

Partners in Prevention

Facilitating Healthcare Intervention for Domestic Abuse

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RE: Corporate Giving and Sponsorship Opportunity

Dear Perspective Partner:

Partners in Prevention, a 501(c)(3) public charity, invites you to participate in a unique marketing opportunity sponsoring a local healthcare educational program on domestic abuse prevention and intervention, while giving your business presence in front of a healthcare audience and visibility in your community.

Why Domestic Abuse Education for Healthcare Providers

Intimate partner violence and child abuse are public health problems of enormous proportions. One out of every three women will be assaulted by an intimate partner during her lifetime, and 60 to 70% of men who abuse their female partners also batter their children. Domestic violence doesn't only compromise the abused; far too often it results in their murder. Domestic abuse results in medical expenses of \$3 to 5 billion per year and costs employers another \$100 million in lost wages, sick leave, absenteeism and lessened productivity.

The most effective method of reducing these losses, and preventing domestic abuse from escalating to the point of severe injury or death, is for healthcare professionals to recognize it and intercede. By applying models developed to identify other chronic health problems, the healthcare system can play a significant role in interrupting the cycle of abuse. However, effective training for healthcare providers to this end is virtually non-existent. The net result is systematic failure to prevent domestic violence.

Studies suggest most healthcare providers do not assess for domestic abuse even though they are required by hospital regulations to do so. According to the American Medical Association, more than 1.5 million women nationwide seek medical treatment for injuries related to abuse each year. It is estimated that 25% of all patients seen in ambulatory clinics may be victims of spousal abuse.

Yet, research reveals that only a small percentage of these abused patients are being recognized in the healthcare system. In one study, almost 80% of physicians identified fewer than five victims in the past year. Antidotal and survey findings show that healthcare providers believe they are ill-equipped to identify and intervene in domestic abuse cases.

Sponsored Program Solution and Intended Results

Partners in Prevention steps into this huge knowledge and service gap, providing highly polished programs on clinical skills necessary to interrupt abuse. These programs, called "Domestic Abuse Assessment and Clinical Management Training," fulfill the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) competency standards with respect to domestic abuse. They have been tested, proven effective and have demonstrated impact over 20 times in eight states across the country.

The training is designed to augment—not replicate, nor replace—the resources of domestic abuse advocacy. The essential distinction of this training is its focus on helping healthcare providers develop the clinical skills necessary for intimate partner violence intervention. Without these clinical skills, healthcare providers frequently fail to implement the important lessons of domestic violence programs given by local abuse agencies.

The Domestic Abuse Assessment and Clinical Management Training consists of three in-service continuing medical and nursing education programs on domestic abuse prevention and intervention, and address three areas of clinical education:

- Domestic violence assessment and referral
- The psychophysiology of battering dynamics and implications for healthcare
- Therapeutic communication skills that facilitate change

The lessons learned in these programs strengthen the healthcare provider's ability to act as a catalyst for domestic abuse intervention. Essentially, the training shows how to overcome the barriers most healthcare providers face in addressing domestic violence, and offers clinical psychotherapeutic strategies that restore healing for the abused patients they serve.

Partners in Prevention will offer this training for healthcare facilities that have 200 beds or more, an emergency department and an obstetrics department. Many of these healthcare organizations will have a special women's health component within the hospital. Five hospitals, fulfilling these criteria, have already expressed an interest in these programs.

The recipients of these programs are physicians, nurses, nurse practitioners, nurse midwives, therapists and social workers. Medical disciplines represented are family practice, internal medicine, orthopedics, emergency medicine, and obstetrics and gynecology.

Partners in Prevention expects to replicate the results observed in previous trainings and substantiate these results with follow-up testing. Healthcare providers who attend the domestic abuse training consistently report being deeply inspired to conscientiously screen for domestic abuse following these programs.

They note that they are better equipped to interface with this patient population and show greater success in facilitating therapeutic change. Many providers also report how they appreciate the professional camaraderie they feel in getting this information from a credentialed healthcare provider.

Partners in Prevention: Organization Overview, Mission and Budget

Partners in Prevention is committed to helping bridge healthcare professionals and domestic abuse victim advocacy. We are dedicated to insuring that healthcare treatment for patients who are victims of domestic violence supports regaining patient safety, health and well-being.

Partners in Prevention is a newly established 501(c)(3) public charity, however its mission has been embraced and carried out for several years before the formal legal inception of the organization. The training programs for which we seek funding are the primary activity of Partners in Prevention and carry out the organization's mission:

We are dedicated to preventing domestic violence and intervening when abuse is recognized. Through consulting, training and speaking, we inspire and teach nurses, physicians and therapists nationwide to recognize domestic violence, facilitate change and restore healing for the abused patients they serve.

The current programs used by Partners in Prevention were developed by, and are delivered by, Dr. Jeanne King, Ph.D., clinical psychologist, published author and professional speaker. The Domestic Abuse: Assessment and Clinical Management Training programs are based on 25 years of clinical healthcare expertise in psychology and therapeutic communications, and an extensive knowledge base in child abuse and intimate partner violence.

Partners in Prevention's estimated budget to fully customize, prepare, deliver and evaluate 10 three-part continuing medical and nursing trainings for the first year is \$207,900. We plan to secure funding through three sources of revenue:

- Foundation grants and individual contributions
- Healthcare organization fee for service of \$1250 per program
- Corporate sponsorship and corporate giving programs

How We Help You Carry Out Your Charitable Vision

The delivery of these programs gives healthcare providers skills and knowledge that they are required to have by law, yet in which they are deficient. This project is essentially workforce development and quality improvement in healthcare delivery.

However, the **ultimate beneficiary** of Domestic Abuse Assessment and Clinical Management Training is **our community**. The health promotion and violence prevention implications of these programs extend beyond the healthcare provider and patient to the hospital, the patient's family and to society at large.

We appreciate your consideration, and would be honored with your sponsorship and the opportunity to acknowledge you as our partner in prevention.

Respectfully yours,

Dr. Jeanne King, Ph.D.