

ICADV Prevention NEWS:

January 2010

Prevention Highlights:

- **Social Marketing Interns**

One very exciting new project that has started as a result of last month's board meeting is a Social Marketing Internship. Linda Miller (Director of Cedar Valley Friends of the Family) was very helpful in sharing resources and will be assisting with training and brainstorming with our interns. In addition to Linda we have recruited Michael Fleming of UNI, Zeb and Kirsten to assist in training. Students will have weekend workshops in Des Moines and create projects to address domestic violence on their college campuses. This is a pilot project and we have 4 schools involved this year. If it goes well we hope to expand next year. If you or somebody you know is interested in getting involved please contact Tess Putnam at tessp@icadv.org

- **Men's Prevention Committee**

This has been an eventful time for engaging men in violence prevention work. In early November I attended the First National Conference for Campus Based Men's Gender Equality and Anti-Violence Groups at St. John's University. It was a great conference. I gained insight and connections for engaging men in domestic violence prevention work. Our men's committee had a conference call and held its first in person meeting. While progress is a little slow, we now have some priority goal area and will be discussing a mission statement and group name in next month's call. If you or somebody you know is interested in getting involved please contact Tess Putnam at tessp@icadv.org

- **Community Assessment**

The ICADV staff has been holding monthly prevention potlucks. This is a great time for us to brainstorm and discuss as a staff. In place of the January potluck we coordinated a webinar on the Tri-Ethnic Center's Community Readiness Model with Susan from the Wisconsin Coalition. One of our goals in our action plan was to use a community assessment tool as part of our future planning. We hope that the community readiness model will be a good tool to show us where people are so we can maximize our effectiveness.

- **Action Plan**

We recently completed a draft of our prevention action plan. This was one of our deliverables for the CDC. Our goals largely focus on organizational changes we will be making in the next six months. There are also some more long range goals that start to incorporate our membership and prevention activities. We are currently working on the DELTA PREP reapplication for year two funding.

- **What's Next?**

In the coming months we will be training and piloting our social marketing interns. We also hope to start developing prevention focused trainings to be available for advocate certification. We will also be unveiling a revised mission and vision statement that incorporates primary prevention. Keep an eye on our website and next quarter's newsletter!