

**Domestic Violence Summit Proceedings
November 13, 2006**

Jennifer Lewis-Hall, Facilitator:

Please get seated, get comfortable, cozy in those wonderful chairs that we have for you. It is truly a pleasure to be here with you today. Welcome to Verizon's first national Domestic Violence Summit. I am Jennifer Lewis-Hall, a television journalist and author and speaker. It's a pleasure to be here with you today. I'm so impressed by Verizon's commitment to this undertaking and it is truly an honor for me to stand before you. It is a pleasure to welcome you on behalf of the Domestic Violence Summit partners, Verizon, Verizon Foundation and the Corporate Alliance to End Partner Violence, the Family Violence Prevention, the National Domestic Violence Hotline.



Today's summit is all about building solutions. In this past year, this great group of collaborators has sought to establish a national dialog in order to present you today with some extraordinary information. A synthesis of leading research and practical programs that can improve program delivery and we hope certainly and I know will increase the prevention of domestic violence.

We are delighted that you have joined us today and taken the time to be committed. You represent the thought leaders, the program designers and the inspired advocates who hold the potential for change in your hands. We hope that today will transform that potential into a powerful consensus and commitment that will create the change that we seek. Together, we will spend the day in exploration of key areas surrounding this issue from the understanding of the business and economic impact, to implementing technology, which Verizon has been so key, and the best way to use volunteers. We will hear from leaders in the field across all fronts on what is working and how we can build on these solutions.

So now to speak to our collective goals, it is my pleasure to introduce the host of this Summit and a leader in so many ways in the importance of domestic violence initiatives that are underway, may I present to you Patrick Gaston, President of the Verizon Foundation. Patrick, it is a pleasure. Thank you so much.

Patrick Gaston, President, Verizon Foundation:

Thank you, Jennifer. Good morning. It's my privilege and honor really to welcome each of you to Verizon's first national Domestic Violence Summit. We're honored to be in your company and we look forward to this time together as we build and work towards solutions. We're all here for the same reasons: we're compelled to change the shocking fact that domestic violence is the greatest cause of injury to women between ages of 15 and 44 in this country, and the statistics are even more ghastly worldwide. It is almost inconceivable that here in the 21st Century, one in four women will experience domestic violence in her lifetime. As you know so well, for many long years the issue of domestic violence was perceived as a woman's issue. And it was not until outstanding corporations like many of our guests today – Avon, Liz Claiborne, Allstate and Verizon Wireless – stood up to say this is more than a woman's issue, it is a business issue, it is a societal issue, it is an economic issue.

Domestic Violence Summit Proceedings November 13, 2006

Through the survey accomplished by our partner, the Corporate Alliance to End Partner violence, we now know that 21% of employed American adults, that is women and men, are victims of domestic violence. More than 5,000 incidents of workplace violence are reported daily in the United States. And there's an enormous cost associated with domestic violence, not only the human toll but the economic toll at a rate of \$5.8 billion a year. Through the groundbreaking work of Verizon Wireless, we've been involved in this issue for more than a decade. This year, in tribute to this legacy, Verizon adopted domestic violence as a focus of our foundation and corporate wide initiatives.



Through the Verizon Foundation we're leveraging our technology, our employee volunteers, our philanthropic grants, and innovations that help to make that technology possible to help raise awareness, promote prevention, support victims, and break the cycle of violence. We are focused on online education initiatives, technology that improves program delivery, empowerment of victims to return to productive safe lives in our signature Verizon Wireless Hope Line program that distributes cell phones to domestic violence victims. We are here because the issue is important to Verizon as a business, as an employer with a workforce of 250,000 people, and as a partner in thousands of communities across this nation. Our goal today, and the goal we share with each of you, is to use our time together to establish a dialog and a plan that we promote better collaboration amongst nonprofits, corporations and government agencies. Through thoughtful planning and collaborative action, we can improve our efforts and our results in domestic violence recovery, response, and prevention.

We have three specific goals. First, to determine how we can best work together to raise awareness of this issue and its effects on families and the workplace; second, to identify how we can leverage technology to improve communications amongst collaborative partners and to improve program delivery; and finally, to develop processes and plans to build or expand effective programs and practices so that the good work that is going on all over the country can be replicated and expanded.

What we hope is that we achieve at the end of the day is a commitment amongst all of us for greater collaboration to leverage our collective strength and abilities. We hope that this dialog will serve to identify ways that enabling technologies can aid in communication, collaboration and program delivery. And most importantly, we need to reach agreement on the measures of success, the yardstick by which we should measure our work and our progress, so that we can consistently report on outcomes and demonstrate real change. I look forward to sharing these ideas with you throughout the dialog today and to working together with you in the future. Thank you very much.

Jennifer Lewis-Hall:

Thank you very much, Patrick. Our next speakers will give us some very interesting insights, some real insights, into the business and economic impact that Patrick just mentioned in terms of domestic violence. Joining us here up on the podium, Kim Wells is the Executive Director of the Corporate Alliance to End Partner Violence, which is a leading force in the fight against domestic violence and the only organization of its kind founded by business leaders and focused on the workplace. Also joining us, Esta Soler the

Domestic Violence Summit Proceedings November 13, 2006

Founder and President of the Family Violence Prevention Fund. She is one of the world's foremost experts on violence against women and children and was a driving force behind the passage of the Violence Act Against Women in 1994, the nation's first comprehensive federal response to violence that plagues our families across this country. Kim and Esta will make brief presentations and then we will have the pleasure of taking questions from the audience.



Kim Wells, Executive Director, Corporate Alliance to End Partner Violence:

Good morning. I want to start out by telling you a story just to kind of give you an idea of where things are at related to this issue of domestic violence in the workplace. In 1987, the Philadelphia Coalition on Domestic Violence ran a print ad targeted at the local business community with the headline, "Do you want a solution to a \$5 billion problem?" The advertisement ran in metro Philadelphia newspapers, suburban newspapers, and the local business publications. It emphasized that domestic violence is a social problem and a labor crisis that businesses needed to address. It offered free assistance and literature to any business. Guess how many calls they got? None.

That was 1987 so that just gives you an idea of where things were then as opposed to where we are today – just about 20 years ago. So partner violence, what exactly are we talking about when we're defining this for business? We're talking about domestic violence or intimate partner violence. You know, there are many different things we can talk about with family violence but when we're talking about the workplace we're talking about a pattern of abusive or coercive behavior in an intimate relationship. And the NIOSH definition, the National Institute of Occupational Safety and Health sees this as a workplace violence issue. So they're talking about incidents in which the perpetrator may or may not have a relationship with the workplace but has a personal relationship with the victim. They see this as so important that they've defined it as a workplace violence issue that they study. So this isn't just something that happens at home that doesn't come into the workplace.

So how does this affect the workplace? I want you to think about these sorts of circles that affect the workplace if you want to look at it that way. I think sometimes often clearly we think about the victim coming into work and so that's one circle. Think about the batterer coming into the workplace and that's another circle. But I think we often don't think about – and we'll talk about this in a little bit with the survey that Patrick mentioned that we did – co-workers being impacted. That's another circle.

But then there are family members and friends that are concerned about that victim and how they're impacted at work. So in all of those ways that those people are impacted, businesses are impacted in terms of productivity, absenteeism, turnover, presenteeism. That means that you're at work but you're not really working. And workplace safety. So in all of those circles with all of those people, and then in all of those issues, workplaces are impacted by this issue.

No one came into this door today with nothing on their mind except what we were going to talk about right now. And this is especially true when

Domestic Violence Summit Proceedings November 13, 2006

somebody's a victim of domestic violence. And in this job, for me, the question has really changed from why should I do something about this, I don't get why I should do something about this, to I know I should do something about this but I'm not really sure what. And why are we talking about this? And I think that really this brings it home.

A woman said this to me who is a senior vice president at one of our member companies, she said, "You know, when you solve million dollar problems every day for a living, when you have a problem with your partner abusing you, you figure you can solve that problem too." She said, "I solve million dollar problems every day. It's what I do." The thing is you can't because you didn't make that person start hitting you and you can't make them stop. She said the hardest thing I ever did was walk down the hall and ask for help from somebody else in my office as the senior vice president of human resources. Because you know what guys, it can happen to anybody. That's why we're here. So, Patrick started to talk about this a little bit earlier, in 2005 we wanted to do something nobody had ever done before – nobody had ever asked full-time employed adults about their experiences and attitudes about domestic violence in the workplace. Liz Claiborne had asked senior executives. We asked full-time, employed adults, 1200 of them, a random sample. So you had to have worked 35 or more hours a week, you had to be 18 or more years of age.

The Verizon Foundation was kind enough to be our lead sponsor for this first of its kind survey. And we got some pretty interesting results. Honestly, when people said, you want money for this survey, what do you think you're going to find out? I said, "I don't know. No one's ever done it before. I don't know how much awareness people have of this happening at work, we really have no idea." We were really very surprised.

53% of the people that we surveyed were aware that domestic violence is a workplace issue. 44% personally recognized the impact in domestic violence at work. That does not include the victims. 66% were unaware of their company's domestic violence policy. Talking about coworkers, 31% of them felt obliged to cover for their coworker that was a victim, 38% were concerned for their own safety because they knew about the batterer coming to the workplace, 27% felt they had to do the victim's work and this led to the last statistic, 25% resented a co-worker due to the situation.

If you think about that, what that means is they sort of became their own domestic violence response team. In other words, those co-workers were trying to manage the situation themselves. That's not a good situation, that's not a safe situation. That's an absenteeism, productivity issue right there. Now, this just came out at the end of October. The Bureau of Labor Statistics found that only 30% of U.S. businesses have any kind of workplace policy, period, dealing with workplace violence. And of those, only 44% deal with domestic violence. Half of the largest businesses in the United States had some kind of workplace violence incident in the past year. About 24% were domestic violence – more than criminal. People think criminal is the workplace violence issue that supersedes anything, but you can see domestic violence superseded that. Interestingly, only 4% of businesses in the United States train on domestic violence.



**Domestic Violence Summit Proceedings
November 13, 2006**

So what's the employer's role? It's really very simple. Domestic violence – not simple. Employers response – really very simple: to recognize that domestic violence is a business issue, clearly it is, to be able to know what those warning signs are, to have them on your radar screen, to be able to respond appropriately in the context of the workplace, to refer the employee to the professionals that can provide the assistance and the resources the employee needs, and to be able to reach out into the community to help other businesses understand why this is a business issue, to support those resources that are going to help the employees, to make the community safer and better for everyone. It's a win-win for everyone. And now I'm going to turn the podium over to Esta. Thank you.



Esta Soler, Founder and President, Family Violence Prevention Fund:

Thank you, Kim. And actually thank you so much for your great groundbreaking work and thank you to the Verizon Foundation for sponsoring this wonderful event. It's great to be here. I've been tasked with talking to you about the huge impact of the social, economic and business.

It's no wonder that 92% of American women consider ending domestic and sexual violence a top priority. One in three women will be beaten, sexually coerced, or abused in their lifetime. 92% of American women in 2003 said this was a top priority, but when we all started, and I know I see a lot of you have been doing this work for many, many years, 92% of American women didn't think it was a top priority.

In fact, in the early '90s, only about 40% of American women thought it was a top priority. And in 1984, when we wrote the Family Violence Prevention and Services Act and some of you wrote it with us, I'll never forget – and I think it's always important that we remember what happened only a few years ago. In 1984, when the bill came to the floor for discussion, a member of Congress, was about to get up to speak on behalf of this bill, and as he did so a colleague of his pulled him aside in 1984 and said, "Why do we need a Family Violence Prevention and Services Act? Why are you supporting a bill like that?" And he replied, "Because it's important and because violence in the home is an epidemic and we need to do something about it." And his Congress person, who was asking him why he was doing it said, "All you're going to do is take the fun out of marriage." That was 1984. Obviously much has changed and the good news is the Family Violence Prevention and Services Act was passed.

And more importantly, what was once a very private problem became a public concern and you can't cost a private problem. You can't create public policy on a private problem. You need to make the private problem public. And that's what we've done. On average, three women are murdered and nearly 500 women are raped and sexually assaulted every day in the United States – one in six women will be raped.

We have a small board of trustees; we have 12 members on our board of trustees. Two years ago one of them sent their daughter to a major public university. Six months later he got the call that he never wanted to get – that she was raped. A year later, another board member sent her daughter to an elite private university, and six months later she got the call that you never want to get as a parent – that her daughter was raped. We send our

**Domestic Violence Summit Proceedings
November 13, 2006**

kids to school, not to have them robbed of their dignity but to get an education.

The cost is staggering and you already mentioned it. It's \$5.8 billion in health and mental health costs and that doesn't even calculate what the law enforcement costs are. And the cost to society, whether we're a large city, a large state, a smaller state, \$174 million of known cost to the state of Tennessee. But, not all costs can be measured. When we live in a community and we're not safe, we feel the terror. The cost of workplace productivity diminishes, healthcare costs become unaffordable, and when our children can't learn they are at great risk for a whole host of issues.



There was a study in San Francisco recently of 16,000 kids in one year witnessed domestic violence in their home – 16,000 kids in one year. If we don't do anything for those kids, they will cost us perhaps the most expensive tax dollar. And as Casey Gwinn and I were talking at the airport, it costs \$41,000 to house somebody in our jails and our prisons, and it only costs a couple of thousand dollars to mentor a kid who's at risk. And when we were passing the Violence Against Women Act this year and reauthorizing it, Senator Biden said at one hearing there are two things that people in prison have in common: one is they can't read, and two is that they probably saw their mother battered.

But there is good news. And I'm a total optimist, my dad joined one club in his life, it was the Optimist Club. And the good news is the work that we've all done together has resulted in the violence against women is down by 50% in the United States and you all deserve a round of applause because that is something that we don't talk about. The work that we've done is working. And this is a summit about solutions and we have some of them.

And 41 states now have laws that prohibit discrimination. And 41% of men are now talking to their boys about ending violence against women. Let me just say one thing about that. For too long we've indicted men and haven't invited men into this conversation. And so, for all of you in the audience welcome and we want more of you here.

When we did a survey in 2000 we knew that American women saw this as a serious problem, but we knew we weren't speaking to men in the way we needed to. And in fact, when we asked men if they were willing to get involved they said yes, tell us what to do. And so in a short period of time 29% of American men went to 41% of American men, and we're not going to be satisfied until we break 80. So along with our partners, the Advertising Council, the National High School Athletic Coaches Association in the United States and UNICEF internationally we launched a problem called Coaching Boys into Men and I'd like to show you a quick 30-second spot.

<Advertisement plays>

That ad and others, and the work that you're all doing in the community, has really made a significant difference. We're now at 41%, let's keep climbing. And last year the President signed the Violence Against Women Act, reauthorized at \$3.9 billion over the next five years. But let me tell you, that's one story but there's another story. None of the prevention provisions

**Domestic Violence Summit Proceedings
November 13, 2006**

are currently funded. The programs that work for children, the programs that work for teenagers, our public health programs, our prevention programs are currently not appropriated.

We need that funding because if we're going to talk about cost, if all we do is spend the most expensive tax dollar and don't work with our children who are victims and see this violence, we're not going to make the changes that we need to make. So, let me ask you this. Will you work with us to make sure that we do get that \$3.9 billion that we need for all of the interventions and for prevention programs? Will you do that?



That will mean that we will have an extra half a billion dollars to go into local communities to work with our children and to work with our teenagers. The cost is too great, we can't fail them. And I actually have big pockets, if you all want to work on making sure that in January '07 we actually do that and we would be honored to work with you, please give us your card, we're going to make sure that in '07 that money is fully in the Violence Against Women Act.

Again, the cost – the economic cost, the social cost, the fabric to our society is too great. Let me end by saying we live in sobering times. Everyday we're reminded of the violence and pain all around us, terrorism and war, and it's all connected. If we can end violence in the home we give our young people the possibility of growing up in a peaceful world. They deserve that. And I'm absolutely an optimist.

I fully believe this kind of violence does not have to be part of the human condition and I believe that because of the partners in this room and the great work that you have all done, our corporate partners, and the wonderful work that you have done at the Verizon Foundation. We have to do this. We have to do it for our children, we have to do it for our communities, we have to do it for the women and men in our lives. And I believe that if we could reduce violence by 50%, in the next 10 years we can reduce it by another significant amount because of all of the great work that you all are doing in this room. Thank you very much.

Jennifer Lewis-Hall:

Esta, that was powerful – very powerful. I think that what is so key in what you both laid out for us this morning and starting us out with this kind of detailed research and numbers gives us the ability to see how tangible it is in terms of the cost. It's one thing if people don't believe it's not everybody's business, but when you see these numbers and you see them executed across a broad front, you can see why we have to take action.

A couple of questions that I had as I was writing down some notes, as all good reporters do, I was thinking myself Esta you said something that you kept themeing back about being able to reduce this number by 50% in recent times, over the past decade. How were we able to see that and how quickly can that happen again? Because that's a big number. That's a big move in the last decade.

**Domestic Violence Summit Proceedings
November 13, 2006**

Esta Soler:

That's true. And I think first of all, one of the things that's so important to do is collect data because data gives you the opportunity to really monitor whether or not anything you're doing is working. So when we started collecting data in the United States, it's a combination of surveys from the Department of Justice and household surveys, we were then able in the early '90s to get a baseline. So it's from the early '90s that we have that baseline to 2003 and 2004. And I think it has to do with the infrastructure that we have in communities. You know, 20, 30 years ago we didn't have shelters, people didn't have a place to go. We didn't have law enforcement that said this is a serious crime and we're going to take it seriously. We had individual police officers and individual shelters. We brought that to scale so 15 years later those strategies are working.

Now Senator Biden, who I seem to be quoting a lot, said something very interesting when we were at the Violence Against Women Reauthorization Judiciary Committee Hearing. He said, "Just because you mow the lawn once doesn't mean you stop mowing the lawn." Now, what he meant was just because we had a 50% reduction, doesn't mean that the numbers are going to keep tracking down. However, we hope they keep tracking down and we believe strategically and with our hearts that if we keep doing what we're doing, keep doing it better, keep working with our children and our young people who we've totally ignored, we have not done a very good job with our 16 to 24 year olds who have the highest rate of violence, we have focused on adults and we need to continue to expand our tent. And if we do that, if we start working with our young people, if we start working with our teenagers, I will confidently say, but I already told you I'm an optimist, that over the next 10 years we will continue to see some significant decrease.

I think this is a solvable problem. Obviously I do. I think all of us do or we wouldn't be here. And it's just a question of expanding what we're doing from the intervention to the prevention. We've got to start saying, "We're not just racing for better intervention but we're racing to end it." It's important for us to really believe we can and if we believe we can, aspirationally, I believe we can.

Jennifer Lewis-Hall:

Thank you, Esta. Kim, a question for you. You talked about productivity, absenteeism, safety, turnover, those kinds of rates, real statistics and numbers that we can attach data to. What do you think that businesses can do and how can they use this information that you've really presented to initiate a program to begin to champion this issue if they don't have that already?

Kim Wells:

Well, I think part of what happens is and what we've seen is there's a disconnect. There's a really interesting study that Liz Claiborne did where they found that 78% of senior executives said, you know, this is a bottom line issue that affects my business. But only 12% of them thought the business should do something about it. So you see there's a really big gap there. And I think that part of that gap is their fear about what it is that they should do. I think that their concern is that they're expected to be the domestic violence



**Domestic Violence Summit Proceedings
November 13, 2006**

counselors, or they're expected to be the experts. And I think helping business understand that their role is, sort of what I said at the very end of the presentation, to recognize that it's an issue that's affecting their workplace, to be able to respond in the professional manner that they respond to other workplace issues and to be able to reach out and help people get to the resources that exist in the community and to develop a program very similar to the ways that you help employees with other sorts of work like issues and to integrate those kind of programs. It's not hugely high cost. It's not terribly complex. Again, I don't want to say domestic violence is not complex because it is, but what the workplace can do to assist is not: to develop a policy and a program and then to assist employees in that way.



One of the things that we've learned is that really decreases the discomfort level with workplaces and, oh, that's the expectation, that I can do. I can integrate that into things I'm already doing, that I can do. And I think that one of the things Esta was saying when she was saying, you know, being able to decrease violence against women, one of the powers that has been somewhat on tap is the power of the workplace: the power of the workplace to communicate information, the power of the workplace to communicate resources to get information out to people, to get those messages out is huge. And it's one thing to get it out from an intervention standpoint, it's another thing to get those messages out from a prevention standpoint and I think that's mighty. And so I think that that's another untapped resource as it relates to parents talking to their own children. You know, there's the one part of helping your own employee, but there's the secondary part of how you reach out to your children as an employee that is quite mighty and quite huge and untapped. So I think there's all of those lines there's quite a bit of untapped potential in the way that we can make for better communities and it's really not difficult once some players understand that those steps are pretty simple.

Jennifer Lewis-Hall:

Does anyone have a question for either Esta or Kim at this point in time? Yes, we have a woman in the back.

Elaine Myers, Attendee:

Esta, we'd like to know, where did you come up with the 50% reduction.

Esta Soler:

Okay great. Well, Lisa Lederer is here and I don't want to put you on the spot but Lisa – but I just did. Lisa actually works with us and creates I think many of you know Speaking Up which is where we take a very critical look at all the research that's available and try to get it out to the field and really look to make sure that the data is good data. And Lisa do you want to just talk about all the different studies that went into that figure because it's really important that we own the successes that I think we've had.

Lisa Lederer, President, PR Solutions:

Very briefly, it's mostly government data that we've looked at and it tracks violent crime overall which is way down in this country over the last decade or two and violence against women as well. The National Crime Victims Survey is- it's a survey the Department of Justice does of about 8000 women every

Domestic Violence Summit Proceedings
November 13, 2006

10 years and that's the primary source for that but there are a number of other smaller sources as well.

Jennifer Lewis-Hall: Thank you. Something that I was wondering, and this is for both Esta and Kim, when you talk about expenditures and you're looking at domestic violence prevention, as you said Esta, it's very hard to define some of these costs, some of them you can never quantify the cost of fear and anxiety in a person's life and what that does to them later in those years. But as you present this to a business, and Kim you said businesses they want models, they want data, they want to be able to say that they can measure this, what about domestic violence prevention as a valued expenditure? And then if you could just expand briefly on how do you expect them to be able to measure that in terms of their corporations across different fronts? It's a big question but if you could give us some narrow information about, you know, if you're going to be serious about doing this how can you begin to see the value in it and measure it?

Kim Wells:

You know, it's a really good question. One of the things that we know on the front end is what the costs are of not doing it. You know, one of the first costs is healthcare costs and, you know, the CDC did a study that came out just last year that for each healthcare incident of domestic violence for just the healthcare cost for women that are victims of domestic violence, I think per incident's about \$958 per incident and I'm probably off a little bit on that. That's just a woman that is a victim. And as you can guess most of that cost is born by an employer. And then you can break that down from what's the mental healthcare cost, what's the productivity, what's the actual direct healthcare cost. That's just per incident. And that's just one little slice of that. And so just looking at all of those kinds of discrete costs.

And we actually have a corporate alliance member that's actually developed a tool for themselves where they've actually figured out what their healthcare cost per employee is for female victims of domestic violence. You have to be a little bit careful because it's apples to oranges based on what their particular cost per employee, but any employer that wants to use the tool and knows what their salaried employee costs are for female victims can use this ROI tool. And I'm happy actually to share that with anybody that's interested if they want to give me their card I can get it to them. And that's just for that part of the pie. That only, again, measures one loss. So you can measure loss. The part that we're starting to study more is your return on your investment on the other side. We're still learning on that part, we're – that's the side that we're starting to learn on. But if you can sort of take it intuitively and say, well if we know what you're losing, by doing something to prevent that we know that you're saving. So that's the side of it. But what our employers have learned and I – people in the room can probably say this, is that by doing some of that they can look at some of their data and know that they have less absenteeism from those people, they have less turnover, and they're keeping those really good employees. And also you have the cost indicators that tell you it costs for a professional position about \$34,000 to- if I lose you and you're a professional, it costs about \$34,000 for me to go ahead and find a new person just for the cost to go ahead and get a new person to replace you. So some of those kinds of costs that we can look at.



**Domestic Violence Summit Proceedings
November 13, 2006**

Esta Soler:

Well, I think that's a great question and it's a question we get – I mean we get from corporate leaders and we certainly get it from our legislators. And I remember being in a meeting with a chief staff person for a senior senator in California, Senator Feinstein, talking about the prevention provisions of VAWA. And he looked at me and he said, "Well, you know, we just don't have any money. How can we do prevention when we really don't have any money?"

And I happened to know him and he was a San Franciscan and I knew he was a police officer. And I just said to him, "But we're already spending the most expensive tax dollar dealing with this problem, and if it costs a couple of thousand dollars to mentor a kid at risk and it costs \$41,000 to just put somebody in prison for a year, that's not calculating the police time, the prosecutor time, the defense bar time, and the judges time. So we're already – as a society, we've made a social commitment, it's a social contract, that this is a problem. But, we're asking our taxpayers to pay the most expensive dollar and everybody in America knows that it's not smart to ask the taxpayer to pay the most expensive dollar when we have studies, that the public private ventures has done, that show that a little bit of mentoring goes a very long way: kids stay in school, they do fine, and they find their way in society in a wonderful path. And right now what we're doing is we're taking most of our resources and most of our commitment on the continuum of tax dollar that's the most expensive." He looked at me and I knew he was a police officer and he said, "Oh my God, you're right.

When I was a police officer..." and then he told me the stories. And everybody who's ever done any work in law enforcement knows that 40% of assault calls, or 50% of assault calls are for domestic violence. So we sat in his office and heard about all of his – all the times that he went to these houses and how expensive it was. And there was- and he had this epiphany like we are spending a lot of money, we're already spending a lot of money and we're spending expensive money. And I see Corinne from CDC, the Center for Disease Control and Prevention, talk about – you know, shaking her head and I think that's our challenge. We have to convince people that there is data on intervening with young people, with our children, and we have to make this part of the solution because right now our social contract with the American taxpayer is to spend the most amount of money on this problem at the high end of it. And I think we have to just have a different continuum.

Jennifer Lewis-Hall:

Thank you so much ladies. This was a fantastic presentation and there's more to come. We're going to allow for our next panel to come up and be seated as we have Kim and Esta join us back in the audience. And I think what is so interesting about all of this information is Esta was telling us that you need to get better at quantifying this information and measuring the metrics of which Verizon is really looking into in a big way. You're going to hear more later in the day about measurements and why it's so important in the funding process to begin to have those kinds of metrics as you look at grants and intervention and prevention.



Domestic Violence Summit Proceedings November 13, 2006

This is a wonderful opportunity, I think you will hear from our next executive panel, to take us to the next level in this dialog. Angela Smith-Cobb is the Program Manager for the Allstate Foundation's Domestic Violence Program. And in her role she is responsible for the design, development, and implementation of the domestic violence programs that focus on empowering victims through economic self-sufficiency. Carol Kurzig is Executive Director of the Avon Foundation. Carol oversees the Foundation's operations, grant making programs as well, volunteer, matching gift programs, and scholarship campaigns. Jane Randel is Vice President, Corporate Communications for Liz Claiborne. In addition to managing the company's corporate reputation, Jane serves on the board of the Liz Claiborne Foundation as President of the Board of the Corporate Alliance to End Partner Violence and is a member of the board of Safe Horizon, the nation's largest victim assistance organization.



And also joining me, Dan Mead, is President of Verizon Services Operations and Dan has championed the issue of domestic violence in his tenure while here at Verizon Wireless, and has brought his passion and leadership to the more than 12,000 employees in Verizon Services Operations.

I think this is a very interesting portion of our program because, number one, this panel is just chock full of information across so many different spectrums in the consumer space, but certainly major corporations like Verizon making a difference and that's very powerful in itself. And Dan I wanted to begin with you really talking about – we're going to hear from each of you, I'd like to hear a little bit about workplace practices, best practices, and how, you know, we know that things are working, what is working and what isn't. Dan, I wanted you to address that. What is working? And then I have a follow-up question.

Dan Mead, President, Verizon Services Operations:

All right. Well, good morning, it's good to be here with you. There are a lot of things starting to work now in terms of our employees around the issue of domestic violence. First of all, there is a tremendous awareness that wasn't in existence in, at least, our section of telecommunications 15 or 20 years ago. And there has been a tremendous change and it's been driven by our involvement in Hope Line. So it's become an issue that is much more openly talked about within our company and it's because of the engagement of our employees. If you were to go into any of our stores, any of our wireless stores, we have over 1200 of them, you'll see a Hope Line box and that's an opportunity for customers or employees to donate phones to be recycled for the benefit of domestic violence. So we can talk a little bit more about that later. So the awareness is much greater. But the second important thing is the enablement to get help is much greater than it ever was. We have an employee assistance program that is pervasive throughout all of our operating companies that gets very wide use. And it's for domestic violence and it's for other life changing issues that our employees might be dealing with. We don't have all of the expertise within our company to advise our employees properly, but we do have the expertise through our network of providers, and some of you I believe are a part of that network, that help us out when our employees need assistance. It is something we use very aggressively, we offer it to employees, we have free visits, and we make sure that they're getting to the professionals. So, it's the awareness combined

Domestic Violence Summit Proceedings
November 13, 2006

with the infrastructure for us to help our employees take action when there's an issue.

Jennifer Lewis-Hall:

How would you say that this philanthropic effort at its very core has altered or helped consumers to focus, either way? Altered perhaps customer perceptions.



Dan Mead:

Well, we didn't get started in the issue of domestic violence with our Hope Line program because we were trying to create a name for ourselves. We did it because it was the right thing to do. It was the right thing for our company to take a leadership position, when this was not necessarily a popular philanthropic initiative. It has helped create a tremendous awareness in the community. You know, we have 57 million customers within Verizon Wireless now and many of those customers come into our stores so they see the Hope Line boxes, they know what that's about. All of our employees are very conversant about that program and what that can do.

We make sure that our customers know the benefit that comes out of that. And in the last five years we have collected over 3 million phones, we have recirculated and redistributed over 700,000 of those phones to victims, to shelters. And our airtime contribution and the value of the handsets has been over \$10 million. So, there is a tremendous awareness out in the community.

The second thing that we have done, I don't know if you have all heard about this yet but in my last assignment I was within wireless, I was based in the Midwest in Kentucky. If any of you are from Kentucky, we consider that part of the Midwest, you might not. But it was part of the Midwest and we worked very closely with the University of Kentucky and Judy Patent [ph?], who was the former first lady of Kentucky, around the issue of domestic violence. And I- and we're very pleased that we were able to establish the first endowed chair for research against domestic violence. And with that grant and state grants it became a million dollar grant and they are in the process now of hiring the professor to run that organization. So we're very pleased about that. So, another way that the public knows about our social responsibilities and what we've been doing in this issue specifically.

Jennifer Lewis-Hall:

Wonderful. And I'll have some additional questions for you as we round out our session. But I'd like each of our other panelists to please give us some insights into what your particular companies are doing and what are some of the best practices that are working.

Jane Randel, Vice President, Corporate Communications for Liz Claiborne:

Liz Claiborne has been working on this issue since 1991 and for a long time, many years, we were kind of touted as having this really great internal program. But anybody who was close to the situation knew that we were always a little bit nervous that someone would scratch at the surface and we had a policy in place for a long time and it was great. I would periodically talk to my security guys and I would say, "Okay, so, you know, how many people have come forward, we have this great policy, we put signs in all the

**Domestic Violence Summit Proceedings
November 13, 2006**

bathrooms giving the hotline number and our EAP number and, you know, how many people have come forward?" And he would always say, "Well, no one." And I knew that with the statistics we were very underreported for our size and for the number of women in the organization.

And around 2002, the FBI actually held a weeklong conference on workplace violence and devoted one day to domestic violence and I learned a lot when I was there. And when I got back I was thinking, you know, we need to create some sort of a taskforce, some sort of team because we're terribly underreported. Around the same time there's a man sitting in the back who-named Dennis Butler, who was in our HR department, around the same time, he received a call from one of his associates that there was a domestic violence case in our corporate offices and his response was to call me. And that seemed like a tremendous disconnect and I was like why are you calling me?



And it occurred to us, Dennis and I, at the same time basically that we needed to really create a protocol so that while we had these policies in place, if someone came forward we really didn't have codified steps of what to do once they did come forward. So we worked with a lot of different experts, as we always had, to create a much more in-depth policy and a very detailed protocol. And as part of that protocol we created what we called domestic violence response team and it's a multidisciplinary team, security, HR, and legal, as well as myself, and every case – I mean, Dennis probably has them sitting on his tree as well, I mean we've had – in the last two weeks I think we've had four or five cases being surfaced and that's pretty normal unfortunately – or fortunately.

And, you know, we have sitting on our trees right now are, you know, the various details of what's going on and security will do a threat assessment and they'll let us know what's going on. And the members of the DBRT will comment, give suggestions, and when we don't know what to do we go to our friends at Safe Horizon or the National Hotline or the Corporate Alliance and ask for help. And that has been very successful in the field where we have stores. Not quite as successful in our corporate headquarters so we did a training about two months ago, a month and a half ago, for our senior leaders. And, again, are trying to do more trainings to get corporate people engaged on the issue and wanting to train their people because we found that where we've done trainings of managers is where we have the cases being surfaced and we're able to help people.

And very much to Kim's point, you know, our brochures that are out there recognize, respond, refer. You know, if you can train people to recognize the is- what the symptoms look like, what it looks like in the workplace, and if you can realize that your responsibility is to know how to help them in terms of being a conduit to the people that can actually provide the services, then you realize that that's your role as a corporation. For us that was a big aha. I mean we've had an EAP as well and we would just kind of post the number in the bathroom along with the National Hotline number.

But once we really realized that we could help people reach out to those service providers that can really give them the help, then that's what our role is. Our role is to keep them safe as much as we can in the workplace and

**Domestic Violence Summit Proceedings
November 13, 2006**

provide the resources to help them. But we're not counselors. We're not counselors either. And we don't want to be. That's, you know, other people's jobs. We just want to provide a safe productive workplace for our employees.

**Angela Smith-Cobb, Program Manager, Domestic Violence Program,
Allstate Foundation:**

I actually often describe what the Allstate Foundation is doing relative to domestic violence to my son. I have a seven-month-old and we are really the infant of the corporate partners who are involved in this space. We work with the National Network to End Domestic Violence Fund and we launched our program in September of '05. That was our formal external launch and in March of 2005 is when we started talking to the domestic violence advocacy community because we knew if we were going to launch this philanthropic effort, which was our focus, that we needed to ensure that we had the buy-in and the insights of those who were doing the work every day.

And in launching that program, one of the pieces of counsel that we received from NNEDV was, well, you know, if you start doing this work externally, people internally are going to expect you to start doing stuff too. You know, you've got to make sure that your internal practices are inline with this external work that you are taking on. And so we are very early in the journey. You know, fortunately we got that counsel because I don't think that was even on the radar screen quite honestly. And so we have started really looking at what we have; what's already in place that we need to communicate about more effectively so that people know at least those resources are available. For example, our employee assistance program is very well versed on how to respond. They can provide resources to managers and employees who are calling who are in a crisis situation they'll direct them to the National Hotline so that they can identify local resources. So we've got the employee assistance program. We're looking at our policies right now and are making revisions so that we have stronger language relative to domestic violence.

But, again, we are at the very, very beginning. There is so much more that we need to do and that we want to do to ensure that the response is consistent. I think Jane's comment about scratching the surface, while we are very open and upfront that hey, we need to do work on his area, I think the whole notion of having a protocol is so, so very important. Because right now we're trusting on the good judgment of people but the issue is you don't know where people are coming from. And so that can result in inconsistent responses. So, we need to ensure that people know what they're supposed to do, what are those steps, what are the expectations. And I think that we will, you know, be able to move strongly in that direction but everything takes time. And I think Kim's point about baby steps, we are fortunate because our Chief Operating Officer, who will become our CEO in January, is the champion for our work, and so that's very helpful in terms of pushing things forward.

But I think that people become overwhelmed when you say we want to look at HR and we want to look at what we're doing from a diversity work life standpoint, because they don't want to be exposed or, you know, that's such a risk to put on our people. And so I think Kim's point about taking baby steps, I don't know if you all are familiar with What About Bob? You've got to apply the What About Bob? principle when you're dealing with this issue



Domestic Violence Summit Proceedings
November 13, 2006

because it is overwhelming, it is complex, it's uncomfortable, it's really the underbelly of society in so many ways. And so giving people little manageable chunks that they can take on to effect change is really, really important. So, for us starting with the policy and starting with looking at what we already have were good first steps but certainly just the tip of the iceberg. And then integrating as much as possible into what already exists is also critically important. And I don't think you want us necessarily to get into the philanthropic work, correct?



Carol Kurzig, Executive Director, Avon Foundation:

Well, like Allstate, Avon is relatively new to domestic violence but great we're actually more senior to somebody. I always feel like we're the new kids on the block because our program was launched in the summer of 2004. And one of the reasons we chose this as the second area of focus for the Avon Foundation, which has been for a long time very focused on breast cancer programs, was because we got that message very clearly from our employees, our Avon independent sales representatives, and their customers.

We had McKenzie & Company do a pro bono survey study of what the next initiative for the Foundation might be and as a part of that they did a lot of surveys of our global associates around the world as well as management and Avon sales representatives. And universally, both in this country and abroad, the answer that came back to us was that the issue that our employees and our sales representatives cared the most about was domestic violence more than other health issues that we were looking at, more than educational issues that we were looking at. So it was really our employees and our representatives who steered us to this issue. So there's been tremendous support from them.

And what we've tried to do, I think, in the short time we've been involved in the cause is give them the tools to bring this issue forward. And we've done it in a variety of ways. We started selling a product. We started selling a bracelet to benefit domestic violence. We're now selling a candle. And with every one of those products we distribute free of charge to the customer- and these are inexpensive products, you know, \$3 and \$4 products but we distribute free to everybody a resource guide about domestic violence, how you can recognize it and what you can do to help. And that's been enormously popular with our representatives. They write and ask us for hundreds and hundreds of copies to give out to their customers in addition to going out with hundreds of thousands of sales. We also, as a beauty company, have a mobile tour that we do every year going to dozens of cities around the country. And last year when there was a lot of activity around the reauthorization of the Violence Against Women Act we decided we would collect postcards that our representatives could take to Congress.

And we collected thousands and thousands of postcards from people around the country where the mobile tour would appear indicating that they wanted to speak out and let their legislatures know that this was an important issue. This year when we talked about what we could do, because for many years the mobile tour really focused on breast cancer and we wanted to do something again for domestic violence, what we said we would do was interesting, we came up with the idea of a little competition and we collected cards at every location and there would be a small grant of only \$500 in each

Domestic Violence Summit Proceedings November 13, 2006

city where the mobile city went to a domestic violence agency. But in the city where we collected the most cards, where people were willing to identify themselves as wanting to take action on this issue and speak out against domestic violence, in the city with the most cards we would give a \$20,000 grant to a shelter in that community. And the competition really worked incredibly well and we've collected tens of thousands of cards this year, which is, I think, a phenomenal statement.



We also started a small fundraising event, we just piloted it this year, called the Need for Speed Relay against Domestic Violence to try and get people engaged. It was a fundraising activity in a small degree but the bigger component was to really raise public awareness. And we launched it in West Chester in New York and many of the Avon employees got involved and were very active in that program. And it was such a success, both in terms of raising money, they raised over \$150,000 just about 850 runners, and we held focus groups afterwards to find out more about why people supported this and we did online survey of participants. Because the thing that really surprised me is we had hoped that there was no requirement to fundraise at all for this event, it was entirely up to the participants.

We offered some incentives but really it was up to the participants. And we thought we would attract a running audience, actually we thought it would be primarily men, which it was, which we thought would be a good thing to engage them as was talked about earlier in the dialog around this cause, and we had hoped that 25% to 30% of the participants would raise money – we found that 53% of the people who ran raised money or donated money. And in all the surveys we did afterwards the level of identification with this cause actually really surprised us.

So we were so encouraged that to roll this out we're now reaching out across the country and we hope to within three years sponsor 50 relays around the country. We're going to probably be doing 15 this year. And I think it's really a way to engage, you know, Avon employees in communities, but also we have over a half a million independent sales representatives and they're telling us that this is a cause they care about and they'll get active around the country.

One of the things we've done for them to try and make them as knowledgeable as possible, because they're out there, they're talking about this, they're giving away brochures, they're selling products and we hope to add more of them, we've produced- along with the National Network to End Domestic and Sexual Violence we've produced a CD for all of our representatives around the country telling them how to identify domestic violence, what it looks like, and what they can do with lots and lots of information about resources.

Of course, including the hotline but many other resources and ways to get people to those who can help. We know we can't do that but our goal is really to get people to people and really just to speak out on the issue. So those are some of the small ways we're starting, I think, to engage what resources we have that are unique to Avon, which is really this army of independent sales representatives as well as our associates, to really speak out on the cause and in their communities start taking action. So, as far as

**Domestic Violence Summit Proceedings
November 13, 2006**

employees we've done some of the other things that people talk about: emergency brochures in the bathrooms, the employee assistance programs and things like that.

But I think what we're also trying to do is give people the tools and the education information to try and engage more people in their communities and in their circles from among their customers. Because this is an issue Avon sales representatives see every day. They're in people's homes, they see this, they know about it, and they want to know what they can do about it.



Jane Randel:

I just wanted to make one comment based on what Carol said because it's really- it was something that just occurred to me -- duh. You know, Avon's using what their kind of- how did you say?

Carol Kurzig:

Unique resources.

Jane Randel:

Your unique resources. Verizon's using their unique resources. We put the National Hotline number on all the hangtags for Liz Claiborne branded apparel and accessories. And what's so wonderful about this issue maybe compared to others, is how corporations do sit at the same table and do come together and there is such a tremendous sense of camaraderie and working together and not so much of competitiveness on the issue. You have such a diverse group of people sitting here from really diverse areas all working together towards the same goal and I think it just struck me, you know, everyone's kind of really being smart, which is nice, and using what makes them different to reach out to their constituency no matter who they are, whether it's their employees or their consumers.

Jennifer Lewis-Hall:

I think that's very interesting. I mean you heard earlier the ROI, the return on investment, and sometimes from a business standpoint having covered Wall Street for seven years at the network, you understand that it is also about a bottom line at some point in time and being able to justify the numbers. And I found it to be very interesting listening to you Carol talk about the number of things that you're doing across a platform that you have out there, making it, number one, enjoyable, making it something the community can get involved in, whether it's hangtags for Liz Claiborne or whether it's an actual race, using different things to get people involved. And I think that has it in some way. Have you begun to measure how that has translated in other ways in your business identifying with a cause and being socially responsible?

Carol Kurzig:

You know, it's very interesting, I think there was some trepidation within the corporation because it's very easy to be against a disease. Everyone can be in agreement that this is, you know, an important thing for everyone to fight against and I think the corporation had a lot of concerns just initially that this would not in any way be positioned as being anti-male. And, of course, we all know that that's not an issue.

**Domestic Violence Summit Proceedings
November 13, 2006**



The really interesting thing to me is we have had virtually no negative reaction to our domestic violence campaign unlike, I have to point out, every year at our shareholder meeting there are groups of breast cancer activists who participate in the shareholder meeting, they own stock and they come, and they give us their opinion about our funding in the area of breast cancer and that we're not doing enough about the environment, we're not doing enough about prevention. We're giving away a lot more money frankly in breast cancer right now. We're hoping that domestic violence gets to that level but we're giving away \$40 and \$50 million in breast cancer and, you know, small groups of activists take very strong stands on those issues. And that's fine. We meet with them, we dialog with them, but it's interesting to me in the domestic violence arena where you may have thought there might have been more public concern, there's been virtually none.

So I think we've found nothing but complete support, as Jane mentioned, not only within the business community and among our peers who are active in this cause. From the moment we got involved the level of support and collaboration and encouragement has been incredible. But really among our consumers, our employees, and our representatives there has been nothing but wholehearted support on this particular issue.

Jennifer Lewis-Hall:

And that's so wonderful to hear. And I know that Angela you wanted to talk a little bit about the philanthropic efforts as well. You had some comments that you wanted follow-up with that so please do.

Angela Smith-Cobb:

Well, and I think the points about what is the unique thing that each of us can bring to the work of ending domestic violence is so important and also the spirit of collaboration. We are always looking for opportunities to partner, to work together, to share ideas with one another and I think that that is relatively unique. Of course, we're all doing this because there are bottom line impacts and there are benefits to being a responsible corporate citizen, so those benefits are not lost.

But I think we also realize that all tides rise together and I think that one of the things about this issue – we've gotten, on a couple of instances, some backlash from some men's rights groups but they've been, you know, very small relatively speaking. But there has been a great deal of support. And, you know, for Allstate, for example, I think a little bit of like, huh? You know, like why are you taking on this issue? I think it's easier to understand, you know, when you're looking at organizations that may target women more specifically, but when you look at kind of a staid, relatively traditional industry like insurance it's a little bit surprising. So, to put that into context I think it is important to share what our focus is: our focus is on economic empowerment for survivors.

And so we really look at survivors of domestic violence as a stabilizing unit for the family. And again, this is a place where the movement and NNADV specifically really help us drive the work. We have this notion that this will be valuable but we really need it to validate that again with those who are doing the work everyday. And we partner very closely with NNADV in bringing all of

**Domestic Violence Summit Proceedings
November 13, 2006**

our work into the marketplace, for lack of a better term. And we're developing a financial empowerment curriculum – it's actually being piloted – that is really informed by survivors' experiences. So we had advocates and financial experts and survivors as part of a review committee to make sure that we were being very responsive in considering all the nuances that make the experiences of each survivor unique. And we could not- again, could not have done that work without NNADV.



We also have a grant program and this year we gave away \$500,000 for domestic violence coalitions to partner at the local level to do innovative economic advocacy work. And we topped the \$2 million mark in just over a year with all of our gifts, which we're very excited about. It's just a small drop in the bucket but I think it's dollars that are making a huge difference. And, of course, the volunteerism component is extremely important and also working with all the folks here to raise awareness.

I think about breast cancer and the work that Avon started, you know, many years ago but, you know, 15, 20 years ago people didn't talk about breast cancer, you didn't say the word breast. What did the, you know, breast cancer survivor do to, you know, get the disease? And so we look at how far we've come in terms of bringing that issue into kind of mainstream American and the wellspring of support. Your comments about the pushback you receive is because people talk about it and money's coming from everywhere relative to that issue. When I describe the domestic violence movement, I describe it as, you know, a bunch of folks making stone soup. You know, these are people who despite every odd, you know, every challenge, everything that says that they shouldn't be able to do what they do, they still manage to save the lives of women and children every day.

And so I think part of why there is such collaboration and there's such an openness to – for the movement to engage is because there aren't a lot of resources and hopefully we can together change that so that they're not making stone soup, they have a few more ingredients to work with.

But our focus, again, is on economic empowerment and it's been just amazing because while every survivor has to make the choice that's right for them, we really believe that if the economic barriers are removed then they're really open to have choice. If you don't have a place to live, if you don't have a source of income, if you don't, you know, have an education or marketable skills, if your credit is destroyed, if you have all these issues to deal with you don't really have an option. And so how can we help remove those barriers so that choice really does exist.

Jennifer Lewis-Hall:

That's powerful. Would you like to add to that Carol?

Carol Kurzig:

I just wanted to add something. When Angela mentioned the freeness with which women speak out about breast cancer today reminded that in October, which is not only Domestic Violence Month but Breast Cancer Month, we brought 35 breast cancer survivors in from around the world to participate in a series of different events we had, including global breast cancer survivors day, press conference and luncheon. And it was really interesting to me at

Domestic Violence Summit Proceedings
November 13, 2006

our survivors' luncheon, these women were just asked to each stand and tell how many years they've been a survivor. And there were a half a dozen women from various countries who expressed to us before we started that they weren't comfortable doing that, that they had never publicly talked about their survivorship.

And by the end of the luncheon, of course, they were jumping to their feet and couldn't wait to talk and so they really came onboard but it just reminds me, you know, we forget how far we've come with speaking out about breast cancer in the, you know, decade or more that Avon's been involved. The change has been dramatic. I mean that's why we chose Speak Out Against Domestic Violence as the theme for our domestic violence initiative because I think just getting people to speak out, and what so many of you in the room have done as pioneers to start that movement, is to start to engage people to speak out to recognize that it is an issue, in the decade I'm sure, you know, to Esta's point we will see enormous progress just because people are acknowledging it and survivors will start speaking out to a degree. They don't yet. But if breast cancer's a model that'll happen.



Jane Randel:

I talked a little bit about what we do internally and we have some other exciting things that we're doing externally with other partners in the room. We developed in 2004 a curriculum – or 5, a curriculum for a high school students, 9th graders, on teen dating violence because over the last couple of years we've ended up focusing our efforts on teen dating violence. We developed a curriculum with the Education Development Center and Break The Cycle and it's been taught in nearly 500 schools in 37 states.

And if anybody else wants to try and help us get it taught in more schools that'd be great. It's a three day curriculum targeting 9th graders on how to recognize – you know, you're targeting – when you're sitting in a room of students you're sitting – you have in the room those who abuse, those who are victims, and those who are bystanders. So, it's a curriculum that's designed to address all of those people. But as we were putting the curriculum together, what we realized was that there a tremendous dearth of resources for teens who are victims of domestic violence. There are some really, really strong local programs but there was really nothing as widespread or national as we would have liked.

So we are working with the National Hotline to launch in February a yet to be named teen dating violence hotline that we're very, very, very excited about. And actually Cheryl told me something very interesting, we had announced it on the- right before our Time To Talk day in October and as a result of an AP story that hit that day, they had a fairly significant increase of young people calling just the National Hotline, not even the teen hotline. So it was just further validation for us that this was something that would really be beneficial to teens. And again, you know, we really believe that this audience and some would say- some would argue to go even younger, that will really help us break the cycle and get those numbers, you know, further down.

Jennifer Lewis-Hall:

I think it's interesting as well that we keep hearing a theme here that we've got to reach people at a younger and younger age. So not only intervention

**Domestic Violence Summit Proceedings
November 13, 2006**

but prevention from very early on in our young men and women's lives. Now, Dan I did have a question for you and I know you have a comment as well. But also can more be done through technology? Verizon has been so key in taking technology to the next level and using what you are uniquely doing in the area of technology. Can you comment there because I think that's another interesting way to build this effort?

Dan Mead:

Well, if you think about our industry, there are just a couple of key elements that are important in the next generation of telecommunications industry. And that is speed, mobility, being in touch anywhere at any time, and then content. So those are some key things that I think are completely complementary to what we're talking about today with domestic violence. And I'll give you an example. A to-be-named university approached us and they wanted me to get involved with the university, not from a domestic violence perspective or anything like that, from a business perspective.

So I went and met with some of the senior leadership of the university and I asked them about domestic violence and what their prevention programs were and what their educational programs were. And I met with the woman at the university responsible for women's studies and women's safety and we had a good discussion. So, started to brainstorm. I have a particular passion at the university level. As I mentioned to you, the University of Kentucky a little bit ago. So I thought, you know, I need some help on this so I came back to the pentagon here, our corporate headquarters, and got Patrick and the Foundation involved. The Foundation, nonprofit, separate from our day-to-day P&L world.

And I'll give you the scope of what we have envisioned. It's not an approved project yet but I think it will help tie this technology issue in. This university has 23 campuses around their state, a medical school, a law school, all of those things. And they have somewhat a network with the local community shelters, the law enforcement organizations, but have not had anything focused around education. So what we envision is a three-year program with different modules around education and we're going to utilize technology to help deliver that. So there will be classroom seminars but there will also be online training. There will be the creation of a DVD using the university's public broadcasting network to create that and then we'll use that over our network. And then all of the tie-ins that we have with donations of our phones and our service for immediate response.

We think that this 18 to 25 year old age group creates a particular opportunity and we think it's an especially good fit for us as a corporation and the underlying technology that we provide as a company. So, more to come on that. Hopefully you'll see it soon in terms of an announcement. And if we have the right model there, this could be available to other places. But, to be determined.



**Domestic Violence Summit Proceedings
November 13, 2006**

Jennifer Lewis-Hall:

That's exciting. Did you have anything else you wanted to add there before we open up? Thank you very much. Any questions from the audience at this point? Yes ma'am. Again, please tell us your name and where you're from.

Janet Fifer:

Hi, I'm Janet Fifer, I'm President of Fifer Power Seminars. I am a survivor of domestic violence and about 15 years ago I took my experience, created some programs on anger management and conflict resolution, which I travel all over the country to help educate people on issues of anger and violence and how to resolve their differences. Seven years ago I also began working as a counselor at a battered women's shelter in Passaic County. I've been listening to all of the work that all of your organizations are doing and I applaud you, I think you're phenomenal for what you're doing. I've heard you talk about intervention at an early age, mentoring programs, programs that are available for survivors of domestic violence. What I don't hear is anything addressing the abusers. What is being done? And they're not all men. I have to tell you a lot of the women that I counsel at the shelter are batterers themselves. They either provoke or initiate violence against men and then it's reciprocated. And they also are violent with their children as well. But, aside from incarceration, what programs are there available, or what is being done to address the issues of the batterer? Because if – even if we incarcerate them that's not rehabilitation, they'll come out, they'll find a new victim. And they're not born this way. I mean I don't believe that batterers are bad people. They were either taught how to batter or they are struggling with some internal issues and they keep acting it out against anyone that they can have more power over. So I'd like your thoughts on that, if you have anything that you're currently working on or if you know of anything that is being done.

Angela Smith-Cobb:

And that's always the hard question. That is something that we've definitely considered. One of the things that I struggle with personally is there's not necessarily universal agreement on interventions that work relative to batterers. So, where the waters for us are murky to enter into already, I think it's even more murky as a business decision or a corporate philanthropic effort to tread into the issue of batterer's intervention when there is not kind of agreed upon protocol so to speak. I think that there are tremendous opportunities, absolutely; it's just not where we're focusing our resources. And the question becomes, where is the appropriate place for those responses to come. Because when you are dealing with corporate philanthropic efforts it takes courage to take on tough issues to begin with but, you know, we know that we have perpetrators. I mean all of us have to deal with that. And my response would be if we have a perpetrator who reaches out we want to get them in touch with a program that helps. Do we have a program? No. Do we provide direct services? No. But to be a conduit of resources. And so that, I think for us, is the appropriate response.

Jennifer Lewis-Hall:

And I'm going to step in for a moment to help to develop Ms. Fifer's question a bit more. I think you'll hear some more experts throughout the day who will address and can address that area. Coming up next you're going to hear from the assistant to the San Diego County District Attorney's office and I



**Domestic Violence Summit Proceedings
November 13, 2006**

think more of that will resonate with what is happening. In fact, I did a wonderful program, we had a one hour program on my radio show with Lupita Reyes who was here today and we talked about domestic violence and getting services to young children, batterers, as well as victims. So I think you'll be able to hear more on that not only from the corporate responsibility side but internally what is happening with regard to shelters and families. So that question will not be lost Ms. Fifer.



I want to introduce someone now who is just joining us, Yolanda Jimenez, the Commissioner of the Office to Combat Domestic Violence for the City of New York. We are so glad to have you, Commissioner. Thank you for joining us. You are responsible for developing and implementing policy and programs that will help to reduce domestic violence and hold batterers accountable. Can you just give us a brief introduction of what you would like to share and we can certainly follow up with questions.

Yolanda Jimenez, Commissioner, Office to Combat Domestic Violence, City of New York:

Thank you and good morning to everyone. I'm very honored and pleased to be here and sorry that I was running late with the traffic. But one of the things that we have been very excited about in New York City is well, a number of things.

One of the first is the fact that we're one of very few cities throughout the country that actually has an office within government dedicated to the coordination of services for victims of domestic violence and also to hold batterers accountable. And this was done five years ago, four and a half years ago, during the last mayoral election. There was an amendment to the city charter creating an office within the mayor's office and also designating a commissioner to head up that office. And my role basically is to work with 14 city agencies that cut across the criminal justice system, as well as the health and social service areas, as well as community based-organizations in the city, in an effort to try to obviously coordinate all these services and develop policies and best practices.

Last year, most recently – and I see Casey Gwinn and folks from San Diego we are- we were so pleased to have been one of the entities and municipalities that was chosen to develop a family justice center. And what this center does, and I guess you'll hear more about that later, is basically to provide a one-stop service center for victims of domestic violence. And we've been fortunate in the city; we have a number of resources both through the government. The city is dedicated on an annual basis over \$100 million a year for services that range from providing shelter services to running a hotline that Safe Horizon operates for the city, and providing other services. We have 400 dedicated police officers in the New York City Police Department.

All this in an effort, obviously, to reduce incidents of domestic violence. And we have a large challenge before us no doubt. We answer and respond to an average of about 1000 calls a day: officers responding to 600 calls a day and we get an average of about 400 calls a day to our city hotline. So, the challenge is undoubtedly there for us. But we hope that with the coordination of services that we're trying to make this a difference. But I can't stress how

**Domestic Violence Summit Proceedings
November 13, 2006**

important the collaboration with the corporate sector has been. Our initiative at the family justice center is just that, it is both a private and a public joint venture that we think will have a great deal of impact in terms of providing access to meaningful services to victims and their children and families, and really trying to make it so much easier for a victim to navigate the system.

When you think about the situation that these victims are in and you think about what they have to go through in terms of court services, police services, it's mind-boggling quite frankly. And the idea of having one location where they can go and get all those services addressed is certainly moving in the right direction. We have also enacted legislation on a local level that impacts and does send a message out to private businesses in that in 2001 there was legislation, human rights legislation, enacted basically saying that companies cannot discriminate against victims of domestic violence and victims of sexual assault. And we amended that legislation in 2003 to add also reasonable accommodations for victims of domestic violence in a workplace setting. And this is important and I'm surprised till this day how few companies, particularly the smaller companies, still know about this legislation.



So what we've done in the past two years is partnered up with our local business organization entity in the city and have literally been walking around through different businesses throughout the city to hand out a copy of the legislation and brochures and sort of what are the implications for small businesses. And when we talk about small businesses, the legislation basically stipulates that it's a business where if you have three or more people it's a small business, and therefore you have that responsibility for making sure that you're able to follow the law and provide that reasonable accommodation. So the linkages that are there between the corporate sector, business, government and the private sector, it's something that, you know, has to continue to be strengthened and I think this effort here today does that.

And I want to commend Verizon for their efforts, the Foundation. We've been a long time partner with Verizon Wireless through the HopeLine and they have helped us in so many ways with the phone drives and we're actively collecting phone drives. One of the calls that we always get in the office, 6, 7 o'clock at night, you know, how can I help how can I- where can I donate my cell phone? So it's something that is very easy for the public to grasp and to get involved and find ways to get that message out there. But thank you and thank you for inviting me.

Jennifer Lewis-Hall:

Thank you for being here. What do you find are some of the biggest challenges that you face from a governmental standpoint and what is working? So what are some of the challenges, what is working, and this is a full question but also again, that link to the private sector in business and government, how can you all get together?

Yolanda Jimenez:

Well, one of the challenges internally with government is, again, when addressing all of the needs that a victim has, anywhere from providing shelter to- probably the number one need that certainly in New York City and other

**Domestic Violence Summit Proceedings
November 13, 2006**

large urban cities I would think many victims face that's housing. That really becomes a very serious issue when there is limited housing, limited "affordable" housing in a city like New York City. And I'm sure other urban areas. So that's one of the challenges that we find. In terms of challenges I'd like to think of it more as opportunities in working with the private sector and the corporate sector and I think there's been such leadership that you have here today on the panel through Liz Claiborne, American Express and others who have been at the forefront and who have spoken out about this issue and taken this issue on – Verizon as well. I think it's really to try to see, you know, what are those best practices out there, how can we, in the corporate segment, augment and assist government. We are trying to do obviously as much as we possibly can. Can we do it all? No. We do need that help.



I do think that that partnership and that linkage is what leads to success. The private sector, the corporate sector obviously has access to other resources that government doesn't have. But then government has resources and access to enact and develop policies that can clearly affect the public at large and they can clearly have a positive impact on servicing and providing better services to victims and to children. And then probably the number one issue that we see in the city and we're undertaking, this was another piece of legislation that was just signed this past year by the major, is the creation of a fatality review committee in an attempt to really understand through the number of tragic cases that we read about almost on a daily basis, how can we reduce domestic violence related homicides and how can we have some impact.

And this is an area that really challenges us all because one of the findings that I can certainly share with you, and I talk about this very often, is that to this day when we look at our fatalities in close to 80% of the cases there is no prior contact with police. We look at that report, the victim had never reported the incident to the police. And now we're also through this Fatality Review Board looking at other agencies to see what other opportunities there might have been. Did she go to the hospital? Did she go to a social service provider? Was she working with an organization? Did she call the Hotline, the city's Hotline? And what we're finding and what we're seeing is that unfortunately the answer tends to be no more than yes. And so we have to challenge ourselves and say, when is it that a victim, a potential victim, has contact with an entity where impact can be made.

Certainly in the corporate sector where more than 50% of the workforce is women it's a clear opportunity. I mean I've heard the presentations that have been made by many corporate entities understanding that this happens every day, that there are certainly visible signs, and that corporations have an opportunity here to make an impact because that victim unfortunately is not calling the police, for the reasons that I think we all know, and is not accessing other services. And we're also looking and studying in the area of risk areas and identifying risk factors if present at the time of a homicide and you see them over and over again when you read about these cases. You know, the children were not the biological children of the perpetrator. One that we don't think about too often is the fact that the perpetrator was unemployed. That's a high risk factor.

**Domestic Violence Summit Proceedings
November 13, 2006**



Others are more obvious: there was a gun present or some sort of weapon, a gun present in the home. So some – there were threats, threats were made to kill previously. And or that family members, co-workers, or others knew about or had some notion that something was not right in that relationship, that something was going terribly wrong. And so by merely being educated about this issue, and educating the workforce about this issue, it really is a way to save lives because it's not as though everybody's picking up a phone and calling for help. Even though we respond to thousands and thousands of calls a day awareness, education still has to be, I think, the number one focus that challenges all of us in government, in the private sector, private organizations, not-for-profits, getting that awareness out. You can't do enough.

We did a campaign just this past couple of months and July 3, we ran the first treatments outdoors. We received 1,000 calls. We had never seen that quite frankly. We had seen 300 calls, 400 calls, and what it says to us in government, and should say to all of us here quite frankly, is that if you let the broader community know and victims know that there is help, that there are people who care about this issue, that there are entities that are providing services and providing assistance, that perhaps they'll be more readily willing to take that next step and to pick up that phone and to seek help.

And not to underestimate the level of violence and the vulnerability that they find themselves and the level of risk because as we all know in this room it just escalates and it gets worse and worse which is why find ourselves looking at fatalities at the other end of this spectrum and try to say how do we prevent this from happening, and how do we prevent. Because we see the victims and they range obviously in age but what we're seeing, and I don't know if we're seeing this across the country because we define domestic violence not just as intimate partner violence but violence within the home and family violence, are children – 25% of our fatalities last year were children under the age of 11. So you see the innocent victims, you see the double and the triple homicides where the perpetrator will, you know, not only kill the victim, the partner in the relationship, but will also- you know, they'll also murder the children and then commit suicide. And we've seen this too often this year.

Jennifer Lewis-Hall:

Any questions at this point while we have a few more moments left with this session? Yes.

Lisa Jacobs:

Good morning. I'm Lisa Jacobs. I work for a Legal Momentum. I often joke that that is the artist formerly known as the now Legal Advise and Education Fund. We, along with so many of the organizations present in this room and the corporate support also present in this room, had the honor of chairing the coalition that reauthorized the Violence against Women Act at the end of last year. I wanted to amplify a couple of things that had been said this morning. I think Ester set the landscape and was talking a little bit about what happened with the reauthorization. It happened at the end of last year and the President signed it this year. So because of budgeting, the budget was

**Domestic Violence Summit Proceedings
November 13, 2006**

already in place for the fiscal year we're about to go into. So the new programs were not appropriated for in this particular cycle.

And Esta was talking about the prevention programs, I wanted to point out particularly in the context of this discussion and the work that my organization does particularly on economics issues for victims of domestic and sexual violence that there is a provision in there that creates a resource center for employers to help figure out these particular issues. Not surprisingly, you know, you can't get anything done in Washington, I'm a lobbyist but we needed a lobbyist for our coalition as well. With their help we have been talking to the executive branch, we've been talking to the White House about programming and, of course, they always say prioritize, prioritize, prioritize. So, clearly the prevention programs are still very much in play as is that resource center. But just to give you a sense of where that is. And our hope, as Esta requested, that you will help us with that endeavor as we go forward.



The one other thing that I wanted to point out to support the woman who raised the issue immediately before me, is this issue with thinking about batterers and productivity and other sorts of issues as employers. I think you heard Kim talk about the issue of presenteeism. Employers employ not only victims, they employ batterers and batterers may be literally physically in the workplace but they may be using your computer or your phone or your cars or your cell phones or other things that you give to them to get their work done to also keep track of where the victim is. So I just urge folks who are because I know and I certainly respect – I see some of our partners on the panel as well, I respect the difficulty of this issue but I certainly encourage you as you are thinking about and working with your security people on your protocols to think about how you will respond as employers not only to the needs of victims but to the issues posed to you as employers of batterers as well. Thank you.

Jennifer Lewis-Hall:

Any other questions? Anyone else have a question or a comment? I do have a question for our panel. What if you are not a company the size of Liz Claiborne, Verizon, and others? What can you do to encourage people who are both on the corporate side, small to mid-tier companies, and also on the governmental side, small agencies, to try and either get the information and resources that you need or to be effective in this effort?

Jane Randel:

We always say that if you're a small company – you know, understandably we have a human resources department, we have an EAP, we have security. But if – you know, we try and encourage smaller companies to use the local agencies, to get assistance to also- you know, does – you can write down a hotline number and put it on a bulletin board, you don't have to have a nice printed poster. Of course, we're happy to share ours. And to use your local policemen as resources as well for security purposes if you have an issue. There are- you know, we just think that there are resources out there if you tap into them, especially the local domestic violence agencies who are a wealth of knowledge and can be a great source of help if you're faced with a situation.

**Domestic Violence Summit Proceedings
November 13, 2006**

Jennifer Lewis-Hall:

What about from a government standpoint, Commissioner? What if you are a small agency? And it is difficult to navigate oftentimes the bureaucracy of government. What can people do if they run- you know, I met someone this morning who runs, you know, a rape crisis center and is active in, you know, a county the size that has disparity between wealth and poverty. What can they do?



Yolanda Jimenez:

Well, I agree with Jane, understanding and informing, making sure that you're aware of what other services, what other resources are in the area. Many local police departments do have domestic violence units and they have officers that will come out and speak to organizations or speak to, you know, groups and have community sessions that can create the linkage, the awareness. But also just making sure that you know what the local hotline numbers are. That is of invaluable service to someone. And creating an environment – I think that's probably the most important thing is creating an environment in a particular business setting or a public setting that actually allows someone to feel that they can talk to someone. I mean we are challenging ourselves within government to do that in both hospital settings, for example, medical centers, you know, public assistance centers. So that while there's legislation that exists that provides other benefits to clients, if you don't create that environment that someone will feel comfortable in a hospital setting to disclose or to seek help, it's not going to happen no matter how many posters we put up quite frankly. And so that has to be critical. You have to create that environment that someone will feel that they can talk about their situation.

Angela Smith-Cobb:

Just to reinforce what Kim said about taking small steps. I think we are all doing these major philanthropic programs that are, you know, talking pretty significant dollars and cents. If you have a policy to enhance it, to put, you know, the hotline number on a bulletin board. And I think that's just a really important message for all companies because I think from an awareness standpoint it's not just about awareness of the issue, it's about creating an environment where victims feel safe to come forward to get the help that they need and they're not going to be revictimized by being judged when they share their situation. And so I think as – because we all spend so much time at work, for good or for bad – for good definitely, you know, that is a great place to put that information and to make sure those resources are available. And I'd also just like to reiterate the importance of collaboration not just for corporations that are involved in this space but for agencies that are doing this work and for governmental organizations.

You know, when you have limited resources, when those resources are pooled, number one, and, you know, pardon the business school, you know, phrasing but, you know, you expand the pot, right. It's a situation where 1 plus 1 can equal 3. And so by all of us working together I think we can have a much greater impact and I think that's a challenge for us to step outside of our comfort zones and our own objectives to figure out how we can create – in organizational behavior it's often called the third way. You know, it's not

**Domestic Violence Summit Proceedings
November 13, 2006**

one way or another, but it's creating the third way for things to work optimally for everyone.

Jennifer Lewis-Hall:

I have a question Dan for you to round us out for this session, which has just been an incredible session I think. Best in practice in terms of volunteer programs. Definitely want to just have a nugget of information, encouragement, or inspiration on that front. Verizon has so many active volunteers in this. What can people do? How do you encourage volunteers internally on the corporate side to get involved?

Dan Mead:

You know what, I think that one of the most important things in getting the corporation and the employees mobilized is the senior leadership in presence. You're going to be hearing from Denny Strigl who is really the founder and driving force of domestic violence within Verizon. You'll hear from him in a little bit. That leadership visibility and sponsorship in making this issue a priority in our executives' lives is one of the key things to drive change and awareness. And the presence throughout our stores and the fact that we are very aggressive as a company about publishing internally on our Internet site all of the initiatives that we have going on around domestic violence, those are things that just draw people that want to be part of helping out. And I think that that's part of our responsibility as leaders within the business to help set the stage, help make it a priority, but to be spending our time and working with all of you as well as other critical entities to help drive the change. And then the outflow of the initiatives is many.

I mean we have Dress for Success collection programs that we just participated in that was very successful. We have the phone collection programs. We have a lot of our volunteers within Verizon who volunteer in shelters and maybe are volunteering with some of your organizations and it has become a normal course of the right thing to do in doing business. So those are the things that I think will help us move this forward.

Carol Kurzig:

And I just want to add congratulations really to so many of you that run domestic violence agencies for the wonderful training programs that you have. It makes it easy as a company to refer your employees as volunteers because you do such a great job of educating them and training them so that they can be effective volunteers, which isn't the case in every arena. So the domestic violence arena gets very, very high marks for the wonderful training programs that you do have.

Jennifer Lewis-Hall:

Wonderful. Thank you very much. This panel has been incredible.

