

CAEPV  
HopeLine® from Verizon  
Webinar Series  
**HopeLine**  
from Verizon

a project of the Corporate Alliance to End Partner Violence  
and HopeLine® from Verizon

Domestic violence does not stop at the door when employees go to work.  
The CAEPV HopeLine® from Verizon Webinar Series is designed to help increase  
employer awareness of domestic violence as a workplace issue and  
offer strategies for employers to recognize and respond to it.



***Telling Amy's Story:***  
**A Tool for Addressing  
Domestic Violence in the  
Workplace**

**Welcome**

**Kim Wells**  
Executive Director  
Corporate Alliance to End Partner Violence



**Introduction to Webinar  
Technology**

**David Lee**  
Facilitator  
Director of Prevention Services  
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) 799-4510  
➢ Call CALCASA at (888) 922-5227 ext. 315



**Feedback Box**

Did you view  
***Telling Amy's Story***  
in advance of the webinar?



## Introduction from Verizon



**Mike Mason**  
Chief Security Officer  
Verizon



## Introduction of Presenters



**Jayne Mayer**  
Director, Employee Engagement  
Verizon Foundation



**Yandira Melon**  
EAP Counselor  
Verizon



**Angela Long**  
Director of Security  
Verizon



## Introduction of Presenters



**Alphonsus (Fons) Marcelis**  
Head, HRS Corporate Operations  
The World Bank Group



## Telling Amy's Story: A Perspective from Verizon

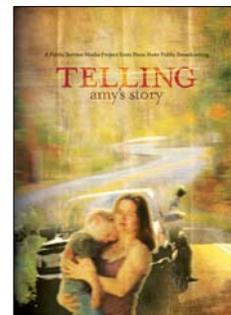


## Telling Amy's Story: A Perspective from Verizon Employee Engagement

**Jayne Mayer**  
Director, Employee Engagement  
Verizon Foundation



## The Story Behind Telling Amy's Story



## How Verizon Uses *Telling Amy's Story* with Employees

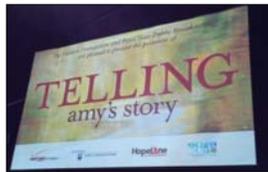
- As a vehicle to start discussion.
- Helps employees recognize the signs of domestic violence.
- Resonates with our employees as Amy was part of the Verizon family.
- Brings to light that domestic violence is a community issue, a workplace issue, a family issue... not just a woman's issue.

## 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.



## 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).

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amy's story

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

Increased awareness among employees about Verizon's commitment to end domestic violence.



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

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

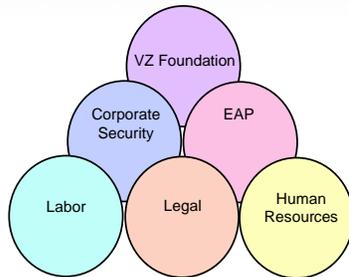
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### **A *Telling Amy's Story* Event**

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



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## 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

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## Domestic Violence Manager Training

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



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## 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

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## *Telling Amy's Story:* A Perspective from Verizon Keeping Employees Safe

**Angela Long**  
Director of Security  
Verizon

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## Keeping Employees Safe

Security seeks to ensure the safety of all employees.

- We do not consider the abused employee to be the problem, but rather the *abuser*.
- We assist - whether the employee is a victim, witness or a friend with knowledge.



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## Keeping Employees Safe

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.

## Keeping Employees Safe

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



## Keeping Employees Safe

- 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.

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## Question & Answer

Jayne Mayer, Yandira Melon,  
Angela Long and Mike Mason



## Telling Amy's Story: A Perspective from The World Bank Group

**Fons Marcelis**  
Head, HRS Corporate Operations  
The World Bank Group

## Context: World Bank Group

- 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

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## WBG Domestic Abuse Program

Since 2000 (cont):

- Small emergency loans for spouses (other options for staff)
- Awareness raising events (October and throughout the year)
- DA brochures with contact info in all bathrooms
- 2006: IMF and Inter-American Development Bank partner

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## 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



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## 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.)



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

- Shows why employers, co-workers should pay attention to domestic abuse.
- Shows what survivors employers, co-workers and others can do (and not do).
- Well structured, high quality video/audio.



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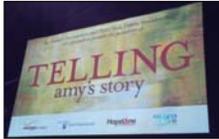
## How Our Employees Received *Telling Amy's Story*

- 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.

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## 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.



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## 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.

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## Question & Answer with Fons Marcelis



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## Feedback Box



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## Final Question & Answer



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## Concluding Remarks



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## 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/TsFv4DiPKFg>
- *Telling Amy's Story* trailer: <http://youtu.be/9pt0qoqFV6g>
- Request a copy of the *Telling Amy's Story* DVD on the Verizon Foundation website at: [www.verizonfoundation.org](http://www.verizonfoundation.org)



## Resources

- *Telling Amy's Story* Event Planning Toolkit from Verizon: [http://www.caepv.org/about/program\\_detail.php?refID=72](http://www.caepv.org/about/program_detail.php?refID=72)
- World Bank Group Domestic Violence Resources: <http://go.worldbank.org/6FSHB5Z7Q0>



## 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.



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