

Activities *field notes*

YOU can organize

for Health Cares About Domestic Violence Day

Outreach to PATIENTS

Creating a Supportive Environment

- Hang domestic violence posters in waiting areas and patient rooms to give patients the message that support is available. (*Send in the enclosed "Evaluation" to receive 2 free posters!*)
- Have providers wear "Is someone hurting you? You can talk to me about it" buttons. (*See enclosed buttons and materials catalog to order more.*)
- Place victim safety cards in the bathroom, and/or exam rooms for patients who need information, but may not be ready to disclose. (*See materials catalog.*)
- Use *Health Cares About Domestic Violence Day* to organize a resource table and distribute patient educational materials with phone numbers of local shelters, hotlines, and community resources. (*This can be done in a hospital waiting area, health fair, or community event.*)
- Commit to begin routine screening for domestic violence at your health setting OR try routine screening for one week. (*See National Consensus Guidelines on Identifying and Responding to Domestic Violence Victimization in Health Care Settings.*)

Melodee Gett
Education Specialist, Alice Paul House, Indiana County, PA

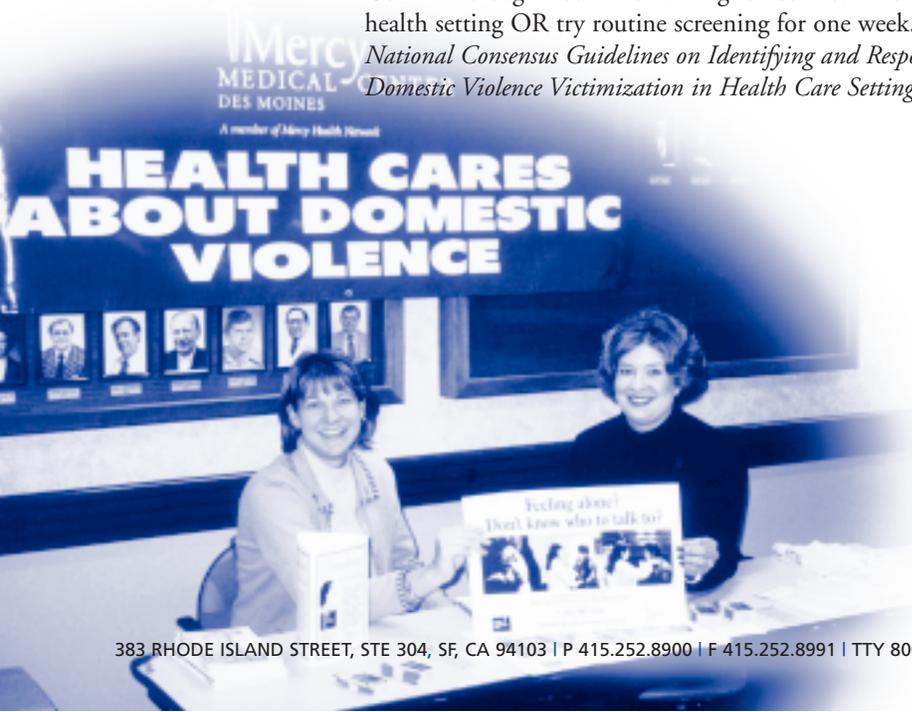
Melodee organized a community forum to bring health care providers and domestic violence advocates together to discuss health care's response to victims of domestic violence. Panelists included an emergency room nurse, police officer, survivor of domestic violence and advocates, among others. The audience held approximately 200 people including medical students, health care providers and the general public. The forum was videotaped and rebroadcast on a local university television station.

Judy Johnson
Community Education Coordinator, Southern Valley Alliance for Battered Women, Belle Plaine, MN

Judy worked in conjunction with a local hospital to display a tree with ribbons designating victims of domestic violence who were killed in Minnesota in 1999 and 2000. Tree plantings were also conducted for the month of October starting on Health Cares About Domestic Violence Day.

Beth College
Registered Nurse, St. Francis Hospital, Charleston, WV

Beth created a lobby and Emergency Room display on domestic violence; placed safety cards in designated areas of the hospital; organized a collection drive for a nearby battered women's shelter; and offered lunchtime seminars to hospital staff on domestic violence for the month of October.



field notes

Pat McGill

**Vice President Legislative Policy,
West Virginia Hospital
Association, Charleston, WV**

The West Virginia Hospital Association (WVHA) hosted a press conference at their office in Charleston, WV where they announced the WVHA's support for the Governor's Family Violence Coordinating Council recommendations regarding health care's response to domestic violence. The attendees included the Secretary of Health and the Deputy Insurance Commissioner, among others. Two television stations and the Charleston newspaper covered the event.

Joanne Armstrong, MD

**Women's Health Medical Director,
Aetna, Inc., Houston, TX**

Aetna posted information on Health Cares About Domestic Violence Day on Aetna's website, which reaches over 35,000 employees. Domestic violence educational and referral information was also included in Aetna's printed and telephonic pregnancy materials, which were distributed to approximately 160,000 pregnant women enrolled annually in their maternity management program, 'L'il Appleseed'. Additionally, Aetna chose to feature an article on domestic violence in their October newsletter.

Belinda Robinson, CAC

**Mental Health Counselor, Greater
S.E. Hospital, Wash., DC**

Belinda presented a workshop to her community on preventing, and recognizing domestic violence and how to offer victims support.

Activities

Outreach to STAFF

Getting Your Co-Workers Involved

- Introduce the subject of domestic violence by sending an e-mail to staff about the day. *(See e-mail script.)*
- Post information on health facility/community website about the day. *(See website script.)*
- Invite a domestic violence advocate, or survivor to speak at a brown bag lunch.
- Photocopy sections of the enclosed *National Consensus Guidelines on Identifying and Responding to Domestic Violence Victimization in Health Care Settings* and distribute by specialty OR encourage health care employees to call (888) Rx-ABUSE, TTY: (800) 595-4889 for more information.
- Create, or amend a domestic violence protocol for your health care setting.
- Organize a training for health care staff on domestic violence intervention and assessment. *(See health materials catalog.)*





Activities

Outreach to the COMMUNITY

Getting the Word Out

- Write an article in your facility newsletter. (*See newsletter script.*)
- Reach out to your community by writing an op. ed., or editorial memo for the local newspaper on *Health Cares About Domestic Violence Day*. (*See op-ed script.*)
- Collaborate with a local domestic violence agency to hold a community forum on domestic violence at the health center.
- Let patients and the community know that your health care facility, health association, or of health cares about domestic violence victims by holding a press conference to launch a program on routine screening for domestic violence. (*See news release script.*)
- Distribute purple ribbons to the community and help raise awareness that October is Domestic Violence Awareness Month.
- Write a letter to your representative encouraging them to support H.R. 1267. (*See sample letter.*)

Vivian Hanson, MD **Bremerton-Kitsap Health** **Department, Seattle, WA**

Vivian hung posters in the hospital's waiting areas and women's bathrooms. Additionally, nurse practitioners and physician assistants wore provider buttons.

Binnie Lehw **Iowa Department of Public** **Health, Des Moines, IA**

Binnie conducted outreach to Iowa hospitals, WIC, MCH, and family planning centers with the Clinical Guidelines on Routine Screening for Domestic Violence. She also conducted a follow-up mailing to distribute 20,000 General English patient safety cards, 2,000 General Spanish safety cards, practitioner reference cards, and posters purchased by the Iowa Medical Society Alliance. She worked closely with five central Iowa hospitals to organize HCADV Day events; each purchased a banner that included their hospital logo and the phrase "Health Cares about Domestic Violence" to advertise their involvement.

Penny Randall **United Behavioral Health Plan of** **California (UBH), San Diego, CA** **and Marianne Balin, Blue Shield of** **California, San Francisco, CA**

In a joint effort, UBH and Blue Shield of California offered their member providers a free CME course on domestic violence for the month of October. They also included an article in their newsletters on HCADV Day.

field notes

Resources

field notes

Marcia Smith

Executive Director, Oklahoma Coalition Against Domestic Violence and Sexual Assault, Oklahoma City, OK

Marcia sent the "Dear Provider" cards to all coalition member physicians to encourage routine screening for domestic violence and sent an additional 250 cards to providers across Oklahoma.

Nancy Himes, RN

Family Violence Nurse Liaison, Sinai Hospital of Baltimore, Baltimore, MD

Nancy conducted ground rounds at the hospital; distributed purple ribbons to hospital staff designating Domestic Violence Awareness Month; created a domestic violence bulletin board display; and included a note on the issue in employee pay stubs.

Lorraine Beaver

Advocate, Abused Women's Aid in Crisis (AWAIC), Anchorage, AK

Lorraine held an informational booth with volunteers from many different hospital departments, involving speakers, singers, the clothesline project and t-shirt making for victims and survivors of domestic violence. She held a domestic violence training the following day for providers.

Melissa Minor

Medical Student, Stanford School of Medicine, Palo Alto, CA

Melissa distributed practitioner reference cards, articles and fact sheets in all student mail boxes. She also hung informational posters in the medical school.

to help YOU plan

The More Help the Better

For more information on Health Cares About Domestic Violence Day, visit the Family Violence Prevention Fund's website www.endabuse.org/hcadvd:

- to order posters and safety cards and other clinical tools
- to get information on state domestic violence and health care reporting requirements
- to view the PDF version of the *National Consensus Guidelines on Identifying and Responding to Domestic Violence Victimization in Health Care Settings*

The National Health Resource Center on Domestic Violence provides free technical assistance and materials through their toll-free line:

(888) Rx-ABUSE, TTY: 1-800-595-4889
and web: www.endabuse.org/health

Call this number for assistance with your Health Cares About Domestic Violence Day planning.

As part of the National Health Initiative on Domestic Violence, a free semi-monthly listserv (electronic newsletter,) is used to continue the national dialogue on health care policy and domestic violence. To subscribe to our Family Violence Prevention Fund Health eNews, visit www.endabuse.org or check the subscription box on the enclosed evaluation.

The National Hotline on Domestic Violence provides free bi-lingual counseling and referral for victims of domestic violence (24 hours a day): (800) 799-SAFE, TTY: (800) 787-3224

