

National Partnership to End Interpersonal Violence Across the Lifespan

Think Tank Executive Summary – September 11th, 2010, San Diego, CA

Subject Matter/Methods of Analysis

This report provides a summary of the meeting of the Think Tank of the National Partnership to End Interpersonal Violence Across the Lifespan (NPEIV), held September 11th, 2010, in San Diego, CA. The Action Teams met to discuss the 9 areas of focus (public awareness, training and mentoring, practice, research, funding/development, public policy, dissemination/translation, networking/community capacity building, and publicity/public relations). Eighty-five people representing organizations and agencies throughout the United States and three other countries attended the think tank.

Findings

The first half of the day introduced multiple consultants to provide guidance for continued movement for the NPEIV. Joseph White, Ph.D., the social movement consultant, discussed the need to create connections and collaborations within the community of interpersonal violence. He suggested starting with a small group to build trust specifically, and then move towards an action stage of implementation and funding. Dr. White also discussed how to grow a social movement through membership and collaboration. Zach Olsen, the Public Relations consultant, described the need to connect with the media. He suggested giving specific knowledge such as statistics, economic and social costs, and trends in interpersonal violence. This can be achieved through press releases, publishing, and meeting with reporters who cover areas of violence. He also suggested finding a spokesperson from each Action Team that is knowledgeable, likeable and quotable to interact with media personnel. The next consultant, Nicolette Bautista, covered funding. She explained the majority of funding comes from individuals and a vital way to receive funding is to ask, not to expect. She suggested making a case statement describing why NPEIV should be what the funders would pick, what will be achieved, and who will benefit. The final consultant, Ryan Harris, discussed the need to utilize social media and social networking. He strongly suggested that using social media will allow the NPEIV to connect more quickly and nationally with people, but it has to be done strategically. He discussed case examples of the impact social media can have for corporations and agencies. Buttons were distributed to all members to wear at the International Conference and at other events in the future: “Ask me About NPEIV,” with our website included.

Once in Action Teams, members were updated on the progress of previously identified tasks from the February 2010 Think Tank and added the next steps to their blueprints for action to be achieved during the upcoming year. All groups found next steps to consist of building infrastructure to each action plan. Gantt charts were utilized to provide structure to this planning.

Research: An identified goal was producing a special issue of *Psychology of Violence* to address the overlap and relatedness of different types of violence and to identify needs for future research. Action steps include: beginning a draft to submit to the American Psychological Association (APA) including identified themes and topics, identifying qualities for editors, and establishing a timeline. Another goal was the production of special issues in additional journals focusing on violence prevention and intervention, and applying research to practice. These issues would be part of the Taylor & Francis series edited by IVAT. Guest editors and specific topics need

to be determined. Action steps include examining what is already effective, what are the core issues, and highlight the value of useful, accessible, community driven and evidence-based or promising practice interventions and prevention programs.

Dissemination/Translation: An identified goal was to develop a Practice and Policy Digest of Research on Interpersonal Violence. Action steps include: surveying members for interest in the digest and ideas, developing a mission statement, developing a layout and content plan, developing an editorial board, and developing the plan for method of delivery and dissemination. These action steps are set out in the action team's Gantt chart to begin in September and to be completed by January 2011. Discussion of disseminating an e-Bulletin also occurred, that would translate research into practice in jargon-free terms and in a condensed format.

Training and Mentoring: An identified goal was to implement an undergraduate or graduate curriculum about violence. Action steps include: identifying law schools and other legal institutions to see what they already are doing, writing materials for the National Child Protection Training Act, take a leadership role in expanding the Center for Applied Special Technologies, and assist in creating the NPEIV's model of "Web MD." Another identified goal is to address training needs in each profession and across disciplines. Action steps include determining core competencies from the NPEIV and assist communities in determining their training needs.

Practice: An identified goal was to gain information about best practices. Action steps include surveying members and identifying core competencies with the members. Identified best practices will be located on a central web source for access by all NPEIV members. All action steps include deadlines which can be found on the group's Gantt chart. The survey draft will be completed by the end of the Think Tank, disseminated by October 25th, survey results will be distributed to members by November 15th, and resulting themes will be identified by January 28th.

Networking and Community/Capacity Building: An identified goal was to identify the gaps in membership and recruit additional members to NPEIV. Action steps include creating and delivering surveys and using results to determine who is not represented and recruiting those members. Another identified goal is raising awareness and education in order to make each person accountable for their behavior concerning violence. Action steps include identifying mentoring organizations to help others, attend and present at events and creating community awareness activities. A final identified goal is to shift the pattern to safe and healthy communities and relationships. Action steps include creating a campaign in which individuals can nominate themselves or their organizations as an example of success in the prevention or reduction of interpersonal violence. The action team's Gantt chart shows all goals are proposed to be completed within the following year

Funding/Development: An identified goal was to create a case statement for the NPEIV. This came from the suggestion of the Funding consultant's presentation at the beginning of the Think Tank meeting. Action steps include: developing the main idea, developing the overarching strategy to apply for funding, developing objectives and focus areas to obtain funding, providing a calendar of funding opportunities and working with NPEIV Action Team co-chairs to identify financial needs of Action Teams. Each Action Team is to send a representative to work with Funding/Development.

Publicity/Public Relations and Public Awareness: These groups worked together to identify a goal of creating a campaign. Action steps include participating in a conference call in 6 weeks and working with the Research Action Team to determine populations of focus. Other action

steps include partnering with a business chain to make the NPEIV name recognizable and use the media, such as social media, as suggested by the opening presentation, posters and print media to disseminate the campaign. The suggestion was a high-visibility campaign through mass transit and social media. It was determined that the target is the general population, to make people feel invested and that this is their personal responsibility. Suggested working slogan/theme was “*There are no Innocent Bystanders. Ending Violence is Everyone’s Priority. See some violence – break the silence.*”

Public Policy: The public policy group will utilize the other members of the NPEIV to identify additional groups dealing with violence to help address communities that are not represented in the partnership. These additional groups and coalitions will be surveyed to identify needs. There needs to be an identified common aim and goal to provide a unified policy voice. A need for NPEIV to define its policy stance and priorities was identified. Links to broader national organizations need to occur. It is important to identify gaps in current state or federal policies to help provide a focus. Adding policy makers to this Action Team is also important. A survey was distributed to IVAT conference attendees concerning policy issues and priorities.

Additional feedback from Think Tank attendees suggested they felt they gained an increased understanding of the National Partnership, appreciated the ability to network with other professionals, felt satisfied that more concrete plans and goals were being implemented, and had an overall greater awareness of the motivation and collaborative atmosphere to end interpersonal violence. Partners also indicated through the evaluation process what projects they would be interested in partnering with the NPEIV.

Additionally, information was collected to begin a speaker’s bureau database for conferences, trainings, and media contacts as a representative/ambassador of the NPEIV. This will continue to be developed as a benefit for members, and as a resource for media and those seeking information.

Conclusions

The priorities for the National Partnership, as a result of the San Diego Think Tank, are to continue building on the momentum of the success of this Think Tank. This includes continued monthly conference call meetings for the Executive Committee and the implementation of monthly or quarterly conference call meetings for each Action Team. Barriers such as financial limitations for travel and lodging at the Think Tank and the inability to receive time off from employers were identified. Additionally, members found meetings within their individual Action Teams effective, but voiced a preference to spend more time in the full group format to allow more time to discuss and problem solve with information from others. A need for identifying missing pieces of research and expanding the disciplines represented in the partnership were also noted. Overall, partners left the Think Tank with concrete projects and identified products to complete over the course of the next year. Enthusiasm and energy to work on the global mission of the NPEIV seemed to be shared by those attending.

Next Steps

Research: Next steps were identified as putting journals special issues into development and production.

Dissemination/Translation: Next steps were identified as completion of all preliminary steps to develop the digest in order to produce the first edition by July 2011.

Training and Mentoring: Next steps include the expansion of CAST (Center for Applied Special Technology) to include elder abuse and to have National Child Protection Training Center accredit CAST within 2 years. Additionally, the group identified next steps as passing the National Child Protection Training Act, creating funds for the infrastructure of dissemination for the curricula to also be completed within 2 years. Other steps include expanding national, state and local trainings and disseminating information through newsletters and other means, including web-based mediums such as Skype, speaker's bureau and the "Web IPV". These are to be completed within 2 years of hiring staff and development. The final goal was to develop accreditation standards for the curricula nationally.

Practice: Next steps identified were writing a position paper on best practices as a result of the surveys findings.

Networking and Community/Capacity Building: Next steps include building a network of communities that are working towards safe and healthy communities, incorporating a public health model in communities, and have individual organizations create pledges to be an active interruption when interpersonal violence is observed.

Funding/Development: Next steps include using the completed case statement as a basis for funding applications. Top funders include individual giving, corporations, foundations, federal, state and local government and quasi-government agencies.

Publicity/Public Relations and Public Awareness: Next steps were identified as using survivor stories as a part of the campaign, beginning collaboration with identified business partners, and further developing the campaign by creating a video YouTube contest.

Public Policy: The next steps identified were to identify people within national groups who deal with public policy to find out more information about their public policy agendas. Additionally, educating and sharing resources with these national groups must take place. To do this, NPEIV must develop their positions and priorities, and develop the organization resources infrastructure necessary to do this.

The next face-to-face meeting will take place September 10, 2011, at the *16th International Conference on Violence, Abuse and Trauma* in San Diego, CA. There, members will discuss the achievements and impediments of the working groups and evaluate the progress and areas in need of restructuring.