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## Campaign urges respect for women

**PITTSBURG: 'Coaching Boys Into Men' program aims to curb domestic violence by instilling values in youths**

By Laurie Phillips  
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Eat your vegetables, boys often hear from their parents. Don't play with matches. Wear a coat when it's cold. Don't talk to strangers.

A message they're not hearing enough, say those behind a new domestic violence prevention campaign: Respect women.

Colorful posters of black, white and Latino boys -- with the words "Awaiting Instructions" emblazoned across each child's sweat shirt -- began appearing earlier this month at bus shelters in Antioch and Pittsburg and at the Pittsburg/Bay Point BART station. They soon will be displayed at hospitals, government offices and businesses.

The idea behind the "Coaching Boys Into Men" campaign, say those behind it, is that men can prevent domestic violence by teaching boys that violence does not equal strength. In a society where boys are taught how to hit a baseball, as a 30-second TV spot that's part of the campaign notes, they aren't taught enough about what not to hit.

"We're here today to say that men are critical partners in stopping violence against women and children," the Rev. Paul Taylor of Antioch Christian Center told a gathering of officials from across the county Friday at an event unveiling the campaign.

The project is one of five statewide and has been put together by groups that include the Antioch Christian Center, Community Violence Solutions, Kaiser Permanente, Lighthouse Mentoring Center, STAND! Against Domestic Violence and several county agencies.

The posters and radio and TV spots are debuting in Contra Costa County in Antioch, Pittsburg and Bay Point and will likely be added elsewhere later.

That decision doesn't mean East County sees more domestic violence, sheriff's officials noted; law enforcement everywhere is responding to more repeat calls involving domestic violence allegations.

"We are beginning to see this is not a one-time occurrence," said sheriff's Detective Kirk Haskell, who investigates domestic violence cases for the department.

Added his colleague, Detective Sgt. Darryl England: "Just like cancer, this has not been cured yet."

They and other officials said the campaign is the first they have seen that focuses on instilling good values toward girls and women in boys when they're young. So much of the effort involving domestic violence, said county Supervisor Federal Glover, comes after the fact, not before.

"One of the things that we have missed over time," he said, "is the preventative piece."

About 100 men took part in focus groups in the past year and a half to put the campaign together. The images were drawn from a template provided by the Family Violence Prevention Fund. Other cities in the Bay Area carrying the message include Oakland and San Francisco.

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