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National Resource Center on Domestic Violence (NRCDV)

Webinar – DVAM Prep

September 18th, 2017

National Resource Center on Domestic Violence (NRCDV)

Remote

1:00 p.m. – 2:00 p.m. (CDT)

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>> Welcome, everyone.

My name is Ivonne Ortiz.

We're getting ready to get started.

And thank you for joining us this afternoon.

First, I want to take a moment and tell you a few things about our webinar system.

You should be able to see the full PowerPoint slide that has the title of our webinar today, "DVAM Countdown: Last Minute Tips and Ideas."

And please feel free to send messages like we mentioned before in our public chat on the bottom left hand side of your webinar screen.

We encourage you to introduce yourself there.

Tell us where you're calling from.

Keep in mind that that's a public chat, and everybody will be able to read what you're writing.

So be careful not to share anything confidential or sensitive.

So you do have the option to send us a private message to our hosts or to the presenters.

So just click on "Presenters" and you will be able to send us a message, a private message.

We have uploaded a copy of the PowerPoint slides, in

the bottom right-hand corner of your screen.

And closed captioning should be viewable at the bottom of your screen under the presentation window.

Please let us know if you have difficulty in seeing the captions.

Please also submit questions or comments that you may have in the public chat and we will be sure to get them to our presenters today, and thank you for being a part of our webinar.

We'll begin shortly.

We'll now begin the recording of your session -- our session.

>> Well, good afternoon, everybody.

I'm so glad that you're able to join us today and welcome to this webinar session, entitled "DVAM Countdown: Last Minute Tips and Ideas."

My name is Casey Keene.

I am the Director of Programs and Prevention for the National Resource Center on Domestic Violence.

And I'm joined today by Ivonne Ortiz, who is NRCDV's education and training specialist.

Hi, Ivonne.

>> Hi, Casey.

>> So I want to take a moment to welcome today's presenters.

Ali Safran is the communications and outreach coordinator for the "No More" campaign, and she manages content for "No More" social media channels, she coordinates partnership projects and assists organizations and individuals working to bring "No More" to their communities.

Ali has worked in the movement since 2011.

Beginning as a rape crisis hotline counselor.

And in 2013, she founded Surviving in Numbers, a nonprofit which supports survivors of sexual and domestic violence internationally through prevention, education, and anonymous story sharing.

So welcome, Ali.

>> Thank you.

>> I'd also like to welcome Lynn Brewer-Muse, communications manager for the National Coalition Against Domestic Violence.

Lynn is responsible for developing and coordinating the social media and digital communications materials for NCADV.

She has extensive experience in marketing, writing, social media, and website development.

In addition to her role as NCADV, Lynn serves as the co-chair of the media and communications subcommittee of the National Task Force to End Sexual and Domestic

Violence.

She was the recipient of the 40 Under 40 award from the Boulder County "Business Report" and the 2011 Young Careerist Winner for Boulder Business and Professional Women.

Lynn is the author of two novels, with two more in progress, and runs an online literary journal that she founded in 2006.

In her free time which does not sound like she has much, Lynn drinks lots of coffee.

Welcome, Lynn.

>> Thanks for having me here today.

>> So we're excited to offer today's webinar in preparation for Domestic Violence Awareness Month in October in partnership with NCADV and "No More." After Ivonne and I share a little bit about the history, the screens, and the purpose of Domestic Violence Awareness Month, we'll explore how to motivate people to action and we'll share some helpful activities and resources that the NCADV offers.

Then Lynn from the National Coalition will talk about how you can join their campaign honoring the 30th anniversary of DVAM, and Ali will share how the "No More" toolkit can help activate your community.

So jumping right into it.

Many of you may be familiar with the history of Domestic Violence Awareness Month, which began as a day of unity in October of 1981, conceived by NCADV.

And the intent was really to connect advocates who were doing this kind of work.

Six years later, the first Domestic Violence Awareness Month was observed, which happened to be the same year that the hotline was established.

And in 1989, there was a public law passed designating -- officially designating October as National Domestic Violence Awareness Month.

So we traditionally have had this kind of common themes around mourning, celebrating, and connecting that relates to our work to celebrate and honor Domestic Violence Awareness Month.

These themes really have come through in a variety of different ways, and the ways that they are celebrated are as unique as the communities that celebrate them.

And so you have local programs, a network of local programs, all across the country, initiating different activities in their communities to mourn those who have died because of domestic violence, to celebrate those who have survived domestic violence, and to connect people in our communities to this work, to end domestic violence.

In 2015, the domestic violence advisory group, which is responsible for coordinating messaging around Domestic Violence Awareness Month, this is a group of national, state, and local partners who are invested in messaging, and resource development around Domestic Violence Awareness Month.

Conceived of utilizing this concept of awareness plus action equals social change, to introduce a prevention element to our messaging for Domestic Violence Awareness Month.

Now, we can't take credit for this equation.

It really was born from Transforming Communities, which is a program in California that has been doing prevention work for decades.

And it's moves us from thinking about Domestic Violence Awareness Month as simply a time to raise public consciousness and introducing an element of action, so a call for action for people to do something to help create change.

We have since developed a number of resources around this idea.

We have an infographic that we have available to help people communicate this important messages.

We have an Awareness Highlights blog which digs really deeply into these concepts and what they mean to our

work.

We have a series of talking points forums that individuals can use to help talk about these messages in their communities and with the media, with legislators, and others.

And we've developed a PreventIPV Tools Inventory which is a library of prevention resources that can be utilized during Domestic Violence Awareness Month.

So that's a little bit of an overview.

And now I'm going to pass it over to Ivonne who's gonna talk about what motivates people to action.

>> Thank you, Casey.

One of the things that -- one of the questions that we hear from our advocates is how do we do it?

With so many other processes, how can we bring life to our own Domestic Violence Awareness Month, to our month?

So one of the things that we need to think about is what really motivates people to rally behind a movement.

Why -- how do you choose a specific one to follow?

Is it our personal experiences or interest?

Maybe we're moved by a family member or friend that asked us to join.

Or we just heard a message that moves us to join.

We're talking about engagement.

We're not talking about just one time or one time effort.

About creating a movement.

And we really have a movement, the domestic violence movement, but how can we, in a way, you can say, spice it up?

And everybody knows that from politicians, brands, nonprofits, creating a movement is considered a holy grail of engagement.

So we're talking about engagement.

A movement drives awareness, thoughts, and action, seemingly sweeping everything that's around.

Everybody wants to be a part of that movement.

So how and why do we join?

Well, one of the things that researchers say is that people crave to be part of a community.

And this is, you know, one of the things that when we start an awareness campaign, we say, well, everybody's gonna join.

We're so sure that everybody is gonna join.

Well, it's not as simple, you know?

Well, a tagline or an online petition or a pledge can draw, you know, a few followers, movements need a little bit more.

People join social movements to be a part of the community, to be connected to something larger than themselves.

So that's the first thing that we need to think about. And the second thing is that they want to do something. Movements require action like Casey just explained, and many a time, ones miss the mark by either asking too much or making the actions so generic that it becomes meaningless.

The standard -- for political or number of campaigns sometimes are just to sign a petition, you know, a pledge, to volunteer or send money.

But what we know is that people want to do something more.

Sometimes we tend to think, well, you know, everybody's so busy.

No, we want to be a part.

We want to do a little bit more than what you're asking me to.

So we need to be very strategic.

We need to pair that ask with something specific that people can rally behind and become part of the story.

We also have some people that they want to know what's in it for them.

You know, this is a part that we don't like to talk

about.

We think that everybody is so committed and our cause is so compelling that people are just going to join just because it is the right thing to do.

But for some, that's not enough.

But it's rarely enough to make a movement really take off, you know, just that motivation.

So we want to make sure that there's something else for our community.

Why should they join our movement?

They also want a person -- you know, they want to make a personal statement.

Whether we're wearing the bracelet, or being filmed for doing the ice cold bucket challenge, I don't remember the name, or just wearing pink, people value nonverbal symbols that associate them with a larger movement or community.

More than status symbols, these convey a value system to the outside world.

They show how deeply we care about a cause.

And how connected we are to our community.

So it's important that we had something visual to share with our communities, and this could be a very powerful motivator and awareness driver.

So examples are t-shirts, ribbons, pins, stickers on

your cars.

So that's what they crave.

They want to make a personal statement.

So also, when we're thinking about our events, we need to choose the right activities.

A key task when we're starting to plan our awareness events for DVAM is to assess the type of vents that are most appropriate for your community.

What is working?

Look at our other nonprofits.

What are they doing?

Who is engaging more people in your community?

What is working?

So -- and we all know the purpose of our DVAM events and activities is to raise awareness.

And open people's minds to change.

But we need to move them to action.

In order to do this.

With a little bit of creativity and a little bit of money, we can adapt these organizations and present events that make sense, that the people feel that they are being considered, their culture is being considered, in this case you see a picture of the bike ride, and the bikers, you know, rally in support of the domestic violence program, their local program.

Why don't we look at other groups in -- and ask them to connect with us to support our event?

And also, we need to consider nontraditional partners.

There are many individuals and organizations in our communities that have an interest in violence prevention.

Hold an open forum for anybody that is interested to learn about the work that you do, about domestic violence, and establish a coalition or a task force with them to promote DV awareness in our communities. Sometimes we only think about, you know, our usual partners.

Less think of, you know, of other ones that are not sitting at the table.

And we have a list here.

We have community partners, Faith organizations, hospitals, we work a lot with hospitals.

We also have schools, housing authorities, everywhere where our communities gets together, that's where we need to go and search and find a partner, special that is interested in joining us, and that person is gonna help you -- help bring others into this coalition or task force.

We also need to consider that there are many other non-traditional domestic violence service providers.

I'm sorry.

Let me go back to the first one.

Like Latinos.

If you have a large Latino community in your area, it's a good way to reach out to the central Latino.

Beauty salons, barber shops, and they can be great places to reach out to your community.

Contact ministers, local civic leaders and also an idea, it's just to local -- to connect with local organizations in your communities, because they have regular newsletters, mailings, that reach out to their members, list serves, offer them just to write a piece for their newsletter.

It could be on domestic violence.

It could be on the services that you offer, on anything that's related and that helps you send the message about our upcoming activities.

Once you have your community partners, you have a list of those potential partners, and you start thinking, well, I'm really unsure.

I don't know where to stand.

We have less than two weeks left to plan my outreach activities.

So, you know, don't stress.

Today we have plenty of ideas and tools that are gonna

help you, you know, put together some amazing activities with very little effort.

So here are some tips that we put together, and the first one is just determine how much time you have to plan an event.

You need to be realistic.

That is something that we keep on talking about.

Be realistic.

Find out the type of events that are most successful in your community.

Here in my community, everybody likes to run, so a race, even though you need to time to set that up, but it's a type that is really successful.

Also take a look at your budget.

Maybe you have funds.

Maybe you don't.

But it's good for you to have an idea of the amount of funds that you have or not.

Meet your audience's needs.

Just don't plan, you know, something that you would like to see.

Just make sure that it's what your community needs.

And again, be realistic.

Don't plan a huge event, because you only have two weeks, make sure that it's realistic, and that you have

enough support to take care or to plan that event.

Also, we have here a list of event ideas, and I'm gonna go through each one of them, but we wanted to share with you, just basic list, and to let you know that our domestic violence awareness page has -- has a list of events.

We have an events database, where you can go and look at what's going on, an example, in New York, for the event.

You can post your event at the same time.

You can look for events that are being hosted in other states and possibly re-create them to accommodate the needs of your community.

Also, don't forget about social media.

Social media is really big.

Ali and Lynn are gonna be talking about the social media campaign.

But we wanted for you to check out one of our greatest tools we just published.

It was very powerful, written by Rachel from "No More."

And it focuses on the importance of engaging your community through social media.

And by this guide gives you a lot of ideas and information.

And one of the things that I like the most about this

guide is that it helps develop a social media campaign.

I believe there's -- yeah, seven tips, and what to include and what you need to make sure.

Before you start that campaign.

And the last resource that we want to share is our DVAP toolkit, to look for raising awareness and inspiring action, and this toolkit takes you to our domestic violence awareness page, and it's a one-stop shop for the domestic violence awareness tools and resources, as you can see, you can have -- you can access campaign ideas and strategies.

It talks about different awareness highlights, that there's different talking points.

It has templates that you can customize.

It has graphics that you can download for free.

And many other resources.

We also have an online store where you can find pins, place mats, ribbons, anything that you need to have a successful DVAM.

And this is our -- our DVAM page.

You can, you know, like I said, you can find a lot of ideas and materials that you need.

For this -- this October.

And now I'm gonna pass it forward to Lynn from NCADV.

>> Lynn, you might be muted.

>> Thank you, Ivonne.

I was on mute talking to myself for a moment there.

I'm excited to be here today to help everyone with their last-minute DVAM preparation, and to introduce you to the "DVAM Turns 30" campaign.

So next month marks the 30th anniversary of Domestic Violence Awareness Month.

And here at NCADV we're using it as an opportunity to honor the accomplishments made collectively by the field, for several reasons.

One, people love anniversaries, especially big ones, like 30 years.

That's a huge accomplishment for us all to celebrate.

Two, sometimes when we're in the thick of our work, it's really easy to forget how far we've come in a relatively short amount of time.

So honoring this anniversary reminds us that in the last 30 years, we've made some remarkable strides together.

And three, it's a unique chance for us to look back on our history, to bring it out of the past and into the present.

So if you're looking to bring some "DVAM Turns 30" to your Domestic Violence Awareness Month campaigns, you'll want to start with our official social media

toolkit that we've made available.

Like the resource center's toolkit, it's a one-stop shop with online resources and sample social media messaging, infographics to share, and a list of 30 accomplishments to honor from the last 30 years of DVAM.

Now, depending on your organization, you may use the toolkit in different ways.

So let's examine each of these in more detail and talk a little bit about how you can use them in your DVAM campaign.

The first item you'll see in the toolkit are online resources.

The hashtag, always about the hashtag.

It's so important to include that in any post related to "DVAM Turns 30," whether it's on Twitter, Facebook, Instagram or any other social network that you're using.

The printable placard will let you download single documents that you can print and bring to any live events that you hold through the month of October.

You can choose from a ready-made option or a customizable option where someone can actually write in what the anniversary means to them.

And with either option, your event attendees can hold

it while being photographed or taking selfies.

You can make a statement with your online profile picture by adding the logo to it.

And also we have links for both DVAM on our website and quick guide blog posts so that you're not constantly searching for content to share while you're also planning your event.

So next in the toolkit are sample posts for Twitter and Facebook.

You can join the "DVAM Turns 30" conversation, share some statistics and blog posts to raise awareness, and honor the milestones made in the last 30 years.

You can copy and paste the messages as is or update them in your organization's voice.

We've also included some downloadable images that you can use to share a statistic or information about domestic violence.

And if your organization has created some of your own, share those as well.

Social media posts that include an image get more engagement.

On average up to 35%.

Plus, you can reuse that content on image-reliant social networks like Instagram or Pinterest, and grow your audience there as well.

Maybe your organization already has sample messaging or infographics available to raise awareness.

October is a great time to bring these out again and share them with your networks.

For example, NCADV's most popular campaign over the last year is DV Facts, which share statistics and information about domestic violence.

So we've prepared some messages that combine both the D.V. Facts and "DVAM Turns 30" hashtags, and we're excited to see what combinations of hashtags your organization will be using.

We've also compiled a list of 30 of our favorite accomplishments that demonstrate progress on a national level.

These include milestones like the passage of the Violence Against Women Act in 1994, the National Domestic Violence Hotline receiving its first call in 1996.

And the appointment of the first ever White House Advisor on Violence Against Women in 2009.

Now, the list of 30 accomplishments also gives you a chance to tailor the campaign to your community if you wish.

You can do some quick research and find out, when did the first domestic violence shelter in your community

open its doors?

Was it in the last 30 years?

What about your state coalition?

What policy or laws has your city or state passed that protects victims and survivors of abuse since 1987?

You can add any momentous milestones from your community to the campaign by tweeting or posting about it and including the "DVAM Turns 30" hashtag.

I can't wait to see what state, local, and regional milestones that you share with us.

So now that we've covered what's in the toolkit and some different ideas on how to use it, let's see which option is best for you in your organization.

One big question is, do you have time, resources, and staff to create a full DVAM campaign in the next couple of weeks?

If you don't, you're probably going to want to grab it and go.

You'll love this sample social media messaging that you can copy, paste, and post in just three clicks.

And you'll appreciate the placard that you can print and use at your events.

But if you have the time, staff, and resources, as well as the desire for a campaign that is more personal to you and your community, consider this toolkit as

inspiration.

You can add to or create your own list of 30 accomplishments, social media messages, placard, and more.

And so now I'm sure you're wondering, where can I get a copy of the "DVAM Turns 30" social media toolkit?

You can access it in three easy steps.

Go to NCADV.org.

Sign up to download the toolkit via email.

Open the email and download the toolkit from the link provided.

And that's it.

I hope that you find this "DVAM Turns 30" social media toolkit useful as you put the last touches on your Domestic Violence Awareness Month preparation.

I look forward to any questions you might have about the "DVAM Turns 30" campaign for the toolkit, but for now, it's time to turn things over to Ali.

>> Thank you so much.

I'm Ali Safran from "No More," and I'm gonna talk to you about our toolkit.

"No More" is an unifying symbol around ending domestic violence and sexual assault, and we agree to use the symbol so that anyone can use to activate your community and our toolkit is a larger part of that, so

I'll be talking about how to use our toolkit and what's in it today.

So like I just said, the purpose of the symbol which is that is to raise visibility, encourage conversation, and help break social still ma around domestic violence and sexual assault.

"No More" operates under the theory that increased visibility team will help contribute to changing social norms and ultimately more resources and improved public policy.

So we created the toolkit so that any organization or individual or team or club or fraternity or sorority, really anyone can use our symbol to raise awareness in their community.

So our toolkit includes some free -- well, all of it is free, which include graphics, posters and signs, organizing guides.

We also have a campus organizing guide which is very timely if you're doing some back to school pieces as well or if you do any organizing on campus.

We also have resources and handouts as well as research and case studies on how using the symbol can be effective and how you can create change in your community.

So one of the ways you can use our toolkit is by

hosting a photo challenge.

So as you can see on the screen, you can add your logo, to "No More's" cobrandable signs as these folks did, invite your supporters and your networks to customize the sign and take a photo with it.

This is a great way to activate community members and make a statement publicly.

So there's some examples of folks who have done that. And we have had many of those.

Another way you can use the symbol is to create a "No More" day in honor of Domestic Violence Awareness Month which, as you all know by now, is in October.

You can contact your mayor, city council, or board of supervisors to get a mayor's proclamation.

This guide is completely free and available online, and after I'm done talking, I will send you the link in the chat or follow up afterwards.

And you can use that proclamation as a baseline for contacting your local officials and easily can be adopted for Domestic Violence Awareness Month or any other events you may have throughout the year.

We also have an events page on our website, nomore.org/events, where you can submit your event that you're hosting, or events, plural, for DVAM and beyond. And during "No More," we can actually see events on our

map that are happening around the country and around the world.

So using graphics from our toolkit such as the sign you can see on the screen, which is sort of signed around emotional abuse, one factor in domestic violence, you can use graphics from our toolkit and incorporate the symbol to show solidarity.

So there are many tools such as research, case studies, signs such as why you say "No More" and mean why you say "No More" to domestic violence and sexual assault that can help you spread the word both online and in your community.

To activate the online community, taking photos we found is really successful, why we say "No More," why this cause is important to you.

Another way you can use the toolkit you may notice some tasty treats on screen and we have seen folks make "No More" doughnuts in the shape of the "No More" symbol.

So you can table in your community and sell purple "No More" t-shirts which we sell online in our shop and "No More" doughnuts or cookies or any other goodies you can think.

If you need ideas for a shirt, there's contact information on your screen for our vendor, which is TVP Industries.

Just make sure you use the "No More" style guide which is also in the toolkit which focuses on how to place your logo with the symbol.

We have some very specific style and usage guides in there.

You can also partner with a local business to offer discounts to people wearing that shirt throughout the month of October.

If you are under-resourced or understaffed.

So next steps would be to download the toolkit.

Again, it's completely free.

And we're also here to help you.

If you ever need any help with any of the tools or something's not working, or you need more ideas, you can email info@nomore.org.

I will send that in the chat shortly, and we can help you how to utilize the symbol in your community.

You can also take the "No More" pledge, which is why I say "No More," online at our website.

And with that, I'll turn it back over.

>> Hi, Ali.

That was great.

And remember, all of these resources are downloadable for free.

Just follow the links that they have shared.

We also want to invite all of you to our National Call of Unity that will take place on October the 3rd, 2017, at 3:00.

It's a 40-minute call where advocates, survivors, service providers, we all come together to celebrate everything that we have accomplished during this past year to remember those that we have lost due to domestic violence, and to celebrate those that are living a violence-free life.

It's a lot of fun.

It's a short, a lot of programs, what they do is they start their Domestic Violence Awareness Month with this call, they get together, the staff, they turn on the phone, and they listen.

We are so excited to have a great speakers this year.

We -- we have Mathina.

She is gonna be our inspirational speaker, and we have a survivor speaker, who is Ruth Glen.

And we also have representatives from some other national and local organizations that are gonna be sharing a message of hope with all of our listeners.

That you don't need to register.

The information -- you can RSVP, but the information is right there on the slide.

We will be sharing the RSVP link and the information to

join the call.

And of course eastern time.

I think I forgot about that.

And we hope that all of you can join us.

It's a great call.

It's a great start for us to reconnect, reenergize, and get ready, you know, to start that month that we're whole month long waiting for.

So with all of these resources and information, now we want to hear from you guys.

What challenges are you encountering while preparing your events for DVAM?

Make sure to write your, you know, your answers or your questions or your challenges in the chat box, and we're gonna be hopefully responding to all of your questions and comments.

I'll give you a few minutes to write them down.

And I'm so sorry, but there's a cat here that's trying to jump into the monitor and say hi.

[Laughter]

Not part of our webinar.

So I remember when I was working at a local program in Wilson, North Carolina, that, you know, I was the only advocate working on, you know, our events, and there he goes.

And there were so many things that we -- we have so many hats, and one of my challenges was how to engage people from partner organizations to help me.

And of course we talk a lot -- a little bit today about engaging non-traditional partners, but when you are the only one, this seems like such a big task.

I would like to know from Ali, Casey, or Lynn, how can I do this when I'm the only one in the program trying to prepare or host an event?

How can I do it?

>> I can simplify your message, on social media as early as possible is a great way.

Lynn mentioned the hashtag is really important, and we definitely agree with that.

And we are a small team even though we're mighty.

So definitely familiar with that challenge, but I think really getting your message out there, and repeating it as well.

Letting people know this is why this cause is important to my organization or me as an individual and this is what we're doing I think really resonates with people.

>> Yeah, I agree.

Thanks, so much, Ali, and I think it's such a good question and is very typical experience.

For -- from my perspective, I think it's important to

invest in those relationships in the community throughout the year, that a lot of times -- a lot of times, we tend to call on new community partners or existing community partners when we're preparing for Domestic Violence Awareness Month exclusively.

And so I think it's fosters those relationships year-round so that when it does come time for Domestic Violence Awareness Month, you already have the investment.

You already have the buy-in.

You already have those partners.

And I think a lot of it involves giving as much as you get, right?

So showing up for when other organizations have their large events and their awareness months and their observances, I think part of, you know, trying to get people to the active partners is, you know, being an active partner.

So I mean, that's how I would respond.

I don't know if Lynn has other suggestions.

>> Everything that Ali and Casey have been talking about are both -- are just wonderful, and the only thing I would add is be kind to yourself and recognize your own limitations as one person taking on so much work.

I think that's something that so many of us at so many organizations feel.

If I just had just one more staff I could have done this or if I had one more week, I could have added this to the event.

But we are all doing what we can do, and that's just great.

So be kind to yourself in those moments when you're getting really frustrated about wanting to go beyond where you might be in the moment.

Start where you are, use what you have, and use what you can.

>> Thank you, guys.

Those are great suggestions.

I think I saw a comment.

And I'm sorry, and it was around trying to engage the community and I forgot your name.

I think it's Berger has mentions that they try to ask multiple buildings to use purple lights to light the buildings at night like other organizations have done and they're experiencing some resistance, and he or she, I'm sorry, I don't remember who posted the question, truly, but was saying that maybe it's a push back because it's domestic violence and it's not some other cause.

What do you guys think about this?

>> I definitely think that's been true.

It is still as much just in the news a really hard issue for folks to talk about.

And as someone in chat was mentioning, people are worried about how to be conscious of survivors as well, so I think the issue itself is still a challenge.

>> I'm actually wondering if others who are participating in the chat have, you know, experiences with this and advice to offer, you know, if you have had success with, you know, getting purple lighting in your neighborhood, in your community, you know, what is it that you feel opened that door for you?

>> And I'm gonna listen, because I tried to get the empire state building lit up for purple for October 1st, and I was unsuccessful, but I want to know too.

>> And I guess I would offer too, as people are responding, and I am loving the chat right now.

It's so rich.

And people are giving such great ideas for events, that I'm now lost in my own thoughts.

Oh, and I think that's why it's importance to introduce this prevention element.

You know, to our campaign.

Because I feel like when we suggest action items around prevention, we can show potential partners that we're moving towards positive change.

A lot of times when people think about domestic violence awareness, what comes to mind are, you know, images of women with bruises and the imagery has historically been unpleasant because the topics that we're working with are unpleasant, and we're talking about trauma.

And if we can think of ways to shift our messaging to promote, you know, what we're working toward, rather than what we're working against, it tends to promote, you know, buy-in and investment.

>> Thank you, Casey.

There are lots of great ideas and different activities I'm reading here in the chat.

The social media campaign, I love that idea.

I think I like the hashtag, I wish I knew.

Survivors and community members to share what they wish, specific groups, like family members of survivors, or the general public knew of domestic violence.

And it is true.

Everybody loves to wear the pink and everything pink, because I think it's just a -- it's an easier topic to

deal with when we're talking about violence against women, of course we hear push back from everybody that we talk to.

So our message is not gonna change.

But maybe what we can work on, like Casey is saying, you know, prevention.

How do we get for people to understand that it's not just them, that it's not just affecting those women or those men or the children.

But it affects our community entirely.

It's not just one part of the community.

It's everybody.

We're all affected.

We have family members.

We have neighbors.

Ourselves who are survivors.

So that's what I think, the coming year, even beyond, we need to work on educating our communities and the sense of this is happening and it impacts, you know, to our community, and we are our community, so it affects all of us.

Leads see if we have any other comments or questions.

>> You know, Ivonne, I noticed a comment in the chat.

And it's specifically speaking to the "I wish you knew" Campaign that she noted the challenge is how to make it

accessible, safe and inviting for survivors.

And then I've seen other comments about the challenge, so for the 5K, that Martin describes in getting the word out, so engagement seems to be a challenge that people are posing, and so I guess engagement along the lines of, you know, getting community participation but then also in considering the fact that survivors will be participating, and so kind of that -- how do we invite people and how do we allow survivors to feel safe and engaging your activities as well?

So I don't know if anybody has thoughts on that.

>> I think we've found using the symbol as a way to engage whether you want to identify yourself as a survivor or not.

You can say why you're against the issue without necessarily identifying your connection to it.

Makes it fairer less high stakes to join the conversation online and offline.

>> Yeah, that -- thank you, Ali.

That's really an interesting point.

It reminds me of the social media campaign that we've been working on at the NRC this year.

We're launching a hashtag, "I am an advocate," to kind of shed some light on the different roles that advocates play and the different ways that we can all

be advocates.

And I think that the goal is really to broaden the idea of what advocacy means.

Each to those who, you know, may not work in an advocacy role but may do important things in their community that contribute to having safe and healthy families and communities.

And how important that is to our movement to end domestic violence.

So I think that too we've thought about the fact that survivors, you know, can -- in many cases, survivors identify as activists and advocates when it comes to this movement, and so it does kind of provide space for supporting Domestic Violence Awareness Month without necessarily outing your survivor status if that's something you prefer to keep private.

So I do think there are ways in social media that allow survivors to participate in ways that maybe are not available in the community.

>> Going back to the 5K, I just thought about something.

My son, he will travel anywhere, depending, he runs, if he feels connected to the cause.

So make sure not only to include your community, but include other counties, surrounding counties, invite

other domestic violence programs to join the 5K.

He will go.

And let me tell you, you know, if you have a little medal, he loves them.

He hangs onto them and he plays for it and he enjoys getting something out of it, the t-shirt, just being there to support a cause.

He does not go to any raise.

He's just not attached to a nonprofit.

But he will look and seek and find those nonprofits that he's passionate about, and he'll Drive.

So make sure to include other programs, surrounding programs, you know, in your state.

I'm sure you guys will be good, and will have a good number of people.

And just make sure to tell everybody that it's a 5K, but it could be a run, a race, it could be a walk-run.

And I hear of some programs that are allowing pets.

And pets can also walk with their owners.

So be really creative and open -- be open to other programs joining you.

>> So, Ivonne, I'm seeing some other comments here around, you know, kinds of community potluck, I see, Heidi talking about, you know, her first event and getting really good feedback about purple food and

drinks.

Which is great.

Thank you, Lauren, for those suggestions.

And chalking the sidewalk.

So things like that.

And then Kayleen was talking here about a celebration dinner that they host for survivors which is more of a confidential kind of dinner celebration, but I think that, you know, food-related events are certainly things that, you know, can be a little more manageable, more realistic when you talk about that, Ivonne, to pull together, and there are different audiences you can invite depending on, you know, what your goals are. With your campaign.

So, yeah, really excited to see these ideas.

>> I'm looking at Lauren's message.

And she's saying that their big event, it's actually at the beginning of the month, and that they put purple construction flags represent D.V. statistics, with respect to their county.

And the flags stay up for a month, and they have a photo -- oh photo op ceremony with everyone who comes to look at the flags.

So that's another great idea, it's low cost, I'm pretty sure, and I'm sure that it makes a real big impact for

everybody that drives by and sees all those flags.

That's wonderful.

Okay, so Heidi has a comment.

And I say hay-Dee or Heidi, in Spanish.

I have never celebrated the vent.

This is my first time.

And I am hoping for great success because I am new.

At the center.

Wonderful.

Well, we, you know, we have shared so many great information and resources that you can just, you know, download, so this week, go to all of our, you know, website, download all the information, and I'm sure that you'll be able to have a great -- great event for this month.

And remember, it doesn't have to be something big.

You only have two weeks left.

You can have an amazing social media campaign with the materials that Lynn and Ali presented.

>> So Ivonne, I noticed that Lauren posed an interesting question in the chat around how other programs, locally or nationally, how are we dealing with references to the current political climate? Which I think is a really important question, essentially relevant, certainly on people's minds.

I'd love, you know, for people to respond in the text chat if you have ideas.

I know Sarah's saying she doesn't have an answer, but she's running into it too.

I mean, I would see an opportunity on the local level to, you know, reference the political climate in terms of how important it is to keep our services funded.

To talk about sources of funding and how our programs operate and what the need is and articulating that need I think is really helpful for, you know, your audiences in particular at DVAM events to understand how their dollars might benefit your organization.

So leveraging that discussion as a fundraising opportunity I can see as particularly helpful.

I don't know if others have ideas in response to that question.

>> With the -- it's actually that we've seen in the last few months, due to fears of deportation and pieces like that, we've really called out on social that we're here for survivors and no matter what the -- we don't so much mention the political stance but just the fact that there's decreased reporting causes those fears and is very real for survivors and we really take a stand on that to stay that we stand with survivors and understand that those fears are real, which I think is

a nuanced way of speaking to the issue without necessarily making it political.

>> Yeah, and this is Lynn again.

Something that we're doing is just holding true to what we know -- we know who we are.

And we're not gonna change who we are, and we are gonna continue to do this work no matter the political climate, no matter who is in the White House.

So we are here.

We are here for survivors.

And we're just staying true to that.

>> And I want to suggest and, you know, offer a little message of hope.

We recently -- we're gonna be posting our assistance question of the month.

And it's main theme is on hope and how can we be messengers of hope when our communities are suffering so much?

And as advocates, that's what we are.

That's our main role, not to provide false hope, but to provide resources and tools for our survivors to feel like there's hope.

That's the last thing that we want to lose.

And if we lose hope ourselves as advocating, you know, the rest of community is just gonna follow.

Nobody's gonna believe that one day we might eradicate domestic violence from the homes of our communities. So it's important for us to be that, to find hope in little things, yes, we're losing funding, yes, every time we go out there, the -- go out there, the climate is terrible.

But we are going to continue.

We're resilient.

We're survivors and have been touched by domestic violence in so many ways and we are stale, you know, walking.

We're working, and we're waking up every morning and we are doing what we love.

It's serving victims and survivors of domestic violence.

So let's be messengers of hope -- messengers of hope.

We can make it.

We have done it for so many years and we're gonna continue to strive.

Any other questions, comments?

We have a couple of minutes left.

Another idea that we have is, if you have an activity or an event that you want to post, to post it on our online library.

You can check out events that are happening, you know,

throughout the nation and territory.

Or you can even post if you have -- if you have an event that you want to share with the rest of our constituents.

Any other thoughts?

So we have a couple of minutes.

And I want to open the floor to our presenters, if you have any last thoughts, any recommendations, any messages of -- we were talking about hope, and messages of hope for our participants?

>> I'll just add that we, you know -- we have thousands of people who have taken the memoir pledge and we have -- ""No More"" pledge and so many people are activating their communities in all kinds of communities in all kinds of ways and so that's always really inspiring for us to see, and I definitely second Ivonne's message around us speaking the hope because agree that the rest of the community will follow our lead.

So --

>> Thank you, Ali.

Lynn, you want to share anything?

>> Just don't get discouraged, and keep up what you're doing every day.

Because it matters.

Even if you don't see it mattering, it matters.

>> That's true.

Thank you, Lynn.

And, Casey, any last thoughts?

Anything to add?

>> No, I -- you have just been wonderful, and I really appreciate all of the valuable information, and ideas that been shared by our presenters and also by our participants today.

I think that right now, it's almost like the air feels super charged for activism.

And so I think we're at a really unique time right now.

Where people are feeling motivated to action.

And so we have a really important opportunity, I think, this October, you know, to leverage people's desire for change and to offer some concrete strategies for how people can make the change that they want to see.

So I'm so happy to see all of your great ideas.

As you're energizing your communities around Domestic Violence Awareness Month.

And I think that it does offer that hope that Ivonne was talking about.

So thanks so much, Ivonne.

>> Thank you.

Thanks to Lynn and to Ali.

Thanks to "No More" and NCADV.

We are so happy to collaborate with you guys.

And remember, any questions that you have, you're gonna be receiving our information, give us a call, send us an email.

Check us out, you know, our three organizations are really, really active on social media.

Follow us.

And we'll be here for you.

Yes, it's less than two weeks away, but DVAM is coming, sleep now, because we're gonna be busy.

So we can make it.

We're gonna be making it, and there's tons of ideas and resources ready for you.

So thank you for joining the session.

Thank you, ladies, for this great conversation.

And let's have a great DVAM.

Take care, everybody.

>> Thanks.

>> Thank you, all.

>> Bye.

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