



mcedsv



DELTA IMPACT TOOLKIT

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ABOUT MCEDSV



OUR MISSION

MCEDSV is dedicated to the empowerment of all the state's survivors of domestic and sexual violence. Our mission is to develop and promote efforts aimed at the elimination of all domestic and sexual violence in Michigan.

OUR VISION

MCEDSV is Michigan's catalyst for creating empowered and transformed individuals, communities, and societies committed to building a lasting legacy of equality, peace and social justice, where domestic and sexual violence no longer exists.

INTRODUCTION TO DELTA IMPACT

The Michigan Coalition to End Domestic and Sexual Violence (MCEDSV) has been at the forefront of the nation as a leader in efforts to prevent intimate partner and sexual violence (IPV/SV) for over 20 years. MCEDSV is committed to ensuring that primary prevention strategies remain at the forefront of our local, state and national work through a survivor-centered, trauma informed, and intersectional lens.

MCEDSV implements and evaluates evidence-based, evidence-informed, and emerging primary prevention strategies. They address the interrelated risk and protective factors between Intimate Partner Violence (IPV), Sexual Violence (SV), and Social Determinates of Health (SDoH). This includes some of the most recent efforts highlighted in this toolkit that engage family leave policy initiatives, reformation of pay day lending, building trainings to increase the effectiveness of bystander curriculum, and statewide Greening work with a custom messaging campaign.

The efforts described in this toolkit are the result of a five-year CDC-funded grant to state domestic violence coalitions to implement strategies and approaches designed to prevent intimate partner violence (IPV). The DELTA IMPACT (Domestic Violence Prevention Enhancement and Leadership Through Alliances) award focuses on prevention efforts that aim to decrease risk factors that may lead to IPV perpetration while also increasing protective factors that decrease IPV perpetration.

Over the course of five years, MCEDSV supported the implementation of four separate Policy and Program Efforts (PPEs), with three primary community partners. MCEDSV's statewide prevention initiatives focus on increasing green spaces in areas with high alcohol outlet density and predatory payday loan utilization rates, which are both identified risk factors of IPV perpetration. The cities selected for Greening are diverse geographically as well as demographically, and include Dearborn, Detroit, Kalamazoo, and Big Rapids.

MCEDSV supports community-based, Primary Prevention initiatives by providing funding to Arab Community Center for Economic and Social Services (ACCESS) in Dearborn, Ferris State University (FSU) in Big Rapids, and Michigan Technological University (MTU) in Houghton. ACCESS implemented a greening urban spaces initiative and an initiative to increase paid leave policies and economic supports for working families in Dearborn. MTU and FSU implemented an adapted educational curriculum of Bringing in the Bystander® and a robust community educational campaign. DELTA IMPACT continues to support MCEDSV's commitment to survivor-centered prevention work.



HOW TO USE THIS TOOLKIT

This toolkit is comprised of many smaller documents that can be used as stand-alone guidance or can be used all together to better understand the violence prevention work that has taken place in Michigan during 2018-2023. This tool is not meant to be all inclusive, or a “how-to” instructional manual for community programs. It is, however, intended to be an initial introduction to the Great Lakes Model of Primary Prevention, an overview of MCEDSV’s most recent prevention initiatives, and a tool to start community conversations around prevention programming.

MCEDSV offers technical assistance and training to member programs interested in starting or deepening knowledge in Primary Prevention strategies and programming. Each section is presented and formatted differently, as the work looked very different depending on the community, the program being implemented, and the unique impact of a global pandemic.

If your community is interested in learning more about these prevention initiatives, please visit <https://mcedsv.org/prevention/> or email the MCEDSV prevention team at Prevention@mcedsv.org for individualized Technical Assistance (TA) and training.

INTRODUCTION TO PRIMARY PREVENTION

Primary Prevention refers to programs and policy efforts that prevent Interpersonal Violence (IPV) from occurring before it begins. Sometimes referred to as “working upstream”, Primary Prevention changes aspects of the social landscape that make it more difficult for potential perpetrators of IPV to make the choice to perpetrate violence. These efforts also create societies and communities that are less tolerant of violence, more supportive of victims and survivors, and more likely to hold perpetrators accountable if they do choose to commit violence.

Primary Prevention reduces the incidence of intimate partner and sexual violence by changing social and community policies, societal norms, practices, and behaviors that impact the likelihood that one may choose to perpetrate abuse.

- Protective Factors are individual, relational, community, institutional, and societal-level variables that lessen the likelihood of perpetration and victimization directly or by buffering against risk.
- Risk Factors occur at individual, relational, community, institutional, and societal levels and increase the likelihood that individuals may choose to perpetrate violence, and thus increase the potential rate of victimization.

MCEDSV uses a five-level Social Ecological Model (SEM) to understand risk and protective factors of effective prevention, concentrating on the “outer layers” of the model (Community and Societal/Policy). MCEDSV offers training on the Great Lakes Model of Primary Prevention and facilitates an annual Community of Practice ~ “Activism Conservatory.” Please contact Prevention@mcedsv.org for more details.

Figure 1: Socio-Ecological Model¹



1

Lee, Barbara & Bendixsen, Casper & Liebman, Amy & Gallagher, Sue. (2017). Using the Socio-Ecological Model to Frame Agricultural Safety and Health Interventions. *Journal of Agromedicine*. 22. 10.1080/1059924X.2017.1356780. Retrieved from: https://www.researchgate.net/publication/318840832_Using_the_Socio-Ecological_Model_to_Frame_Agricultural_Safety_and_Health_Interventions

CURRENT PREVENTION INITIATIVES

Green Spaces: In 2018, the Michigan Coalition to End Domestic and Sexual Violence (MCEDSV) initiated a five-year effort to modify the physical and social environments of neighborhoods. They specifically focused on “Greening” as an approach to prevent intimate partner violence (IPV). Greening spaces may involve increasing utilization and equitable access to parks, gardens and other types of vegetation to create a warm and welcoming environment in the community.

While MCEDSV has focused on violence prevention for years, this is the first time they’re specifically digging into the relationship between the physical/built environment and IPV perpetration. Modifying the physical environment, or Crime Prevention Through Environmental Design (CPTED), has been used since the 1960s to reduce crime in communities and around buildings by changing architectural landscape. For example, planting bushes and trees to create a walking path, clear line of sight, or to block entry; appropriate outdoor lighting; landscape designs that provide surveillance; or creating outdoor parks and other green spaces for residents to safely come together in an equitable and accessible way.

MCEDSV focused intentionally on the connection and social cohesion that is created in communities where residents can safely and equitably access outdoor spaces, which act as protective factors against IPV perpetration.



In communities with high levels of connectivity and social cohesion, people are more likely to feel a sense of belonging, engage in positive social interactions, and have a sense of common purpose. These act as protective factors, decreasing the likelihood that individuals will choose violence, while increasing community accountability for perpetrators and support for victims and survivors. Refer to “Greening as Prevention: Understanding the Basics” for further details on this initiative.

Economic Supports: Economic supports that reduce IPV include workplace policies that support working families such as flexible schedules, children in the workplace policies, increased access to nursing and pumping spaces, and paid family leave policies. Research has shown that 62% of working Michiganders do not have affordable access to unpaid leave under the federal Family and Medical Leave Act. Poverty² and financial stress are identified risk factors for IPV victimization and are related to work policies around paid leave. While issues related to economic stability do not directly cause IPV, economic stability may reduce financial dependence on a potential or current perpetrator, increase the likelihood that one may be able to leave an abusive relationship, and/or provide alternatives to abusive relationships. Please refer to “Economic Supports for Working Families” for further details on this initiative.

² diversitydatakids.org. (2015). Working adults who are eligible for and can afford FMLA unpaid leave. Brandeis University, The Heller School for Social Policy and Management. Retrieved January 2020 from <http://www.diversitydatakids.org/data/map/529/working-adults-who-are-eligible-for-and-can-afford-fmla-unpaid-leaveshare/#loct=2&tf=17>

Engaging Influential Adults and Peers: Bringing in the Bystander® is a prevention curriculum used on college campuses that is aimed at engaging influential peers on campus in order to prevent violence. Paired with MCEDSV’s supplemental trainings on building empathy and facilitation best practices, the curriculum teaches college students how to identify potentially dangerous situations and safely engage in prosocial behaviors to intervene or to support a victim post perpetration. Please see “Engaging Influential Adults & Peers: Bringing in the Bystander®” for further details on this initiative.



DELTA IMPACT PRIMARY PARTNERS



MCEDSV

Creating protective environments by Greening Spaces & Reducing Risk Factors in Detroit, Kalamazoo, Big Rapids, and Houghton, MI.

MCEDSV, RPE, and the State Leadership Team are collaboratively creating a State Action Plan for prevention in Michigan.

Ferris State University

Engaging influential adults and peers by implementing Bringing in the Bystander in Big Rapids, MI.

ACCESS

Creating protective environments by Greening Urban Spaces.

ACCESS is also working to strengthen work-family economic supports by implementing Paid Leave Policies & Economic Supports for Working Mothers in Dearborn, MI.



FERRIS STATE UNIVERSITY



ACCESS
assisting. improving. empowering.

To find out more information about our partners, please click on their logo image and follow the link!

The Michigan Coalition to End Domestic and Sexual Violence (MCEDSV) is a state-wide, membership-based, nonprofit with offices in Okemos and Detroit. MCEDSV utilizes a survivor-centered, intersectional, and trauma informed lens to empower all of Michigan's survivors of domestic and sexual violence and in developing and promoting efforts aimed at the elimination of all domestic and sexual violence in the state of Michigan. MCEDSV is Michigan's catalyst for creating empowered and transformed individuals, communities, and societies committed to building a lasting legacy of equality, peace, and social justice, where domestic and sexual violence no longer exists.

Ferris State University (FSU) is a public university with its main campus in Big Rapids, Michigan. The Anti-Violence Alliance (AVA) is an organization on Ferris' campus that is focused on making campus a safer place for everyone. The AVA raises awareness, and provides education and training to prevent sexual assault, dating/domestic violence & stalking from occurring and to create culture change on campus and in the community.

The Arab Community Center for Economic and Social Services (ACCESS) strives to enable and empower individuals, families and communities to lead informed, productive and culturally sensitive lives. As a nonprofit model of excellence, they honor their Arab American heritage through community-building and service to all those in need, of every heritage. ACCESS is a strong advocate for cultural and social entrepreneurship imbued with the values of community service, healthy lifestyles, education and philanthropy.

GREENING AS PREVENTION: UNDERSTANDING THE BASICS

Both MCEDSV and ACCESS had greening initiatives under DELTA IMPACT. Over the course of five years, a staggered implementation plan took place in Dearborn, Detroit, Kalamazoo, and Big Rapids. Cities were chosen in part because of relatively high alcohol outlet density and predatory payday loan utilization rates (known risk factors of IPV perpetration); urban Greening efforts already underway; and community engagement factors.

The first year in each city was dedicated almost entirely to relationship building and community engagement. Progress felt slow during this stage, but MCEDSV quickly learned that the time invested in deepening community relationships paid off when COVID-19 mandated significant pivots to the work.

Community education was also essential. The team created accessible materials for local trainings, and engaged in community organizing and educating policymakers. They also worked with partners already engaged in urban greening initiatives to provide training and incorporate messaging on how their work relates to violence prevention.

The connection between green spaces and safe relationships is not obvious to everyone. Connections exist between green spaces and collective efficacy (mutual trust and willingness to help each other), as well as green spaces and reductions in community violence. Collective efficacy and community violence are known risk factors for domestic violence.

UNIQUENESS OF GREENING IN DETROIT

Connection to the community was essential. One of the first few greening references that the Detroit team had was the 2017 City of Detroit's improvement plan for their city-wide parks and recreation centers. They identified parks for closing, improvement, relocation, and other neighborhood improvements. The opportunity to attend several community development and related events helped MCEDSV learn about the various kinds of Greening that were occurring in Detroit. They included efforts like neighborhood park developments, rain gardens, urban gardens, vacant lot clean up, lawn mowing and maintenance, and improvements to street lighting.

Urban gardening efforts in Detroit were often led by local community elders and they continued the traditions of growing their own food, teaching younger generations these skills, and addressing the food deserts commonly found in the Detroit area. Efforts were done in the spirit of supporting, empowering, and keeping local communities safe. This paved the way for MCEDSV to help make the connection between those Greening efforts already underway and intimate partner violence prevention.

Building relationships and providing training to community members gave MCEDSV the opportunity to learn more about the Detroit Greening scene, and provided numerous opportunities for MCEDSV to increase awareness on how Greening efforts reduce and prevent domestic violence within communities.

DETROIT PARTNERSHIPS

MCEDSV staff focused on maintaining and growing relationships with greening partners throughout the five-year project period.

These types of grassroots initiatives are often volunteer-led and therefore dependent on the health, ability, and capacity of the person(s) leading and continuing these efforts throughout the year.

Consistent, long-term communication is essential to account for the ebb and flow in program capacity and availability of key grassroots organizations



Yorkshire Woods Community Organization (YWCO) was an essential and long-term Greening partner. The partnership started when MCEDSV staff attended the Detroit Future City DD139 Event in 2019.

YWCO has extensive Greening efforts, including urban garden vegetable beds, tree stump sitting area, mulch and compost areas, a performance stage, rain garden, gazebos, beehives, rainwater collection systems, and other unique urban Green spaces to bring community together. Harvested vegetables are also shared with community members, addressing the food deserts and income inequality in this urban area.

Sustainable community partnerships cannot be one-sided. MCEDSV prevention staff participated in several YWCO Harvest Festivals, providing volunteer labor, educational materials, resources on domestic and sexual violence, and education on the relationship between these urban Green spaces and violence prevention.

Peace Tree Parks provides food harvested from the garden and geodome greenhouse, green spaces for community members, and education on healthy living and the benefits of gardening at no cost to the community. MCEDSV provided volunteer support to build plant boxes in the greenhouse.

MCEDSV staff participated in a park clean up event hosted by Detroit Audubon. They provided community training on the connection between green spaces and prevention, and participated in weeding, cleaning up garden pathways, and other efforts to support park beautification.



Engagement with community events is essential to creating partnerships.

Detroit Audubon

One of the notable efforts of the Detroit Audubon is their “Detroit Bird City Project”, which includes preserving birds, native plants and community-friendly nature. The organization conducts outreach in local communities and provides free and paid field trips that may be beneficial to survivors.

MCEDSV staff facilitated a relationship between Detroit Audubon and the local sexual assault agency, WC SAFE. Detroit Audubon, in turn, supported WC SAFE by donating and planting in their survivor garden.



Pictured above is a local Detroit-based sexual assault agency, **WC SAFE – The Avalon Healing Center**. The Avalon Healing Center developed a local community garden space for survivors. MCEDSV supported this effort by volunteering with clean-up and gardening efforts. During the pandemic, WC SAFE staff used this space for art and garden therapy for sexual violence survivors.



MCEDSV Staff participated in a park clean up event hosted by Detroit Audubon. They provided community training on the connection between green spaces and prevention, and participated in weeding, cleaning up garden pathways, and other efforts to support park beautification.

During the pandemic, MCEDSV had the opportunity to support Detroit Greening efforts through staff volunteers to distribute food boxes to community members.



Hope House at ACCESS

As a primary aspect of their Greening initiative, ACCESS created a Green space with seating and a vegetable greenhouse at their Hope House location in Dearborn. Hope House is a psychosocial rehabilitation program that focuses on helping adults with mental illness (re)discover their passions and interests. Program participants show increased employment (double the average rate for people in public mental health systems), improved well-being (significantly more likely to report close friendships and have someone they can rely on), and better physical and mental health with increased connectedness. This garden and greenhouse is also used as a meeting space for residents to learn more about domestic violence and healthy relationships.

An essential element to Greening in urban areas is providing accessible education to the community on the relationship between their efforts and violence prevention.

The key to strong community relationships is to listen first and then make the first offer. Support the community before making your ask.

- Greening is not an all-year-round effort in Michigan due to cold weather during much of the year. Outdoor Greening work is primarily done from April - September, leaving a relatively short window for outdoor community engagement and connection in these spaces.
- Efforts were significantly impacted by the COVID-19 pandemic and Greening implementation and community gatherings were halted in 2020. By mid 2022, MCEDSV started seeing an increase in community greening efforts, opportunities for relationship building, and identifying new partners and community engagement opportunities.

GREENING FACILITATORS

“Listening First” became a core component to community relationship building. Entering spaces with an open mind to listen first about the potential partner’s work and efforts before sharing about MCEDSV’s prevention work strengthened relationship building and partnership development.

MCEDSV shared domestic and sexual violence education and resources with community Greening partners, collaboratively created brochures, social media campaigns and other promotional materials, and helped local community events by providing volunteer hours that directly benefitted the community.

Leveraging existing urban gardening and park development activities, rather than creating our own green spaces, maximized outcomes.

Essential elements to Greening implementation and sustainability included staff living and working in the targeted communities, collaborative evaluation efforts, monthly reports and check-ins, and a simple tracking log of Greening partners and meeting notes.

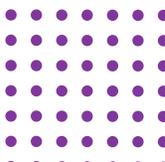
Reciprocal and meaningful relationships are key!



- Understand what can and cannot be done within the funding cycle or time period – prevention thrives on small, incremental changes
- Be authentic, honest, and vulnerable
- Relationship building takes time & persistent efforts
- Listen first, contribute first. Save your “asks” for last.
- People understand the connection between physical health & Greening- that is a good place to start the conversation
- Find the common ground between the community organization's mission and Primary Prevention

Improving conditions within communities through Greening can increase community connection and social cohesion – two protective factors for preventing IPV. While Greening efforts alone will not prevent IPV, Greening can influence a range of factors that support safe relationships and can have an important, positive impact on communities.

KEY GREENING TAKEAWAY: Community organizing, relationship building, and systems change work is essential.



ECONOMIC SUPPORTS FOR WORKING FAMILIES

Economic instability creates multilayered challenges for survivors. While economic instability itself does not directly cause IPV, increasing economic opportunities is a protective factor. Economic stability may reduce financial dependence on a potential or current perpetrator, increase the likelihood that one may be able to leave an abusive relationship, and/or provide alternatives to abusive relationships. Arab Community Center for Economic and Social Services (ACCESS) in Dearborn, increased economic stability by providing workplace supports for working families, including flexible work schedules, on site lactation/nursing rooms, and paid leave opportunities.

Low-wage earners, especially women of color, have the least access to paid leave despite being more likely to be the sole breadwinner and to have children with additional needs.³ Ninety-five percent of low wage laborers and their babies are not able to take time off during their baby's infancy or sickness.⁴

³ Ziliak Michel, Z. & Ben-Ishai, L. (2016). Good jobs of all: Racial inequities in job quality. Center for Law and Family Policy. Retrieved January 2020 from <https://www.clasp.org/publications/report/brief/good-jobs-all-racial-inequities-jobquality>

⁴ Michel, Z. & Ben-Ishai, L. (2016). Good jobs for all: Racial inequities in job quality. Washington D.C.: CLASP: Policy Solutions that Work for Low-Income People. Retrieved from https://www.clasp.org/sites/default/files/publications/2017/04/Race-and-Job-Quality-Brief3_30ar.docx-FINAL.pdf

EFFECTIVE POLICIES THAT SUPPORT WORKING FAMILIES

Policies are most effective when they are:

- Created from a lens of equity and inclusion and cover all employees, including part- and full-time, exempt and non-exempt, all genders, all marital and relationship arrangements, and with an understanding of the ways in which lack of paid leave disproportionately affects traditionally marginalized groups (including BIPOC: Black, Indigenous, and People of Color and LGBTQIA+ employees).
- Flexible, customizable, and equitable to all employees (e.g., may be taken incrementally or consecutively).
- Provide income to workers for illness, caring for a family member (including same-sex partner and immediate relative), a variety of life events, birth/adoption of a child, personal leave to prevent and reduce burn-out, mental health issues, seeking counseling or medical treatment, time away from work related to survivorship (e.g. attending court hearings).
- Are cost-effective for the size and scope of the organization, as well as cost-effective for the employee.
- Prioritize self-care and encourage employees to make full use of their paid time off (PTO) for physical wellness, mental health, vacation, self-care, and other needs.

Workplace policies are most effective when created from a lens of equity and inclusion.

ACCESS staff created designated spaces for nursing, pumping, and parenting that were comfortable, quiet, and visually appealing.

ACCESS worked with several partners, (Behavioral Health Department, Survivors of Violence Empowerment Program (SVE), and the Domestic Violence Prevention Program) that played an integral role in bringing the lactation room idea to life. Partners assisted in advocating for space to implement the lactation rooms; refurbishing the space and purchasing furniture and necessary items to support working mothers; and bringing together volunteers to help with the heavy lifting.

“NextGen”, which is the nation's largest youth voting organization using innovative digital and field strategies to turn out young voters in key states, helped tremendously in brainstorming ideas that support working families within the agency. Input included the addition of lactation rooms, paid leave policies, work-flex schedules, bringing children to work policies, onsite day care, and other ways that working parents can be supported within the organization.

Pictured to the right is one of ACCESS's lactation rooms that is provided to any parent who needs a space to pump, breastfeed, or just a quiet & comfortable space.



**Collaboration creates
greater impact!**

ECONOMIC SUPPORTS

KEY TAKE-AWAYS

Policy change takes time, whether large or small, especially if there is a financial cost to an agency or business. There are steps before paid family leave that have an economic impact. This cannot be all or nothing. Just because internal policy doesn't reflect the ultimate policy goal that people want to see doesn't mean the work can't still be done.

For a long time, ACCESS and MCEDSV staff felt it was hypocritical to not start from within and get policy changes enacted before working in the community. While it was essential to start that work from within at the beginning, policy change takes time and without simultaneous large and small efforts the team would not have been able to see progress.

Get creative with organizational economic supports. If you focus only on the large-scale policy change, it's easy to miss the small wins that have big impact.



ENGAGING INFLUENTIAL ADULTS & PEERS: BRINGING IN THE BYSTANDER

Bringing in the Bystander® (BIB) is an evidence-based bystander intervention program by Soteria Solutions. Bringing in the Bystander® curriculum uses a community responsibility approach. It teaches bystanders how to safely intervene in instances where sexual violence, relationship violence or stalking may be occurring or where there may be risk that it will occur.⁵

During years 1-3 of DELTA IMPACT, MCEDSV partnered with Michigan Technological University (MTU) in Houghton, MI to implement BIB. Mid-year three the partnership moved to Ferris State University (FSU) in Big Rapids, MI and was implemented by the Anti-Violence Alliance (AVA), a campus organization that focuses on making campus safer for everyone.

Ferris State University's Anti-Violence Alliance staff exceeded the overall goal of programming to students well before the target date and subsequently increased the goal. Key ingredients to high level success include having a paid staff person to train and recruit students, having institutional buy-in for violence prevention work at *all* levels, paying peer educator students for their time facilitating the curriculum, and having access to additional expert training and facilitation support.

MCEDSV adapted the BIB curriculum to include the core tenants of the Great Lakes Model of Primary Prevention: survivor-centered, intersectional, and trauma informed. A separate training on Empathy was also provided alongside the BIB curriculum, as it was identified as an essential element of bystander intervention. Finally, MCEDSV staff provided multiple Train-the-Trainer sessions to campus peer educators on facilitation and training best practices. Ongoing process evaluation indicate these adaptations are critical to future implementation of the curriculum.

⁵ Soteria Solutions. (2023, February). Prevention Programming Matrix: Bringing In the Bystander. Cultureofrespect.org. <https://cultureofrespect.org/program/bringing-in-the-bystander/>



ENGAGING INFLUENTIAL ADULTS & PEERS: BRINGING IN THE BYSTANDER

Strong relationships built with Greek Life on campus were also necessary to implementation success. Peer educators worked with the Office of Student Conduct to make Bringing in the Bystander® sessions a requirement for fraternities who have conduct cases involving the need for education on being good peers.

A primary challenge for campus implementation centered around lack of independent campus leadership for prevention work outside of the AVA. This left the burden of implementation on this relatively small group on campus. Although program implementation was successful, evaluation efforts were challenged in that FSU came on as a partner three years into the funding cycle. A key component to measuring outcome goals and changes in student attitude, bystander behaviors, and campus violence rates is the Campus Climate Survey, which was not scheduled to take place in the remaining two years of program implementation. Long term and sustained partnership with a campus is important to improving accurate measurement of program outcomes.

BIB KEY TAKEAWAYS:

- University buy-in, support, and financial backing are critical to implementing and sustaining on-campus prevention programming.
- Additional training and peer-educator support beyond what BIB curriculum includes as a package is essential to successful program implementation that is survivor-centered, intersectional, and trauma informed.
- Paying peer educators is essential and important to both economic justice and to successful outcomes and sustainability!



UNDERSTANDING THE BASICS OF EMPOWERMENT EVALUATION

Data is a critical element to understanding the effectiveness of Primary Prevention program implementation, monitoring progress and implementation fidelity, and tracking the overall impact of programs on rates of intimate partner violence. MCEDSV uses an empowerment evaluation approach that is collaborative with community and statewide partners. Empowerment evaluation is an approach specifically designed to empower communities and stakeholders with the necessary tools to create meaningful, community-specific evaluation that will work for their unique needs and increase long-term sustainability. Partners have a large role in monitoring their own success, overcoming challenges, and pivoting when necessary.

Evaluation metrics, collection tools, and data storytelling and dissemination for DELTA IMPACT are reflective and fluid. MCEDSV evaluation staff worked closely with community implementation partners to apply what we were learning from the data in real time and then use that information to shape how the program moved forward.

MCEDSV collaborated with implementation partners to create meaningful evaluations. This was a time intensive process involving conversations around inclusivity and challenges to how we define and measure success, and how data gets used. MCEDSV core tenants of survivor-centered, intersectional, and trauma informed were at the center of all evaluation discussion, planning, execution, and dissemination. In addition to measuring standard variables and indicators associated with program outcomes, lived experiences, unique intersectional identities, and community configuration were centered in evaluation design.



KEY QUESTIONS TO CONSIDER:

- What external factors impact the way your evaluation will be carried out or the way data will be (or won't be) used?
- What resources (money, time, expertise) are available to support evaluation efforts?
- What characteristics of your target audience might impact the evaluation? Don't ask data from individuals if there is not a clear plan for how findings will be used.

Select examples of risk and protective factors considered in the evaluation of the current initiatives:

- * Community poverty rates
- * Educational and economic opportunities
 - * Unemployment rates
 - * Rates of violence and crime
- * Extent to which neighbors know and look out for each other
 - * Level of community involvement
 - * Strength of community sanctions against IPV
- * Adherence to traditional gender norms and gender inequality
 - * Cultural norms that support aggression toward others
 - * Societal income inequality
- * Health, educational, economic, and social policies or laws

Key Evaluation Take Away: Evaluation efforts are most successful when they are community-led, fluid, and include intentional pivots in response to changes in implementation.

MCEDSV offers individualized training on Empowerment Evaluation that is survivor-centered, intersectional, and trauma informed. Please contact Prevention@mcedsv.org for additional information on evaluation methods and training opportunities.

Public policy advocacy is an integral part of domestic and sexual violence prevention efforts. Michigan's prevention work has been strengthened by advocacy at the policy level. The biggest facilitator has been MCEDSV's restructuring of our policy team. MCEDSV decentralized public policy decisions and vested the responsibility in a multi-disciplinary committee consisting of members from across the organization.

The Committee, through its members and liaison, has developed and strengthened relationships with policymakers. The relationships are essential in our efforts to shift from a purely reactive stance to a proactive policy agenda. The relationships provide the ability to tap key legislators and officials to progress toward goals and to preempt obstacles and detrimental policy change. These key policy members usually include those in formal leadership positions and influential voices.

MCEDSV regularly asserts its status as the trustworthy and consistent expert in the subject matters involving domestic and sexual violence and survivors. Michigan has relatively short policymaker term limits, so education efforts are continuous to ensure that this perception is unchanged. When policymakers see MCEDSV and member programs as an asset, MCEDSV is given access to the process without expending excessive time or effort.



"Policy change is necessary to remove the vulnerabilities and opportunities for violence created by current policy. Without changing the source, our efforts would be relegated to reacting to harm already inflicted."

POLICY

It has been fruitful to create Coalitions of influential and similarly-interested stakeholders. These stakeholders may be governmental bodies, organizations representing professions that interact with survivors and member programs, and community organizations. A chorus is louder than a single voice and allies lighten the advocacy burden.

The final and most essential aspect of MCEDSV's public policy efforts is the member programs. Member programs' time and effort is at a premium, but the programs are able to leverage local connection to urge and persuade key policymakers in especially impactful times. At their core, legislators are beholden to their constituents and local connection grounds issues when making decisions. Member programs also serve as the basis for setting the policy agenda pursued by MCEDSV

KEY POLICY TAKEAWAY:
Policy efforts should be team-driven. Having expertise and advocacy spread across multiple individuals ensures sustainability.



IMPACTS OF A GLOBAL PANDEMIC: COVID-19 AND BEYOND

The pandemic affected every aspect of our living and working lives, and the effect on statewide prevention work was no exception. COVID-19 cases were higher in the greater Detroit and Dearborn area, and this region was and is one of the most impacted areas in the state of Michigan. Two years into the pandemic, and parts of the community continue to have insecure access to food and basic needs, and many people lost employment during 2020 and 2021, increasing the economic insecurity of the area. In the Dearborn and Dearborn Heights communities, where ACCESS focused prevention initiatives, they have faced increased barriers in accessing food and necessary supplies. Community members face high rates of unemployment and financial hardship. Despite this, ACCESS prevention staff continued to work to organize and prevent IPV.

COVID-19 Impacted how MCEDSV approached greening work. While MCEDSV continued to connect with community agencies throughout the broader Detroit metropolitan area and work to provide green spaces in underserved neighborhoods, this work transitioned from in-person to virtual. The agencies that MCEDSV connected with addressed issues around food insecurity, general sustainability, environmental preservation work, and increasing youth engagement in horticulture and botany. MCEDSV engaged with the agencies by attending community tabling events as safety protocols allowed, continued to virtually train community around the connection between Greening and IPV prevention, and worked with communities to increase the usage of their Green spaces.

**The COVID-19 PANDEMIC
ILLUSTRATED THE
IMPORTANCE OF
RELATIONSHIP AND
PIVOTING IN COMMUNITY
PROGRAMMING**

IMPACTS OF A GLOBAL PANDEMIC: COVID-19 AND BEYOND

The impact of COVID-19 and the ability to do organizing and prevention work in person resulted in ACCESS and Detroit prevention partners working collaboratively with MCEDSV to understand the best practices in digital and online prevention.

The creation of digital spaces has allowed for the community to have space to collaborate and has served as a vehicle to move the prevention work forward.

Evaluation also had to be adapted due to the effects of COVID-19. The original data collection and evaluation methods centered around being in person in community and the team had to make many purposeful pivots in order to proceed in a way that was meaningful.

Despite the many challenges that COVID-19 brought, partnerships were strengthened during the COVID pandemic and the DELTA team was able to assist the community in virtual adaptations for community organizing. This adaption has become one of the most critical aspects of implementation at this time.

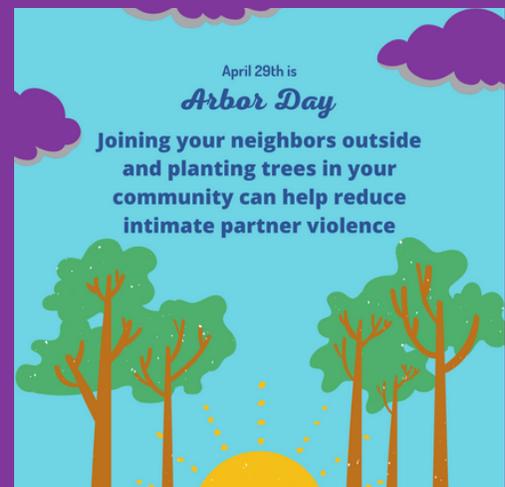


THE POWER OF SOCIAL MEDIA

Social Media - Greening

The DELTA team created and shared social media content highlighting the importance of green spaces and their connection to prevention of Intimate Partner Violence (IPV). These posts often focused on specific days related to gardening or environmental awareness. Examples include Arbor Day, International Plant Appreciation Day, the First Day of Spring, and the First Day of Summer. Staff also utilized this opportunity to share and retweet Greening content from DELTA partners throughout the state. There are countless other examples of creative and engaging ways to link the concepts of green spaces/nature/and outdoor activities to the concept of Greening, and then to IPV prevention. This created a unique and engaging opportunity for promoting prevention concepts in an organic way via social media.

MCEDSV Social Media Examples



Unique Greening Efforts Found through Social Media

HUDA Clinic Urban Garden

* HUDA, a free medical and dental clinic, started an urban garden on Woodward Ave in Detroit to provide fresh produce to patients at the clinic as well as the neighboring community.

Hey Y'all Detroit

* A non-profit focused on addressing food insecurity, education, and housing in Detroit. This organization manages free community fridges, gardens, meal deliveries, and other services to uplift the community.

Staff reached out to these community partners and scheduled communication to build relationship and learn more about their efforts. Unfortunately, due to the timing of these organization's community events, their own capacity and challenges, as well as the capacity of our staff, were unable to support them in person or visit their gardens.

Examples from partners:



PREVENTION LESSONS LEARNED

- * Without key stakeholders in communities that are invested in violence prevention the work cannot grow. Get creative in showing people how their work **IS** violence prevention work.
- * When in doubt, always center on the core principle of violence prevention: Oppression is the root cause and anti-oppression work is key to uprooting violence in communities.
- * Sometimes the work needs to center around the word “pivot”. It is okay if the work doesn’t match what was outlined during the planning process. Allow prevention work to evolve and grow without holding yourselves to a plan that didn’t consider the unknown contextual details of the future.
- * There is not just ‘one way’ to do this work. Being able to continuously re-think and re-imagine the implementation and evaluation plans has allowed MCEDSV the flexibility to adapt to individual community needs and the unique challenges posed by a global pandemic.



**Staggered
implementation in
different cities
allowed us to
incorporate lessons
learned as we went**

PREVENTION LESSONS LEARNED

- *There is also not just ‘one way’ of sharing knowledge. There was a need to create resources and educational materials for multiple levels of understanding and in multiple languages. MCEDSV needed brochures, infographics, data reports, 1-page summaries, funder reports, white papers, and full literature reviews based on what stakeholders and community members needed to further their understanding and investment.
- * Social media and infographics were key to creating digestible messaging that was able to grow understanding and knowledge in community, and peak community interest in prevention work.
- * People should always be prioritized over project deliverables. When centering community, the work *will* get done.
- * Sustainability planning from the beginning is key to long-term progress, as staff and community leaders transition throughout the project.

The key to strong community relationships is listen first and make the first offer. Support the community before making your ask



OVERALL ACHIEVEMENTS & ONGOING PROGRESS

- * 562 college students successfully completed the Bringing in the Bystander® curriculum, surpassing the original target of 300 students
- * More than 34,000 Michiganders were reached with information and resources on Primary Prevention
- * The Prevention Statewide Leadership Team has been more engaged than in the previous 10 years of working together
- * MCEDSV passed a policy allowing 12 weeks of paid family leave
- * ACCESS now offers flexible schedules to their 2,000 employees
- * ACCESS has accessible nursing and pumping spaces available for employees who are working parents
- * ACCESS created and has maintained a greenhouse that integrates survivor-support, mental-health and prevention programming



ADDITIONAL INFORMATION

Informational flyer

- (<https://mcedsv.org/wp-content/uploads/2020/09/DELTA-Impact-Executive-Summary-2020.pdf>)

MCEDSV Greening Summary

- (<https://mcedsv.org/wp-content/uploads/2020/09/MCEDSV-Greening-Summary.pdf>)

Detroit Greening Brochure

- (<https://mcedsv.org/wp-content/uploads/2020/09/Detroit-Greening-Brochure.pdf>)

Kalamazoo Greening brochure

- (<https://mcedsv.org/wp-content/uploads/2020/09/Kalamazoo-Greening-Brochure.pdf>)

Paid Family Leave Fact Sheet MCEDSV

- (<https://mcedsv.org/wp-content/uploads/2020/09/Paid-Family-Leave-Fact-Sheet-MCEDSV.pdf>)

Paid leave Infographics:

- (<https://mcedsv.org/wp-content/uploads/2020/09/Paid-leave-infographic.pdf>)



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