

CUT IT OUT

Launches National Domestic Abuse

Training Program For Salon Professionals

CUT IT OUT[™], a program of the **Salons Against Domestic Abuse Fund**[®], intends to raise awareness of the tragic pattern of domestic abuse through some of the most trusted people in a woman's life—her salon professionals.

The National Cosmetology Association (NCA), Clairol Professional and *Southern Living At HOME* (a party plan company with independent consultants throughout the country) have joined forces to bridge the gap between a victim and the assistance she needs.

CUT IT OUT began as a program of The Woman's Fund of Greater Birmingham, AL, where local domestic violence experts trained more than 500 Alabama salon professionals in 2002. Under the auspices of the Salons Against Domestic Abuse Fund, a 501c3 non-profit fund established through the NCA, ***CUT IT OUT*** will expand this fall to other states.

To enable the national expansion of the program both Clairol Professional and *Southern Living At HOME* have made sizable contributions to the Fund. Training is planned for Tennessee, South Carolina, Illinois, Delaware, Colorado, Virginia, Alabama and Connecticut in the fall of 2003. Additional states will be added in the coming years. The training program was first presented at the NCA State Leadership Conference, July 12-13, 2003, in Chicago, to approximately 300 salon professionals.

All the trainings will take place in conjunction with local domestic abuse professionals and trained salon professionals. The format for the training includes discussion, a video with role-playing situations, lecture and group activities.

Pivot Point International, Inc., prepared the PowerPoint presentation, participant workbook and trainer guide, specifically for salon professionals, from material developed by domestic violence experts. Video/Action Fund, a not-for-profit Washington, D.C. company that also produced salon professional training videos for the *Look Good...Feel Better* cancer program, created the video. Both the participant workbook and video are integral to the impact of the training sessions.

The two-hour ***CUT IT OUT*** training session is divided into seven sections:

1. Discussion: Why us? Covering trust factors, sense of urgency and stories of abuse via videotape.
2. Lecture: What is domestic abuse? What causes domestic abuse? What are the signs and signals of abuse?
3. Pair sharing activity: discussion among attendees of power and control involved in abuse and the possible escalation of it.
4. Group discussion: Why does she stay?
5. Video Part 2: Assisting victims of abuse.
6. Demonstration activity: How do I ask a client? Protocols; Do's and Don'ts
7. Closing thoughts: Commitments by participants.

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CUT IT OUT TRAINING/add 1

Following the training, salon professionals will be able to:

- Demonstrate awareness of the prevalence of domestic abuse;
- Recognize signs of domestic abuse in clients;
- Direct abused clients to local resources and/or the National Domestic Abuse Hotline (1-800-799-SAFE);
- Communicate a sense of empathy for abuse victims and feel confident that he or she can make a difference in the lives of these clients.

The **CUT IT OUT** Advisory Board of experts in the field of domestic abuse reviewed and approved all materials for the salon professional training program. Board members include Esta Soler, president, Family Violence Prevention Fund; Lynn Rosenthal, executive director, National Network to End Domestic Violence; Sheryl Cates, executive director, National Domestic Violence Hotline and Dorchen Leidholdt, legal director, Sanctuary for Families.

For more information on the **CUT IT OUT** training programs, salon professionals may contact the NCA at 1-866-871-0656. To receive posters and other **CUT IT OUT** materials, salons should contact 1-800-221-4900.

The Domestic Violence Hotline is 1-800-799 –SAFE (7233). The Hotline provides callers with local resources that can help a woman (or man) in an abusive relationship get the assistance she or he needs, as quickly as possible.

CUT IT OUT, a program of the Salons Against Domestic Abuse Fund, is dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities throughout the United States. **CUT IT OUT** focuses on building national awareness of the pervasive nature of domestic abuse and on training salon professionals to recognize the signs of abuse in their clients and to safely refer them to local resources.

Partners in this initiative include:

Clairol Professional, Stamford, CT – a division of P&G, and a leader in salon hair color for more than 70 years. Salons in the United States carry its flagship brand, Miss Clairol Professional, more than any other hair color;

The National Cosmetology Association (NCA), Chicago, IL – the world’s largest association of salon professionals, with more than 25,000 hairdresser, nail technician, esthetician, and educator members;

Southern Living At HOME®, Birmingham, AL – a company of Southern Progress Corporation, a division of Time, Inc., a home décor party plan company that has become the fastest growing in the history of direct sales.

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