

Confronting Violence, Improving Women's Lives

**Outreach Resources
for
Traveling Exhibition Host Venues**

**CONFRONTING
VIOLENCE: IMPROVING
WOMEN'S
LIVES**



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Section 1. General Information

INTRODUCTION

The *Confronting Violence, Improving Women's Lives* traveling exhibition tells the story of nurses who changed the medical profession and dramatically improved services to victims of domestic violence in the late 20th century. Until the late 1970s, medicine as a whole largely failed to acknowledge domestic violence as a significant health issue. Nurses were in the vanguard as they persistently and passionately convinced the larger medical community to identify victims of battering, to respond adequately to their particularly sensitive needs, and to work towards the prevention of domestic violence. The traveling exhibition features the stories and research of these dedicated nurses.

The outreach resources are designed to support traveling exhibition host venues as they prepare for the promotion and programming related activities for *Confronting Violence*. Although this is a history of a reform movement, domestic and interpersonal violence remains a sensitive issue for public discussion. As such, the resources include suggestions for traveling exhibition host venues to consider the complexity and intensity of this topic and to consult or partner with local experts and organizations in promoting *Confronting Violence* and related programs among their communities. The resources also are drawn from other traveling exhibition venues' programming successes. This resource packet provides templates and examples that host venues may review for ideas, to select and tailor as needed for their own institutional requirements and community needs.

Special thanks to the following reviewers who have helped shape this outreach resources document:

- ❖ Sandi Krajewski, PhD, Professor Emerita, University of Wisconsin-La Crosse, WI
- ❖ Angie Lewis-Dmello, Director of Client Services, Domestic Abuse Project, Minneapolis, MN
- ❖ Meg Schnabel, Executive Director, Cornerstone, Bloomington, MN

For general reference, host venues may find the following article helpful. It outlines experiences and lessons learned by the University of Florida's Health Science Center Library that hosted four NLM traveling exhibitions during 2010–2012. The article also includes their evaluation efforts:

- ❖ Beth Auten, Hannah F. Norton, Michele R. Tennant, Mary E. Edwards, Nina Stoyan-Rosenzweg, and Matthew Daley (2013) "Using NLM Exhibits and Events to Engage Library Users and Reach the Community," *Medical Reference Services Quarterly*, 32:3. 266-289, doi: [10.1080/02763869.2013.806861](https://doi.org/10.1080/02763869.2013.806861)



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Section 1. General Information: Contact information

**CONTACT INFORMATION AT THE EXHIBITION PROGRAM,
NATIONAL LIBRARY OF MEDICINE**

About the *Confronting Violence* Outreach Resources:

Jiwon Kim, Lead Exhibit Specialist and Exhibition Educator
301-496-5963; kimj1@mail.nih.gov

About the traveling exhibition's damage/repair, PR materials, shipping, tour itinerary, or host survey:

Traveling Exhibition Services
301-594-1948; NLMtravelingexhibits@mail.nlm.nih.gov

Jill L. Newmark, Registrar and Traveling Exhibition Services Manager
301-435-5241; newmarj@mail.nlm.nih.gov

About the exhibition content and educational resources online:

Patricia Tuohy, Head of Exhibition Program
301-435-5240; tuohyp@mail.nih.gov

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301-435-5464; dan.caughey@nih.gov

Jiwon Kim, Lead Exhibit Specialist and Exhibition Educator
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301-594-1947; millser@mail.nih.gov

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Section 1. General Information: Overview

OVERVIEW OF THE TRAVELING EXHIBITION

The *Confronting Violence: Improving Women's Lives* traveling exhibition consists of six freestanding banners that are transported in two plastic containers with wheels. Specific details of the banners and containers are:

- Image of the six banners of *Confronting Violence: Improving Women's Lives*



- Each banner is 7 ft. high by 3 ft. wide. The six banners require a minimum display area of **500 square feet** and must be in an area **outside of direct sunlight**. The display configuration may vary based on each host venue's display location.
- Each transportation container measures 46 in. high by 22 in. wide, and weighs about 55 lbs. when packed with three banners and support hardware.
- The containers also house a printout of the "Exhibition Installation Guidelines," and extra shipping-label hangtags and envelopes.

The exhibition specifications and the following host venue resources for *Confronting Violence: Improving Women's Lives* are available at the online [booking information](#) page:

- [Exhibition Basic Information](#)
- [Exhibition Shipping Instructions](#)
- [Exhibition Poster](#) [see image on page 7]



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Section 1. General Information: Overview, cont'd

- Exhibition Brochure: [English](#) & [Spanish](#) versions [see images on page 8]
- [Exhibition PR Information](#)
- [Outreach Resources](#)
- [Traveling Exhibition Host Survey](#)

For any questions related to the traveling exhibition support materials, please contact Traveling Exhibition Services at 301-594-1948; NLMtravelingexhibits@mail.nlm.nih.gov.



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Section 1. General Information: Exhibition credit & poster

EXHIBITION CREDIT

The exhibition credit line is: **The National Library of Medicine produced this exhibition.**

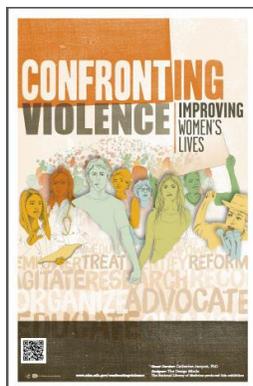
The credit line above acknowledges the National Library of Medicine as the producer of the exhibition. Please include the credit line in any materials and publicity associated with the exhibition, as well as mention it orally at least at the beginning or the end of each event.

EXHIBITION POSTER AND BROCHURE

Traveling exhibition host venues may download, produce, and distribute the *Confronting Violence* poster and brochure, provided by the Exhibition Program at the National Library of Medicine. Both are designed to print on the 11 in. x 17 in. (tabloid-size) paper and can be downloaded from the [exhibition's booking information web page](#). The links to the PDF files of the poster and brochures are also available in the hyperlinked text below.

Poster: The *Confronting Violence* exhibition poster below offers an area for the host venue information, such as location, hours, dates, website, phone, etc., on its lower half. The brochure summarizes key themes of the exhibition, and is designed to print on the front and back of an 11 in. x 17 in. (tabloid-size) paper, which should be tri-folded. Please see a visual reference for the two exhibition materials below:

The *Confronting Violence* [poster](#) offers an area for the host venue information, such as location, hours, dates, website, phone, etc. at the bottom.



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Section General Information: Exhibition brochure

Brochure: The *Confronting Violence* exhibition brochure summarizes key themes of the exhibition. It is available in [English](#) and [Spanish](#) versions. Both are designed to print on the front and back of an 11 in. x 17 in. (tabloid-size) paper, which should be tri-folded.

[English version:](#)



[Spanish version:](#)





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Section 1. General Information: Guidelines for using publicity images

GUIDELINES FOR USING PUBLICITY IMAGES FROM THE EXHIBITION

The *Confronting Violence* traveling exhibition host venues:

- are authorized to use any publicity images from the exhibition for all publicity related to the exhibition and its related programs. See the list of the *Confronting Violence* publicity images and credits on pages 10–11.
- must use the publicity images with the ownership credits provided with the image.
- must not reformat, redesign, or otherwise alter the publicity images; but may print color images in black-and-white.
- must use the publicity images for noncommercial or educational activities and promotion of the *Confronting Violence* exhibition at the specified institution venues hosting the exhibition. Commercial use of any image for profit in another publication, edition, format, or language is prohibited. Images may not be used for publicity for programs involving fundraising.
- may authorize newspapers and other media to use only the publicity images from the exhibition along with their credit lines for publicizing the exhibition and for no other use.
- are responsible for obtaining permissions for any images other than the publicity images from the exhibition.
- are asked to provide one copy of any materials produced using any of the publicity images to the Exhibition Program at the National Library of Medicine via email to nlmtravelingexhibits@mail.nlm.nih.gov or mailed to the address below:

Attention: Traveling Exhibition Services, Exhibition Program
Bldg. 38, Rm. 1E-21
National Library of Medicine
8600 Rockville Pike
Bethesda, MD 20894

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Section 1. General Information: Publicity images, captions, and credits

PUBLICITY IMAGES, CAPTIONS, AND CREDITS

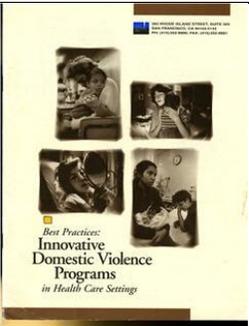
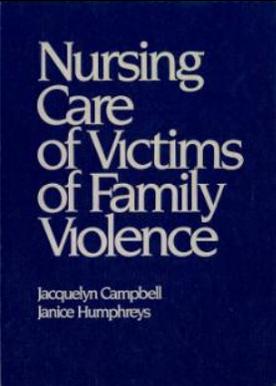
The following publicity images may be used by the *Confronting Violence* traveling exhibition host venues for promotion of and publicizing the exhibition and related programs only. Each host venue receives via email production-quality files for these images approximately four weeks prior to the start of its booking period. **Host venues may request these files sooner by contacting the traveling exhibition services at:**

- email: nlmtravelingexhibits@mail.nlm.nih.gov or
- telephone: 301.435.5241

Publicity images	Image captions and credits
	<p>A group photograph of nursing researchers and activists at Denison Memorial Library, University of Colorado, Denver ca. 1990s From left to right: Yvonne Ulrich, Laura McKenna, Barbara Parker, Karen Landenburger, Judith McFarlane, Christine King, Josephine Ryan, Doris Campbell, Jacquelyn Campbell, Daniel Sheridan</p> <p>Courtesy National Library of Medicine</p>
	<p>Take-away referral and resource cards for patients experiencing domestic violence, Rush Coalition Against Spouse Abuse, ca. 1980s</p> <p>Courtesy National Library of Medicine</p>
	<p>Rush Coalition Against Spouse Abuse (RCASA) advocacy button, ca. 1980s</p> <p>Courtesy National Library of Medicine</p>

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Section 1. General Information: Publicity images, captions, and credits, cont'd

Publicity images	Image captions and credits
	<p>Activists with the Asian Task Force Against Domestic Violence participate in the first Jane Doe Walk for Women's Safety in Boston, MA, 1992</p> <p>©Ellen Shub 2015 all other rights reserved</p>
	<p><i>Best Practices: Innovative Domestic Violence Programs in Health Care Settings</i>, Janet Nudelman, Nancy Durborow, Marya Grambs, and Patrick Letellier, 1997</p> <p>Courtesy National Library of Medicine</p>
	<p><i>Nursing Care of Victims of Family Violence</i>, the first nursing textbook on family violence, Jacquelyn Campbell, Janice Humphreys, 1984</p> <p>Courtesy National Library of Medicine</p>
	<p>Women rally in City Hall Plaza, in Boston to speak out against violence against women, August 26, 1976</p> <p>©Ellen Shub 2015 all other rights reserved</p>



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Section 1. General Information: ADA

AMERICANS WITH DISABILITIES ACT

The Americans with Disabilities Act (ADA) (PL 101-336), which went into effect in July 1992, guarantees that people with disabilities shall have equal access to employment, public services and accommodations, transportation, and telecommunications services.

The Exhibition Program at the National Library of Medicine, a part of a federal agency, produces and manages traveling exhibitions. The institutions borrowing and hosting the traveling exhibition must make reasonable efforts to give disabled people the same access to information, programs, and resources enjoyed by those who are not disabled.

Local or regional agencies responsible for services for the disabled may be helpful. In addition, here are some examples of how to enhance the accessibility of your programs:

- Allow space for wheelchairs in program spaces.
- Prepare a large-print version of publicity materials and program handouts.
- Provide for signing at programs.
- Provide audio versions of texts used in programming.

Section 2. Programming

PROGRAMMING CHECKLIST

The checklist below outlines several considerations that traveling exhibition host venues may keep in mind while programming exhibition-related events. The list includes some sample resources for host venues to generate ideas or tailor them to institutional requirements and audience needs.

- ✓ Please note that events related to *Confronting Violence, Improving Women's Lives* must be free and open to the public.
- ✓ Contact other local organizations for partnership and advice on how to reach your audience, which may support existing or create new partnerships. See “Sample Partnership Solicitation Letter” on pages 15–16.
- ✓ Consult with domestic violence shelters and/or crisis counselors to prepare for potential counseling needs or referrals for attendees who may find the material of the exhibition or related events emotionally distressing. For example, event planning may include making available handouts from local partner organizations that provide support and resources in addressing and preventing intimate partner violence.
- ✓ Consider and prepare for how you may handle possible disclosure of family violence cases at an event, as there may be mandated state reporting responsibilities for medical and social work professionals’ attending the event.
- ✓ Identify main programming theme(s), as they relate to the exhibition and are appropriate for your institution, partners, and targeted audiences. See “Some *Confronting Violence, Improving Women's Lives* Exhibition Themes” on page 17.
- ✓ Consider some significant dates associated with topics in the exhibition in selecting topics for programs related to *Confronting Violence*. See “Dates Related to *Confronting Violence, Improving Women's Lives* Exhibition” on page 18–19.
- ✓ Assess and organize exhibition-related events appropriate for the institutional requirements and targeted audiences. See sample program formats and ideas on pages 20–22.
- ✓ Plan ahead and assess the full length of time that you need to occupy the event or program site. Including any time needed for set-up and break-down may help avoid any overlap with other activities at the same location.



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Section 2. Programming: Programming checklist, cont'd

- ✓ Keep in mind a general timeline that includes publicity deadlines for local press, any lead-time for partner organizations, opening/closing dates, and any other programs, in order to allot sufficient time for creating and distributing promotional materials. See “Sample Publicity Timeline” on page 24–26.
- ✓ Acknowledge all contributors verbally at any event, and with thank-you letters or emails as appropriate—e.g., invited speakers and panelists, programming and publicity partners, internal colleagues, logistical supporters, etc.
- ✓ Develop strategies to record attendance numbers to the exhibition and related events, and audience feedback for your reporting internally and to the Traveling Exhibition Services via the [Traveling Exhibition Host Survey](#).



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Section 2. Programming: Sample partnership solicitation letter

SAMPLE PARTNERSHIP SOLICITATION LETTER

(DATE)

Dear **(POTENTIAL COMMUNITY PARTNER)**:

The **(NAME OF HOST VENUE)** is pleased to announce the opening of a new exhibition, *Confronting Violence, Improving Women's Lives* on **(DATE)**, produced by the National Library of Medicine, National Institutes of Health.

This exhibition tells the story of nurses who changed the medical profession and dramatically improved services to survivors of domestic violence in the late 20th century. Up until the late 1970s, medicine as a whole largely failed to acknowledge domestic violence as a significant health issue. Nurses were in the vanguard of change as they persistently and passionately convinced the larger medical community to identify victims of battering, respond adequately to their particularly sensitive needs, and work towards the prevention of domestic violence. Drawing on materials in the History of Medicine Division at the National Library of Medicine, this exhibition tells how nurses and their allies reformed medical practice and ultimately improved the lives of millions of women nationwide.

We would like to invite you to partner with us to **(DESCRIBE GOALS FOR A POSSIBLE PARTNERSHIP and WHY YOU IDENTIFIED THEM AS A POTENTIAL PARTNER. WHY WOULD A PARTNERSHIP BE A GOOD IDEA? WHAT WOULD YOU LIKE**

(continued on page 16)



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Section 2. Programming: Sample partnership solicitation letter, cont'd

THE PARTNER TO DO? WHAT WOULD THE COMMUNITY PARTNER LIKE TO CONTRIBUTE? WHAT WOULD YOUR ORGANIZATION AND THE PARTNER GAIN FROM THE RELATIONSHIP? BE SPECIFIC.) I have enclosed additional information (**ENCLOSE A BROCHURE, POSTCARD, WEB LINK, OR OTHER DETAILS**) about (**NAME OF HOST VENUE**) and about the traveling exhibition. I look forward to discussing a possible partnership further—would you be available (**DATE, TIME**) to discuss these ideas further? Please contact me at (**TELEPHONE, E-MAIL**) if you have questions.

We hope we can work together as we introduce this informative exhibition to our community!

Sincerely,

(**NAME**)
(**JOB TITLE**)



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Section 2. Programming: Exhibition themes

SOME CONFRONTING VIOLENCE, IMPROVING WOMEN'S LIVES
EXHIBITION THEMES

1. *Confronting Violence, Improving Women's Lives* tells the story of nurses who changed the medical profession by dramatically improving healthcare services to victims of domestic violence in the late 20th century.
2. A long trajectory of reformers sought to end family violence and improve women's lives, including mid-19th century temperance and women's right advocates, and 1970s feminist activists.
3. Beginning in the late 1970s, nurses identified the urgent medical issues facing women who were battered. They were in the vanguard as they worked to reform the larger medical community to identify victims, adequately respond to their needs, and work towards the prevention of domestic violence.
4. Nurses advocated, educated, and organized nationally for professional reform. Nurses and their allies created and implemented some of the first hospital protocols for treating battered women. Hospitals across the country eventually adopted these guidelines, which continue to serve as models of effective medical intervention.
5. While these reforms were significant and helped to save and improve countless lives, the work of ending violence in American homes continues to this day. We can all confront violence and work to improve women's lives.



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Section 3. Programming: Dates related to the exhibition themes

DATES RELATED TO THE *CONFRONTING VIOLENCE: IMPROVING WOMEN'S LIVES* EXHIBITION

January
30-31, 1978: The United States Commission on Civil Rights sponsors a “Consultation on Battered Women: Issues of Public Policy.” The hearings highlight the issue of battered women as a national concern.
February
Teen Dating Violence Awareness Month
March
4-8, 1976: First meeting of the International Tribunal on Crimes Against Women in Brussels. A resolution on domestic violence is sent to the governments of all countries. 8, 1977: The first International Women’s Day is celebrated, which is now an annual celebration on March 8. Women’s History Month
April:
1st full week: Public Health Week Sexual Assault Awareness Month
May
6-12: National Nurses Week Wednesday of National Nurses Week: National School Nurses Day 8: National Student Nurses Day
June
15: World Elder Abuse Awareness Day



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Section 2. Programming: Dates related to the exhibition themes, cont'd

July
19-20, 1848: The first Women's rights convention is held in Seneca Falls, New York.
August
18, 1920: The U.S. Congress ratifies the 19th Amendment, giving women the right to vote.
September
3, 1981: The United Nations Adopts the Convention on the Elimination of All Forms of discrimination Against Women. 13, 1994: President Bill Clinton signs the Violence Against Women Act.
October
27, 1985: U.S. Surgeon General C. Everett Koop issues a report identifying domestic violence as a major health problem for women. 6, 1989: The U.S. Congress passes Public Law 101-112, designating October of that year as the National Domestic Violence Awareness Month. National Domestic Violence Awareness Month
November
Second week: Forensic Nursing Week 1, 1985: the Nursing Network on Violence Against Women International is formed.
December
20, 1993: The United Nations adopts "The Declaration on the Elimination of Violence Against Women."



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Section 2. Programming: General program formats & ideas

GENERAL PROGRAM FORMATS & IDEAS

Program Formats: Traveling exhibition host venues report a variety of events that they plan in conjunction with hosting exhibitions. Host venues often collaborate with others from their own institutions and outside organizations. The list below offers several program formats often reported by host venues. These serve merely as ideas that *Confronting Violence: Improving Women's Lives* host venues may consider while planning any exhibition-related events appropriate for their own institutional and community needs.

- **Reception** for an exhibition preview or opening event to generate interest in your institution and community.
- **Lecture or panel presentation** by local experts in domestic violence, women's health, history of nursing, or women's studies where they speak about and engage audiences in exhibition-related topics relevant to local discussions of domestic violence in the past and present.
- **Companion exhibition** of books, resource materials, or other display items from your or your partner institutions that are related to topics in the exhibition.
- **Information session** by clinical staff and other domestic violence prevention experts for faculty and students in multiple academic departments—e.g., nursing, public health, medicine, women's and gender studies, etc.
- **Reading as a community**, including a title for adults and a title for young adults related to the exhibition topics. See the list of readings for adult readers on pages 37–38 for ideas.
- **Webinar or workshop** that informs specific targeted audiences about local and online resources for addressing and preventing domestic and other violence in the community.
- **Contest or Poster session** such as, public services announcement audios, illustrations, videos, and other performances that raise awareness of domestic violence issues and prevention resources.
- **Film screening** with a follow-up discussion led by an expert or multi-disciplinary panelists. See a sample list of film titles on page 51.
- **Community-wide awareness day** in partnership with local health and social services agencies, as well as domestic-violence prevention advocacy organizations.



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Section 3. Programming: General program formats & ideas, cont'd

Program Ideas: The following ideas present several activity examples that host venues may consider programming in conjunction with the *Confronting Violence* exhibition display. The ideas focus on promoting awareness of resources that empower the audience to identify and prevent violence in their communities.

EDUCATIONAL PROGRAMS THAT RAISE AWARENESS ABOUT CAREERS AND RESOURCES

- Partner with local organizations or agencies to provide a brief training on how to recognize, prevent, and respond to possible disclosure of intimate partner violence to targeted audiences.
- Work with clinical staff from an academic medical department to create and offer an overview session about screening for domestic violence in a clinical setting to nursing, medical, and other allied health sciences students.
- Conduct a webinar or a workshop about online health information resources for domestic or teen violence prevention. See several examples of health information resources from the National Library of Medicine's MedlinePlus, Health Services Research, and PubMed Central sites on pages 40–42.
- Host a health career fair, inclusive of forensic nursing and emergency medicine, for local middle- and high-school students, nurses, and career counselors.
- Partner with a women's shelter to host an informational session about community resources for helping those who live with violence. And make available the information for services and resources in the community.
- Feature local organizations that provide support to domestic violence survivors, and provide information on how people can get involved in supporting those organizations.
- Create a simple, public installation to draw attention to the issue using free resources—for example, The Clothesline Project: www.clotheslineproject.org.
- Contact area colleges and universities with Gender & Women's Studies Departments/Programs to collaborate with faculty and staff who will make use of the exhibition and possibly provide speakers, participants, and volunteers to enhance your programming ideas and events.



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Section 3. Programming: General Programming Formats & Ideas

FOR A K-12 AUDIENCE*

- Work with local public libraries or schools to sponsor student performances featuring women and nurse reformers in the United States.
- Have students create posters using the color purple, to be displayed around the community to raise awareness about local resources that assist with domestic and/or teen violence issues.
- Collaborate with teens to host a poetry slam, play/musical, talent show, open mic night, talent show, flash mob, interpretive dance, blog or app creation that explores the impact of relationship violence personally and socially.
- Host a spoken word/poetry contest or reading on women's empowerment and *Confronting Violence*.
- Dramatize a performance of Sojourner Truth's "Ain't I a Woman" speech given at the Women's Convention in Akron, Ohio during May 28-29, 1851. Available online at <http://www.nps.gov/wori/learn/historyculture/sojourner-truth.htm>.
- Host a roundtable discussion about history of confronting violence in the United States or globally. Engage students in projects or invite local scholars for research-based discussions.
- Invite a guest speaker from a non-profit organization that focuses on women's empowerment or a scholar with a specialty in feminist history/gender studies regarding confronting violence.

*Special thanks to Shawdae Thorpe (Takoma Education Campus, DC) for providing program ideas for K-12 students in the summer of 2015.

Section 3: Publicity

PUBLICITY CHECKLIST

This checklist provides general guidelines and ideas that traveling exhibition host venues may consider for creating publicity activities related to *Confronting Violence: Improving Women's Lives*.

- ✓ Include the exhibition credit text (shown on page 7) on all publicity materials—e.g., press releases, brochures, posters, websites, invitations, program flyers, announcements, etc.
- ✓ Acknowledge ownership credits (shown on pages 10–11), when using any publicity images from the *Confronting Violence* exhibition.
- ✓ Consult or partner with domestic violence shelters and/or crisis counselors to prepare for potential counseling needs and/or to include referrals in the publicity materials for people who may find the materials of the exhibition and related programs emotionally distressing.
- ✓ Create a general timeline that includes publicity deadlines for local media with possible long lead-time, opening/closing dates, and related event schedules, in order to allot time for creating and distributing promotional materials. See “Sample Publicity Timeline” on pages 24–26.
- ✓ Explore partnerships within your institution and with other organizations, and coordinate publicity efforts with internal and external partners. See and possibly adapt “Sample Partnership Solicitation Letter” on pages 15–16 under Section 2. Programming.
- ✓ Identify the kinds of publicity that may exist or work well for targeted audiences in your institution and partner organizations. See “Publicity Samples” on pages 27–36.
- ✓ Work closely with those who are developing events related to the exhibition in order to include the most up-to-date details in the publicity materials.
- ✓ Share publicity materials with various stakeholders—e.g., directors, colleagues, other support organizations, etc., and invite their ideas or participation for attracting audiences from their respective networks of colleagues and friends in the community.
- ✓ Highlight any relevant community sponsors and partners in press releases and events, and in all public programs. Any sponsor or partner credit may follow the exhibition credit line.
- ✓ Consider what publicity and programming success may look like for your institution and partners, and collect appropriate data—for example, number of attendees, audience feedback, and social media activities.



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Section 3. Publicity: Sample publicity timeline

SAMPLE PUBLICITY TIMELINE

This Sample Publicity Timeline outlines several activities that traveling exhibition host venues may consider for promoting *Confronting Violence* and related events. The host venue may use this sample to create a publicity plan and schedule that are tailored for the institution, community, and audience.

- 8–12 weeks before the exhibition opening or a program date:
 - Consider possible partnerships with local groups and organizations with shared interests and audiences. For example, local organizations that work in domestic violence prevention may provide contacts and resources that the host venue may include in all of its publicity materials. In addition, the host venue and partners then may publicize the exhibition and any supplementary programs to reach and serve targeted and diverse audiences. See “Sample Partnership Solicitation Letter” on pages 15–16.
 - Identify publicity outlets and types of promotional materials—e.g., websites, social media, advertising, newspapers, radio stations, flyers, bookmarks, brochures, posters, etc.—based on the programming and targeted audiences.
 - Review the publicity samples (pages 28–36) and images (pages 10–11), and plan how to produce publicity materials appropriate for host venues and their partners.

- 6–8 weeks before:
 - Distribute all publicity materials among publicity partners for promoting *Confronting Violence: Improving Women's Lives* and any related activities to their audiences.
 - Announce the opening of the exhibition and any related programs via in-house publicity outlets—e.g., institution's news release, online events calendar, poster/flyer placements, etc.
 - Provide local media—such as radio stations, newspapers, TV stations, and magazines—news releases and public service announcements about the exhibition opening and any related events and activities.



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Section 3. Publicity: Sample publicity timeline, cont'd

- 4–6 weeks before:
 - Announce the opening of the exhibition and any related programs to targeted audiences—e.g., families, youths, classroom educators, scholars, seniors, general public, etc.—via mass emails, mailings of flyers, save-the-date postcards, etc.
 - Outline a social-media publicity plan and prepare social media publicity materials as needed, including any multimedia items, such as a video, podcast, slide show, etc.
- 2–4 weeks before:
 - As needed, revise publicity efforts and materials based on any program updates, and distribute final program details to partners and targeted audiences.
 - Start promoting the exhibition and its programs on the identified social media (e.g., blogs, YouTube, podcasts), personal calls, invitational letters, paid advertisements, etc.
 - Highlight any available specific activities, notable guests, or presenters in promoting the exhibition events.
- 1–2 weeks before:
 - Prepare a press kit consisting of, but not limited to, a press release (pages 28–29), media alert (page 30), and authorized publicity images with ownership credits (pages 10–11), exhibition brochure (in [English](#) and [Spanish](#)), and any other promotional materials you have created.
 - Send out media alerts as a reminder to local press, as well as reminder mass emails to target audiences, including community organizations.
- 1–3 days before:
 - Use social media, email, and web announcements to promote the exhibition and related programs.
- On the day of:
 - Provide real-time tweets as the event progresses.
 - Take photos of the event and obtain appearance releases, as planned and following institutional policies and practices established by departments, such as public or media relations office.



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Section 3. Publicity: Sample publicity timeline, cont'd

- 1 day–1 week after:
 - Publicize and report out on the programs you have hosted to stakeholders and partners.
 - When using images of attendees from events for publicity on social media and websites, please follow institutional policies and practices related to appearance permissions, especially for attendees under 18.

- 1–2 weeks after closing the traveling exhibition
 - Send your completed [Traveling Exhibition Host Survey](#) with copies or links to your publicity materials to nlmtravelingexhibits@mail.nlm.nih.gov; or to Exhibition Program, Bldg. 38, Rm. 1E-21, National Library of Medicine, 8600 Rockville Pike, Bethesda, MD 20894



Confronting Violence, Improving Women's Lives
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Section 3. Publicity: Samples

PUBLICITY SAMPLES

Several sample publicity resources are available on pages 28–36. Traveling exhibition host venues may use them to develop their own *Confronting Violence* publicity materials for promoting the exhibition and related programs. Host venues can revise and tailor the samples appropriately for their institutional requirements and audience needs.

- Sample news release (pages 28–29)
- Sample media alert/calendar listing (page 30)
- Sample letter to community groups (pages 31–32)
- Sample public service announcements (page 33)
- Sample Twitter posts (page 34)
- Sample Facebook posts (page 35)
- Sample outline of a *Confronting Violence* program website (page 36)



Confronting Violence, Improving Women's Lives
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Section 3. Publicity: Sample news release

SAMPLE NEWS RELEASE

For Immediate Release
(DATE)

Contact: **(HOST VENUE CONTACT)**
(TELEPHONE, E-MAIL)

(NAME OF HOST VENUE) to host *Confronting Violence: Improving Women's Lives* traveling exhibition

Editor: Please do not edit out sponsorship credits in paragraph one.

(CITY) – *Confronting Violence, Improving Women's Lives* tells the powerful story of how nurse reformers dramatically improved services to battered women and changed the way the medical profession responded to interpersonal violence against women. This new traveling exhibition begins a **(NUMBER)**-week visit at the **(NAME OF HOST VENUE)** on **(DAY, DATE)**, brought to you by the National Library of Medicine, National Institutes of Health.

“We are delighted to host this exhibition,” said **(HOST VENUE COORDINATOR OR DIRECTOR)**. “Domestic violence has affected women’s lives and health for centuries. *Confronting Violence* tells the important story of the nurses who passionately and powerfully advocated, educated, and organized nationally for changes in the way medical practitioners treated women who were battered. The exhibition also features the ongoing efforts of those who continue to expose, address, and prevent domestic violence today.”

The exhibition begins by contextualizing nurses within a longer trajectory of reformers who have sought to end family violence and improve women’s lives, from mid-19th century

(continued on page 29)



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample news release (cont'd)

temperance and women's right advocates to 1970s feminist activists. While feminist agitation spawned significant reform in law and social services, by the late 20th century the medical profession remained largely unresponsive to the needs of women who had suffered abuse.

Nurses began working for change. They created and implemented some of the first hospital protocols for treating women who presented with violent physical injuries. Hospitals across the country eventually adopted protocols that served as models of effective medical intervention on behalf of battered women.

In addition to developing protocols for care, throughout the 1980s nurse reformers researched, published, and shared ideas on both the causes of domestic violence and best practices for responding effectively to women who were battered. By the 1990s, all of the major medical and public health organizations recognized domestic violence as a significant health issue and urged their members to take action. The depth and breadth of the nurses' advocacy and research resulted in positive and important changes in less than twenty years time.

While these reforms were significant, the work of ending violence in American homes continues to this day. The exhibition concludes with information on how we can all confront violence, work to end it, and improve women's and our lives.

The **(NAME OF HOST VENUE)** is sponsoring free programs and other events, such as **(PROGRAM/EVENT TITLES)**, for the public in connection with the exhibition. Contact **(HOST VENUE CONTACT NAME, TELEPHONE NUMBER, E-MAIL)** for more information.



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample media alert/calendar listing

SAMPLE MEDIA ALERT/CALENDAR LISTING

At the **(NAME OF HOST VENUE)**

Confronting Violence, Improving Women's Lives shares the important history of nurses who dramatically improved services to victims of domestic violence in the United States during the late 20th century. These nurse leaders first recognized domestic violence as a significant health issue and then researched the causes and effects of violence in women's lives. They agitated and organized to both treat and advocate for their patients; they educated other health professionals about how to recognize and treat domestic violence, and in doing so, changed the medical profession's approach to interpersonal violence. The exhibition opens at the **(NAME OF HOST VENUE)** on **(DATE)**.

The **(NAME OF HOST VENUE)** is offering free programs and other events for the public in connection with the exhibition. Please call **(TELEPHONE NUMBER)** or visit **(WEBSITE)** for details.

Confronting Violence, Improving Women's Lives is brought to you by the National Library of Medicine, National Institutes of Health.



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample letter to community groups

SAMPLE LETTER TO COMMUNITY GROUPS

(DATE)

Dear Friend of **(NAME OF HOST VENUE, or PERSONALIZE GREETING WHENEVER POSSIBLE)**

The **(NAME OF HOST VENUE)** is pleased to announce the opening of a new exhibition, *Confronting Violence, Improving Women's Lives* on **(DATE)**, brought to you by the National Library of Medicine, National Institutes of Health.

This exhibition tells the story of nurses who changed the medical profession and dramatically improved services to victims of domestic violence in the late 20th century. Up until the late 1970s, medicine as a whole largely dismissed or completely failed to acknowledge domestic violence as a significant health issue. Nurses were in the vanguard through their work to persistently and passionately convince the larger medical community to learn how to identify victims of battering, to adequately respond to their needs, and to work toward the prevention of domestic violence. Drawing on materials in the History of Medicine Division at the National Library of Medicine, this exhibition tells how nurses and their allies reformed medical practice and ultimately improved the lives of millions of women nationwide.

We would like to invite you to view the exhibition and to a special event, **(EVENT NAME)**, on **(DAY, DATE)** at **(TIME)** at **(PARTICULAR LOCATION IN LIBRARY)**.

(continued on page 32)



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample letter to community groups

(NAME) will be the guest speaker. **(OR ANY DETAILS SUCH AS EVENT DESCRIPTION)** For details on this and other events related to *Confronting Violence*, please see **(FLYER or WEBSITE)**, or contact me at **(TELEPHONE, E-MAIL)** with any questions you may have.

We hope you can join us as we introduce this informative exhibition to our community.

Sincerely,

(NAME)
(JOB TITLE)



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample PSAs

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

- :20** Visit *Confronting Violence, Improving Women's Lives*, a new exhibition that opens on **(DAY, DATE)** at the **(NAME OF HOST VENUE)**. Call **(TELEPHONE NUMBER)** or visit **(WEBSITE)** for details.
- :25** Uncover stories of nurses who took up the call to improve the lives of women who were battered. Learn how that work still continues today from the *Confronting Violence: Improving Women's Lives* traveling exhibition, opening on **(DAY, DATE)** at **(NAME OF HOST VENUE)**. Call **(TELEPHONE NUMBER)** or visit **(WEBSITE)** for details.
- :40** Explore stories of activists, reformers, and nurses in their efforts to stop and prevent violence against women. The *Confronting Violence: Improving Women's Lives* traveling exhibition presents stories of nurses who shaped medical responses to domestic violence as an important health issue. Learn about these seldom-told stories, find out how their work continues today, and discover how you can make a difference towards ending interpersonal violence. The exhibition opens at **(NAME OF HOST VENUE)** on **(DAY, DATE)**. Call **(TELEPHONE NUMBER)** or visit **(WEBSITE)** for details.



Confronting Violence, Improving Women's Lives
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Section 3. Publicity: Sample Tweets

SAMPLE TWEETS

Twitter gives you 140-characters with which to convey information instantly. Host venues may use Twitter to promote an upcoming event, share breaking news, or connect people to your website, Facebook page, or blog. Following are a few sample tweets:

1. A new traveling exhibition is coming to the library! Find more information at [*website*].
2. Discover stories of nurse reformers who confronted violence and improved women's lives. Find out at [*website*].
3. Why are things the way they are? How can you improve the lives of others? Find out at [*website*].
4. Interested in forensic nursing? Sign up at [*website*] to hear from [*Speaker's or program name*].
5. Learn about [*Confronting Violence exhibition program topics*]. Free program at [*website*].
6. Help prevent partner/domestic violence at [*program name*]! See details at [*website*] or call [*Host venue phone number*].
7. Missed out on last week's program [*program name*]? View the video archive at [*website*].
8. Check out a new blog post, [*blog title*] at [*website*].

Host venues may include “#NoViolenceNLM” in each tweet, allowing other venues to search and view *Confronting Violence* publicity and programming tweets. Also each venue may broaden target audience by adding other hashtags, such as the following:

#dv = domestic violence

#ipv = intimate partner violence

#nurses or **#nursing**

In combining hashtags, venue should search and assess first that the hashtag being considered is relevant to the exhibition or event themes; and use 2 or no more than 3 hashtags.



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 3. Publicity: Sample Facebook Posts

SAMPLE FACEBOOK POSTS

Facebook allows for messages longer than 140 characters and the inclusion of photos and videos. Facebook may help you make stronger connections and develop deeper relationships with your followers. Listed are a few sample Facebook posts:

1. Come hear [*speaker's name*] talk about [*topic*] at [*host venue name*] on [*date/time*]. Learn more at [*website with program details*].
2. *Confronting Violence: Improving Women's Lives* at [*host venue name*] [*include a photo*]! Check out [*website*] to see a list of upcoming exhibition-related programs.
3. Get the facts about domestic violence at the [*event/program name*] on [*date and time*] hosted by [*host venue name or event presenters*]. Learn more at [*website with program details*].
4. From the blog [*include details and website link to new exhibition-related blog post*].
5. [*include the exhibition logo or a photo*] Check out our latest exhibition, *Confronting Violence: Improving Women's Lives*, produced by the National Library of Medicine.
6. Here are the first-place winning [*name the contest item—e.g., public service announcement presentation, poster design, violence prevention slogan, etc.*] of our violence prevention campaign [*contest name*]! See the complete list of winners here [*link to photos or website listing the winners*].



Confronting Violence, Improving Women's Lives
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Section 3. Publicity: Sample Exhibition Website Outline

SAMPLE OUTLINE OF A CONFRONTING VIOLENCE WEBSITE

Host venues may want to create a webpage to share details about the traveling exhibition and related events that they have programmed. The web address can be included in all promotional materials—e.g., posters; flyers; new releases and letters; emails; social media; and postings to local press, partners, patrons, and community members. The webpage could include the following elements in order to provide logistical information as well as to cross-reference various publicity activities:

- ✓ Exhibition information, such as days and hours open for admission, location, information on how to request special accommodations, and a contact email and phone number for any questions related to the exhibition and related programs.
- ✓ List of events with as much details as possible, such as date, location, time, any registration requirements, and, if relevant the presenters' photos and short biographies.
- ✓ Links to local shelters and violence-prevention resources and organizations, including their contact information. You may consider contacting these organizations to let them know beforehand that you would like to include their contact information and/or link on your exhibition webpage.
- ✓ Links to any exhibition and program publicity items online, such as blog posting about the opening event or poster content for local youth groups, etc.
- ✓ Acknowledgements and links to your partners' websites with resources and services for survivors and prevention of domestic violence.
- ✓ A credit line for the exhibit and any authorized publicity images from the exhibition. (See pages 7 and 10–12)
- ✓ Since *Confronting Violence, Improving Women's Lives* deals with a sensitive and difficult topic, you may consider including in your webpage access to your local crisis hotlines. In addition, the webpage may include a tool for exiting off the page quickly—for example, “If at any point you need to leave the site quickly, either click the button to the right [insert a QUICK EXIT button] or press the “esc” (escape) key on your keyboard.”

Section 4: Resources

SUGGESTED READINGS FOR ADULT READERS

There are numerous publications related to the themes of *Confronting Violence, Improving Women's Lives*. Here are a selection of titles from the National Library of Medicine (NLM) collections and suggested by the exhibition curator, Catherine Jacquet, PhD. These scholarly readings may be helpful as a reference for traveling exhibition host venues to jump-start their own research for developing exhibition-related events.

Sample titles from NLM Collections: The titles listed below are examples of items related to the practice of forensic nursing from the NLM's general collection, including books and papers featured in *Confronting Violence, Improving Women's Lives*.

- Bewley, Susan and Jan Welch., eds. *ABC of Domestic and Sexual Violence*. Chichester, West Sussex, UK: John Wiley & Sons, 2014.
- Campbell, Jacquelyn, ed. *Assessing Dangerousness: Violence by Batterers and Child Abusers*. New York, NY: Springer Publishing Company, LLC, 2007.
- ———. *Empowering Survivors of Abuse: Health Care for Battered Women and their Children*. Thousand Oaks, CA: Sage Publications, Inc., 1998.
- Campbell, Jacquelyn and Barbara True-Driver. *Families in violence: assessment & interventions with intrapartum patients*. VHS. Carrollton, TX: Westcott Communications, Inc., 1993.
- Campbell, Jacquelyn and Janice Humphreys, eds. *Family Violence and Nursing Practice*. New York, NY: Springer Publishing Company, LLC, 2011.
- Constantino, Rose E., Patricia A. Crane, and Susan E. Young. *Forensic Nursing: Evidence-Based Principles and Practice*. Philadelphia, PA: F.A. Davis Co., 2013.
- Darnell, Connie. *Forensic Science in Healthcare: Caring for Patients, Preserving the Evidence*. Boca Raton, FL: CRC Press, 2011.
- Dobash, Rebecca Emerson and Russell P. Dobash. *Violence Against Wives: A Case Against Patriarchy*. New York, NY: Free Press, 1979.
- Hammer, Rita, Barbara Moynihan, and Elaine M. Pagliaro, eds. *Forensic Nursing: A Handbook for Practice*. Burlington, MA: Jones & Bartlett Learning, 2013.
- Herman, Judith. *Trauma and Recovery: The Aftermath of Violence—From Domestic Abuse to Political Terror*. New York, NY: Basic Books, 1992.
- Kantor, Glenda Kaufman and Jana L. Jasinski, eds. *Out of the Darkness: Contemporary Perspectives on Family Violence*. New York, NY: Sage Publications, Inc., 1997.
- Koop, C. Everett. Foreword to *Violence in America: A Public Health Approach*, edited by Mark L. Rosenberg and Mary Ann Fenley. New York, NY: Oxford University Press, 1991.



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 4. Resources: Suggested readings, cont'd

Sample titles from NLM Collections, cont'd

- Martin, Del, Daniel Jay Sonkin, and Lenore E. A. Walker. *The Male Batterer: A Treatment Approach*. New York, NY: Springer Publishing Company, 1985.
- Olshaker, Jonathan S., M. Christine Jackson, and William S. Smock, eds. *Forensic Emergency Medicine*. Philadelphia, PA: Lippincott, Williams, & Wilkins, 2006.
- Sheridan, Dan, collector. *History of Nursing and Domestic Violence Collection. 1975-2007*. Located in: Archives and Modern Manuscripts Collection, History of Medicine Division, National Library of Medicine, Bethesda, MD; MS C 601.
- U.S. Department of Health and Human Services and U.S. Department of Justice. *Surgeon General's Workshop on Violence and Public Health: Report*. Washington, DC: U.S. Health Resources and Services Administration, 1986.

Curator's bibliography

- American Medical Association. "American Medical Association Diagnostic and Treatment Guidelines on Domestic Violence." *Archives of Family Medicine* 1, no. 1 (Sept. 1992): 39–47.
- Campbell, Jacquelyn. Interview by Susan Speaker. Mp3 audio file. Baltimore, MD. 2 Nov 2012. <https://www.nlm.nih.gov/exhibition/confrontingviolence/exhibition2s0.html?slide=3>.
- Campbell, Jacquelyn and Janice Humphreys, eds. *Nursing Care of Victims of Family Violence*. Reston, VA: Reston Publishing Co., 1984.
- Campbell, Jacquelyn and Daniel J. Sheridan. "Emergency Nursing Interventions with Battered Women." *Journal of Emergency Nursing* 15, no. 1 (Feb 1989): 12–17.
- Flitcraft, Anne. Interview by Catherine Jacquet. Mp3 audio file. Telephone interview. 3 Mar 2014. [http://\[place the url of the audio file from the exhibition section\]](http://[place the url of the audio file from the exhibition section])
- ———. "Physicians and Domestic Violence: Challenges for Prevention." *Health Affairs* 12, no. 4 (Winter 1993): 154–161.
- Friedman, Kathleen O'Ferrall. "The Image of Battered Women." *The American Journal of Public Health* 67, no. 8 (Aug. 1977): 722–723.
- Kurz, Demie. "Emergency Department Responses to Battered Women: Resistance to Medicalization." *Social Problems* 34, no. 1 (Feb. 1987): 69–81.
- Kurz, Demie and Evan Stark. "Not-So-Benign Neglect: The Medical Response to Battering." In *Feminist Perspectives on Wife Abuse*, edited by Kersti Yllo and Michele Bograd. Newbury Park, CA: SAGE Publications, 1988.
- Loraine, Kaye. "Battered Women: The Ways You Can Help." *Registered Nurse* 44, no. 10 (Oct. 1981): 22–28.
- Martin, Del. *Battered Wives*. San Francisco, CA: New Glide Publications, 1976.

Section 4. Resources: Suggested readings, cont'd

Curator's bibliography, cont'd

- Parker, Barbara and Dale Schumacher. "The Battered Wife Syndrome and Violence in the Nuclear Family of Origin: A Controlled Pilot Study." *The American Journal of Public Health* 67, no. 8 (Aug. 1977): 760–761.
- Petro, Jane A., Patricia Quann, and William Graham. "Wife Abuse: The Diagnosis and Its Implications." *JAMA: Journal of the American Medical Association* 240, no. 3 (July 1978): 240–241.
- Schechter, Susan. *Women and Male Violence: The Visions and Struggles of the Battered Women's Movement*. Boston, MA: South End Press, 1982.
- Sheridan, Daniel J. Interview by Catherine Jacquet. Mp3 audio file. St. Paul, MN. 2 Oct 2013. [http://\[place the url of the audio file from the exhibition section\]](#)
- ———. "The Role of the Battered Woman Specialist." *Journal of Psychosocial Nursing* 31, no. 11 (Nov. 1993): 31–37.
- Stark, Evan, Anne Flitcraft, and William Frazier. "Medicine and Patriarchal Violence: The Social Construction of a 'Private Event.'" *International Journal of Health Services* 9, no. 3 (1979): 461–493.
- Stark, Evan, Anne Flitcraft, Diana Zuckerman, Anny Grey, Judy Robison, and William Frazier. *Wife Abuse in the Medical Setting: An Introduction for Health Personnel*. Domestic Violence Monograph Series, no. 7. Rockville: National Clearinghouse on Domestic Violence, 1981.
- Stark, Evan and Anne E. Flitcraft. "Spouse Abuse." In *Violence in America: A Public Health Approach*, edited by Mark L. Rosenberg and Mary Ann Fenley. New York: Oxford University Press, 1991.
- Tierney, Kathleen. "The Battered Women Movement and the Creation of the Wife Beating Problem." *Social Problems* 29, no. 3 (Feb. 1982): 207–220.
- Warshaw, Carole. "Limitations of the Medical Model in the Care of Battered Women." *Gender and Society* 3, no. 4 (Dec. 1989): 506–517.



Confronting Violence, Improving Women's Lives
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Section 4. Resources: Related websites

RELATED WEBSITES

There are many websites that offer information related to several themes featured in the *Confronting Violence: Improving Women's Lives* exhibition. Here are online resources related to the domestic violence topics from and outside of the National Library of Medicine. These examples may help traveling exhibition host venues as references, or as a starting point for generating ideas for supplementary programs in conjunction with hosting the exhibition.

Related Resources at NLM: The National Library of Medicine collects and makes available numerous electronic information resources on a wide range of topics. Here are some examples of online resources related to domestic violence topics. Traveling exhibition host venues may use any of the following online resources in supplementary programs in conjunction with *Confronting Violence, Improving Women's Lives*:

- MedlinePlus Health Topics: Domestic Violence
<http://www.nlm.nih.gov/medlineplus/domesticviolence.html>

- HSRPROJ (HEALTH SERVICES RESEARCH PROJECTS)
 - [Domestic violence screening: examining provider practice](#)
 - [Implementation of an evidence-based post-traumatic stress disorder \(PTSD\) treatment in public sector settings](#)
 - [Iowa Pregnancy Risk Assessment Monitoring System \(PRAMS\) Surveillance Program](#)
 - [Perinatal nurse home visiting enhanced with mHealth technology](#)
 - [A randomized efficacy trial of Moms and Teens for Safe Dates](#)
 - [Research Infrastructure Program \(RISP\) for mental health services in the aftermath of violence against women](#)
 - [Stepped Care for young children after trauma](#)

- HSRR (HEALTH SERVICES AND SCIENCES RESEARCH RESOURCES)
 - [ACOG Screening Tools - Domestic Violence](#)
 - [Hurt, Insult, Threaten, Scream \(HITS\)](#)
 - [Oklahoma Health Status Indicator Profiles](#)
 - [Monitoring the Situation of Women and Children](#)



Confronting Violence, Improving Women's Lives
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Section 4. Resources: Related websites, cont'd

- HSRR (cont'd)
 - [Measuring Intimate Partner Violence Victimization and Perpetration: A Compendium of Assessment Tools](#)
 - [Woman Abuse Screening Tool \(WAST\)](#)
 - [Abuse Assessment Screen \(AAS\)](#)
 - [European Inventory of National Policies for the Prevention of Violence and Injuries](#)

- PubMed Central (PMC) is a free archive of full-text, biomedical and life sciences journal articles at the U.S. National Institutes of Health's National Library of Medicine. Below are some examples of journal articles on domestic violence that can be accessed through PMC.
 - Elliott, Lorrie, Michael Nerney, Theresa Jones, and Peter D. Friedmann. "[Barriers to Screening for Domestic Violence.](#)" *Journal of General Internal Medicine* 17, no. 2 (Feb. 2002): 112–116.
 - Gregory, Alison, Jean Ramsay, Roxane Agnew-Davies, Kathleen Baird, Angela Devine, Danielle Dunne, Sandra Eldridge, Annie Howell, Medina Johnson, Clare Rutterford, Debbie Sharp, and Gene Feder. "[Primary care Identification and Referral to Improve Safety of women experiencing domestic violence \(IRIS\): protocol for a pragmatic cluster randomised controlled trial.](#)" *BMC Public Health* 10, no. 54 (Feb. 2, 2010): 1–7.
 - Haviland, Mary, Victoria Frye, and Rajah Valli. "[Harnessing the Power of Advocacy-Research Collaborations.](#)" *Feminist Criminology* 3, no. 4 (Oct. 1, 2008): 247–275.
 - Jatoi, Aminah and Carmen Radecki Breitkopf. "[Is Spanish Language a Barrier to Domestic Violence Assessment?](#)" *Journal of Women's Health* 20, no. 7 (July 2011): 1111–1116.
 - Jun, Hee-Jin, Heather L. Corliss, Renee Boynton-Jarrett, Donna Spiegelman, S. Bryn Austin, and Rosalind J. Wright. "[Growing up in a domestic violence environment: relationship with developmental trajectories of body mass index during adolescence into young adulthood.](#)" *Journal of Epidemiological Community Health* 66, no. 7 (July 2012): 629–635.
 - Kaye, Dan K. "[Gender inequality and domestic violence: implications for human immunodeficiency virus \(HIV\) protection.](#)" *African Health Sciences* 4, no. 1 (2004): 67–70.

Section 4. Resources: Related websites, cont'd

- PubMed Central (PMC) , cont'd
 - Kiarie, James N., Carey Farquhar, Barbra A. Richardson, Marjory N. Kabura, Francis N. John, Ruth W. Nduati, and Grace C. John-Stewart. “Domestic violence and prevention of mother-to-child transmission of HIV-1.” *AIDS* 20, no. 13 (Aug. 22, 2006): 1763-1769.
 - Kouyoumdjian, Fiona G., Nicole Findlay, Michael Schwandt, and Liviana M. Calzavara. “A Systematic Review of the Relationships between Intimate Partner Violence and HIV/AIDS.” *PLoS One* 8, no. 11 (Nov. 2013): e81044.
 - Lindhorst, Taryn, Marcia Meyers, and Erin Casey. “Screening for Domestic Violence in Public Welfare Offices: An Analysis of Case Manager and Client Interactions.” *Violence Against Women* 14, no.1 (Jan. 2008): 5–28.
 - Lindhorst, Taryn, Monica Oxford, and Mary Rogers Gillmore. “Longitudinal Effects of Domestic Violence on Employment and Welfare Outcomes.” *Journal of Interpersonal Violence* 22, no. 7 (July 2007): 812–828.
 - Pobutsky, Ann, Melissa Brown, Lisa Nakao, and Florentina Reyes-Salvail. “Results from the Hawaii domestic violence fatality review, 2000-2009.” *Journal of Injury & Violence* 6, no. 2 (July 2014): 19–90.
 - Poutiainen, Marika and Juha Holma. “Subjectively Evaluated Effects of Domestic Violence on Well-Being in Clinical Populations.” *ISRN Nursing* 2013, no. 347235 (Jan. 2013): 1–8.
 - Stover, Carla. “Fathers for Change: A New Approach to Working With Fathers Who Perpetrate Intimate Partner Violence.” *Journal of the American Academy of Psychiatry and the Law Online* 41, no. 1 (March 2013): 65–71.
 - Trevillion, Kylee, Siân Oran, Gene Feder, and Louise M. Howard. “Experiences of Domestic Violence and Mental Disorders: A Systematic Review and Meta-Analysis.” *PLoS One* 7, no. 12 (Dec. 2012): e51740.
 - Usta, Jinan, Jumana Antoun, Bruce Ambuel, and Marwan Khawaja. “Involving the Health Care System in Domestic Violence: What Women Want.” *Annals of Family Medicine* 10, no. 3 (May 2012): 213–220.
 - Yeung, Howa, Nubaha Chowdhury, Alice Malpass, and Gene S. Feder. “Responding to Domestic Violence in General Practice: A Qualitative Study on Perceptions and Experiences.” *International Journal of Family Medicine* 2012, no. 960523 (2012): 1–7.



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Section 4. Resources: Other online resources

Other Online Resources: The following online resources offer additional information or context to the exhibition themes. The National Library of Medicine does not maintain the following sites, and is not responsible for their content.

The access date of all websites listed is October 13, 2015.

- “Apps Against Abuse Challenge: Submissions.”
<http://appsagainstabuse.challengepost.com/submissions>.
In 2011, the Office of the Vice President and the U.S. Department of Health and Human Services sponsored a technology challenge called, “Apps Against Abuse.” This submission page on the challenge’s archival site lists the two winners and more than 30 other anti-domestic violence apps submitted for the challenge.
- “ASPIRE News App.” *The Robin McGraw Revelation Foundation*.
<https://www.whengeorgiasmiled.org/the-aspire-news-app/>.
Offered by the non-profit Robin McGraw Revelation Foundation, the ASPIRE News app provides a way to access domestic violence resources discreetly. The interface appears as a news aggregate site, but the “Help” section connects users with services for domestic violence survivors.
- *Abused Deaf Women’s Advocacy Services (ADWAS)*. <http://www.adwas.org/>.
ADWAS is an organization that connects deaf and blind domestic violence survivors with resources to help them safely leave abusive relationships, navigate the legal system, find housing and public services, and rebuild their lives.
- *Break the Cycle*. <http://www.breakthecycle.org/>.
Break the Cycle provides comprehensive violence prevention programs exclusively for young people, champions effective laws and polices to fight dating abuse, and hosts public campaigns. The site offers information on preventing and escaping unhealthy relationships, dating violence, and legal protections.

Section 4. Resources: Other online resources, cont'd

- *ClinicalTrials.gov*. <http://www.clinicaltrials.gov>.
This site provides access to information on publicly and privately supported clinical studies on a wide range of diseases and conditions. Its search feature can generate a list of studies inclusive of [domestic violence](#) studies with their respective locations and other details.
- Dahlberg, Linda L. and James A. Mercy. "The History of Violence as a Public Health Issue." *Virtual Mentor* vol. 11 no. 2 (Feb. 2009): 167–172.
<http://virtualmentor.ama-assn.org/2009/02/mhst1-0902.html>.
This article provides historical perspectives on how violence became a health issue of national, and then international, concern over the past four decades.
- "The Danger Assessment." <http://dangerassessment.org>.
The Danger Assessment is a tool that helps determine the risk an abused woman has of being killed by her intimate partner. Jacquelyn Campbell, an expert on violence against women and women's health, originally developed the instrument in 1986 in consultation and with the support of battered women, shelter workers, law enforcement officials, and other clinical experts on battering. The tool has two parts: a calendar, and a 20-item scoring instrument. The site offers downloads of the instrument, links to online training for using and scoring the instrument, and post-test certifications.
- "Domestic Violence Resources." *Feminist Majority Foundation*.
<http://www.feminist.org/911/crisis.html>.
The Feminist Majority Foundation, a non-profit activist group dedicated to women's equality, health, and violence prevention, offers this exhaustive list of national and state-based resources for women in domestic violence situations.
- *ExploreHealthCareers.org*. <http://explorehealthcareers.org/en/home>.
ExploreHealthCareers presents profiles of professions in the health sciences, complete with educational requirements, salary information, and links to the websites of undergraduate and graduate programs. There are several careers in which professionals can help people experiencing gender-based violence, such as [Allied Health: Emergency Medical Technician/Paramedic](#), [Medicine: Emergency Medicine](#), [Mental Health professions](#), [Nursing profession](#), [Public Health: Behavioral Science/Health Education](#), [Public Health: Community Health Worker](#), and [Public Health: Maternal and Child Health](#).

Section 4. Resources: Other online resources, cont'd

- “Family Violence Prevention and Services Program.” *Family and Youth Services Bureau*. <http://www.acf.hhs.gov/programs/fysb/programs/family-violence-prevention-services>. The Family Violence Prevention and Services Program administers the federal funding dedicated to support emergency shelters and related assistance for victims of domestic violence and their children. It is a part of the programs and services provided by the Family and Youth Services Bureau in the U.S. Department of Health and Human Services’ Administration for Children and Families.
- “Forensic Nursing.” *Nursing School.org*. <http://nursingschool.org/nursing-careers/specialties/forensics/>. Nursingschool.org provides information on careers and training programs for a variety of nursing specialties, including forensic nursing.
- *Future Without Violence*. <http://www.futureswithoutviolence.org/>. *Future Without Violence* works globally to end violence against women, children, and families. Among a wide range of programs and resources, it provides free downloadable materials for nurses and other health care providers, patients, and advocates. For example there is a downloadable brochure, “The Nursing Role in the Routine Assessment for Intimate partner Violence,” co-edited by nursing scholars Jacquelyn Campbell and Annie Lewis-O’Connor. Also available online is a material index page, “Health Materials for Patients, Providers, and Advocates,” with a list of many downloadable health and domestic violence related materials.
- “History of Battered Women’s Movement.” *Indiana Coalition Against Domestic Violence*. <http://www.icadvinc.org/what-is-domestic-violence/history-of-battered-womens-movement/> This web page features the “Herstory of Domestic Violence” timeline, a project of the California Department of Health Services completed in 1999. The timeline chronicles specific events and statistics related to issues of domestic violence between 733 BC and AD 1999, with some emphasis on California laws, data, and events for more recent entries.
- Hurwitz, Seth. “Forensics Is His Calling.” *Dome*. http://esgweb1.nts.jhu.edu/dome/0205/whats_happening2.cfm. This article offers a biographical profile of Dan Sheridan and explains the work of a forensic nurse.

Section 4. Resources: Other online resources, cont'd

- *International Association of Forensic Nursing*. <http://www.iafn.org>.
This professional association's site provides information on certification, training, continuing education, and career opportunities for individuals interested in forensic nursing careers.
- "Violence Prevention." *Centers for Disease Control and Prevention* (CDC). <http://www.cdc.gov/violenceprevention/>.
The "Violence Prevention" site pulls together various violence related public health topics, including intimate partner violence, elder abuse, etc. In addition to national and global data and statistics, it provides definitions, prevention strategies, and additional resources for each topic area. The site is produced by the Division of Violence Prevention, a part of CDC's National Center for Injury Prevention and Control.
- *La Casa de las Madres*. <http://www.lacasa.org/>.
La Casa de las Madres is a San Francisco-based, non-profit organization that helps survivors of domestic violence by offering crisis support, counseling, housing, training programs for advocates and law enforcement, and community outreach.
- *A Long Walk Home*. <http://www.alongwalkhome.org/>.
Founded by sisters Scheherazade and Salamishah Tillet, A Long Walk Home is a non-profit organization that strives to end violence against girls and women through the visual and performing arts.
- *Loveisrespect*. <http://www.loveisrespect.org/>.
Loveisrespect is a project of the [National Domestic Violence Hotline](#) and [Break the Cycle](#). The site provides a 24-hour national web-based and telephone hotline (866-331-9474) that help teens experiencing dating abuse, as well as information on dating basics, abuse, how to get help, and suggested ways to take action against domestic violence.
- *National Coalition Against Domestic Violence* (NCADV). <http://www.ncadv.org/>.
The NCADV's website provides information on its programs, activities, and events, as well as highlights on legislative issues, research materials, and other domestic violence related topics.

Section 4. Resources: Other online resources, cont'd

- *National Domestic Violence Hotline*. <http://www.thehotline.org/>.
The National Domestic Violence Hotline immediately connects users to service providers in his or her area, helps with safety planning, and offers crisis intervention. It was created through the Violence Against Women Act and is available online or by phone (1-800-799-SAFE) in all 50 states, the Virgin Islands, and Puerto Rico, and in 170 languages.
- *National Network to End Domestic Violence (NNEDV)*. <http://www.nnedv.org>.
Founded in 1990 by a group of domestic violence victim advocates, NNEDV works to make domestic violence a priority. The site outlines the organization's projects in multiple arenas: economics, law, housing, public policy, etc. It also suggests different ways to get involved in education and prevention of domestic violence, as well as list of resources.
- *National Institute of Mental Health (NIMH)*. <http://www.nimh.nih.gov/>
One of the U.S. National Institutes of Health, NIMH conducts and supports research into the understanding and treatment of mental illness, including investigations into [the mental health consequences of violence and trauma](#).
- *National Institute of Nursing Research (NINR)*. <http://www.ninr.nih.gov/>
NINR's primary focus is clinical, public health, and basic research that provides the scientific foundation for nursing practices, as well as research training. It is one of the U.S. National Institutes of Health.
- *National Resource Center on Domestic Violence*. <http://www.nrcdv.org>.
The National Resource Center on Domestic Violence seeks to end gender-based violence by supporting research and developing resources and programs for organizations, communities, and individuals. Its initiatives include the Domestic Violence Awareness Project, which focuses on public health and education campaigns; the DV Evidence Project that helps community programs, researchers, and other allied groups integrate evidence-based practices into their work; and VAWnet: the National Online Resource Center on Violence Against Women, a clearinghouse of scholarly and consumer health-level information. The Center also provides operational support to the Domestic Violence Resources Network that is funded by the U.S. Department of Health and Human Services.

Section 4. Resources: Other online resources, cont'd

- *National Sexual Violence Resource Center.* <http://www.nsvrc.org/>
National Sexual Violence Resource Center (NSVRC) collects and disseminates a wide range of resources for preventing and responding to sexual violence. The NSVRS supports those who provide direct services to sexual violence sufferers, such as coalitions, rape crisis centers, national, state and local agencies and allied programs.
- *No More.* <http://nomore.org/>.
No More is a coalition of organizations conducting public awareness and engagement campaigns focused on ending domestic violence and sexual assault. The organization seeks to break social stigma, normalize the conversation around domestic violence and sexual assault, and increase resources addressing the issues. The site includes the organization's latest campaign materials, links to its notable public service announcements, and tips on preventing and stopping violence.
- *The Nursing Network on Violence Against Women International (NNVAWI).* <http://www.nnvawi.org/pages/Home.cfm>.
The NNVAWI is a non-profit organization that works to eliminate violence through nursing services that addresses the health and social effects of violence in women's lives. The main areas of focus include nursing education, practice, research, and public policy.
- "Office on Violence Against Women." *U.S. Department of Justice.* <http://www.justice.gov/ovw>.
The office was created by the Violence Against Women Act, and works to prevent and reduce violence against women by enforcing laws that protect subjects of gender-based violence, and developing and supporting services for victims of intimate partner violence, sexual assault, and stalking. The site includes a "Find Local Resources" feature that lists domestic violence and sexual assault coalitions and tribal coalitions by state.
- "One Love MyPlan App." http://www.joinonelove.org/my_plan_app.
This free, anonymous application for smart phones and other electronic devices helps a user determine if a relationship is potentially unsafe, and creates a best action plan by weighing an individual's unique characteristics and values. In partnership with LoveisRespect.org, the app provides access to trained advocate support 24/7 through an embedded chat function.

Section 4. Resources: Other online resources, cont'd

- “Preventing Intimate Partner Violence.” *World Health Organization*.
http://apps.who.int/iris/bitstream/10665/44350/1/9789241564007_eng.pdf.
This report by the World Health Organization from 2010 details the nature and magnitude of gender-based violence around the world, lists risks factors, presents prevention strategies, and details ways to improve and assess the success of existing prevention programs.
- “Say It Sister! Blog.” *National Organization for Women (NOW)*.
<http://now.org/say-it-sister/>.
NOW is a women’s advocacy organization, campaigning for gender and racial equality, and women’s rights and safety. Its blog reports on domestic violence issues, one of the organization’s six core issues.
- “Screening for Domestic Violence in Health Care Settings.” *Office of the Assistant Secretary for Planning and Evaluation (ASPE), U.S. Department of Health and Human Services*.
http://aspe.hhs.gov/hsp/13/dv/pb_screeningdomestic.cfm.
This ASPE policy brief presents the state of practice and research on screening and counseling for domestic violence in health care settings. It also outlines next steps for ensuring the efficacy of screening as a preventative service to be considered by policy makers, health care practitioners, and other stakeholders.
- “Theories of Violence.” *Stop Violence Against Women*.
<http://www1.umn.edu/humanrts/svaw/domestic/link/theories.htm>.
This resource is a part of exploring the issue of domestic violence, and presents a history of the evolving understanding of domestic violence from the beginnings of the battered women’s movement to the present day.
- “VetoViolence: Intimate Partner Violence.” *Centers for Disease Control (CDC)*.
<http://vetoviolence.cdc.gov/index.php/violence-type-information/intimate-partner-violence/>.
“VetoViolence” presents CDC’s data, reports on risk/protective factors, consequences, and prevention strategies for a number of different types of violence—among them sexual violence, intimate partner violence, youth violence, and teen dating violence. Multiple informational resources on each topic are featured.

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Section 4. Resources: Other online resources, cont'd

- “Violence Against Women.” *Office of Women’s Health, U.S. Department of Health and Human Services.* www.womenshealth.gov/violence-against-women/.
The Office on Women’s Health offers information on multiple topics related to health issues arising from violence against women, including a fact sheet about “Health Care Providers’ Role in Screening and Counseling for Interpersonal and Domestic Violence.” [hyperlink to <http://womenshealth.gov/publications/our-publications/fact-sheet/screening-counseling-fact-sheet.html>]
- “Violence Against Women Resources.” *Office of Research on Women’s Health (ORWH), National Institutes of Health.* <http://orwh.od.nih.gov/resources/health/violenceagainstwomen/index.asp>.
ORWH provides a list of selected resources from the NIH community as well as a link to the National Resources Center on Domestic Violence.
- “Violence as a Public Health Problem Position Statement.” *American Association of Colleges of Nursing (AACN).* <http://www.aacn.nche.edu/publications/position/violence-problem>.
This is the AACN’s position statement on violence as a public health problem, approved by its membership in March 1999. It defines several types of violence, offers background about health impacts by violence, and offers recommendations on how nursing education can train nurses to prevent and respond to violence.
- *Women of Color Network.* <http://womenofcolornetwork.org/>.
The Women of Color Network is a project of the National Resource Center on Domestic Violence. It aids those responding to violence against women of color through trainings, technical assistance, and government advocacy initiatives.
- “WomensLaw.” *National Network to End Domestic Violence.* <http://www.womenslaw.org/>.
Women’s Law is a project of the National Network to End Domestic Violence, which assists survivors of domestic violence and sexual assault navigating the legal system.



Confronting Violence, Improving Women's Lives
Outreach Resources for Traveling Exhibition Host Venues

Section 4. Resources: Films

FILMS

There are many films that relate to and expand on the themes in *Confronting Violence, Improving Women's Lives*. Here are several film titles that may help traveling exhibition host venues start to research, review, and select films that are appropriate for specific institutional requirements and for any exhibition-related film events.

Each host venue wishing to show films or videos to the public must arrange for public performance rights (PPR) and payment of fees for those rights. Some films on this list can be rented from Swank Motion Pictures (www.swank.com, 1-800-876-5577); Swank rental fees include public performance rights.

Sample documentary Film Titles*:

- *Power and Control: Domestic Violence in America*. Directed by Peter Cohn. 2010. Bloom Grove, NY: New Day Films.
- *Telling Amy's Story*. Directed by Rick Brandit. 2010. University Park, PA: Pennsylvania State University.
- *Defending Our Lives*. 1993. Cambridge, MA: Cambridge Documentary Films.

*See a full list of suggested films online at "[Videos/DVDs/Films](#)" by *National Center on Domestic and Sexual Violence*, last modified July 22, 2015.

Sample Fictional Film Titles**:

- *Fried Green Tomatoes*. Directed by Jon Avnet. 1991. Universal City, CA: Universal Home Video.
- *What's Love Got to Do With It?*. Directed by Brian Gibson. 1993. Burbank, CA: Touchstone Home Video.
- *Bastard Out of Carolina*. Directed by Anjelica Hutson. 1996. New York, NY: BMG Independents.
- *The Color Purple*. Directed by Stephen Spielberg. 1985. Burbank, CA: Warner Home Video.
- *North Country*. Directed by Niki Caro. 2005. Burbank, CA: Warner Home Video.

**See a full list of suggested films at "[Fictional Movies with Domestic Violence Themes](#)" by Nancy Flanakin, Librarian, *National Center on Domestic and Sexual Violence*, last modified April 2007.