



supports ICADV Primary Prevention Initiatives

This page and our prevention plans are under development; please check back soon so that we can all progress together!

Violence Prevention

Because we at the Coalition are committed to the elimination of domestic violence, we get pretty excited about effective strategies for violence prevention. At ICADV we reject the notion that domestic violence is inevitable and we are committed to getting in front of the problem to change the social conditions that tolerate or encourage domestic violence. We believe that because some people (largely male) *choose* to perpetrate domestic violence, that it is possible for them to choose not to perpetrate. Admittedly, the processes around decision making for any individual are complex and result from a variety of factors from various locations within their social environment, but the choice to perpetrate domestic violence begins with the existence of the option to be abusive within our relationships. The option to abuse is expressed in our social environments in many different ways. Preventing violence involves not only working with individuals who perpetrate to make different decisions, but primarily focuses on changing these social environments to make the option of domestic violence less likely or (ultimately) not possible.

ICADV's Efforts

In March of 2009 ICADV was selected by the Centers for Disease Control and Prevention through a competitive grant process as a Delta Prep state. As a Delta Prep state we are charged with the responsibility to develop the capacity of the Coalition and member programs to implement *primary prevention* strategies in Indiana. For more information about Delta Prep, please visit the CDC Foundation at: <http://www.cdcfoundation.org/ipv/>

What is Primary Prevention?

Primary prevention is the terminology that the public health community uses to describe interventions designed to prevent **first time** perpetration or victimization. Prevention Institute (2007) has described the following guiding principles for the primary prevention of intimate partner violence:

- Focus on changing norms to change behaviors
- Foster comprehensive and integrated systems for prevention
- Engage community leadership and be responsive to community strengths and needs
- Promote and model the desired positive behavior
- Invite, don't indict, men as stakeholders in prevention
- Emphasize the role of bystanders in prevention
- Start early/young
- Focus on assets along with risks
- Build on existing assets and efforts

For more information, visit Prevention Institute at:

<http://www.preventioninstitute.org>

How is this different from the prevention work that we have done in the past?

Past prevention efforts have mostly focused on raising awareness among the general public about domestic violence and providing potential victims with information about how they might reduce their risk of being victimized.

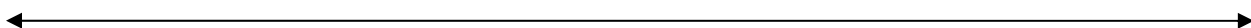
Traditionally, prevention efforts have been delivered to targeted groups within the broader population; programs have been designed for those groups perceived as vulnerable to perpetration or victimization. In addition, programs have been implemented to try to intervene early with perpetrators to prevent repeat episodes of abusive behavior.

All of these prevention strategies take place in a context where perpetration is present. None is effective in ending perpetration. Better described as risk reduction, these strategies are designed to teach individuals how to avoid or manage their experience of violence and abuse. If displayed on a timeline, primary prevention would take place earlier than the customary prevention strategies described above.

*Social norm change
Activities*

*Risk Reduction and
awareness raising activities*

*Rehabilitative services for
victims and perpetrators*



Primary Prevention

Secondary Prevention

Tertiary Prevention

Rather than trying to help individuals navigate a context of perpetration, primary prevention strategies give us the opportunity to truly get in front of the problem by changing the social conditions that enable domestic violence.

Why change strategy?

- Current strategies for responding to domestic violence are insufficient to change the problem.

Though providing supportive services for victims and mandating rehabilitative interventions for perpetrators are essential components of a community's response to domestic violence, these strategies have not resulted in a reduction of rates of domestic violence in the United States over the past thirty years.

- Advocacy for broader social change is where the movement began. *Domestic violence programs have served communities in Indiana since the late 1970s. The goal of these programs has been to provide excellent supportive services to victims while working to render those services unnecessary by eliminating domestic violence. Insufficient funding for domestic violence work has necessarily narrowed the scope of that work over time to a focus on services for victims. In a context where shelter staffs work at capacity just to keep the doors open and meet the needs of victims, the social change goal was pushed to the margins of the movement. The Delta project seeks to restore balance to the mission by providing funding for prevention without compromising support for the healing interventions that programs provide for survivors.*

How can we effectively work for prevention?





The Delta project supports state domestic violence coalitions and communities in working for prevention across levels of the social ecology. For more information about the social ecological model of violence prevention visit the CDC at:

http://www.cdc.gov/ncipc/dvp/social-ecological-model_DVP.htm



The idea is that social change is a large scale operation requiring multiple strategies at multiple levels for success. Individuals carry knowledge, attitudes and behaviors, but those are formed in relationships with family, peers, institutions, communities and society. It is difficult for an individual to change his attitudes or behaviors if those changes are not supported elsewhere in his community or

culture. Accordingly, effective primary prevention strategy will require efforts across all levels of the social ecology. Here are a few examples of prevention strategies across levels of the social ecology to get us thinking about the possibilities:

<i>Individual</i>	<i>Relationship</i>	<i>Institutional</i>	<i>Community</i>	<i>Society</i>
*School-based prevention education programs like Safe Dates 	*Mentor programs *Bystander intervention programs 	*Policy development for businesses, schools, organizations and congregations 	*Social marketing campaigns *Laws 	*Legislation (sanctions for violence and financial support for DV programs) *Media advocacy 