



IVP IN ACTION CASE STUDY

Innovative Approach to End
Domestic Violence in Spokane,
Washington

Spokane Regional Domestic
Violence Coalition

[Spokane Regional Domestic Violence Coalition \(SRDVC\)](#) leveraged seed grant funding to amplify and sustain their End the Violence Positive Community Norms (PCN) Initiative. The PCN initiative fosters positive behaviors, attitudes, and norms to prevent and eliminate domestic violence and prioritize high-need neighborhoods. The initiative is designed to improve community beliefs, knowledge, and behaviors to prevent and address domestic violence through collaboration, data collection, and tailored campaign messages.

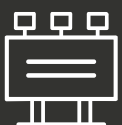
HIGHLIGHTS

SRDVC is the first organization to do the Positive Community Norms campaign for domestic violence prevention.

Two staff received training in evidence-based approaches to domestic violence utilizing Positive Community Norms from The Montana Institute.



300+
Survey
responses

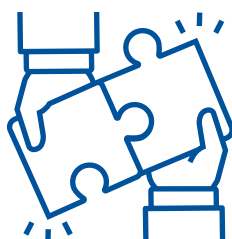


25+
Billboard & bus
bench graphics

APPROACH

SRDVC developed a survey to assess the community's beliefs regarding preventing domestic violence. By partnering with local restaurants to provide \$10 incentives for survey completion and ongoing community outreach efforts, SRDVC collected over 300 survey responses. The responses were then used to develop branded messages and graphics for use on billboards and bus benches which appeared across five prioritized communities in Spokane. Following the launch, SRDCV rebranded their website to align with and reinforce the key message that Spokane can unite and end domestic violence.

KEY PARTNERS



AAPI-serving Organization

Communities in Schools

Montana Summer Institute

Tribal Community

YWCA

KEY TAKEAWAYS

- 1 Engaging partners leads to success**
Work with partners that provide direct services, prioritize populations of interest, and have shared goals to develop a successful community norms campaign.
- 2 Ensuring community readiness is essential**
Take the time to prepare the community for the social norms campaign (SRDVC spent two years preparing the community through their “End the Violence” Campaign).
- 3 Creating culturally relevant messaging is crucial**
Remember that every community is unique and requires messaging that is relevant to their culture.

LEARN MORE

Explore Spokane Regional Domestic Violence Coalition’s End the Violence Campaign and access their data dashboard

<https://endtheviolencespokane.org/>



SRDVC
Spokane Regional Domestic Violence Coalition

