

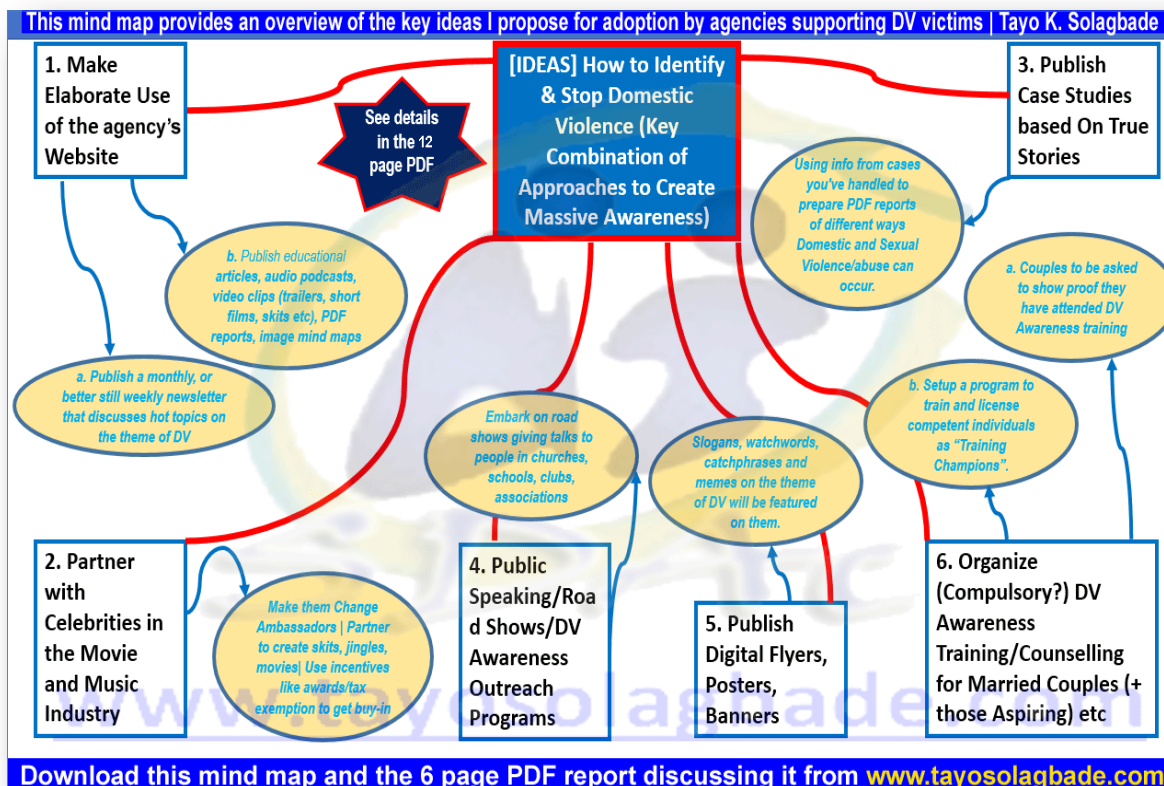


1st October 2018

www.tayosolagbade.com

[IDEAS] How to Identify & Stop Domestic Violence

Key Combination of Approaches to Create Massive Awareness In Society



By **Tayo K. Solagbade**
Publisher of the *Domestic Violence Against Men (DVAM) - Ideas for Identifying and Stopping It*
Facebook Page
(www.facebook.com/stopdvambytks) + the DVAM Newsletter

Question: WHO SHOULD READ THIS PDF REPORT?

Answer: Persons who run (or work with) agencies providing support to victims of Domestic Violence.

On 20th September 2018, I prepared and began emailing download links for this IDEAS document to agencies providing support to victims of Domestic Violence.

My decision to do this stemmed from my participation as a panelist at the 2018 Symposium to commemorate the Domestic Violence Awareness Month (organized by the Lagos State Domestic and Sexual Violence Response Team – DSVRT) where I spoke as an invited panelist on “**The culture of silence as it negatively affects male victims**”.

The various real life case studies that were described by the guest lecturer (Prof. Badru) and other contributors reinforced my conviction that massive awareness about DV and how victims can get help fast needed to be created.

But what really hit home with me the most, was the point made by the moderator for our panel, who noted, that not every person who needs help dealing with DV would find it easy or convenient to visit the DSVRT office at Alausa.

She therefore suggested that the possibility of opening offices in other strategic locations across the state may need to be looked at.

I felt she made a very valid point. *However, I have always advocated exploring low to zero cost ways to getting things done, to maximize available funds.* To me, the sustainability of the work being done by support agencies like the DSVRT depends on how well they use their budgets.

I therefore believe one must look for ways to do more without necessarily spending more (or at least not too much).

That’s why I did some thinking and came up with a mind map of ways I believe support agencies like yours can create a system that enables them help more people, who may not have immediate physical access to them.

An aspect of what I refer to includes challenging/encouraging DV victims to employ Self-Education, at least in the initial stages, till they can come to you, or other support providers.

I believe that there is a lot of that which can be done by individuals - both the abused, as well as those looking to help the abused persons.

It’s something that can enable victims find your agency online and also discover resources like the excellent article on DVAM by Toyin Omoniyi, the female Nigerian legal expert using the Twitter handle @TyLegal. Read the article at <http://tayosolagbade.com/sdnuggets/domestic-violence-against-men-by-toyin-omoniyi-tylegal-nairaland-com-praiseworldradio-com/>

It was the very first article I ever read on DVAM, and I found it entirely by accident.

It is my considered opinion that experts like Toyin can be engaged to contribute informative and educative pieces on various aspects of the DV problem, which agencies like yours can then offer via your website to persons looking for help.

You can offer educational and informative articles, videos, audios, reports, mind maps etc. Chances are good that most people who need help will have Internet connected phones or at least someone they know, who wishes to help them will.

This combination of approaches can make discovery of help resources for dealing with DV less due to luck and more predictable.

In line with my vision to draw attention to the serious need for better support to be given to male victims of DV, I will be doing my own bit in this regard, via www.tayosolagbade.com (my website) and www.facebook.com/stopdvambytk (my Facebook Advocacy page) – and also through my **Stop Domestic Violence Against Men (Stop DVAM)/Best Practice Parenting (BPP)** group on WhatsApp.

TIP: Text your WhatsApp Number via +234-803-302-1263 (not my WhatsApp no!) and I'll add you. Members gain instant access to all my PDF reports, articles, facebook page and newsletter updates published in the past and new ones too. See examples at www.tinyurl.com/dvamtalkmuseon.

Note that I would gladly feature links to useful resources on this theme, published on websites owned by ANY support agency. We need to work together to make this work. If we do it right, people in societies we serve WILL become readily able to identify DV when it is happening to them or other persons, and they would know exactly where to go, what to do etc.

So, in the rest of this paper, I offer my suggestions - based on the Mind Map I created to provide an overview of my proposed approach...

[IDEAS] How to Identify & Stop Domestic Violence (Key Combination of Approaches to Create Massive Awareness)

What follows below are ideas I've come up with for possible consideration by agencies supporting DV victims.

1. Make Elaborate Use of the Agency Website

I recommend you make more deliberate and elaborate use of your website to get the word out about what you do, to those who need it i.e. transform it into a RESOURCE website where people can go and find literally anything they need on DV.

If it is done right, even consultants, and journalists will refer to your agency's website when working on issues relating to DV.

Apart from ensuring wider reach to your target audience, the unrestricted nature of the web can make decision makers in other places discover what you're doing and take a cue from it. This is especially since people in other states, ***and even other***

countries that need help with DV may use the resources you put up, and possibly contact or talk about you as a result.

To make this idea work, however, you will need to have an in-house webmaster.

But you may not even need to hire a new employee.

Instead, one of your team members could be trained to do it, in addition to what s/he already does. All that is required is familiarity with the web, and competence to use relevant tools to create and add new content (in various formats) to your website and other platforms (social media etc) you use online.

For your purposes, there's got to be the use of as many different platforms as possible, to achieve maximum awareness creation reach and impact.

Why is this necessary?

It's because, compared to the total number of people who live in the geographical area you serve, for instance, and who are by implication part of your target audience, a large majority even now, may still not know your agency exists. They don't know what is possible for them with your support, and many of them don't even believe when they are told what is possible.

For some who are abused, it may be only when they are on their own, maybe in the middle of the night (When the abusive partner is not there, for instance) that they will be able to think of ways to get help. Your website would be a literal life saver for such persons. It's probably then, that they would be able to check out what you've put up on your website, and believe.

A description of the process that you will take them through, placed on the website, alongside testimonials/stories of people you have helped in the past, could inspire them to take action to decide "***I think this agency can help me. So, I'm going to contact them***".

To make the above happen, like I said earlier, you need to have your own webmaster in-house to implement any new content creation and website update plans you conceive.

Your agency's website will need to become a LIVING thing that relentlessly churns out DV information and education for people seeking help to use.

It should offer them ready access to information that can empower them to take action to begin to address the DV they face in an intelligent way.

And then through that, maybe they can take steps to engage your agency or other relevant support providers that may be closer to them,

Question: What will the webmaster be doing for YOU?

Answer: Publishing Various Kinds of Attention Getting Content

a. There should be a monthly or better still weekly newsletter that discusses hot topics on the theme of DV, based on experiences recorded by your team, over time.

It is always good to give the newsletter a name e.g.

a. ***The Domestic and Sexual Violence Reporter/Monitor™***

b. ***The Domestic and Sexual Violence Change Advocate™***

c. ***The Domestic and Sexual Violence Whistle Blower™***

You can brainstorm possible titles with your team members –and even victims you've helped could offer good ideas. This newsletter would be published primarily in digital form, via the website. But small printed flyers with previews announcing its availability could be produced for offline distribution – with a message inviting the reader to visit the website and subscribe.

The purpose should mainly be EXPERIENCE SHARING as a means of informing, educating and empowering. So true stories with names changed to protect identities can be actively used (permission having been obtained as needed) to drive home the message about DV being an ill that society needs to be rid of.

I propose this approach, because I know most agencies already have tools and resources that can be used to do it i.e. you have ready power supply, Internet access, laptop and desktop computers, functional website and social media

channels. **TIP:** For videos/audios, today's smart phones, used right, can make acquiring expensive video equipment needless. When your budget is limited, this is useful to know.

All you need to do is get started using an Action Plan for creating and propagating DV related awareness content.

What you will be doing will be necessarily multidimensional, to ensure you can reach people through as many formats of communication as possible.

b. You will need to routinely publish educational [articles](#), [audio podcasts](#), [video clips \(trailers, short films, skits etc\)](#), [PDF reports](#), [image mind maps](#) etc.

Considering what we see happening on social media alone (like viral news reports on trending subjects) the potential benefits of doing this right are apparent.

And that's where my second suggestion becomes relevant...

2. Partner with Celebrities in the Movie and Music Industry

Like I said, you can save money rather than spend lots of it, if you use the right approach or strategy.

For instance we know there are a number of celebrities who have had their brushes with DV publicized in the news and on social media. Some have been victims, or accused of being abusive and others have spoken out against DV or abuse.

I have quoted some celebrities on this theme of DV, in some articles on my website - especially some ladies who have come out to challenge their colleagues who try to vilify men based on the stereotype that all males abuse women.

You can connect with such celebrities so they can volunteer with your agency as **Change Ambassadors** for the **Stop Domestic Violence** campaign you're promoting.

For instance, you could get them to **partner** with you to create skits, interviews, presentations, jingles, or short films that inform and educate people about the need to stop DV.

[NB: In case there is an issue raised regarding the celebrities possibly not wanting to work with you FREE, I argue that you could offer them incentives like public recognition via presentations of certificates or tax exemptions of some sort, instead of cash - if possible.]

Songs about DV by music stars, or movies about DV by Nollywood stars could be produced for use on your website. (**NB:** You may also want to speak with some producers whose movies depict women battering to tone down on it a bit)...

**You could also take the stories of some of your clients for use in making the movies/videos mentioned. **

Nollywood doesn't do stories like that as far as I know (i.e. true story based ones) but your agency could get them to produce a movie or two, that in as much as it is entertaining, would also be educative in nature.

Example: The movie about America's Tina Turner's life, which features instances over a period of years, when she got abused by Ike Turner, her husband, is an example of what is possible. The DV dimension of Tina's experience was something that people connected with a lot.

Even though she may not be a celebrity, doing a movie based on the true story of survivor of child sexual abuse, could captivate audiences and deliver mutually beneficial returns to your agency and movie producers you choose to work with.

Indeed, the victim could "sell" the script and get paid for her story's use (*with HER providing guidance on relevant areas for the actors to portray the characters and issues accurately*).

Your agency wants to create awareness about Domestic and Sexual Violence, while movie makers want to make money. **The 2 needs actually converge** - so you can have a mutually beneficial, symbiotic relationship, in which both parties achieve their respective goals using this strategy. *But then again, a socially conscious movie maker may choose to work with you in this regard without aiming for monetary benefits.*

For the videos, you can choose to publish and promote them to create awareness

through your own YouTube channel, which could be called “Your Agency’s Name TV”. Trailers of films/movies you produce would also appear in the channel.

Interest and followership of your website and social media platforms is likely to get a boost from this.

3. Publish Case Studies based On True Stories

Using information from cases you've handled in the past, you can prepare examples in report format (PDF) of different ways Domestic and Sexual Violence/abuse can occur.

People would be able to download them from the website, and study them to gain understanding of the subject. Then they would use what they learn to detect DV when it is done to them, or to someone they know.

You would end each case study with the message that the reader tell anyone they discover abusing others, about what happened to the person featured in the case study.

This will make the abuser aware that the same punishments would be meted out to them if they fail to stop. S/he should also tell the abused person about the case study, to encourage him/her to take advantage of help offered by your agency.

4. Public Speaking/Road Shows/DV Awareness Outreach Programs

Rather than wait for people to find and come to you, your agency can embark on road shows during which talks are given to groups of people in various locations e.g. churches, schools, clubs, associations etc.

Projectors, laptops and other tools can be easily carried along by the team, for use in showing the audiences videos and other audio/visual resources prepared by your agency to boost audience comprehension of the presentation.

This is a strategy that religious organizations, especially Pentecostal Christian movements have used successfully in outreach programs for years.

I don't see any reason why a support agency's team cannot, for instance, arrange to visit residential estates on weekends to hold talks on the theme of DV, under the auspices of the Residential Estate Association.

The impact of such an event is likely to be great, since entire families live there - and so the message is likely to reach and influence them better.

5. Publish Digital Flyers, Posters, Banners

These will not need to be printed. So doing it is likely to attract little or no cost to you.

These items should be prettily designed with different messages designed to echo what your agency is saying about stopping DV on the website and through all the other formats.

So, slogans, watchwords, catchphrases and memes on the theme of DV will be featured on them.

Here's an example I picked up from our moderator at the DSVRT symposium I participated in on 18 Sept. 2018:

“If boys were not meant to cry, they would not have tear glands”

That statement could be used to challenge what I call the Macho Myth™ that society uses to put pressure on men, so that they needlessly try to endure abuse rather than seek help.

A flyer could be printed with those words, and a call made at the bottom for men experience DV to contact your agency for help.

Visitors to your website would be able to share them to their social media pages, or email them to their contacts, who they feel may find it useful. Each one would include the website URL, email and social media links for interested persons to follow and learn more.

6. Organize (Compulsory?) DV Awareness

Training/Counselling for Married Couples (+ those Aspiring) etc

This is an **odd** one that came just came to mind, now ☺

If we really want to stem the tide of DV cases that is currently rising, it might make sense to launch a program that requires all couples to show proof that they have attended DV Awareness Training provided by your agency or a similar body.

When people know they have taken such training, and that the contents of their training clearly indicates what is not acceptable behavior towards their partners, they are likely to act with more restraint no matter how bad things get.

Couples looking to get married could also be asked to show proof they have attended such training, so that if/when they have conflicts, what they've learned will guide their actions.

In fact, now that I think about, it even children and/or youths at various levels of schooling could also be required to attend compulsory classes/training on DV Awareness.

Your agency could setup a program to train and license competent individuals as “**Champions**” to provide in-house training and counseling for everyone in learning institutions, and other organizations.

It would be something like what obtains for sex education etc.

Given the serious nature of the problem of DV, and the fact that a general lack of awareness is causing many to do it, I feel this might just be an idea worth pursuing – even though it sounds a bit extreme.

SUMMARY...

Choosing to work this way is very likely to generate a lot of buzz. Indeed, it will give your team more time, effort and pocket friendly ways to get more people to become aware of what your agency has to offer.

For instance, when a possible Battered woman Syndrome suffer is noticed, s/he could be anonymously referred to an article, video, audio etc on your website about it, which ends with a Call to Action telling him/her (for instance)

*"If you're going through this, it's abuse, and you need to get help as soon as possible. Contact (**agency name is inserted here**) so we can help you get started on the road to recovery."*

This approach will also make friends, relatives or associates of an abused person find it easier to give him/her the help s/he needs.

The combination of approaches I've discussed above is not exhaustive.

Others can be thought up.

I however believe that those I've mentioned here will make doing your work much easier, because you will be able to use the resources you create to respond to requests you get for support from persons facing DV.

You may, for instance, recall that you have an article, a video, a report, an audio recording of an interview, a JPEG flyer, or mind map that is on the agency's website, which you can simply refer the person to download, read, watch or listen to, regarding what they called you about.

After they have gone through those resources, they would then be able to decide if they need (or want) to come back to you, to take things to the next level.

Each of the resources would end with a Call to Action, telling the person to call your agency, send an email, fill and submit the contact form on your website etc.

So people will become aware of key information about DV, and those prone to violence will begin to act with caution, because they will learn from exploring (**or being told about**) your site about cases of people guilty of similar habits who got into trouble through the intervention of your agency.

With this arrangement, people who can't come to your office, or who cannot readily reach you on phone, would simply be able to go on your website and start getting answers.

A good example is when someone is looking for help after close of work on a Friday or over the weekend – during which time your offices are closed.

If your website has all the resources I've mentioned, such a person would not feel stranded, and would not have to wait till Monday, before s/he can get an idea of what to do!

This suggested combination of approaches can help your agency gain a lot more traction in its effort to create awareness about the need to stop DV.

Indeed, what you get would be a multiplier kind of effect. Even when you're at home or asleep, away from the office, these resources would be up there, online, working for you on a 24/7 basis.

My observations and experiences over the years tell me a lot of people are experiencing DV and most do not know where to go to get help, or what to do.

*On the part of DV perpetrators, I've made the shocking discovery that some actually do **not know** what they are doing is wrong or that there are laws against it. This is why we need massive awareness created about this vice.*

This self-sustaining information and education system I propose you adopt, can cure such people of their ignorance.

Like I said while speaking at the symposium, I resolved to OWN this campaign against DV, when it occurred to me that my own kids, especially my sons, could end up as victims of DV if nothing is done to stop it.

Since not many people will have the physical, mental and emotional stamina to endure my exposure to DV while applying restraint in relating with an abuser, all sorts of bad things can happen if they are faced such challenges!

The examples I gave about 2 different male readers who wrote separately to Gloria Ogunbadejo's column in the Sunday Punch serve as useful examples from the real world of the likely negative impact that can occur.

But it could be worse than that!

For instance, as was noted during the symposium, incidences of **self-defence gone bad** can, and do occur e.g. a battered wife accidentally killing an abusive husband.

Then there is also the tragic true story of the Nigerian man who stabbed his 4 kids and sister-in-law to death in Nigeria's Anambra state, following repeated altercations with his wife – which I narrated, with links to the news report online, in my newsletter at <http://tayosolagbade.com/sdnuggets/pii-135-neglecting-domestic-violence-victims-can-cause-serious-tragedies-true-stories-highlights-from-my-discussion-of-the-culture-of-silence-as-it-negatively-affects-male-survivors-at-the-2/#.W6-NwddKhdg>

This is why massive awareness creation using an intelligent combination of as many approaches as possible, is key to stemming the tide of DV.

SEE THE MIND MAP ...

The mind map on which these ideas have been discussed, is shown on the next page, and is also available as an image download on the same page as THIS report.

If you need help making use of the information provided, do not hesitate to contact me. It would be my pleasure to assist you in any way that I possibly can, so we can jointly STOP this madness of DV in our societies.

Tayo K. Solagbade

www.tayosolagbade.com

1st October 2018 @ 8.00a.m – Lagos, Nigeria

Need help making use of the ideas I describe in this PDF?

Fill and submit the form at www.tayosolagbade.com/contact.htm (click).

Domestic Violence Against Men (DVAM)
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TAYO SOLAGBADE
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Talks videos/articles, reports and newsletters to inform, educate, inspire and empower men who may be suffering from exposure to domestic violence and looking for help about how to stop it.

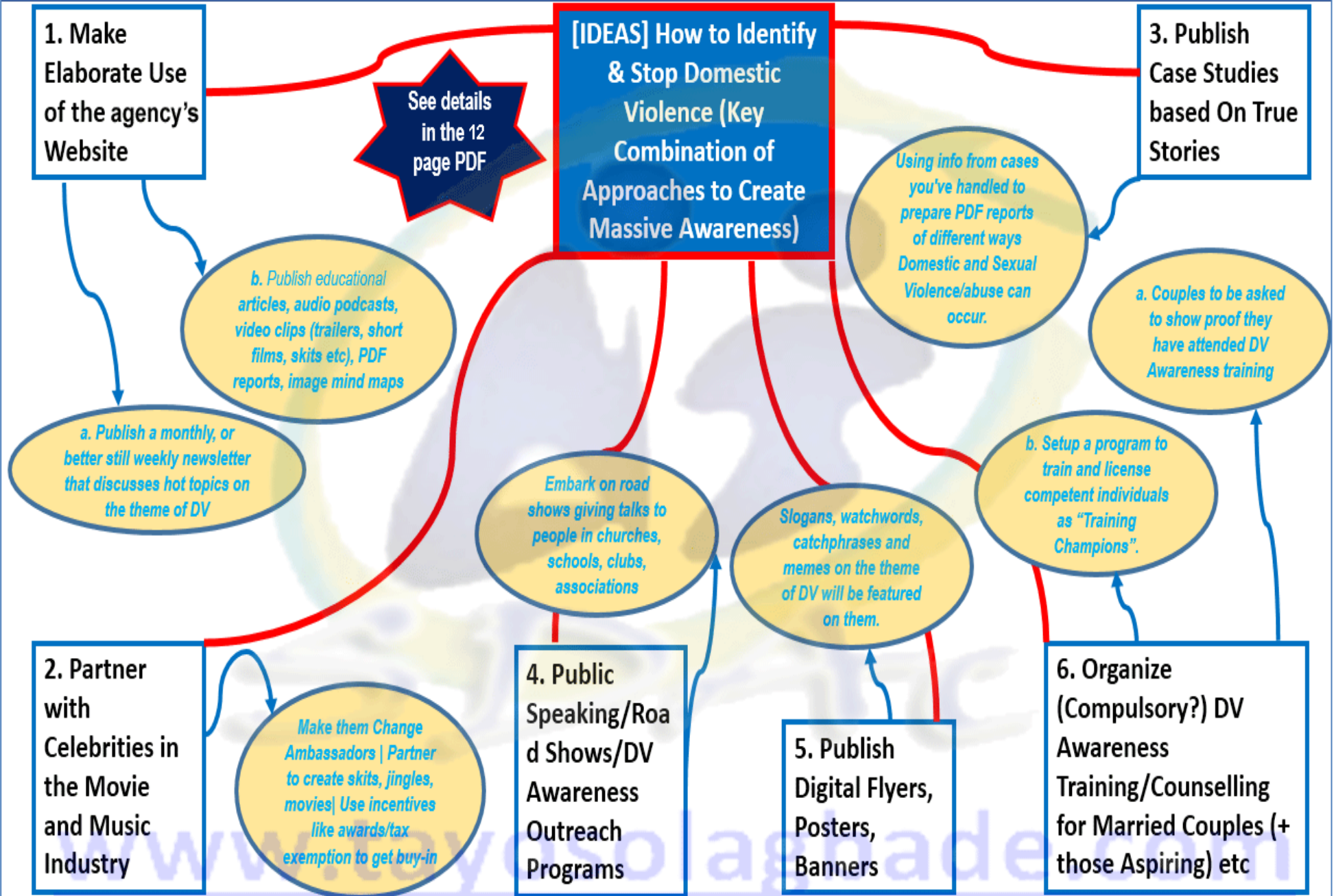
Ideas to Empower Women Without Emasculating Men
URL: www.tinyurl.com/dvamtalkmuson

1. Neglecting Domestic Violence Victims Can Cause Serious Tragedies – True Stories [Highlights from my discussion of “The Culture of Silence as it negatively affects male Survivors.” at the 2018 SYMPOSIUM IN COMMEMORATION OF THE LAGOS STATE DOMESTIC AND SEXUAL VIOLENCE AWARENESS MONTH]
URL: www.tayosolagbade.com
Click “Videos” on the site menu

2. How Women Destroy Love [Why Men Fall Out of Love]
URL: www.tayosolagbade.com
Click “Videos” on the site menu

Text your Whatsapp Number via +234-803-302-1263 (not my WhatsApp no!) and I'll add you to my **Stop Domestic Violence Against Men (Stop DVAM/Best Practice Parenting (BPP) group**, where links to more reports, articles, facebook page and newsletter updates are accessible.

This mind map provides an overview of the key ideas I propose for adoption by agencies supporting DV victims | Tayo K. Solagbade



About Tayo



I publish the **Domestic Violence Against Men (DVAM) – Ideas for Identifying and Stopping It** Facebook page as well as this **DVAM NEWS-letter** (THIS being the 2nd edition) as a public service. Download my verbatim text transcript slideshows on DVAM (Domestic Violence Against Men) from my website: www.tayosolagbade.com. Click “Video” on the site’s Main Menu.

Learn more about DVAM and how to identify and stop it from my DVAM page at www.facebook.com/stopdvambytks.

This is a public service that I provide to inform, educate, inspire and empower men who may be suffering from exposure to domestic violence and looking for help about how to stop it.

As a Location Independent Multipreneur travelling slowly across West Africa, Tayo’s unique ability as a bilingual service provider enables him relate successfully with clients/associates in English/French speaking societies e.g. Cameroon, Ghana, Benin, and Nigeria.

He offers a unique range of Performance improvement talks, seminars and coaching programs for farmer groups, writers, clubs, parents and alumni associations - as well as persons in paid employment.

Since 2002, he has earned multiple streams of income providing individuals and organizations with personal development training and coaching, custom MS Excel-VB solutions, web marketing systems/web hosting, freelance writing services, and best practice extension support services (for farm business owners).

Tayo is the author of the Self-Development (SD) Bible™ & Livestock Feed Formulation Handbook at www.lulu.com/sdaproducts. He is also the developer of a unique range of customizable Excel-VB driven spreadsheet software, such as the Livestock Ration Formulator, the Poultry Farm Manager, the Automated Salaries Payslips Generator and others purchased

by buyers in and out of Africa (see www.excelheaven.tayosolagbade.com and www.tayosolagbade.com/sdn-sell.htm).

Tayo has delivered talks/papers to audiences in various groups and organizations, including the Centre for Management Development, University of Lagos, Corona Schools Trust Council (and all 6 Lagos branches), Adrao International Schools, Christ Baptist Church, Volunteer Corps, Tantalisers Fast Foods and others. In 2012 he was the invited Guest Speaker at the Centre for Entrepreneurship Development's Annual Semester Entrepreneurial Lecture at Yaba College of Technology in Lagos.

In a previous life, before leaving to become self-employed, Tayo served for seven years (October 1994 to December 2001) as a high performing manager in Guinness Nigeria. He rose from Shift Brewer to Training & Technical Development Manager, and later acted in senior roles as Production Manager and Technical Manager.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Daily Self-Development Nuggets blog (www.tayosolagbade.com/sdnuggets) - on which he also publishes his Weekly Performance Improvement IDEAS (PII) newsletter.

He is an Associate Member of the UK based Institute & Guild of Brewing, a 1997 National Finalist of the Nigerian Institute of Management's (NIM) Young Managers' competition, a Certified Psychometric Test Administrator for Psytech UK, innovator of Spontaneous Coaching for Self-Development™ (SCfS-D™), and Founder of the Self-Development Academy Limited.

For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@tksola.com or tayo@tayosolagbade.com. Visit www.tayosolagbade.com for more