

UNIVERSITY PARTNERSHIPS TO END FAMILY VIOLENCE

Speranza Human Compassion Project creates low cost effective public media to prevent family violence and to deter the cycle of violence against women and children. Speranza partners with universities to engage students in creating public media, conducting social scientific research and designing the most innovative educational training tools for victim service providers including; hospitals, clinics, police, sheriff, court systems and social service agencies.

Our mission: To positively impact how care is administered to women and children experiencing family violence; decrease the prevalence of abuse in households most at risk; decrease the cycle of abuse in families with an abuse history; teach positive alternatives to violence; increase workers desire to help; impact the lives of victims and workers positively through planned education and empowerment tools; and to initiate global strategies that educate the public on the effect of abuse through public media.

PROBLEM STATEMENT

Philadelphia, PA has a population of 1.5 million residents in the city proper, according to the 2012 US census. In 2012, 143,534 domestic violence reports were made to the Philadelphia Police Department. In that very same year Philadelphia's only emergency shelter, Women Against Abuse, served approx 600 women & children and turned away 8,465 hurt families due to the lack of space and resources.

Women Against Abuse Statistics

In all major metropolitan areas, limited emergency housing options for victims of intimate partner violence persists and funding is becoming increasingly scarce.

Washington, D.C. Population 618,000, 96 beds for victims of domestic violence, ratio of 16 beds per 100,000; Baltimore, MD Population 621,000, 67 beds, 11 beds per 100,000; Pittsburgh, PA; Population 306,000, 36 beds, 12 beds per 100,000; Philadelphia, PA

Population 1.5 million, 100 beds, 6 beds per 100,000

INJURED, TURNED AWAY BY THE SHELTER & RETURNING TO YOUR ABUSER

As you can see from the above figures, the number of families seeking help are extremely high. When women and children are forced to return to their abuser the cycle of abuse is further agitated. This crisis can only be solved when helping agencies view their role as hero or life saver, rather than just nine to five. Domestic violence shelters do help but as you see from the numbers in the graph above prevention is needed to decrease the need for more resources.

POLICE OFFICERS AND VICTIM TRAINING

Philadelphia police officers respond to approximately 400 domestic violence calls per day and they report having NO ongoing victim or compassion training.

Domestic Violence is Everyone's Problem

Domestic violence is a huge problem in today's society. One of every three women has experienced physical abuse, sexual abuse, or stalking by a current or former intimate partner at some point in their lifetime. Nationwide, men makeup 15% of victims of domestic violence. Just in our city, the Philadelphia Police Department responded to 143,534 calls for domestic violence in 2012. These are not just statistics. These numbers represent our neighbors, relatives and loved ones. [Philadelphia Police Blog](#)

The above statistics are indicative of every neighborhood and every high risk community in the nation. The numbers are even more devastating in other countries such as Brazil where Recent statistics show that every 15 seconds a woman is assaulted; every two hours a woman is murdered. These are not just numbers, they are hurting women and children.

UN MILLENIUM DEVELOPMENT GOALS & HUMAN RIGHTS VIOLATIONS

The United Nations third Millenium Goal is to PROMOTE GENDER EQUALITY AND EMPOWER WOMEN. Domestic violence against women directly affects all MDG's according to their fact sheet 2013. The United Nations state, "Violence against women continues to undermine efforts to reach all goals." (<http://www.un.org/millenniumgoals/gender.shtml>)

Domestic violence is also a direct human rights violation according to the Universal Declaration of Human Rights. (<http://www.un.org/en/documents/udhr/>) Most women are not educated on what their rights are. Educating women is important in empowering them and to creating change.

PROJECT GOALS & OBJECTIVES

Our goal is to end intimate partner and family violence. We believe every woman and child has the right to feel safe in their own home. Through creative outlets we seek to inspire and support at-risk families in nurturing a safe environment at home for women and children to love, live and play without threat or fear of harm.

You can see though our above research domestic violence is an increasing issue in Philadelphia, the United States and Worldwide. There are agencies in place to help, we have government regulations domestically and internationally that address the need for domestic violence prevention and women empowerment, yet little is changing. Something new and innovative is needed.

Program Objectives

1. Increase the confidence of those working directly with victims, including students going into victim services, and current professionals;
2. Engage student from undergraduate and graduate university programs in creative ways to actively be a part of solutions and programs to prevent violence against women and children;
3. Inspire a more nurturing and compassionate emotion towards victims through awareness and training;

4. Increase access to quality educational resources and problem solving tools 24 hours-a-day;
5. Increase workers knowledge of domestic violence crimes, the effect and real solutions;
6. Increase at-risk women's knowledge of their options through public awareness;
7. Decrease the cycle of abuse through victim empowerment and education;
8. Increase the general public's knowledge on domestic abuse, abusers & solutions; and
9. For the next three to five years, targeting twenty high risk cities in the US to promote the above domestic violence prevention strategies.

As you read through our proposal you will see how our unique project plans to change how care is administered to victims, equip victims and helpers with real problem solving tools they can access 24-hours a day, 7-days a week and build a strong public presence that will bring awareness and will persist until these tragedies stop occurring.

PROPOSED INTERVENTIONS

Americans spent \$5.8 billion on domestic violence services in 2013 ALONE. This is a bill you nor I can afford to continue to bare. We are already seeing positive results in the 18 months we have been working on this project. Awareness and education makes a difference in attitudes and actions.

Following are our proposed intervention strategies:

Awareness:

We have learned through the Susan G. Komen Foundation how awareness educates and changes outcomes. Breast cancer will affect 1 in 8 women and there is no known cure.

Recently, a number of PSA's on autism awareness have been publicized. We are now well educated on the signs of autism. The Ad Council did a great job. Autism affects 1 in 88 children (1 in 54 boys) and there is no known cure. Autism Speaks. **HOWEVER**, when was the last time you saw an ad for

domestic violence awareness with the signs of an abuser? When was the last time you saw a walk/run to raise funds? What research is being done around this cause to eliminate it? Philadelphia hosted one walk in October 2013. A city running rampant with 400 calls for help a day, only had one walk that received no press coverage. We are doing a poor job. Domestic violence affects 1 in 3 families (men, women and children) and it is 100% preventable.

Compassion:

Learning how to build quality mindful connections is hard to do, but is important for change. It requires slowing down, listening, paying attention, asking the right questions, responding appropriately, problem solving and resolving to help. As we begin to view each individual as a hurting person, not a; case, client, statistic or problem, we become more compassionate and an active part of the solution.

Education:

Frontline worker and first responder receive very little training, are the lowest paid, are most likely to have the least education and have the highest level of interpersonal conflicts. These workers are trusted to provide initial care to women and children who have been traumatized for years and are now finally reaching out for help. Their approach makes all the difference in the world to these hurting people. If we ever want this cycle to end, we have to mandate quality training, problem solving support and empower these individuals.

Our trainings are strategically created to reach the heart of our audience. Each of our 100+ modules are 15 minutes in length, and are created by university graduate students with the following components:

- a) two pages of comprehensive, easy to read, information on the topic, answering the questions: why should I care, how does this directly affect me in my role as helper, what does helping look like and how will this change outcomes;

- b) three four simple steps to each approach that can be easily taught or explained to victims;
- c) one five minute video on the topic. Each video must be creatively made into one of the following formats; a vignette, expert interview, first hand accounts or engaging text; and
- d) a ten question quiz is given for each module.

When four modules have been completed one CE unit will be issued by the APHA.

Individually the training modules can be completed through our training portal. We also offer group setting training at hospitals, clinics, police or sheriff depts, etc. as a part of the staff's weekly meeting. The group reviews the module with a trained manager, a Speranza team member or a graduate student. A booklets/journal is provided for each training module. We teach each module with a compassionate approach so the group can mimic our tone, demeanor, and use of language when working with victims. By educating these important players in victim services, we will decrease the need for repeat services, as they will empower and equip victims with the tools necessary to change adverse outcome for themselves and their children. If every step in victims services offer victims with positive, effective tools, victims will be better equipped to make healthy relationship choices.

OUR PARTNERSHIPS

The American Public Health Association

Through this partnership Speranza:

- 1) provides continuing education credit for our Physicians, Nurses and CHES professionals that take part in our onsite or online training and attend our educational conferences;
- 2) will host our online training courses on the APHA training site; and
- 3) is mentored and supported by the APHA in all our public health and scientific research initiates. This is an ongoing partnership.

Temple University Nursing/Public Health/Social Work Department

Through this partnership Speranza:

- 1) utilizes the scholarly expertise of the professors, faculty, staff and students to assist with scientific research and research related to prevention methods, established best practices and sustainable prevention;
- 2) educates faculty, staff and students on compassion care for victims of violence crimes;
- 3) supports students in effectively training others on victim care;
- 4) implores students to be a part of the solution to end violence against women by being change agents;
- 5) hosts a student organization on campus that will: create social campaigns to end intimate partner violence on campus and in at-risk communities in Philadelphia and metro area, coordinate runs/walks and other social activities that will engage students to end domestic violence, conduct cause related and scientific research and write about it in local and national print media, design innovative prevention media to be viewed by various audiences on and off campus, and be apart of Speranza's team to create effective training and enhance our online tool for first responders. This organization will be open to students in the following disciplines: medicine, nursing, psychology, social work, public health, communications, media and other health related disciplines. This is an ongoing partnership.

La Salle University Communications and Social Work

With the support of La Salle University faculty, staff and students Speranza:

- 1) coordinates events that educate the decision makers in the Philadelphia and the metropolitan area on domestic violence and the effects of the gaps in services on victims recidivism;
- 2) creates strong student and public awareness media campaigns centered around intimate partner violence and prevention strategies;

- 3) conducts social science research on violence prevention strategies;
- 4) educates students on domestic violence prevention as it relates to their future jobs and roles in their own families and communities; and
- 5) creates a solid knowledge base for students entering into the HHS fields, encouraging empathy towards victims of violent crimes. This is an ongoing partnership.

Other Universities Globally

We plan to duplicate the above programs and student organizations in as many universities as possible. Each university and class brings a unique perspective to our topic and we can never have too many training modules, research support or teams working towards creative prevention strategies. So far, every university we have reached out to has been extremely receptive to working with our project and allowing us to engage students in projects to help reach our goal of ending violence against women & children. They have also made longterm commitments to our project, as they see the need for more education and compassionate training for all Health & Human Service agencies that provide direct services to victims.

INTERVENTION SUMMARY

There are three ways our project seeks to reach our goals and fulfill our mission:

- 1) Create impactful prevention media (PSA's & documentaries) that reflect what is actually happening in violent homes and offer practical solutions;
- 2) Continuous social scientific research and organized class projects for students entering the; social science, health care, human service and communications fields of work to help develop creative prevention campaigns on campus and in the community;
- 3) Develop educational trainings for; government agencies, hospitals and victim service organizations on:

effective problem solving, compassion care and preventing recidivism. Currently, we have 100+ training topics that are relevant to domestic violence prevention, based on our research and the first hand experience of victims.

A Sample Topics of Speranza Educational Training Modules

Negotiating Out of Terror
Simple Self-Defence
Protecting Children During Conflict
Legal Implications Theories vs. Truth
DV Crime Statistics
Police as Heroes
Helpers as Heroes
What is Domestic Violence?
Psychological & Physiological Effects of DV on Women
Psychological & Physiological Effects of DV on Children
Human Rights Violation Explained
What "Help" Looks Like for Victims. (when no shelter, family or judicial systems can help)
Effective Problem Solving
Life Planning (how to set goals and help others do the same in times of crisis)
Parenting During Crisis
How Victims View DV
Your Childhood and Patterns Passed Down
Protecting Your Child/Children
Your Protection (mental and physical)

SPECIAL TARGET POPULATIONS

Our project supports disadvantaged at-risk populations for abuse and actively involves those in helping scholastic disciplines to be a part of the solution before entering the workforce. This allows them time to research, understand, and work with this special demographic which tends to be low income individuals, minorities, and immigrants. This knowledge will create a more empathetic and compassionate worker once they enter their field.

Our online support services will offer information on resources, motivation and empowerment tools and problem solving help 24/7 for victims and front-line workers. Our 24/7 interactive tools will be accessible through; voice, video or text chat with professionals and graduate students across the globe.

This will allow communication and problem solving help in a variety of different languages for victims.

We are several years out on the complete development of this tool, however, our basic tools and training will be available and accessible online late 2014.

Our public media will be aired on all major television stations, during shows and at times we believe our target audience will be watching so our dollars are most effective. Our primary target audience: unemployed married women with children from all ethnic backgrounds and single mothers 18 - 45, minority and immigrant. We will work with the stations to determine when the best times and stations are to capture this population.

GOVERNANCE PLAN

Christina Blackburn, MS, Founder and Executive Director of the Speranza Human Compassion Project, will be the main contact for the above outlined projects. She will handle the overall management of the project. The following group will manage the budget and the day to day activities of both projects:

- 1) Board of Directors (5) individuals; 1- currently working with the project, 1- from Temple University, 1 - from La Salle University and 2 who have expertise in one of the following fields: accounting, law, health care, victim services or government;
- 2) one full-time University Coordinator and one intern coordinator, to coordinate all projects at the universities and expand the current program to universities nationally and abroad;
- 3) one part-time Grant Coordinator and one intern, to create financial documents and statements, maintain communications on the grant progress and to make sure we meet all financial requirements of our funders, and seek out new grants and reapplying for the current grant;
- 4) one part-time Volunteer Coordinator, to find and coordinate and train volunteers to help create,

implement and teach trainings (volunteers will include: domestic abuse survivors, media & film specialists, graduate students, human service and health care professionals).

PROJECT MANAGEMENT

Speranza Human Compassion Project brings a passion and commitment to ending domestic violence that is unmatched. As the survivor of this tragedy, program founder, Christina Blackburn, has an in depth understanding of where millions of women are, and is passionate about her unfortunate experience not happening to others. In Philadelphia, Speranza is understood to be the first domestic violence prevention agencies lead by an African-American domestic violence survivor. “I am not just an Executive Director for the title. I lived it, I know it and I can change it.” She also has a strong educational foundation in Public Health and Health Administration from Indiana University, Bloomington coupled with a strong management background with over five years of experience in health management and a Master of Science in management from a small Christian college in Fort Wayne, Indiana. Our agency is made up of all volunteers from the Philadelphia community. We have been working on this project for over a year now and we have 10 volunteers that believe in our mission. We have a working advisory board & volunteer team made up of community member that are dedicated to our project. Please see the below “Project Resources and Organizational Capability Statement” for more information about our team.

Weekly team meetings with outlined staff will take place every Monday, to ensure each member is on task with their responsibilities. A daily log will be maintained by each project leader on their daily tasks and what open items need to be completed the following day. Our paid team will be small to utilize each member efficiently and to better monitor the progress of our team. We also have a very effective

internal communications tool that enables seamless sharing of information called Yammer.

OUTCOMES/EVALUATION/DISSEMINATION

Measurable Outcomes

Awareness:

- Increase in social media searches (reviewed and tracked quarterly)
- Increase in general awareness of domestic violence (survey or poll quarterly)
- decreased hospital visits from family violence (study one hospital in the 20 high risk areas)
- decrease in domestic violence 911 calls (survey police calls in same 20 high risk areas)
- increase in conversations around violence prevention (social and public media tracking)
- increase in social campaigns to end domestic violence (survey 20 high risk areas)
- decrease in overall violence services expenditures (view annual statistics)

Education Training Outcomes:

- 1) survey students on knowledge gained from participation in project and perspective new;
- 2) follow-up with students after graduation on the relevance of training in the field;
- 3) survey and interview workers on view of position and needs before and after training;
- 4) interview victims who have received services to see what their experience is; and
- 5) secret shop agencies to see if the services and trainings are being used effectively.

Long-term Outcomes:

Our goal is for all workers and “helping” professionals to have a more empathetic and engaging experience with each victim, assist victim in problem solving and to provide viable solutions to ending the violence they are experiencing. The intent is to eliminate the need for further injury and services. This in the long term will decrease our victim service burden and decrease the excessive budgets

associated with domestic violence.

Dissemination

Speranza's team will meet monthly to compile data and will post findings quarterly on our website. We plan to provide a spreadsheet with a comprehensive overview of our projects, the progress, and financial requirements monthly to our sponsors and investors.

Project Resources and Organizational Capability Statement:

Our founder, Christina Blackburn, (see Project Management and her attached Bio) has been the victim of domestic violence and has experienced first hand the gaps in the systems that are put in place to help. Her relevant experience has proved to be the experience of many survivors of domestic violence. Her experience coupled with her background in Public Health and Management makes her the perfect candidate to lead this transformative organization.

As an organization we have successfully created our entity as the Blackburn Group DBA Speranza Human Compassion Project EIN# 27-4129912, registered with the Commonwealth of PA, September 23, 2013 as a non-profit organization. We have successfully established relationships with Temple University, La Salle University and the American Public Health Association, Washington, DC. We have now worked with four classes at La Salle University in which we trained over 50 students on creative domestic violence strategies and they have created events, projects, research and public media towards our mission. Five of our team members are from Temple University and in the fall our project will expand to training Nurse Practitioners on an ongoing training curriculum in compassionate violence prevention strategies. Holy Family University has expressed an interest in working with our project and expanding it to provide supports for the worker provide direct services to returning Veterans and their families. The need is great as a lot of military families are now suffering from family violence. The more

groups & universities we meet with the more need is expressed for our training.

Our team and resources are as follows:

Christina M. Blackburn, MS, BSPH, Founder & Executive Director

Fatos Gjakova - Technology and Innovation Coordinator

Dr. Maryam Tabrizi - University Programs Director and Research Coordinator - Associate Professor
Temple University.

Andrea Leonhardt, MS - Communications Coordinator and University Director for La Salle

Olivia Noble, Temple University Intern - Social Media Coordinator

Beth Cohen, Temple University Intern - Event & Conference Planning Assistant

Sara Greenfield, Temple University Intern - Research Assistant

Mark Maguire - Mentor and Advisory Board Member - University of Pennsylvania

Leslie Allen, MBA - Advisory Board Member - University of Pennsylvania Health Systems

Dr. Michael Smith - Advisory Board Member - Professor and La Salle University Liaison

Barbara Chavous, MA - Advisory Board Member - Director, Greater Phila Special Olympics

Susan Nguema, MA - La Salle Liaison

All resources have been provided by the organization founder and two small fundraisers. We are

working on a very limited budget, however, we have managed to keep moving forward.

DATA MANAGEMENT

Speranza Human Compassion Project does adhere to all the privacy rules and Federal regulations under HIPAA.

HUMAN SUBJECT AND PRIVACY ISSUES

No human subject clinical trials will be a part of this project.