

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.




## 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




## Domestic Violence and the Workplace: Three Case Studies in Practice




## Feedback Box:

Did you view the materials posted on the CAEPV website and linked on your confirmation in advance of today's webinar?




## Introduction to Webinar Technology

**David Lee**  
 Facilitator  
 Director of Prevention Services  
 Prevention Connection Manager  
 CALCASA



## Welcome

**M. Alan Gardner**  
 Vice President  
 Human Resources  
 Verizon Wireless



## Introduction of Presenters



**Jane Randel**  
Senior Vice President  
Corporate Communications & Brand Services  
Liz Claiborne Inc.



**Ken Dolan-Del Vecchio**  
Vice President  
Health and Wellness  
Prudential



**Dr. Brigid McCaw**  
Medical Director  
KP NCal Family Violence Prevention Program  
Kaiser Permanente



## Liz Claiborne Inc. Creating Our Workplace Program

**STEP ONE:** Organize a multi-disciplinary team.



## Case Study: Liz Claiborne Inc.

**Jane Randel**  
Senior Vice President  
Corporate Communications &  
Brand Services  
Liz Claiborne Inc.



## Liz Claiborne Inc. Multi-Disciplinary Domestic Violence Response Team

Liz Claiborne Inc. has in place a team that reviews each case brought to its attention that currently affects, or has the potential to affect, the workplace in terms of security or performance.



## Liz Claiborne Inc. History of our Commitment



## Liz Claiborne Inc. Multi-Disciplinary Domestic Violence Response Team



## Liz Claiborne Inc. Creating Our Workplace Program

**STEP TWO:** Develop a corporate policy on intimate partner violence.



## Liz Claiborne Inc. Internal Support

**What Liz Claiborne does (examples):**

- Referrals
- Allows time off
- Flexible hours
- Security escorts
- Change numbers or location
- Work with local law enforcement



## Liz Claiborne Inc. Creating Our Workplace Program

**STEP THREE:** Provide expert training for

- DVRT (Domestic Violence Response Team)
- Human Resources
- Legal
- Security
- Senior management



## Liz Claiborne Inc. Internal Support

**Once abuse is reported or suspected, security staff can:**

- make a threat assessment.
- obtain a photograph and description.
- notify all entrance points, manned access points and receptionists.
- establish communication with local authorities.
- patrol the associate's work area regularly.



## Liz Claiborne Inc. Creating Our Workplace Program

**STEP FOUR:** Build awareness through workplace communications



## Liz Claiborne Inc. Internal Support

**Security can help with Orders of Protection:**

It is crucial that associates notify security when an order of protection is issued so that proper procedures are in place to enforce them on company property.



### ... and the Liz Claiborne program is working...

“When the estranged husband of a Liz Claiborne employee in Pennsylvania came looking for her at work, he was stopped short by security guards who knew he was ordered by a court not to contact her.

The man, who had made angry threats to her in the past, was carrying a gun...



### Liz Claiborne Inc. External Commitment



**NO MORE**  
TOGETHER WE CAN END  
DOMESTIC VIOLENCE & SEXUAL ASSAULT



### ... and the Liz Claiborne program is working...

Furious, the man left the company's campus and later ended up in a several-hour standoff with police. He was arrested before anyone was injured.

"It was really intense and it could have been really tragic because he was said to have weapons," said Jane Randel, vice president, Corporate Communications for Liz Claiborne Inc. in New York."

*The Bulletin (January 19, 2004)*



### Feedback Box:

Does your workplace currently have a multi-disciplinary domestic violence response team?



### Liz Claiborne Inc. External Commitment



### Case Study: Prudential

**Ken Dolan-Del Vecchio**  
Vice President  
Health and Wellness  
Prudential





## Prudential Integrating the Message: Training

- Webinars
- Management Training
- Events: Anti-Bullying Forums, "Going Against the Grain: Meeting the Challenges of Diversity Affirmation"



## Feedback Box:

Does your workplace have a health and wellness program you could use to integrate information and improve outreach regarding domestic violence and the workplace?



## Prudential Culture of Health

### Themes:

- We all deserve safety and respect
- Both are essential to health and productivity
- Asking for help is a strength
- Prudential will do everything possible to help



## Case Study: Kaiser Permanente

**Brigid McCaw**  
Medical Director  
Family Violence Prevention Program  
Kaiser Permanente  
Northern California Region



## Prudential A Message from Dr. Andy Crighton



“When we talk about health at Prudential we don't mean just the absence of disease. Health encompasses physical, mental and social well being.

Because social well-being begins with personal safety, we're committed to doing everything we can we can to help end intimate partner violence.”

Dr. Andrew Crighton, MD  
Chief Medical Officer, Prudential



## Kaiser Permanente

integrated system of care + team approach  
prevention focused + social mission

- One of the largest not-for-profit health plans in the U.S.
- Serves 9 states and the District of Columbia
- 8.6 million members
- 15,000 doctors; 164,000 employees



## Domestic Violence Prevention & Services: A Coordinated Approach

### THE KAISER MODEL



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## Domestic Violence Impacts Workplace Safety, Productivity & Health Care Costs

- Absentee-ism and Presentee-ism
- Increased Health Care Costs
  - Injury
  - Stress related health problems (headaches, depression)
  - Poorly controlled chronic conditions (asthma, diabetes)
  - Health risk behaviors
  - High risk pregnancies and low birth weight infants

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## Systems Model Approach: Adapted to the Workplace



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## Kaiser Permanente Business Marketing Communications Topics in Health and Productivity

FOR DISCUSSION: Topics in health and productivity

CAHP/DMBA

### Domestic violence

How does it impact the health and productivity of your employees?

#### CONTENTS

Domestic violence	1
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A manager who's been a high performer at her company for eight years has been missing meetings and spending a lot of time with her office door shut. She declines lunch invitations and stays at work until late in the evening; her assistant has noticed bruises on her arms. Even though she has always spoken highly of her husband, could she be a victim of spousal abuse?

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## It Can Happen to Anyone... An Equal-Opportunity Destroyer

**Kaiser Physicians & Employees**  
who were victims of domestic homicide



**Lisa Munoz**  
1976-1999  
Optical Services



**Cassandra Floyd, MD**  
1966-2001  
OB/GYN



**Stephanie Zalot**  
1966-2003  
Quality Outcomes

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## Improving the Workplace Response: Phase One

- Supportive environment
  - Brochures, posters, displays, on-line information
- Workplace resources
  - Expert EAP response
  - Threat management
- Community linkages
  - Partnerships with local DV advocacy services

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## Supportive Environment: Employee Brochure

### Awareness, Information, Resources



## Supportive Environment: Break Room Posters

### Awareness, Information, Resources



“sometimes you don't know what to do.”

“It's OK to ask for help.”



## Supportive Environment: Silent Witness Display

### Stories of Courage, Survival & Hope



## Improving the Workplace Response: Phase Two

- Improving Manager Awareness & Confidence
  - Training and resources
  - Easy access to consultation (EAP, HR)
- Workplace Resources:
  - Ongoing DV training and case consultation
  - Multi-disciplinary threat management team
  - Engagement of labor partners



## Supportive Environment: Silent Witness Online



Stories available in English, Spanish, and Chinese  
[kp.org/domesticviolence](http://kp.org/domesticviolence)



## Tools for HR and Managers: Essentials for Managers Online Training





## Healing and Recovery Happens

- The majority of women eventually **end their relationships** with violent partners
- On average, after 3-5 attempts, and about 5 years
- The majority of women **do not** have recurrent abusive relationships



## Businesses & Employers Have a Vital Role in Leading Change

- Make your workplace a model for DV Prevention.
- Raise awareness in your organization about the impact of DV on employee health and productivity.
- Spread the word: domestic violence is preventable.



## Improving Workplace Response: Phase Three

- Integration in Occupational Health:
  - routine DV inquiry, health oriented materials
- Inclusion with other workplace initiatives
  - Safety
  - Health and wellness
  - Behavioral health
  - Promote healthy relationships
- Engagement with community partners
  - Volunteerism
  - Coaching Boys Into Men



## Question & Answer



## Domestic Violence Prevention: Part of a Strategic Approach to Quality, Service, and Affordability



“By doing the right thing, we can improve quality, increase service, satisfaction, and personal lives while also decreasing costs to employers and patients. **It is important that all CEOs understand the imperative and that they see Domestic Violence programs as a positive investment.**”

Dr. Robert Pearl, Executive Director, The Permanente Medical Group  
CEO Roundtable on DV and the Workplace  
Sponsored by Fortune Magazine, 2007, New York City



## Concluding Remarks

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



## 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.

### 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, contact [caepv@caepv.org](mailto:caepv@caepv.org)



## Materials for Download and Viewing from Kaiser Permanente

- Kaiser Permanente Domestic Violence Health & Productivity Document
- Kaiser Permanente Employee Tipsheet
- Kaiser Permanente silentWitness Display
- Kaiser Permanente silentWitness Brochure
- Kaiser Permanente Break Room Poster



## Materials for Download and Viewing from Liz Claiborne

- Love Is Not Abuse Website
- Liz Claiborne Recognize, Respond, Refer Brochure
- Liz Claiborne DV Aware Card
- Love Is Not Abuse App on iTunes
- NO MORE Project on Facebook



## Materials for Download and Viewing

**All materials are available on the CAEPV website at:**

[http://www.caepv.org/about/program\\_detail.php?refID=71](http://www.caepv.org/about/program_detail.php?refID=71)



## Material for Download and Viewing from Prudential

- To view the PruTube video, please use the link provided in your webinar reminder email.
- Viewing this video is restricted to webinar participants.



## 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 is October 26, 2011!

***“Telling Amy’s Story – A Tool for Addressing Domestic Violence and the Workplace”***



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