

Community Education and Domestic Violence: Primary Prevention, Risk Reduction, and Awareness

	Awareness/Outreach	Risk Reduction	Primary Prevention
Focus	Telling the community about domestic violence and where to access services	Teaching individuals skills to reduce individual risk of victimization	Changing/addressing the underlying causes of domestic violence
Target	Aimed at the general public so that people can get help, help survivors or help survivors know where to get help	Aims to change individual behaviors that relate to victimization	Aims to change risk factors for individuals and for the community at large; strategies are population-based and focus on victimization, perpetration, and bystander issues
Goal	Educating the community about the existence and dynamics of domestic/dating violence; reaching out to people so that they will seek services	Avoiding potentially dangerous people or situations; interrupting abusive relationships or behaviors	Eliminating and reducing factors that perpetuate domestic violence to keep it from happening in the first place; creating healthy norms and healthy communities
Example	A one-shot program that covers the dynamics of domestic violence, myths/truths, services available from the local family violence program	One-time presentation at the Boys and Girls Club that teaches young people to identify the warning signs of abusive relationships and how to help a friend who's involved in a teen dating violence situation	In-school program that teaches students skills to be active bystanders and helps them to examine gender stereotypes and violence in the media. Training teachers about the same issues, providing parent trainings, and implementing policies within the school that address sexual harassment, dating violence, and sexual assault.