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## HAVEN: Creating a Social Change Strategy for Reducing Intimate Partner Violence

HAVEN was a nonprofit organization in Oakland County, Michigan (just north of Detroit) that addressed sexual assault and intimate partner violence by providing services to survivors and a variety of educational programs. HAVEN was deeply connected to the Oakland County community and offered a full range of residential, counseling, advocacy and programming to over 30,000 individuals annually.

HAVEN had a dual mission of: 1) empowering survivors to heal and 2) engaging all individuals and communities in addressing and preventing intimate partner violence and sexual assault. The organization believed strongly in the role of men in both eradicating intimate partner violence and assault. HAVEN's Director of Prevention Education, Averett Roby, thought that the first step in developing a change strategy aimed at reaching men, educating them about these issues, and ultimately changing their behavior would be to research the target market. The results could then be used as a foundation to develop a communications plan with behavioral change objectives, supported by solid strategy and tactics.

### Intimate Partner Violence and Sexual Assault

The HAVEN website brought attention to the shocking prevalence of domestic violence in the state of Michigan and across the United States.

- One in three Michigan families are impacted by domestic violence.
- More than 100 domestic violence-related homicides occur in Michigan every year.
- More than one million people report a violent assault by a partner every year in the US
- The dollars spent on national healthcare costs attributed to domestic violence and sexual assaults have gone up dramatically.

*Published by WDI Publishing, a division of the William Davidson Institute (WDI) at the University of Michigan.*

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