

**Welcome to the  
Web Conference**

**From Data to Prevention:  
Framing Sexual and Domestic Violence Prevention  
Impact from a Cost-Effectiveness Perspective**

**We will start soon**

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[www.PreventConnect.org](http://www.PreventConnect.org)

- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
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- Prevent-Connect Email Group (listserv)

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**How to use this technology**

- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides
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➤ Please send a private chat message for help  
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## 2011 Web Conferences Building Prevention Leadership

- **Advancing a Critical Analysis: Incorporating consciousness in prevention efforts**
- **Cultivating Community Driven Social Change**
- **Using Data to Make the Case for Prevention** Guest: Berkeley Media Studies Group (July 25; repeated July 26, 2011)
- **Promoting a Diverse Leadership** (August 30; repeated August 31, 2011)
- **Measuring and Communicating Effectiveness** (September 27, repeated September 28, 2011)

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## 2011 Web Conferences From Data to Prevention

- **Understanding the Differences between National Sexual Violence and Intimate Partner Violence Surveys.** Michele Lynberg Black, CDC (May 25, repeat May 26, 2011)
- **Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective Transforming Communities** (June 8, 2011)
- **Using Data to Make the Case for Prevention,** Prevention Institute with Berkeley Media Studies Group (July 25; repeat July 26, 2011)
- **Framing Primary Prevention Messages Using Data;** CDC and Fenton (September 20; repeat September 21, 2011)

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## PreventConnect

- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.

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## Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective


Presenter:  
**Lisa Hoffman**  
 Transforming Communities:  
 Technical Assistance, Training and  
 Resource Center

**June 8, 2011**  
**11:00AM -12:30 PT; 2:00-3:30 PM ET**



**TRANSFORMING COMMUNITIES**  
Creating Safety, Justice & Equality

TECHNICAL ASSISTANCE, TRAINING & RESOURCE CENTER



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## Learning Objectives

- Discuss how cost framing can be used to describe the impact of our prevention work
- Discuss terms for articulating costs and benefits
- Walk through 6 Steps for Making Your Prevention Case
- Share real-life examples





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## Overview of Cost-Framing Work


**Comprehensive Manual: Making the Case for Domestic Violence Prevention Through the Lens of Cost-Benefit (2006)**  
[http://www.transformcommunities.org/sites/default/files/MANUAL\\_Cost%20Effectiveness%20Toolkit.pdf](http://www.transformcommunities.org/sites/default/files/MANUAL_Cost%20Effectiveness%20Toolkit.pdf)

**User's Guide: Making the Case for Domestic Violence Prevention Using a Cost-Effectiveness Framework (2010)**  
<http://www.transformcommunities.org/content/tc-tat-resources>





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## Costs

Chat

Public

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Type here to send a message

*What are some the costs associated with sexual and domestic violence?*

Use chat to answer

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## Interpersonal Violence

**Direct costs:**

- ✓ Direct medical costs
- ✓ Costs of legal services
- ✓ Direct perpetrator control costs
- ✓ Costs of policing
- ✓ Costs of incarceration
- ✓ Costs of sheltering victims
- ✓ Costs of foster care
- ✓ Private security contracts costs

Source: Adapted from Economic Dimensions of Interpersonal Violence, Institute of Medicine Workshop by Hugh Waters, April 28, 2011, [www.who.int/violence\\_injury\\_prevention/publications/violence/economic\\_dimensions/](http://www.who.int/violence_injury_prevention/publications/violence/economic_dimensions/)

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## Interpersonal Violence

**Indirect Costs:**

- ✓ Lost earnings and lost time
- ✓ Lost productivity
- ✓ Life or health insurance costs
- ✓ Psychological costs
- ✓ Other non-monetary costs

Source: Adapted from Economic Dimensions of Interpersonal Violence, Institute of Medicine Workshop by Hugh Waters, April 28, 2011, [www.who.int/violence\\_injury\\_prevention/publications/violence/economic\\_dimensions/](http://www.who.int/violence_injury_prevention/publications/violence/economic_dimensions/)

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## Some Cost Statistics...

**Violence Against Women's Act (VAWA) is estimated to have saved over \$14 billion in victim costs.** Source: A Cost-Benefit Analysis of the Violence Against Women Act of 1994, Clark, K. et al, *Violence Against Women*, Vol. 8, No. 4, Sage Publications, 2002, <http://www.sagepub.com/content/8/4/417.abstract>.

**Domestic violence costs nearly \$67 billion per year, roughly 15% of U.S. crime costs. Rape (excluding child sexual abuse) is the most costly of all crimes, with an estimated cost of \$127 billion per year, including medical, lost earnings, pain/suffering, and lost of quality of life.** Source: *Victim Costs and Consequences: A New Look*, by Miller, Cohen, and Wiersema, U.S. Dept. of Justice, 1996, <http://www.ncjrs.gov/pdffiles/victcost.pdf>.

**Each incident of rape costs \$151,423.** Source: Murder by numbers: monetary costs imposed by a sample of homicide offenders, by DeLisi, et al, *The Journal of Forensic Psychiatry & Psychology*, Vol. 21, No. 4, 2010, <http://www.soc.iastate.edu/staff/delisi/murder%20by%20numbers.pdf>.

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## Comparing Direct and Indirect Costs

“Suppose that an additional year of incarceration for a rape offender would prevent one additional rape incident. Considering only tangible, out-of-pocket costs, the average rape (or attempted rape) costs \$5,100 – less than the \$15,000 - \$20,000 annual cost of a prison cell. The bulk of these expenses are medical and mental health care costs to victims. However, if rape's effect on the victim's quality of life is quantified, the average rape costs \$87,000 – many times greater than the cost of prison.”

Source: *Victim Costs and Consequences: A New Look*, by Miller, Cohen, and Wiersema, U.S. Department of Justice, Washington, D.C.: 1996, p. 1. <http://www.ncjrs.gov/pdffiles/victcost.pdf>.

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## Health Related Costs

Health-related costs of rape, physical assault, stalking and homicide committed by intimate partners exceed \$5.8 billion each year. Of that amount, nearly \$4.1 billion are for direct medical and mental health care services, and nearly \$1.8 billion are for the indirect costs of lost productivity or wages.

Source: Costs of Intimate Partner Violence Against Women in the United States, Centers for Disease Control and Prevention, April 2003, [http://www.cdc.gov/violenceprevention/pub/IPV\\_cost.html](http://www.cdc.gov/violenceprevention/pub/IPV_cost.html)

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## Hidden Costs

“The long-term negative health consequences of violence and abuse are increasingly being recognized as major health concerns and the true cost to the health care system may reach hundreds of billions of dollars a year.”

*Hidden Costs in Health Care: the Economic Impact of Violence and Abuse, Academy on Violence and Abuse, [www.avahealth.org](http://www.avahealth.org)*

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## Lifetime Spiral of Violence Against Women

“Violence against women is more than physical, sexual, economic, and emotional abuse; it is also about living in a climate of fear, misery, loss, mistrust, humiliation, and despair. The lives of abused Asian and Pacific Islander women are shadowed by the cultural burdens of shame and devaluation. Gender violence can be experienced in the context of additional oppressions based on race, ethnicity, age, sexual orientation, gender identity, type of labor being performed, level of education, class position, immigration/refugee status or disability.”

Source: Domestic Violence Against Asian & Pacific Islander Women, Firoza Chic Dabby, <http://www.vaw.umn.edu/documents/dvagainstapi/dvagainstapi.pdf>

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## Why is cost framing relevant to our prevention work?

- We are living in an environment of limited resources
- We need to think deeply about what works and what doesn't work to use resources wisely
- We can do better at articulating our impact
- Funders want to see “evidence” – and so do we!

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direct costs

cost-effectiveness

lost productivity

theory of change

cost analysis

indirect costs

intangible costs

outcomes

When you see or hear these words, what comes up for you?

Type here to send a message

Use chat to answer

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### What is Cost-Effectiveness?

**Cost-effectiveness** points to the relationship between what a program costs (\$\$\$) and program outcomes.

- o "Effective"- Did you accomplish your goals? What are the changes in knowledge, behavior, policies and practices?
- o "Efficient" - Did you use your resources (staff, \$\$\$, time) in the best way?

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**We are making the case that prevention costs society less than what it would cost to deal with the consequences of sexual and domestic violence without a prevention program!**

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## Framing Can Help Answer

- Is this program activity a good investment?
- Are we saving the city/county/state/country money by promoting SV/DV prevention?



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**“Not everything that counts can be counted, and not everything that can be counted counts.”**

– Albert Einstein



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## Mountain Crisis Services

Mariposa County  
**PROJECT RESPECT**

*A community-wide effort to create a safe, trusting environment.*



**Chevon Kothari**  
Executive Director



**Alison Tudor**  
Program Manager

[www.mariposarespect.net](http://www.mariposarespect.net)

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### 6 Steps for Making Your Prevention Case

- 1) Describe the problem/theory of cause
- 2) Describe your prevention approach/why it makes sense
- 3) Describe your desired benefits/outcomes
- 4) Conduct cost-analysis of your program & specific activities
- 5) List actual benefits/outcomes & compare cost-effectiveness
- 6) Summarize your case statement & create marketing tools

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**Step 1**

### Describe the Problem & Your Theory of Cause

- What is the exact problem you are addressing?
- What is the size and extent of the problem? Use local data if at all possible and use national data to support your case.
- What are some of the costs of this problem to individuals and to society?
- What are the root causes of this problem?

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Mariposa County  
**PROJECT RESPECT**  
*A community-wide effort to create a safe, trusting environment.*

### Theory of Cause

Research shows that bullying is often linked to:

- Limited skills around empathy
- History of violence
- Being involved in bullying as a victim or a person who has used bullying behavior
- Future experiences with domestic violence

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## How much does SV/DV cost your community?

**Mariposa Example:**

- Each nonfatal assault cost approximately \$27,362 per U.S. female victim.
- 151 nonfatal DV assaults in Mariposa in 2010.
- Estimate total costs for these assaults in Mariposa were over \$4 million.  
( $\$27,362 \times 151 = \$4.1$  million)

Only 25% of all physical assaults against females by partners are reported to police.

Therefore actual costs are unquestionably higher!



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**Step 2**

## Describe Your Prevention Approach & Why it Makes Sense

A *Theory of Change* can show where you are going (the change you desire), why you believe you are moving in the right direction, and how you can get there!



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MARIPOSA COUNTY  
**PROJECT RESPECT**  
A community-wide effort to create a safe, trusting environment.

## Theory of Change

By working with diverse stakeholders in comprehensive, community-centered ways, we build knowledge, behaviors, and policies that support healthy relationships and promote adult, community and youth safety and accountability.

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M a r i p o s a C o u n t y  
**PROJECT RESPECT**  
A community-wide effort to create a safe, trusting environment.

1. Community events and campaigns
2. Direct work in K-12 classrooms
3. Professional development for teachers
4. Parent education and support
5. In-depth work with after-school youth programs and others
6. Coaches on-site (new component)

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**Step 3**

### Describe Your Desired Benefits/ Outcomes

What are the benefits (outcomes) you expect and how will you measure whether you have achieved them?



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### Outcomes

Chat




Public Private

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Type here to send a message

*What are the outcomes you track or strive to achieve?*

Use chat to answer

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Mariposa County  
**PROJECT RESPECT**  
*A community-wide effort to create a safe, trusting environment.*



## Desired Outcomes

- Decrease in bullying incidents
- Increase in students' ability to respond assertively to bullying
- Increase in students' perceptions that adults are more responsive to bullying
- Increase in students' feelings of personal responsibility to intervene in bullying
- Increase in teacher and staff likeliness to intervene and coach when bullying occurs
- Increase in CCR members' understanding of prevention

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## 5 Indicators of Social Change

Shift in Definition	Shift in Behavior	Shift in Engagement	Shift in Policy	Maintaining Past Gains
The issue is defined differently in the community or larger society.	People are behaving differently in the community or larger society.	People in the community or larger society are more engaged.	An institutional, organizational, or legislative policy or practice has changed.	Past gains have been maintained, generally in the face of opposition.

Women's Funding Network  
[http://www.wfnn.org/PDFs/WFM\\_FiveIndicatorsOfSocialChange.pdf](http://www.wfnn.org/PDFs/WFM_FiveIndicatorsOfSocialChange.pdf)

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**Step 4**

## Conduct a Cost-Analysis

A thorough description of the type and amount of all resources used to produce a (prevention) program.



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Mariposa County  
**PROJECT RESPECT**  
*A community-wide effort to create a safe, trusting environment.*

### Example

- Discovered that after start-up costs, ongoing costs were minimal and decreased from \$39 per student to \$13 per student after 3<sup>rd</sup> year
- Identify ongoing and one-time costs
- Include “hidden” operational costs (staff time, meetings with partners, etc.)
- Critical that funders understand that prevention is an ongoing process that requires time and relationships

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Step 5  
**Describe Your Actual Benefits/Outcomes & Compare Cost-Effectiveness**



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Mariposa County  
**PROJECT RESPECT**  
*A community-wide effort to create a safe, trusting environment.*

### Outcomes

Initial evaluation results show:

- 85% of teachers & staff report they know more about bullying prevention and ways to integrate it in their classroom as a result of PR
- 87% report more confident & more likely to intervene in bullying situations
- 82% are more confident they will receive support from administration
- 89% state they intend to use some of the prevention strategies

Unexpected Outcomes:

- Coaching component rated most highly by teachers, staff, and youth
- Increased community buy-in
- Increased collaborative partnerships between Mountain Crisis Services and other agencies and schools
- Increased funding for our prevention efforts

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**We are “generating evidence” for long-term prevention impact!**

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**Step 6**

**Summarize Your Case Statement & Create Marketing Tools**

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**Sample brochure:**  
**Mariposa Project Respect**  
[www.mariposarespect.net](http://www.mariposarespect.net)

**Mariposa County PROJECT RESPECT**  
*A community-wide effort to create a safe, trusting environment*

**PROJECT RESPECT** is a community and school-based program that works with schools, teachers, parents, and community members to promote respect, trust and ethical responsibility. PROJECT RESPECT helps to create a safe community, establish a culture of respect, and ensure that all students, staff, and community members are safe and supported. PROJECT RESPECT helps to create a safe community, establish a culture of respect, and ensure that all students, staff, and community members are safe and supported.

**OUR STRATEGIES INCLUDE:**

- Skills and Support for Children, Caregivers and Adults
- Training and Support for Staff and Parents
- Community Engagement

**What is Bullying?**

Bullying is when one person or a group of people repeatedly and intentionally harms another person. Bullying can be physical, verbal, or social. Bullying can happen in person or online. Bullying can be a one-time incident or it can be ongoing. Bullying can be a problem for anyone. Bullying can be a problem for anyone.

**Refuse**

respect recognize refuse report

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## Cost Effectiveness



How can you use cost effectiveness framing in your community?

Use chat to answer

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COMMUNITY VIOLENCE INTERVENTION CENTER

*Celebrating 30 years of promoting peace*

- Getting started with cost-framing
- Success in framing our work as a public safety issue
- Tailoring the cost savings for each entity
  - City
  - County
  - State
- Collecting the data and obtaining buy-in
- Impact of cost framing on our organization

CVIC Grand Forks, North Dakota [www.cviconline.org](http://www.cviconline.org)

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## Costs of Sexual Assault

### Minnesota

Sexual assault in Minnesota cost more than \$8 billion in 2005. This is about three times more than costs related to drunk driving. Cost per sexual assault was estimated at \$184,000 for children and \$139,000 for adults.

FOCUS ON PREVENTION!

[http://www.pire.org/documents/mn\\_brochure.pdf](http://www.pire.org/documents/mn_brochure.pdf)  
<http://www.health.state.mn.us/injury/docs/costhighlights.pdf>

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SAFETY | JUSTICE | PREVENTION

## Cost of Domestic Violence In [county(s) you serve]

The Women's Center is a community organization designed to provide support and resources for women and children affected by domestic violence. The center offers services such as crisis support, advocacy, and legal assistance. Additional questions? Contact our staff to address your services question.

**Sample brochure: Minnesota Coalition for Battered Women**  
[www.theduluthmodel.org/userfiles/Southern%20St%20Louis%20County%20DAIP.pdf](http://www.theduluthmodel.org/userfiles/Southern%20St%20Louis%20County%20DAIP.pdf)

**COST OF DOMESTIC VIOLENCE**

Total Tangible Costs	\$
Total Quality of Life	\$
Total Law Enforcement	\$
Total Probation	\$
Total Court Costs	\$
Estimated Cost of Domestic Violence Our Service Area	\$

**PROGRAM NARRATIVE:**

In 2008, The Women's Center served 30 women as well as 5 men and 25 children. The total cost of the violence is approximately...

...calculating medical costs and costs incurred from lost productivity from 2011, with one domestic violence crisis line report about...

Domestic Violence cost approximately \$... in the Center's service area last year.

The number is a low estimate, as it does not include non-crash or secondary victims.

Checklist A-B in Women's Protection Act, Protective Order, and Protective Order for Women and Child

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## Success Stories

- How has using cost-framing added value to your community and prevention programs?
- What lessons have you learned?

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## Keep the work moving forward

What are your next steps?  
 What Support or information do you still need?

Use chat to answer

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Questions?



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**Additional Information**

TC-TAT: User's Guide: Making the Case for DV Prevention Using a Cost-Effectiveness Approach  
[www.transformcommunities.org/content/prevention-cost-effectiveness](http://www.transformcommunities.org/content/prevention-cost-effectiveness)

Technical Assistance available – contact contact Sarah McCoy-Harms, 415-457-2464  
[Smcoy-Harms@transformcommunities.org](mailto:Smcoy-Harms@transformcommunities.org)

Mariposa County Project Respect  
[www.mariposarespect.net](http://www.mariposarespect.net)

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**THANK YOU!**

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