Domestic Violence in the Workplace
Keynote Business Plan

Overview

This document provides a guideline for the development and delivery of a Domestic Violence in the Workplace keynote address for a business professional association event.

Mission

To increase awareness of employers and business professionals of the issues of domestic violence in the workplace.

Audience

Almost every profession and industry has an association with a membership and regular meetings. These regular meetings may be monthly, quarterly or annual and often need a speaker as a focal point. Some associations may even offer continuing education credits for these presentations. While most of these presentations occur during a long business luncheon, some may be up to 3 hours long, allowing for more material and inter-active group exercises.

The topic of Domestic Violence in the Workplace may of interest to the membership, especially if there was a recent, local incident.

While often the speaker may receive a gift or free lunch, a small honorarium is also common. While often the speaker may receive a gift or free lunch, a small honorarium is also common.

While mentioned below, it is important to tailor the presentation to the issues and concerns of the type of association. It is a good idea to talk with the contact person who arranged the presentation about what topics and issues would be of the most interest to the membership.

A list of professional association membership organizations are listed in the Appendix.

Broad Overview Of Steps

Items marked with an asterisk (*) can be found in the CD folder.

Step 1. Communication with Association

- ❒ Identify the various types of professional associations that are in your area.
  - ❒ The list* of national association website is a starting point but Chamber of Commerce will also be good resource for contacts.
- ❒ Choose which one(s) you want to contact.
- ❒ Identify appropriate person/officer to contact (e.g., president, education officer, membership director, etc.). It would be best to know a member who can vouch for you and your agency.
- ❒ Send proposal of presentation (in Keynote Folder).
- ❒ Confirm presentation date and location.
- ❒ Marketing of event is usually handled by the association as it will just for their membership.
- ❒ Send handout material for copying.

  This may include the Participant Handout* and a copy of the presentation.
- ❒ Determine and request A/V support.
- ❒ Request a membership list or at least registration list of attendees.
- ❒ After event, send thank you note and explore possibility of collaborating to produce an open-enrollment Seminar program.

Step 2. Develop the Curriculum

- ❒ Determine agenda outline (usually 45 min to 1 ½ hrs)
- ❒ Update program with local laws and programs*
- ❒ Determine Participant Activities*
- ❒ Adapt program to audience type/professional needs

The entire presentation (agenda, slides, activities, etc) should be adapted, re-arranged and edited to fit particular needs. **This Seminar Presentation sections provides the components to help you design your own program.**

Step 3. Develop the agenda and material for your audience.

a. Examples:

   i. Chamber of Commerce (small business owners)- Impact of Abuse; Organizational Development; Employment Law; How Employers can Make a Difference

   ii. Human Resources Professionals- Employment Law; Working with Victims; Working with Abusers

   iii. Security Professionals- Security

   iv. Occupational Health Nurses and Employee Assistance Professionals- Working with Victims; Working with Abusers

b. The presentation slides need to be adapted to local laws and programs. Please visit legalmomentum.org (look up EHRSA-Employment and Housing Rights for Survivor's of Abuse) for reference to employment laws in your state.

c. The template for the PowerPoint Slideshow is blank (white background). You can then change to your preference or add agency logo.

d. Activities can be chosen depending on presenter preference, audience make-up and arrangement of room.

Step 4. Evaluation and Follow up

- ❒ Provide the Presentation Evaluation form.*
- ❒ Follow up with participants (see Follow up Procedures*).
  - ❒ On-site visit to provide additional support and program development
  - ❒ Online Survey to determine impact

Obtain attendee information by requesting the attendee list from the hosting association. This, however, is often not provided. You can pass out a sign up sheet or collect business cards through a raffle-prize activity.

After the program, participants can be contacted to encourage them to develop their organization's program and policy. The Participant Handout* is a resource for this (policy, organization action steps, etc.). However, Follow up Procedures* identifies additional resources.

To improve and determine the impact of the program, evaluation is necessary. Peace at Work can assist in the "crunching of the numbers" and provide a report to the presenting agency for both the Presentation Evaluation Form* and the follow-up Impact Assessment.

Available on-line:

- The paper Presentation Evaluation Form (collected at the end of the presentation) can be tallied through an online form.
- The impact assessment is an on-line survey provided to the attendee after the presentation (2 weeks-2 months).

  Contact www.peaceatwork.org for the on-line surveys and support.

A full report of both assessments can be provided to the presenting agency. All data will remain confidential. Peace at Work's own evaluation of the Train-the-Trainer program will generate broad reports of multiple participating agencies but will contain no identifying information.

Please help Peace at Work make this program better and obtain support through examination of the solid evidence of impact.