



Commission  
to Prevent Violence  
Against Women

## Arizona Commission to Prevent Violence Against Women

February 15, 2022

10:00 a.m.

Arizona Prosecuting Attorneys' Advisory Council Conference Room  
3838 North Central Avenue, Suite 850, Phoenix, AZ 85012

A general meeting of the Commission to Prevent Violence Against Women was convened on February 15, 2022, notice having been duly given.

Members Present (11)	Members Absent (4)
Elizabeth Ortiz, Co-Chair	Eve Scarff
Kate Brophy McGee, Co-Chair	Jon Smith
Kay Radwanski	Monica Yelin
Keri Madrid Proxy for Elizabeth Hoel	Nicole Bidwill
Kirstin Flores	
Jenna Panas	
Jon Eliason	
Neil Websdale	
Patricia Klahr	
Richard Jessup	
Sheila Sjolander	
Staff and Guests Present (5)	
Emily Uline-Olmstead	Sean Colella
Grace Turner	
Kelli Donley Williams	
Kim Brooks	

### Call to Order

- **Elizabeth Ortiz, Co-Chair**, called the Commission to Prevent Violence Against Women meeting to order at 10:02 AM with 11 members present and quorum being met.

### Welcome/Introductions

- **Kate Brophy McGee, Co-Chair**, welcomed everyone and conducted the roll call.

### Approval of Minutes

- **Elizabeth Ortiz, Co-Chair**, requested a review of the **August 19, 2021** meeting minutes.
- **Kirstin Flores** motioned to accept the **August 19, 2021** minutes as amended. **Richard Jessup** seconded the motion. The motion passed with no dissenting votes.

## Vulnerable Adult Protocol

- **Kelli Donley Williams** was introduced by **Kate Brophy McGee, Co-Chair** to present on the Vulnerable Adult Protocol produced by Maricopa Association of Governments (MAG).
- **Kelli Donley Williams** began the presentation by explaining the Vulnerable Adult Protocol's history and purpose. The purpose of the protocol is to ensure vulnerable adults are being treated with a soft touch to prevent re-traumatization when reporting a crime and are being connected with the necessary resources.
- **Kelli Donley Williams** continued with explaining how the protocols have three distinct sections: how to investigate cases of abuse and exploitation of older adults, how to prosecute those crimes, and how to ensure victims are afforded appropriate support to ensure safety while involved in the criminal justice system. **Ms. Williams** stated it is important for stakeholders to identify the necessary community resources, and ensure vulnerable adults are referred to those services.
- **Kelli Donley Williams** clarified the Vulnerable Adult Protocol was originally created in the early 2000s and was called the elder adult protocol. Updates to the original elder adult protocols began in 2015 with significant statewide stakeholder involvement and expansion to individuals who may be younger, but may have a compromising health condition that makes them vulnerable. The Protocols were established through the American Association of Governments and approved unanimously in August of 2021. **Ms. Williams** stated the protocol is available on the [MAG website](#) and serves as a tool to be used statewide by any agency that interacts with vulnerable adults.
- **Kelli Donley Williams** finished her presentation by explaining MAG's 2022 focus is continuing to expand the workforce development specializing in the domestic violence continuum of care. The MAG regional domestic violence council will continue supporting this effort by encouraging municipal governments and tribal stakeholders to increase internship opportunities and help employees pay back school loans, if they've studied social work, public health or another appropriate field. **Ms. Williams** also noted the MAG regional domestic violence council is available to share information across the spectrum of domestic violence services to support successful dissemination of the updated vulnerable adult protocol.
- **Elizabeth Ortiz, Co-Chair**, thanked **Ms. Williams** for her presentation and thanked the MAG team for all their hard work on the updated protocols to amplify this information across the state. **Ms. Ortiz** further explained the Arizona Prosecuting Attorneys Advisory Council featured the Vulnerable Adult Protocols at the 2021 Vulnerable Adult Abuse Investigation Prosecution Conference.
- **Neil Websdale** also thanked **Ms. Williams** for her presentation and further explained his research team is currently working on a data set to determine the intersection of domestic violence and dementia, particularly intimate partner violence and dementia. **Dr. Websdale** further explained his team has begun reviewing a sample of homicide cases including individuals with dementia who have committed murder or been murdered with 90% of the victims from these cases being women. **Ms. Williams** stressed the importance of education around the personality changes individuals can experience toward the end of life, especially those individuals with dementia who can become more violent. **Ms. Williams** continued with stressing the importance of respite services for caregivers, and

identifying respite services across the state. These resources are important for individuals to help reduce the moments of impatience that can cause a lifetime of consequence.

- **Ms. Williams** encouraged individuals to connect with the Area Agency on Aging which is a statewide agency providing a variety of resources for older adults and any other organization that provides respite services.
- **Kate Brophy McGee, Co-chair** also expressed her gratitude for the protocol presentation and highlighted how this could be a great presentation to the Council on Aging and maybe the legislative senior caucus that is at the state capitol. **Ms. Brophy McGee, Co-chair**, also asked what are the available resources or gaps in resources for this population. **Ms. Williams** responded that she recently learned the DOVES program, a housing environment specifically for older adults who have experienced domestic violence, is on a six to eight month wait list and continues to report an increased demand. **Ms. Brophy McGee** thanked **Ms. Williams** for the update and offered to make the legislative connection to help inform, identify and continue expanding the work of Area Agency on Aging and the other nonprofits that support this work.

#### myPlan

- **Grace Turner** was introduced by **Elizabeth Ortiz, Co-Chair** to provide an overview of myPlan, an evidence-based cellphone application designed to assist with safety planning for survivors of intimate partner violence.
- **Grace Turner** provided a history of the myPlan application which was developed in response to the epidemic of partner abuse and was piloted at Johns Hopkins University. **Ms. Turner** described how the myPlan application gathers the users personalized information and utilizes the data to connect individuals to resources. She further explained that myPlan has three major sections: learn, assess, and safety plan.
- **Ms. Turner** stated the learn section is optional and offers basic information about healthy relationships and debunks common relationship myths. Users often start with this section to orient themselves with the app and better understand what a healthy relationship could be. **Ms. Turner** then described the major interactive component section labeled “my safety,” which assesses the user’s level of danger and will populate a safety plan with strategies which are tailored to each situation including ways to find safe temporary housing near their location.
- **Ms. Turner** reviewed the qualitative and quantitative results of the myPlan application which has resulted in many measurable benefits including decreased depression, and risk of suicide. Users have described the application as empowering, non-judgmental, and comprehensive.
- **Ms. Turner** shared that users are able to download the myPlan application to their device, or visit the [www.myplanapp.org](http://www.myplanapp.org) to answer questions about the health and safety of their relationship. The myPlan application includes several safety features that keep the contents of the application secure and private and can be filled out personally or with the help of someone. The application puts the survivor in charge of their own safety and empowers them to make decisions that work best for their situation.
- **Jon Eliason** reported he downloaded the app during the presentation and looked through the safety features. He shared that if the user is forced to open the app, a code can be entered and the app will automatically connect to a generic website. **Ms. Turner** thanked him for highlighting the additional myPlan safety feature and stated at any point if the

victim is forced to open the app then the individual can type in four zeros as the PIN code and it will lead to a dummy website about staying organized.

- **Patricia Klahr** stated she is familiar with myPlan and has used it with victims for probably five years ever since Dr. Jill Messing at ASU worked to get it statewide. **Ms. Klahr** said how helpful the application is to clients whether they are in shelter or outpatient services.
- **Kay Radwanski** commended the individuals at Johns Hopkins who originally developed the myPlan application because it is so well designed. **Ms. Radwanski** stated it is important for individuals to understand that obtaining an order of protection should not be the end of their safety planning. She further explained the order of protection should really be the first step in safety planning because it is an effective tool and it is enforceable by law enforcement but sometimes an order of protection can be the catalyst that leads to lethal violence. **Ms. Radwanski** highlighted the importance of people understanding their risk and the importance of utilizing a tool like the myPlan app.
- **Kate Brophy McGee** asked how the commission members could help make more people aware of the myPlan app. **Ms. Turner** stated the application is really special, because it's not meant to be a replacement of services but it is meant to link individuals to the right services. **Ms. Turner** further explained the app now has a newer feature that can capture the individual's zip code and connect the individual with specific local resources which includes shelters or regional legal resources.
- **Elizabeth Ortiz** suggested this to be a great resource to pair with an updated AZPOINT training which can be webcasted to a larger statewide audience through the APAAC resources. **Ms. Turner** agreed and mentioned webinars were something that she did regularly during the pandemic.

### **Lighting Arizona Purple Success Update**

- **Kristin Sorensen** was introduced by **Kate Brophy McGee, Co-Chair** to provide a report on the success of Lighting Arizona Purple 2021.
- **Ms. Sorensen** first highlighted the 2021 event was GOYFF's seventh annual Lighting Arizona Purple campaign. Each year the campaign has three goals which include: supporting victims of domestic violence, connecting victims with critical community resources and sharing information on the impact of domestic violence, and encouraging individuals to help bring an end to domestic violence through prevention education. **Ms. Sorensen** explained the activities which lead up to October include Governor Ducey issuing a press release, an awareness proclamation for October's awareness month activities as well as sending letters to partners encouraging their involvement in October's Domestic Violence Awareness Month activities and asking them to light their buildings purple. The letters are targeted to a variety of individuals, including higher education institutes, elected officials, law enforcement partners, tribal leaders, and state agency directors.
- **Ms. Sorensen** stressed the ultimate goal of Light Arizona Purple is to have a statewide reach and highlight all the efforts happening across the state to support survivors. She explained the campaign has a grassroots component, a paid for digital campaign and traditionally, a Lighting Arizona Purple event on the capitol lawn.
- **Ms. Sorensen** stated the campaign has grown from year to year through the assistance of partners. The Lighting Arizona Purple campaign runs for the entire month of October

with messaging from a social media toolkit that has shareable images across various social platforms to include data surrounding domestic violence and the impact of domestic violence both in Arizona and nationwide. **Ms. Sorensen** reported the success of the 2020 social media campaign during the height of the pandemic was beyond anything in previous years and many individuals pushed out messaging to help support this effort and get people access to the necessary information and resources.

- **Ms. Sorensen** explained that before the October kickoff event the GOYFF staff works to update the office website and the domestic violence webpagem including revamping the available resource page. The goal was to have the page be user friendly, and to connect individuals with information they need. **Ms. Sorensen** expressed how important it was for individuals to have quick access to a hotline and the various other community resources including legal services, domestic violence, and sexual assault services, resources targeted to our tribal communities, provider resources, and counseling and crisis services. This resource continues to be available year-round, with the goal of having the most up to date information possible.
- **Ms. Sorensen** highlighted the grassroots campaign impact was tracked through different hashtags throughout the month of October. **Ms. Sorensen** said her team stays focused on capturing the campaign numbers from each hashtag at the very beginning of engagement to determine how engaged individuals are with the information and what information is being shared.
- **Ms. Sorensen** reported that GOYFF was unable to host an in person event in 2020 but did come back together in 2021 at the Capitol which was also live streamed and recorded and can be accessed through the GOYFF website. **Ms. Sorensen** stated during the 2021 event there was a great panel discussion in which the Department of Child Safety talked about the impact of domestic violence on Arizona's foster care children and how the partners continue stepping up to support domestic violence prevention across Arizona. This panel conversation was a result of ongoing conversations surrounding the impact of the pandemic on families and children and the spike in domestic violence.
- **Ms. Sorensen** finished her presentation by highlighting the last component of the Lighting Arizona Campaign, which was the Cox digital campaign. **Ms. Sorensen** reported the first cycle of the Cox digital campaign launched in 2020 and carried through again to 2021. This was a paid campaign in partnership with Cox media who has been a phenomenal partner. **Ms. Sorensen** explained in 2020, the team wanted to run a separate campaign to reach everyone who was isolated at home during the pandemic. GOYFF invested \$5,000 in the Cox campaign and saw a phenomenal return on investment. The goal was to keep the messaging very simple and targeted with a Google Display and social media platforms. The Google Display showed on an individual's browser throughout the month of October via paid pop up ads and spots. The digital campaign also included search retargeting which guided individuals back to the campaign through placing the GOYFF website to the top of search results when they looked up certain keywords like domestic violence resources.
- The final component of the Cox digital campaign was the banner ad on the Cox homepage. This was an important component because [cox.com](http://cox.com) is the second most visited website in the state of Arizona which further amplified October's Light Arizona Purple messaging. **Ms. Sorensen** further emphasized the large impact this small investment of

funding had with just under two million impressions including seventy thousand social media impressions.

- **Elizabeth Ortiz, Co-Chair** thanked **Ms. Sorensen** for her presentation and encouraged commissioners to become involved in the statewide campaign efforts. **Ms. Ortiz** reported she had the opportunity to attend the 2021 Lighting Arizona Purple event and shared it was absolutely fabulous, inspiring and educational. She further explained APAAC hosts a contest every year for prosecutors to show the purple displayed throughout their offices and communities. APAAC then shares those photos throughout Domestic Violence Awareness Month to serve as an example of how organizations can engage their communities.
- **Kate Brophy McGee, Co-Chair** also thanked **Ms. Sorensen**, and suggested each county Family Advocacy Center be added to the resource list as well as any additional AZPOINT materials.

#### **Request for Future Presentation Topic**

- **Kate Brophy McGee, Co-Chair**, asked the commissioners to provide feedback on future presentation topics. **Ms. Brophy McGee** suggested a future presentation on Senate Bill 1593. This bill has been introduced and is currently being reviewed by various stakeholders groups to establish language surrounding expenses related to rape kit examinations, and medical consultation fees.
- **Jon Eliason** suggested a possible topic could be a report out on possible upcoming bills which could be impactful before the legislative session and then a follow up presentation after the budget is finalized. **Kate Brophy McGee** agreed with that suggestion and reported the commission chairs wanted the commission to be focused on action and productive discussion around stakeholder experience.

#### **Future Meeting Dates**

- **Elizabeth Ortiz, Co-Chair** announced the following meeting dates:
  - Tuesday May 17, 2022
  - Tuesday August 16, 2022
  - Tuesday November 15, 2022

#### **Adjourn**

- **Elizabeth Ortiz** called for adjournment at 11:15 AM.
  - **Kate Brophy McGee, Co-Chair** motioned to adjourn. **Jon Eliason** seconded the motion. Motion to adjourn was approved unanimously.

Dated the 16th of February 2022  
Commission to Prevent Violence Against Women  
Respectfully Submitted By:  
Emily Uline-Olmstead  
Justice Program Manager, GOYFF