

January 2022 – Issue No. 1



ASSOCIATION NEWSLETTER

Empowering Members To Empower Us All

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THE ASSOCIATION OF ESD PROFESSIONALS

Welcome to the Association of ESD Professionals! With membership you have access to online networking, events, liability insurance, business how-tos, a career center, and a growing member directory. Coming soon is a credentialing, continuing education, & ethics program, an advocacy & lobbying program, a comprehensive ESD directory, a magazine, a podcast, and much more.

If you have not yet joined the Association, please consider joining. And if you are a member, help us grow this community by telling your friends about us. Dues information can be found on our [website](#). In an effort to make Association membership accessible to more people, we are offering international and financial need [discounts](#) for those who qualify.



HAPPENINGS IN ESD

Macaé Invests in ESD

Rio De Janeiro, Brazil

Member Pâmela Mussi Valdez has been working with the city of Macaé in Rio de Janeiro, Brazil to invest in ESD. To kick off this burgeoning relationship, there will be ESD classes at Macaé's city hall.

Check it out on her Instagram account @movimenteaufedesa.

Women Setting Healthy Boundaries

Online

Member Melina Kantor has been running weekly challenges in the Facebook group "WomenSetting Healthy Boundaries." This group, which was started by member Yehudit Zicklin-Sidikman along with ESD instructor Jackie Hyman, is "a space for women to be inspired to be the heroes of their own stories," gather support, and share.



Strength Within Self Defense Benefit for Casa De Las Madres

Bay Area, California

This spring, our member Stephanie Cyr will be organizing workshops in the Bay Area called Strength Within Self Defense ESD to benefit Casa de las Madres, a local nonprofit that supports survivors of intimate-partner violence. The events will be hosted by a small for-profit business, Presidio Sport and Medicine. This is a women supporting women venture that will also promote ESD in the community.

Extreme Start Over

Dimona, Israel

Member Yehudit Zicklin-Sidikman has launched a new ESD community project in Israel called "Extreme Start-Over." To help women with families who are experiencing adversity, volunteers from all over Israel spend three days to fix up the family's home, stock their kitchens with groceries, and do their laundry. Learn about their [first initiative](#) and check out the [video](#).

It is our hope to find and bring together every ESD professional around the world

ESD Bus Tour

Albania

In late 2021, Gentiana Susaj worked with UN Women to train Albania's first generation of self-defense instructors and then launch a bus tour to bring ESD training to girls in schools across Albania. They taught ESD to 500 girls across 12 cities!

Check out Instagram #eForteSiGrua.

ESD at the State Department

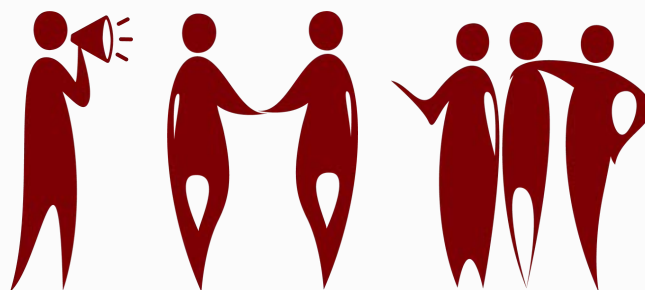
PAVE Prevention has been working with the US Embassy and US State Department to sponsor an ESD training for female entrepreneurs in Costa Rica and will explore further collaborations with this embassy and/or any other opportunity to strengthen this work. The US Embassy in Costa Rica was the first to sponsor an interactive session to introduce ESD to businesswomen.

MyPwr App Beta Testing

Israel and Worldwide

The new app for ESD self-training will soon launch its beta test version. Spend about 10 minutes per day on this 21-day ESD course. If you are interested in participating, fill out the form [here](#).

We'd love to hear about more happenings in the ESD community. Please share your projects, success stories, and more by sending us a note at hello@esdprofessionals.org.



Mayor ESD

Somerville, Massachusetts

Former Executive Director of Girl's LEAP Katjana Ballantyne was recently elected as the mayor of Somerville, MA.

ASSOCIATION FEATURES



Association Career Center is Live!

The Association is pleased to announce our Career Center. The Career Center welcomes members and non-members alike, and we hope it will make your hiring process run smoothly. If you are looking for a job, run a search for the job of your dreams at no cost to you. If you are an employer and hiring, the process is simple and we provide a 50% discount for members. In addition, there are options to multiply the reach of your job posts with additional packages that will expand the job search to other job search engines or specifically target job search engines that serve a diverse pool of applicants.

Looking for Liability Insurance Without the Hassle?

In an effort to save you time searching for liability coverage, the Association is proud to announce that it is offering access to insurance through a quick and easy online application process. Individuals looking for liability coverage can fill out a short form. And there are options for members interested in other types of insurance coverage, as well. This benefit is reserved for members, so if you haven't joined the Association yet, [register now!](#)

Business How-tos

The Association will be providing helpful how-tos relating to the business side of running an ESD business or nonprofit. Check out our first [How-To](#). If there is something you would like to learn more about, please drop a note in our Suggestion Box.

Reports and Research

The Association will be supporting research and sharing reports relating to the practice of ESD. Check our website for the first of these, the [Measurements Commission Report](#).

COMING SOON!

Credentialing Program

The Association has been working with an ESD community-member council (called the Credentialing Advisory Council) to create a credentialing program and exam that is rigorous and fair and that takes into account the diversity of ESD professionals and provides accommodation where needed. We hope the credentialing program elevates the ESD profession and serves practitioners well. Coming soon will be additional opportunities to be involved in the process, so keep an eye out for those by signing up for the Association [newsletter](#) and by [joining the Association](#).

ESD Directory

As a member, you will have access to the Association's member directory. We will also be providing a comprehensive directory for the entire ESD community. Look out for the Finding ESD project, surveys, and other communications. We'll do our best to build the directory into something helpful for ESD professionals as well as future students of ESD. In the meantime, sign up for our newsletter!

ESD Master Calendar of Events

We will also be putting together a master calendar of events for the ESD community. We will include as many events as we can, but we need your help! Please share event announcements with us [here](#).

Grants and Other Funding Opportunities

The Association will be compiling various types of funding opportunities for ESD professionals, as well. Look out for this feature on our website in coming months.

ASSOCIATION TEAM & COLLABORATIONS



IMPACT Global Launch

The Association's Samantha Waterman and Board members Julie Harmon, Magdalena Diaz, and Michael Peñafiel attended the IMPACT Global launch in Los Angeles. After the launch party, Samantha, Magdalena, and Association consultant/IMPACT Global President Tom Rose participated in a 16-hour IMPACT course. It was Samantha's and Tom's first ESD course, and they learned a lot!

VPEC 2021

The Association was happy to participate in the Violence Prevention Education Conference (Virtual VPEC) in October. Samantha Waterman presented about the Association's mission and vision and took questions from participants.

Media Interview

As part of the International Day for the Elimination of Violence against Women (November 25, 2021), Dr. Jelena Nolan-Roll was interviewed by the Serbian media company Danas to talk about violence prevention and empowering girls. The article and video (in Serbian) can be found [here](#).

FB Self Defense Discussion Group

The Association's Samantha Waterman and Sheila Watson are members of this group and one or both participate in the group's monthly calls.

RECAP! MEMBERSHIP LAUNCH EVENT

**We would love to have your ideas!
Submit your suggestions, proposals,
ideas, and recommendations to our
[Suggestion Box](#).**

December 16, 2021

Our membership launch event was held on December 16, 2021. Thanks to the team at Power of XYZ for making it happen! Participants shared ideas with Association team members about ESD credentialing, research needs, business how-tos, and advocacy & lobbying. Sheila Watson hosted the Credentialing Breakout, Dr. Jelena Nolan-Roll hosted the Research Breakout, and Samantha Waterman hosted the Advocacy & Lobbying and Business How-To Breakout.

TOPICS DISCUSSED

Participants discussed the history of ESD. . .

. . . if you have any information about the early days of ESD, whether from the 70s or another time period, please [send us](#) your stories! Send stories to hello@esdprofessionals.org.

Participants offered ideas for new ESD research, such as. . .

. . . Neural correlates (understanding which areas in the brain activate once engaged in certain aspects of ESD) and somatic practices (body relevant constructs, often unconscious) of self-defense; preventing burnout in ESD professionals (hint: joining a community helps, become a member [here!](#)); and finding ways to measure prevention.

Participants shared ideas for business how-tos, like. . .

. . . Nonprofits v. For-Profits; ESD Mergers; Marketing & Advertising ESD Practices; How to Onboard New Employees; and How to Find Scholarships. Send ideas to our [suggestion box](#).

Participants chatted about advocacy and lobbying needs, such as. . .

. . . empowerment self-defense in the Violence Against Women Act (VAWA); addressing barriers to ESD; making people aware of new laws, such as the law making non-fatal strangulation a felony; considering how issues such as immigration may affect enforcement or benefits of new laws; and creating partnerships with organizations already doing advocacy.

In the Credentialing group, participants talked about..

. . . community participation in the program development process through the Association's Advisory Council and an international group of ESD practitioners, the work of both groups to establish a working list of core competencies (which will inform exam content), and Association efforts to ensure the integrity and fairness of the exam.