



## Best Practices Examples

### American Express

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**American Express** was named one of the “100 Best Companies for Working Mothers” by Working Mother magazine (October 2004). American Express celebrates its fifteenth year on the list.

In addition to their regular assistance to employees concerning partner violence, American Express has provided several activities throughout Domestic Violence Awareness Month (October of each year) at the corporate office as well as its field offices:

- Throughout the company, paychecks for both pay periods in the month included a message that October is Domestic Violence Awareness Month. The corporate office held events which included speakers such as Linda Fairstein, Chief of the Sex Crimes Prosecution Unit of the Manhattan District Attorney's Office, Dr. Lem Burnham, Vice President Employee and Player Development for the National Football League, Suzie McConnell Serio of the WNBA's Cleveland Rockers, and an employee who is a survivor of partner violence. The office also held a "penny drive" to raise money for donation to a national domestic violence organization.
- American Express field offices promote the month of October (Domestic Violence Awareness Month) in a variety of ways. Amex offices in Phoenix, Salt Lake City, Fort Lauderdale, Greensboro and Minneapolis invited speakers from law enforcement and advocacy groups, presented videos and materials to employees, placed posters and brochures in rest rooms, formed task forces, held brown bags on domestic violence and what employees can do to address the issue, and held other activities geared to raise awareness of the issue in the workplace.
- Project Journey, (launched in their Arizona field offices in 2000), is a program designed to help unemployed and underemployed women. Through this program, American Express offers services to these women by helping them explore employment options, giving them training in basic job skills, and offering hiring opportunities with American Express Travel Services. Some are hired by American Express and some are not. Those that are not are coached and consulted with for alternative opportunities.

### Archer Daniels Midland

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**Archer Daniels Midland** was named to Fortune Magazine's 2004 list of "Most Admired Companies in America."

ADM makes a brochure containing the EAP telephone number, information on who is at risk, definitions and signs of abuse and abusive relationships available to all employees through the employee assistance program. The brochure also explains why partner violence is an issue in the workplace, and what to do if you are a co-worker, manager, or supervisor of someone you suspect is involved in partner violence. Their Newsletters often feature facts about domestic violence. A summer issue—highlighting partner violence as a featured topic—had the theme "This Summer We're Turning Up the Heat on Partner Violence."

ADM's EAP provider staff is well trained in dealing with issues of partner violence and in helping victims effectively get safe and get violence-free. In addition, ADM provides for batterers treatment for its employees through its benefit plans. They want to encourage batterers to seek and get help, and they show their commitment to this issue by providing for that treatment through their benefit plans.

## **CIGNA**

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**CIGNA** was named to Fortune Magazine's 2004 list of "Most Admired Companies in America."

CIGNA's Working Well team came up with the idea of a "Fax on Demand" service for employees. In addition to information on partner violence provided through newsletters and payroll stuffers, CIGNA employees can confidentially request and receive faxes on topics such as "Getting Help - Who To Call," "Abuse and Abusive Relationships - How Does It Happen?" and "Partner Violence At The Workplace – What Coworkers Can Do." On each "fax on demand" page, important telephone numbers are listed such as corporate security, EAP, and the National Domestic Violence Hotline. CIGNA used information from the CAEPV CommuniKit to develop the faxes and other information/education items.

In 2002, CIGNA once again (as in 2001) chose July as a month to highlight partner violence. CIGNA's Working Well program created a new partner violence poster to remind employees that partner violence is EVERYONE'S business. The new poster urges employees to notify Security and EAP if they detect the telltale signs of partner violence, and includes information on how to get help through resources available at CIGNA. Partner violence was highlighted in the July newsletter sent to all Working Well Site Coordinators, who were encouraged to put the posters in as many places as possible at their particular work sites.

Also, past "Awareness Month" events have included During October 2001, volunteer network (Heart of the Country) held a drive to collect items for "First Night" shelter kits, including such things as blankets, stuffed animals, and personal hygiene items, for a local domestic violence shelter. The kits will be used to help children feel safe during the transition from their homes to the shelter. Also during the month, a CAEPV program — "When Domestic Violence Comes to Work" — was presented to supervisory personnel, as an educational session, and their EAP included a feature piece on domestic violence in its newsletter.

## Eastman Kodak Company

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**Eastman Kodak Company** was named among the 100 Best Corporate Citizens for 2003 by Business Ethics magazines. Kodak offers outstanding Work/Life Initiatives including: 24/7 employee resource and referral program covering all of life's challenges; Employee Assistance Program (EAP); and CAEPV educational brochures distributed throughout the company.

Kodak provides ongoing presentations to employees and leaders regarding Work/Life initiatives including involvement with CAEPV and increasing understanding that domestic/partner violence is not just a personal issue, it is a business issue. Additionally, through mandatory leadership training, Kodak educates their leaders about recognizing and preventing violence in the workplace, including an emphasis on domestic/partner abuse. At Kodak, they recognize that prevention of partner/domestic violence is a journey. They continually strive to ensure

## Kraft Foods

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**Kraft Foods** during Domestic Violence Awareness Month, October 2000, Kraft hosted an appreciation breakfast for domestic violence service providers in the Chicago Area. The Company's President & CEO spoke and reported results of Kraft's Corporate Challenge Grant program. The grant (in effect since 1999) seeks to increase funding from Chicago area businesses to domestic violence service providers. Since 1999, Kraft has matched over \$175,000 to local service providers.

## Liz Claiborne Inc

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**Liz Claiborne's** Women's Work® program was launched in 1991 as a way to give something of value back to the people who have made the company a success over the years. The program began as a series of community-based, public art projects designed to heighten awareness of, and encourage positive social change on, issues of particular concern to women and their families. The program's awareness and education campaign has included billboards, TV and radio announcements, posters, brochures, campus workshops and partnerships with local retailers and community groups.

Also in 2004, Liz Claiborne began featuring information about their commitment to the prevention of domestic violence on their garment hangtags, where they provide the address for their [Love Is Not Abuse](#) website and the toll-free phone number of the National Domestic Violence Hotline (1-800-799-7233). So now — not only will you find the size — you'll find something that could save your life, or the life of someone you care about!

Through its *Internal Relationship Violence Awareness Program*, Liz Claiborne Inc. works to create an environment of support within the company and to educate, inform and assist those employees with domestic violence issues and concerns. Liz Claiborne Inc. consults with national and local nonprofit partners in establishing internal policies and procedures regarding domestic violence and has offered relationship violence awareness and assistance policy and protocol training programs to its employees in the human resources, security and legal departments. A comprehensive Employee Assistance Program (EAP) provides trained counselors 24 hours per day via an 800-number who handle domestic violence cases by providing counseling and referrals.

## Louisiana Department of Justice

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To assist employers in creating an appropriate response to domestic violence, the **Louisiana Department of Justice** created the "Domestic Violence in the Workplace Initiative," which is an educational and technical assistance program designed to be an employer's road map to implementing effective domestic violence policies and programs.

Here are just some of the ways that the Louisiana Department of Justice assists employers in Louisiana:

**Policy development:** The Attorney General's office offers domestic violence in the workplace guidelines, which employers can use in creating their own domestic violence policy as well as providing on-site technical assistance in the development of policies.

**Monthly training opportunities:** The Attorney General's office has organized regional taskforces in all 8 regions of the state. Taskforces meet monthly and discuss topics that will assist employers in implementing their policies and procedures and developing a comprehensive response to domestic violence.

**On-site domestic violence in the workplace trainings:** The Attorney General's office encourages employers to take a corporate pledge to address domestic violence. Those employers who take that pledge are eligible to receive on-site 2 to 3 days of intense training for their management team and all employees. The trainings will be tailored to meet the needs of the employer.

## McKee Foods

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**McKee Foods/Arkansas** named their cross-functional team dealing with partner violence in the workplace "Project Ruth." The team was chartered to create an atmosphere of encouragement and support for victims of domestic violence. This is done through awareness, education, and development of company procedures that reflect McKee Foods' Guiding Values. The name "Project Ruth" was selected to honor a company employee who became a fatal statistic of domestic violence in 1991. At the Gentry, Arkansas plant, employees may contact a supervisor, superintendent, personnel associate, or Project Ruth team member to receive help at work. Help has included letting the employee park close to the employee entrance, having police present in the parking lot at the end of the shift change, arranging for someone from the women's shelter to counsel the employee on the job, and asking police to escort a victim to a shelter before shift change to make it safer for the victim to leave the situation.

## State Farm Insurance Companies

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**State Farm** encourages employees (in all of their locations) to get involved with domestic violence issues by joining local community volunteer efforts. State Farm Insurance Companies also offer the following programs to assist employees affected by partner violence:

- Employee & Agent Assistance Program
- Time-off Policies (paid and non-paid)
- Healthcare Benefits
- Medical Department
- Flexible work hours, as appropriate

In recognition of National Domestic Violence Awareness Month, State Farm has held activities, programs and special projects. Previous activities have included:

- Conducting donation drives of needed items at corporate locations for the local domestic violence shelter and community action program
- Distribution of desktop flyers with resource information and volunteer opportunities along with the CAEPV brochure
- Insertion of feature articles on domestic violence (including statistics, warning signs and resources on how to get help) in two company publications reaching State Farm employees and agents
- Displays of domestic violence posters and videos strategically placed throughout their corporate locations
- Placement of a link from the State Farm web site homepage to the Corporate Alliance web site Making internal domestic violence awareness programs and policies available to employees via the company's Intranet

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In 1998, State Farm and the Corporate Alliance to End Partner Violence launched [Step 2](#) of a program to raise awareness of the issue among State Farm employees and management. [Step 1](#), launched October 1st of 1997, consisted of a training program designed to educate employees about domestic violence in the workplace.

[Step 2](#) instructs supervisors on what to do if they suspect an employee might be potentially violent or a likely mark for an abusive partner. Instruction began with the publication of a 4-page cover story on workplace security in the summer issue of Operation Understanding magazine. The article, "Protect Your People," begins with the story of an angry ex-husband who smuggled a gun into a State Farm office earlier in the year, then opened fire on his former wife and her coworker before turning the gun on himself.

The article included signs of distress, hidden costs of domestic violence, what to do with a restraining order, State Farm's workplace security policy, and a list of resources including brochures, a threat checklist desk card, videos on workplace violence, and telephone numbers for State Farm's Employee & Agent Assistance Program and the National Domestic Violence Hotline. At the end of September, a memo urging discussion of the article with all employees went out to Corporate Supervisors and Regional Vice Presidents from Public Affairs Vice President Dixie Axley and Human Resources Vice President John Coffey.

**Verizon Wireless**

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**Verizon Wireless** has made a serious corporate commitment to the issue of domestic violence.

Verizon Wireless **Human Resource Professionals** are educated on what they can do to assist employees who are victims – and their headquarters' legal team is also there for guidance along the way. The Human Resource role is not to advise the employee as to what they need to do, but instead to provide them with the means for them to get help from the trained professionals to keep them and their children safe through:

- EAP – 24 hr referral service
- Information kept on hand from the local women's shelters
- National DV Hotline
- HR professionals are also empowered to work with any special needs/requests and work with the employee on providing assistance. For instance:
- Change in shift or work location
- Temporary reduction in work hours
- Leave of absence
- Security available to walk the employee to their car
- Possibly assist with other work locations throughout the country in those more serious situations. (Verizon Wireless has done this already!)
- Foster Employee Volunteerism through:
  - Clothing drives
  - Wish List drives
  - Holiday collections
  - Volunteering at the local shelter

Understanding the impact domestic violence has, the Verizon Wireless Arena in Manchester, NH, in association with its naming sponsor, Verizon Wireless, has installed a [HopeLine\(SM\)](#) kiosk designed to accept no-longer-used wireless phones for donation to organizations that work with victims of domestic violence. The unveiling of the new program coincided with country music superstar Martina McBride's concert at the Arena on April 24, 2004. McBride has raised the level of domestic violence awareness through her powerful songs and advocacy.