

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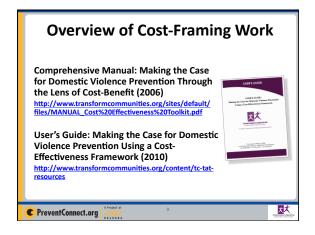
- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression

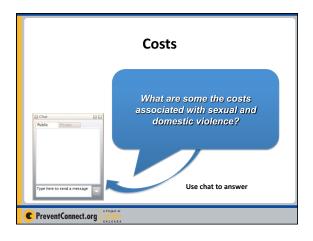
PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.

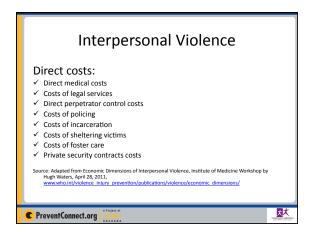
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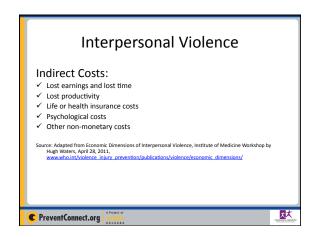


Learning Objectives Discuss how cost framing can be used to describe the impact of our prevention work Discuss terms for articulating costs and benefits Walk through 6 Steps for Making Your Prevention Case Share real-life examples







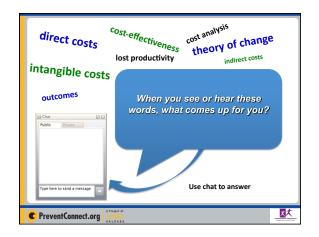


Some Cost Statistics... Violence Against Women's Act (VAWA) is estimated to have saved over \$14 billion in victim costs. Source: A Cost-Benefit Analysis of the Violence Against Women Act of 1994, Clark, K. et al., Violence Against Women, Vol. 8, No. 4, Sage Publications, 2002, http://www.sageub.com/content/8/4/47a.abstract. 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 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. 苁大 PreventConnect.org **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 - less\$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. PreventConnect.org **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

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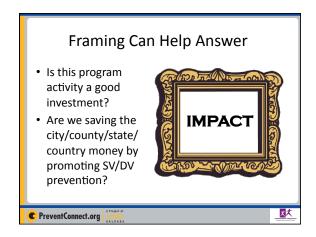
Hidden Costs "The long-term negative health consequences of violence and abuse are increasingly being recognized as major health concerns and the true cost to the health care system may reach hundreds of billions of dollars a year." Hidden Costs in Health Care: the Economic Impact of Violence and Abuse, Academy on Violence and Abuse, www.avahealth.org 太大 PreventConnect.org 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, C PreventConnect.org 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!

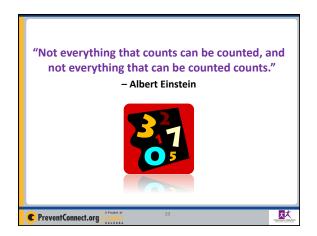
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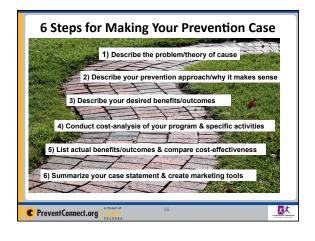
Cost-effectiveness points to the relationship between what a program costs (\$\$\$) and program outcomes. "Effective"- Did you accomplish your goals? What are the changes in knowledge, behavior, policies and practices? "Efficient" - Did you use your resources (staff, \$\$\$, time) in the best way?

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!

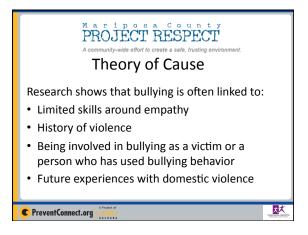


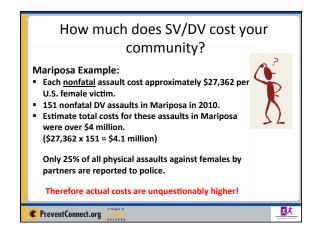


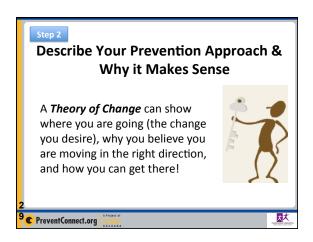




Step 1 Describe the Problem & Your Theory of Cause
What is the exact problem you are addressing?
 What is the size and extent of the problem? Use local data if at all possible and use national data to support your case.
What are some of the costs of this problem to individuals and to society?
What are the root causes of this problem?
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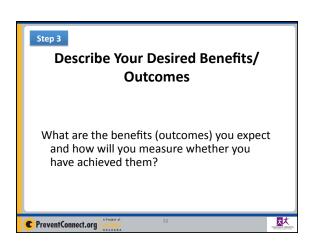


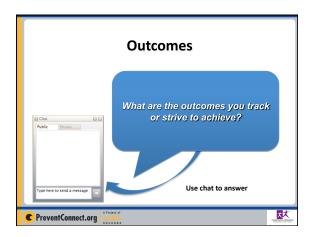


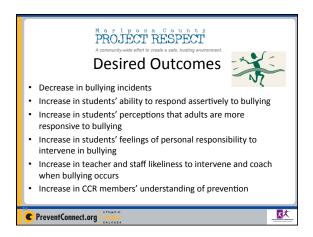


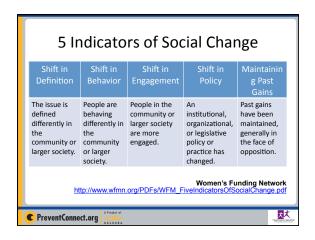


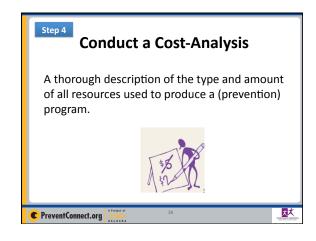




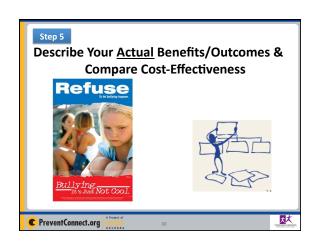


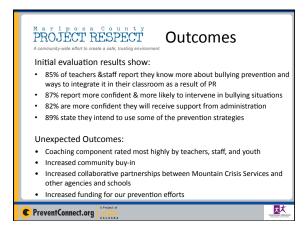






PROJECT RESPECT Output Discovered that after start-up costs, ongoing costs were minimal and decreased from \$39 per student to \$13 per student after 3rd year Identify ongoing and one-time costs Include "hidden" operational costs (staff time, meetings with partners, etc.) Critical that funders understand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

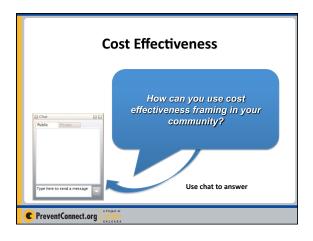










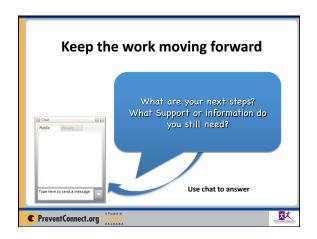




Costs of Sexual Assault Minnesota Sexual assault in Minnesota cost more than \$8 billion in 2005. This is about three times more than costs related to drunk driving. Cost per sexual assault was estimated at \$184,000 for children and \$139,000 for adults. FOCUS ON PREVENTION! http://www.pire.org/documents/mn_brochure.pdf http://www.health.state.mn.us/injury/docs/costhighlights.pdf



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





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 Technical Assistance available — contact contact Sarah McCoy-Harms, 415-457-2464 Smcoy-Harms@transformcommunities.org Mariposa County Project Respect www.mariposarespect.net

