coordinator**



**\*Beth**

**Empowerment Evaluation Coordinator**

**\*Went to China and never came back! We are all jealous!**

# meet the prevention team



**Jonathan**  
**Prevention Team Assistant**

I don't have pictures, but I can't forget our Prevention Team interns, Kendra and Crystal!



# meet the prevention team



**Kristi & Alba  
Co-Directors**



# VA's IPV Prevention Plan



**Summary: Virginia's Plan for Primary Prevention of Intimate Partner Violence**

Virginia's domestic violence service providers responded to 47,526 crisis situations in 2007, providing services to victims, family members, friends, and allied professionals. On an average night, 356 children stayed in Virginia domestic violence shelters, and more than 50 percent of those children had directly witnessed the violence in their families.<sup>1</sup> To combat the public health problem posed by intimate partner violence (IPV), Virginia is continually improving services to meet the needs of local communities and citizens. In addition, Virginia and other States are developing and expanding prevention programs for children, youth, and adults to stop domestic violence before it can occur – the essence of primary prevention.

The Virginia Sexual and Domestic Violence Action Alliance (Action Alliance), with the Centers for Disease Control and Prevention (CDC), entered into a Cooperative Agreement for the purpose of building the capacity to prevent IPV in communities throughout the Commonwealth. The Cooperative Agreement, called DELTA (Domestic Violence Prevention Enhancement and Leadership Through Alliances), began in 2003 and will continue beyond 2009. A major aspect of DELTA has been development of the statewide "Virginia Intimate Partner Violence Prevention Plan," based on a systematic 10-step planning process called "Getting to Outcomes."<sup>2</sup> The goal was to create and implement evidence-based strategies that prevent first-time perpetration of intimate partner violence.

A Statewide Steering Committee was created to spearhead the development of the prevention plan. After assessing statewide needs and resources, the Statewide Steering Committee developed goals, outcomes, and strategies for the next 8 to 10 years to address IPV prevention. During the assessment process, the Statewide Steering Committee identified risk factors correlated with higher perpetration of IPV, as well as protective factors that correlated with healthy relationship outcomes in Virginia.

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**Preventing Sexual & Domestic Violence in Virginia:  
The Next 10 Years**

October 2, 2009 8am-10am  
Richmond, Virginia

Goal 1: Increase the number and diversity of communities in Virginia that engage in effective programs to promote healthy relationships  
(Implemented by the Public Policy Committee and staff of Action Alliance)

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## ○ part one: public policy efforts

- Increase funding for IPV prevention initiatives in the GA (marriage license fees/license plate, etc.)
- Building Healthy Futures Fund - This event will consist of a short program that will highlight the benefits of private/public partnerships, recognized key legislators who support the *Building Healthy Futures Fund*, and illustrate the impact private/public partnerships have in communities. After the short program, there will be a reception attended by key constituents from across Virginia and advocates from the sexual and domestic violence field.

# license plate designs



# building healthy futures fund

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Virginia Sexual & Domestic Violence Action Alliance  
invites you to help launch the

**Building Healthy Futures Fund**

August 2, 2011 • Richmond, Virginia

Sexual and domestic  
violence are preventable.

The **Building Healthy  
Futures Fund** will  
strengthen Virginia's  
efforts toward preventing  
sexual and domestic  
violence.

Join us for a reception  
that will feature corporate  
and legislative leaders  
committed to building  
a healthy Virginia.



Virginia Sexual and Domestic Violence  
**ACTION ALLIANCE**

Goal 1: Increase the number and diversity of communities in Virginia that engage in effective programs to promote healthy relationships  
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## ○ Part two: building a community of practice

- Prevention Brand “Yes: Changing the future with fresh ideas and effective tools”
- Disseminate the brand across membership in various publications (Moving Upstream Newsletter, etc.)
- [Prevention Website](#)
- A recipe for prevention (card, talking points, and new recipe per month)
- Prevention e-group
- Technical Assistance & Training



## a recipe for prevention



from the kitchen of: the Action Alliance serves: Virginia

### fresh ingredients:

#### • 2 cups Energy

Find a team of cooks and a kitchen equipped with tools! Build capacity in your program to implement effective prevention strategies. This requires resources and tools that help with community mobilization!

#### • 1 cup Innovation

The public health field has provided us with useful concepts to make prevention manageable and achievable. Use frameworks like the "Social Ecological Model" as a guide for changing community norms, institutional practices, policies, and ultimately people's behavior!

#### • 1/2 cup Promotion

Prevention is also promotion! Promote factors associated with healthy relationships and healthy sexuality like communication, respect, equality, choice, empathy, and enjoyment.

#### • 1 heaping tbsp Being Realistic

On your first attempt, try a box cake instead of a soufflé! Start with fewer ingredients and one recipe until it tastes great! Prevention is about learning your community's needs and strengths and setting achievable goals so you can see progress and learn the process.

#### • 2 cups of Practice

Making a good soufflé takes practice! Prevention requires lots of practice and learning from mistakes. Continually evaluate your strategies and don't be afraid to try something creative!

#### • 3 cups Commitment

It is possible to build a Virginia free from sexual and intimate partner violence. The changes that have occurred in advocacy work didn't happen overnight. They were the result of hard work, innovative thinking, and a lot of commitment. We can prevent sexual and intimate partner violence, and we must believe we can!



### directions:

#### Bake until you create change

Build on your strengths! Value the diversity of your community and focus on the root causes of sexual and intimate partner violence. Prevention is social change. And remember – your product will only taste as good as the quality of the ingredients and care that go into preparing it. If you're a new cook then follow this recipe closely, but if you're an experienced chef then your innovation might be rewarded!

### effective tools:

#### 1. Invest in good cookbooks!

Virginia's Guidelines for the Primary Prevention of Sexual Violence & Intimate Partner Violence are the product of an on-going collaboration between the Action Alliance and the Virginia Department of Health to build the capacity of Virginia communities to do primary prevention work. The guidelines were created to assist Virginia sexual and domestic violence agencies in developing effective primary prevention initiatives.

#### 2. Take a cooking class!

Action Alliance prevention trainings provide an introduction to the public health approach to the primary prevention of sexual violence and intimate partner violence.

#### 3. Be a sous-chef!

Find someone who's been doing prevention work for a while to learn from. The Action Alliance and many member programs have been engaged in learning about primary prevention and the public health approach for many years. They can provide valuable technical assistance and share many experiences.

[www.vsdvalliance.org/primary\\_prevention](http://www.vsdvalliance.org/primary_prevention) is dedicated solely to primary prevention. Here, you can learn about statewide and local projects, and discover useful publications and resources.

#### 4. Swap recipes!

Virginia's Plan for Primary Prevention of Intimate Partner Violence and Statewide Primary Sexual Violence Prevention Plan are the products of intentional processes driven by diverse statewide steering committees. These long-term plans outline sets of evidence-informed strategies, all geared to reach specific goals. Each of the goals address important aspects of preventing first-time perpetration of sexual and intimate partner violence in Virginia.



[vsdvalliance.org](http://vsdvalliance.org) 804.377.0335 [info@vsdvalliance.org](mailto:info@vsdvalliance.org)

Virginia's Plan for Primary Prevention of Intimate Partner Violence and Statewide Primary Sexual Violence Prevention Plan  
ACTION ALLIANCE

# Building Healthy Futures III

Recipes for innovative primary prevention



Save the date!

**August 2-4, 2011**  
**Richmond, Virginia**



NATIONAL CENTER FOR INJURY PREVENTION AND CONTROL  
ACTION ALLIANCE

Goal 2 Increase Action Alliance members' commitment to achieving economic equity for women in Virginia (**Implemented by the staff Change Team and Membership Task Forces/Caucuses**)

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○ **Economic Justice Work**

- Internal focus first: Making sure the coalition and member programs pay a living wage and provide benefits to employee and partner/family.
- Baseline salary/benefit assessment

○ **Racial Justice Work**

- VA's White Allies Statement of Commitment
  - <http://www.vsdvalliance.org/secAction/whitealliestatement.html>
- Internal "Change Team" and staff caucuses
- Membership WATAR (White Allies To Anti-Racism)
- Membership Women of Color Caucus
- Cultural Competency and Anti-Racism Training

Goal 3 Increase the capacity of Virginia's young adults (aged 14 to 22) to effectively identify and respond to behaviors that may be precursors to IPV  
(Implemented by RFC Advisory & Teen Campaign Advisory Committees)

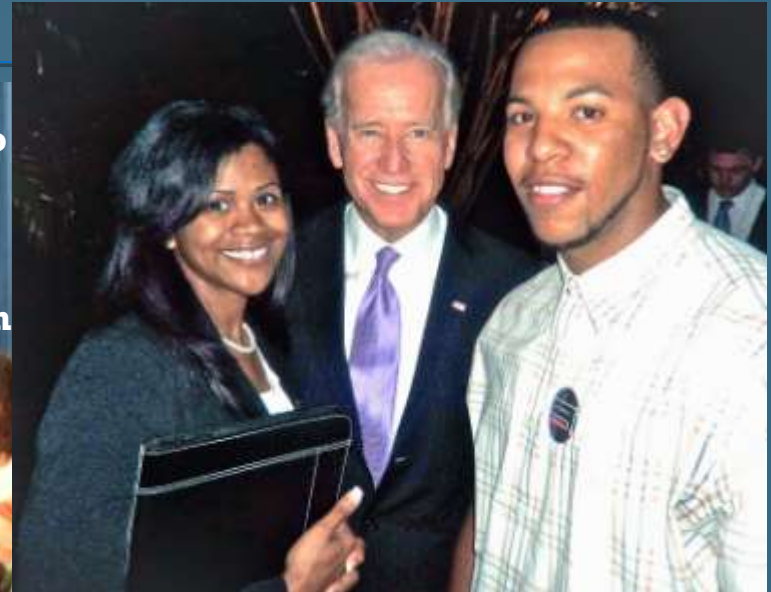
## ○ The Red Flag Campaign

- [www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org)
- Advisory Committee
- Bystander campaign
- All campuses received the campaign for free in 2010
- Currently building evaluation components



# campaign honors

- Featured as an example of “**Innovative Coalitions to Address Sexual Assault and Dating Violence**” in U.S. Department of Education’s publication, *Catalyst*.
- Recognized as a case example for promising practices in evaluating public awareness campaign in online article, “**Incorporating Evaluation into Media Campaign Design**” VAWnet (Violence Against Women Net), (Potter & Perry, April 2008).
- Honored by the Richmond chapter of the American Institute of Graphic Arts’ merit award in poster category.
- Approved by the Office on Violence Against Women, U.S. Department of Justice.
- Featured as one of 24 case studies of “**great nonprofit branding campaigns**” in a new book, *Designing for the Greater Good* (Crescent Hill Books, January 2010).
- Highlighted as a case example for promoting community education in the National Sexual Violence Resource Center’s 2010 Sexual Assault Awareness Month campaign materials.



Goal 3 Increase the capacity of Virginia's young adults (aged 14 to 22) to effectively identify and respond to behaviors that may be precursors to IPV  
(Implemented by RFC Advisory & Teen Campaign Advisory Committees)

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## ○ Teen Campaign

- Objectives of campaign
  - 1) Diverse 14-16 year-olds will be able to identify experiences that make them feel positively about themselves, and will develop or improve the skills needed to prioritize and realize these experiences
  - 2) Diverse 14-16 year-olds will be able to identify their expectations for healthy dating relationships, and will develop or improve their ability to communicate these expectations with peers and potential dating partners.

Goal 3 Increase the capacity of Virginia's young adults (aged 14 to 22) to effectively identify and respond to behaviors that may be precursors to IPV  
(Implemented by RFC Advisory & Teen Campaign Advisory Committees)

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## ○ Teen Campaign

- The assets that have been prioritized are interpersonal competence, personal power, community values youth, and positive peer influence. (as described by the Search Institutes Developmental Assets)
- Over 17 focus groups with Teens have been facilitated
- These objectives are based on data from the focus groups that suggest that teens rely on external factors to make them feel happy and rarely have the opportunity to think about internal protective factors (what fills them up and what makes them feel whole)
- Teens seem to know and understand what the core components of healthy relationships are, but don't have the skills to communicate them with dating partners and do not expect to have healthy relationships.

Goal 4 Increase the resources available to professionals who serve youth for building healthy relationship skills and positive racial identity for African American youth in pre K through elementary school  
(Implemented by African American Pre-K - Elementary Workgroup)

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- All members of workgroup identify as African American/Black
- Understand the IPV fatality data in VA
- Conduct literature review and program scan for healthy relationships, positive racial identity, media literacy for pre-k to elementary age children.
- Select promising strategies/programs/curricula
- Modify for audience

*Goal 5 Increase our understanding of perpetration of intimate partner violence*

*(Implemented by the IPV Perpetration Data workgroup)*

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- This goal is an objective in our OVW Community Defined Solutions grant (formerly GEAP and maybe soon to be GEAP again...)
- Builds on current partnership with OCME, Virginia State Police, Department of Criminal Justice Services, Office of the Supreme Court, Attorney General's Office, and VA Poverty Law Center to improve the coordinated community response to intimate partner violence in communities across the state
- Workgroup members have been identified

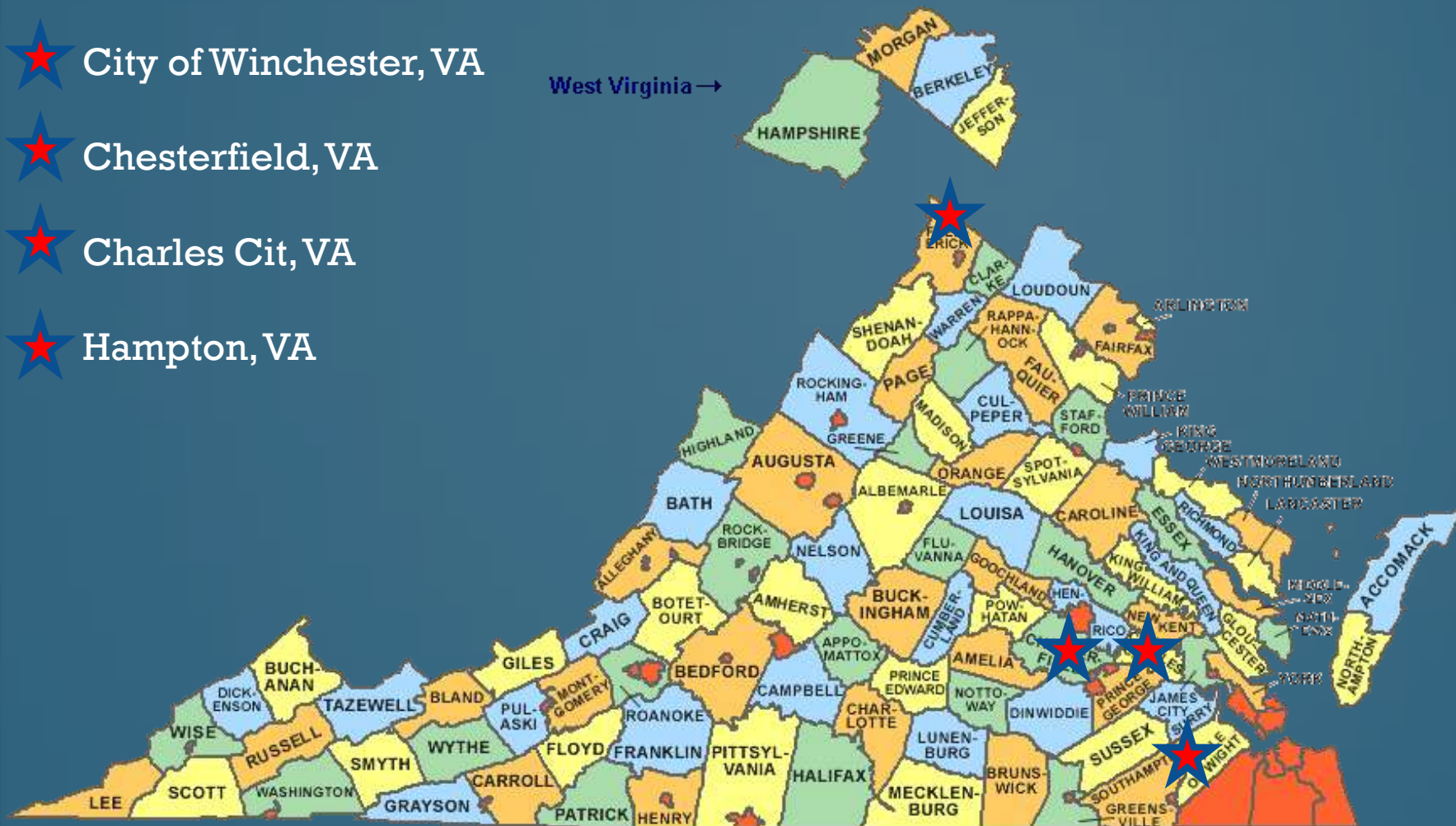
# local delta projects

★ City of Winchester, VA

★ Chesterfield, VA

★ Charles Cit, VA

★ Hampton, VA



# City of Winchester North End Community

## ○ In Touch with Teens (age 12-14)



In Touch with  
Teens curriculum

Facilitated at the  
Boys and Girls  
Club & the  
Timbrook House,  
an at-risk youth  
center.

Public awareness  
plan for the  
community

# Chesterfield, VA

## ○ Project RELATE (middle/high youth)

- To launch [www.Relate2You.com](http://www.Relate2You.com), students at Matoaca High School performed a dramatic presentation that depicted violence in relationships and helpful information on the Web site.



Project RELATE  
(modified) & Safe  
Dates curriculum

RELATE 2 YOU website  
<http://relate2you.com/>

RELATE 2 YOU  
performance/play

Working on  
broadening support &  
institutionalizing  
throughout county



# Charles City, VA

- Al's Pals (pre-K to elementary)



Al's Pals curriculum  
(grade-level phase in)

Tiger Dollar incentive  
program

Teacher training  
program

Stakeholder buy-in key

# Hampton, VA

## ○ RELATE (age 14-16)



Project RELATE  
curriculum (modified)

Partnership with  
Alternatives, Inc.

Hampton Teen Center –  
provides creative outlet  
for youth (music,  
spoken work,  
painting/drawing)