

The Pierce County Commission Against Domestic Violence's Strategic Plan  
is published by the Commission.

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## PIERCE COUNTY COMMISSION AGAINST DOMESTIC VIOLENCE



# STRATEGIC PLAN

2009—2015

## MISSION STATEMENT AND GUIDING PRINCIPLES

### MISSION

The Pierce County Commission Against Domestic Violence is a community action body committed to justice, accountability and safety through collaboration, education and prevention.

### GUIDING PRINCIPLES

- Create safe and peaceful communities through primary prevention of violence.
- Represent and amplify victims' voices and perspectives.
- Educate to a common understanding of the global impact of domestic violence in all its forms.
- Utilize all the talents, experience, perspectives, and energy within the Commission Against Domestic Violence.
- Foster collaboration, alliances, and inclusiveness among all partners and allies.
- Leverage political momentum to support social change.
- Facilitate transparent communication among all partners and allies working against domestic violence.
- Develop leading edge, innovative practices based on research and data collection

## STRATEGIC DIRECTION—POLITICAL ADVOCACY

### INITIATIVES

#### THROUGH

- Cultivate relationships with policy makers to collaborate in shaping public policy
- Educate policy makers on the best practices to address domestic violence prevention and intervention.
- Determine its possible impact of proposed legislation and make recommendations accordingly

### GOALS

- Cultivate political relationships to raise awareness, generate involvement and secure support for the prevention of domestic violence.
- Cultivate the relationship with Tacoma/Pierce County to increase the legitimacy of domestic violence services through other related services.
- Develop judicial relationships. (Future Goal)

Political Advocacy promotes policies that reinforce accountability at both the individual and system levels. To shape societal norms and guides the system response to domestic violence.

## VISION 2015

**We live in a community where all violence is socially unacceptable.**

Because of the commitment to prevention, system coordination and political advocacy, people in Pierce County have the tools, attitudes and related behaviors that support healthy, non-violent families and relationships. Individuals and communities know how to recognize and are willing to take appropriate action when they encounter violence whether that's domestic, sexual, violence against children or the elderly. Every person is familiar with the phrase (such as drop hold cover) in reaction to threats of violence.

Pierce County is known for its multifaceted and coordinated system of response for victims, perpetrators and families who experience domestic violence. There are multiple mechanisms of accountability and treatment for DV perpetrators both within and beyond the criminal justice system. Gaps in services or response are quickly resolved through a coordinated effort among the many response agencies. Direct service agencies trust and rely upon CADV as a catalyst for creative solutions, its recognizable presence in the community and as a source of reliable data and research. They view the Commission as the primary source of technical assistance, local and national data and program development.

Legislators and policy makers seek the advice and guidance of the Commission when shaping legislation and policies to address domestic violence. Our research identifies the financial, personal, social and system costs of domestic violence as well as the significant benefit of prevention. Recommendations brought forward from the Commission are readily adopted and implemented. The media considers the Commission to be a trusted source of information and routinely uses us as a reality check for stories they are covering.

## STRATEGIC DIRECTION—PREVENTION

### INITIATIVES

#### THROUGH

- **Public Engagement:** Enhance community awareness and knowledge of the dynamics of domestic violence and engage the public in changing the norms and policies that support violence in any form.
- **Social Marketing:** Utilize social marketing techniques to build support for healthy behaviors and relationships.
- **Epidemiology:** Collect and analyze standardized data to be used in program development and community action.

### GOALS

- Create a local, standardized baseline of data that reflects incident reports, system activity, recidivism, treatment and costs associated with domestic violence.
- Create a “data supported” message i.e., “Prevention is Possible” or “Prevention is Cheaper”
- Continue with current Public Engagement efforts i.e., message and events to maintain the visibility of Domestic Violence Prevention. (ongoing)
- Sponsor a prevention conference for elected officials and business leaders addressing the impact of Adverse Childhood Experiences. (future goal)

Primary prevention recognizes and changes attitudes that foster and support violence and effectively leverages broad scale societal change. This calls for every individual and organization to be alert to and engaged in the prevention of family violence in Pierce County. Public engagement, social marketing and research-based practices will confront the subtle ways society condones violence and blames the victim. Communities that are respectful and inclusive of all persons are incapable of supporting violence in any form. To challenge the public not only to *think* differently but to *act* differently.

## STRATEGIC DIRECTION—SYSTEM SUPPORT

### INITIATIVES

#### THROUGH

- Identify system service gaps and encourage a coordinated system response.
- Recognize and recommend evidence-based, best practices to promote the most efficient use of resources.
- Honor the victim/survivor voice and perspective in the coordinated response to domestic violence
- Address conflicts between institutional advocacy and individual advocacy
- Facilitate honest communication to provide safe, seamless services

### GOALS

- Strengthen system partnerships by engaging commission member commitment to the strategic plan.
- Promote and host the first annual Service Coalition Summit that brings multiple coalitions together to share their plans and efforts. The intent is to have other coalitions rotate hosting this event in the future.

System Support fosters informed, inclusive and innovative coordination, cooperation and collaboration among the systems and organizations delivering domestic violence services. To ensure the continued delivery of safe and effective services to victims, perpetrators of violence and their children.