See the Signs & Speak Out Against Domestic Violence:
How Bystanders Can Help

AVON Foundation for Women
avonfoundation.org
We All Know Victims – and We Want to Help!

The Avon Foundation for Women is proud to launch three new bystander training programs that it has funded with the goal of encouraging conversations about domestic violence and partner abuse and to providing useful information and strategies for bystanders who want to help.

Recent media coverage and public concern about cases of domestic violence involving players in the National Football League have heightened awareness of the scope and scale of this major public health and safety issue in this country and around the world. And this is certainly not just a problem of the NFL.

1 in 3 women globally will be a victim of partner violence in her life. It is a global epidemic—but we don’t talk about it or tackle it with a national program or a big new campaign commitment like we do with other epidemics…. the war on drugs, the war on cancer. This is the silent epidemic. The one no one talks about.

Domestic violence and sexual assault have no socio-economic boundaries. No one is immune: 12.7 million people are physically abused, raped or stalked by their partners each year – 24 people every minute. 60% of Americans report personally knowing a victim of domestic violence or sexual assault.

The case for business involvement and investment in ending domestic violence and sexual assault has never been more compelling. We know that effectively addressing these problems, which impact our colleagues, employees, friends and families, requires that every sector in this country be involved.
In the US, we've made progress. Since the passage of the Violence Against Women Act just 20 years ago there's been a 64% decrease in domestic violence among adult women in this country. Police today do respond to calls reporting domestic abuse. In fact, it is one of the greatest sources of injuries to police. But before requirements and funds through VAWA, police rarely responded to "domestics." They, like our society as a whole, somehow saw domestic violence as a private family matter.

But unfortunately, as the tragic Ray Rice video demonstrates so clearly, too many of us still hesitate to step in—to intervene—when we see "private family violence" right in front of us. While the violence on that video provides a horrific focal point, we also must force ourselves to see the reactions of the bystanders—reluctant to step in to assist a woman in clear pain and distress. They are confronted by a "private" family dispute gone terribly wrong and violent. They are uncomfortable and confused. What is their role?

How Will Bystander Training Make A Difference?

Until bystanders and friends and family feel comfortable to speak out and step in to help, things will not change. Until our society as a whole pronounces domestic violence and partner abuse to be completely unacceptable, the abuse will not stop. That is why Avon launched its Speak Out Against Domestic Violence program in 2004; why it enlisted its 6 million Avon Representatives around the globe in efforts to raise funds and awareness to educate, change attitudes and assist victims and their families to recover from domestic violence. And it is why the Avon Foundation funded this new bystander education series: See the Signs & Speak Out Against Domestic Violence: How Bystanders Can Help.

We conducted a call for proposals and selected three nonprofit agencies that are experts in efforts to prevent partner and family violence to develop new educational training materials to help people better recognize and understand the signs of abuse, as well as the many issues related to abusive behavior and victims and family dynamics.

The three training programs can be led by trainers in workplace or community settings together or individually, or they can be used online by individuals. They will provide targeted prevention and intervention training tools to help bystanders recognize partner or family violence, respond and make appropriate referrals.

The programs are informative, engaging and will encourage conversations so bystanders become more comfortable stepping in safely to help when abuse is suspected, observed or they are asked for assistance by someone they know.

### 3 Linked Programs Have Been Created by 3 Nonprofit Agencies

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<tr>
<th>Program</th>
<th>Agency Program Creator</th>
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<tr>
<td>Children: How to end the cycle of abuse and repair the damage</td>
<td>The New York Society For The Prevention Of Cruelty To Children</td>
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<tr>
<td>Teens and Young Adults: How to prevent or assist victims of dating abuse</td>
<td>Jewish Women International</td>
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<tr>
<td>Female and Male Victims: How to prevent or assist victims of domestic abuse and sexual assault</td>
<td>Ohio Domestic Violence Network / Ohio Alliance to End Sexual Violence</td>
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Why is Domestic Violence Bystander Training Needed?

NO MORE DOMESTIC VIOLENCE AND SEXUAL ASSAULT

SURVEY OF ATTITUDES AND EXPERIENCES OF TEENS AND ADULTS*

THE SCOPE OF THE PROBLEM

149 million Americans KNOW A VICTIM of domestic violence or sexual assault.

• 54 million Americans report they have been a VICTIM of domestic violence.
• 32 million Americans report being a VICTIM of sexual assault.

DESPITE WIDESPREAD BELIEF THAT DOMESTIC VIOLENCE AND SEXUAL ASSAULT ARE A HUGE PROBLEM, FEW BELIEVE IT IS A PROBLEM AMONG THEIR FRIENDS

• There is a disconnect when it comes to perceptions of domestic violence.
  - Most Americans (80%) believe it is a problem in our society.
  - 60% of Americans KNOW a victim of either or both domestic violence or sexual assault.
  - Yet, only 15% report that they believe it’s a problem among their friends.

CONVERSATIONS ABOUT DOMESTIC VIOLENCE ARE NOT HAPPENING IN THE UNITED STATES

• There is basically NO discussion about domestic violence taking place in this country.
  - 2 out of 3 Americans (67%) have NOT talked about domestic violence with their friends.
  - 3 in 4 (73%) parents with children under the age of 18 said that they have NOT had a conversation with their children about violence in the home.

EVEN FEWER CONVERSATIONS ARE HAPPENING ABOUT SEXUAL ASSAULT

• 73% of Americans have NOT discussed sexual assault with their friends – despite 33% of them knowing a victim.
• 73% of parents with children under the age of 18 have NOT discussed sexual assault with them.

THE OPPORTUNITY TO CHANGE PUBLIC ATTITUDES AND BEHAVIOR

• Three-quarters of Americans (75%) say they would step in and help if they saw a stranger being abused, but in reality few actually help them.
• 70% of domestic violence survivors report telling someone what has happened to them, yet more than half of those who told someone (58%) report that no one helped them.
• Increased discussion could lead to bystanders taking action: Almost two-thirds (64%) of Americans age 15 or older say that if we talk more about domestic violence and sexual assault, it would make it easier for them to help someone.

* Conducted in 2013 by GfK Public Affairs and Corporate Communications.
Survey funded by the Avon Foundation for Women.
In November 2013, for the 16 Days of Activism to End Violence Against Women, the Avon Foundation for Women launched #SeeTheSigns, a global social media campaign to educate the public to recognize the signs of domestic violence. #SeeTheSigns educates women and men about the important role they play in recognizing the signs of abuse among their friends and family and how they can help break the cycle by starting conversations about the issue. Tied together with the hashtag #SeeTheSigns, the campaign features powerful graphics and “signs” of domestic violence intended to help people recognize the often subtle signs of abuse.
How Employers and Community Groups Can Help

Public and non-profit resources alone are simply not adequate to both assist the many Americans who are victims and work effectively to eradicate domestic violence and sexual assault for future generations. In the past, many companies have shied away from these issues, viewing them as “private” and “beyond business concerns.” But that view is changing significantly.

Domestic violence and sexual assault impact everyone—period. There is not one person who can say with certainty that they don’t know someone who has been impacted by these issues. The question now is what to do, and that’s where the private sector comes in.

Within every company, agency or group of friends, unfortunately there are victims, abusers and bystanders – those on the sidelines not quite knowing what to do or how to help. It’s the same with consumers. But with more businesses publicly addressing these issues – demonstrating that it is “OK” to talk about them openly – the social norms that lead to silence and shame begin to be erased.

Private sector leadership and investment – either within the workplace or through marketing and/or philanthropic efforts – are especially crucial given the number of violent incidents that directly or indirectly impact employees, consumers and their children. It’s a matter of health, safety, workplace productivity, as well as the fabric of family and community. The Corporate Alliance to End Domestic Violence estimates that 25% of workplace problems such as absenteeism, lower productivity and turnover are due to family violence, in addition to the impact on healthcare costs.

Corporate leadership to end domestic violence and sexual assault can take many forms – from helping a local shelter to providing workplace training or help for survivors to creating a large-scale marketing campaign. The call to action is clear: corporate leaders can make a crucial difference in ending domestic violence and sexual assault and the time to do so is now.

The Four R’s of BYSTANDER HELP

RECOGNIZE that this issue impacts the workplace

RESPOND appropriately within the context of the workplace

REFER to the professionals who can assist employees

REACH OUT to community resources for partnership and support
CORPORATE OPPORTUNITIES

Offer a See the Signs BYSTANDER TRAINING PROGRAM to employees

DONATE TO AND PARTNER with a local, state or national domestic violence or sexual assault organization

Develop a CORPORATE VOLUNTEER PROGRAM to help local non-profits dedicated to these issues

Make EDUCATIONAL MATERIALS available in the workplace, on the corporate website, or in your consumer locations

Train KEY EXECUTIVES on the manifestation of this issue at work

Train your HUMAN RESOURCES and SECURITY teams to recognize and respond to domestic violence incidents and their impact in the workplace

Institute INTERNAL POLICIES on domestic violence and sexual assault in the workplace

Introduce the issue to employees via “LUNCH AND LEARNS” or similar events focusing on domestic violence and sexual assault

Launch an initiative to EMPOWER SURVIVORS with the skills necessary to secure employment, personal independence and self-sufficiency (i.e. through scholarships, financial planning services, health care services, career support, etc.)

Use corporate resources to EXPAND AWARENESS AND PREVENTION EFFORTS, such as using owned media assets or consumer interfaces

Introduce the sale of CAUSE PRODUCTS from which a portion of the proceeds are donated to non-profit organizations dedicated to the issues of domestic violence or sexual assault
ADDITIONAL RESOURCES

IF YOU OR SOMEONE YOU KNOW NEEDS HELP, PLEASE CONTACT:

**NATIONAL DOMESTIC VIOLENCE HOTLINE**
1-800-799-SAFE (7233)
www.thehotline.org

**NATIONAL SEXUAL ASSAULT HOTLINE**
1-800-656-HOPE (4673)
chat at www.online.rainn.org

**LOVEISRESPECT: TEEN DATING VIOLENCE HOTLINE**
1-866-331-9474
text ‘loveis’ to 22522
chat at www.loveisrespect.org

**1IN6: RESOURCES FOR MALE SURVIVORS OF CHILDHOOD SEXUAL ABUSE**
www.1in6.org
Online Support Line at www.1in6.org/men/get-help

TO FIND YOUR STATE COALITION AND LOCAL RESOURCES, PLEASE VISIT:

**NATIONAL NETWORK TO END DOMESTIC VIOLENCE**
www.nnedv.org/resources/coalitions.html

**NATIONAL SEXUAL VIOLENCE RESOURCE CENTER**
www.nsvrc.org/organizations

FOR ADDITIONAL INFORMATION ABOUT DOMESTIC VIOLENCE AND SEXUAL ASSAULT, PLEASE VISIT:
www.nomore.org
CAUTION

DOMESTIC VIOLENCE IS MORE THAN JUST A BLACK EYE.

IS THIS HAPPILY EVER AFTER?

EMERGENCY

THE LAST TIME HE HURT ME, I DESERVED IT

IT'S MY FAULT

I'M NOT ALLOWED TO SEE MY FRIENDS

DOMESTIC VIOLENCE VIOLATES HUMAN RIGHTS