

**PIVOT
POINT**



SHEAR HAVEN DOMESTIC VIOLENCE AWARENESS GUIDEBOOK

Information and Resources for the Professional Beauty,
Barber and Wellness Industry



TABLE OF CONTENTS

Domestic Violence – What Role Can We Play	1
Understanding Domestic Violence	2
Signs of Domestic Violence	3
The Cycle of Violence, Power and Control	4
Phase 1: Tension Building – “Walking on Eggshells”	4
Phase 2: Use of Violence – The “Explosion”	4
Phase 3: “Honeymoon” Period	5
The Power and Control Wheel	5
How You Can Respond	6
Next Steps – Shear Haven Certification and Support	7
Resources	8
Legislation and Advocacy	9
About Shear Haven	10
Shear Haven Partners/Supporters	11

VISIT SHEAR HAVEN

<https://shearhaventraining.org>



Information provided here is **NOT** certification of the Shear Haven training.

To obtain certification, please visit:

- <http://www.shearhaventraining.org/>
- help@shearhaventraining.org
- THE HOTLINE 1-800-799-7233

DOMESTIC VIOLENCE – WHAT ROLE CAN WE PLAY?

As co-founder of Shear Haven, I believe beauty professionals are uniquely positioned to support clients experiencing domestic violence.

As a salon owner, stylist and survivor of abuse, I know we can help by recognizing and responding to those in crisis. You may encounter suspected abusive situations and need to know what to look for, understand the nature and cycle of domestic violence and learn how to be gentle, tactful and discreet in your approach.

Many victims don't report abuse to the police but often confide in someone they trust. Since salon professionals see clients regularly and build close relationships, they are in a good position to notice signs of abuse, such as bruises or changes in behavior. By learning to recognize these signs and knowing how to respond, beauty professionals can guide victims toward safety and support.

This isn't about being a counselor, but rather about being aware, showing compassion and connecting clients to the right resources so they can find safety and healing.



Susanne Shepherd Post
Shear Haven co-founder

UNDERSTANDING DOMESTIC VIOLENCE

DOMESTIC (OR INTIMATE PARTNER) VIOLENCE AND COERCIVE CONTROL

Domestic violence is any pattern of behaviors that attempts to control and intimidate a partner or family member through fear, manipulation, isolation, financial abuse, physical abuse, sexual abuse, emotional abuse or verbal abuse. Coercive control is a form of domestic abuse. It refers to a behavior pattern that seeks to exert dominance and control over an individual through psychological and emotional manipulation.

WHO IS AFFECTED

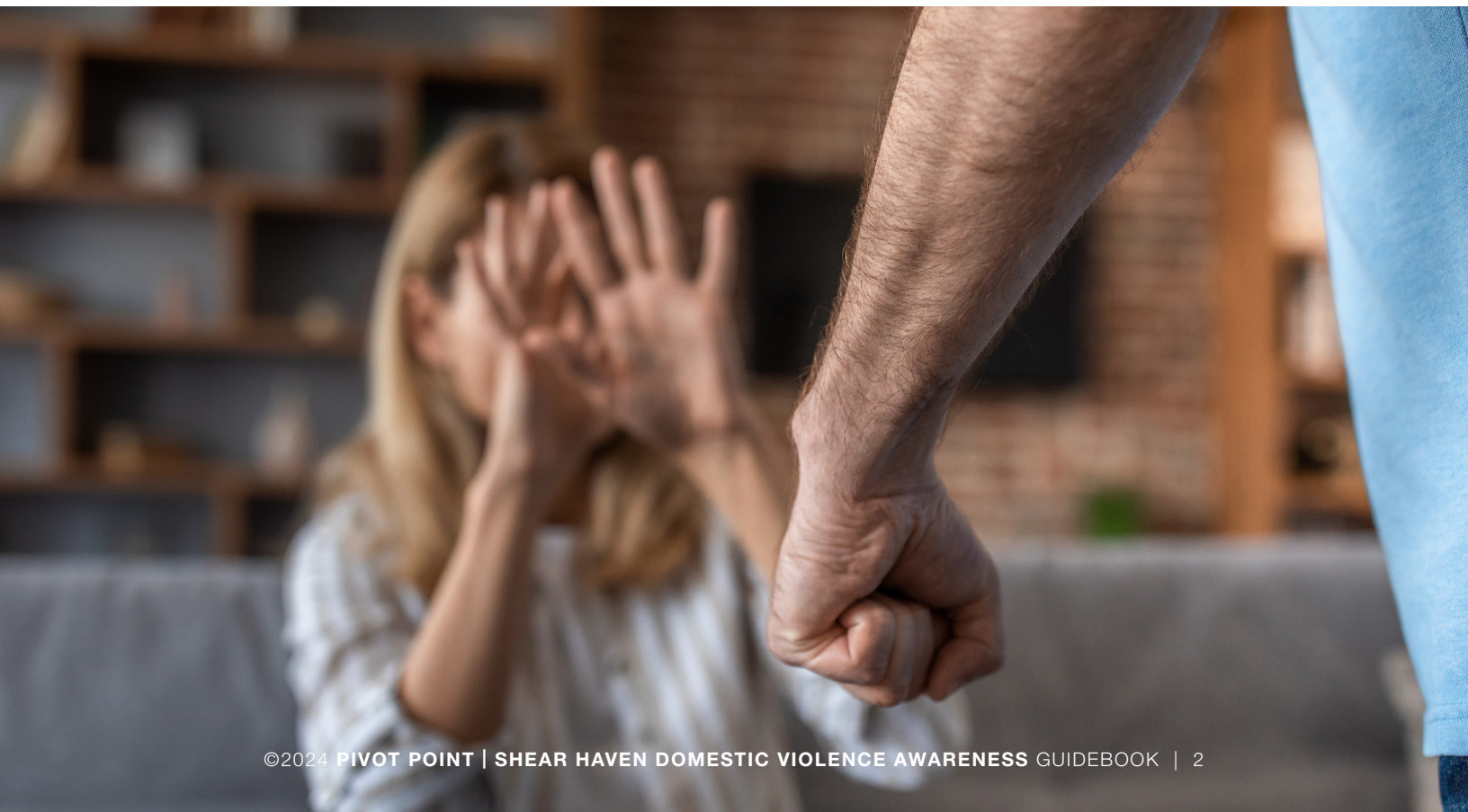
Domestic violence is a life-threatening epidemic in the U.S. and can affect anyone, regardless of race, age, sexual orientation, religion, sex or gender identity. It impacts people from all walks of life, crossing socioeconomic boundaries and education levels.

In the U.S., approximately 1 in 4 women and 1 in 9 men experience severe intimate partner physical violence, sexual violence, or stalking in their lifetime. Three women are killed in a domestic violence incident in the U.S. every day. This type of violence occurs in both opposite-sex and same-sex relationships and can involve intimate partners who are married, cohabitating, dating or sharing a child.

The effects of domestic violence extend beyond those directly abused, significantly impacting family members, friends, colleagues and the wider community. An estimated 1 in 15 children is exposed to intimate partner violence each year, and 90% of these children are eyewitnesses to this violence. Such exposure can lead to numerous social and physical issues and create a harmful perception that violence is a normal part of life, thereby increasing the risk that they may become the next generation of victims or perpetrators.

Abuse may begin with behaviors that are easily dismissed or downplayed, such as name-calling, threats, possessiveness or distrust. Over time, the abuse can escalate as a means of keeping control.

Domestic violence is one of the most underreported crimes in the U.S., and victims are often isolated from family and friends and usually do not have access to safety planning and resources.



FORMS OF DOMESTIC VIOLENCE

THESE INCLUDE, BUT ARE NOT LIMITED TO:

- ▶ Telling the victim that they can never do anything right

- ▶ Showing jealousy of the victim's family and friends and time spent away

- ▶ Accusing the victim of cheating

- ▶ Keeping or discouraging the victim from seeing friends or family members

- ▶ Embarrassing or shaming the victim with put-downs

- ▶ Controlling every penny spent in the household

- ▶ Taking the victim's money or refusing to give them money for expenses

- ▶ Looking at or acting in ways that scare the person they are abusing

- ▶ Controlling who the victim sees, where they go or what they do

- ▶ Dictating how the victim dresses, wears their hair, etc.

- ▶ Stalking the victim or monitoring their victim's every move (in person or also via the internet and other devices such as GPS tracking or the victim's phone)

- ▶ Preventing the victim from making their own decisions

- ▶ Telling the victim that they are a bad parent or threatening to hurt, kill or take away their children

- ▶ Threatening to hurt or kill the victim's friends, loved ones or pets

- ▶ Intimidating the victim with guns, knives or other weapons

- ▶ Pressuring the victim to have sex when they don't want to or to do things sexually they are not comfortable with

- ▶ Forcing sex with others

- ▶ Refusing to use protection when having sex or sabotaging birth control

- ▶ Pressuring or forcing the victim to use drugs or alcohol

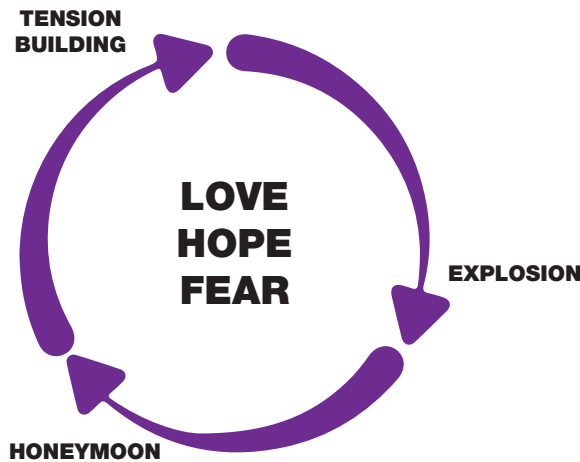
- ▶ Preventing the victim from working or attending school, harassing the victim at either, keeping their victim up all night so they perform poorly at their job or in school

- ▶ Destroying the victim's property

THE CYCLE OF VIOLENCE, POWER AND CONTROL

Domestic violence often follows a recognizable cycle – understanding the pattern will help you identify if your client could be in an abusive relationship and how love, hope and fear can keep the cycle going.

THE CYCLE OF VIOLENCE



PHASE 1: TENSION BUILDING – “WALKING ON EGGHELLS”

The abuser is argumentative and angry and uses yelling, criticism, swearing and angry gestures. Sometimes, the abuser will use coercion, threats or minor fights may occur. The tension between the couple gets worse and worse, and the person being abused often feels like something terrible is going to happen. Victims of abuse during this phase sometimes say they feel like they are “walking on eggshells.”

PHASE 2: USE OF VIOLENCE – THE “EXPLOSION”

As the tension builds, violence is likely – the explosion phase. This is when a significant act of violence occurs, including physical and/or sexual attack and threats to harm, as well as verbal abuse. In this phase, injury is most likely to occur, or the police might come.

PHASE 3: “HONEYMOON” PERIOD

After the explosion, the abuser feels sorry for their actions and acts apologetic and loving. The abuser might say things like:

- ▶ “I’ll never do it again”
- ▶ “I’m sorry, and I never meant to hurt you”
- ▶ “I promise I will change”
- ▶ “I promise I’ll get help”
- ▶ “I only did it because I was drunk/high/lost my temper”

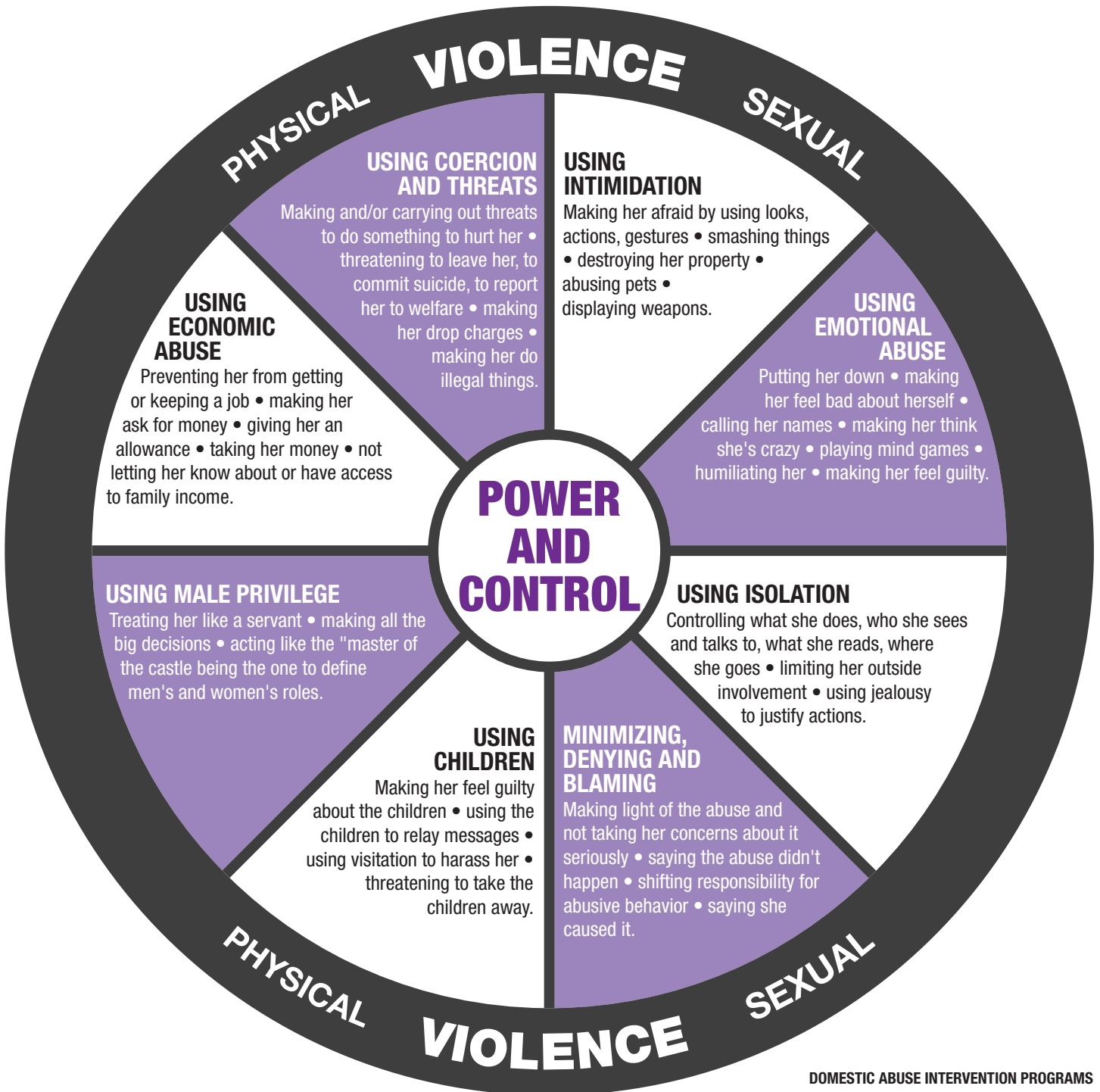
The abuser may shower gifts on the other person or act like the person they first fell in love with, and things get better... for a while. However, the honeymoon doesn’t last; the tension starts again and the cycle continues.

These three phases tend to be repeated over time and may have days, weeks or months between each. Sometimes, the period between phases gets shorter. This explains why the three dynamics of love, hope and fear keep the cycle in motion and make it hard to end an abusive relationship. Often, the longer the relationship lasts, the faster the cycle will turn – and the worse the abuse gets during the explosion.

THE CYCLE OF VIOLENCE, POWER AND CONTROL

THE POWER AND CONTROL WHEEL

Domestic violence involves patterns of behavior used to gain power and control. The Power and Control Wheel from the Domestic Abuse Intervention Project in Duluth, Minnesota, explains this concept in greater detail. While the wheel assumes she/her pronouns for survivors and he/him for abusers, it applies to any gender or sexuality. The wheel illustrates how abusive partners use tactics to maintain control: the inner circle represents ongoing, subtle behaviors. At the same time, the outer ring shows physical and sexual violence that reinforces these behaviors.



DOMESTIC ABUSE INTERVENTION PROGRAMS

202 East Superior Street
Duluth, Minnesota 55802
218-722-2781
www.theduluthmodel.org

HOW YOU CAN RESPOND

As a beauty professional, you will likely have a consistent relationship with many clients. You see them several times a year and often over many seasons of their lives. You are in a unique position of trust and well-positioned to notice changes in their lives.

- ▶ **Listen, believe and DO NOT judge:** Let them know you believe them and are there to support them.

- ▶ **Tell them it's NOT THEIR FAULT** and nobody deserves to be abused.

- ▶ **Ensure the availability of information and resources in your salon** (changing room, bathroom and waiting area).

- ▶ **Encourage Professional Help:** Suggest they speak to a professional, such as a counselor or advocate from the local domestic violence shelter of The Hotline.

- ▶ **Encourage your client to keep records in a safe place.**

- ▶ **Respect Their Autonomy:** Understand that the person may not be ready to leave the relationship and respect their decisions.

- ▶ **Recognize that leaving is difficult. Victims stay with their abusers for many reasons:**
 - Fearing for their life.
 - Wanting their children to grow up with both parents.
 - Feeling they are to blame for the abuse.
 - Sometimes, victims just want the violence to end, not the relationship.



NEXT STEPS – SHEAR HAVEN CERTIFICATION AND SUPPORT

CERTIFICATION

Shear Haven's domestic violence awareness certification is online, free and available in English, Spanish and Vietnamese.



- ▶ Visit www.shearhaventraining.org to register, watch the video, take the short quiz and receive your certificate.
- ▶ Print and post your Shear Haven certification in your salon.
- ▶ Share your certificate on social media and tag @ShearHavenywca @PivotPoint @YWCANashville and @YWCAUSA

RESOURCES

- ▶ **Downloadable Materials:** The Shear Haven website has free **resources** to download, print and post in your salon.
- ▶ **Printed Materials:** Contact Shear Haven to request mirror clings and brochures: help@shearhaventraining.org

CEU HOURS

CEU credits for Domestic Violence training are required for beauty professionals in certain states. Visit your state licensing board for information.

CEU classes are provided at events including **America's Beauty Show**. Shear Haven Certification is not a substitute for state-required CEU hours.

SOURCES/REFERENCES

- National Domestic Violence Hotline (U.S.)
 - Phone: 800-799-7233
 - Website: <https://www.thehotline.org>
- Shear Haven: Training for Salon Professionals
 - Website: <https://shearhaventraining.org>
 - Shear Haven offers online domestic violence training specifically designed for salon professionals.
- Professional Beauty Association (PBA) - Cut it Out Program
 - Website: <https://www.probeauty.org/cut-it-out>
 - The "Cut it Out" program trains salon professionals to recognize warning signs of domestic violence and safely refer clients to resources.
- Rise Foundation: Reimagining Intimacy through Social Engagement
 - Website: <https://www.innovatingjustice.org/programs/rise-project>
 - The Rise Project focuses on redefining intimacy and relationships through social engagement and innovative justice practices.
- UN Women Domestic Violence Support
 - Website: <https://www.endvawnow.org/en/need-help>
 - UN Women provides global resources and support services for domestic violence victims.
- Canada's National Domestic Violence Hotline
 - Phone: 800-363-9010
 - Website: <https://sheltersafe.ca>
 - Shelter Safe helps individuals in Canada find shelters and services tailored to those experiencing domestic violence.
- Locating Local Shelters and Support Services - Domestic Shelters Website
 - Website: <https://www.domesticshelters.org>
 - In addition to providing information, the Domestic Shelters site offers a comprehensive directory of local domestic violence shelters and support services, searchable by city or zip code.
- Commonly Used Online Search Terms:
Enter these into your browser's search bar to look for more information and resources.
 - Domestic violence help
 - Domestic violence hotline
 - Local domestic violence shelter
 - Domestic abuse support services
 - How to leave an abusive relationship
 - Signs of domestic violence
 - Safety planning for abuse victims



LEGISLATION AND ADVOCACY

DOMESTIC VIOLENCE AND THE BEAUTY INDUSTRY: A CALL TO ACTION

Domestic violence is a pervasive issue, and the beauty industry is uniquely positioned to help address it. In several states, including Tennessee, Illinois and Arkansas, legislation already mandates that licensed beauty professionals undergo training to recognize and respond to signs of domestic violence.

You can play a critical role in advocating for these initiatives at both the state and national levels.

NATIONAL LEGISLATION

The **SALONS Stories Act (SB 3540)** was introduced in the U.S. Senate to enlist the beauty industry in the fight against domestic violence. U.S. Sen. Marsha Blackburn (R-TN) and U.S. Sen. Tammy Duckworth (D-IL) are sponsors. Companion legislation was introduced in the **U.S. House of Representatives (HR 7889)** by Rep. Laurel Lee (R-FL) and Rep. Debbie Dingell (D-MI).

The measure would incentivize states to pass legislation similar to laws in Tennessee, Illinois and Arkansas that require licensed beauty professionals to receive free domestic violence awareness education and how to respond appropriately.

HOW YOU CAN ADVOCATE

Support State-Level Legislation: Advocate for mandatory domestic violence training in your state. **Complete our online form** and the Shear Haven team will contact you about efforts in your state.

Contact Your U.S. Representatives: Reach out to your representatives in Congress and urge them to support the SALONS Stories Act (SB 3540) in the Senate and HR 7889 in the House of Representatives.



ABOUT SHEAR HAVEN

Shear Haven is a domestic violence awareness initiative launched in 2017 by YWCA Nashville & Middle Tennessee in collaboration with Nashville-based salon owner and stylist, Susanne Shepherd Post. A survivor of domestic violence herself, Susanne is dedicated to educating the community on recognizing abuse and providing resources for victims. This program equips beauty professionals with the skills to identify signs of domestic violence, navigate sensitive conversations with at-risk clients and connect them with support services.

Susanne's advocacy also led to the passage of legislation in 2021, requiring domestic violence awareness training for beauty industry professionals in Tennessee. She has been featured in numerous media outlets for her work with Shear Haven.

YWCA Nashville & Middle Tennessee is a 125-year-old nonprofit organization dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. YWCA Nashville is the largest provider of domestic violence services in Tennessee and is part of the YWCA USA network of 180 local associations.

Shear Haven's training and certification are available in English, Spanish and Vietnamese, and over 125,000 beauty professionals worldwide have taken this free online training and earned the certification.



- <http://www.shearhaventraining.org/>
- help@shearhaventraining.org
- THE HOTLINE 1-800-799-7233

PARTNERS / SUPPORTERS

PIVOT POINT

Pivot Point is a third-generation family business dedicated to the professional beauty industry. Specializing in cosmetology, barbering, nails and esthetics education, Pivot Point offers both original and third-party educational content designed to inspire and elevate beauty professionals. Pivot Point is also proud to produce the industry's widest selection of premium-quality mannequins in its SA 8000-certified, ethically operated factory.

Pivot Point is committed to advancing the industry through charitable, educational and cause-driven initiatives that promote diversity, equity, wellness and sustainability; it is a proud founding member of Beauty Changes Lives and supports programs that recognize students, instructors and professionals across the beauty sector.

<https://www.pivot-point.com>

BARBICIDE

BARBICIDE has been a trusted leader in salon and spa disinfection for over 75 years with its iconic blue solution. Providing EPA-approved, hospital-grade disinfectants, it ensures clean, safe environments for clients and professionals, while upholding the highest hygiene standards in the beauty and wellness industry.

<https://www.barbicide.com>



Cosmetologists Chicago (CC) has been serving beauty professionals for over 100 years, and it's owned by those who know the industry best: licensed beauty experts themselves. Representing everyone from cosmetologists and estheticians to barbers, salon owners and students, CC is all about helping salon pros grow their careers through education and community. They're also the proud producers of **America's Beauty Show** (ABS), the largest non-profit event for beauty professionals. ABS is where you can learn, connect, and discover the latest trends across beauty, barbering, esthetics, nails and more. Whether in-person or on-demand, CC and ABS are all about supporting and uplifting the beauty industry.

<https://www.americasbeautyshow.com/>

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www.dermalogica.co.uk / www.dermalogica.ie

THANK YOU!

