

REIMAGINE LAB

Accelerating Ideas to Action to Prevent Family & Domestic Violence in California

Final Report

January 2019

Produced by Gobee Group

For Blue Shield of California Foundation



Table of Contents

Acknowledgments	1
Executive Summary	2
1. What Is Reimagine Lab?	5
Why was Reimagine Lab Created?	
Reimagine Lab in Today's Society	
Why Human-Centered Design?	
Roles in Reimagine Lab	
Reimagine Lab Brand	
About Gobee	
2. How Did Reimagine Lab Begin?	8
Starting Considerations	
Seeking and Selecting Fellows	
Insights from the Application Process	
Reimagine Lab Fellows	
3. How Was Reimagine Lab Implemented?	11
Lab Structure	
Missions	
Locations	
Diversity	
Communication	
4. How Was Human-Centered Design Applied to Reimagine Lab?	16
Embracing Intersectional Diversity	
Mindsets & Methods That Worked	
Integrating Complementary Approaches	
Challenges: Impact & Future Mitigation	
5. What Ideas Emerged from Reimagine Lab?	29
Summary of Ideas	
Insights from These Ideas	
Emergent Themes	
Priority Sectors to Engage	
6. What Other Outcomes Resulted from Reimagine Lab?	38
Fellow-Reported Learning	
Transformation of Fellows	
Fellows Collaborating as a Network	
Impact of Ideas Accelerator	
Gobee's Evolution	
7. Next Steps	43
8. About Gobee Group	44
Appendix	46

Acknowledgments

Reimagine Lab has been an inspiring and collaborative journey with many individuals and organizations. We would like to thank the Reimagine Lab fellows, each of whom contributed to this work with dedication, passion, and expertise: Sonya Aadam, Trisha Baird, Jorge Fernandez, Rick Green, Sandra Henriquez, Frances Ho, Navya Kaur, Evelyn Magana, Chris Masion, Rain McNeill, Ana Rosa Najera, Rabeya Sen, Devika Shankar, Sharon Turner, Ebony Utley, and Addison Rose Vincent. We also extend our gratitude to the organizations, families, and communities to which each fellow belongs for supporting fellows' participation and commitment to Reimagine Lab. We also extend our appreciation to the fellows who contributed feedback and input on this report.

Blue Shield of California Foundation not only made Reimagine Lab possible, but also has been a very supportive and engaging partner, and we greatly appreciate the trust and advice they provided: Lucia Corral Peña (Senior Program Officer), Jennifer Lin (Senior Program Manager), Rachel Wick (Senior Program Officer), Apana (Program Coordinator), Andrew Kolbenschlager (Public Affairs Associate), Theresa Fay-Bustillos (Chief Program Director), Carolyn Wang Kong (Senior Program Officer), Christine Maulhardt Vaughan (Director of Communications and Public Affairs), and Peter Long (President and CEO).

We also want to thank guest speakers and experts who generously accepted our invitation to contribute their expertise: NeEddra James, Shakti Butler (World Trust), Arnold Chandler (Forward Change), Barbara Kappos (East Los Angeles Women's Center), David Lee (California Coalition Against Sexual Assault), Erin Smith (Family Violence Appellate Project), Gita Cugley, Jacquie Marroquin (California Partnership to End Domestic Violence), Kim Carter (Time for Change Foundation), Nan Stoops (WA State Coalition Against Domestic Violence), and Shrina Kurani (Better Ventures).

Lastly, but importantly, we are grateful for all of the Reimagine Lab community representatives (design team users) who were willing to share their stories and feedback with the Reimagine Lab design teams.

Executive Summary

Reimagine Lab was a six-month design lab for 16 fellows passionate about preventing cycles of family and domestic violence to come together to work with other creative individuals from both inside and outside the domestic violence field. These Reimagine Lab fellows came together to envision a California free from domestic violence and to creatively explore what experiments and risks need to be seeded now to allow for this vision of a better future.

This report describes the Reimagine Lab experience and how this process arrived at new approaches to prevent multi-generational cycles of family and domestic violence in California. In January 2018, Blue Shield of California Foundation and Gobee Group kicked off planning for Reimagine Lab. From April to September 2018, fellows participated in Reimagine Lab in various places across California. Traditionally, approaches to addressing domestic violence have focused on crisis intervention and providing services and supports for survivors. While these interventions remain critically important, the Foundation sought to develop and support prevention-based approaches in line with its new strategic direction. Reimagine Lab was part of this exploration process.

This report includes:

- Initial framework and problem definition for the design lab
- Criteria and selection of fellows
- Activities and methods used at each lab
- Final ideas developed by the fellows
- Other outcomes that emerged from the design lab experience

The audiences for this report include Blue Shield of California Foundation, Reimagine Lab fellows, design lab practitioners, and any entity interested in applying Human-Centered Design to develop new perspectives and ideas in addressing a complex social issue.

Using Human-Centered Design

Because Reimagine Lab was a design lab, a strong focus in this report is placed on how Human-Centered Design was applied and what Gobee learned in using Human-Centered Design on such a complex social issue. Blue Shield of California Foundation was interested in using Human-Centered Design because it is a collaborative problem-solving approach that provides creative methods for deeply understanding human behavior in order to develop new ideas and solutions directly for and with the intended user or beneficiary that are the most appropriate in the given context to maximize impact and outcomes.

The mindsets essential for generating new perspectives and ideas are unique to Human-Centered Design compared to other fields. The following Human-Centered Design mindsets were employed in Reimagine Lab:

- Iterative thinking: Instead of finding a perfect solution from the beginning, develop what is “good enough” to test and fail quickly. Do everything with the assumption of iterating the process.
- Generative thinking: Instead of making judgement on ideas presented by others, consider how to make them better. Say “Yes, and ...” to build upon each other’s ideas.

- Co-create with users: Invite users to co-create solutions proactively rather than just getting feedback on ideas. Design with them, instead of for them.
- Embrace ambiguity and flexibility: Instead of following structures and agenda rigidly, be flexible with fellows' needs to co-create the process itself.
- Be Visual: Engage visual prompts in multiple ways during the activities to stay inspired and communicate in various ways not only verbal or written.

Human-Centered Design is typically applied to designing products, services, and systems for a specific problem or for a targeted user group. The problem space for this project encompassed many different types of people as domestic violence affects all communities in California. Therefore, Gobee relied on complementary fields, such as strategic foresight, and power and privilege frameworks to help fellows identify the most pressing issues and populations within the domestic violence field today to begin to design their solutions. The communities (or "users") selected are not at the exclusion of other communities, or user groups, but in Human-Centered Design it is important to design for a targeted user group to gain important insights about specific behaviors or commonalities that can inform new solutions. In the end, patterns emerged across various user groups to show promising approaches that could be applied to multiple communities.

Outcomes of Reimagine Lab

Reimagine Lab fellows focused on the following user groups: Black men and boys; Queer, trans, women of color; Undocumented immigrant women; Age 13-17 youth at higher risk of incarceration; and Age 11-14 youth in low-income single parent households.

The solutions that fellows developed focused on:

- Developing tools to help youth develop into healthier adults with healthy relationships.
- Opening culturally-specific forums to discuss conflicts in the home.
- Empowering undocumented women and other marginalized communities.
- Bringing harm-doers, in addition to victims and survivors, into new prevention solutions.
- Employing an anti-oppression and intersectional lens.

Fellows are at the heart of Reimagine Lab, and the diversity of the cohort was a highlight for all fellows. Many expressed it was the most diverse group they had ever been part of. This diversity enriched the outcomes of the lab by bringing together a group of people that would not normally be invited to develop new solutions for domestic violence as not all would be considered "experts in domestic violence". The diversity was demonstrated not just in race and ethnicity but also in gender, age, professional experience, and life experiences. It was by design that the fellows came from both within and outside of the domestic violence field to bring various approaches to problem solving and encourage potential partnerships with new sectors.

Reimagine Lab has been an important first step in co-creating solutions to prevent family and domestic violence in California and beyond. As the work emerging from the lab continues, our hope is that others can learn from our experiences in their own efforts to tackle complex social challenges through design.

To learn more about Reimagine Lab, including through video, please visit: <https://reimaginelab.org>



1. What Is Reimagine Lab?

Why Was Reimagine Lab Created?

For the past 16 years, Blue Shield of California Foundation (the Foundation) has focused on improving the health of all Californians and ending domestic violence in California. In 2018, the Foundation launched a new strategic plan that reaffirmed its commitment to end domestic violence. The Foundation recognized this moment as an opportunity to generate new community-level prevention ideas. As they sought new partnerships and strategic ideas, the Foundation invited the Gobee Group (Gobee) to develop a co-design experience with diverse stakeholders to inform strategy for California on how to advance community-level prevention at the intersection of health and domestic violence. This is the first time Human-Centered Design has been applied to engage external stakeholders in the development of new ideas for Foundation investment. Reimagine Lab is an experiment to inform the Foundation's domestic violence prevention programming by supporting co-creation of new solutions directly with leaders and influencers working to break the cycle of domestic violence.

Reimagine Lab in Today's Society

Reimagine Lab is in part a response to a growing need within the domestic violence field to step back and rethink how we address domestic violence as new generations pick up the torch for the future. It is also important to understand the cultural and political context in which Reimagine Lab took shape. The Lab was conceived at the end of 2017 during the emergence of #metoo and #timesup into public consciousness and in a political environment growing increasingly divisive and acrimonious, often centered on issues related to gender and equity. In our first lab, Tidepool Lab, fellows were asked to take a look back at the past 50 years of the women's liberation and civil rights movements and the roles they played in addressing and overcoming domestic violence in the United States.

While much attention has been focused on the divisions in American society – particularly newly unabashed misogyny and xenophobia – the shifting landscape has also given rise to a level of engagement not seen in recent American history. As demonstrated by the Women's Marches, the aforementioned #metoo and #timesup campaigns, public outcry around the Kavanaugh confirmation hearings and the testimony of Dr. Christine Blasey Ford, and the grassroots movement to end gun violence spearheaded by students in Parkland, Florida, Americans have been engaged and energized in support of their values – and against injustice. In addition, the 2018 election cycle saw an unprecedented wave of more diverse and truly representative Americans – including many women and LGBTQ candidates – elected into state and federal offices.

Against this backdrop, Reimagine Lab was an opportunity to bring together leaders from communities across California to envision a less violent, more equitable next 20 years and to put into place approaches that both mitigate the effects of domestic violence and encourage the development of prevention approaches to alleviate its root causes.

Solutions considered intergenerational healing with an anti-oppression lens.

Why Human-Centered Design?

The Reimagine Lab experience was designed following the process of Human-Centered Design. Human-Centered Design is a collaborative problem-solving approach that provides creative methods for deeply understanding human behavior in order to develop new ideas and solutions directly for and with the intended user/beneficiary that are the most appropriate in the given context to maximize impact and outcomes. It consists of three phases:

1. Understanding Context and Users
2. Translating Insights to Possible Solutions
3. Experimenting Solutions for Implementation

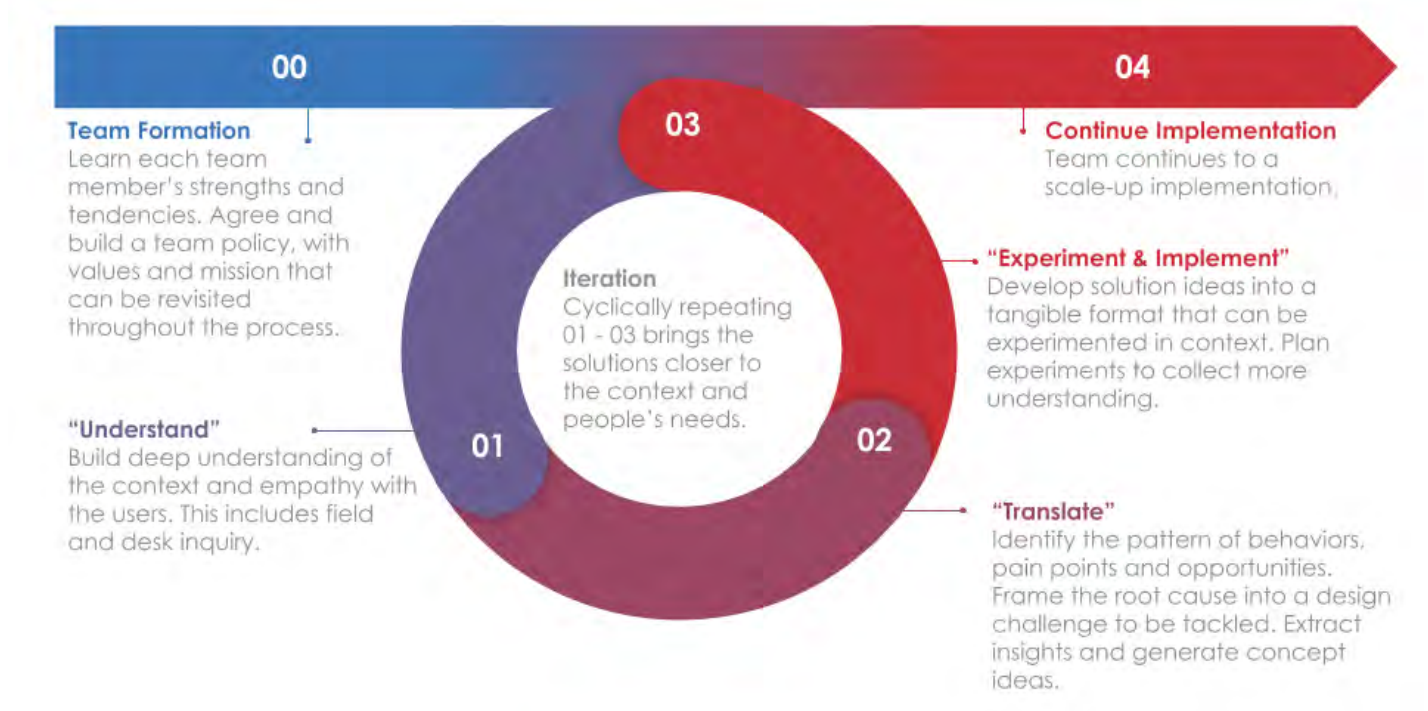


Figure 1.1 Different phases of Human-Centered Design process.¹

Possible outputs of Human-Centered Design include new products, services, interventions, and policies or strategies. The design team and others involved in the Human-Centered Design process often leave the experience feeling empowered not only with specific tools and skills but also with mindsets. See Chapter 4 for Human-Centered Design mindsets that Reimagine Lab fellows embraced throughout the process.

¹ Design Team Fellows Request for Applications, page 8. Blue Shield of California Foundation. https://blueshieldcafoundation.org/sites/default/files/u483/Co-Design%20Lab%20RFA_final_22Feb.pdf

Roles in Reimagine Lab

The Foundation intentionally sought out a non-domestic violence expert to lead the design lab process. Early in the process, we at Gobee educated ourselves by performing desk research, attending domestic violence events, and interviewing experts in the field as well as relying heavily on the expertise of the Foundation. In the first three months, the Foundation provided advice on program development and partnered with Gobee on the fellows selection process and communications strategy. However, the Foundation intentionally left the development and execution of the design labs to Gobee and the lab space exclusive to Gobee and Reimagine Lab fellows. This was to ensure that fellows had autonomy to think independently from the Foundation's expectations and influences. Gobee is grateful for the trust and risk that the Foundation had in our capability and process.

All lab experiences were designed and implemented by Gobee's facilitation team with significant inputs from fellows throughout the process. The process of designing the labs was also a co-design process with fellows. Throughout the labs, Gobee acted as facilitators and therefore all ideas are the result of the Reimagine Lab fellows' hard work.

Gobee's storytelling team conducted interviews with fellows throughout the program. Those videos are available on the website <https://reimaginelab.org>.

Reimagine Lab Brand

The Foundation and Gobee spent considerable time exploring before arriving to the name "Reimagine Lab" and its associated branding. **Reimagine Lab** carries the mindset of imagining huge potential for the future from the actions taken today while recognizing and respecting how far we have come in the movement to end family and domestic violence.



Figure 1.2 Reimagine Lab logo.

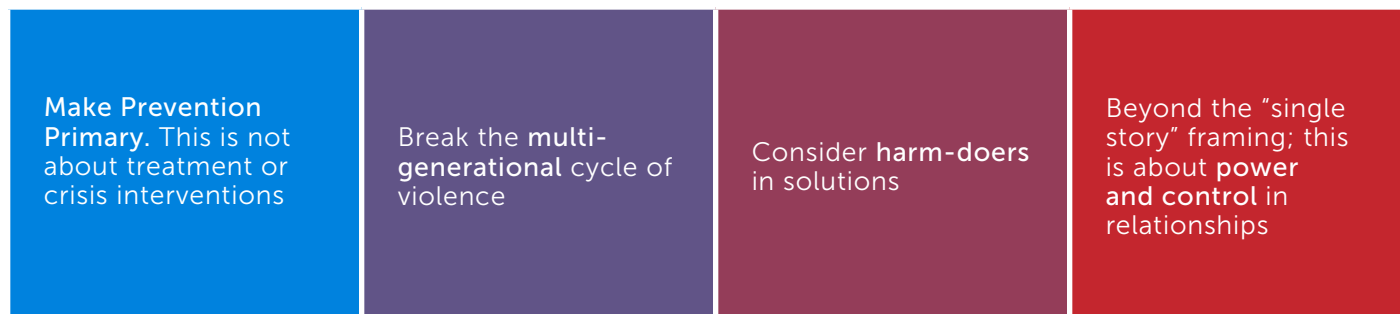
About Gobee

Gobee Group is an Oakland-based social innovation design firm with roots in social impact. Our team prides itself on its diversity. We are designers, social scientists, and engineers, and together, we approach complex systems challenges with both creativity and rigor. Our strength is to work across various social impact challenges by diving into data and research and drawing upon a breadth of global work experience from grassroots to policy levels. We work in California, the United States, and across the globe.

2. How Did Reimagine Lab Begin?

Starting Considerations

Key themes identified to frame the directions of Reimagine Lab included:



We also wanted to make space for unconventional partnerships, to be able to leverage new energy, ideas, and resources. To expand the pool of entities working to end cycles of family & domestic violence, storytelling needed to be a key component of Reimagine Lab. We wanted to capture the stories of: the final concepts for external audiences curious about how these ideas developed; the individual stories of fellows' experiences as part of the lab; and the iterative story of how each lab unfolded as a design process.

Seeking and Selecting Fellows

We held an open call for applications to be a part of Reimagine Lab fellows and received nearly 150 applications for 12-15 spots. Since we limited the number of applications per organization to one applicant, this represented a much larger pool. Application questions aimed to gauge these six criteria:



Figure 2.1 Selection criteria for Reimagine Lab applications.

Insights from the Application Process

- We wanted strong diversity among the fellows group, and as a result of this intentional diversity, many fellows have stated that this is the most diverse professional group they've ever taken part in. See Chapter 4 for more on the role of diversity in the design lab.
- Outreach to find applicants from outside of the major urban areas was a challenge.
- It was imperative to speak to experts during the design of the RFA as they provided useful context for the history of domestic violence, evolution of prevention versus intervention efforts, and the challenges that the field is facing today. Most spoke of a strong desire for the field to think differently about how to end cycles of violence.
- There were a significant amount of applications from survivors that discussed their personal experiences with domestic violence.

Reimagine Lab Fellows

(Organizational affiliations are from the beginning of Reimagine Lab in April 2018)

Sonya Aadam	Inglewood, CA	California Black Women's Health Project
Trisha Baird	Kings Beach, CA	Tahoe SAFE Alliance
Jorge Fernandez	Modesto, CA	Golden Valley Health Centers
Rick Green	San Jose, CA	Community Member
Sandra Henriquez	Sacramento, CA	California Coalition Against Sexual Assault
Frances Ho	San Francisco, CA	Judicial Council of California
Navya Kaur	Fremont, CA	Society of Women Engineers, San Jose State University
Evelyn Magana	Apple Valley, CA	Family Assistance Program
Chris Masion	Anaheim, CA	Anaheim Police Department
Rain McNeill	Sacramento, CA	California Rural Indian Health Board
Ana Rosa Najera	Long Beach, CA	Lumos Transforms
Rabeya Sen	Los Angeles, CA	Esperanza Community Housing Corporation
Devika Shankar	Simi Valley, CA	Los Angeles LGBT Center
Sharon Turner	Concord, CA	STAND! For Families Free of Violence
Ebony Utley	Long Beach, CA	Communications Studies, California State University
Addison Rose Vincent	Los Angeles, CA	Translatin@



Figure 2.2 Reimagine Lab fellows and Gobee facilitators.

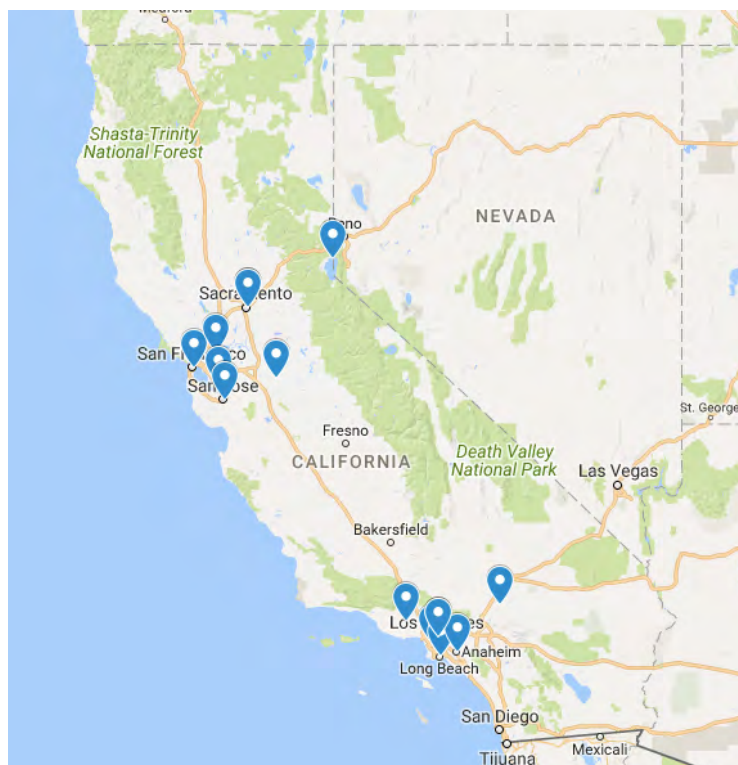


Figure 2.3 Reimagine Lab fellows come from different parts of California.

3. How Was Reimagine Lab Implemented?

Lab Structure

Reimagine Lab was conducted over a six-month period, with five monthly in-person “labs” and a larger two-day “Ideas Accelerator” convening. The overall process was designed based on the four steps of Human-Centered Design Process - Understand, Translate, Experiment, Implement - with other relevant approaches that Gobee integrated, such as: storytelling, strategic foresight, and power and privilege.

The location for every lab was varied for fellows to experience the diversity of California and to tie each lab to a new location and unique sensory experience. Each lab had a theme that was based on the location and content for the lab. In this way, fellows would remember each lab by tying the stage of the design process and lab activities to the place. Each of the the following labs, Tidepool, Panorama, and Delta, consisted of an opening dinner and a full-day lab. Ideas Accelerator was a two-day convening with outside guests, and Pinecone and Puerto labs consisted of opening dinners and one-and-a-half day labs. We added the extra half-day to the last two labs based on feedback from fellows that they wanted more time at each lab.

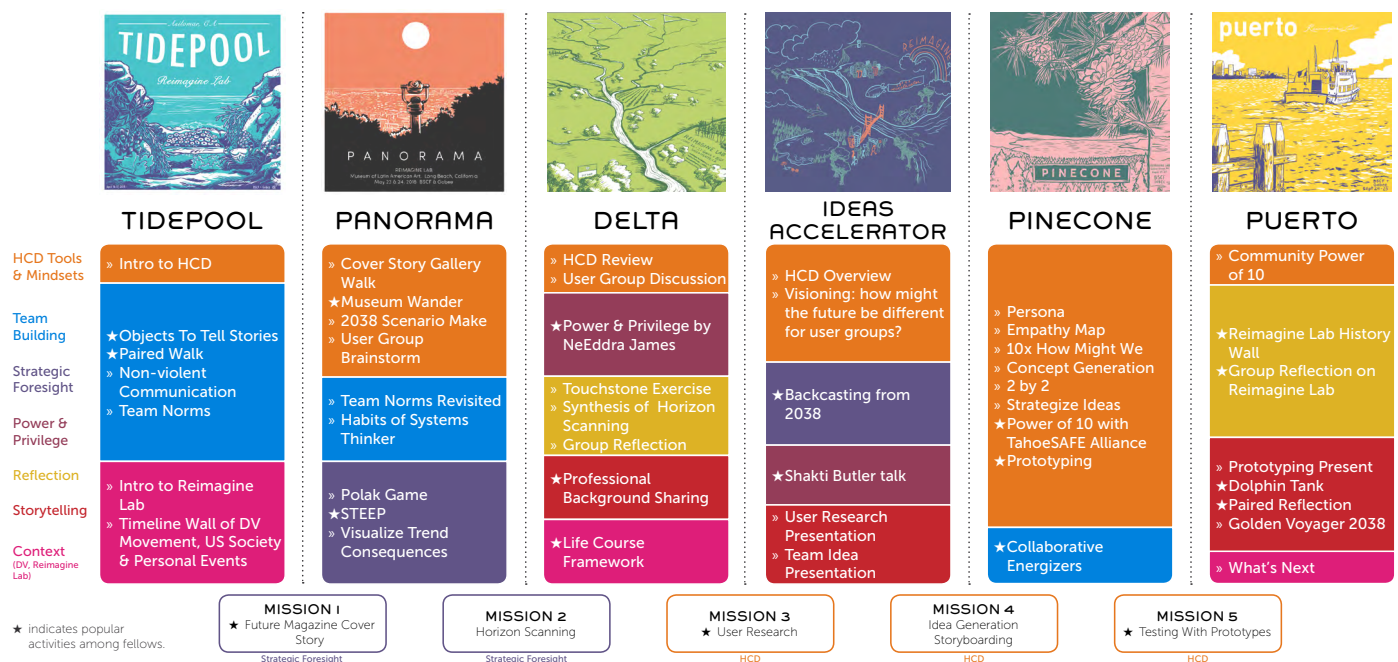


Figure 3.1 Colors map to the type of activity, legend to left. The size of each colored box (height) scales to the approximate time that was spent the listed activities in a lab.

Fellows started their projects at the third lab, the Delta Lab. They self-selected into five teams based on interest for a specific user group and developed ideas in these teams until the end of the program.

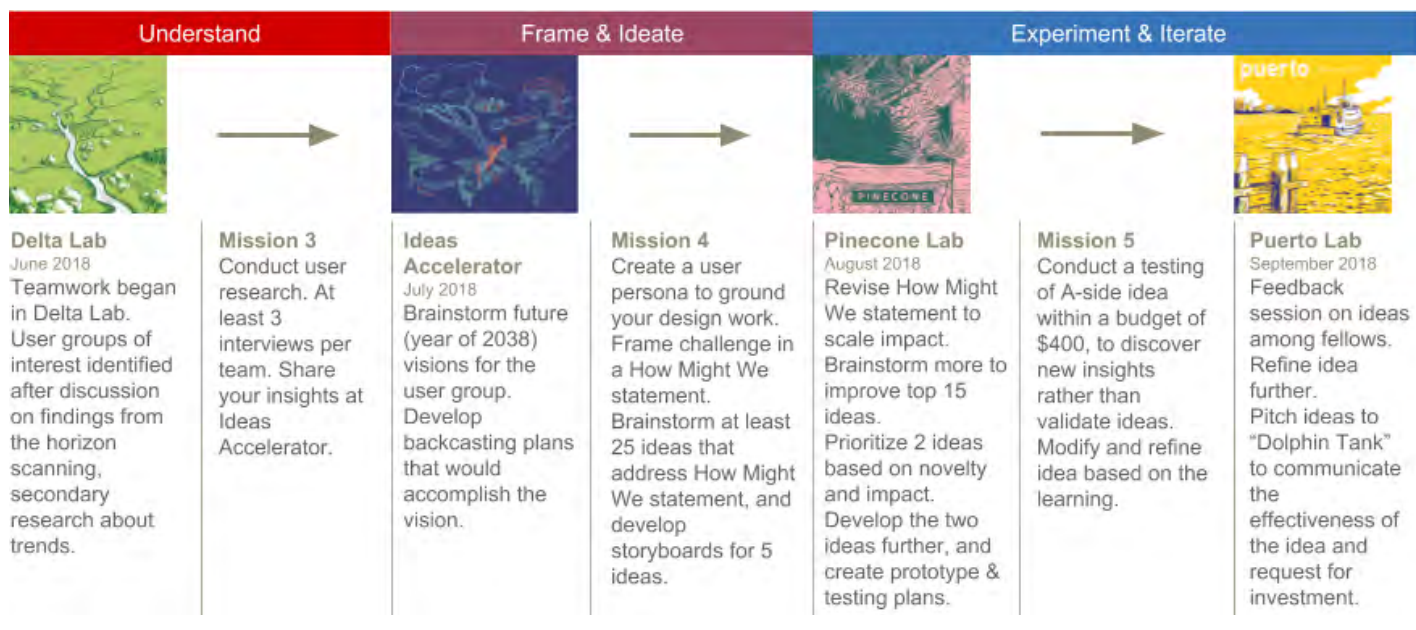


Figure 3.2 Teams worked on their ideas following this process.

Missions

Fellows were tasked to complete "missions", activities that took place between labs that would either help them individually or as a team to make progress on their design work. It also served as a bridge between the different content presented in labs. In total, there were five missions.

	FORMAT	ACTIVITY DESCRIPTION
MISSION 1 2048 COVER STORY	Pair	Come up with a magazine cover story for your publication that is 30 years into the future addressing the topics of family and domestic violence. Create cover title, two or three big headlines, one image and one quote from the future.
MISSION 2 HORIZON SCANNING	Individual	Conduct secondary research on trends happening around the user group of choice. Find articles to support that evidence, and categorize those articles into Social, Technological, Environmental, Economic, Political (STEEP) trends. Fellows populated a database of articles on topics of interest to them. Horizon Scanning is a process of collecting, categorizing and analyzing trends in society today in order to understand what trends will plausibly (not possibly) continue into the future. It's a way to track and plan for various plausible futures.
MISSION 3 USER RESEARCH	Project Team	Conduct at least three interviews with individuals who fit the description of your user group. Create a three-page presentation deck to share research insights at Ideas Accelerator.
MISSION 4 FRAMING & SOLUTION DEVELOPMENT	Project Team	Create a user persona for the user group. Frame team's design challenge with a "How Might We..." statement. Brainstorm at least 25 different ideas as a team. For the top five ideas, develop a storyboard to deepen ideas.
MISSION 5 TESTING YOUR IDEA	Project Team	Test team's idea within the constraint of \$400 budget and three weeks, and create a team report including the testing strategy, learnings and improvement ideas for solutions.

Locations

Each gathering of Reimagine Lab happened at different locations and types of venues across California. This was to avoid making lab experiences mundane, to spark creativity, and to live out the diversity of California. Names of the labs also have association with the locations and contents covered. Having some of the lab activities outside played an important role to take a full advantage of the locations.

	VENUE	CITY
TIDEPPOOL LAB	Asilomar Conference Ground	Pacific Grove
PANORAMA LAB	Museum of Latin American Art	Long Beach
DELTA LAB	Sierra Health Foundation	Sacramento
IDEAS ACCELERATOR	Claremont Club	Berkeley
PINECONE LAB	Hyatt Regency Lake Tahoe Resort	Incline Village (NV)
PUERTO LAB	Kimpton Hotel Palomar	San Diego

Diversity

Sixteen fellows were selected from an open request for proposals process that yielded nearly 150 applicants. The group was deliberately selected to be diverse in multiple ways: age, ethnicity, gender, expertise, and perspectives. It was intentional in the fellows selection process to think of professional expertise in more than just years in the field and level of influence. Fellows early in their career and who exhibited passion and leadership potential were also prioritized despite their relative lack of experience to other applicants. This proved a successful approach as the younger fellows contributed immensely to the group’s energy, optimism for the future, genuineness in our process in considering prevention for future generations (as youth was a target user group), and added trust among fellows.

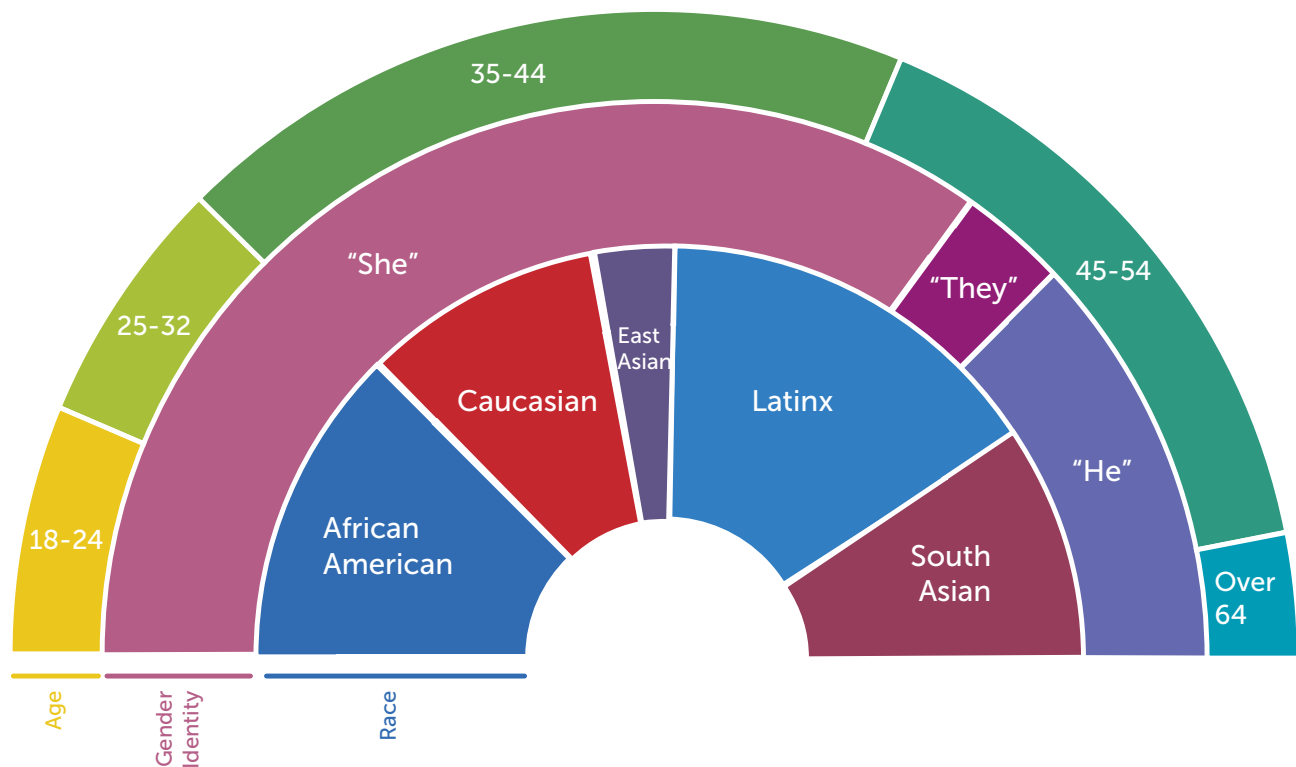


Figure 3.3 The 16 Reimagine Lab fellows represented multiple layers of diversity in their life backgrounds. Note that the categories don’t represent topdown relations. For example, not all “African American” fellows are “she” fellows.

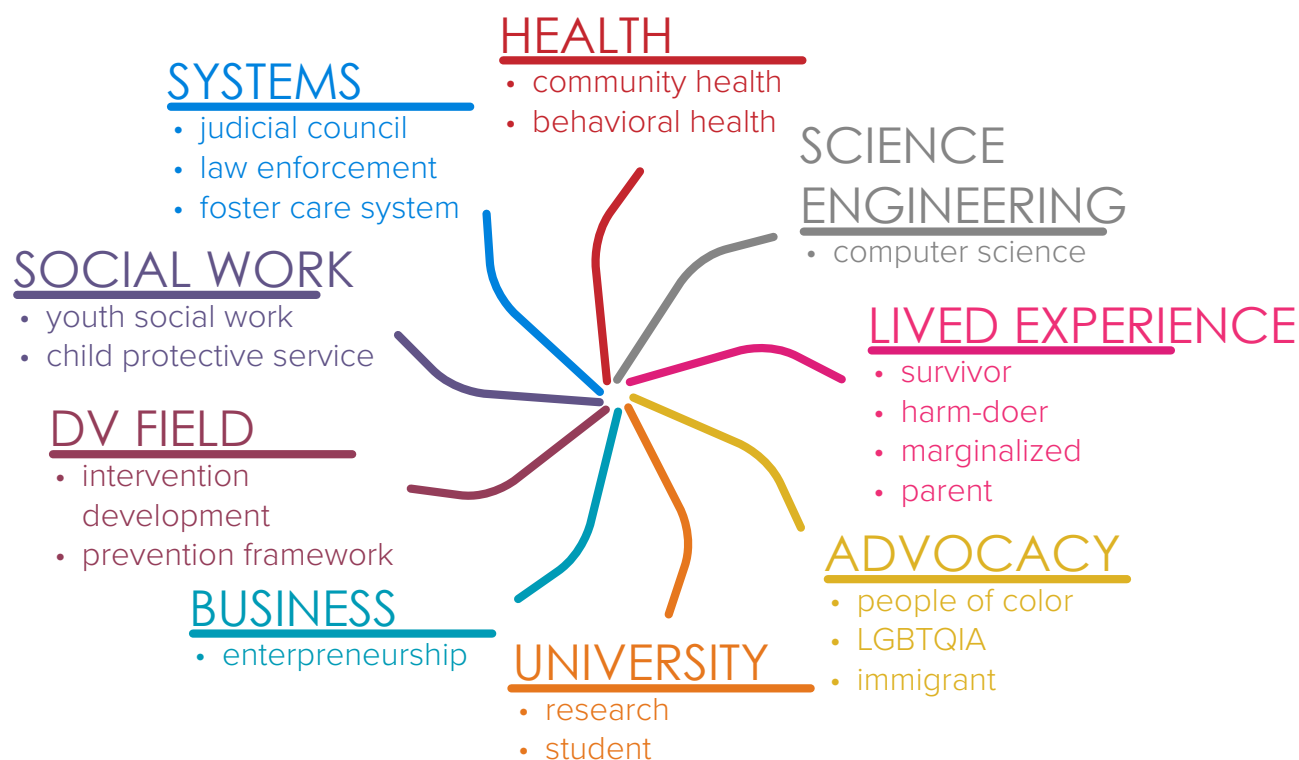


Figure 3.4 Diverse professional expertises and life experiences Reimagine Lab fellows brought to the process provided a wide range of perspectives to look at the issue of family and domestic violence. The graphic represents the perspectives that this cohort of Reimagine Lab brought to the process.

Communication

To maintain regular communication with fellows, we sent two emails per week to fellows including logistics and resources related to the upcoming labs. As needed, we held webinars and one-on-one calls to support fellows with Missions and any other challenges that occurred related to Reimagine Lab. We also set up a private Slack project (an online team collaboration and messaging hub) and a shared Google Drive to allow remote collaboration among fellows.



4. How Was Human-Centered Design Applied to Reimagine Lab?

Embracing Intersectional Diversity

In addition to the diversity among fellows, Reimagine Lab invited external participants to be a part of the process to incorporate further diverse perspectives. It is typical in design to want a design team to come from a range of disciplines. What we learned in working on such a huge social issue was that the design team not only needs to come from a range of disciplines, but also points-of-view on how to address the problem and personal commitment to solving it.

	WHY	WHO
USERS (IDEAS ACCELERATOR, MISSION 3, MISSION 5)	Desire to “design with users” rather than “design for them”. Recognizing that youth and those in marginalized communities are often not included in the solution development process in the domestic violence field.	Those who fit each user group description: youth (two participants), African-American men (one participant), undocumented immigrant women (two participants).
EXTERNAL EXPERTS (IDEAS ACCELERATOR)	Desire to expand the expertise diversity beyond the fellows’ group. On-boarding potential collaborators early in the process.	Represented expertises include: venture capital, criminal justice reform, policy making, child welfare, and legal.

The value of diversity in the process is manifested in what one fellow shared:

“It’s been really interesting to be with people from so many diverse backgrounds and experiences. And I think it has really allowed for us to think differently... And to bounce off of each other and come up with things that I think **any one of us on our own or any one group with a singular focus would not have been able to do**. So, I really have appreciated the diversity in the group and the lived and worked experiences of the various cohort members. I think it has allowed us to kind of negotiate and put a lot of our ideas together and come up with something very different than we would be doing on our own.”

- Sandra Henriquez, to the Foundation’s interview.

Emphasis added by Gobee.²

It is also worth mentioning that diversity in both professional expertises and life experiences was necessary, especially as fellows developed solutions for a wide range of users. The wide range of users was a natural consequence of how domestic violence can affect people at different stages of life. As fellows brought different perspectives to the same issue, the heterogeneity allowed them to listen to each other with empathy and patience.

² Blog Post: Connecting and Co-Designing: Interviews with Reimagine Lab Fellows. Blue Shield of California Foundation. <https://blueshieldcafoundation.org/blog/connecting-and-co-designing-interviews-reimagine-lab-fellows>

Mindsets & Methods That Worked

Human-Centered Design is not a process consisting of specific steps to follow; rather, it is a process with multiple underlying mindsets. We designed the activities of Reimagine Lab, so that fellows can understand and practice these mindsets. Based on their evaluation, these Human-Centered Design mindsets were received as valuable.

Iterative Thinking	Generative Thinking	Co-creation with Users	Embrace Ambiguity and Be Flexible	Be Visual
Instead of finding a perfect solution from the beginning, develop what is "good enough" to test and fail quickly. Do everything with the assumption of iterating the process.	Instead of making judgement on ideas presented by others, consider how to make them better. Say "Yes, and ..." to build upon each other's ideas.	Invite users to co-create solutions proactively rather than just getting feedback on ideas. Design with them, instead of for them.	Instead of following structures and agenda rigidly, be flexible with fellows' needs to co-create the process itself.	Engage visual prompts in multiple ways during the activities to stay inspired and communicate in various ways not only verbal or written.
In Reimagine Lab, fellows were encouraged to be specific on user groups and solutions. This was to make incremental progress on developing non-abstract solutions.	In Reimagine Lab, fellows often worked in groups to build upon each other's ideas. Even when they disagreed, they were encouraged to find a way to improve the ideas.	Users were invited to Ideas Accelerator as co-creators with the team. Teams were also recommended to co-create solutions with users during the prototyping & testing Mission.	In Reimagine Lab, Gobee was designing the process with fellows. Our flexibility and embracing of ambiguity influenced the fellows to act on the same mindset.	Each lab in Reimagine Lab had a "theme", with screenprint poster designs. Many activities had visual cues, to activate different parts of the brain and cater to visual thinkers.

User Research

For Mission 3, each team conducted primary research (interviews and observation) with three individuals from their user group of choice. Gobee provided resources for some specific tools (e.g. Empathy Map, AEIOU, Day in the Life), and some teams used Empathy Map to organize the research outcomes to present at the Ideas Accelerator.

Prototyping

For Mission 5, each team consulted with Gobee to plan how they might prototype their idea with the constraints of a \$400 budget and three week period. Prototypes varied from supporting a 2-hour community event to wireframe of data visualization.

Testing

For Mission 5, each conducted the testing of their prototypes with respective user groups. Forms of testing varied from role-play, co-design sessions, to observation of an organized events.

Integrating Complementary Approaches

“Prevention strategies for domestic violence in California” is not a typical type of challenge addressed through Human-Centered Design. In order to augment the process for this context, we integrated the following topics, which are not part of conventional Human-Centered Design process, into Reimagine Lab.

1. POWER AND PRIVILEGE

What it was

Domestic violence is the result of a power dynamic in relationships. The need for having a session about power and privilege was articulated by some fellows individually and during the process of creating the group’s goals and values to have an “intersectional, anti-oppression lens” to Reimagine Lab solutions. After the first two labs, it became clear that not everyone understood the terms commonly used in racial justice and anti-oppression fields - such as transformative justice and intersectionality. This session was to inform all fellows on the topic, so that further discussions would be productive.

How it was implemented

At the dinner session of Delta Lab, we invited NeEddra James, to hold an interactive workshop to explain structural oppression and demonstrate various ways individuals can possess privilege.

How it was received

“[It was] the foundation we assumed we already had and therefore so necessary.”

(excerpts from fellows’ evaluation)

“The power and privilege activity helped me acknowledge that we are all very different yet so similar at the same time.”

Recommendation for future

Though we had a session in the third lab when fellows started their group work, having it earlier might have influenced more positively the group dynamics. We think it is important to explicitly raise the topic of prevention-focused, anti-oppression and intersectional lens, so that fellows are empowered and versed to discuss the issue as they think of system-level prevention solutions for domestic violence.



Figure 4.1 Photo from Power and Privilege session at Delta Lab.

2. STRATEGIC FORESIGHT

What it was

Reimagine Lab aimed to develop long-term strategies of domestic violence prevention, so it was necessary to explore probable futures for the generations younger than ourselves. Strategic Foresight is a discipline related to futures studies, involving alternative future exploration and analysis of trends.

How it was implemented

2048 Magazine Covers (Mission 1)

For Mission 1, fellows were paired and asked to develop a magazine cover featuring domestic violence for an assigned magazine in 2048. They explored various topics from robotics and genetics to sports and music.

Backcasting

At Ideas Accelerator, teams developed the vision for their user group in 2048, and planned out how to achieve the vision: what needs to happen five years before, ten years before, fifteen years before, and now. Thinking backwards from the time in the future allows outside-of-the-box ideas rather than thinking from what's possible considering the current situation.

How it was received

(excerpts from fellows' evaluation)

2048 Magazine Covers (Mission 1)

"After everyone started sharing I started to get more and more ideas regarding preventing domestic violence. Everyone had a terrific approach and it allowed me to think about violence prevention through different lens, such as fashion, sports, genetics, etc."

"The Future Cover Page Presentation was a great way to look into hope, progress, and growth, in a short and succinct way."

Backcasting

"Really helpful when I was able to wrap my head around it. I'm hoping to share it in my work with Trauma Informed LA as we work on developing strategic priorities and goals"

Recommendation for future

Strategic foresight tools complement Human-Centered Design tools by providing the framework of trend analysis and long-term perspectives. We highly recommend exploring the fusion of these two disciplines.

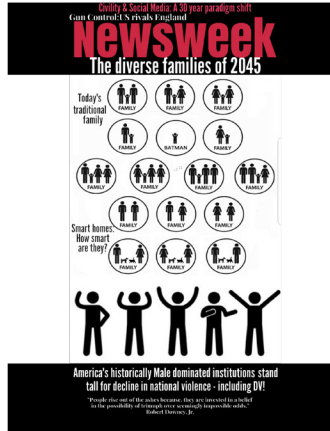
Ana Rosa & Jorge



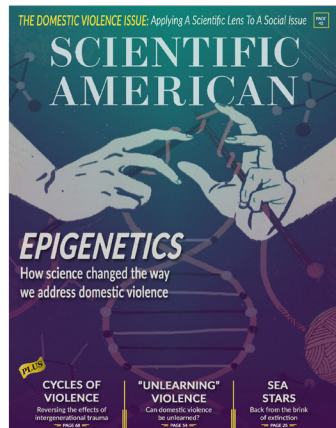
Chris & Sandra



Rick & Sonya



Addison & Ebony



Devika & Trisha



Evelyn & Rabeya



Frances & Navya



Rain & Sharon

Figure 4.2 2038 Magazine Covers that fellows created.

Backcasting Tool

2018 ■ ■ 2021 ■ ■ ■ 2025 ■ ■ ■ ■ ■ 2031 ■ ■ ■ ■ ■ 2038

Quantitative Milestones (step 2)

What milestones will you achieve?
Be specific: how many cities? how many people? what % of your user group? etc.

How Do We Get There? (step 3)

What actions are needed to reach the milestones?
What don't we know that we need to know?
What key strategies will you employ?

Key Players (step 4)

Who do we need to influence and why?
Who's best positioned to lead these actions?
Who would you assemble to lead and work on these actions?

Vision (step 1)

Choose one level:
☐ Home
☐ Community
☐ Institutions / Systems
☐ Society

10x

reimagine lab ideas accelerator
Powering cycles of innovation, now and into the future

Figure 4.3 Gobee developed the Backcasting tool template for Ideas Accelerator participants to express a clearly defined vision for their user group in 2038 and brainstorm actions to realize that vision.

Challenges: Impact & Future Mitigation

1. It was challenging to manage multilayered diversity, although, the diversity of the group was one of the most appreciated components stated by fellows.

“I learned that bringing together folks from such diverse backgrounds and experiences really helps to break out of the bubble, so that we can think differently. I loved that our group was able to come up with solutions that are out of the traditional boxes.”

— From a fellow, in evaluation after Puerto Lab.

MORE CONTEXT

We intentionally selected 16 fellows from both domestic violence field and outside of domestic violence field. All fellows agreed on the value of diversity in worked and lived experiences, which pushed them to develop solutions with multiple perspectives. The beginning was crucial as there are specific languages and concepts common in some sectors but not all. To create a respectful space where all fellows can contribute with their own expertise, Gobee decided to allow fellows to get to know each other personally before professionally. This helped remove the perspective of “domestic violence expert” versus “outsiders” from the beginning.

HOW WE MANAGED

- Deliberate effort to cover a lot of team building exercises in the first lab (Tidepool). Some fellows raised worries that we were “not doing work quick enough.” We think it was the right choice considering both the personality conflicts and deep bonds that happened later in the process.
- We quickly realized that fellows have differing experiences and exposures to the concept of structural oppression, which is an inevitable topic in the discussion of domestic violence. We invited NeEddra James to lead a power and privilege workshop at the opening dinner of the third lab (Delta Lab), and fellows appreciated it as an opportunity to feel empowered and to identify what privileges one might have, especially within the group of fellows. We reached out to individual fellows to have multiple one-on-one calls to address discord amongst fellows tied to power and privilege and lack of trust.
- Upon requests, we made ourselves available for activities outside of in-person lab times, including one-on-one calls, facilitating team calls with fellows and setting up of buddy calls (fellow-to-fellow Zoom calls).

CHALLENGES THAT STILL AROSE

- Some activities were received very differently by different fellows (some said it was “a waste of time” while others said “it was the best thing ever” regarding the same event).
- Conflicts that were not necessarily mutual, where one party couldn’t understand why it was happening. This influenced some of the trust among fellows.
- Fellows were from all corners of California and it was difficult for teams to get together outside of the labs (our mediative solution: Slack, Zoom).
- We always lacked time to get through all the content within the lab structure, as different fellows have different experiences with the content and need different amounts of time to process. Fellows expressed that they were sometimes drained due to the amount of content covered.

Process Change

1. Introduce Power and Privilege session at earlier lab.

We noticed that a part of the cause of the conflict among fellows was different awareness and sensitivity regarding structures of power and privilege. There was also diversity among fellows regarding their own personal experience with domestic violence and where they are on their healing journey. Some may have seen commonalities, while other saw power discrepancies. For fellows more knowledgeable about power and privilege, it was important that all the other fellows are not ignorant of the reality of structural oppression, a topic that some had never been exposed to in their lives. Power & Privilege session in the third lab served this role well, but it could have been introduced as early as the first or second lab.

2. Establish a shared baseline for what is an intersectional and anti-oppression lens.

Similar to above, as racial equity and anti-oppression rose up as key values for this work by the fellows, it was important to establish what is meant by the following terms as they relate to how to approach solutions: intergenerational trauma, transformative justice, internalized oppression, intersectionality, etc. In general, when working with diverse groups and those new to the domestic violence field, it would be good practice to not assume everyone has shared knowledge of these terms or similar definitions. We eventually addressed how these terms would be used in Reimagine Lab at Delta Lab (third lab) but the process would have benefited from an open discussion as a group in Panorama Lab (second lab).

3. Increase time (more labs) for prototyping, testing and co-designing with users.

One of the most difficult Human-Centered Design concepts for fellows to grasp was User Group Identification. Some fellows had difficulty choosing one clearly defined user group to focus their design process on, and not fully understanding that focusing on one user group is not excluding other groups from the solution. With more labs to conduct iterative prototyping, testing and co-designing with users, we believe that fellows would better understand the value of focusing their user group as a part of the design process. As an example, over time, one youth group understood the need for a better defined user group as they had difficulty synthesizing their ideas from a wide and diverse range of user research responses. When asked what they wish for at the end of Reimagine Lab, many fellows spoke for more labs and opportunities where they can refine their prototypes and engage users to develop their solutions further.

Operational Change

1. Make some labs 2 nights, 2½ days

Some fellows found it difficult to digest the amount of content we covered in a 1.5 day lab, followed by their regular workday during the week. They needed more time in each lab to process and reflect, before going back to their regular work. Considering the diverse needs fellows have for self-care, reflection, and time necessary to return to their workplaces, we recommend allowing longer margins of time between and after activities in labs.

2. It was difficult for fellows to trust the process, and sometimes Gobee, as Human-Centered Design was a new concept to most of the fellows.

"I feel that several other fellows and myself were very skeptical of the entire process, so trust could have been something to build more on (and I think we all, myself included, could have been even more open-minded and active in that process, this wasn't at all Gobee's sole responsibility)."

— From a fellow, in evaluation after Puerto Lab.

HOW WE MANAGED

- Interpersonal connections with fellows, including regular email communication (twice a week) throughout the six months.
- Being very open to fellows' needs and requests in terms of being flexible to adapt lab agendas at any moment.
- Being upfront that design will be a process through ambiguity. During the first lab, the Foundation's Lucia Corral Peña also gave an opening talk about managing through the uncomfortable process.

CHALLENGES THAT STILL AROSE

- Hesitations in following through some activities, especially to choosing/specifying user groups. We realized later that fellows might have felt that it contradicts with the equity value they espouse. They did not understand clearly how a process that is focused on a specific user group could also work towards the goal of equity as we see patterns that work across multiple user groups. However, by the end of Reimagine Lab, most fellows understood that it was needed for the design process.
- Human-Centered Design encourages people to first explore ideas without the judgement on feasibility, to expand the possibility horizon. Even with the explanation, some fellows were guarded about exploring the "impossible" ideas, choosing instead to focus on what was likely to work.

WHAT WE WOULD DO DIFFERENTLY

Process Change

1. Bring strategic foresight (futures study) content after user-specific lab.

Panorama Lab, which focused on strategic foresight and trend analysis at a societal level, felt a bit abstract for many fellows. Strategic foresight is abstract and introducing it as a general approach resulted in some confusion, feelings that the process was inorganic and group fatigue. This lab was packed with interesting, long-term implementation strategies that consider [STEEP trends](#) and we would not exclude this content from future labs because most fellows enjoyed the activities and learned new strategic approaches. However, to make it more concrete, it might be better introduced after selecting user groups. STEEP analysis within the selected user groups would allow them to connect the process with real-life stories and tangible examples more easily.

2. Explain the emotional roadmap of using Human-Centered Design for the first time, especially introducing user groups.

It is always a challenge to understand the Human-Centered Design process for new adopters, and this is true across all fields and not specific to the fellows. However, the pushback on pursuing well-defined user groups was more pronounced with Reimagine Lab fellows than in other fields. This group of fellows is more avid on acknowledging diversity and equity, and dismantle anything that sounds like stereotyping groups of diverse people. Designing for user groups is about developing innovative solutions by intimately understanding a group with behavioral or intersectional similarities. This makes the solutions tangible and testable, but not at the exclusion of other groups. Rather, the process focuses on one user group for a new idea that could be effective for millions of people. In the future, it would be helpful for Gobee to unpack how it might feel to define and work with user groups by acknowledging this negative reaction at the beginning of the process and address these concerns head on.

Operational Change

1. Different way to engage Foundation with fellows

"I felt very disconnected from the Foundation, to be honest. I know that was the intention -- for the Foundation to let us do our own thing -- but it would have been nice to know from the beginning exactly what we were doing, what our deliverable should be, and how the Foundation would help us get there."

— From a fellow, in evaluation after Puerto Lab.

When asked about trust to the Foundation, fellows' responses varied greatly. Some responses centered around a disconnect with the Foundation, specifically of not knowing clearly how the outcomes of their work in labs would be used afterwards. It is a typical response for new HCD practitioners to want to understand their deliverables, and to seek defined outcomes at the outset of the project, as how project work is often planned in other fields. HCD is fundamentally different in this way, as an iterative learning process of exploring many possible outcomes and defining outcomes incrementally as new information emerges.

Gobee planned the labs based on these characteristics of HCD, so that fellows could focus on designing innovative solutions with less constraints from the Foundation's expectations but with more input from users. In other words, labs were planned so that fellows could design solutions, influenced more from the process than from the expected outcomes. However, it was a new way of working for fellows and therefore created discomfort during the process, resulting in a comment such as above.

It may have been helpful for Gobee to provide fellows monthly updates on the Foundation's latest thinking as a way to balance fellows' need to know how the end product will be used while still keeping the process iterative. The updates may have made the process transparent bidirectionally. In this way, a monthly email reporting the Foundation's thinking would model the iterative nature of the HCD approach. Some fellows learned that the Foundation demonstrated trust in Reimagine Lab by reading the blog posts about Reimagine Lab on the Foundation's website. However, direct communication to and for the fellows would also have been effective in helping them understand their role and value within the Foundation's work.

3. While many fellows understood the structural factors of social inequality and spoke for the need for changes at the institutional level, Reimagine Lab solutions gravitated toward entry points at the community level (five of ten ideas) versus large-scale institutional or policy changes.

MORE CONTEXT

Gobee understood the desire from fellows to address systemic issues and attempted to focus lab methods at the Ideas Accelerator and the next lab, Pinecone Lab, toward large-scale change (via Vision boarding, Backcasting, and 2-million person impact). Gobee observed that it was likely due to the fact that the majority of the fellows work at the programmatic level, so it is natural that their solutions would have tended this way.

HOW WE MANAGED

- In Panorama Lab, Gobee introduced strategic foresight, which included STEEP trends and ways to consider how trends will shape our work with communities over the next 10-20 years.
- At Ideas Accelerator, Gobee introduced backcasting and brainstorming interventions at different place levels (from within the home, community, institutional and societal) to consider a vision 30 years into the future and the activities that would need to take place at different time and place intervals from present day to 30 years out.
- At Pinecone Lab, Gobee introduced an exercise that forced teams to consider ideas that focused how their ideas would change if they considered that they had to impact two million users over five years.
- At Puerto Lab, Gobee introduced a “shark tank” style presentation where \$9 million was available for funding and to consider what realistic asks they could design at million dollar levels.

CHALLENGES THAT STILL AROSE

- Despite different approaches to get the groups to “think big” about their approaches, most still went to their comfort zone of a programmatic-level intervention at a community level, despite their recognition that structural factors are a major hindrance for justice, equity, and violence mitigation.
- Having fellows understand and how to respond to societal trends as part of their ideas development was difficult. The concepts were new to most fellows and Gobee needed better approaches and likely more time to unpack these concepts for them to be appropriately integrated.

WHAT WE WOULD DO DIFFERENTLY

Process Change

1. Restructure lab content to bring strategic foresight content after user groups were selected.

As stated in the second challenge above, having a user group to ground the STEEP trends concepts would make the exercise less abstract and potentially yield specific insights about what would likely influence their user over the next 10-20 years.

2. Longer labs and more time for multiple rounds of prototyping and user testing.

Having at least a half-day longer would allow the fellows a slower pace and more down time to rest their brains. Every lab was an exercise in understanding not only new content but new ways to think about problems and solutions. As our continuity recommendations allude to, we strongly believe that more rounds of prototyping and user testing will lead to stronger concepts and more insights for the fellows.

Continuous Evaluation and Iteration

For Gobee, the design of the labs was expressly for the fellows and maximizing their experience. To this end, Gobee conducted quick evaluations of what fellows liked, would change, and questions they had at the end of each lab to ensure impressions were captured fresh. This was followed up by a longer evaluation form the following week to dig deeper on specific activities, tools, and perceptions. This feedback loop informed planning subsequent labs and allowed the facilitation team to address any issues as they emerged. To inform this report and our continued learning, a final comprehensive survey was conducted after the last lab that allowed fellows to react to the entire design lab experience and how it could be improved as a participant learning the Human-Centered Design process for the first time.

5. What Ideas Emerged From Reimagine Lab?

Summary of Ideas

Teams had an opportunity to develop two idea concepts, and one of them in further depth. Most of the concepts explored further, called “A-side ideas” went through at least one iteration of prototyping. Below is a summary of each team’s A-side and B-side ideas.

TEAM 1

User Group: Black men & boys

Team Members: Ebony Utley, Rain McNeill, Sharon Turner, Sonya Aadam

A-side Idea:

Anti-violence new venture model that would invest in shifting lenses around domestic violence in black communities.

B-side Idea:

Statewide campaign that targets African American communities.



Figure 5.1 Screenshot of facebook live streaming from an event conducted as the Black Men & Boys team’s prototype.

TEAM 2

User Group: Undocumented immigrant women

Team Members: Ana Rosa Najera, Navya Kaur, Sandra Henriquez

A-side Idea:

Use data to empower undocumented immigrant women, and to pressure representatives for policy change.

B-side Idea:

Community school that provides resources for everyone in the community, using promotora model.

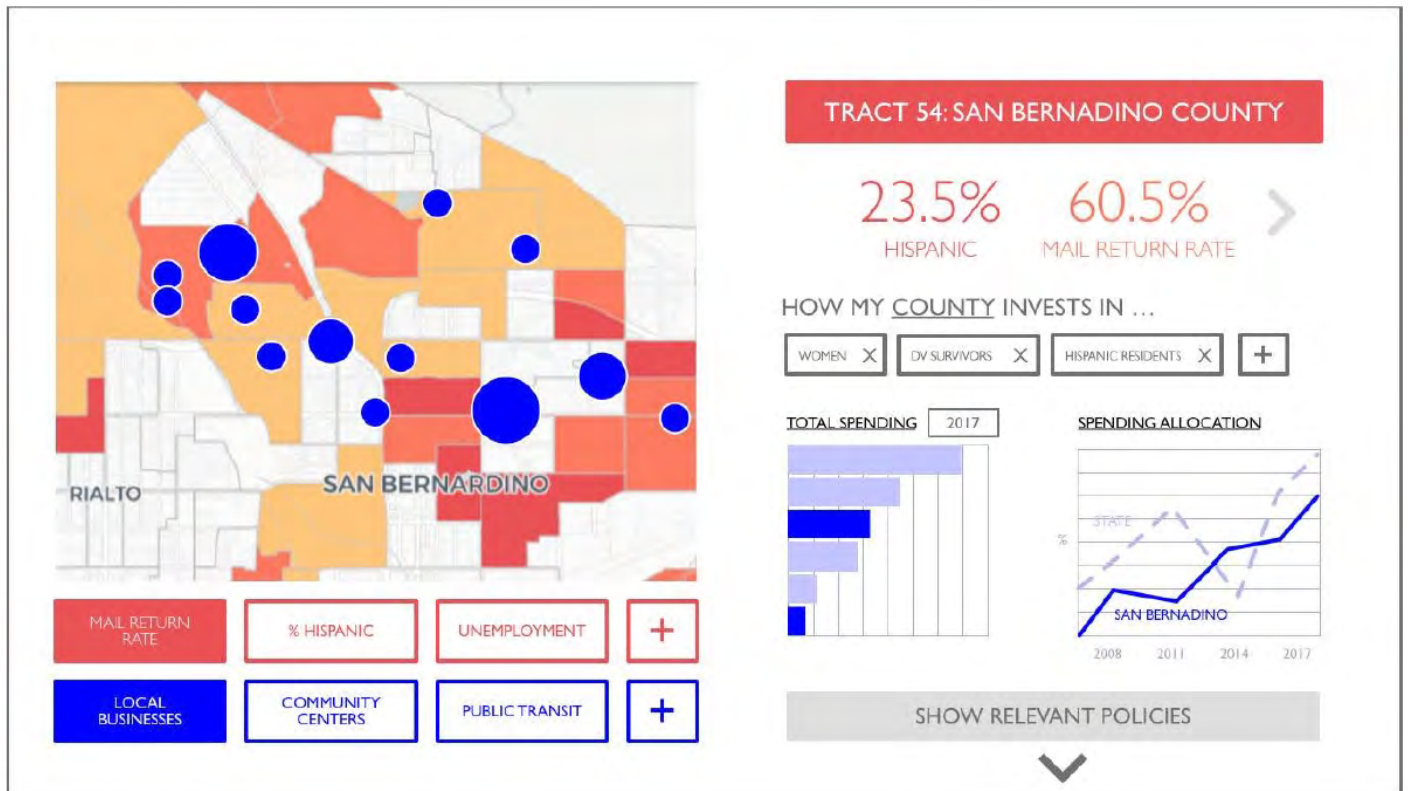


Figure 5.2 Wireframe prototype of data dashboard that team created.

TEAM 3

User Group: Queer, trans, women of color

Team Members: Devika Shankar, Jorge Fernandez, Rabeya Sen

A-side Idea:

Integrate community organizing around transformative justice with the current domestic violence field.

B-side Idea:

Create a space for community organizing that involves healing and art.

TEAM 4

User Group: 13-17 youth at higher risk of incarceration

Team Members: Addison Rose Vincent, Chris Masilon, Rick Green

A-side Idea:

Education that focuses on both individual & community history, literacy development and financial education.

B-side Idea:

Build connections with medical fields, focusing on family planning education, healthy relationships, and support for children with developmental disabilities.

TEAM 5

User Group: 11-14 youth in low-income single parent households

Team Members: Evelyn Magana, Frances Ho, Trisha Baird

A-side Idea:

"I've got your back", an online program that flags unhealthy communication through GYB and bitmoji.

B-side Idea:

"We All Win!", a collaborative video game that educates users on healthy relationships.



"I made it like my friend because she had my back but she had to move schools."

Figure 5.3 One of the testing session with a youth user, creating GYB character and explaining his motivation.

Insights from These Concepts

What is innovative about these ideas are not only the concepts but also the processes that each team went through. We analyzed all A-side and B-side concepts using the following characteristics.

POTENTIAL SECTORS TO PARTNER WITH	What would be the sectors that teams would need to partner with, to develop and implement this solution?
PREVENTION TYPE	Category of prevention strategies by the group or population to whom the intervention is directed and for whom it is most likely to benefit.
PRIMARY LEVEL OF INFLUENCE	When thinking about levels: home, community, institutions/systems, society; where is this solution making impact in the first year of the project. Not to be confused with potential impact over the long-term.
STRUCTURAL OPPRESSION LENS	Does this solution have structural oppression lens directly, especially in the first few years of implementation? Not to be confused with the long-term potential effect to dismantle structural oppression.
HOW IS IT INTERGENERATIONAL?	How is this solution addressing intergenerational cycles of family and domestic violence?
UPSTREAMNESS	Upstream approach to ending cycles of family & domestic violence. (1) is directly addressing domestic violence in the user community to downstream approach (4) that is addressing a potential or known root cause that leads to family & domestic violence.
DEVELOPMENT STATUS	Where is this idea currently in the development status? What needs to be done as a next step: framing, user research, prototype. In some situations, they need more of each step.

Detailed description of analysis criterion used in synthesis.





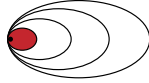
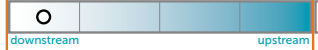
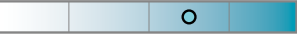
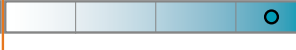
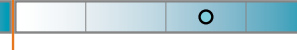

USER GROUP	BLACK MEN & BOYS	UNDOCUMENTED WOMEN	QUEER, TRANS, WOMEN OF COLOR	AGE 13-17 YOUTH AT HIGHER RISK OF IN-CARCERATION	AGE 11-14 YOUTH IN LOW-INCOME SINGLE PARENT HOUSEHOLD
CONCEPT	Investing in black communities to have anti-violence & DV prevention conversations.	Use data for policy makers and/or empower undocumented groups.	Fund community organizers to do their work with real income & transformative justice models.	Education that focuses on individual, family and community history. Also, provide financial education and literacy development.	Technology that allows users to create their virtual character, that will identify unhealthy communication.
POTENTIAL SECTORS TO PARTNER WITH	<ul style="list-style-type: none"> Local businesses Financial Accreditation entity Mental health 	<ul style="list-style-type: none"> Policy making Legal aids (immigration) Tech (data, surveillance) Data collection agency 	<ul style="list-style-type: none"> Community organizers 	<ul style="list-style-type: none"> Education systems Social science (history) Political science Youth psychology Philosophy 	<ul style="list-style-type: none"> Software development Communication Cyber security Youth psychology
PREVENTION TYPE	selective	selective	universal	universal	universal
PRIMARY LEVEL OF INFLUENCE	 community	 institutional	 community	 institutional	 family / home
STRUCTURAL OPPRESSION LENS	Yes	No	Yes	Yes	No
HOW IS IT INTER-GENERATIONAL?	Organize men in community to talk through violence behaviors and experiences to change future generations.	Financial and other security to keep families out of violence households.	n/a	Education to know systems of oppression, family histories, etc to empower youth to know both positive and negative legacies.	Next generation getting positive communication training outside of home life.
UPSTREAMNESS					
DEVELOPMENT STATUS	framing user research prototype	framing user research prototype	framing user research prototype	framing user research prototype	framing user research prototype

Figure 5.4 Synthesis of A-side concepts.

USER GROUP	BLACK MEN & BOYS	UNDOCUMENTED WOMEN	QUEER, TRANS, WOMEN OF COLOR	AGE 13-17 YOUTH AT HIGHER RISK OF IN-CARCERATION	AGE 11-14 YOUTH IN LOW-INCOME SINGLE PARENT HOUSEHOLD
CONCEPT	Statewide campaign targeting African Americans with message on DV.	Community/School Campus services tailored to immigrant women (promotora model).	Create space for community organizing for healing, art and media (promotora model).	Building connections with medical field, with focus on education for family planning, healthy relationships and support for children with developmental disabilities.	"We all win!" Collaborative game that educates users on healthy relationships. https://gobeegroup.harvestapp.com/time#
POTENTIAL SECTORS TO PARTNER WITH	Media Celebrities Public health department Faith-based group	Legal aids (immigration) Employer Community organizers Health professionals	Community organizers Artists Media	Health Social workers Family support service Education	Software development Game industry Social science Education
PREVENTION TYPE	selective	selective	universal	universal	universal
PRIMARY LEVEL OF INFLUENCE	community	community	community	institutional	society
STRUCTURAL OPPRESSION LENS	No	Yes	No	?	No
HOW IS IT INTER-GENERATIONAL?	Messaging and the actions it aims to create are across generations.	Financial and other security to keep families out of violence households.	Focus on generational healing.	Working with families and youth on health and healthy relationships.	Working with youth on healthy relationships.
UPSTREAMNESS					
DEVELOPMENT STATUS	framing user research prototype	framing user research prototype	framing user research prototype	framing user research prototype	framing user research prototype

Figure 5.5 Synthesis of B-side concepts.

Emergent Themes

In the design process, developing new insights is a goal. While the fellows were responsible for developing insights and testing solutions through prototypes of specific user groups, Gobee developed insights on how all the ideas coalesced and what patterns emerged at the end of the six-month lab experience. Through synthesis work, we identified five themes that Reimagine Lab fellows consider to be essential for future domestic violence prevention strategies.

1. Working With Youth

- to start their “relationship language” as children and adolescents using technology.
- to learn their own history as it relates to community, family, place, or heritage.
- to ensure a supportive community environment (school, faith, clubs, etc) that has components of trauma awareness, adult self-care, and use of alternative disciplinary methods.

2. Systemic Oppression Lens

- to better understand their roots and how systemic oppression has implications in family history, place, and cultural heritage in the United States.

3. Equipping Users with Empowering Information

- to provide undocumented women with financial information and legal advice tailored to them; learning how to take control of their own destiny.
- to teach youth about self-history, through whatever identity they feel associated.
- to enable community organizers/legal aid organizations to develop data sets relevant to changing policy for the communities they represent.

4. “For us, by us” – to invest in anti-violence solutions conceived from within the community, for the community, and by the community.

- to work with black men to talk about and address negative behaviors of men in the black community.
- to fund community organizers more comprehensively to work through the issues of highest community priority (including domestic violence).

5. The language of healthy relationships

- to explicitly develop healthy relationship behaviors through technology and at school, assume kids don’t develop this at home.
- to reduce stigma for children with disabilities/special needs.
- to develop curriculum for small business owners in the black community to serve as trained facilitators and providers of safe spaces for men to talk about personal and family issues via train-the-trainer model.

Priority Sectors to Engage

Of the 10 final project ideas, the following sectors were identified as possible partners or experts that would need to be engaged for the idea to reach maturity.

Sectors	BLACK MEN & BOYS	UNDOCUMENTED WOMEN	QUEER, TRANS, WOMEN OF COLOR	YOUTH AT HIGHER RISK	YOUTH IN LOW-INCOME HOUSEHOLD
Psychology / mental health	•			•	•
Medical / Health	•	•		•	
Community organizers		•	•		
Education				•	•
Media	•		•		
Social science (history, communication)				•	•
Technology (data, game, software)		•			•
Art / Healing			•		
Businesses	•				
Celebrities	•				
Family services				•	
Faith-based group	•				
Financial	•				
Legal		•			
Policy		•			
Social worker				•	



6. What Other Outcomes Resulted from Reimagine Lab?

Fellow-Reported Learning

Fellows highlighted the following as the biggest learnings for themselves from Reimagine Lab.

- Value of working in a diverse group, including political and systemic perspectives.
- Awareness of bringing in younger generations to the work.
- Understanding the historic systems of oppression affecting society, as part of the cause of domestic violence.
- Viewing oneself and society through a power and privilege perspective.
- Human-Centered Design tools and methods, specifically:
 - to design and strategize outside-of-the-box ideas.
 - to prototype ideas rather than just to brainstorm ideas.
 - to integrate strategic foresight thinking into planning processes (e.g. STEEP).
- In-depth views of current movement to eradicate domestic violence.
- Affirmation that non-mainstream community-based strategies for domestic violence prevention are possible to design.

When asked what skills to take back to their own communities and workplaces, these were their responses.

Human-Centered Design + contents	Team Ideas	Collaboration & Network	Motivation
Overall process of understanding “why” and designing solutions.	Implement the ideas that teams developed at their workplace.	As someone who works outside of conventional domestic violence field, continue proactive collaboration with domestic violence field.	Affirmation and motivation for daily work.
Specific tools introduced, such as: <ul style="list-style-type: none">• STEEP• Backcasting		Stay connected with other fellows for potential work.	

Here is one powerful quote directly from a fellow.

"I have come to appreciate the methodology used with human-centered design thinking and have used elements of it in project planning. Specifically, coming up with a prototype, testing it, and being open to the next iteration of experimentation was one of the most exciting moments in the lab because the event that was planned was driven by the community and was successful. I experienced a range of emotions (pride, surprise, compassion, sorrow) as I watched the video of a poetry slam/community conversation about domestic and sexual violence. Artists were able to tell their stories through poetry. The audience was able to tell its story....it was a "time has come" moment to talk publicly together about an ongoing societal problem. The prototype also gave us clues for how to improve any future community poetry events."

— From a fellow, in evaluation after Puerto Lab.

Transformation of Fellows

Gobee observed additional transformation among fellows.

- 1. Some fellows now think about prevention, before interventions.**

In one of the casual conversations with fellows at a design event after Reimagine Lab, a fellow mentioned how it is difficult for them to brainstorm solutions that are not prevention because of the perspectives and stories they absorbed from the experience. Thinking about prevention starts from understanding "why", whereas thinking about intervention usually starts with what's possible to do given the current situation. We observe this as a mindset shift in fellows problem solving process.

- 2. Some fellows now facilitate their own workshops with the design tools and mindsets.**

A couple fellows have utilized tools, mindsets, and materials from Reimagine Lab to help their colleagues and stakeholders approach domestic violence mitigation strategies in new ways.

Fellows Collaborating as a Network

Fellows described themselves as a “community” and they truly cherished the relationships with each other, both personally and professionally. Gobee intentionally sought to create space and time in the early labs for fellows to develop relationships with one another. This intentionality was due to the heavy (and often very personal) subject matter and diversity of the group. We believed trust between fellows was necessary for them to develop new ideas and have a safe place to be creative and consider outside-of-the-box ideas. They have already collaborated outside of Reimagine Lab, and here is how.

SUPPORTING EACH OTHER’S ONGOING NEEDS

- Trisha helped Evelyn with youth curriculum, as they both work with youth.
- Frances, who works at Judicial Council of California, helped Evelyn with a restraining order form, and will be a continued resource for her.
- Sharon and Rain were invited and collaborated on Alliance for Boys and Men of Color, a program of PolicyLink and A Call to Men. This was a transformative experience for both and elements of this event were brought into their Reimagine Lab project (they were on the Black Men & Boys team).
- In July 2018, Ebony spoke as a guest lecturer on Intimate Partner Violence to tribal youth at the Tribal Youth Leadership Conference by California Rural Indian Health Board at Rain’s invitation.
- Sonya helping Ebony with documenting stories.
- In September 2018 at the invitation of Frances, Ebony presented her research on an article she co-authored on black boys and sexual victimization to a group of Judicial Council advisory committee members who oversee domestic violence and sexual assault education for the judicial branch. Sharon was also invited as an expert on the topic.

NEW INITIATIVES

- Sandra advised Sonya on completing the collaborative grant application with CA Governor’s Office of Emergency Services: FAMILY VIOLENCE PREVENTION PROGRAM.
- Sandra, Sonya, and Addison considering a joint funding effort.
- Ebony’s event: [Behind the Screens: Domestic Violence and Technology Symposium](#) at California State University at Long Beach (CSULB).
 - Included Addison as a panel speaker; Leticia (via Chris) as a survivor story speaker.
 - Most of the content for the design sprint part of the event was pulled heavily from her experience at Reimagine Lab.

CONTINUING THE COMMUNITY

- Ebony and Ana Rosa hosted a holiday stress prevention mini retreat in Long Beach, all fellows were invited.
- Addison plans to host a Reimagine Lab BBQ in LA in 2019 for LA-based fellows (open to all).

Impact of Ideas Accelerator

Ideas Accelerator, a two-day convening, was an opportunity for the design team to co-design with users and other experts. It was a different format of gathering from other labs, and the following impact was observed.

1. Co-design with users influenced the design teams positively.

At Ideas Accelerator, teams had individuals that represent their user group to co-design their solutions with. Multiple fellows mentioned it as a powerful experience during the debrief. For example, a team member from Undocumented Women team mentioned that it was a powerful and very different experience to do work in Spanish, so that the user can always participate in the discussion actively. Another team member mentioned that “all of us know that people in community and individuals have the answers and professionalized movement that needs to engage them.” A team member from Youth at Higher Risk of Incarceration mentioned that having a user at the table to work together was like “seeing a different version of my life”. Although it is hard to compare how the solutions would have been without the user engagement, these words from fellows (and similar comments from invited sector guests) show that having users at the table helped them center their solutions and design process around their users even more. Users became more personal than just a “user group of choice”, and helped teams develop empathy towards them.

2. Lessons Learned from Ideas Accelerator.

Usefulness of outside sector guests was varied.

- Some fellows found their participation extremely useful, while others felt their participation was disruptive by having new people questioning ideas that were still not fully fleshed out. This is not necessarily a negative outcome as more ideas on the table earlier in the design process is what expands thinking, but experientially for fellows, this was uncomfortable.
- In retrospect, it would have been useful for fellows to have more time to invite or recommend sector leaders that they would be excited to collaborate with. We did receive input from fellows but it was limited due to lack of time for invitees to make arrangements to attend. Having said this, the Foundation brings a different expertise, perspective and network that we would want to include in future Reimagine Lab work. It's a matter of finding the right balance of how to integrate the Foundation's influence with the needs of the fellows' projects and allowing the fellows to work with the Foundation on who to bring into future Reimagine Lab engagements.

SECTOR	TEAMS THAT WORKED WITH
Judicial	Undocumented Women team; QTWOC team
Financial	Black Men & Boys team; Youth in Low Income Home team
Medical / Mental Health	Black Men & Boys team;
Human Services	Black Men & Boys team; Youth at Higher Risk of Incarceration team
Media / Communication	Youth in Low Income Home team;
Sports & Domestic Violence	Youth in Low Income Home team; Youth at Higher Risk of Incarceration team
Domestic Violence	Youth at Higher Risk of Incarceration team; QTWOC team; Undocumented Women team; Black Men and Boys team

Reimagine Lab has also been a new challenge for Gobee. For Gobee, each project we engage in is a new set of issues, co-creators, excitements and challenges; no two engagements are alike. Most design firms are tasked with helping to design a product, service, or experience. Increasingly, Gobee is being asked to use Human-Centered Design for changing people's behaviors, thinking, and/or actions to complex social challenges. We have learned a lot through the process of applying Human-Centered Design to a large systemic challenge like domestic violence, and here is our reflection.

1. Design itself was not enough, when applied to a large systemic challenge like domestic violence.

As design practitioners, it was a great opportunity for us to explore the limitation of Human-Centered Design and how to integrate complementary approaches such as the topic of power and privilege and the field of strategic foresight. Both of the integrated topics provide a longitudinal and systemic focus, which the Human-Centered Design process could miss when focused on users' current behaviors. We have learned that both past (history) and future need to be intentionally considered for systemic challenges. It also helped us see more clearly the strength of Human-Centered Design (e.g. prototyping as a powerful learning tool), and proved the potential of using Human-Centered Design when integrated thoughtfully.

2. Open-ended (non-explicit outcomes) structure allowed for exploration.

Gobee's work tends toward behavior change and things that are "difficult to change", so the freedom allowed to us helped us explore in this undefined arena. It is always interesting to take a large "abstract" problem with a few defined parameters, and in fact, Gobee's strength is the capability of working in ambiguity. Autonomy provided by the Foundation in addition catalyzed our work on Reimagine Lab.

It definitely helped that hyperdiversity was sought out from the beginning. The need was a hypothesis and it was challenging, but it showed as a successful component. Co-creation with users, youth, and children in the process is not something we "always" do, but now, through Ideas Accelerator, we have more validation to bring users into more structured idea generation forums, not just as research subjects. We need more reflection on how to best integrate children in idea generation.

3. Advantage to the team being "outsiders" but "adjacent outsiders".

Gobee was, or is, not the content expert on domestic violence. It was hard to know what skill sets were needed before going into the space. One of the skillsets we were bringing in was to work through the ambiguity. We also differentiate ourselves from commercial design firms, as a social impact design firm led by people of color, that have worked outside of design in community health and social justice. Having people who would appreciate these perspectives we were bringing in enabled us to do our work well.

7. Next Steps

Gobee recommends allowing fellows to continue to explore their ideas via prototyping, user engagement, further iteration, and feedback. At the end of Reimagine Lab, several fellows expressed a desire for more time to develop the ideas and work together; disseminating the activities, stories and ideas of Reimagine Lab to a wider audience and the domestic violence field; and future planning with the Foundation on how to communicate the work and outcomes of Reimagine Lab. The Foundation and Gobee will work together to define the next steps, that includes continuing exploration and development of some of these ideas.

The Foundation has decided to invest in a 2.0 version of Reimagine Lab. We are excited about moving this work further forward and continuing to share the journey.

8. About Gobe Group

Gobe Group is a social innovation design consultancy based in Oakland, California, with expertise in human-centered design approaches to solving problems for positive social impact. We partner with clients in the private, public, and social sectors to create products, services, and organizations for impact. We believe that effective impact begins by asking the right questions. We help clients examine and reframe the underlying perspectives that influence their work. Applying the full range of our team's diverse training and experience, we reach novel solutions that lead to long-term sustainable impact.

Gobe Team for Reimagine Lab:

Khalid (Kay) Adam	Facilitator
Hannelore Gomes	Videographer
Benjamin Harrison	Videographer
Mahad Ibrahim	Managing Partner
Idil Ibrahim	Videographer
Miho Kitagawa Pedroso	Design Strategist
Jabulani Mhlanga	Program Assistant
Olivia Nava	Senior Design Strategist
Annie Ruygt	Graphic Designer
Jaspal Sandhu	Managing Partner
Todd Thoenig	Editor
Mohamed Yousif	Program Assistant

Contact:

info@gobeegroup.com

www.gobeegroup.com

-
SIDE A

22 Years Ago
Jorge Fernandez & Rabeya Sen

Diversity
Ebony Utley & Evelyn Magana

Sounds for the Future
Frances Ho, Navya Kaur, Sharon Turner & Trisha Baird

Agents of Change
Addison Rose Vincent & Sandra Henriquez

-
SIDE B

Personally Touched
Chris Masilon & Rain McNeill

Message for a Son
Rick Green & Sonya Young Aadam

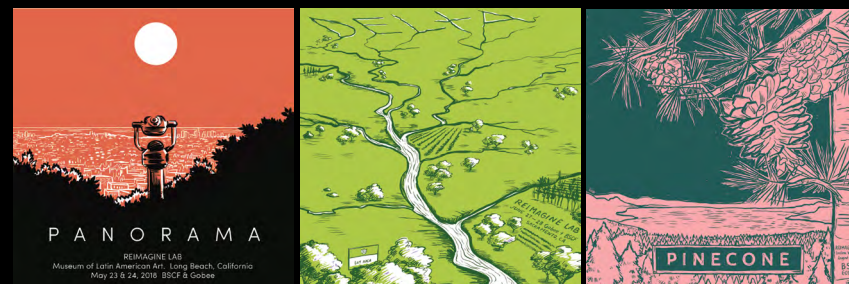
What Will You Reimagine?
Devika Shankar & Ana Rosa Navera

Reimagine Lab is produced by Gobee Group with support from the Blue Shield of California Foundation. ©2018 Reimagine Lab



REIMAGINE LAB

golden voyager 2030



Appendix

A. Reimagine Lab Fellows Pictures and Bios



Sonya Young Aadam

Inglewood, CA

California Black Women's Health Project

Sonya Young Aadam joined CABWHP as Chief Executive Officer after working in close partnership with the organization during her previous roles with the Los Angeles Urban League and BTL Health, Inc., where she worked to build unique collaborations to support expanded access to community health services and health education across multiple stakeholder levels in South Los Angeles. Sonya's commitment to the mission and development of CABWHP was developed from partnering with the organization on programmatic and grant funding opportunities over the past several years. Sonya brings nearly 20 years of comprehensive experience in strategic planning, financial analysis, and management with Barclays Bank, The Walt Disney Company and Viacom/MTV Networks to her most important work in the past 5 years--supporting transformative intervention in underserved urban communities--particularly in South Los Angeles, where she was born and raised. Her deep passion for the overall health and uplifting of Black women is driven by her rearing as a woman of faith, commitment to the concept of "Health in All", and the heartfelt sentiment that "... we lift as we climb".



Trisha Baird
Kings Beach, CA

Tahoe SAFE Alliance

I've been working in DV/SV Prevention for 11 years and I often feel rejuvenated in my work because of the consistent growth and progress in the field. I've been seeking an opportunity to improve my own skills and the breadth of the program I manage, as well as contribute to and learn from the greater movement to end violence. The Co-Design Lab seems like an amazing prospect for me to bring my expertise to the table while also having the chance to learn from, collaborate with and build upon innovative ideas with others both in and outside of the field. When I first became interested in DV/SV work it was due to personal experiences and wanting to help others that had also experienced violence. Although from a loving, stable home, I still experienced multiple forms of violence in my life and felt alone in those experiences. I thought my path was to be an advocate, but when I discovered DV/SV Prevention I realized it was my calling, and I set out to make change. Coming from education and social work backgrounds, transitioning to Prevention work was a perfect fit. I found that being a strong woman working with both young females and males to recognize unhealthy and healthy relationships was important to me and to them. Moving forward in Violence Prevention and my desire to eliminate the tolerance of violence, I hope for the opportunity to work with like-minded individuals with different perspectives to create innovative ideas of how to move this work forward.



Jorge Fernandez

Modesto, CA

Golden Valley Health Centers

Domestic Violence impacts people and populations from all walks of life and diverse cultures. Domestic Violence is not limited to gender or ethnicity, but can include other factors that may make it more prominent such as: age, immigration status, acculturation level, sexual orientation, and socioeconomic status to mention a few.

As an immigrant from Mexico and a member of the LGBTQ community, I have a double minority status. I've had my share of discrimination and bullying, which is a type of violence. My family has also experienced Domestic Violence. Having lived through these experiences has given me an "inside view" of what Domestic Violence is.

My passion to end Domestic Violence is aligned with my personal and professional values. My experiences have shaped me to be an advocate for change and help others be free of any type of violence and oppression. My motivation to help others is what contributed to pursue a career in Social Work. This opportunity to eradicate Domestic Violence would allow me the unique experience to have shared learning experiences with other professionals and advocates for change and disseminate the information to the colleagues and the community at large.

I have 18 years of experience in the Mental Health field to include Case Management and Mental Health Counseling. I have participated in other projects to help reduce health disparities for the LGBTQ community and teen relationship violence. I'm also a Mental Health First Aid trainer as well as a Cultural Competency trainer via the California Brief Multi-Cultural Scale training.



Rick Green

San Jose, CA

Community Member

I am interested in this opportunity because the reality of domestic violence has impacted my life since before I even had the ability to recognize what domestic violence was. As a child and through to adolescence, I saw and experienced domestic violence in all of its ugliness and complication as well as the lasting impacts of this type of violence on families through the generations. I am passionate about ending domestic violence because I believe domestic violence needs to be eradicated from all family households. No child neither deserves or needs to inherit a destructive, painful, dysfunctional way to resolve problems.

As a personal trainer and health expert, I have dedicated my professional life and career to helping people reach their goals. To helping people meet goals that at one time seemed unattainable. To commit to their personal health, not just for the summer, but to make a true lifestyle change. A huge part of this work is stress management, ways to deal with aggression and emotions in a healthy way. I do this through positive messaging, great workouts, high expectations and not allowing excuses. I even teach this in my daughter's class each month. The message I have spent my personal and professional life attempting to convey is that we can we all live the life we want. We can change. We can evolve. We all can be better than our childhoods or our worst days. We can make the choice to be better and to be in control of our emotions, bad habits and our anger.



Sandra Henriquez

Sacramento, CA

California Coalition Against Sexual Assault (CALCASA)

Sandra Henriquez is the Chief Executive Officer (CEO) of the California Coalition Against Sexual Assault (CALCASA). She has led CALCASA

since 2010, helping to elevate the profile of sexual violence and the work of rape crisis center programs throughout the state and nation.

Ms. Henriquez has worked in the anti-violence against women's movement since 1985 and has been in non-profit management since 1990. She holds a Bachelor's Degree in Anthropology, with emphasis on the study of culture and a Master's degree in Business Administration (MBA).

Ms. Henriquez has a long-standing commitment to advocating on behalf of survivors of sexual and domestic violence and working to prevent interpersonal violence. She has been published in the Hasting Women's Law Journal, in an article entitled, Violence Against Undocumented Women. In the 1990's, she was a delegate at a Border Violence Delegation, investigating reports on abuses occurring at the U.S./Mexico border.

Ms. Henriquez has been a contributor to numerous publications on issues pertaining to violence against women and children, including the cultural adaptation of a book on teen dating violence, *Jovenes: Enamorados y En Peligro*. In 1993, she, co-conceived and co-organized the first "Color of Violence" conference, looking at how sexual and domestic violence intersects with issues of race and oppression.

As the CEO at CALCASA, Ms. Henriquez has helped to transform the organization's culture and strategies by centering the experiences of those who are most marginalized, amplifying their voices and focusing on creating systemic change. Under her leadership, CALCASA has embarked on several efforts to create partnerships with systems on behalf of incarcerated victims of sexual violence, immigrants in detention, farmworkers, and janitorial workers in communities throughout California.



Frances Ho

San Francisco, CA

Judicial Council of California

Domestic violence work kind of chose me...

Early on I knew I wanted to work with marginalized communities. I first started by working with immigrant communities – clinic-type work. This is where I first was introduced to domestic violence work. I got to sit down with K and hear her story. She came to this country with her son, with the hopes of starting a new family and better life. She met someone online, got to know him as best as she could with an ocean between them. Eventually she left her home to join him in the United States. From the start, there was a power imbalance. She held very few cards...Somehow she found out how to get the help she needed in a foreign country.

That was the beginning of my career in domestic violence work. Stories like K's have fueled my passion and commitment to domestic violence issues. For six years I worked directly with victim/survivors to help them navigate the restraining order process in state court. For the last three years, I've worked on policies and programs with the goal of helping domestic violence litigants more successfully navigate the state court system.

Now, as I dive deeper into policy work, I am particularly interested in learning more about how to design things (e.g. forms, court procedures) that will work well for victims and survivors that need to use it.



Navya Kaur

Fremont, CA

Society of Women Engineers, SJSU

[linkedin.com/in/navyak](https://www.linkedin.com/in/navyak)



Evelyn Magana

Apple Valley, CA

Family Assistance Program

Ending domestic violence is important to me because I have witnessed domestic violence in earlier stages of my life without acknowledging it was domestic violence, and I've learned the effects it can have on an individual and a family. Now that I am aware and educated on domestic violence, I believe it is important to educate others, with the hope that we can change future generations. I believe that if we focused more on education and bring awareness of the resources available it would help prevent domestic violence at earlier stages. Early prevention to educate the victim and family on domestic violence, including the effects on health and potential success would be the best way to decrease the occurrence of violence. In addition, working in a domestic violence agency where we work with both involved parties, it has helped me understand that there are things that could have been done differently in their lives to prevent the violence. I am culturally sensitive which I believe is important when working with people in general. Being empathetic and adaptable has helped me with my current work, directly assisting victims of domestic violence and youth. I believe when people come together, great things can happen, and I am excited to be a part of this fellowship that is also passionate for ending domestic violence.



Chris Masilon

Anaheim, CA

Anaheim Police

Domestic violence has a tremendous impact on my life both personally and professionally. At the most personal level, the very first memory of my life is of my father punching my mother and slamming her into walls. Beyond the obvious impact and trauma the violence had on our family, it also ultimately led to the breakup of my family and a life lived without any relationship with my father. It also contributed to my sister becoming a drug addict and her death at 31 years old.

Professionally, I have spent the past 18 years working as a police officer. I am currently assigned to a Family Protection Detail as a sergeant. This detail is responsible for investigating over 4,000 family violence cases a year. These cases require constant interaction with both victims and suspects of domestic violence. They also require expert court testimony on topics like the cycle of violence, batterers profiles, common injuries and symptoms and Battered Woman's Syndrome. In my career I have been involved in over 8,000 family violence investigations.

Because of my childhood experiences with domestic violence, I relate to these cases in a very special way. I'm constantly a witness to the destruction caused by family violence. This is why I am 100% committed to ending domestic violence.

Having experienced DV first hand as a child, I'm profoundly related to its impact. One could say I've been in the trenches of domestic violence for most my life. The greatest impact I've received from all of this, is that I know what we are currently doing isn't going to end, or even impact, domestic violence.



Rain McNeill
Sacramento, CA

California Rural Indian Health Board

This opportunity interests me because I have spent my entire career helping those who are vulnerable, find their power. As a US Navy veteran and a 20 year CPS worker I have always used my skills and knowledge to help those in need. The chance to collaborate with likeminded individuals in an atmosphere of thinking outside the box and innovation is the ultimate chance to truly attempt to solve the issue of domestic violence. I am passionate about ending domestic violence because as a social worker for CPS for many years it was evident that domestic violence was one of the most troubling and prevalent challenges that faced families in the child welfare system. It interests me because I currently work with California Indian tribes to combat domestic violence in their communities which have the highest rates of domestic violence of any population in the state. The idea that children and victims live in this constant state of fear and become normalized to it is a horrible fate to resign themselves to and much like military veterans, they will have lifelong challenges if they are able to break free from the violence but as we know many will not. To help just one if possible.



Ana Rosa Najera, MSW, LCSW
Long Beach, CA

Lumos Transforms

Ana Rosa Najera is a Spanish-English bilingual Licensed Clinical Social Worker, Green Belt Nia Instructor, Certified TRE Provider and Certified Facilitator of The Resilience Toolkit. A lifelong helper, Ana Rosa earned her undergraduate degree in social science from UC Irvine and obtained her masters in social work from Boston University. Her desire to love and support others through difficult times led her to global volunteer opportunities; serving disabled adults in Lyon, France and caring for HIV positive orphans in Tanzania. Her career as an LCSW has focused on guiding families with young children through transitions and trauma. Whether her clients' needs centered on developmental delays, the challenges of the foster care system, abuse, or neglect, Ana Rosa found that the ability to self-heal was the best gift she could give anyone struggling to meet life's challenges.

Personally, Ana Rosa experienced the healing benefits of dance, leading her to become a certified Nia instructor. When her workplace brought in TRE to help social workers minimize vicarious trauma, she discovered a new modality of somatic healing that turned out to be transformational. After over 15 years of working in social services, she added the therapeutic tremor as a powerful tool to regulate the body and tune into one's intuition.

Three areas of expertise are: providing safe & comfortable space for people to enjoy life more fully; certified to teach people personal and community resilience; and supervision and program management.



Rabeya Sen

Los Angeles, CA

Esperanza Community Housing Corp

Rabeya Sen is Director of Policy at Esperanza Community Housing Corporation. She has worked in the social justice movement for over 18 years, addressing the complexity of experiences that shape the lives of individuals, families, and communities. Prior to joining Esperanza, Rabeya worked in related fields to address domestic violence and other forms of gender-based violence, with a particular emphasis on intersections with immigration, racism, and other forms of structural violence. She also serves on the Board of California Partnership to End Domestic Violence.



Devika Shankar

Los Angeles, CA

Los Angeles LGBT Center

Devika Shankar is a transnational feminist and passionate advocate dedicated to social justice and fighting all forms of oppression. She has worked in the field of intimate partner violence (IPV) for over 11 years, is certified in the state of California in both Domestic Violence Counseling for Survivors and in Batterers' Intervention, and has provided advocacy, counseling, and support services to survivors of IPV and many other forms of trauma and violence.

Devika is currently the Program Coordinator of the STOP Violence Program at the Los Angeles LGBT Center, a program that provides culturally specific and responsive counseling and support services to LGBTQ victims of crime. Through this position, Devika also provides training, education, and technical assistance to IPV shelter programs, LGBTQ organizations, and various other service provider agencies on many topics, including IPV in LGBTQ communities and trauma informed approaches.

Since 2015, Devika has been a member of the Steering Committee of Trauma Informed LA (TILA), serving as Co-Chair from 2016 to 2017 and as Communications Coordinator since 2018. Devika is also a core member of the Los Angeles chapter of AF3IRM, a transnational feminist, anti-imperialist, activist organization that mobilizes around im/migration issues, anti-trafficking/sexual exploitation, and anti-militarism and state violence. Devika serves on the School of Youth Activism (SOYA), Social Media, and Communications Committees at AF3IRM.



Sharon Turner

Concord, CA

STAND! For Families Free of Violence

Sharon Turner has been involved with the domestic violence movement for over forty years. Her work with community

and gender-based violence began in the 1970s working internationally where she helped design and implement small economic enterprises with women and youth.

On staff at STAND! For Families for 24 years, she has served in many roles including Director of Residential Programs, Director of Prevention and Training, and Client Services Director. She designed and implemented community partnerships including: the award-winning Mt. Diablo Relationship Violence Prevention Project, a school-based initiative that annually educated school staff, seventh- grade students and parents, over a five-year period, the Collaborative Response To Victims of Crime in Richmond, an initiative building upon relationships with faith communities and victim service organizations to create a cohesive partnership between these two groups in order to better serve victims of crime; the Faith Task Force, an eight-year collaborative of faith leaders who facilitated seminars in the community in conjunction with STAND! The Task Force published a booklet, "God Is Not Abusive: Three Faiths Address Domestic Violence." In addition, she was the Project Director for the Domestic Violence Enhancement Through Leadership Alliances project (DELTA), a multi-year initiative focused on engaging men in efforts prevent intimate partner violence before it happens.

Currently she leads the Kaiser Resilience project between STAND! and the Pittsburg Unified School District, an initiative supporting schools to deepen their understanding of the widespread impact of trauma and the creation of wellness centers.

In her spare time, Sharon loves to read mystery novels, cook feasts for her family and friends, and listen to music.

Ebony A. Utley, Ph.D.

Long Beach, CA

Professor of Communication Studies

Associate Director, CSULB Institute for Innovation and Entrepreneurship

I've been committed to helping people have healthier intimate relationships for the past ten years. I began interviewing women about their experiences with infidelity and was struck by how often it accompanied intimate partner physical and sexual violence as well as economic, social, emotional, and psychological aggressiveness. I published my findings and signed a contract for a forthcoming book on the topic. Then I became interested in why men betray and abuse their partners. I interviewed black men about how their early childhood sexual experiences impacted their intimate relationships. Again, I was astounded by the amount of sexual abuse young black men experienced and how it shaped their adult domestic lives. I trained with Darkness to Light to prevent childhood sexual victimization. I became an entrepreneur and founded an educational technology company. We developed an online game that helps college students recognize unhealthy relationship patterns. I also teach a series of undergraduate and graduate interpersonal communication classes that address healthy relationships. Ending cycles of domestic violence is the next iteration of my life's work--fulfilling my passion to improve intimate relationships.



Addison Rose Vincent

Los Angeles, CA

TransLatin@ Coalition

Addison Rose Vincent (they/them) is a 25-year-old Canadian transfeminine genderqueer activist living in Southern California. As a Lead Advocate for Pride United, a program dedicated to LGBTQIA+ survivors of violence, and now the Manager of Programs for TransLatin@ Coalition, a resource center dedicated to empowering Trans Latin@s (many of whom are survivors of violence), I want to ensure that this work is not only inclusive but empowering of LGBTQIA+ survivors and their stories. We need to recognize that domestic violence and intimate partner violence is not only relevant to cisgender and heterosexual communities, and when it happens in LGBTQIA+ households there are many additional barriers that come with root causes, reporting, healing, and avenues for justice.

My responsibilities include working directly with LGBTQIA+ survivors like myself and connecting them with helpful, affirming, and sensitive resources and counselors, as well as educating my staff, partners, and the general public through weekly LGBTQIA+ identities workshops and informative events. My work has given me incredible opportunities to travel and speak with influential leaders, including a convening at the White House on LGBTQIA+ Rural American issues.

Outside of work, I lecture and speak on panels about queer and trans identities, sexual violence prevention, and self-care. I use my social media platforms daily to share my experiences and humor, as well as the stories of those unheard or overlooked. I march in the streets with various organizations, emphasizing intersectionality in approaches to queer and trans liberation.