

Strategies to prevent intimate partner violence can effectively strengthen the health of our communities, saving both lives and dollars.

An investment to stop intimate partner and sexual violence before they occur will protect and promote the wellbeing and development of individuals, families, and societies.

Research findings from California suggest that just a 5% reduction in rates of intimate partner violence would account for an \$8.6 million dollar economic savings.

Primary prevention has a track record of improving health and reducing costs. One study found that investments of \$10 per person per year in health promotion programs could save the country more \$16 billion annually within 5 years and nearly \$18 billion annually in 10 to 20 years.

Prevention efforts have positively impacted our community's culture, economic health, or well being of its members by: _____

Primary prevention efforts address the root causes of violence at multiple levels of our society.

Preventing violence means changing our society and its institutions—eliminating those attitudes, beliefs, behaviors, environments and policies that contribute to violence and promoting those that stop the violence.

Primary prevention efforts impact several modifiable factors associated with intimate partner violence such as reducing acceptance of violence, challenging social norms, practices, and policies that place girls and women at increased risk, and confronting gender and racial injustice.

"It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change. If successful programs are to be developed to prevent disease and improve health, attention must be given not only to the behavior of individuals, but also to the environmental context within which people live."

Our prevention projects foster healthy individuals, relationships, communities, and systems. Examples include: _____

Is domestic violence preventable?

Effective prevention strategies require community investment, collaboration, and participation across all sectors, between violence prevention fields, and among related health and social justice movements.

No single program can change the environmental factors and norms that contribute to intimate partner violence. What work are comprehensive and multidisciplinary approaches that reframe the desired outcome of prevention as healthy behavior and healthy communities.

Intimate partner violence and sexual violence are interrelated forms of violence that share common risk and protective factors. Among all types of violence, prevention strategies can address a range of violent behaviors that emerge during adolescence.

Community mobilization strategies offer the potential to build support and promote change at the grassroots level to insure the long-term sustainability of social change.

Our program works collaboratively with a variety of community partners to prevent domestic and sexual violence including: _____

Story or anecdote from program participant, community partner, or other source to illustrate your point:

Program Information:

Name: _____

Phone: _____

Email: _____



Is domestic violence preventable?

References and Citations

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- An investment to stop intimate partner and sexual violence before they occur will protect and promote the wellbeing and development of individuals, families, and societies.
Source: World Health Organization/London School of Hygiene and Tropical Medicine. (2010). *Preventing intimate partner and sexual violence against women: taking action and generating evidence*. Geneva: World Health Organization.
- Research findings from California suggest that just a 5% reduction in rates of intimate partner violence would account for an \$8.6 million dollar economic savings.
Source: Prevention Institute and The California Endowment with The Urban Institute. (August 2007). *Reducing health care costs through prevention*. Oakland, CA.
- Primary prevention has a track record of improving health and reducing costs. One study found that investments of \$10 per person per year in health promotion programs could save the country more \$16 billion annually within 5 years and nearly \$18 billion annually in 10 to 20 years.
Source: Trust for America's Health. (February 2009). *Prevention for a healthier America: Investments in disease prevention yield significant savings, stronger communities*. Washington, DC.

Primary prevention efforts address the root causes of violence at multiple levels of our society.

- Preventing violence means changing our society and its institutions—eliminating those attitudes, beliefs, behaviors, environments and policies that contribute to violence and promoting those that stop the violence.
Source: The Missouri Coalition Against Domestic & Sexual Violence. (March 2012). *Embracing prevention as social change: How to build organizational capacity for prevention*. Jefferson City, MO.
- Primary prevention efforts impact several modifiable factors associated with intimate partner violence such as reducing acceptance of violence, challenging social norms, practices, and policies that place girls and women at increased risk, and confronting gender and racial injustice.
Source: World Health Organization/London School of Hygiene and Tropical Medicine. (2010). *Preventing intimate partner and sexual violence against women: taking action and generating evidence*. Geneva: World Health Organization.
- “It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change. If successful programs are to be developed to prevent disease and improve health, attention must be given not only to the behavior of individuals, but also to the environmental context within which people live.”
Source: Institute of Medicine. (2000). *Promoting health: Intervention strategies from social and behavioral research* (Smedley, Brian D. & Syme, S. Leonard, Eds.). Washington, DC: National Academy Press.

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- No single program can change the environmental factors and norms that contribute to intimate partner violence. What work are comprehensive and multidisciplinary approaches that reframe the desired outcome of prevention as healthy behavior and healthy communities.
Source: Fujie Parks, L., Cohen, L., & Kravitz-Wirtz, N. (January 2007). *Poised for prevention: Advancing promising approaches to primary prevention of intimate partner violence*. Oakland, CA: Prevention Institute.
- Intimate partner violence and sexual violence are interrelated forms of violence that share common risk and protective factors. Among all types of violence, prevention strategies can address a range of violent behaviors that emerge during adolescence.
Source: National Center for Injury Prevention and Control. (January 2009). *CDC injury research agenda*. Atlanta, GA: Centers for Disease Control and Prevention.
- Community mobilization strategies offer the potential to build support and promote change at the grassroots level to insure the long-term sustainability of social change.
Source: Shepard, M. (November 2008). *Mobilizing communities to prevent domestic violence*. Harrisburg, PA: VAWnet, a project of the National Resource Center on Domestic Violence.

Additional Information:

For information and resources about domestic violence prevention, visit PreventIPV.org, a project of the National Intimate Partner Violence (IPV) Prevention Council.

This and additional 3-Legged Stool Talking Points Forms on related topics are available at: nrcdv.org/dvam/engaging-the-media