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Welcome to The Power of One



Thank you for joining [The Power of One](#) Campaign.

Our goal? To remind the community that each of us has the power to change harmful attitudes, to speak up, and to support the work to end domestic abuse. Although geared towards engaging men, The Power of One Campaign will empower all community members to help shift the conversation in Dane County from domestic abuse as a women's issue to domestic abuse as a community issue.

Through this campaign, DAIS will expand beyond the primary prevention program in their MENS (Men Encouraging Nonviolent Strength) clubs and engage men in the Dane County community in addressing gender-based violence.

What can you expect? Every month you will receive an email with a short education piece, monthly action steps you can take, and interesting articles about the issue of masculinity and/or domestic abuse. DAIS will also offer interactive opportunities to expand your knowledge and awareness on the issue of domestic abuse throughout the year.

We believe everyone can help build a community and a culture that supports healthy masculinity. By taking the

In This Issue

Welcome to the Power of One

Action Steps

In the News

Toxic Masculinity and Murder

David Pocock's call for a new definition of masculinity

Young Men are Facing a Masculinity Crisis

DAIS Night at the Duck Pond



You are invited to join DAIS at the July 21st Mallards Game in the Pepsi Tailgate, located behind the 1st Base Grandstands from 5:30 - 7:00 p.m.

Power of One pledge you have started a ripple effect. The act of helping one leads to the impact of helping all. One. And for all.

Action Steps

1. Learn more about the root causes of gender-based violence by watching Tony Porter's TED Talk, [A Call to Men](#). Tony Porter shares powerful stories from his own life on how the societal expectation to "be a man" can lead men to disrespect, mistreat and abuse women and each others.
2. [Believe survivors of domestic abuse](#). Survivors of domestic and sexual violence are almost always questioned, perpetuating the idea that victims lie about their abuse and are untrustworthy. The most important thing you can do for someone who discloses abuse is to believe them and assure them that what happened to them is not their fault.
3. Share the [Power of One](#) with a friend, family member or colleague. In order to create a real shift in culture, we need to spread the message and raise awareness that everyone has a role to play when it comes to eliminating domestic abuse. Together we can change the culture.

Your ticket (\$30 w/beer, \$25 no beer) includes a Reserved Stadium Seat (Section 201) + 90-minutes of all-you-can-eat ballpark food (includes hot dogs, brats, burgers, cranberry and walnut chicken salad sandwiches, chips, potato salad, coleslaw and unlimited fountain soda).

To purchase tickets fill out the bottom portion of the Mallards Game Flyer and submit your payment to the attention of Sheba McCants. Make checks payable to Domestic Abuse Intervention Services. Please return payment and order forms to DAIS no later than Thursday, July 7, 2016.

Power of One

We all have the power to change harmful attitudes, to speak up, and to support the work to end domestic abuse. it is the power of one voice, one message, one conversation, one intervention. The act of helping one leads to the impact of helping all.
One. And for all.



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