



*... the inspiration, the hope,
the commitment, the vision*

A National Call to Action



THE CRISIS

Intimate Partner Violence, also known as Domestic Violence, and Sexual Violence are major public health problems in the United States. Chances are hearing these words make you uncomfortable or anxious in some way. Rightfully so, as they represent the most degrading type of personal violation or intrusion a person can experience.

Given the intimate nature of abuse, people's tendency is to avoid it. Most victims feel ashamed about their abuse, a shame that lead them to not want to talk about it. Those of us who hear about such horror typically do not know what to say or do. It is a paralyzing reality of life in America.

Yet, talking about it, and doing something about it, is exactly what we as a nation, a society, need to do! For if we don't, intimate partner violence and sexual violence in America will continue its upward trend as a national pandemic.

In a recent report, the Centers for Disease Control and Prevention (CDC) revealed that . . .

- ▶ More than 1 in 3 women and more than 1 in 4 men in the United States have experienced rape, physical violence, and/or stalking by an intimate partner.
- ▶ Nearly half of all women and men in the United States have experienced psychological aggression by an intimate partner.
- ▶ Most female victims (69%) and male victims (53%) experienced some form of intimate partner violence for the first time before the age of 25.

The CDC report goes on to state, **"The findings in this report underscore the heavy toll that sexual violence, stalking, and intimate partner violence places on women, men, and children in the United States. Given the scope and impact of sexual violence, stalking, and intimate partner violence, it is critical that feasible, evidence-informed actions are taken to prevent and respond to these problems."**

WHY SAVING PROMISE? WHY NOW?

Since its inception in 2007, Saving Promise, a national grassroots organization, has assessed the existing needs and emerging opportunities within the intimate partner violence and sexual violence communities. We are pleased to see that the CDC's recent National Intimate Partner and Sexual Violence Survey confirms Saving Promise's conclusion: the importance of focusing our mission on Advocacy, proAction and Awareness.

- ▶ Aligned to our **ADVOCACY** strategy, the CDC states that "Collective action is needed to implement prevention approaches, ensure appropriate responses, and support these efforts based on strong data and research."
- ▶ With respect to our **PROACTION** strategy, the CDC states, "Ongoing data collection and monitoring of these problems at the local, state and national level must lead to further research to develop and evaluate strategies to effectively prevent first-time perpetration of sexual violence, stalking and intimate partner violence."
- ▶ Finally, validating our **AWARENESS** strategy, the CDC highlights that "It is equally important to continue addressing the beliefs, attitudes and messages that are deeply embedded in our social structures and that create a climate that condones sexual violence, stalking and intimate partner violence."

In light of these needs, the report concludes there is strong reason to believe that the application of effective strategies, combined with the capacity to implement them, will make a difference. Given Saving Promise's vision and niche, we are well situated to play a major role in helping make that difference a reality.

OUR STRATEGY



ADVOCACY

Greater collective action and coordination in the advocacy community

Given that intimate partner violence and sexual violence is not a new problem in America, there is a well established advocacy community working at the national, state and local level to address this issue. Yet, there is a need for greater coordination and integration of strategies, programs and services.

Through our **Promise Coalition**, Saving Promise will provide the overarching national coordination to galvanize collective action and power of these broad-based, yet not-always-well orchestrated efforts to ensure a unified voice, a unified vision, a unified movement.

The Promise Coalition . . .

The Promise Coalition's goal is simple, but critical: build a grassroots advocacy and action-oriented movement that will reduce intimate partner violence and sexual violence and make it the national priority we all believe it deserves to be.

proACTION

Enhanced prevention and intervention initiatives for victims and perpetrators, alike

When the CDC stated in its recent report that our nation must have “Ongoing data collection and monitoring of these problems.... to effectively prevent first-time perpetration of sexual violence, stalking and intimate partner violence,” we at Saving Promise fully agreed. All too often, support services are offered to victims after the fact. Helpful, but ultimately not when it is most needed—before a woman, man or child is violated.

As part of our prevention function, Saving Promise has developed a strategic model—a roadmap for the public health communities to assess current trends, programs and gaps, and offer more proactive solutions to prevent and intervene before the violence occurs.

Saving Promise believes in the importance of being proactive, and in the power that comes from strength in numbers. We look forward to working with the leading organizations, agencies and advocates to develop a cohesive model that will ultimately reduce the number of people affected by this crisis.



Be Free Now!

As a first step, Saving Promise will launch Be Free Now!, a clearinghouse of resources designed to provide Jane and Joe Smith with the latest and greatest information on intimate partner violence and sexual violence—from why it happens, to what are its signs, to how to prevent or intervene against it, to where to get proactive help. Equally important, this platform will support researchers and advocates as they assess the scope of the problem, and put forth policy and program solutions. No such comprehensive resource presently exists, and Saving Promise looks to what other effective grassroots health prevention movements have done as a model to centralize pertinent resources and make it available all under one e-roof.



iPromise . . .

Coinciding with the launch of our online clearinghouse, Saving Promise will also launch, iPromise, a national awareness campaign with the objective of educating society about intimate partner violence and sexual violence and asking them to make a promise for change.

AWARENESS

Engaging America through increased education and awareness

If one in four people in America has experienced domestic violence, then so has one in four families, friends and businesses. The CDC report findings “underscore violence as a major public health burden,” and recent figures place the rising costs of domestic violence on our society at \$8.3 billion annually for healthcare costs, and \$37 billion to address homicides and related injuries. Clearly, this is an issue that affects all of us socially and economically, which is why Saving Promise is devoted to making the goal of reducing intimate partner violence and sexual violence a national priority.

As with any social change movement, a critical first step is building public awareness, as awareness leads to concern, which in turn leads to action. As part of our strategy, Saving Promise will launch a series of initiatives and campaigns to raise social consciousness, and—as the CDC report recommends—address the beliefs, attitudes and messages that are deeply rooted in our society.



OUR IMPACT

Saving Promise has developed a focused, but comprehensive, strategy which captures the CDC's recommendations as well as a broader model to address this rising pandemic. Through our Advocacy, proAction and Awareness programs, we are committed to:

- [1] establishing greater action and coordination in the advocacy community;
- [2] providing enhanced prevention and intervention initiatives for victims and perpetrators alike, and;
- [3] engaging America through increased education and awareness.

We encourage you to learn about our work, and join us in our effort to build a national movement that saves the *promise* for us all.

Saving Promise—the inspiration, the hope, the commitment, the vision.



OUR INSPIRATION

Saving Promise's mission is to lead a unified national movement to reduce intimate partner violence and sexual violence in America. A commitment born from one woman's hope to stop the cycle of violence in her family, which blossomed into a vision for the nation. Founder L.Y. Marlow's story is about four generations of mothers and daughters who survived more than sixty years of domestic violence. When L.Y. discovered that her twenty-two year old daughter was trapped in an abusive relationship that also threatened her granddaughter, a little girl named Promise, she founded Saving Promise with the intention of doing just that—*saving Promise*, and others like her, from the horrors of violence.

OUR PROMISE

Little Promise is not alone. Now is the time for change, *real change*. Our Promise is to bring about that change, to get America thinking differently about this issue; to help those that cannot help themselves; to equip and engage those that have not had a voice, to instill a sense of pride and *promise* that we all deserve better.

OUR VISION

One might ask why this issue persists on the heels of the widespread work being accomplished to eradicate it. Saving Promise believes something is missing: a unified voice, a unified vision, a national call to action.

And to make our vision a reality, we need your help! Certainly, there is a role you can fulfill in *Saving Promise*.