

LIGHTLY EDITED FILE

Leveraging Your #1Thing

National Resource Center on Domestic Violence

(NRCDV)

Remote CART

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in

>> Hello, everyone, and welcome to leveraging #1Thing

Your Community webinar.

Before we start I want to make sure that everybody can hear us and everybody can see us.

You should be able to look to see our first PowerPoint that has the title of our webinar today and the date.

They have some pretty -- if you are having trouble, please, please let us know via our chat little box

there

to the left.

I want to tell you that this -- hopefully this webinar will be very conversational.

We are hoping that you utilize the chat like you're doing right now.

We have Casey managing the chat, and I see that a lot

of

know

you guys have been introducing yourself, letting us
where you're from.

So make sure that everything you write in there can be
shared with everyone.

of

It's not private unless you want to reach out to one

us one of the presenters, you can use that feature.

So please please feel free to post information.

Also Casey is going to be posting some information, if
you're having trouble listening via the computer, just
call in through our conference call line, and of

course,

resources, anything that you want to pose or that we

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there.

want to pose for you guys to have will be shared

I've seen that some of you are asking about materials
and the PowerPoint presentation.

Casey already posted that information.

This webinar will be recorded so you're going to be

able

to access all of those materials.

receiving

At the end of our webinar, you're going to be

please

a survey, and that's a part of our evaluation, so

take a moment, and we love hearing from you guys, so

make sure that you answer that survey.

So are we ready to start?

Everybody ready?

So today, again, my name is Ivonne Ortiz, and I am the training institute manager for the NRCDV.

Welcome everyone.

my

I am from Puerto Rico so I just want to tell you that I'll be, you know, after 3:00 and I usually say that

bilingual

Spanish jumps in, so maybe some of you who are

this will be a bilingual webinar so just be prepared.

something,

If you need for me to slow down or to repeat

me

feel free to share in the chat box and Casey will let

know.

Are we ready?

today

So before we start, I wanted to let you know that

storytelling,

our conversation is going to focus on our

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how important it is for us to, you know, leverage your #1Thing messaging within your community.

I want to welcome each one of you.

important I know I have said a couple of times, but it's

to for you guys to know that we are putting this for you, that this is a special space for you guys to connect,

celebrate and to take a moment just to be within other advocates that are doing the same work that you're doing.

For many years as the only Latino advocate in a small program, I felt very isolated, and this was way before we had access to the internet.

we I'm not saying my age, but it was back then, and now

are so lucky to have organizations like ours, the National Resource Center who is a national technical assistance providers here for you guys.

We have a lot of resources that we're going to be

to talking about today, especially our action guide, our #1Thing action guide and other materials that are available to you, and also we want to make sure that recognize that we are a community of advocates. We need each other. We are no longer working in isolation. Whenever you need to, you know, to reach out, we are here for you, and hopefully you'll make connections

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you. today through our chat and you can connect with those other participants that are doing the same work as

and So I'm going to ask you to take a moment to breathe. The work that we do we do it in crisis all the time,

we sometimes we even forget to breathe. So let's just take a breath, be very intentional about our breath, and also let's pat ourselves on the back because we're doing a good job, and sometimes it's -- are in crisis ourselves.

we
and
is
time
we

We have so many things going on in our home, and then
come to our work, and we're also working in crisis,
we forget to recognize that the work that we're doing
making a difference.
So let's pat yourself on the back.
Let's join the celebration because this is Domestic
Violence Awareness Month, and let's just be present.
I want for each one of you to feel like this is the
for you, that you matter, the work that you do matters
and that as a national technical assistance provider,
are here for you.
So today we're going to be talking about lots of great
things, and I'm going to be calling on some of my
friends, and my friends are going to be sharing some
ideas and some resources that hopefully will be, you
know, what you're looking for and what you need.

Remember this work, I cannot do it on my own.

Myself, I'm just talking to you today, but behind the scenes I have a great team that starts from Casey that is manning the chat box to Patty and Breckan who are live tweeting and don't forget to live tweet and we

have

Justine helping us with all the tech stuff and Joe

that

has been working so hard in promoting this event.

So today is the one thing that I want for you guys to remember is that we cannot do this work on our own.

You need to engage your community.

similar

You need to engage other partners that are doing

work in your communities.

This is a collective effort, and that's one of the reasons that we are so excited about the #1Thing.

So let me tell you a little bit about -- I already mentioned some about the National Resource Center.

So we have been providing training, technical assistance.

We have a great number of key initiatives and special projects that we work on, and one of them is the Domestic Violence Awareness Project.

And this is really important piece of our work because the DVAP as we know it we collect information and

resources.

We distribute resources.

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We have a store, an online store that helps advocates like you prepare for Domestic Violence Awareness Month and beyond.

So it's important for you guys to know that all of the work that we do, it's to make your work easier.

that All of our materials are accessible, and everything

we do we do it very intentional.

We highlighting the voice, the work that you're doing, we bring in the voice of survivors, but today we have all of that for you.

look We have all the materials, everything that you can

for, we have it.

there So don't forget to visit the DVAP website and I'm sure that Casey is going to be posting that information

and the DVAP website is also where you can find our

#1Thing action guide.

So where does the #1Thing come from.

I know we hosted a webinar that talked about all the process and how we came about this theme but just for those of you that were not able to join our July 25 webinar, I want to say that back in 2015 our domestic violence awareness project has a committee group and they came up with -- they wanted to create something that engaged people into action, so we came up with

this

equation the awareness plus action equals social

change

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and I know that a lot of you have seen this, so we use this theme through Domestic Violence Awareness Month

and

we wanted like I mentioned to engage people in continuing doing the work past October.

Usually when we do -- and I remember when I was an advocate, all my work would be focused in October.

Okay.

Let's have that vigil.

Let's have this or have that.

But then we forgot the rest of the year.

We created that momentum and then we let it go.

So the #1Thing and the awareness group action equals social change became about because we want to inspire into action, and, of course, this equation was

developed

by -- it was a concept originated by the transforming communities technical assistance training and resource center, and, of course, it offers an opportunity to engage in critical conversations about the importance

of

awareness plus action to create that special transformation that we all need.

So this year our advisory committee group decided to expand upon that campaign and come up with a theme

that

was easy, easy to translate and Micaela and I worked really hard so that it be translated into Spanish and other languages.

adapt
join,

This message, it's really easy.

It's catchy and really easy to personalize and to

making it really easy for the entire community to

to get involved.

So hopefully we will see a lot of #1Thing beyond.

That's what our goal is, and later on I'm going to be

talking about some friends who have been using the

#1Thing logo and art in great, great, great ways.

So stay tuned.

So the power of storytelling, the other day I started

thinking, okay, of single day I feel like my #1Thing

changes.

And sometimes it's just something, you know, I want my

#1Thing today is that I want the homeless in my

community to be free of violence.

That's really general, right?

local

And other days my #1Thing is I want to support my

program.

Okay.

And that's wonderful too.

But what we want for you guys to think today is about

those little things, more than something general,

something that comes from the heart like my #1Thing,

why

am I doing this work?

Last year one of our themes was also why am I an

10

advocate, and it started a conversation of why we're doing this work.

domestic

What motivated you to join the -- you know, the violence movement.

That's something that today we're going to be thinking about.

My #1Thing today is for myself, for me to believe that I'm making a difference, that every single day the little thing that I'm doing, it's going to make a difference.

talking

It could be last night talking to my family and about gender based violence, integrating and talking about those little things in every conversation.

It can be that the other day I went to the grocery store, my #1Thing could be that I told somebody that I

don't know about Domestic Violence Awareness Month and about violence in our communities, how it's not always prevalent in one sector of our communities but it's something that happens and it can happen in every home of our community.

So imagine this.

The power of storytelling is something that helps you take your idea, your community, your organization to a different level.

And maybe you'll say, well, you know, I'm not a good

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storyteller.

Well, we are good storytellers.

Whether you realize it or not, we all have played the role of narrator.

For example, whenever you go into a job interview, I'm pretty sure that you highlight something that you did along your career, and it's a story, it's -- you're storytelling.

You want to impress the people that is listening.

You want to engage them.

Also I'm sure that you're a great storyteller when you come back on Monday and you're telling your coworkers about what you did during the weekend.

You don't forget any details.

So we are all storytellers.

In this case we want to tell our stories, our #1Thing because we want to engage the community.

We want to make sure to connect.

Our stories help us connect with those that are listening.

for We want for them to understand why we are passionate this work.

something Not just that, you know, I do it because it's that my mother did.

I want from now on for us to think about #1Thing as

something really personal.

Storytelling, it's a two-way interaction.

There's always somebody that's telling the story, and there's always one person or more that are reacting to the story, so that's what we want.

We want a reaction from them.

I want to ask everybody, those of you that are using the chat room, tell me what your #1Thing is.

And try to look within.

What is it that -- and show me your passion for this work.

My #1Thing, like I said, I want to make sure that I understand myself that I'm making a difference.

So let's see.

Let's see.

Tell me about your #1Thing for today.

I see a couple of you are typing.

My one thing is making sure that women in our shelter know that they are not alone.

My one thing is to focus on opening a shelter.

Yes.

Bring awareness and education to others.

Confronting injustice.

Engaging [indiscernible] about domestic violence the men in my community.

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Focus each program and participants voice.

Make a difference in the legal community.

And I'm sorry.

to

I'm trying to read but it's really tiny so I'm trying

read all of your #1Things.

Perfect.

one

And remember, your one thing is going to change from

day to the other, and that's what we want.

What we want is for you to be able to take your story
into the community.

Why are you doing this work.

Why is domestic violence so important to you.

And, of course, the focus is collective action.

We want for our communities to learn and to understand
that you don't have to do something big in order to
impact, you know, your community.

It can be something really small.

the

We want to engage everybody into action, and that's

message that I want for you guys to take in today.

And I keep on seeing wonderful things.

Very powerful.

Thank you, everyone.

So it's important for us to take a moment and think,

what does my community look like?

What do they need, what can I change?

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What are they creating for?

why

And we want to invite individual voices, and that's

this campaign is so powerful, this theme, because everybody's one thing is completely different but the message we're sending is that together we're going to create social change, and that's really powerful.

action.

So sharing your #1Thing will shed light to take

We already mentioned that.

The strength and perseverance of change makers.

the

As advocates some of us, we have some connections to movement.

Either we are survivors or we are children that have been exposed to domestic violence or we have a family member that was abused.

So it's going to show our perseverance and resilience whenever we tell our story, and of course the valuable role we all play in creating a world that we wish to become.

So all of this information and goals were developed to inspire action and of course to create social change.

So what are all of these goals, all of the things that we want to create.

When we start working in the movement, we have so many ideas, but what happens if we don't engage the community?

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A ribbon that is worn maybe for a week during October.

A candle vigil every year and then what?

A poster that we hung during October.

The problem that we're having is that we're doing awareness, and it's really valuable, but we need to engage the community.

So tell me, I just want to ask, when you think of community engagement, what comes to your mind?

And I know that I can make my font larger, but truly I try, but I couldn't.

when
So what comes to your mind when we're talking about you hear the words "community engagement"?

Networking, yes.

between
DV task force, community partners, collaboration children and the food pantry, yes.

Reaching youth with education, uh-huh.

discussions.
Community response teams, having meaningful

Yes.

Events, fundraising, yes.

Public groups.

Casey.
Thinking outside the box, thank you, Justine and

Community partnerships.

Thank you, all.

Community engagement is defined as a capacity-building process with community, your community, with

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of individuals, with groups and in order to educate them
after a specific, you know, topic, a specific cause, and
that to plan and carry out activities in order to take
care of their communities and the community's specific
needs either on their own or moved by others.
So with community organization their role implementing
agency shift from somebody that is leading that is a
in teacher that knows everything about domestic violence
that this case to the role of facilitator, to facilitate
conversation within your community.
different. We need to remember that our communities are
Their needs are completely different, that everybody
sees the community in a different way.
So engaging means not only when we think about, you
that know, engaging the community, we think about people
have power.

communities

But what about non-traditional partners like

of color, there's leaders in the community.

Somebody that represents the central Latino in your community.

Those are the areas that sometimes that we forget to include the communities of color.

So the benefits of leveraging the community, you know, like I mentioned, you increase the capacity, the community's capacity to identify their specific needs

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because now they have a voice, and now you're giving them a platform to voice what their needs are.

Sometimes, and we all know this, we have -- we design our programs and sometimes we don't have the voices of survivors from our communities.

If you engage the community it's going to help you improve your program design.

program

The quality of the program, the reach that your

has, and it increases the community ownership.
When the community is present and is a part of your
program, then, you know, they feel like the services
are
for them, for each one of them, so we can increase the
access to services, the effectiveness of our
interventions.
We're able to reach those communities that otherwise
we
were not able to reach because we didn't have anybody
from that community present.
We didn't have their voices.
And possibly they're addressing all the underlying
causes and intersection of domestic violence like
race,
genders, disparities, lack of awareness, all of those.
And as far as the sustainability of your program,
that's
something else that is a benefit of leveraging your
community.
When we think about involving the community, there's

tasks that we need to remember, and it's just that it needs to be an ongoing dialogue between community members.

It cannot be one way, like I said.

We are going to be the facilitators but we want to involve everybody.

organizations We want to create and strengthen community

in the community that are already set up.

Sometimes in the domestic violence world we work in isolation.

We're the only program that provides the services, and we forget that there's some other community programs that need our help and that would benefit from our collaboration, and we don't know everything.

We are experts in what we do so why not bring in some other community organizations into your work into the #1Thing theme for all year round.

And, of course, we need to always remember to promote community members' participation.

This is not something that we can do on our own.

and There are a couple of ways to engage your community

range some of them is involving, as we mentioned, a wide

passion of stakeholders in your community by showing the

for your work, for the work that you do.

Participating in local events and I know that a lot of

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you do that already.

You go to different fairs.

and

You know, wherever there's a place to set up a table

you're there.

But what about if we take it a little bit farther.

Make it your business to be in somebody else's in your

community's business, not just when they want a table

with fliers and brochures about domestic violence.

Let's be creative.

What else can we do?

community

How can I raise awareness and provide a face to our

organization by going to everything that your

offers.

And I know, I know.

outreach

I was the outreach -- I think my title was like

advocate for many years and it was just me.
And it might sound wonderful what I'm saying, you
know,
engaged
but in practice it's impossible for me to be as
as I'm saying.
Yes, it is.
Yes, it is, because once you are able to make those
connections in your community, you are going to be --
you're going to have people that are going to help
you.
you
You're going to find others that would like to join
even if it's on a volunteer basis.

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What we need is just to make that connection.
You need to be a partner of your community.
You need to understand that there's some other issues
affecting your community, and find that connection
with
the work that we're doing against domestic violence.
The community needs to see you as a partner of your

community.

If you have an -- as an example, if you have a large meeting space in your organization, open it to other organizations.

you

If it's really close, if your program is right where have a safe house, I know there are some issues with that, but if you have a separate space that you use

for

training, share it with other community members.

Leverage the community for knowledge.

Our communities are full of people that have different sets of skills.

by,

Try to reach out to them and ask them, you know, maybe they think that they can only -- your local program

invite

I don't know, cleaning, working in the yard.

No, no, there are so many other ways that we can

people from the community and have them use their talents.

I remember we had a group that would come and help our ladies with the computer, and back then of course

of

computers, we were starting with the internet and all that, so they were helping them understand how a computer and internet work, and that was really powerful.

Also very important, be consistent truly.

Don't just lose your steam after October.

We have all of this.

We have all of this materials, everything that we are, and then November 1 comes and we're exhausted, we're done.

Well, you're not done.

We need to keep on going.

mission

The non-profit responsibility is not only to the of your organization, but to be a voice for the ones that we're serving, for those populations that don't have a voice.

voice

We need to be consistent and involved, and we need to create opportunities for our communities to have a too.

So I think I have another question, so let's share.

We were talking about stakeholders, so tell me, who

are

the stakeholders in your community?

Right now who are you working with?

Who do you reach out to?

Who are the stakeholders in your community?

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The church.

Legal aid, of course.

Yes, women's shelter, domestic violence counseling,
uh-huh.

Yes, law enforcement, Catholic Charities, legal aid,
police department.

Schools, educators, survivors, politicians, medical,
people from the medical field, health care providers.

Yes, thank you so much.

I love it when our chat is really active.

So wonderful.

All of them of course, yes.

So let's think about our key community stakeholders

are

survivors.

Those survivors that have used your services, that
have
gone through the process and that are ready now to
guide
the process.

Remember we always need to have our survivors' voices
right there front and center.

Our advocates, other advocates.

Advocates are not only the ones working in the
domestic
and sexual violence field.

We have other advocates.

You mentioned community groups, just residents of your
community, government officials, business owners and

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people of color that have their own businesses.
Neighborhood leaders.
Those are stakeholders.
And other groups from which the community draws its
resources.

of

Make sure to always include leaders from communities of color and marginalized communities of survivors of color, and also what about our LGBT community.

including.

There are so many stakeholders that we're not

I

Groups of mothers that get together every now and then

guess once a week and the children play.

stakeholder

I mean so you need to change that you view a

your

by thinking that everybody is a stakeholder because organization belongs to the community.

And those that are not usually the ones that reach out to are what I call non-traditional stakeholders, and they can provide expertise about a specific group in your community and help your organization reach other goals.

So what about mobilizing your community.

I'm going to call in my friend Micaela Rios.

She is with the Idaho Coalition Against Sexual and Domestic Violence.

Micaela, are you there?

>> Yes, Ivonne, thank you for having me.

I'm really excited to be on this call with everyone.

>> Ivonne: I know.

It's excited to have you.

So Micaela, what is your #1Thing?

>> I'm excited about the responses we got earlier so I really appreciate the responses because I was able to jot a few down and definitely and like you said,

Ivonne,

the number one thing is not just one thing for

Domestic

Violence Awareness Month but definitely one thing that you can probably do every single day of the year.

So for me for the purpose of this webinar I think for

my

#1Thing is to really acknowledge my ancestors who are passed down the stories of resiliency and strength, so right now I want to bring them forward and I know this work is just not the work of Micaela but it's the work that has been passed down through several generations

so

I really want to uplift their strength and their resiliency.

>> Ivonne: Awesome.

to

And I didn't mention that you are the senior social change associate for the Idaho coalition so I wanted to recognize your efforts.

So tell me, what is the one thing to take into consideration when thinking about engaging your community or the community in Idaho?

25

one

>> Micaela: As you were talking, I think a lot of the stuff you were saying I kept validating a lot of the things that you were saying, and it's very similar in what I want to talk about in that I think the number one thing to take into consideration is really looking at the difference between what community engagement is versus what community outreach is.

jargon

And I think in this field we like to use a lot of and a lot of words that make things sound fancy, and I think that we also like to use words interchangeably, right?

what

So for me it's very important that we do understand it is that we're saying, so community outreach I think just a step into community engagement.

as

Community engagement really needs to form, like you said, Ivonne, a mutual relationship between you both an organization and individual with your community working always for a common purpose, right?

So it's very, very key to work to achieve that common purpose.

to

It's not to work together to achieve your purpose, you know, your own personal needs or your organizational personal needs, but really it's a mutual relationship achieve a common purpose.

when

So in a nutshell I think it's very important for me

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thinking about this question was how we're using community engagement and community outreach interchangeably and then looking beyond community

outreach because we can do all of these table events. We can go to community events, but if we're not truly doing community engagement work, then the community outreach really serves no real purpose.

>> Ivonne: Have you encountered any challenges with trying to engage the community?

>> Micaela: Yes, so I just wanted to go back a little bit on kind of lessons learned, lessons that we have learned at the Idaho coalition and similar to your experience, Ivonne, is thinking about how our organization is doing things and implementing initiatives that involve the community, so I don't necessarily want to say that community engagement is challenging, but it does become a challenge when community engagement isn't meaningful and isn't authentic and isn't real.

knew
that
do

As a coalition we made many, many mistakes, and we that we had to change our organization, so I want to take a step back because all of the wonderful steps we said that we can do can be implemented only if you the work yourself from within the organization. I think this is very important to reevaluate how your

organization works with the community and then also think about who is being impacted, right, by the work that you're doing and at the intersection with domestic violence which is something Ivonne raised earlier in the introduction of community engagement and who are we working to center their voices and their experiences in all of our work.

We had to have courageous conversations to unpack the history of racism in our country, and we had to review our policies and procedures.

We had to reevaluate our stance on these intersecting issues, and on the surface level it may seem like it's an organizational revamping, but it's also really an individual reevaluation.

So what do I mean by that?

When we were doing this type of work, we found that we were all on different spectrums of understanding the importance of social change and community engagement.

implemented

So it's also about reevaluating your own biases, your own tendencies of racism and the way we have

those underlying biases in all of the work that we do, so it's really unpacking all of that, right?

It's about reevaluating the staff and, Ivonne, you brought this up, so does your staff reflect your community.

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about

it's

Ivonne, you were the only one in your organization and when you think about your organization, you think

how many people are reflective of our community, so

going to vary from community to community and from organization to organization.

Is your staff also in alignment with this shared purpose, which is important.

You can have the people that reflect the community, right?

But it's important that those -- all staff members are

also in alignment with the common purpose, right?
Are you having deep conversations with one another and
how are you incorporating self care practices and
embracing resiliency.

So it's an on going process pretty much throughout the
history of your organization to the sustainability of
your organization.

And it's not just that you'll do it for a couple of
months, not just for Domestic Violence Awareness

Month.

Really it's to go beyond today, right?

And reassessing your organization, assessing your
community, and it's an organizational journey that

takes

years in the making.

I mean we've been doing this work for close to four
years, and we had to reevaluate our organization, and

so

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I'm sure that you all are looking for a quick, easy
manual on how to engage the community.

did

But I really think it's worth -- and I think Ivonne a great job at doing that, and I think it's also worth noting that the root of the work starts within the organization before actually going into the community, and that was definitely lessons we learned while we doing a lot of the community engagement.

were

>> Ivonne: That's wonderful.

information

I know, Micaela, that you send me some great about the work that the Idaho coalition is doing. Let me see if Justine can take us -- if that slide is ready to go.

Okay.

Here we go.

Okay.

There you go.

We're really excited.

Go ahead.

initiative

>> Micaela: So I'm really excited about this that we did that was definitely an engagement engaging the community, and we have been doing a lot of engagement work for several years, and then we thought we were at a spot to continue involving the community, and so our number one thing is to really leverage and

community

uplift the stories of Latina survivors here in Idaho. So what we did in the past year, we did a series of listening sessions throughout the state of Idaho, so here's just a map of Idaho and some of the DV organizations that help recruit a lot of the survivors to be part of the listening sessions, so again, it was how are we in partnership with the DV organizations and what partnership and what trust building and relationship they're having with the communities. And we also had a really -- we have a really good relationship with a culturally specific organization here in Idaho and within all of this and as a group we recruited some survivors to be part of listening sessions. And as a result of those listening sessions, we created a campaign that's called Idaho thriving family campaign. So will if you go to the next slide, I'll show some of

see

the things that came from that.

We had some posters, and out of those posters you'll

some of the themes here.

There's resilience, cultural pride, family, safety, healing and community.

And those were some of the things we pulled from the listening sessions.

And out of those themes, then we pulled values, the

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underlying values to these themes and these values are highlighted in the posters.

I do want to recognize the artist of these posters.

Her name is [indiscernible] Rodriguez, and she is

based

in California and what's really really awesome for us

to

do this partnership with a Latina artist is we were

able

to use her artwork and it beautifully fit into all of the themes that came out of the listening sessions.

fit

So this artwork was already created and then it just

already

beautiful and perfectly into the themes that we

knew and we already were seeing in our community.

roadmap

Then we also -- for the next slide we created a DV handbook that's for Latina survivors, so it's very culturally specific, and we also are creating a

how

for systems that is a culturally specific roadmap on

to implement these things in your community using a culturally specific lens.

coalition

So we've been working really hard here at the

able

to launch this campaign to uplift the stories and the resiliency of our community and hopefully we'll be

we'll

to launch this within several weeks and hopefully

get it out by October, so we're really excited about this campaign.

>> Wonderful.

Thank you, Micaela.

It's a wonderful example of how to engage a specific group in your community.

The materials are beautiful.

Thank you so much.

So I want to share with you guys.

We know that Micaela shared great information of how they're incorporating the theme, but I wanted to give

a

shout out to some local programs that specifically if you can see that in the corner, we have Sunrise of

Pasco

County in Florida.

I'm in Florida.

So they have youth in their community and they're sharing what their #1Thing is.

We see that some people are using Facebook, their profile pictures.

in

And also there's a school of social work right there the corner left-hand side of the University of Texas Arlington.

They created -- I don't know if you can see it.

It's small.

And people are going there and writing down what their #1Thing is and that's really exciting.

note
her

We also have seen the advocacy center and there's a
from the executive director and she talks about what
#1Thing is.

33

From the left-hand side you're going to see the Nevada coalition to end domestic and sexual violence. They integrated their messages in their events. Also the #Unacosa and they are highlighting the events that are happening nationally. If your program is small in this case it's a coalition but you can also share events that are happening close to your community that other programs are sharing, and in this case of course they're a coalition so they're highlighting incredible events that are happening in their space and nationally. We also of course you can see it there. We have a national Latina network. One of our amazing partners and instrumental in

developing the #Unacosa campaign.

They're posting all the time.

feel

Their messages are incredible and can be shared so

free to look for them.

I wanted to remind everybody that our action guide has some of the materials translated in Spanish so it will be easy for you to grab them and share them.

Also I have here a note that [indiscernible] Wisconsin they integrated the #1Thing in many of their events in the community and an example is reaching out to the health care field and I thought that was really

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interesting.

They are partnering with the local radio station for a donation drive so they're doing a lot of great things.

Haven of Oakland, hi, guys.

They have a training for educating professionals.

They're doing great.

see

And right here this posting from Marissa and you can

it.

She says that there's not a lot of events in her community but what she did, look at her.

She integrated domestic violence, sexual violence, the purple and she talks to whoever asks her about her sneakers.

She lets them know it's Domestic Violence Awareness Month, so that's her #1Thing.

Thank you, Marissa.

And now I want to call in one of my new friends.

Her name is Margaret Evans.

She's the outreach coordinator in Safe Harbor in Greenville, South Carolina, and while I was looking around on the internet to see how many programs were incorporating the #1Thing messaging, I found her

program

and they're doing amazing work and I wanted to hear

more

from Margaret.

So Margaret, how are you?

>> Margaret: Can everyone hear me?

Hi.

I'm doing well.

Hi from South Carolina.

>> Hi.

Margaret, what is your #1Thing?

>> Margaret: Again, like Ivonne, my one thing changes daily, but recently I've been coming back to the word "choice," so my one thing is one word and it's the

word

"choice" because in my -- from my perspective and what we've learned from the youth that we work with

choosing

ourselves first in a world that gives us lots of

choices

to choose other things and other ways of being.

That's a brave thing and if we choose ourselves and respect ourselves first, then that can pave the way

for

respecting others.

It's also a choice that we've learned from survivors that choice has been stripped from many who are experiencing domestic violence.

to

To have choice after abuse is a liberating thing and

shed light on choice in our society today and also the choice to challenge comments that reinforce violence

and

harmful comments that demean women and young girls,
anyone in our community.

is So choice can be used for good, and to acknowledge it

36

important I think.

>> Ivonne: Thank you.

Awesome.

We are so happy to have you.

Tell us, how has Safe Harbor incorporated the #1Thing
messaging?

maybe >> Margaret: We were so excited to find the full -- I
think it started with the full action kit maybe or

of just an e-mail announcing that it was one thing and I
shared it with one of our staff members and they kind

said, you know, we should -- we like this and it was
actually our director of prevention, and we have since
then used it on social media, our Facebook, our

Instagram, collected input internally from staff and board, and engaged our staff who are part of communities themselves and I think that's important as well as as far as thinking of community engagement if you do have a diverse staff, then many of them are connected to communities and most certainly are so getting their input on what is their one thing, they can shed light on the experiences of people in their community and what their one thing might be as far as how it relates to domestic violence but also race, what a healthy relationships looks like, what they would want their child to know, you name it.

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We've also engaged more from a community perspective with others who are -- who we've been invited to event and are participating in events and have kind of pitched so there's this national campaign called one thing and asking them how do you see this used?

as
Not saying we're using it but inviting that question
to, you know -- you know, how do you see this taking
shape in your community and with this event that
you're
holding.

>> Ivonne: Exactly.

That's amazing.

What about beyond DVAM?

Are you thinking about going beyond October?

>> Margaret: So since the #1Thing just the input that
we've gotten from staff, the words that have been
captured have gotten a lot of -- quite a bit of
attention, we'd like to capitalize on that and
continue

with a campaign that pushes forward in some way.

What this will look like, we're not sure yet, but to
move forward and beyond Domestic Violence Awareness
Month.

We're looking to open a shelter so that would really
help with that as well.

know
I know other advocates and others on this call who
into
about opening a new shelter know how much work goes

that.

coordinating
November
happened,
the

But also we are part of a domestic violence council and they have expressed interest out of this #1Thing in hosting a community conversation in so that would be an immediate follow-up that's which is really exciting to see happen. It's just started that conversation and help connect dots.

>> Ivonne: Thank you so much Margaret.

It was really exciting for me to go and look at your social media and see how accessed you are and how you incorporated the #1Thing messaging into your agency's efforts.

I want to thank you so much for joining us.

And now I want to -- I know that we're running out of time.

I want to invite my other friend and her name is Amy Hill.

Yeah.

Coming full circle.

We started talking about storytelling.

Let's go back to talk about storytelling.

Amy, how are you?

>> Amy: I'm fine.

>> Ivonne: Great.

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Amy, what is your one thing?

>> Amy: I'm just sharing my video just now.

And thank you so much for having me on the webinar today.

It's been really really interesting and fun to listen to.

And my one thing is pretty simple.

challenge

I just really make it a point to speak up and

have

domestic violence gender based violence whenever I

the opportunity to do so, and because I grew up in a

family with a good deal of verbal and emotional abuse,

for me having witnessed that and having been silent around it as a child it feels liberating and important to use my voice now as an adult.

>> Ivonne: Thank you so much.

That's really powerful.

of So what is story center doing to highlight the voices of survivors?

almost >> Amy: Yeah, so we for many years now actually with 20 years have really prioritized storytelling work tell survivors and others impacted by domestic and genders based violence to create opportunities for them to their stories in their -- on their own terms in their own way, and so essentially to represent themselves. And so this is just in our view distinct from more

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and typical mainstream media representations of domestic violence, and can veer sometimes into sensationalism

imagery and language and the like and often are framed as stories about victims rather than stories by survivors themselves.

So in our 20-year history of working on these issues we're really proud of the clear ethical practice guidelines that we've developed for working with sensitive stories, and we've also pioneered the use of trauma-informed digital storytelling approaches.

>> Ivonne: Tell us one thing.

Do you have any ideas?

in

I know that we're right in the middle of DVAM, right

the middle of Domestic Violence Awareness Month.

thing

How can we keep the one -- the momentum of the one

going?

best

>> Amy: Well, so while our organization is really

known for digital storytelling and the development of short form media stories, this is really -- that's

only

really one method or element that we use.

And so while that kind of media production can be a little bit of time and resources and skill intensive, just as we've been hearing from the participants and from the other guests, bringing people together in person in small groups to share stories and talk about

their one thing can be quite simple, so, you know, certainly local organizations can sponsor community storytelling events and guide participants through a simple story circle process that helps them articulate their own experiences of speaking out or taking action against domestic violence, their one thing basically. And then certainly photos can be taken of this process and as individual storytellers and stories can be written, audio recorded, that kind of thing, and then just to say, I'm sure this is totally obvious to everyone but in line with the ethics issues is super

key

to get consent before sharing any of this material publicly.

So will yeah, story circles.

>> Ivonne: Awesome.

So how can we learn more about story circles?

>> Amy: Well, so fortunately the -- you all are going to be supporting story center and doing an

introductory

so

webinar on story circle message in the coming months

that

I really hope everyone will kind of stay tuned for

detail

event and I look forward to talking in a bit more

about it.

>> Ivonne: Yes, yes, we're really excited.

Stay tuned.

I know that a lot of you follow us on social media.

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next

We are going to be coming out with our calendar for

year pretty soon.

We're working on that and we're going to be hosting a

webinar with story center and Amy Hill is going to be

focusing more on the process of developing those and

maintaining story circles.

So thank you so much, Amy.

We'll be talking.

>> Yes, thank you.

important

>> Ivonne: We are really excited and it's an

part of the work that we do.

We don't have a product that we're selling.

their

What we're selling is the hope and our vision for the future, a future where people can feel safe inside

homes and outside, so it takes -- right, Amy?

It takes some thinking of how to craft our stories and then how to present them, so not just the story of advocates but we want to include those voices from the community and that's why it's so important and we're

so

excited to be partnering with story center.

And I know that we are -- let me go through our last slide.

some

I just wanted to mention to you that we still have events going on and every week we have the podcast series my #1Thing story telling series.

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And this week we're going to be sharing another

incredible story from a great advocate.

Her name is Melany Torez.

Our first Spanish podcast recording so we're really excited.

And I keep on saying hash tag.

I just need to say my one thing.

transformative My one thing twitter chat, my #1Thing is

and that's taking place on October 24 from 3 to 4.

You're all welcome to join and we have a Facebook live event that I hope you guys join.

this It's building upon the #1Thing through the year and

is going to take place October the 30th at 3 p.m.

it, And now I want for anybody that has a question, post

and I think we have a couple of minutes.

to Maybe we can answer them or if you want to reach out

us directly, feel free to reach out to us.

You're going to receive our information.

So let's see if we have -- we don't have any questions right now.

All right.

So I want to thank each one of you for attending.

I hope that we continue the conversation.

This has been great.

Margaret, I want to thank my friends that joined today,

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awesome work and Micaela and Amy, I'll be calling you.
Thank you for your, you know, suggestions, for sharing
with us your one thing and for sharing the passion
that

you have for this work.
And thanks to our incredible NRCDV staff that's
working
behind the scenes.

Hopefully I'll be seeing all of you guys pretty soon.
So take care.

It's been a pleasure and don't forget to answer the
survey.

Take care, everybody.

[This text is being provided in a lightly edited
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