

preventIPV

tools for social change

June 5, 2014

Dear State Coalition/Territory Partner in Prevention,

Thank you for participating in the exciting public launch of the PreventIPV project. Enclosed please find the postcards you requested for your state/territory at the FVPSA Grantees meeting on May 14, 2014. Your efforts to distribute these promotional postcards will help build the PreventIPV community, which is key to ensuring its value in advancing a national prevention agenda and broadening support for its full implementation.



To support your efforts, we are providing talking points related to the IPV Prevention Council, the goals of the PreventIPV project, and the value of the PreventIPV.org online space. We offer tips on leveraging this campaign to promote your own state/territory prevention work, and suggest dissemination strategies for the postcards.

How is PreventIPV useful?

The following talking points reflect the value and utility of the PreventIPV project to the field.

- The IPV Prevention Council was formed in 2011 as a voluntary association of domestic violence coalitions with 2 primary purposes:
 1. To promote prevention as a sustainable priority for coalitions and local domestic violence programs, and
 2. To proactively engage federal partners, funders, and other allied organizations to promote primary prevention of intimate partner violence as a critical component of ending domestic and sexual violence.
- The IPV Prevention Council envisions a future in which a wide network of collaborative and sustained primary prevention efforts lead to the social change necessary to end intimate partner violence.
- PreventIPV, a project of the IPV Prevention Council, provides an opportunity to create and sustain a unified national prevention effort by promoting strategies, tools, and lessons learned by state/territory and community-based prevention programs across the United States.
- The PreventIPV.org online space offers peer-driven resources and tools to help build the capacity of domestic violence programs to engage communities in the social change work that is necessary to promote a thriving culture where all relationships are built on respect, equality, and peace.

How can I leverage this campaign to promote my own state/territory prevention work?

One of the primary goals of the PreventIPV project is to bring visibility to state/territory prevention efforts! You can promote this important connection to your own work by:

- Highlighting your organizations' materials in the PreventIPV.org Tools Inventory. (Be sure to submit your materials via the tab in the top right corner of the site, and encourage local programs in your region to do so, if they are not already included!)
- Describing how the vision and goals of PreventIPV mirror your state/territory prevention goals, plans, or priorities.
- Promoting your own participation in the PreventIPV.org online community as a model for contributing to a unified national voice for prevention.
- Encouraging community-based programs in your state/territory to share their experiences in implementing prevention initiatives via the PreventIPV.org online community.

How can I use these postcards?

There are a variety of ways to disseminate the promotional postcards in your region.

- Stamp, address, and mail them individually to local programs and key stakeholders.
- Offer them at membership meetings, or at regional conferences, health fairs, or other events – on resource tables, in material folders or conference bags, or on participants' chairs.
- Peel and place the magnets in visible locations around your office and/or the offices of partners and stakeholders.
- Share the digital postcard and/or magnet (available upon request) on your website, blog, or social media channels ([#PreventIPV](https://PreventIPV.org)), or in an email to local programs and key stakeholders.

For support or questions related to the PreventIPV project launch, or to report on the impact or reach of your dissemination efforts, please contact Casey Keene at the National Resource Center on Domestic Violence at 800-537-2238 x136 or ckeene@nrcdv.org.

Thank you for your partnership!

IPV Prevention Council
c/o National Resource Center on Domestic Violence
3605 Vartan Way, Suite 101, Harrisburg, PA 17110

PreventIPV is funded through Grant #90EVo410-03 from the U.S. Department of Health and Human Services, Administration for Children and Families, Family and Youth Services Bureau, Family Violence Prevention and Services Program [which incorporates funding provided by the National Center on Injury Prevention and Control/Center for Disease Control and Prevention (NCIPC/CDC)].