

# further forward: our new strategy for impact

—  
May 14, 2018

# today's line-up



**Peter Long, Ph.D.**  
President and CEO



**Christine Maulhardt**  
Director of Communications  
and Public Affairs



**Lucia Corral Peña**  
Senior Program Officer



**Carolyn Wang Kong**  
Senior Program Officer



**Rachel Wick**  
Senior Program Officer

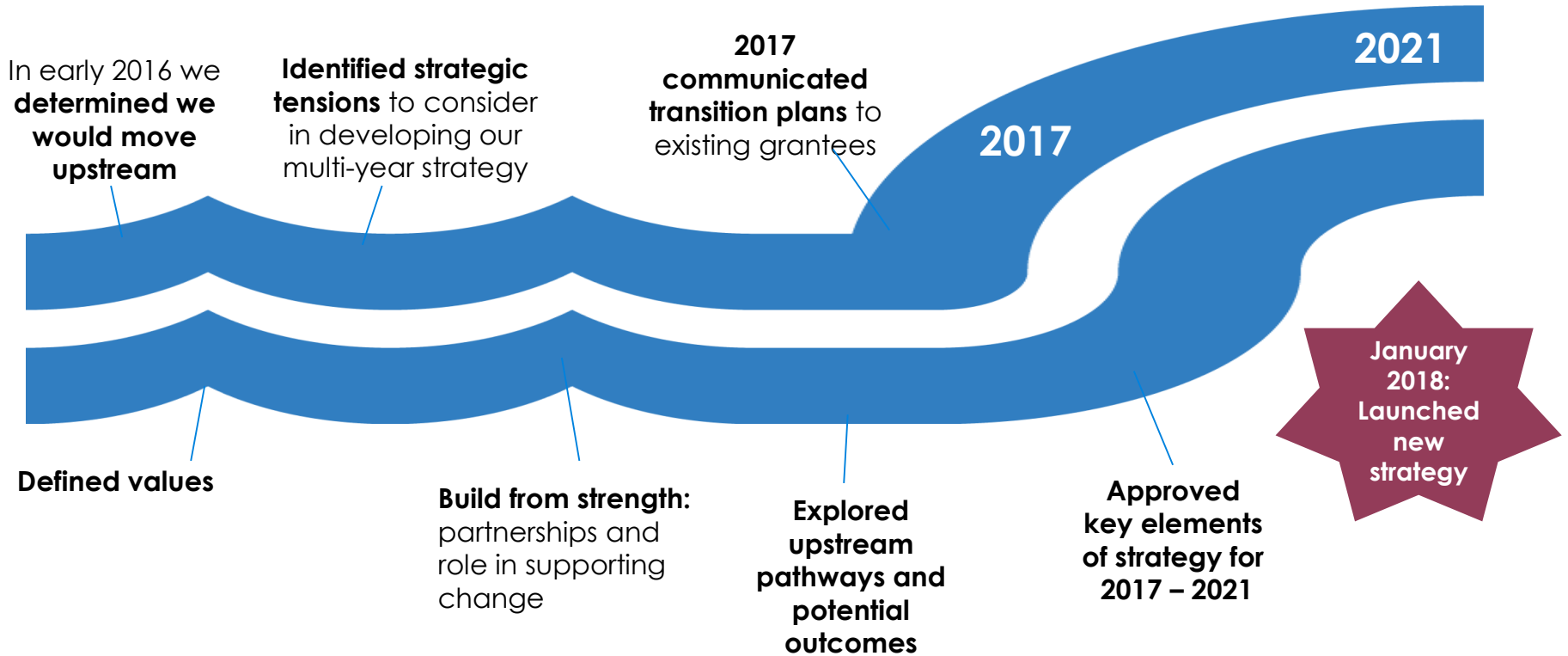


# our values

A photograph showing a woman with dark hair in braids, wearing a yellow t-shirt, holding a baby. A young boy in a white t-shirt and a black backpack is looking up at her. They are outdoors in front of a building with large windows.

As California grows, and the needs of those in our communities change, so does the opportunity to meet new challenges with integrity, partnership, equity and a renewed sense of what is possible.

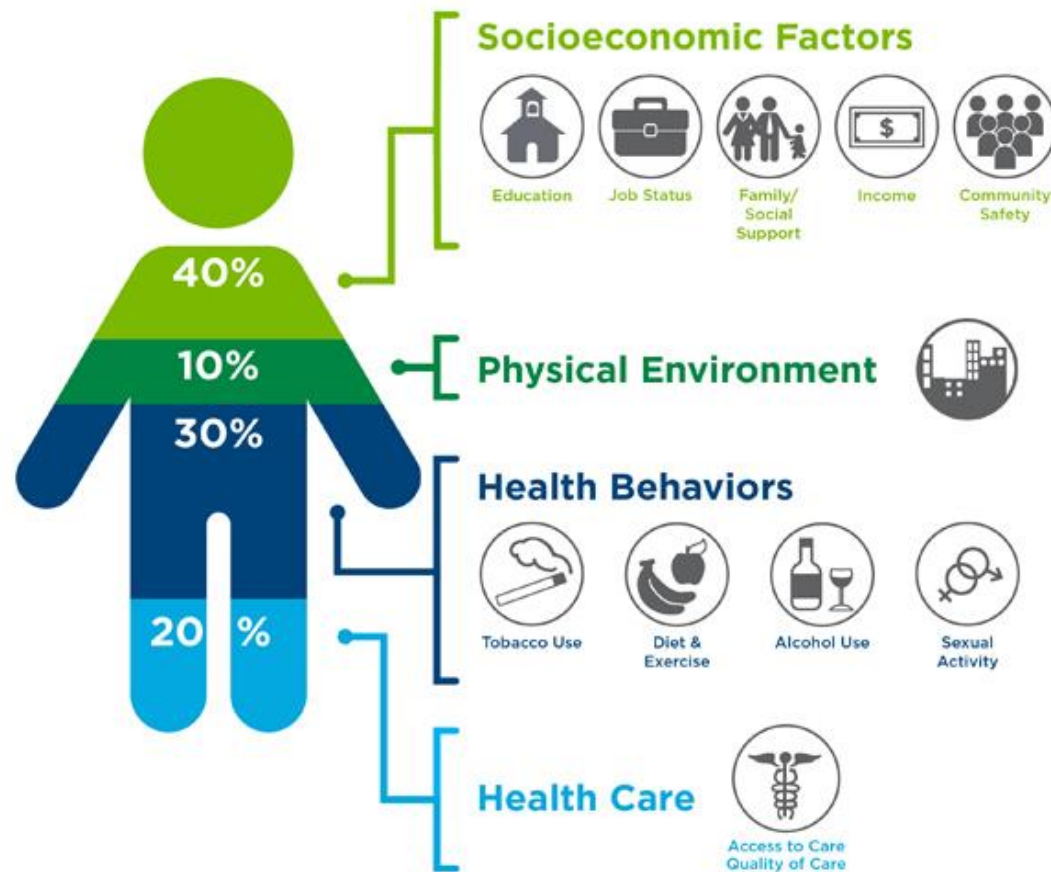
# our journey to a new strategic plan





# what we know

**80 percent of health is determined by factors outside of the healthcare system**

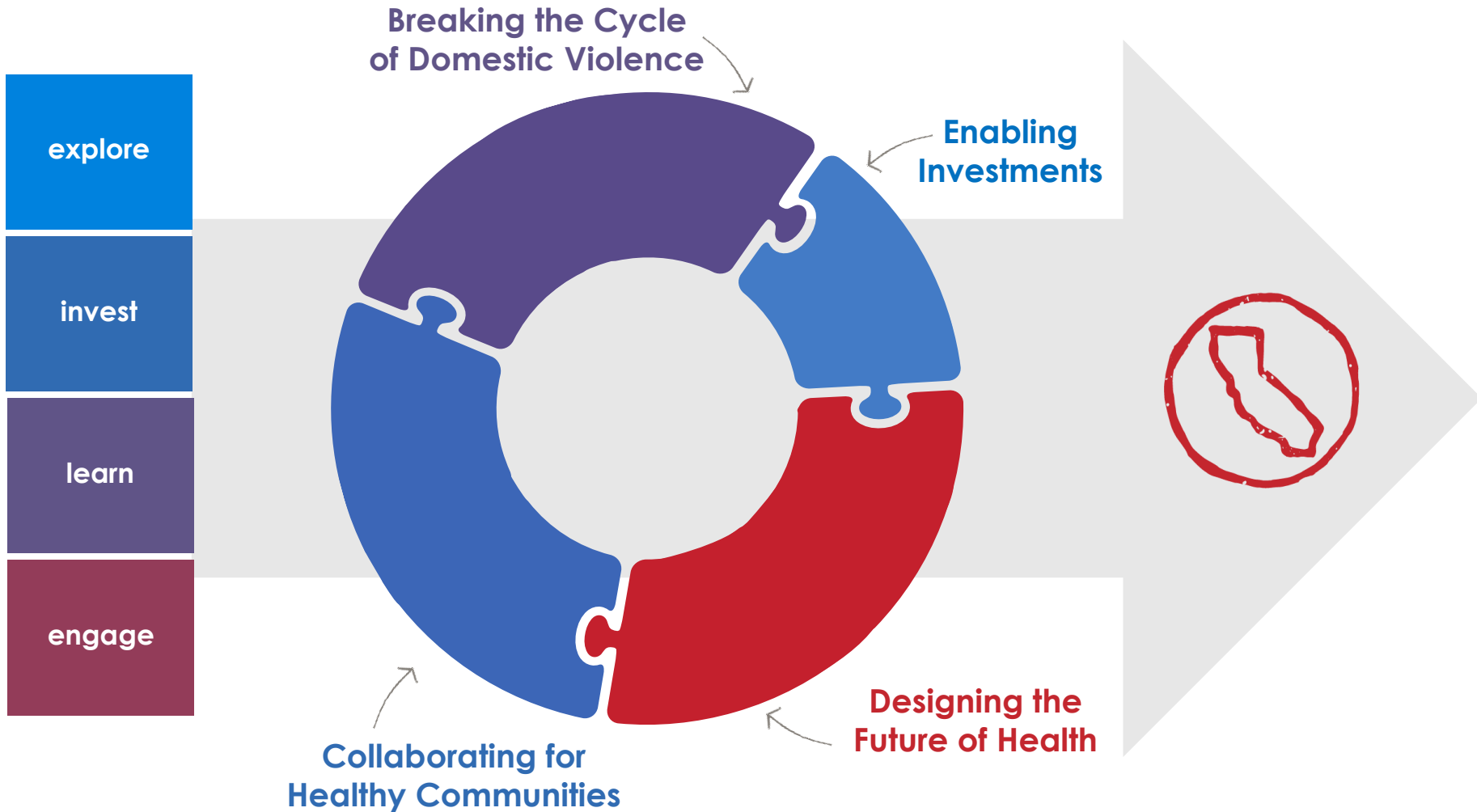


# our bold goal



To make California the **healthiest state in the country, and the state with the lowest rates of domestic violence** by leveraging the power of community and collaboration to generate change

# moving california further forward

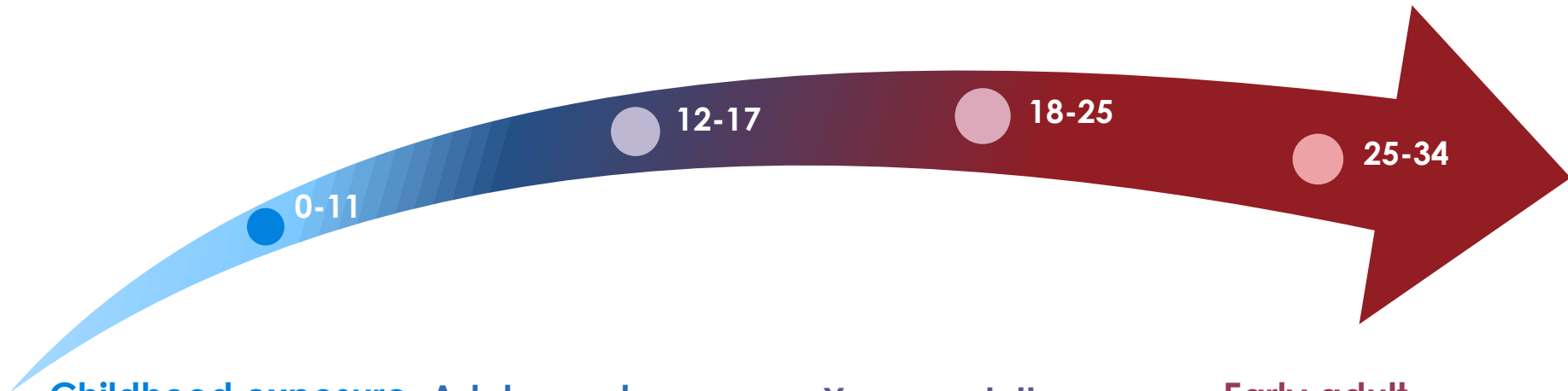




# breaking the cycle of domestic violence

# what we've learned

**Violence starts early and impacts people throughout their lives, so we need approaches that match their life course.**



## **Childhood exposure**

increases the chances of future victimization and perpetration of domestic violence later in life

## **Adolescent Influences**

like violent peer groups, social pressure, and early sexual conduct can lead to first-time experiences with partner violence

## **Young adult prevalence**

is highest during this time period

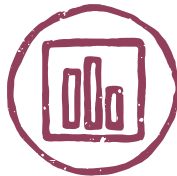
## **Early adult experience**

continues to occur and violence, though first-time incidence rates begin to drop

# opportunities



There are different risk factors at different points along the life course. **Each stage requires unique solutions for prevention.** We are focusing on two-generation approaches that promote prevention and healing, and expand the role of families, communities, and social networks to break the cycle of violence.



**Improve data on rates of domestic violence, its prevalence, root causes and interventions,** particularly for people and communities facing multiple forms of adversity and trauma.



The complexity of the issue demands **a diverse, multi-sector, collaborative approach** to address and prevent it. We will invest in collaborations that focus on lived experiences of survivors, children, and families, and that expand engagement of people and partners in prevention.



Engage new partners and champions to help **shift public perceptions about domestic violence and harmful gender norms** to generate new allies and policies to advance innovations in prevention.

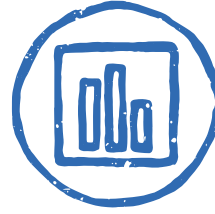
# on the horizon



## Prevention & Healing Practices

### Re-Imagine Lab

Bringing together field leaders, new partners, and community members to creatively explore what experiments and risks need to be seeded now to make our vision a reality



## Data and research

Disseminate **Life Course Framework** and launch pilot projects.

Work with external partners to **address key gaps in data**, particularly around root causes, interventions, and equity



## Norms and policy

Develop domestic violence **prevention policy agenda**

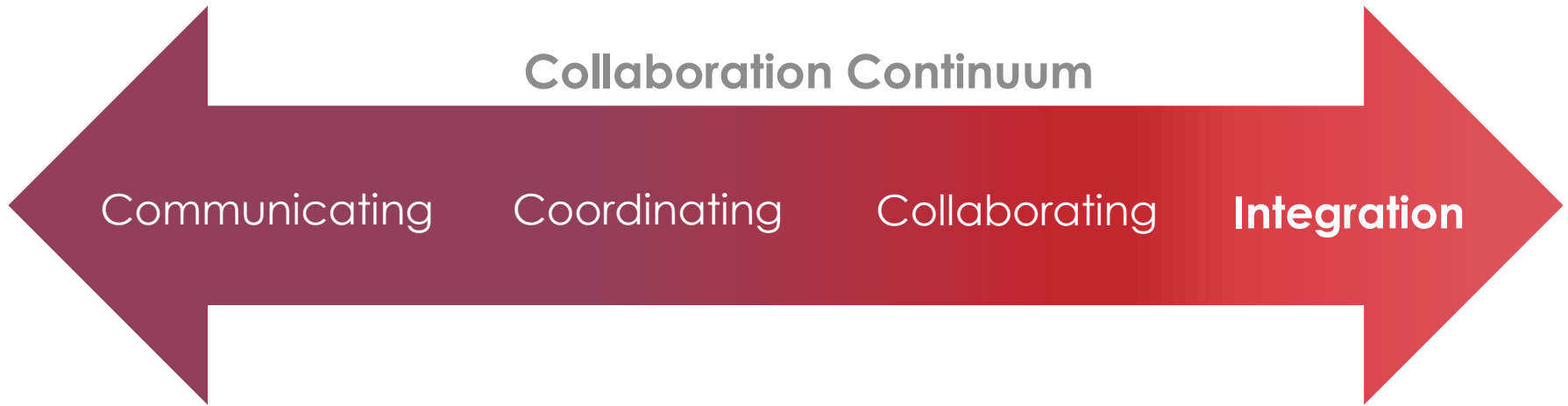
Establish funding collaboration to leverage the #MeToo movement to **address gender-based violence**

# collaborating for healthy communities

# what we've learned

**To sustainably transform the health of communities, collaborations must integrate prevention and intervention, address complex social drivers, promote authentic community engagement, and be funded from both private and public sectors.**

## Collaboration Continuum



Clinical or service delivery partnerships focused on individual needs, with shorter term outcomes

Multi-sector collaborations focused on systems change, with longer term outcomes



# opportunities



Collaborations often evolve from successful transactional service-based partnerships; however, **moving from transactional to relational structures requires special attention to “setting the table”** – establishing clear roles, committing to shared outcomes, and shifting accountability and power.



Multi-sector collaboration is a powerful approach that has the potential to enact systems change. But the **power of collaboration is only as effective as its focus on the needs and wants of those most impacted.** Human centered design and engagement strategies serve to not only ensure focus on the right issue, but sustainability of prevention strategies.



Collaborations are often grant-funded, creating a focus on achieving short term, measurable outcomes. Yet **community transformation takes time and requires self-sustaining funding so that collaboratives can focus on solving the complex issues** most relevant to their community.



The **varied and complex drivers of domestic violence make it an issue ripe for multi-sector collaborative approaches.** Disruption of the generational cycle of domestic violence requires both prevention and building protective factors.

# on the horizon



## Transformational Collaboration

Building community engagement capacity within multi-sector collaboratives



## Economic Sustainability

Setting the table for domestic violence prevention collaboratives

Building community based organizations' capacity to collaborate with health



## Domestic Violence Prevention

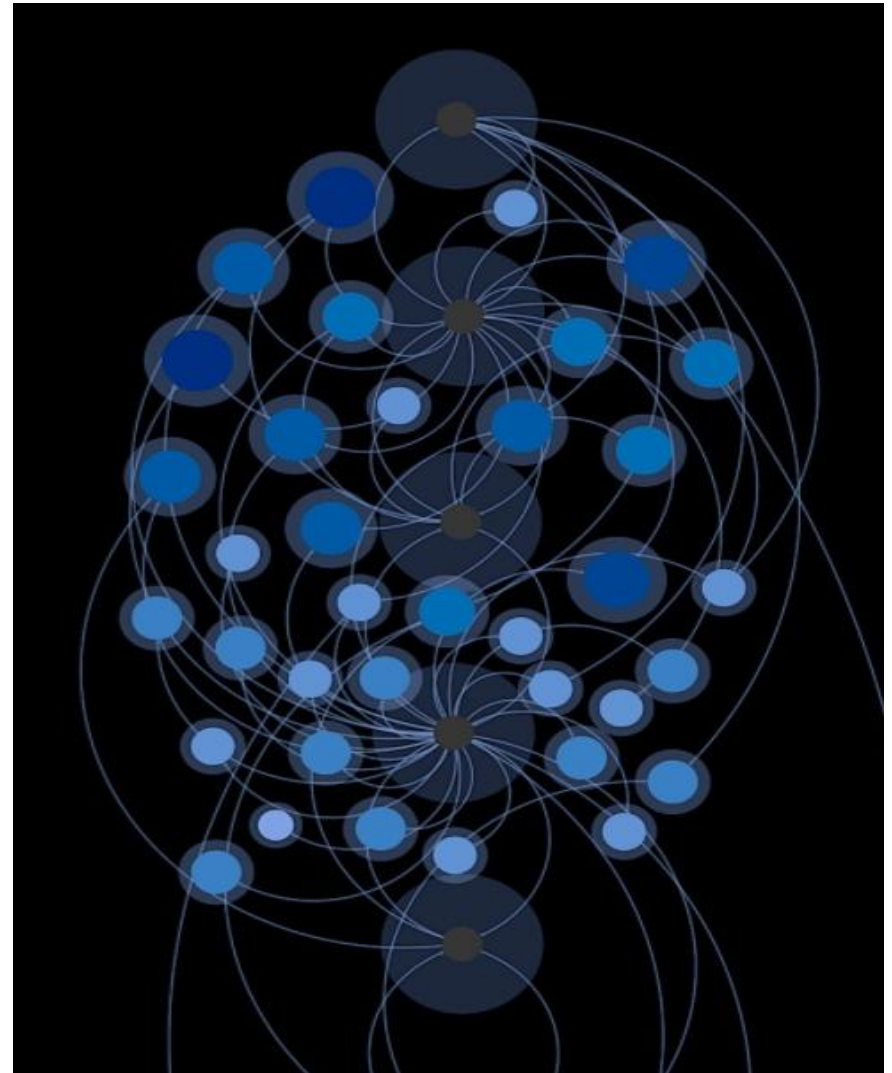
Integrating domestic violence prevention into existing collaboratives

# designing the future of health

# what we've learned

Rapid changes ahead, prevailing problems from the past, and an uncertain climate today will require us to think differently and more expansively about how we work together to advance health equity and end domestic violence.

As our challenges and systems become more and more dynamic, so too must our solutions.



# opportunities



Research **historical and future trends related to root causes** of health and violence



Develop and test **new tools and frameworks that reflect complexity** of problems



**Generate sustainable funding** for proven approaches that enable better health & safety



Reorient systems and solutions to be designed around **people & communities**

# on the horizon



## Sustainable funding

### Value of prevention request for proposals

Develop and test new approaches to sustain investments in prevention



## Testing new frameworks

### Ecosystem design challenge

Develop and test “ecosystem frameworks” in community health and domestic violence



## Trends

### Future work

Understanding this new era of work and its long-term impact on health, safety, and equity.

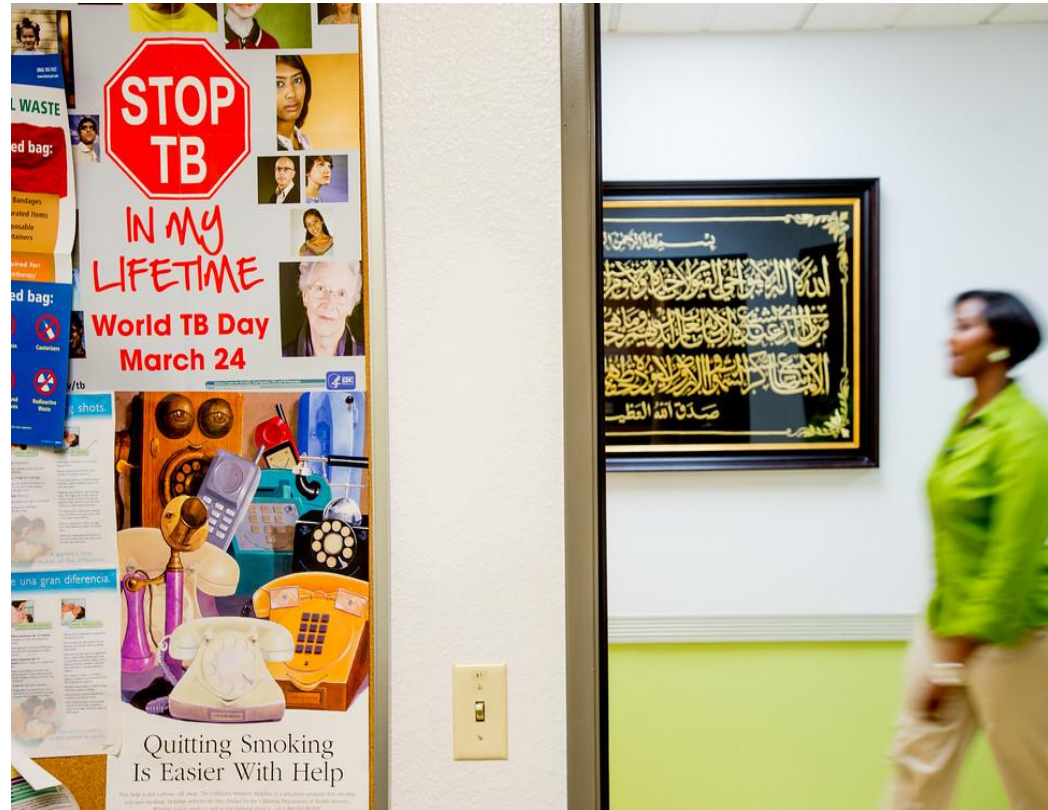


# learning and measurement

# what guides us

Our **bold goal is an anchor**, and we'll work with our partners to develop **meaningful measures** that help us learn as we go.

We want to uncover what's possible, understand what's being accomplished - and **how** - in order to ensure that we are living our values in the work that we do each day.



# what can we learn from you



**What about our new approach is most exciting?**



**How can we share information and gather your input along the way?**

together, we can move California **further forward**

thank you & questions



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