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Jennifer Lewis-Hall, Facilitator:

I really think you will enjoy this segment of the program as well. Our next presenters will highlight actually three programs that empower women and families to break the cycle of violence. Sheryl Cates is the CEO of the Texas Council on Family Violence and the National Domestic Violence Hotline and she brings more than 22 years of experience to the job and the movement to end violence against women. Casey Gwinn serves as special assistant to the San Diego County District Attorney, and as the volunteer CEO and national director for technical assistance for the San Diego Family Justice Center. And, under Casey's leadership, President George W. Bush recommended the establishment of family justice centers across the United States, welcome Casey. And, finally Cindy Southworth is the founder and director of Safety Net, a program by the National Network to end Domestic Violence. The Safety Net Project educates victims or advocates in the public on ways to use technology, as we talked about a bit earlier, strategically, to help escape violence.

So, each presenter in this case is going to have a program that they're going to share with us. And, at the end of that, please formulate your questions. Thank you.

Sheryl Cates, CEO, Texas Council on Family Violence and National Domestic Violence Hotline:

I'm Sheryl Cates and I am the CEO of the Texas Council on Family Violence and the National Domestic Violence Hotline. I want to tell you just a little bit about both of those, of course, with the Domestic Violence Coalition of Texas, as well as hosting the National Domestic Violence Hotline that serves the whole United States. Just in terms of what I'm going to talk about today is about the technology that we've used in using and utilizing the hotline that can benefit much of the work across the domestic violence movement, as well as help us understand more about what women are actually asking for when they're asking for services.

So, I'm going to talk a little bit about the hotline just in terms of understanding who we are and what we are. Let me just play a quick audio clip because I think often when people think of a hotline they think of a hotline being a call center that has all of these people in small boxes and they're just answering the phone continuously. And I would like to make that more real. When I talk about the hotline, I talk about it being a living line because it is about an actual voice. It's about someone being on the line live to hear the concerns of those who are calling. So, I want to just take a moment and just listen to this clip.

<playing of audio clip>

That is the philosophy of the hotline being on the line immediately, 24 hours a day, seven days a week, 365 days a year and of making sure that when people call they're not getting a voice-over system. And we're going to talk a little bit about the challenges that that creates, as well as some of the technology changes that we've made that has enabled us to answer more calls. And that's been our primary piece when we've looked at technology is to answer more calls.



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It's unfortunate that as a part of this work we've continued to see an increase in calls. We began in 1994 with the Violence Against Women Act and I'm thankful to Lisa and many of the other partners who are here that we're actually celebrating our 10th anniversary this year for the hotline and it's because of the courageous women who are in this room and many of those of you who started and worked towards the Violence Against Women Act and made it a reality that there is a place that women and children and families can call across the United States and get the help that they need. So, we're just delighted to be here and be talking about this issue.



In terms of the hotline, we have close to 66 full time staff. We have 30 relief staff. We have over 100 volunteers. And we, of course, take about 19,500 calls a month now. And that has changed over time. We started in 1996 at 1,000 calls a month and 600 calls a month, so now we're up to almost 1,200 calls a month and it continues to escalate, you know, anywhere from 18 percent to 30 percent every year. It seems depending on how much we get into the media. Our recent episode that we had with – not episode that we had with Oprah but we actually were on Oprah's show, it actually escalated our calls from 1,000 a month to now the 1,200.

So, we took 4,000 calls right after her show and it was an immediate response but we've from that point taken 19,500 calls and have continued that for the last four months. I don't see us going back from that plateau so that means that we're going to continue to have technology needs and talk about ways that we can use technology to answer more calls as this continues to change. We also have a translation line that is for 140-plus languages and that is another part of the challenges and also working with shelters and programs, family violence services across the United States who often do not have translation services so they use us as a translator to assist in those calls which creates another technology need for us.

One of the things that I think we need to talk about is one of our primary goals is not only to be a live voice but to be confidential and anonymous. I mean that is key to those who are calling. We know that 62 percent of those who have called the hotline say that they've never called anywhere else and part of that is because they're afraid that someone in their community, who is on their hotlines in a local community, may know who they are or know their family member. And sometimes they may not know the name of a family violence program in their area so they can call this national number and actually find out what or who is in their community that makes that possible for them to get help or to find safety or to do a safety plan. So those are a couple of things.

And I think the other thing is that we are in terms of our goal is we want to continue not only to be a referral service but to be an appropriate link because what we often have is that we may have a person who calls and then contacts their local community and they're often told there is no room at the inn. So, one of the things that we had to look at is when we were first opened as a referral system, and what I mean by referral is that someone would call in. They would get three numbers and then they would make those three phone calls. And when I got there, I was very concerned about the fact that we were not keeping women on the line and could not actually

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make that transfer so they made one phone call. I think that that was a big challenge for us. And what we realized is that we didn't have the capacity in terms of our technology to do what we call now as the direct connect. And it takes many lines.

We had 23 lines, we're now at 72, but I'll talk about that in a moment. But that was one of our key pieces. We started looking at technology. How do we create this link that will then ensure that we can hook people up to their appropriate referral and keep them on the line while doing so? So, that was part of our process as we started looking at technology. And in 2004, we said "We want to answer every call." So, we began a campaign called the Connections Campaign. And we had a wonderful champion named Senator Biden, who many of you may have heard of before, who said "Let's start a public/private partnership. Let's do a campaign with telecommunications and computer service groups who can bring this technology to the hotline." And it was the most amazing 20 groups of telecommunications, and Verizon being one of those, who didn't look at their partners and say, "I really want this piece" or "I want that piece." They wanted all of it to happen. So, they brought a core team of people together to work for almost six months to say "What is it going to take to get them into the 21st Century in technology and to make this where they can answer every call?"

So, we worked for over a year – we did it in nine phases, so I'm going to talk just a little bit about those technological advances.

First of all, we took on the issue of how do we answer every call when our philosophy is about having a live voice on the line? And that was one of our biggest challenges because we needed to be more efficient, more effective. We needed to have speed and I think that Dan actually talked about this. You need mobility. You need speed. You need these content pieces. All of those things had to be in place. We also had to look at our system itself and see if we had the capacity and the bandwidth to actually work towards the goals that we had in terms of efficiency and to make those links. So, we had to do a lot of assessment. Then we had to also have a core team of people who know a lot more than I do about technology.

They've asked me to speak first because I'm not the most technologically savvy of this group. But I have learned a lot and I think it's one of the things that all of us can learn and grow from as a part of the technology being a solution, a part of a solution to getting the word out, helping people to connect to us if you're a service provider connect to you, if you're a corporation or in need of help. So that's one of the things that we did is we wanted to make sure that we could do all the things that we needed in technology.

And, one of the biggest issues for us was safety and security. How do we make sure that we are not recording people's names and numbers and we don't know exactly where they are? We wanted to keep that anonymity and you can't do that if you zero in on exactly where they're calling from. So we did a lot of work in terms of making that happen. When people call, one of the things that we learned as a part of our technology is to do several things.



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We had to expand our phone lines. We went from 23 lines to now 72 lines. We increased our capacity with a conference bridge using technology to help us connect with five different organizations. And let me just kind of give an example of that for those of you who may not know what a conference bridge is. It's just ability with a phone system to connect to numerous other organizations or groups. And so, for us, what we needed is here's one instance where we were called from a woman in Tennessee and one of the things that she needed, she was 50 miles out from a local program, a family violence program, and she said, "I don't know what I'm going to do because my husband comes home at 3:00. I've got to pick up my children. I'm on a dirt road in the middle of nowhere. I don't have a vehicle but I need to leave today."



She talked to us about the violent incident and she was able to say to us, "I don't know how I'm going to get out of here." And we, of course, are looking on a map that's a paper map, just to tell you how far we've come, we were looking on a paper map trying to decide what county she's in first of all and then from that county deciding how can we link her to get her to 50 miles away? And so what we did is got a sheriff's office on one line, talked with him about "Would you be willing to go pick this woman up?" And he says, "Well, I can only take her to the county line. I can go pick her up because she's in my county but I can only take her to the next county line." We had to do that five more times with five more sheriffs on the line. And the only way we were able to do that is because we were able to connect them to five different sheriff departments, coordinate that to get her to safety.

Those are the kinds of things that this technology has allowed us to do and it's made a huge difference to the woman, who is out in the middle of a rural community who says, "I don't know how I'm going to leave, get help, make this transition when I don't have transportation." And so we were able to do that and we are thankful for the law enforcement in those communities saying, "We understand rural communities. We're going to be a part of that solution that we were able to make that happen."

But those were the kinds of things that made a huge difference for us in terms of linking that rural woman to a family violence shelter and getting her to safety. Back to the Connections Campaign, the other pieces that we did in terms of our technology upgrades were to take sure that the advocates could connect to the translation line. As many of you know, when you have 140 languages, obviously we have English as our primary, Spanish as our secondary, but Russian is one of our third largest groups that call the hotline. And in Austin, Texas, it's hard to find people who are speaking Russian. So, one of the things that we found is that we needed to have a language line and a strong capacity to run a language line, as well as we found that children across Texas, as well as across the nation, did not have a language line. It's usually costly to have a language line and so what we've done is often when women are calling in with numerous languages then we can actually stay on the line while we're talking to the program and continue to do translation services for them until they can get them help and that's a huge need that we are seeing across the nation is those issues around a language line and having those capacities.

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We also had the TTY line, which was needed. We have about 300 calls a month from TTY and we've continued to see that increase. For those of you who probably know this but there's over ten million deaf, hard of hearing, or deaf and deaf/blind in our nation and we estimate that there's around three million of those who are needing services for family violence. And, one of the things that we found is this is the mode of how they're communicating with one another is through TTY and also their mobile units. So, those are things that we found that we have to figure out, "How are we going to relate to them? How do we know where they're calling from? What are the challenges that they're dealing with when you're talking to a relay that's very old comparatively to the technology of a relay that's new and the challenges that that creates?" What do you do when you need a webcam so that people can actually speak to each other and sign language, visually, and how can we have the capacity to do that? And that's one of the build-outs that's happening right now is to have our ability to do that so that someone would be actually on their webcam. They'll be on our webcam and we'll be able to speak to them through languages. There are multiple languages that the deaf sign with, so one of the things that we wanted to do is make sure that we're appropriately and culturally appropriate for them. So those are things that we're doing in terms of part of our technology was to enable that to occur, so that's been a very big help for us to make sure that that happened.

I want to say the other thing in terms of our Connections Campaign is that we did mapping software. We had a group called ESRI that's one of the largest in the nation that does mapping and there were lots of concerns around mapping. As you know, when you're looking at confidentiality and issues of security and anonymity we did not want to get it to where wherever you call, just like 911, I can pinpoint your house. It's not relevant. We didn't want to have that kind of information. And what we wanted to do was have just a general area that would just pop up on the screen. But one of the things that we can do also is manually override that. So if she calls from New York City and she says, "I'm from Tennessee," then we can manually override the map that comes up from wherever she's dialing from, do you see what I'm saying, because one of the things that we wanted to do is that we wanted to make sure that people will call but they may be wanting to go somewhere else, so we need a map that actually shows Tennessee and also it will pop up and show us New York, so we can help whatever way we need to between those two with the mapping software. Then we don't have to sit on a paper map and say, "Can you tell me your closest city?" Because that's really what was taking a great deal of time when we were on the phone line is trying to locate where people are in conjunction to their location.

Additionally, we did a new caller application and part of this application was designed to make sure that we got information from the caller that is about what they need, not necessarily their identifiers. Our goal was not to seek information from them in terms of their race or what age they are or who they are and where they're calling from. Mostly what we want to do is make sure that we're there for them in the moment of crisis, that we then take them from that point to "What are your needs?" And then we link them to the appropriate referral.

And I think one of the things that's going to be great about the new caller application that we have currently is the capacity for us to know what women

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are actually asking for. What they've asked for in the past is they may say, "I need counseling" or "I need legal services." But where we had to send them is to their local community. That means we have to send them to a shelter service. So, now what we can do is that we've built out our database where we can actually broaden that to have more legal services, other services that are involved in terms of counseling, and also family violence programs. So, if they've been to a family violence program in their community but do not want to go back there, then they have other options that they have available to them. But it also allows us to do a couple of other things. We can actually do studies now on these where we can ask women if they're not in a dire situation, "Would you be willing to participate in a study?" And some women will agree to that, some will not. We obviously train our advocates to make sure that if someone is in danger or they're in a heightened sense of anxiety we would not even ask the question. But there are some who are calling or family and friends who are calling who may be willing to do a study with us to say, "What are your needs as a friend and family member? How can we better serve you? What are the things that technology can do to help you?" There's all the things that can make it in terms of a study learn more about what we're doing, what we're doing well, not only as the hotline but even as the family violence movement and I think that's what the hotline can bring to, I don't want to say to the nation, but it can bring that too.

Like Lisa and others who are doing lobbying they're working with the Violence Against Women Act. They're changing the Family Violence Prevention Services Act, all these statistics and this information about what women are asking for or families are asking for we can then feed that information to those who are working in tandem with us at the federal level and get those kinds of information. So we have that database that can be built out to help us I think learn more about what are the needs from those who are calling and make that useful information. And, of course, our biggest issue is what can we do when we hear these issues? How do we make them to each state? Now, we have the capacity that we can tell you in ever city in ever state exactly the number of calls that they're getting and I think it will allow us to then give you that information as well. If you want information for what's happening in the tri-state area, then you can also find out the top four things that women said they needed the most, which I think is fascinating because you're getting one set of data from your citywide lines, your statewide lines, and then you're getting one nationally because that's one of the things that we've learned is that all of us have a different perspective based on who is calling us. But it helps to inform our work, and so that's a key piece of what we see our technology doing now is being a key piece of that information that can help us move our work forward.

The direct connect has been probably the largest feature that I thought was very important as we move forward in technology and it is the ability to hold someone on the line and then to make sure that when they're on the line that if they call a shelter and that shelter can't help them at that moment that we can hang up, call another program, hang up, call another program, and there's oftentimes when we've called three or four in a community that they're all full. And then we have to go back to them and say, "Is there any way you have couch space? Is there floor space? Is there a Salvation Army? Is there a hotel partnership? Do you have anything that you can do to help us help this woman who is standing at the Stop 'N Go or 7-Eleven. And so

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one of the things that the direct connect allows us to do is to keep her on the line. Because, as you know, when women call and they get told no the first time, they often will not call back, so we want to alleviate that through the direct connect. And, if we find out that there isn't a place in the community that's a family violence program, then we will start calling Salvation Armies and other places just to get her help and then tell her the names of the places that she can go to get further assistance with domestic violence because it's often happening across this country that 26,000 women last year could not get services. That's a lot of people who we could not connect. And what I mean by that is we may connect them by phone but they couldn't get into a program and I want that to change of course, so that means that we have to get more services.



That means that we also have to look at what's going to prevent these services and we also have to look at what's in between in terms of all the safety nets that are needed for women and children and families.

So those are some key pieces in terms of our ability to do technology that I think helps make this live voice continue to be a live voice. We've been actually on this system six months for the Connections Campaign. It took us almost two years or a year and a half almost to build the whole system and then it's been in place for six months. We had a 21 percent abandonment rate, which for those of you who may not run call centers, 21 percent is very high. The standard of call centers is five percent. Now within six months are at ten percent, and I think as we get more efficient and effective in the system and we get the bugs out of the system, then we're going to be able to continue doing that.

And I'm thrilled that we had partners that came together in a public and private way to make that happen. If it weren't for people like Verizon and those of you who are in this room who believe that technology can take us to a new level and make this an issue that we can continue to have live voices on the line, we're not truncating people, we're not dial 8, dial 6, dial 7. I know it's more efficient.

Casey Gwinn, Special Assistant to the San Diego County District Attorney and volunteer CEO and National Director for Technical Assistance, San Diego Family Justice Center:

Hi, my name is Casey Gwinn and I'm honored to be part of a team that works out of the San Diego Family Justice Center. I'm joined here by Gayle Strack, who is the director of the San Diego Family Justice Center and oversees a technical assistance team for the president's family justice center initiative.

I was asked to talk a little bit by the foundation and our supporters for this great event about really a vision that's a product of the domestic violence movement. Twenty-one years ago feminist advocates came to me as the new incompetent prosecutor in the San Diego prosecutor's office with no training expertise of any kind, just out of law school, didn't know where a prosecutor sat in a courtroom. I was assigned to handle domestic violence cases, the most complex cases the criminal justice system ever sees. The head of our shelter led a delegation to meet with me two months into office in 1985 as the new domestic violence unit and she listened to me talk for 30 seconds and then Ashley Walker said, "You're an idiot."

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And I said, "I am an idiot. I don't know anything. I've had no training, no expertise, no background, didn't think it was about my family, though I've since found out otherwise but didn't know what I was doing." And, three advocates invested their life in me 21 years ago, which is the only reason I sit here today. I'm a product of the feminist movement in America. And, as that movement has proceeded we have really begun to talk about one of the big issues that I see in the future of this work, which is how can we continue to add programs and expect victims of family violence and their kids to go from place to place to place and system to system to system and agency to agency to agency to get help?



And that's been a journey that we and many other communities have been on. Battered women shelters have led that movement for over 30 years in this country trying to provide co-located multidisciplinary services for victims and their kids. And now I'm part of something with some of you in this room, including Yolanda, who shared on the last panel, to try to identify communities where it's appropriate, and it's not always appropriate in communities, for agencies to come together and to try to create one-stop-shop centers, often run by shelters or other community-based organizations, sometimes run by a prosecutor's office or a police department but very often run by a community-based organization that really gets it and knows how to bring together agencies and that's the vision that's evolving.

It's a big vision statement that's posted up there, what it looks like in this country ten years from now, if we're all working together, if everybody is on the same sheet of music, if we're really setting aside turf and ego and personality conflicts and competition between our agencies and coming together public sector and private sector to really, truly provide services for victims and their children in individual communities so they don't have to go from place to place. And my opportunity today is to share a little about that working with principals from Duluth, Minnesota, in 1998 and in our community we found that our victims had to go 32 different places to get all the services they needed in a community that cares, in a metropolitan community with a lot of agencies doing a lot of good work, public and private, 32 different places that we had to go.

And, if you think about the massive movement that we're all a part of, a very recent social change movement in many ways compared to thousands of years of human history involving violence against women and children, it's a lot of agencies that have to be coordinated. Our solution for many years has been what we called coordinated community response which only gets you so far and only gets you so many protocols and policies and procedures. And so as we've started talking about this we realized that even our own PowerPoint technology has limitations. I can only bring in 16 circles in my PowerPoint slide. I can't bring in 32 circles to show you how complex our system was, our victims in the middle of trauma and shock had to deal with. So, in 2002, we opened the San Diego Family Justice Center with the support of five shelters in San Diego County, with the support of public and private agencies and I can bring in those 27 circles now, the agencies that are now co-located together at our center in 40,000 square feet in downtown San Diego, a metropolitan community model to be sure but a model that tries to identify based on focus groups with our clients what they need and what our clients,

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what the victims and survivors in our community are telling us that they need co-located in one place in order to provide services to victims and their children.

Most recently we added a human trafficking team because, as most of you know here, the very intimate relationship between child prostitution and violence against women. We opened in October of 2002. Today there are 25 operating centers in the country with about 30 in planning, some of them doing very well, some of them struggling because when you bring people together from agencies, lo and behold, the number one challenge is power and control dynamics among human beings and agencies. But when you think about that picture and you see our focus group results now from 23,000 clients, you understand why it is that when our clients see that team at the family justice center and pick and choose who they want to talk to based on their own intake process where they decide who they want to see, that they say they feel supported by the community and they say they feel empowered. That was only seven agencies when we opened, now 27.



It's the Verizon network. It's the can-you-hear-me-now guy with 1,000 people behind him saying "We're here for you" and that's the concept that we're talking about now in more and more communities around the country. Our first phase now involves a whole host of folks in one place with major technology challenges, how that information gets shared, what does get shared, what doesn't get shared, how agencies maintain their own confidentiality but when information needs to be shared how it's done in a safe manner. That's a long list of agencies all in one place where the victims can receive services in a single location. Some of the technology things that we're working on that are very exciting to us that are listed there, what would it look like for us with co-located services where information is shared, secured information, firewalled information? This is the road we're going down now. We've got the hope line program. We've had great support from Verizon Wireless.

But we're starting to dream bigger. What would it look like if agencies had the ability to send video and text messages to their clients to remind them of court appointments? And when they're given that cell phone, all the phone numbers in the community are downloaded already onto that phone. They have speed dialing for all the key agencies that they are going to need. They can pick their speed dialing agencies and they can be loaded for them right when they get that phone. That's the road we're going down right now with the phones that we're being given from Verizon Wireless at the San Diego Family Justice Center. Internet-based language services, huge technology application.

The Brooklyn Family Justice Center now using Internet translation, like a lot of shelters are, where we're able now to provide 60-plus languages over the Internet immediately, whether or not those services are immediately available in that language from people on site. We can start that process, as Sheryl mentioned, Internet based. Electronic filings, we've gone down the road. Our clients don't have to go to court anymore to get a restraining order. It's too dangerous in court. It's too intimidating in court. They get the restraining order at the family justice center and it's electronically filed with the court and the court reviews the electronic documents and electronically

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sends them back and it's electronically sent to the sheriff's department and it's served out in the field and our client is at the family justice center having breakfast and lunch and she's receiving free child care services during that journey, doing a safety plan, doing a danger assessment in a safe location and she's never gone to the courthouse.

The courthouse does not have to be the place where equal protection under the law happens. It can happen in other ways and communities if we figure out how to use technology to come together. We do envision a day, as we're developing a national connection among centers, of how we will do video conferencing, networked systems so that centers can communicate with each other around the country and immediately be able to provide resources to each other.

And I've listed a few others there. Dan mentioned earlier this whole notion of Internet-based online education and training. We envision going down that road, web-based TV where we're able to provide, maybe password protected training for professionals that can be done rapidly over the Internet and we don't all have to spend the money to be in the same room at the same time in order to get the information that we need. One of our family justice centers has partnered with Microsoft. They have a learning lab that some shelters have done around the country so that the family justice center now is teaching Microsoft Office products to all their clients.

If they want to learn Excel spreadsheet and MS Word and PowerPoint they can learn it all at the family justice center, modeled after what shelters have been doing around the country but a great opportunity when you consider that around the country only between 5% and 15% of victims of family violence ever go to a shelter, ever go to a community-based domestic violence program, so there are so many other ways that we have to partner together in order to provide resources to victims in communities. And then finally we're starting to begin our second family justice center in San Diego County and we're using electronic mapping that Sheryl did reference that is available to law enforcement to really begin looking at this because our family justice center model, the second one we're pursuing, will have coordinated services at a separate location for offenders.

We have to heal men and boys in this country as part of this movement together and we're not going to solve this problem if we don't do something about offenders. And those of you that saw the Boston Globe yesterday know that we still have a long ways to go in solving the problem of stopping men who are violent and the vast majority of violence is men against women. I get harassed around the country these days by fathers' rights folks who say it's 50/50. Men are being battered by the millions all over America and nobody is doing anything about it. I can prove that's not true. If it was true that millions of men were being battered every day, day in and day out across America in every relationship, in every state across the nation, we would have done something about it a long time ago.

So the challenge is to acknowledge the reality that violence against women is at the core of this movement and that that's the problem that's got to be addressed before we're going to heal families in America. And we're focusing on offender services as part of this model and when you see that it's pretty



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hard for folks to argue where we need to target our services in East San Diego County in order to provide help. On-site services present in the family justice center model right now, future services that we're developing working with the national network and their economic justice project that Allstate made reference to here today, which is a great program, really focusing on more long-term needs of our clients.



And then, as I mentioned, the president's initiative began. We've opened 15 centers now in that initiative. We're soon to open a variety of others around the country, not the panacea, not the solution for everything, just one piece of the future of this movement as we learn from each other. But, David Star Jordan, the first president of Stanford University, said in 1985 "The world steps aside to let anyone pass who knows where they're going." So, one of the reasons I'm so honored to be here, and I appreciate the Verizon Foundation's leadership in this, we have to figure out where we're going and then when we figure out where we're going we can get there together because no one will get out of our way if we don't know where we're going. Esta said it, you know, it's the prevention piece that's part of where we're going. If we do it together, people will support us but if we do it separately they won't get out of our way and they won't follow and that's part of this movement as well, a lot of planning.

Closing comment, this is the room that the police department set up in the Family Justice Center when we opened right here for interviewing clients, metal desk, vinyl chairs. They would have hung a bare light bulb if they'd had the chance but we had fluorescent lighting. This is the room that advocates and survivors set up. In one day, Gayle Strack had a little pilot project and said to the detectives, "You can choose which one just briefly and then we'll decide what works best." In one day, no detective wanted to go in this room, one day. In one day everybody went over here, culture change, painful, complicated but has to happen in order to change the world.

And then finally we've chosen camping as our long term core therapeutic piece of the family justice center, camping, saving kids. If you don't love them at 11, you will lock them up at 16 or 17 and then we'll be tough on crime in this country. We got to save them young and that's our vision with the camping piece of our Family Justice Center.

I'll go ahead and close there and turn the rest of the time over to Cindy. But you can see a lot of exciting impacts learned from the shelter movement but a piece that we see as central to the technology vision that Verizon has and that other organizations has. When it's all said and done what's it all about, relationships, so how can we use the technology in order to facilitate the relationships that will change the world for victims and their children? And the segue is perfect here because everything I've said important to think about, digest, dream about but safety and confidentiality still are central to this moving forward together. So, I'll turn the rest of the time over to Cindy. Thank you.

Cindy Southworth, Founder and Director, Safety Net Project, National Network to End Domestic Violence:

I'm really pleased to be here, not only in this room with amazing partners that we work with everyday from the corporate side and also from the non-

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profit side, but also we work so closely with Sheryl and with Casey. I'm going to talk a little bit about the Safety Net project and first where we're housed. The National Network to End Domestic Violence is a leading policy player on the Hill. Many of you know us for our policy work. We were formed over eleven years ago to pass the original Violence Against Women Act and we've been doing a lot of policy work since.



But we also have developed a lot of innovative partnerships and we have sort of niche programs and one of them I founded and brought down to Washington, D.C. And the Safety Net project is sort of, we jokingly call ourselves the geeks of the movement, and all of us are advocates through and through. I've been doing this work for 16 years at local domestic violence, rape crisis programs, state, national organizations but I affectionately grew up in a geek house and so I spent many, many, many years gnawing and chewing on motherboards so it's a good way to cut your teeth. Our goal is to make the entire movement - victims, victim advocates, police, prosecutors, judges - tech savvy because until we as a movement become tech savvy, we're not going to be able to solve dilemmas like Sheryl talked about on how do we increase the technology use and technology resources of the national hotline or the local family justice center models? We have to understand technology.

We're trying to get advocates to say VPN, so everybody in the room say VPN. Firewall, you know, we want people to understand these technologies, embrace them and use them and until we do, victim records on shelter computers at local hotlines are in danger. So, right now across the nation if you'd like to hack into any victim record, go nuts, go wild, power up a laptop and go get some victim records. They are currently available for your taking.

And we are training as fast as we humanly can. We've trained 18,000 local domestic violence advocates, police, prosecutors and judges in four short years and we're a wee bit tired but we are training and training and training because the word is getting out. We've met many of you in the field at trainings. We've been fortunate to train the Family Justice Centers through so we've been to Brooklyn and lots of the amazing FJCs. So, what I want to talk about here is just give you some highlights on what we're doing to help advocates and victims be more tech savvy. And a simple one is we are not opposed to technology. We are geeks through and through. We embrace technology and we want victims to embrace technology. There are incredible resources out there that victims have been using and they're advocates for decades and we want people to remember the basics. I started doing this work when our shelter didn't have a fax machine. I can't tell you how excited I was to get a fax machine so we didn't have to race to the courthouse to take some papers down there.

So, we really want people to think about technology from a holistic picture, from TTYs, alert buttons, caller ID, wireless phones. These are all part of the technology landscape that survivors need. There are privacy features. I sort of affectionately consider caller ID one of the first privacy features way back in our movement and advocates and victims have gotten really good about installing caller ID, knowing who is calling. And one of my favorite features is call block, which in the telecom business folks nicknamed reject-a-jerk and you could program in someone's phone number and they were never allowed

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to reach you. When they would try to call, they would hear a message saying "The person you're calling is not accepting phone calls." It didn't say from you but that's the message.

And so many back in the early '90s I was training victims on how to program in their abuser's home phone number, work phone number, friend's phone number into call block so they wouldn't get calls from their abusers. And now there's a more sophisticated system where you can actually do a privacy program and give a pin number to family and friends and kids and they can bypass the voicemail but everybody else gets dumped into voicemail, a fabulous feature for victims of domestic violence who get sometimes hundreds of harassing phone calls every day.



Texting to safety, we're hearing more and more stories of victims of domestic violence and many of the young folks and those of you who have a young person in your life know how good they are at texting under the school desk, the table, the kitchen table. They don't have to look at the screen to text and one victim was kidnapped by her abusive boyfriend and he was driving her to New York and she held the phone down between the seat and the door and texted her sister who was able to call the police and she was actually texting the exit numbers as they went past them and the police were able to get to her and get her to safety. So, when you see your teenager texting and think, gosh, darn it, put the phone away, that skill could come in handy someday.

Turning the cameras back on offenders, there are many, many stories of cell phone cameras being used to document stalking cases. One young boy was-- there was an attempted kidnapping. His non-custodial abusive father tried to shove him in a car and he took a photo of his dad who had been violating a restraining order. He wasn't even supposed to be there and they were able to take him into court as a violation of the restraining order. Here are stories after stories of people using technology in a strategic and safe way to help increase their safety. GPS locators and phones, there are some fabulous new wireless phones that are really marketed towards younger children and one of the features you have a little button to press and it gets you mom and you can sometimes program in just a few other phone numbers.

And I remember doing this work in the early '90s and one incredibly, incredibly passionate mother, who did not want to send her 12-year-old and 6-year-old boy and they didn't want to go to unsupervised visitation with an extremely dangerous father and she had no choice. The court said she had to send them away for the weekend. So, she opened up their winter coats at the tag, at the seam, opened them up and she stitched in quarters and phone numbers and she stitched them back up and she sent her boys away for the weekend praying that they would be safe. Now if you have to send your child away for unsupervised visitation with a violent, violent perpetrator, you can give them a wireless phone that not only has mom's phone number programmed into it, but a GPS locator. On the flipside abusers have gotten good at putting GPS in all sorts of other places. They've put them in victims' purses, victims' cars, victims' dashboards, so we're doing a lot of education on making sure victims know about safety. Victims are on the web. They're using all sorts of resources and we want them to know how to do that safety. We don't want them to think they're anonymous when they're truly not. And I'm going to wrap up by saying that we are working with survivors. We're

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working with the community. We are working with private industry and policymakers to make sure that technology is used to enhance victim safety and victims can be strategically more tech savvy, so thank you so much.

Jennifer Lewis-Hall:

Thank you so much. A very special portion of our program today, we are very honored to have with us Denny Strigl, the president and CEO of Verizon Wireless. As many of you know that Denny is a leader with a long history in the area of his involvement in corporate involvement in domestic violence prevention and a very, very strong supporter of the work that each of you are doing. It is under his leadership and direction that Verizon Wireless has honed its focus on domestic violence really raising the awareness in the community among employees and customers alike. Today he's going to talk about why Verizon cares about this issue and we'll certainly want to listen up, some very interesting information. Please welcome Denny Strigl.



Denny Strigl, President and CEO, Verizon Wireless:

Events like this generate ideas that pinpoint where we need to direct our attention going forward. For that reason I am especially pleased to be a part of this program here today. The topic that I have been asked to address this morning is why Verizon cares about domestic violence and that's a variation of a question that has come up many times over many years.

Since 1995, when Verizon Wireless first decided to devote its community service efforts to domestic violence, people have asked why? Why not a cause that impacts the general population? The question itself provides a compelling reason for us all to be involved. It indicates that so many people do not see domestic violence as the widespread problem that it really is. We all know the reasons for that. Domestic violence is not an easy topic to talk about. Even today after years of trying, many of you, to bring this issue to the forefront know that stereotypes prevail and individuals affected by domestic violence work hard at keeping it a secret. It is our nation's silent epidemic yet its effects are anything but hidden or silent. Unfortunately, we've all seen the devastating and sometimes tragic effects of domestic violence whether it's on families, friends, neighbors and co-workers, and that's why this event here today is so important. Much remains to be done on a personal level and in the workplace. Forums like this, where we can discuss the issue and leverage our collective expertise, will help re-fuel our efforts.

So, why did Verizon Wireless take up this cause? We had three reasons. First, it is a problem that is pervasive. Contrary to some misconceptions, domestic violence has no socio and economic boundaries. It has no racial and cultural boundaries. And it certainly has no geographic boundaries. And because it knows no boundaries, it preys on both the communities where we do business and on our workforce. The second reason there is a problem here that we deal with that is huge. One out of every three American women report being abused at some point in their life, one out of three, that is a staggering number. The third reason, eleven years ago there were not many businesses that were focused on this cause.

Moreover, the product that we, Verizon, offered, our wireless technology was a natural tool to help because communication is so critical to someone who is

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in a violent domestic situation, so eleven years ago we created a community focus program that we called Hope Line to embody the positive difference we intended to make in the areas of awareness, prevention and the life rebuilding process. Hope Line began with a donation of simple voice mailboxes so that women in shelters could receive confidential messages from their families and from their perspective employers to help them get their lives back together. Today, the Hope Line program encompasses an army of initiatives including partnerships with sports teams, underwriting poster campaigns, and donations to the family justice centers in San Diego, in St. Louis, Tampa, Brooklyn, just to name a few. The centerpiece of the Hope Line program is a national phone recycling effort that puts refurbished phones donated by many of our consumers all across our land into the hands of victims.



Nearly 15,000 wireless phones are currently in use to enhance the safety of those most at risk. Phone recycling also generates funds for Hope Line grants to shelters and non-profits that assist victims. Last year we donated \$1.5 million to domestic violence prevention across the country. While our initial Hope Line efforts focus primarily on outreach activities in the communities we serve, we quickly realized that domestic violence came to work every day with some of our employees. We began to offer educational opportunities on the job and implemented policies to assist our own employees and we began to found the siren for other businesses to join this fight.

Last October, the Corporate Alliance to end Partner Violence released the results of a landmark study on the impact of domestic violence in the workplace. I'm sure you are all familiar with it. One finding though in particular caught my attention and it was this. One in five employed adults in the United States today is a victim of domestic violence. That's a call in my opinion to every CEO and to every HR professional. When you apply those statistics to my company alone, Verizon Wireless, with our 60,000 employees, it means that 12,000 people are currently victims of domestic violence. The impact on our business is huge and that's why Verizon overall cares about domestic violence.

Clearly, working to prevent domestic violence is doing the right thing for society on a practical level. It promotes the health and well-being of both the business and of our individual employees. As someone who leads a business where serving customers is our reason for being, our employees can't do that if they are distracted or of course if they miss work. Since you've spent time this morning discussing the bottom line impacts of domestic violence you are familiar with why it makes good business sense to take up this cause. I won't cover that ground.

Instead, I'll focus a few minutes on what I would call the employee reality. Like other companies here today, we are committed to making the workplace response as supportive as we possibly can. Earlier this morning, you heard from Dan Mead and Dan talked about efforts to respond to employees in Verizon's land line business. All of Verizon, not just Verizon Wireless, is dedicating considerable resources to this cause. Now I'd like to tell you some of the ways, some of the steps, if you will, that Verizon Wireless has taken to assist employees who are victims of domestic violence. Several years ago, we implemented a program allowing anyone in our company to come forward discreetly, whether they themselves were being abused or if they were

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concerned about a fellow worker. We incorporated a section on workplace and domestic violence in our code of conduct, a document every employee must read and sign every year. And our employee assistance program provides confidential, 24 hour assistance to those in need. But perhaps most importantly we equipped our HR professionals with the information and with the authority that they needed to respond in the most appropriate manner. And, we allowed them to go beyond the call of duty when the situation warranted going beyond the call of duty from changing shifts, from changing work locations, to added security, to granting leaves of absence.



Empowering HR has been extremely effective. Earlier this year, we received a letter from a mother of one of our employees and the mother wrote: "Please understand my daughter who works for you is in a terrible situation and she is afraid and she is ashamed." Human resources reached out to the daughter and within 24 hours she filed a police report and we relocated her to another state where she started a new job and a new life. Last year alone, we handled no fewer than 100 workplace scenarios and took action to protect our employees. We also include domestic violence awareness topics in our routine employee communications to give the issue visibility among all 60,000 of our employees and we do this almost on a day-to-day basis. These efforts are producing positive results.

However, based on the statistics I cited just a minute earlier, one in five employed adults being a victim of domestic violence, thousands of employees in my company alone and others are still living in violent situations. So, how do we help them? How do we do more to help victims become survivors? I'd like to share with you an e-mail that I believe gets to the heart of the question. The e-mail came a few weeks ago during a domestic violence – during Domestic Violence Awareness Month from one of our employees who was located in California. She was hired just several months ago when she became a survivor at age 60 after 16 years in an abusive marriage. She wrote to tell us how much she appreciates our company's support for victims of domestic violence. Her e-mail also provides insight into what companies might do to take their response to even the next level. Here's what she wrote: "The one thing that is most important is to feel safe. If there were a way to communicate to employees that they have a safe place to be when they are at work, that there are people willing and open to help them, this would be wonderful. They would have to know that they will not be judged or criticized for being abused." This is one of our biggest fears. To me, her words say it all. They lay out our next challenge. She reminds us that policies and programs are just a beginning although very necessary, only a beginning.

Our next challenge lies in making the workplace an environment where more people in violent situations feel safe, feel that they can come forward and that they can receive the help that they need. At Verizon Wireless, we continually look for ways to heighten awareness and educate employees about domestic violence with the goal of improving our workplace response. At the same time, we are very aware that there is much more to do. So, that's why conferences like this to me are so important. As I mentioned earlier, they provide a forum for identifying areas that we all need to focus on. I've highlighted just one of those areas that is at least top of mind for me. I'm sure there are many others. You know what they are. Events like this also bring together the expertise needed to develop solutions that make a

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difference in the lives of people affected by domestic violence. I am confident that together we can make a difference and I thank you for your attention.

Jennifer Lewis-Hall: Now that's corporate responsibility, a new job and a new life, a new way and that's very, very powerful.

