

DOMESTIC VIOLENCE & HEALTH COLLECTIVE

ORANGE COUNTY

An Innovative Approach to Integrating Healthcare and Domestic Violence Systems County-Wide

With generous funding from the Blue Shield of California Foundation, the Orange County Women's Health Project has led a unique initiative that treats domestic violence as a women's health priority and links the local healthcare sector with multiple services that support domestic violence survivors in Orange County, California.

BACKGROUND

In 2013, the Orange County Women's Health Project (OCWHP) conducted a needs assessment and planning process which determined the local healthcare sector was not adequately addressing the health impacts of domestic violence (DV), nor was it integrated with the shelter, social, legal and other services that support DV survivors in Orange County. Understanding that such gaps contribute to poor health outcomes, the OCWHP engaged key partners, developed a vision, secured funding, established a robust evaluation plan, and launched the "Domestic Violence & Health Collective" (DVHC) in October 2014.

The DVHC is a groundbreaking initiative that seeks to establish a countywide, integrated and collaborative Health and Domestic Violence (HDV) System. The OCWHP funded key partners to implement the following individual strategies of the DVHC, which the OCWHP coordinates and evaluates:



APPROACH - FOUR STRATEGIES:

STRATEGY 1 – Cross-Disciplinary Training for healthcare and social service providers about the health impacts of DV and how to screen, counsel, and refer for DV.

STRATEGY 2 – Central Clearinghouse for information and referrals for DV services

STRATEGY 3 – Public Health Campaign with the message that DV affects your health and you can get help from a healthcare provider

STRATEGY 4 – Assessing the Mental Health and Substance Abuse Needs of DV Survivors

The DVHC-OC is funded by the Blue Shield of California Foundation and administered by the Orange County Women's Health Project



Blue Shield of California Foundation is an independent licensee of the Blue Shield Association

DVHC-OC Funded Partners



Significant Achievements

CROSS DISCIPLINARY TRAINING

Lead Partners: Human Options* & University of California, Irvine – Initiative to End Family Violence

Activities: Human Options and UC Irvine IEFV jointly developed a free, 90-minute, CME-eligible training curriculum on DV and health that was delivered by a team of medical professionals/researchers and DV advocates at healthcare and social service sites throughout Orange County. They also created a series of four free, CME-eligible, web-based training videos - the CDT, cultural competency and DV, teen dating violence, and reproductive coercion.

Results: Between October 2016 and August 2018, 31 IRB-approved trainings were delivered to 699 social service and health-care providers. Of the trainees who responded to the post-test survey:



99% reported an increase in knowledge about DV and health



92% reported feeling more prepared for DV screening as a result of the training



96% reported improved understanding of how to refer for DV services

*Human Options, in partnership with two other the state-funded DV agencies – Laura’s House and Women’s Transitional Living Center (WTLC).

CENTRAL CLEARINGHOUSE

Lead Partner: 2-1-1 Orange County (211 OC)

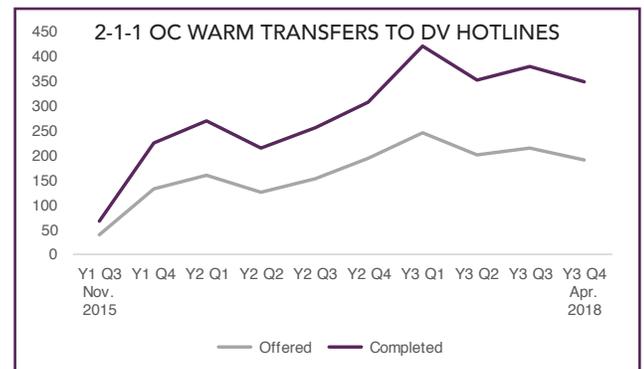
Activities: 211 conducted extensive outreach to increase and update the number of DV programs and services in its database; created a dedicated webpage with DV-related content (safety plan, articles, videos, etc.) and a guided search function for DV resources (www.211oc.org/dv); and improved internal protocols for making warm transfers on behalf of DV callers.

Results: Between May 2015 and April 2018, 211 achieved:

45% increase in the number of DV resources in the database

100% increase in the number of DV searches on the database

515% increase in the number of warm transfers completed for DV callers (see graph at right)



PUBLIC HEALTH CAMPAIGN

Lead Partner: Waymakers, Inc.

Activities: Waymakers engaged in extensive formative research with DV survivors and stakeholders to develop the “We Can Overcome” public health campaign, consisting of six ads targeting four populations (general, low-income, LGBTQ, and perinatal women), all of which are available for free download in English and Spanish (as well as a companion ad in Vietnamese). Campaign implementation included traditional print media, large media, social media, earned media, and PSA videos.

Results: In a survey of **86 DV survivors** who saw the Public Health Campaign:

79% agreed it contributed to their decision to seek help for DV

77% felt more comfortable talking with others about DV

61% were prompted to call or visit 2-1-1 Orange County

55% were prompted to seek help from a healthcare provider

39,840,100 impressions of Public Health Campaign materials throughout Orange County

4,862 people who saw or heard the Public Health Campaign on social media clicked through to www.211oc.org/dv

(May 2016 - April 2018)