

# Community Outreach Strategies

To Address Domestic Violence

Outreach and intervention strategies by Asian and Pacific Islander (API) advocates have arisen as accommodations and alternatives to non-API domestic violence programs. Innovative strategies have been crafted out of necessity and by vision and intentionality. The ideas listed below have been compiled from the brilliant and hard work done by Asian and Pacific Islander advocates and organizations across the country. We have listed strategies very briefly – some of them are used by one agency, some by several. The Asian Pacific Institute on Gender-Based Violence provides technical assistance on the details and implications of adopting certain strategies and can put advocates in touch with programs using them.

## In General

- If you plan outreach efforts to a particular group, say monolingual rural women with no or limited English, be sure you can respond to their needs when they utilize your services.
- If your organization is not planning to provide services, then build relationships with other organizations in the area that will.
- Collaborations need clarity about what's expected from all partner agencies. So, establish the limits of what all agencies can provide; set up procedures to meet regularly about case management; and ensure collaborative strategizing about community organizing.

## Outreach Strategies

1. Outreach to blue-collar workers: Contact small business owners and offer to have an informal discussion during lunch break about domestic violence. This builds networks between the women and breaks the silence amongst them about domestic violence.
2. Publicize services at cultural events or venues that serve your ethnic community, e.g., palm cards in women's restrooms at movie theatres, or flyers on cars in the parking lot.
3. Participate in low-key ways in community projects at a faith center e.g., packing grocery bags for needy families and talking to other volunteers there about domestic violence and available services because they often have relationships to recipient families.
4. Coat-check at clubs, especially for nights/performers that attract an API crowd.
5. Place advertisements in ethnic newspapers and other media.
6. Grocery stores in ethnic areas such as Chinatown: Supply flyers that are inserted in each bag or grocery bags printed with domestic violence services information.

7. Be a contingent marching in an annual parade on Pakistani Independence Day, Chinese New Year, Tet, Pride March, etc. Since these are celebratory events, organizers may balk at including domestic violence programs, but anti-violence advocacy is something to celebrate as it strengthens the community.
8. Information and outreach to children: An 8-year old showed his mother the palm card he had gotten at school, "I know where we can go, mom".
9. Citizenship or English as a Second Language (ESL) classes: Provide information and have discussions on domestic violence.
10. Door knocking (if your community is in an identifiable geographic location): Because of safety considerations this needs to be carefully planned, and is most frequently done in conjunction with distributing health information, e.g., about smoking or dental care for children.
11. Independence through driving or public transportation: Assisting battered women to learn how to drive e.g., paying for driving lessons, helping them get their license, familiarizing them with public transport by accompanying them through the system on the routes they use, providing bus passes.
12. In-service trainings for medical professionals serving your ethnic community so they can provide referrals or have service information in their offices.
13. Outreach through midwives: Asian women may often select midwives to ensure a female practitioner, so outreach through their practices and training for them can reach a significant group.
14. Consulate offices: Informational training for consular staff so they can assist battered women with passport problems. Ask if your services can be listed on the consulate website.
15. Small gatherings: Invite a small group of 6-8 women from the community for a discussion/informational session on some issues like incest, or same-sex domestic violence, issues that are harder to address in a larger public forum. Strategize about how to raise awareness about the problem and responses to it.
16. Plays and dramatizations about domestic violence on ethnic radio so non-English speaking women in workplaces where the radio is on a lot, get information and resources.
17. Youth created skits or rap or spoken word events on dating violence, followed by discussions and youth input about prevention.
18. Approach leaders of religious institutions and have them set aside an annual donation (mosques collect zakat, churches collect tithes, etc.) for the domestic violence program in your and their community.
19. Parenting classes for those with young and/or teenage children as a way to have public discussions about domestic violence and change community attitudes.
20. Training for beauty salon workers in nail salons, hairdressers, etc. to recognize domestic violence and offer resource information to customers.
21. Put information up at bathroom stalls at the local health club.
22. Hold a vigil following a domestic violence related homicide.
23. Outreach to university students by tabling at events, speaking at the women's center and conducting in-service training for staff of the campus health center and university police.

24. Chai house gatherings: Hold bi-monthly events at a local tea/coffee house to discuss issues such as work, stress, juggling work and family life, and domestic violence.
25. Provide computers to a church group for training on how to access information on the internet and make domestic violence one of the topics.
26. Posting service and contact information (with tear off that women can take to their apartments) in the laundry rooms of large apartment complexes where many Asian families live.
27. Art and technology: Use the arts, media, film, drama, dance, pod-casts and other cultural events as an opportunity talk about violence against women. E.g., compile clips from popular films that show violence against women and have discussions around them.
28. Toll-free numbers for services: These are used by many API programs – they encourage callers because there is no cost associated with a long-distance call and the number does not appear on the callers' phone bill, protecting confidentiality.



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