

# Family Violence Prevention Fund

## Working with Men and Boys to Stop Domestic Violence

Founded in 1980 in San Francisco, the Family Violence Prevention Fund (FVPPF) works nationally and internationally to prevent violence within the home, and in the community, and to help those whose lives are devastated by violence because everyone has the right to live free of violence.

To further its mission, the FVPPF developed a series of innovative strategies in 2000, including prioritizing primary prevention and positively engaging men and boys to stop violence. As part of developing the latter strategy, the FVPPF spoke to men directly, openly and honestly about how to engage them in preventing violence against women and children. FVPPF sponsored research, which included several national public opinion poll of adult men, dial sessions to explore men's reactions to various media and video segments, and a series of focus groups with men of different ages and races. Men responded extremely well to the notion that they are in a unique position as role models and can help steer boys and teens away from abusive behavior.

Based on these research findings, "Invite, not indict" became the motto that drove the strategies to engage men. The FVPPF then developed several new programs to operationalize these strategies.

The **National Institute on Fatherhood and Domestic Violence** (NIFDV) was created in 2008 to advance the work that the FVPPF had developed since 2002 as part of the **Fathering After Violence** (FAV) initiative. The Institute and FAV are based on the premise that fatherhood is a powerful tool for some men to become aware of the effects of family violence on children and can become a motivator for these men to renounce or never engage in family violence.

The FVPPF has developed guidelines, strategies and tools for practitioners to work directly with fathers who have used or are at risk of using violence in their families. The tools include exercises, posters and the powerful documentary film *Something my Father Would Do*.

The NIFDV consists of a training a technical assistance leadership academy, a program, practice and research development center and an information clearinghouse.

To learn more about the Fathering After Violence initiative, please visit <http://www.endabuse.org/programs/display.php3?DocID=197>

**Coaching Boys into Men** (CBIM) is both a national program and a campaign designed to engage men in preventing family violence by inviting them to talk to boys in their lives about healthy, non-violent relationships. Through this work, FVPPF has helped spark a

dialogue about family violence between men and boys, fathers and sons, uncles and nephews, coaches and athletes, and teachers and students.

The CBIM campaign has included national television and radio public service announcements (PSAs), printed posters and brochures and public events where male celebrities have openly spoken against family violence.

The CBIM program has been focused on high school athletic coaches and has included the production of a “playbook” designed to help coaches talk to their athletes about violence against women being wrong. The playbook was developed in partnerships with the National High School Athletic Coaches Association and Warm2Kids and has proven a very successful tool to engage men in the struggle against family violence.

To learn more about Coaching Boys into Men, please visit <http://www.endabuse.org/cbim/>

Since 2003, the FVPF has run the annual **Founding Fathers** campaign. Every year, men from all walks of life have joined in a historic public statement to call for an end to violence against women and children. This statement has appeared every father’s day as a full-page ad in the New York Times. The historic declaration has highlighted the names of courageous men who in addition to lending their names have made a significant financial contribution to support the violence prevention efforts as part of the FVPF’s Campaign for the Next Generation.

For the vast majority of these men, the issuance of the Founding Fathers Declaration has marked the beginning of a new annual effort that recognizes and celebrates men who are changing the world by actively seeking an end to violence against women and children.

To learn more about Founding Fathers campaign, please visit [www.founding-fathers.org](http://www.founding-fathers.org)

The **Working with Men & Boys to Prevent Gender-Based Violence Tool Kit** was created in 2003 in response to the overwhelming call for practical and training tools reported in needs assessments by the FVPF and the Centers for Disease Control and Prevention.

This web site is a comprehensive tool kit designed to help domestic violence advocates and other practitioners work with men and boys to prevent family violence. It provides readings, case studies, handouts, exercises, and other resources as well as community-building tools.

To access the Working with Men and Boys Toolkit, please visit [www.toolkit.endabuse.org/Home](http://www.toolkit.endabuse.org/Home)