

CHAPTER 6 -- OUTREACH AND COMMUNITY COLLABORATION

Chapter Highlights

This chapter offers several strategies for conducting outreach to battered immigrants. This involves connecting with local immigrant communities, collaborating with social service and immigration-based agencies, and raising awareness of domestic violence in immigrant communities. The chapter concludes with funding strategies for outreach as well as important caveats about working with immigrant military wives and immigrant communities that are resistant to domestic violence advocacy.

❑ **PRELIMINARY AGENCY WORK**

- ✓ Conducting in-depth research on local immigrant communities.
- ✓ Conducting an internal program assessment of your agency to determine what services you can offer the immigrant community, what services you would like to expand, and your agency's readiness to begin assisting battered immigrants.
- ✓ Forming connections with local immigrant-based service providers, community leaders, mainstream service providers, university groups, and military social service agencies. Designating an agency liaison to work with these groups.
- ✓ Devising an outreach strategy to present information that respectfully builds community support and empowers battered immigrants.
- ✓ Designing written materials that address the immigration, linguistic, and cultural concerns of immigrants in various languages and basic English. Having a focus group of immigrant women review your written materials.

❑ **COMMUNITY EDUCATION AND OUTREACH CAMPAIGNS**

- ✓ Posting flyers and leaving written information where it is easily accessible to battered immigrants.
- ✓ Canvassing areas where immigrant women live and work.
- ✓ Cultivating good relations with mainstream and immigrant-based media.
- ✓ Conducting outreach programs in the school system, the health care system, at the courthouse, and in police precincts.
- ✓ Attending community festivals and activities.
- ✓ Creating a speaker s bureau to do community domestic violence presentations.

CHAPTER 6

OUTREACH AND COMMUNITY COLLABORATION¹

by Leslye Orloff, Rachel Little, and Megan McKnight

INTRODUCTION

In addition to developing training programs and improving your agency's accessibility to battered immigrant women, it is crucial that you develop an effective outreach campaign. The goal of this outreach program should be to educate the immigrant community about your services and about domestic violence. For the reasons discussed in Chapter 1, battered immigrants may have significant reservations about seeking help from your shelter or program. They may come from countries where comparable services are not available and they may not know that your shelter or domestic violence program exists (particularly if they live in rural areas or are isolated). They may fear that culturally sensitive help is not available to them. Finally, they may not realize that domestic violence is considered a crime for which they can seek legal protection.

The process of empowering immigrant women to leave violent relationships, building a positive reputation for your agency, and mobilizing the immigrant community against domestic violence often seems like an overwhelming task. This chapter will offer a step-by-step guide on how to inform battered immigrants about your agency's services, reach larger and smaller immigrant populations, network with agencies that are respected by the immigrant community, coordinate with agencies that offer useful services to battered immigrant women, and raise general awareness of domestic violence in immigrant communities.

RESEARCH

To create an immigrant-targeted outreach program first involves detailed research on the immigrant population in your service area. It is important to gather

¹ This chapter has been adapted from *Improving Accessibility of Your Program's Services to Battered Immigrant Women*. AYUDA, Inc. (1996). Debbie Lee and Chris Hogeland. *Accessibility: Serving a Changing Community in Domestic Violence in Immigrant and Refugee Communities: Asserting the Rights of Battered Immigrant Women*. 2nd ed. eds. Deeana Jang, Leni Marin, and Gail Pendleton (1997). *Alto La Violencia: Preventing Violence Against Latina Women*. A Proposal For a Multi-faceted Community-based Demonstration Project. Submitted to the Center for Disease Control by the Academy for Educational Development, Ayuda Inc., and the Pacific Institute for Women's Health (1994). Leslye E. Orloff and Minty Siu Chung. *Overcoming Cultural Barriers*. Ayuda, Inc. (1996).

information about the following:

- 1) Where are immigrant women in your community from and what factors may have caused them to move to the United States? For example, are they fleeing civil war, persecution, or economic despair? Did they come to reunite with relatives in a more established immigrant community? Did they come to the U.S. as wives who met their spouses through international matchmaking organizations or as wives of servicemen? Do they reside permanently in your community or do they migrate to your community each year to do seasonal labor?
- 2) Where do immigrant populations generally reside in your city or county? Do they tend to be clustered together in particular neighborhoods or are they more isolated? Are immigrant women isolated from larger immigrant communities?
- 3) Where do immigrant women work, shop, worship, and organize? Is there a community center where immigrants tend to congregate?
- 4) What are the demographics of the immigrant population in your area?
- 5) What information is available in the community about important cultural or religious beliefs that would affect the way you try to reach immigrant women?
- 6) What languages are spoken by significant immigrant populations in your area?
- 7) What is the attitude of the immigrant community toward domestic violence and women? Are there any statistics (national or local) on the occurrence of domestic violence in this particular population?
- 8) Are there existing nonprofit or church-based agencies that serve the immigrant community? What services do they offer?
- 9) Are there any organizations that may be in contact with isolated immigrant women who are wives of servicemen, university professors, rural farmers, or rural community members? Do these organizations have the resources to help educate hard-to-reach populations (e.g., Family Support Centers on military bases, women's centers at universities, or health clinics in rural communities)?

To gather this information, seek out the expertise of service providers and leaders from immigrant communities in your area. You may also wish to contact national advocacy groups that research issues pertaining to battered immigrant women, city government offices, or the public library.² This research will provide your first opportunity to form relationships with potential ally agencies and inform the community that your services are open to battered immigrants. Go to immigrant communities and observe meetings, interactions on the street, or religious ceremonies. With the assistance of community contacts, hold interviews, distribute surveys, and conduct focus groups to learn more about the immigrant community. Make sure that all survey information is translated and that interpreters are available, if necessary, during the interviews and focus group sessions.³

If resources in your area for immigrants are limited, contact your state domestic violence coalition and gather information on immigration populations across the state. Find out where in your state there are greater numbers of immigrants from particular populations and seek the expertise of service providers who work in those communities. For example, if your program or shelter is in a rural community, you may wish to look at what agencies and communities are doing in larger cities. It is helpful to contact national advocacy groups as well for their expertise. AYUDA has developed outreach materials on domestic violence in several languages and has gathered materials created by other agencies in additional languages. A set of model outreach materials in English, Spanish, Russian, Korean, Vietnamese, and Chinese may be obtained from AYUDA at the address listed below.

PROGRAM ASSESSMENT

The second step of your outreach program should involve conducting an internal program assessment. The purpose of this assessment is to identify what services your agency offers to all battered women and to examine how you plan to offer these services to battered immigrant women. If you are currently offering some services to battered immigrant women, you should evaluate the effectiveness of these services as well. It may be helpful for the directors of domestic violence agencies in your area to get together every six months to discuss outreach proposals, service delivery ideas, and the barriers that they encounter when doing this work. This helps individual agencies create and share successful solutions. State domestic violence coalitions

²Contact: Immigrant Women Program, Legal Momentum, (202) 326-0040. National Immigration Project, 14 Beacon St., Suite 602, Boston, MA 02108. Phone (617) 227-9727. Fax (617) 227-5495. Family Violence Prevention Fund, 383 Rhode Island Street, Suite 304, San Francisco, CA 94103. Phone (415) 252-8900. Fax (415) 252-8991. National Council of La Raza, 1111 19th Street NW, Suite 1000, Washington, DC 20036. Phone (202) 785-1670. Fax (202) 776-1792.

³*Working With The Latino Community*. From Project Esperanza: A Guide to Working with Battered Latinas. North Carolina Coalition Against Domestic Violence. G-5 (1995).

can be a good resource for arranging these meetings. The following questions should be addressed by the agency's administration and staff:

- 1) What ongoing work should be done to improve the agency's preparedness and commitment to serving battered immigrant women?
- 2) Is there a culturally sensitive training program in place that teaches staff about the special legal and social service needs of battered immigrant women and the barriers that they face to meeting these needs? Are there ongoing opportunities at the agency for staff to discuss diversity issues?⁴
- 3) Have you taken steps to recruit multicultural and multilingual staff, interns, and/or volunteers, particularly those from the immigrant community that you seek to assist?
- 4) Have you offered incentives for current staff to take language classes?
- 5) Have you started creating a list of available interpreters or tapping into language hotline services?
- 6) Have you established a culturally sensitive protocol that is designed specifically for battered immigrant women?
- 7) What will be the focus of your outreach campaign? Does your agency plan to offer comprehensive multicultural services or do you plan to offer existing services to battered immigrants using volunteer interpreters and multilingual educational materials?⁵

Developing outreach to immigrant populations is an ongoing process. It is important for immigrant women to learn about their rights and that they can leave abusive relationships. It is also important that shelters and other domestic violence service providers be sensitive to the special needs of battered immigrants. Before embarking on an outreach campaign, it is advisable to take steps to increase staff cultural competency and to develop working relationships with organizations serving the immigrant community. However, all work on improving cultural sensitivity and access to your program need not be completed before the outreach campaign begins.

FORM CONNECTIONS

⁴*Providing Materials to Non-English Speaking Communities*. MCADSV (Michigan Coalition Against Domestic and Sexual Violence) Review. 1(2). 14 (Fall 1998).

⁵*Ibid.* 14.

The ability of your shelter to reach battered immigrant women will frequently depend on the good will, cooperation, and trust of existing immigrant rights agencies, community groups, ecumenical institutions serving the immigrant community, and immigrant community leaders. To establish positive relationships with these groups:

Inform local service providers and other providers in your state who serve immigrants that you want to work with battered immigrant women and ask for their support with this undertaking. Involve them in the planning and implementation of your outreach program. Ask for their assistance with developing training programs and increasing the cultural accessibility of your services. In return, offer to serve as a resource to these providers.

Create a list of all agencies in your area that serve immigrants. Include contact names and a description of the services these agencies provide. If this is not possible, look for programs elsewhere in your state or turn to national or out-of-state domestic violence programs that have expertise with immigration issues. By familiarizing yourself with what is available to immigrant women in your community, you will avoid duplicating services and will build a referral list for clients whose needs surpass what your agency can provide. Moreover, taking this step will show that you are respectful of the work of these agencies. It will help you determine how your program can best complement their services and enable you to become a part of their network.

Find out if immigration service providers meet locally and arrange to attend these meetings. Become a member of immigrant-issue working groups and attend relevant conferences as well. Invite these providers to attend meetings in the domestic violence community, such as domestic violence coordinating council meetings.

Make contact with leaders in the immigrant community. Ask service providers or read the local newspapers to determine who these people are. Find out from these leaders if and where community meetings are held. These people will be a good source of information on what, if any, work has been done in the immigrant community on the problem of domestic violence. Try to identify leaders who are concerned about domestic violence in their communities or who are open to working on this issue and would be willing to have you speak at community gatherings. If the immigrant community is very small or not well organized, look for leaders at the state or national level to assist you. Work toward establishing respectful relationships with these individuals.

Seek out the advice and expertise of service providers and community leaders as you begin to create outreach programs and materials. These persons can be

helpful for your staff training programs. Offer to hold educational programs on domestic violence in exchange for these services.

Go to community meetings, block parties, and cultural festivals to get a sense of the community.

Contact other mainstream service providers and inform them of your intentions to expand your services so that they can send clients to you. Collaborate on referral lists and outreach events if these providers are interested in doing so. Once you have developed the cultural competency of your staff and your outreach campaign, offer to share your experience with them to help them do the same.

If your agency is in a community with a large military presence, inform social service groups on the military base of your program and exchange referral information. For Marine Corps or Navy bases, contact the Family Service Centers. For Army and Air Force bases, contact the Community Service Centers. These centers provide services such as marriage counseling, educational programs, and career guidance and are a good location to advertise your program to more isolated battered immigrant military wives.⁶

If your agency is near a university with a large population of foreign-born students and staff, meet with the dean of international students or other appropriate administrative officials about doing outreach on campus. Find out if there are women's, minority, or foreign students' associations that you could collaborate with. Develop collaborative relationships with on-campus organizations among undergraduate students, graduate students and professors.

Designate a liaison in your agency who can collaborate with service providers, leaders, and community members as outreach efforts progress.

Collaborating with other programs is ultimately very beneficial to your agency's outreach program. Some immigrant women are more likely to trust your agency if they see that you have a positive relationship with respected community leaders and trusted immigration service providers. If they hear about your agency from their leaders, they will be more likely to seek your services.⁷ Coordinating services also improves cultural sensitivity and ultimately the quality and effectiveness of the services provided.

⁶This information provided by Dr. Samuel Cummingham, Social Work Administrator at Marine Corps Headquarters, 8/19/98.

⁷It is important to be mindful that some immigrant women may prefer that the domestic violence program they go to for assistance be completely disconnected from their cultural community. These

Finally, building collaborations will help provide access to a potential pool of volunteers from the community who can assist your shelter with training programs and multilingual case management. Forming these collaborative relationships takes time, patience, and commitment. Learning good listening skills, maintaining an open mind, and preserving program flexibility will help you work together with others to support battered immigrant women.

DEVISE OUTREACH STRATEGIES

After completing your research, program assessment, and establishing solid support networks, your agency will need to create a culturally appropriate outreach and community education strategy. There is no single outreach program that is necessarily the best for reaching all immigrant women. The combination of approaches that you take will invariably depend on the size, structure, and accessibility of the local immigrant population. You will need to determine the most likely places or sources of information delivery that will reach immigrant women, including those who may be isolated from any larger immigrant community. All outreach programs should strive to:

Inform community members about what domestic violence is and that it is a crime.

Let victims know that there is confidential help in the form of legal relief, shelter, and social services.

Build strong community sanctions against domestic violence by turning this into a public, rather than private, issue.

Hold men accountable for their violent behavior and make them a part of the solution to domestic violence.

Empower girls and women to be intolerant of violence in their relationships.

Present information in a way that is respectful and tailored to fit the needs and perspectives of the immigrant population.

Be respectful of the barriers of racism and anti-immigrant sentiment that may exist for the battered immigrants who are your target population.

women may express their preference for this type of service to protect their confidentiality and to avoid being judged by the cultural standards of their community.

Before conducting community education programs, your agency will first need to develop written materials on your services. These can take the form of pamphlets, posters, pocket-size cards, advertisements, bumper stickers, etc. These materials should:

Inform potential clients of your services.

Provide contact information.

Explain local laws against domestic violence.

Offer safety planning suggestions.

State clearly that domestic violence is a crime, that women can get help even if they plan to continue living with their abuser or are undocumented, and that domestic violence is not their fault.

Emphasize that immigrants who seek your services will not be reported to the INS. Explain the basic immigration provisions of the Violence Against Women Act and welfare benefits that immigrant women in your community may qualify for.⁸ DO NOT, however, attempt to advise an immigrant woman to apply for these benefits without first consulting an immigration attorney.

Victims must feel your program will support them throughout their personal struggle, even if they do not to leave their abuser or they choose to reconcile with their abuser. Be careful to ensure that the tone of your materials is respectful toward the immigrant population.

To ensure that the materials that you create are culturally and linguistically specific to your intended outreach community:

Apply the research information that you previously obtained to this effort.

Have your multilingual staff, volunteers, or interns translate all materials. If you do not yet have the resources to do this, solicit volunteers from the foreign language department of your local university or community college. You may also want to request the assistance of other programs that provide services to immigrants in your area.

⁸Brochures on these topics are available in English, Spanish, Russian, Korean, Chinese, and Vietnamese from Immigrant Women Program, Legal Momentum. Contact at (202) 362-0040.

Have someone from the immigrant community who speaks the relevant language and is familiar with the philosophy of your agency read all translated materials and check them for accuracy and appropriateness.⁹

Many organizations across the country have already developed culturally and linguistically diverse outreach materials. Your program can request to incorporate these materials as part of your own outreach and education materials, or use them as resources in the development of your own materials (see Chapter 14 for contact information).

In every community, there will be battered immigrants from English-speaking countries and battered immigrants who do not speak English as their first language, but who can understand and read basic English. To reach these groups, create materials in a simplified form of English that avoids jargon, idiomatic expressions and slang. Visual images, such as photos and cartoon strips, are a powerful vehicle for your message. These illustrations should also be culturally specific.

If the immigrant population in your community runs its own newspapers or has access to multilingual radio and television programming, develop multicultural/multilingual media campaign materials. These include public service announcements (PSAs), television commercials, and newspaper advertisements. It may be possible for you to contribute articles to immigrant-based newspapers and magazines as well. PSAs for radio and television in simple English and Spanish on VAWA have been developed by AYUDA and are available at a minimal cost.

Before you release your outreach materials, it is highly recommended that you organize a focus group of people from the target community you are trying to reach to review these materials and ensure that they are culturally appropriate, effective, and linguistically correct. To accomplish this:

Find a group of immigrant women who would be willing to participate in the focus group and provide input on improving your agency's outreach materials and strategy. Ideally, some women in the focus group should be domestic violence survivors and should be from a variety of class backgrounds.

Publicize focus groups in the newspapers, on television, and through your service provider network.

⁹ *Providing Materials to Non-English Speaking Communities*. MCADSV (Michigan Coalition Against Domestic and Sexual Violence) Review. 1(2). 14 (Fall 1998).

Paying immigrant women a small stipend to help cover costs of transportation and child care may improve your ability to get women to attend the focus group. You should also consider recruiting volunteers to provide child care while the focus group meets.

If you cannot hold a focus group, seek the input of local service providers and national advocacy groups that work with immigrant issues.

At this stage in your outreach, be certain that your support network with other service providers is in place. In this way, your agency will be able to effectively work with other agencies to handle the increase in demand that results from a successful outreach and education program. **Do not outreach to battered immigrant women before you have developed a plan to help those who seek your services.**

COMMUNITY EDUCATION

Upon finalizing your outreach materials, create a plan to distribute these materials to your target population and begin your community education efforts. The goal of these efforts should be to both advertise your services and build trust between your agency and the community. There are numerous methods available to carry this out:

- 1) Using the information that you gathered from your research, obtain permission to post flyers in places that immigrant women and the greater immigrant community frequent. These locations could include grocery stores, places of worship, community centers, businesses, community bulletin boards, neighborhood parks, universities, youth centers, hairdressers, laundromats, social service agencies (both immigrant-targeted and mainstream), family-planning agencies, immigrant rights groups and coalitions, ESL classes, senior citizen centers, government offices, public libraries, schools, military base social service centers, and universities. Leave multilingual pamphlets wherever it is possible to do so. Make sure that every agency and community leader in your network has this information to distribute as well. If immigrant women are isolated, focus on posting flyers in mainstream locations that immigrant women might frequent.
- 2) If culturally appropriate, conduct general canvassing of areas where immigrant women live and work. Hand out flyers on the street, send multilingual staff or volunteers to migrant worker camps to spread the word, and pass out flyers at the entrances of the main grocery stores on military bases. This is a good strategy where immigrant women are more isolated. When doing these projects, utilize your multilingual staff, involve community leaders, or take service providers who are more knowledgeable about the immigrant community along with you.

- 3) Cultivate good relations with the local English language and non-English language media. Encourage them to print more stories and run news programs about services available to help domestic violence victims in the immigrant community. Produce press releases about new staff and program initiatives. Run public service announcements on radio and television. Volunteer to serve as a resource to the press for quotes and information on domestic violence. Appear on minority language television shows to advertise your services. These efforts will increase the exposure of your program in a manner that is often low cost or free.
- 4) Reach out to the school system. Even if immigrant women are isolated or represented in small numbers, their children are often enrolled in the local public school system. Educate the PTA, school administrators, counselors, and teachers about how to recognize domestic violence and take appropriate action if they suspect that it is occurring in their students' homes. Provide information about teen dating violence as well. Make sure that classrooms (particularly those with children learning English as a second language) and counselors offices have your outreach information in a variety of languages. Create materials that are geared toward children of all ages. Children should learn what domestic violence is, why it is wrong, and what to do if they, their mother, or a close friend is a victim of domestic violence. Emphasize that it affects everyone regardless of culture. Substantive changes in the way a society views domestic violence often begin with children. Children who are intolerant of violence are more likely to grow up to be adults who are intolerant of violence. Furthermore, women often seek help for domestic violence out of concern for the welfare of their children.
- 5) Develop relationships with health care providers in your community who are likely to see battered immigrant women and seek their assistance with distributing your outreach materials in their waiting rooms and to patients they have identified as abused. Emergency rooms, primary care providers, community clinics, pediatricians, obstetricians, and gynecologists often have early and continued contact with battered women and battered immigrant women.
- 6) Go to community festivals, parades, and fairs in immigrant communities. Distribute brochures to the crowd and operate a table with multilingual volunteers who can answer questions about domestic violence and your services. Run advertisements about your agency in the souvenir programs that are often distributed at these events.
- 7) Let the local police and courthouse know that they can refer battered immigrant women to your shelter or domestic violence program. Make sure that the family

court offices and all police precincts have your posters and brochures. Offer cross-training programs and encourage the police to hire officers from immigrant communities.

- 8) Inform the community of your intentions to create a speaker's bureau. Include on this bureau volunteers and former clients of your shelter with language capabilities who can speak to groups in immigrant communities. Send these volunteers to universities and military bases as well. To organize community meetings, ask for the assistance of immigrant advocacy programs and community leaders. Find out if regularly scheduled meetings are held and ask to be placed on the agenda. Make presentations to congregations, clergy, ESL classes, businesses, military wives' clubs, women's groups, civic groups, cultural organizations, and any other groups that express interest in domestic violence issues.

Offer to plan joint events with other interested service providers. These presentations should be individually tailored to each group, but should generally include the following information:

- ✓ What is domestic violence?
- ✓ Dynamics of power and control in immigrant families
- ✓ Signs and symptoms of abuse
- ✓ Myths and facts about domestic violence
- ✓ Biases about domestic violence victims
- ✓ Community resources for battered women and their partners
- ✓ The role of your program
- ✓ Legal relief (Family, criminal, and immigration law)
- ✓ Available public benefits
- ✓ The role and responsibility of the police
- ✓ Prevention strategies
- ✓ Effects of violence on children

IMPORTANT CAVEATS

While conducting your outreach efforts, it is very likely that you will encounter resistance. For cultural or religious reasons, the local immigrant community may deny that domestic violence is a problem and view your work as an effort to undermine the traditional family structure. As a result, battered immigrants may be afraid to come to meetings and learn about your services. The men in the community may have sexist values that limit your ability to form cooperative relationships and build trust.

To overcome this problem, be creative with your outreach efforts. If you discover that many battered immigrants are domestic workers, hold forums to educate

their employers about your services. If women are interested in learning about how they can play a greater role in their children's schooling, hold a session on this subject and include information on the services your program offers so they can tell friends who may need your services. Target places in the community where women are more concentrated and men are less likely to be present. These could include craft guilds, smaller grocery stores, hair salons, women's restrooms in stores or restaurants, changing rooms at clothing stores, prenatal clinics, businesses that are run by women, and schools. Women will often walk their children to school and it may be effective to distribute flyers before and after school.

Instead of working to empower entire immigrant communities, start with individual women. Offer them the services they need and teach those who courageously seek out your agency to organize and create social change in their communities themselves. Targeting female-dominated locations is a good strategy for reaching isolated military wives or wives who met their spouses through international matchmaking agencies as well.

If immigrant women are concentrated on military bases, special considerations need to be addressed. Military culture tends to uphold more traditional sex roles where men are the heads of households and wives are considered dependents. Servicemen also receive specialized training in weaponry and are generally in top physical condition. As a result of these factors, domestic violence in military families is often more frequent, more brutal, and more difficult to stop.¹⁰ The military has its own law enforcement branch and it may not be sensitive to the needs of immigrant wives. When trying to do outreach, you may encounter problems getting on military bases as civilians must generally obtain visitor passes.

To ease these problems, cultivate as many working relationships as possible with social workers on base. Look into sending staff and volunteers to speak to military police officers and other military staff. Bases often deploy large numbers of troops at any given time to do military exercises overseas or in remote locations. When military personnel are away, this is a good time to canvas neighborhoods and find out where battered immigrant women may be. During this time, you may want to speak to military wives' groups to encourage individual women to watch for signs that their neighbors are experiencing domestic violence. Provide women in these groups with information about legal remedies for domestic violence and outreach materials that they can distribute to battered immigrant women whom they may encounter.

CONCLUSION

¹⁰Shupe Anson et al. *Violent Men, Violent Couples: The Dynamics of Domestic Violence*. 70 (1987). Bonnie Demrose Stone and Betty Sowers alt. *Uncle Sam's Brides: The World of Military Brides*. 128-29 (1990).

Conducting effective outreach requires time, knowledge, creativity, money, patience, persistence, and flexibility. The challenge that battered women's service providers often face when conducting outreach campaigns is that the effort put into outreach may take resources away from actual client-based work. If a client calls who needs immediate services, staff may make it their priority to work with this client instead of doing outreach. To counter this problem, consider collaborating with other organizations in the immigrant community and jointly seek funding that is specifically earmarked for outreach. This will help you devote staff time to these important efforts. It may also be possible to recruit volunteers and interns to help you mount an outreach campaign. Moreover, your agency will likely find that as your outreach work proceeds and your immigrant client base increases, these clients will begin to do your outreach for you through word-of-mouth. They may volunteer to advertise your services at immigrant community events.

Outreach does not end after your initial efforts are complete. Rather, your outreach efforts should be ongoing. As the immigrant community and your agency grow, you will have to be prepared to respond to changes and refine your strategies appropriately. Nonetheless, dedicated outreach programs are worth the effort. Your agency will gain valuable insight into local immigrant communities, the fight against domestic violence will become cross-cultural, and battered immigrant women will receive the services they need to leave violent relationships and create safe homes for themselves and their children.