

INTRO & BACKGROUND

KCSDV Purpose:

The purpose of the Coalition is the prevention and elimination of sexual and domestic violence through a statewide network of programs providing support and safety for all victims of sexual and domestic violence and stalking, with primary focus on women and their children; direct services; public awareness and education; advocacy for victims; comprehensive prevention; and, social change efforts.

KCSDV Goals:

1. Build coalition among service providers to promote communication, support and networking to ensure comprehensive quality services.
2. Develop research and data collection systems that document the incidence of sexual and domestic violence and stalking and the availability of services.
3. Enhance and support the provision of services for victims of sexual and domestic violence and stalking in Kansas, with primary focus on women and their children.
4. Conduct statewide educational efforts to inform the public, specific groups, and agencies about the nature of sexual and domestic violence and stalking and their effect on individuals, families and society.
5. Provide statewide and national advocacy for public policy changes that affect victims of sexual and domestic violence and stalking.
6. Develop a statewide comprehensive prevention plan for ending sexual and domestic violence.
7. Confront and affirm issues of empowerment affecting women and children without regard to race, color, creed, age, physical limitations, national origin, sexual orientation, religious affiliation, marital/parental status, education and income.

KCSDV SWOB ANALYSIS

Strengths: Staff size, dedication, & competency; Nationally recognized as a leaders in the movement; Work focuses on community responses & collaboration; Existing collaborative partnerships at state & community level; All DV/SA programs in Kansas are members; Established relationships with member programs. Working to advance women's rights/issues.

Weaknesses: Dependence on grants, federal and state funding; Not enough flexibility in resources to respond quickly and effectively; Turnover in elected officials within Government and state agencies; Lack of broad, proactive marketing and public policy plans; Staff are stretched thin. Working to advance women's issues/societal views of women's issues.


Opportunities: New Board of Directors; GAPS analysis; Proactive marketing/PR plan; Turnover in elected officials within Government and state agencies; Established collaborative partnerships at state and community levels; National recognition = opportunity for new projects.

Barriers: Being seen in a partisan way; Turnover in elected officials; Economy; Dependence on grants, federal and state funding; Capacities of Member Programs/Programs are stretched thin and always in crisis mode; KCSDV staff and resources are currently stretched thin — more capacity & resources are needed; Societal views of women's issues; Opposition messages

KCSDV COMMUNICATIONS NEEDS ASSESSMENT (includes both long term and short term goals):


1. Branding — consider hiring a consultant to establish an updated, cohesive, professional brand identity for KCSDV. This will include re-vamping the logo, website, and all supporting KCSDV materials. This will enhance KCSDV's ability to meet audience's needs, to enhance the audience's ability to receive and understand our messages, and to help us compete with current industry standards and audience expectations.
2. Proactive, targeted communications efforts that position KCSDV and its Member Programs as THE experts in sexual and domestic violence, dating violence and stalking. Our approach should be broad and diverse, and should include a variety of tools and resources, including social media, e-marketing, etc.
3. Keep up with DV/SA related homicides and near-homicides in our state. Maintain up-to-date spreadsheet and consider providing consistent, reactive communication to key audiences affected, including member programs, the media, and legislators.
4. Present a more equal balance of information regarding sexual violence, stalking, teen dating violence and prevention.
5. Developing uniformity of messaging and increasing capacity for messaging for Member Programs, KCSDV Staff, & Board Members.
6. Develop standardized communications tools/tool kit(s) for Member Programs. Kits should cover a variety of topics based on media inquiries and program needs, and should also include info to use for National Stalking Awareness Month, DVAM, SAAM, etc.
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8. Develop a communications e-database from information gathered from trainings. This would be permission based and would allow us to reach audiences already "interested" in our information for more targeted communications efforts beyond just marketing trainings. Could be used for e-newsletters, marketing trainings, we would probably need an online e-news application for this, such as Constant Contact or Vertical Response. It would be a relatively minimal investment and, like Survey Monkey, most staff could use it and benefit from it. We could also use this platform to communicate with the addresses that we currently have.
9. Increase internal communications efforts to include very brief updates about staff accomplishments, projects, etc. These should be sent to staff, Board, and possibly member programs.
10. Develop a writing style guide for staff based on information shared by Irene & Ron, and based on different audiences and their needs.

TARGET AUDIENCES — SWOB ANALYSIS


Audience 	MEDIA	GENERAL PUBLIC	LEGISLATORS	CHILD WELFARE
Including, but not limited to the following sub-groups:	All mediums, plus non-traditional journalists, such as bloggers, opinion leaders, etc.	All audiences share some of these traits...	Elected officials	SRS; JJA; Head Start; Visitation Exchange Centers; KCSL; TFI; Ally child & youth orgs
Point of view	Neutral	Neutral	Positive	Positive
Highest Core Concern	Keeping the public informed	Health, safety, & well being of themselves & their inner circle.	Their constituents; Economy; Community safety	Welfare of the child — regardless of circumstances.
Beliefs to build on	Fair & accurate reporting	Generally concerned about our issues when someone they know is affected.	Want victims to have access to services	Mother's safety is linked — children's resiliency.
Beliefs to overcome	Common myths about DV/SA; Easy solutions through justice system or legislation	It doesn't happen here" mentality; Common DV/SA myths	Want someone other than the state to fund our work	Mother's safety is secondary — sometimes we have to leave her behind.
We need to...	Inform	Inform & Encourage understanding	Encourage understanding	Change behavior
Desired result	Rely on us & member programs as resource; Reduce victim-blaming & myth perpetuation.	Increase awareness of prevalence. Promote involvement to prevent and eliminate DV/SA. Reduce victim-blaming and increase victim support.	Continued push for funding — to at least stay where we are with funding and not move backward.	Stop victim-blaming. Incorporate DV into existing policies. Hold batterers accountable.
Strengths	Access to mass audience Power to shape public opinion	They have a propensity to care about DV/SA. May be moved to action if personally affected.	Generally aware that DV/SA/Stalking is happening in our state. Generally supportive of our issues.	Have established relationships — they hear our messages and are receptive. They are already using family-based practices. Have access to funding
Weaknesses	Perpetuate victim-blaming & myths to mass audiences. Deadline driven = no time to specialize in our issue.	No accountability. Victim-blaming and commonly held myths and beliefs about DV/SA; Have no accountability to victims.	May view us as partisan issues. Bad economy. May hold traditional DV/SA myths.	DV is missed or don't know how to respond. Children have no voice. Hold mothers accountable— no batterer accountability.
Opportunities	Have power to influence public opinion. Our info is newsworthy, relevant, and can be dramatic.	Help Change Kansas materials. Awareness and opportunities for involvement may push them to get involved.	Control of state funding. Local programs are leverage. DV/SA/Stalking are tied to public health & safety	Don't want to separate families. Are branching out to other systems. Incorporate into existing policies.
Barriers	May not know KCSDV & member programs exist. Have power to do harm. They get info from non-DV/SA experts: law enforcement, legal system, justice system/trials.	Are busy and bombarded with messages — messages often reinforcing common myths and victim-blaming. Have no accountability to victims.	Economy now & in future. May hold traditional DV/SA myths.	Children have no voice. Believe leaving, PFA or PFS is best. Don't understand how enhancing Mom's safety enhances child's safety. Remove kids from home = solution.

Kansas Coalition Against Sexual & Domestic Violence — Strategic Communications Plan

TARGET AUDIENCES — CONTINUED...

Audience 	JUSTICE SYSTEMS	CRIMINAL RESPONSE	CORRECTIONS	HEALTH CARE SYSTEMS
Including, but not limited to the following sub-groups:	Criminal & Civil, including attorneys, judges, mediators, KLS; OJA, Guardians	Law Enforcement; 911/Communications Specialists; Prosecutor/Prosecutor based Advocates	Probation/Parole Officers; Community Corrections; Jail/Court Services personnel	Family practice; Pediatrics; OBGYN; ER; Health Depts.; EMS; WIC;
Point of view	Mixed	Negative	Mixed — may be closer to Negative	Mixed — may be closer to Positive
Highest Core Concern	Moving cases through the system.	Community Safety; Arrests & Prosecutions.	Reducing crime via a quick solution.	Fixing what is immediately presenting -- treating symptoms.
Beliefs to build on	Justice as applicable by law; Public safety; Protecting children; System is flawed & lacks resources.	Perpetrator accountability & enforcing the law; They believe in their ability to change things	Upholding the law.	Health & safety; They see how DV/SA is a health issue. They may be screening for DV/SA
Beliefs to overcome	Moving cases through the system; Parents are equally responsible for abuse. Justice via a cookie-cutter approach.	DV is a family issue; Looking for “perfect” victims. Patriarchal work environment translates into their treatment of victims.	Common stereotypes & myths about DV/SA; Victim-blaming.	Underestimate prevalence; No buy-in for CDC or World Health initiatives; Don’t know long-term health complications of DV/SA.
We need to...	Change behavior	Change behavior	Change behavior	Change behavior
Desired result	Victims are believed and protected. Abusers receive realistic sentences and don’t get custody of children.	Bridge gaps between law enforcement, perps, court systems & prosecutors. Create buy-in for working with advocates.	Recognize & understand DV/SA; Work with advocates & victim services; Make referrals	Address immediate and long-term health complications; Move beyond screening and make referrals to local victim services.
Strengths	Believe in justice; Have power, access, & community respect. Victims can access them.	Have authority to change things; Believe in perp accountability & the law; Have access to perps & victims; Have resources.	Have access to victims and victim services; Have existing policies; DOC participation; Training is required.	Acknowledge DV/SA; Understand immediate health concerns; Some have offices with or collaborate with member programs.
Weaknesses	No accountability; Too many cases; No pro bono requirements; Stereotype advocates & victims;	No accountability; Difficult to collaborate with — no incentive to work with us. DV in their system.	Lack empathy for victims; Patriarchal & hierarchal system. DV/SA/Stalking not serious crimes.	Victim-blaming; Must present symptoms; Speed doctoring doesn’t lend well to disclosure;
Opportunities	Can be powerful advocates; GAL’s can influence judges; Need CLE’s; Laws in our favor; Pro bono opps; Professional associations & pubs	CLE requirements; Established ally relationships; Like being heroes;	Mandated training; Existing allies in power positions; DOC collaboration.	Have access to victims in private; Opportunities for referrals & prevention; CLEs; SANE/SART programs.
Barriers	Need to be fair/ethical/neutral. Stereotype advocates & victims. Parents as equals/split custody DV/SA cases are entry = turn-over	Don’t understand/buy-in to confidentiality; Difficult to collaborate with; No accountability; DV/SA crimes aren’t perceived to be important.	They need evidence to believe it — DV/SA doesn’t always produce evidence; Patriarchal & hierarchal system.	Mandated reporters; Cultural sensitivity/FGM; Screening with no referrals; Cost /Health insurance; Ethics/Reproductive health.

TARGET AUDIENCES — CONTINUED...

Audience 	MENTAL HEALTH CARE SYSTEMS	MEMBER PROGRAMS	BOARD OF DIRECTORS	KCSDV STAFF
Including, but not limited to the following sub-groups:	Substance Abuse; Counselors; Therapists; Hospital Social Workers	Urban vs. Rural; Large vs. Small; Diverse vs. Homogenous	N/A	N/A
Point of view	Neutral	Mixed	Positive	Positive
Highest Core Concern	Diagnose, Treat & Move on to the next patient	Providing services to victims 24/7	Providing support and guidance to KCSDV	Support for member programs; Safety, accountability, and justice for victims.
Beliefs to build on	They want success — they don't want repeat business; Want to lighten their case loads; They understand PTSD.	Believe in the work and are willing to work hard to accomplish goals; Experts in DV/SA.	Believe in the work and the mission and goals of KCSDV.	Believe in the work and are willing to work hard to accomplish goals; Experts in DV/SA.
Beliefs to overcome	Trauma is something that can be medicated. DV is a personal failure.	Everything is on fire & we're drowning; Lack of resources.	May hold common misconceptions & myths about DV/SA.	Everything is on fire & we're drowning; Lack of resources.
We need to...	Change behavior	Change behavior	Inform	Inform
Desired result	Learn how to treat trauma—relate it to soldiers with PTSD. Understand the dynamics of DV/SA; Stop victim-blaming.	Facilitate collaboration and proactive communications between programs, communities, and KCSDV.	Keep Board informed about the issues, the projects, the achievements, the challenges.	Keep staff informed about the issues, the projects, the achievements, the challenges.
Strengths	Recognize DV/SA as problems; Have access to victims in private; Are an initial referral from other systems; Have potential to be great allies.	Experts in DV/SA; Believe in the work; Provide direct services to victims; Existing relationships and collaborations within the community.	Expertise in other fields; Access to alternative resources;	Experts in DV/SA; Believe in the work; Existing relationships and collaborations.
Weaknesses	Don't understand trauma; Require completion of steps as defined by them; Substance abuse can be used as a cop-out for perpetration.	Moved away from social change in favor of social service; Could have a negative presence in the community.	Limited understanding of the issues and the political climate surrounding them.	Lack of resources; Lack of flexibility in existing resources; Staff are stretched thin.
Opportunities	Have access to victims in private; Are interested in helping; Are an initial referral from other systems; CLE requirements. Relate to PTSD.	GAPS analysis & accreditation standards; Existing relationships and collaborations within the community	Can serve as peer spokespersons within the systems that they work for. Our link to alternative resources, including funding.	New Board; GAPS analysis; PR/ Marketing plan; Turn-over in elected officials.
Barriers	DV/SA is not a priority; Treat batterers & victims; Need a peer spokesperson; Cost/ Low cost options are over-worked.	Everything is on fire & we're drowning; Lack of resources; May not feel or be as connected to KCSDV as we would like.	Are busy — this is not their full time job; May have conflicts of interest; Are not experts in DV/SA.	Turn-over in elected officials; Budget & resources -- lack of flexibility.

TARGET AUDIENCES — CONTINUED...the following are audiences for PRIMARY PREVENTION

Prevention Audiences →	EDUCATORS	MEMBER PROGRAMS	HEALTH CARE	MEN
Including, but not limited to the following sub-groups:				
Point of view	Neutral	Mixed	Neutral	Neutral
Highest Core Concern	Meeting deliverables; Resources	How do we do prevention w/out taking resources from intervention?	Meeting deliverables; Resources	Will my masculinity/sexuality be questioned?
Beliefs to build on	Reducing distractions for learning	Return to grassroots; Foundational	Want to treat what is wrong.	Want positive relationships with women.
Beliefs to overcome	Resource limitations; Competition for resources & audiences; Prevention isn't possible.	Resource limitations; Competition for resources & audiences; Prevention isn't possible.	Resource limitations; Competition for resources & audiences; Prevention isn't possible.	Prevention work with affect their status with their peers.
We need to...	Change behavior	Change behavior	Change behavior	Change behavior
Desired result	Collaboration & Support; Increased amount of work and programs; Get men involved.	Collaboration & Support; Increased amount of prevention work and programs; Get men involved.	Increased collaboration & support for prevention	Increased participation & bystanders actively engaged
Strengths	Genuinely care about students & want to do the right thing.	Established community presence; They are the DV/SA experts.	Established collaborations; Field of knowledge & resources.	Most are uncomfortable with men's use of violence; Most are well-intentioned; Have more credibility with peers.
Weaknesses	Bureaucracy; Are stretched too thin.	Moved away from social change in favor of social service.	Focus on evidenced-based; Isolate by issue.	Privilege; Will be seen as loss of power; Lack of awareness and/or self-awareness.
Opportunities	Desperate for resources & help; Issues affect both urban & rural.	Opportunity for renewed community organizing.	Federal push for collaboration, results, & transparency.	Economy; General dissatisfaction with current situation may make them open for change.
Barriers	Stretched too thin; Lack of resources.	Everything is on fire & we're drowning; Lack of resources & leadership.	Disconnected; Lack of funding.	Fear of push-back; Will create less support for minorities & women.

FIRST DRAFT GOALS & STRATEGIES

The next few pages, 8-11, feature our very ROUGH first draft of goals, strategies and tactics. I left the original in this document to help illustrate the steps in the process, and this is the only document that I have that has everything all in one handy place.

Eventually, we settled on the three goals and core strategies listed below, and we drafted a more detailed action plan. As I mentioned on the phone, we are still figuring out how to implement our action plan, so I don't have anything to showcase or any "words of wisdom" for that at this time 😊.

FINAL GOALS & STRATEGIES

GOAL #1: Establish KCSDV & Member Programs as experts in DV/SA/Stalking

- Strategy 1: Enhance KCSDV's professional image through branding
- Strategy 2: Expand our reach through new communications tools
- Strategy 3: Increase our proactive communications & messaging efforts

GOAL #2: Increase capacity for messaging

- Strategy 1: Develop a better balance of information for SA/Dating Violence/Stalking
- Strategy 2: Assess KCSDV & Member Programs communications needs/develop tools accordingly
- Strategy 3: Increase communications-related training

GOAL #3: Establish that everyone has a role to play to protect victims

- Strategy 1: Increase proactive, targeted communications regarding homicides

Kansas Coalition Against Sexual & Domestic Violence — Strategic Communications Plan

Audience		Key messages	Tactics/Action steps	Person(s) responsible	Timing/Frequency	Measurement	Budget/Resources & Capacity Needed
<i>ROUGH DRAFT: Goal 1 -- Proactive, targeted communications positioning KCSDV and/or Member Programs as DV/SA experts</i>							
1.	Media	Prevalence -- Statewide; Dynamics of DV/SA; Economy not a cause	Proactively pitch to reporters; Respond/piggyback on events (See calendar); Update media portion of KCSDV website.	Melissa D., Sandy, Joyce	On-going	Increased interview requests; more relationships	Time
2.	General Public	It's someone you know You can help	Make KCSDV website more user-friendly; E-newsletter; E-mail tags; Social media efforts;	Melissa D & R Sandy & Joyce Team Leaders	On-going	Number of subscribers/followers in social media efforts	Time
3.	Legislators		SHSS;	Sandy, Joyce	On-going		Time
4.	Child Welfare Justice Systems *Criminal Response *Corrections Health Care Systems *Mental Health	Messages tailored based on audience definitions and needs. (see chart) *Audiences will need peer spokesperson to deliver messages effectively.	<i>As applicable: Develop resource sections for KCSDV website; Use social media and e-news; Respond/piggyback on related events & awareness days to get media coverage; Consider marketing efforts beyond trainings, like postcard mailers, etc..</i>	Team Leaders Melissa D.	On-going		Time; Need to develop e-marketing database of collaborative partners and use opt-in, permission based info from training registration, evals, etc.
5.	KCSDV Staff Member Programs Board	Brief highlights of projects, successes, challenges, grant report deadlines, etc.	E-news highlights	Management Team	On-going		Time

Audience		Key messages	Tactics/Action steps	Person(s) responsible	Timing/Frequency	Measurement	Budget/Resources & Capacity Needed
<i>ROUGH DRAFT: Goal 2 -- Proactive, targeted communications about DV homicides</i>							
1.	Media	Prevalence -- Statewide; Dynamics of DV/SA; Economy not a cause	Proactively pitch homicide info to reporters; Respond when appropriate to event; Update media portion of KCSDV website.	Melissa D., Sandy, Joyce	On-going	Increased interview requests; more comprehensive coverage of homicides	Time
2.	Legislators	Someone in your district You can help	Sandy e-mails legislator when homicide occurs in their district.	Melissa D., Sandy	On-going	Responses from legislators	Time
3.	Member Programs	How can you help your community/turn the outrage into action	Provide tools/Fact Sheet of ideas on how to move community to action.	Melissa D., Sandy	On-going	Feedback from programs on effectiveness	Time
4.	Justice Systems *Criminal Response Health Care Systems	Someone in your community/State has died. How can you help provide a solution? *Audiences will need peer spokesperson to deliver messages effectively.	As applicable: Member Programs with solid collaborations would contact systems. Also, if we had the e-database we could send out a statewide notification to the appropriate systems with a message about solutions.	Members Melissa D Team Leaders	On-going	Feedback from programs on effectiveness & results. Feedback from Team Leaders.	Time; Need solid collaborations with Member Programs and their community.

Audience		Key messages	Tactics/Action steps	Person(s) responsible	Timing/Frequency	Measurement	Budget/Resources & Capacity Needed
<i>ROUGH DRAFT: Goal 3 -- Provide more balanced coverage of information regarding sexual violence, stalking, teen dating violence, prevention</i>							
1.	Media	Prevalence -- Statewide; Dynamics of DV/SA; Serious crimes;	Proactively pitch to reporters; Respond/piggyback on events (See calendar); Update media portion of KCSDV website.	Melissa D., Sandy, Joyce	On-going	Increased interview requests; more relationships	Time
2.	General Public	It's someone you know You can help	Develop related sections for KCSDV website; Respond/piggyback on related events & awareness days to get media coverage; E-newsletter; E-mail tags; Social media efforts;	Melissa D & R Sandy & Joyce Team Leaders	On-going	Number of subscribers/followers in social media efforts	Time
3.	Legislators		SHSS;	Sandy, Joyce	On-going		Time
4.	Child Welfare Justice Systems *Criminal Response *Corrections Health Care Systems *Mental Health	Messages tailored based on audience definitions and needs. (see chart) *Audiences will need peer spokesperson to deliver messages effectively.	<i>As applicable: Develop resource sections for KCSDV website; Use social media and e-news; Respond/piggyback on related events & awareness days to get media coverage; Consider marketing efforts beyond trainings, like postcard mailers, etc..</i>	Team Leaders Melissa D.	On-going		Time; Need to develop e-marketing database of collaborative partners and use opt-in, permission based info from training registration, evals, etc.

Audience		Key messages	Tactics/Action steps	Person(s) responsible	Timing/Frequency	Measurement	Budget/Resources & Capacity Needed
<i>Goal 4: Uniformity of messaging & increased capacity for messaging</i>							
1.	Member Programs	Uniformity in messaging = strength in numbers. We've got the tools to make your job a little easier.	Develop Fact Sheets & resources for external communication based on member's needs & KCSDV's goals.	Melissa D., Management Team; Team Leaders	On-going	Feedback & implementation from programs; Assessment of media coverage; Assessment of TA calls from Programs & Media.	Time; Finding or creating resources/materials; Training/TA as needed.
2.	KCSDV Staff	Consistency in written and graphic presentation will enhance the audience's ability to receive and understand our messages.	Develop an internal communications style guide for consistency in writing & graphic design; Develop Fact Sheets & resources for external communication based on staff's external communication needs.	Melissa D; Management Team; Team Leaders	On-going	Style guides developed & implemented; Fact sheets developed and implemented. Feedback & implementation by staff.	Time; Finding or creating resources/materials; Training /TA as needed.
3.	KCSDV Board	Your system impacts the lives of victims & you have access to resources — let's work together to find solutions.	Collaborate with Board as applicable when developing messages designed for systems they are a part of. Leverage as spokespeople and as resources when applicable. Distribute fact sheets & messaging relevant to Board Members.	Management Team; Team Leaders; Melissa D.	On-going	Collaborative efforts; Feedback from Board.	Time; Finding or creating resources/materials; Training /TA as needed.

STRATEGIC PLANNING CALENDAR

Month	National Recognition Day/Week/Month or Theme	Ideas/Resources
January Jan. 11	Stalking Awareness Month International Human Trafficking Awareness Day	stalkingawarenessmonth.org humantrafficking.change.org
February	Teen Dating Violence Awareness Month African American History Month	teendvmonth.org & loveisrespect.org Community event/outreach opportunities
March	International Women’s Day (March 8) Women’s History Month	internationalwomensday.com womenshistorymonth.gov
April	Sexual Assault Awareness Month	nsvrc.org/saam
May	Mothers Day (2 nd Sunday in May) Asian-American Awareness Month	Participate in an existing event, or create a new event
June	Internet Safety Month Fathers Day (3 rd Sunday in June) Gay Pride Month	nnedv.org/projects/safetynet Community event/outreach opportunities
July	Independence Day	Tie in with the right to a life free from abuse
August	Back to School	Promote Prevention -- talking to teens about healthy relationships Fundraising Tie in -- back-to-school related donations for shelter
September	Labor Day (first Monday) Grandparents Day (first Sunday after Labor Day) Latina/Chicano Awareness Month	Tie in to DV in the workplace Highlight elder abuse Community event/outreach opportunities
October	Domestic Violence Awareness Month Native American Heritage Month	nrcdv.org/dvam/ Community event/outreach opportunities
November	Forensic Nursing Week Thanksgiving	iafn.org Fundraising Tie in with season of giving
December	Faith based holidays	Fundraising Tie in with season of giving