Welcome

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Introduction to Webinar Technology

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Prevent Connect Manager
CALCASA

How to use this technology

- Raise Hand
- Q & A
- Text Chat
- PowerPoint Slides
- Phone
  - Please send a private chat message for help
  - Call iLinc Technical Support at (800) 789-4510
  - Call CALCASA at (888) 922-5227 ext. 315

Feedback Box

Did you view *Telling Amy’s Story* in advance of the webinar?
How Verizon Uses *Telling Amy’s Story* with Employees

- As a vehicle to start discussion.
- Helps employees recognize the signs of domestic violence.
- Resonates with our employees as Amy was part of the Verizon family.
- Brings to light that domestic violence is a community issue, a workplace issue, a family issue... not just a woman’s issue.

Amy’s story is not the only story we have had at Verizon

Why not use a traditional training video on domestic violence and the workplace?

- Amy’s story is not fabricated.
- Employees can relate to Amy’s story at different points — as a survivor, family member, co-worker, community member.
- It allows for candid discussion.

Why not use a traditional training video on domestic violence and the workplace?

Amy’s story shows that domestic violence is more than one single event

Lessons Learned

**What Works – Engaging Employees**

- Have an objective in mind — how many employees do you want to reach?
- Create a tool kit and standard agenda so managers can easily coordinate a screening.
- Create a welcoming environment.
- Provide background on the documentary and a few statistics upfront to help set the tone and context.

Lessons Learned

**What Works – Engaging Employees**

- Let employees know why you are conducting the session — make it real, make it relevant.
- Have a Domestic Violence Expert and HR Professional/EAP at each screening.
- Be prepared — discussions can get emotional.
- Know what you want your employees to do (next steps).
Increased awareness among employees about Verizon’s commitment to end domestic violence.

Employees see that they are not alone

What has happened within Verizon as a result of showing *Telling Amy’s Story*?

- Employees feel they have “permission” to ask their co-worker if they need help – they can’t just ignore the signs.
- Employees become aware of available resources.
- Employees aware of zero tolerance at Verizon.

**Telling Amy’s Story: A Perspective from Verizon**

**Providing Assistance to Employees through EAP**

Yandira Melon
EAP Counselor
Verizon

**EAP Involvement in Planning**

Recognizing the impact of *Telling Amy’s Story* – Verizon Leadership engaged EAP as a member of the planning committee addressing:

- The impact of domestic violence on the workplace
- Difficulties for victims
- Strategies for the abused employee
- EAP Services/Community resources
- Role of Corporate Security

**A Telling Amy’s Story Event**

In the room:

- Local management
- Local Domestic Violence Organization and EAP (before and after event)
- Literature/Resources from domestic violence organization and EAP
- EAP counselor available for follow-up discussion or employee reactions to film
Internal Partnerships

How Did **Telling Amy’s Story** Strengthen Verizon’s Commitment to the Issue?

- Increased partnership across the organization for:
  - Quick response
  - Coordination of interventions
  - Supportive follow-through
  - Safer work environment
  - Open for discussion at the workplace
  - Manager training on domestic violence

Domestic Violence Manager Training

- Policy reinforcement
- Intervene early
- HRBP and Corporate Security
- Strategies and techniques
- Support for managers

Lessons Learned

- Group Venues – i.e. Call Centers, Fitness Centers
- ERG (Employee Resource Groups) Events
- Lunch and Learn
- Support and Resources
- Formal Domestic Violence Trainings
- Across Organizational Involvement

Keeping Employees Safe

**Telling Amy’s Story:**

- **A Perspective from Verizon**

- **Keeping Employees Safe**

  Angela Long
  Director of Security
  Verizon
Verizon Security can offer the following assistance:

- Discreetly post a picture of the offender in the guard kiosk and at other employee entry points.
- Arrange parking closest to workplace/escort the employee to vehicle.
- Work with Facilities to ensure access control points are in good working condition.

Watch for the abuser’s vehicle and notify the police of any suspicious activity in the vicinity of the workplace.

- Provide guidance regarding contact with local police.
- Assign a guard to the workplace if none are regularly assigned or assign additional guards as required to effectively monitor employee entry points.

Approx. 14,000 staff (not counting contract staff) from 171 countries in over 158 locations world wide.

Great diversity in culture, legal environment, social, economic and professional backgrounds.

Mixture of locally recruited staff and a large number of expatriate staff.

Many expatriates (esp. in US) → many special issues.
### WBG Domestic Abuse Program

**Before 2000:** mostly informal support by spouses network.

**Since 2000:**
- Task Force (HR, Health Services, Security, Ethics Office, Legal Dept., Staff Association, World Bank Family Network + third party resources)
- High level management sponsor
- DA Prevention Coordinator
- Referrals for legal assistance, roster for legal aid

### Why We Screened *Telling Amy’s Story* at The World Bank Group

**Presented in October 2010:**
- Staff, spouses and outside partners (e.g., DC Police Victim Assist. unit, lawyers, Natl. Center for Victims of Crime)
- Task Force, HR; doctors, nurses and counselors; line units

### Why We Screened *Telling Amy’s Story* at The World Bank Group

- Illustrates behavior, types and evolution of abuse
- Interesting and informative “mini-interviews” with survivors, prevention and support practitioners, security and law enforcement specialists
- Conveys key messages
- Debunks myths (socio economic status, education level etc.)

### How Our Employees Received *Telling Amy’s Story*

- Engaged our employees and other partners.
- Generated much discussion.
- Generated need for survivor follow up (make arrangements for time and resources for this).
- Lack of diversity in those represented on DVD was not a barrier.
- Important to structure Q&A time; transition to info on the company’s policy and programs; provide handouts/contact information.
Why not use a traditional training video on domestic violence and the workplace?

• "Movie" elements draw in viewers more than traditional instructional videos would do; quality, style and speed in tune with today’s audiences.
• Well structured from a pedagogical point of view.
• Variation in ways of presenting info appeals to different learning styles.

Why not use a traditional training video on domestic violence and the workplace?

• Survivors, counselors, co-workers, management and law enforcement angles.
• View the DVD in advance – some parts may be emotional for some viewers, be prepared for this.
• If pressed for time: select parts you want to emphasize for your organization.

Question & Answer with Fons Marcelis

Feedback Box

Can you see using *Telling Amy’s Story* in your workplace?

Final Question & Answer

Concluding Remarks
What is HopeLine?

HopeLine® from Verizon puts the nation’s most reliable network to work in the community by turning no-longer used cell phones into support for domestic violence victims and survivors. To get involved:

- Donate a no-longer-used wireless phone to help victims of domestic violence.
- Host a phone drive to benefit victims of domestic violence while helping the environment.

For more information, visit http://aboutus.vzw.com/communityservice/hopeLine.html

Resources

- **Telling Amy’s Story** 15-minute documentary: http://youtu.be/TsFv4DIPKgF
- **Telling Amy’s Story** trailer: http://youtu.be/9pt0qqyFV6g
- Request a copy of the *Telling Amy’s Story* DVD on the Verizon Foundation website at: www.verizonfoundation.org

Resources

- **Telling Amy’s Story** Event Planning Toolkit from Verizon: http://www.caepv.org/about/program_detail.php?refID=72
- World Bank Group Domestic Violence Resources: http://go.worldbank.org/6FSHB527Q0

Feedback & Upcoming Events

**Complete the Survey**

Soon you will receive a link to an online evaluation – please take a moment to provide us with feedback.

**Register!** The next webinar will take place in December of 2011. Watch for upcoming details.