



August 2022—Issue No. 7

Association Newsletter

Empowering Members To Empower Us All

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Lessons on **GROWTH**

What does it take to grow a movement?

You start with seeds—many, many seeds. Seeds of change, seeds of passion and commitment, seeds of, "It doesn't have to be this way." The pioneers of ESD first planted those seeds decades ago.

Then, you water—consistently adding energy and dedication to care for your movement as it begins to take root. Seeds are thirsty; passion loses its hold in the desert.

And you tend to the soil. If the culture isn't rich in nutrients—social awareness, a desire for change, open hearts and minds—even the strongest seedlings will fail to grow.

Finally, you practice patience and give it time. You show compassion as seasons pass and your movement grows bigger and stronger. It is your resilience weathering the storms (of shifting politics, changing or unchanging laws, and resistance to change) and unflagging optimism to nurture and plant new seeds, against the odds, that will ultimately determine the success of your movement.

As ESD professionals, most of us probably consider ourselves to be agents of change in a process much bigger than any one individual. This movement—to empower humans, to prevent violence, to make the world safer—spans generations and continents. Each one of us plants our seeds, adds our water, tends the soil in our own hearts and in our communities, and trusts in a future where this movement evolves into a diverse, thriving, resilient ecosystem. We can already feel that future at our fingertips, how about you?

ASSOCIATION NEWS

What else does a movement need to grow? We would love to read your insights! Tag us at @esdprofessionals on Facebook or Instagram to share your thoughts.

And, we have a few ideas of our own! We are thrilled to share some exciting announcements from the Association of ESD Professionals...

Website Reveal

We are thrilled to announce the unveiling of a new website and updated branding, complete with a warm and welcoming look and voice. These long-awaited changes mark a turning point in the Association's development—the launch of a new strategy to reflect the many stories and faces of the inspiring community we serve. Read more about the unveiling in our [press release](#), and please check out the website [here](#).



Credentialing

The Association is thrilled to announce the inauguration of our Credentialing Program, including a Credentialing Exam and a Continuing Education and Accreditation component. ESD practitioners around the world have been eagerly awaiting this moment (some of us for many years!), and we could not be happier to share the news with you.

It is our highest priority in everything that we do to advance the work of ESD professionals—your work—and fortify the ESD profession in service of the mission we all share: preventing and interrupting interpersonal violence.



Accepting applications for the Credentialing Exam! Two Exam Periods: Sep 19-25 and Nov 7-13. Learn more [here](#).

ESD WORLDWIDE

As always, we love to cheer on ESD Professionals making change happen around the world. Check out this month's featured practitioners and events. Think something or someone should be included in next month's newsletter? Reach out to us at hello@esdprofessionals.org.

Expanding in Brazil

After 6 years of experience teaching in Brazil, with over 5,000 people reached by Empowerment Self-Defense classes, Pâmela Valdez has founded ESD Brasil Produções e Treinamentos LTDA to expand her work.

This project aims to support the training of 12 new ESD instructors in the country and reach an audience of 2,000 women this year. Furthermore, it seeks to amplify its performance in the LGBTQIAP+ community, which is particularly affected by all types of violence.

Pâmela presents to Brazil a new approach to the development of public policies for the prevention of gender-based violence in schools, companies, and other organizations. Follow Pâmela Valez's journey on Instagram at [@pam.esd](https://www.instagram.com/pam.esd).



Woman of the Year

Linda Štucbartová is an entrepreneur, leadership coach, and women's empowerment activist. In May 2022, she established ESD Czechia during the ESD Teacher Training that she helped to organize in Prague. Linda received her ESDG training in Albania in 2021, and since then, she has trained ESD in Czechia, Slovakia, and Kenya. She aims to bring ESD to corporations and also to vulnerable segments of populations. She has worked with several leading associations representing people with disabilities, the elderly, holocaust survivors, and women fighting cancer, all groups who are at risk of prejudice violence.

Linda was just nominated Woman of the Year in Czechia, vote for her [here!](#)

ESD EVENTS

PAVE Summit

PAVE Prevention, the pioneer of proactive anti-violence education, invites ESD professionals to unite to create fundamental change and redefine workplace violence.

Over three days in downtown Chicago (Sept 19-21), industry leaders will converge to collaborate on a modern approach to violence prevention, creating innovative, sustainable solutions for a safer, more equitable workforce and culture.

Learn more and register [here](#).



"We believe you, your voice, and your experience are a vital contribution to our mission. Together, we can create real solutions and disrupt the dominoes of violence in the workplace, community, and society."

—PAVE Prevention



VPEC

The Violence Prevention Education Conference (VPEC) 2022 will be a Virtual Experience featuring seminar-style talks, workshops, panels, movie screenings, and more. Following the weekend-long event, VPEC will continue to host multiple virtual learning opportunities, interactive projects, storytelling workshops, and opportunities to get to know one another in preparation for VPEC 2023 in person! In alignment with International Women's Day, VPEC 2023 will kick off on March 15 in Jerusalem, Israel, in honor of the conference's history.

Soon, VPEC will begin a campaign to select speakers, workshop leaders, panelists, and more. You can follow the journey or sign up to receive email updates [here](#).

ANNOUNCEMENTS

- We are now taking applications for the first two **Association Credentialing Exam** periods.
 - Exam Periods: September 19–25 and November 7–13, 2022.
 - Learn more [here](#), or apply [here](#).
- Our monthly **ESD Circle with Sheila Watson** is happening on Thursday, August 11th! Sign up [here](#).
- Our monthly **Office Hours with Tom Rose** will be on Thursday, August 25th. Register [here](#).
- Check out our latest blog by Costa Rica-based ESD instructor Amy Schmidt on **Teaching ESD Cross-Culturally**. Recommended reading for any practitioner working in multiple cultural contexts! Read it [here](#).
 - Want to contribute to the Association blog? Reach out at toby@esdprofessionals.org.
- Check out our latest How-To guide on **Forming Your ESD Business**. Essential knowledge for any ESD professional thinking of scaling up. Find it [here](#).
 - Would you like to see a How To on a specific subject? Let us know at hello@esdprofessionals.org.



TIME TO GROW!

A NOTE FROM TASHA INA CHURCH

Growing an ESD business can take time, definitely takes love, and requires attention. However, the rewards are bountiful. Just healing one person by offering your gifts can change a family; that family can then pass what they've learned to their friends, and those friends can pass that knowledge on to their community. Community connections are critical to your business's growth.

Are you part of groups, nonprofits, or movements within your community? That can be a great starting point for sharing what you do. So many people who are starting out as entrepreneurs think, "I have an amazing idea. If I build it, they will come." That is true... if you are marketing, creating partnerships, and leveraging your connections to create programming and deliver services. It may sound overwhelming, but just take that first step. Make a list of all of your favorite community organizations and businesses that are in alignment with or can be served by your mission. Write them all down with their contact information. Then take a day, sit down, and start calling. Get ready for some noes and some yeses. Understand that each business has its own thoughts and plans for what they will promote. Some have the capacity to support other companies. Some only have time for their own business. All of that is okay.

When it comes to growth, think big! Who in your community has a lot of connections? Who in your greater community has a following? Which potential partners would you be proud to align with? Get contacting! It is so important to build relationships, even if they don't start out with an overt business purpose. You never know which will lead to partnership, sponsorship, a grant opportunity, free publicity, or advertising. Part of the process is going through your own journey of empowerment as a business owner. Believe that what you have has value. Put a dollar sign to that—it feels good. Don't lower that number out of fear, but be prepared to adjust it if market forces change or opportunity knocks. Know that you and what you offer are worth the time, investment, money, and more! You have a gift that you were born to give. ESD is so special because there are many ways of delivering empowerment and self-defense services. You do it your way, and be confident that your way is the perfect way to support your future. You never know how great you or your business can actually be unless you get out there and try!

P.S. You have a whole global community here rooting you on!