

Building a Pathway for Men to Help End Violence Against Women and Girls

No More Crimes of Power and Control
Conference
Lincoln, NE
September 20, 2017

A.M. “Bobby Brumfield

- Co-Founder /Co-Chair of Men Against Domestic Violence Action Coalition (MADVAC).
- Partner and Violence Prevention Advisor (VPA) with a Corporate Protection and Employee Training Firm.
- Veteran Law Enforcement Detective and Federal Bureau of Investigations (FBI) Safe Streets Task Force Member.
- Former Department of Defense Conflict-Zone Law Enforcement Advisor and a proud Veteran of the U.S. Marine Corps.

Men Against Domestic Violence Action Coalition (MADVAC)

- Founded in 2014 with Co-Founder/Co-Chair Charlie Venditte, who is a Retired Omaha Police Command Officer and currently serves as a Douglas County Attorney’s Office Investigator.
- Formed with the guidance of The Domestic Violence Center (DVC), initially under the name Men Against Domestic Violence Advisory Committee. Name changed in 2016.
- Currently partnering with various DV/SA Service Providers and Community Organizations.

Men Against Domestic Violence Action Coalition (MADVAC)

The Men Against Domestic Violence Action Coalition (MADVAC) is a volunteer organization, which consists of Men who are concerned about the high numbers of Domestic and Sexual Abuse in our communities.

MADVAC does not possess a 501 certification, but operates to assist various non-profit Victim Support Agencies.

MADVAC is an Advocacy Group and does not provide Victim Services.

MADVAC Vision

End Violence Against Women and Girls in our Community.

MADVAC believes the best way to make this happen is to share information with Men and Organizations who are willing to teach, guide and implement the development of alternatives to committing these often Criminal, but always Immoral acts.

MADVAC Mission

To pro-actively engage Men of all *ages and socio-economic groups in the prevention of Domestic Violence and Sexual Assault by providing Awareness, Education and Training.

**Programming designed for 4th grade and up.*

Education and Training

MADVAC’s current Trainer and Speaker curriculum focuses primarily on:

- 1. Identifying the Forms of Abuse.
- 2. Explaining what Consent is and isn’t.
- 3. Discussing Healthy vs. Unhealthy Masculinity.
- 4. Providing Tips to Confront Abuse among Peers, Society and in the Workplace.

Key Engagements

In our efforts to reach as many Boys and Young Men as possible, we actively engage Leadership, as well as, Concerned Individuals in areas such as:

- Community-based Organizations
- Faith-based Organizations
- Schools
- Civic Groups
- Youth Mentors
- Political Leaders
- Law Enforcement
- Business Leaders

Spectrum of Prevention

Table 4.1 Spectrum of Prevention	
Level of Prevention	Sample Activity
Influencing Policies and Legislation	Dangerous Promises campaign to prohibit sexualized violence in alcohol advertising (Woodruff, 1998)
Changing Organizational Practices	Developing sexual harassment prevention policies for a high school
Fostering Coalitions and Networks	Developing coalitions to promote primary prevention of violence against women, such as the DELTA project (CDC, 2006)
Educating Providers	Training coaches to teach young men on how to respect women, such as Coaching Boys into Men (Carr et al., 2005)
Promoting Community Education	Advertising campaigns to prevent sexual violence such as MyStrength (Lee & Lemmon, 2006)
Strengthening Individual Knowledge and Skills	Classroom presentations (Morrison et al., 2004)

Guidelines in Building The Organization

Michael Flood penned a report called “**Men Speak Up: A Toolkit for Action in Men’s Daily Lives.**” In it he breaks the work down into 4 areas:

- Capturing exactly what it is you’re trying to reduce and prevent.
- Identifying how speaking up and taking action will make a difference.
- Exploring what Men can do as individuals.
- Building strategies with which to nourish personal strength, support and inspiration, and acknowledges the mistakes it is easy to make.

Building The Organization

Once you have decided to move forward with developing a Men’s Group, these are your first major considerations.

- Finding Volunteers.
- Developing Mission and Strategy.
- Internal Structure.
- 501(c)(3) certification.
- Designing Curriculum.
- Partnerships.

Finding Volunteers

There are many Men who believe that Violence Against Women and Girls is wrong, however getting them to be proactive can be challenging. Here are a few suggestions to building a Volunteer Corps:

- Start early.
- Cast a wide net.
- Be cautious of Ulterior Motives.
- Be clear on Mission and Strategy.

Developing Mission & Strategy

Answering the following questions will help you in the development of your Plan.

- What is the **core** focus? (DV, SA, HT, etc.)
- Who is your target audience?
- How will you deliver your message?
- Will you be an Advocate or Service Provider?

Internal Structure

There will be a tremendous amount of unforeseen “work” to be completed. So that you don’t have to backtrack, identify the roles and responsibilities and fill these positions first.

- Chairman
- Strategy Chair
- Education Chair
- Trainers and Speakers Chair
- Outreach Chair

501(c) Certifications

MADVAC has a unique structure as a “fully” volunteer organization. However, 501(c) may be a viable option for you. This is what we’ve identified so far in regards to certification:

Pro’s:

Credibility.
Donor relationships.

Con’s:

Time consuming.
Staffing requirements.
Loss of flexibility.
No stand alone donor relationships.

Designing Curriculum

This will probably be the most intensive and frustrating part of building the Organization. ***There is an incredible amount of, yet hardly any information available, and none of it is centralized.***

Here are some considerations to help your Education Chair:

- Research existing Organizations (including anti-bias, bullying, corporate programs, etc.).
- License existing curriculums.
- Make sure the curriculum has “modules” based on audience.
- Flexible Training and Speaker time structures (30mins, 1hr, 2hr, 4hr, 8hr).

Partnerships

Make sure that the Vision, Mission and Strategy of the Men’s Group are clearly communicated and understood, and that the Partner goals align. You can’t choose too carefully.

- Does the Vision and Mission match?
- Are they clear that you are a Partner?
- Understand Co-Branding considerations.
- Is it formal or informal?
- Bigger isn’t necessarily better.

Challenges

As with every good deed, there will be tremendous challenges. This is why having a clear Mission and Strategy is so important. Some of the biggest we’ve faced so far include:

- Lack of commitment from Volunteers.
- Spoken and unspoken conflict between Partner organizations.
- “Hostile” organizations with opposing agenda’s.
- Understanding intersectionality.
- Political and Social apathy and antipathy.

Q & A

aka...

“Dazzling with Baffling, but Brilliantly Convincing Confusion”

Contact

A.M. “Bobby” Brumfield

Brumfield08@gmail.com

402.706.0536

Charles J. Venditte

charles.venditte@douglascounty-ne.gov
