



Welcome to today's webinar! September 18, 2017






DOMESTIC  
VIOLENCE  
AWARENESS  
PROJECT  
A project of the National Resource Center on Domestic Violence



Domestic Violence  
Awareness Month

## DVAM Countdown: Last Minute Tips and Ideas




National Resource Center  
on Domestic Violence

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE

**NCADV**


**NO MORE**

TOGETHER WE CAN END  
DOMESTIC VIOLENCE & SEXUAL ASSAULT



## DVAM History

- **October 1981:** "Day of Unity" held, conceived by the National Coalition Against Domestic Violence ([www.ncadv.org](http://www.ncadv.org))
  - **Intent** to connect advocates across the nation who were working to end violence against women and their children
- **October 1987:** First Domestic Violence Awareness Month (DVAM) observed, same year as the first national domestic violence toll-free hotline
- **October 1989:** U.S. Congress passed Public Law 101-112 designating October of that year as National DVAM



October is

...

Domestic Violence  
**Awareness Month**

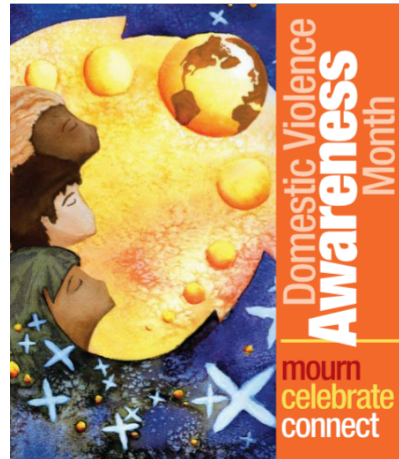


## Themes: Mourn. Celebrate. Connect.

Activities conducted were as varied and diverse as the program sponsors but had common themes:

1. Mourning those who have died because of domestic violence
2. Celebrating those who have survived
3. Connecting those who work to end violence

These three themes remain a key focus of DVAM events today.



## Awareness + Action = Social Change

Moving from awareness to a *call for action*, this message incorporates a prevention framework and promotes action for individuals, organizations, and systems.

Resources:

- Infographic
- Awareness Highlights
- 3-legged stool Talking Points
- PreventIPV Tools Inventory





It starts with the question:  
*Why do people join movements?*

- People crave community.
- They want to be inspired to action.
- They know that they'll get something in return; personal benefit.
- They want to make a personal statement.





## The Right Activities to Inspire Engagement

### *How do I engage my community?*

The key to engaging the community is infusing your activities with elements unique to your community, doing this, can help ensure that the events will resonate with participants, potentially inspiring them to join the work of your organization.

#### **Hundreds of bikers ride in support of domestic violence awareness**

Posted by Carla Parker on April 22, 2013 in DeKalb News

No comments



## Considering Non-Traditional Partners

Depending on your initiative and target population, you can look for partners in:

- Community leaders
- Faith organizations
- Hospitals, health centers, doctors' offices and health-related clinics
- Schools, childcare centers and home daycare (including "unofficial care providers")
- Housing authorities
- Courts, police and public safety departments
- Local businesses and employers
- Local agencies or local offices of state or national associations that provide services to your population
- Programs for those in need (shelters, job training, literacy programs)
- Local media



## Unsure how to start planning your DVAM outreach activities?



The following tips can help direct you to the right activities for your organization and your community.

- Determine how much *time* you have to plan an event.
- Find out the *type of events* that are most successful in your community.
- Take a look at your *budget*, do you have assigned funds for awareness events?
- *Meet Your Audience's Needs*. When planning your event(s), keep in mind who you are trying to reach.
- *Be realistic*. It is better to have a successful small event than an unsuccessful large event

## Event Ideas



- Participate as an agency in the National Call of Unity.
- Host a small candlelight vigil or march.
- Dedicate an object, garden or public space to victims in your community.
- Hold a moment of silence in schools or workplaces.
- Set up an informational booth.
- Organize a purple sale in your program's thrift store.

Recognize victim service providers and support networks by:

- Baking cupcakes or cookies in appreciation for their efforts.
- Writing letters of recognition to acknowledge efforts of long-serving volunteers and staff.
- Hosting a training event for staff and/or volunteers.
- Recognizing staff or volunteers and their success stories of hard work in your website or newsletter.

Events Database -

<http://www.nrcdv.org/dvam/DVAM-Events>

Add your event, see what others are doing,  
get new ideas! ☺

## Social Media Campaigns



New Publication: [Developing Social Media Campaigns for DVAM](#)

1. Identifying potential partners,
2. Determining campaign goals
3. Defining intended audience
4. Developing key messaging
5. Setting communications strategy
6. Implementing action plan
7. Evaluating impact

**3. Defining Intended Audience**

The audience for your DVAM campaign should be based on the campaign's goals. While it may be easier to communicate with communities stated in your organization's mission, it is important to focus on specific groups that help achieve your stated goals. Ask yourself: Who is in a position to have the most impact towards the stated goals?

**Tip -> Avoid the common pitfall of trying to reach everyone.** While your organization overall might have a broad range of audiences over time, when developing a specific campaign, it is crucial to narrow your audiences and identify subgroups or subset audiences to whom you can tailor your messages and more effectively engage. You may want to begin with identifying your primary audience and then secondary audiences.

When specifying your intended audiences, consider age, gender identity, race, ethnicity, geography (rural and urban), class, religion, sexual orientation, immigrant status, physical or mental abilities, and other aspects of identity and culture. You may also want to consider behavioral or cultural characteristics like media or technology usage.

Example Organization	Organization's Overall Mission	Organization's Objectives, Priorities or Theme for DVAM	Campaign Goals	Intended Audience
Example Organization A	Help survivors and their children in greater Detroit heal from abuse	Engage youth and youth allies in outreach and education	Increase email subscribers by 50%	Parents, teachers, and coaches, and the lives of youth in Detroit
Example Organization B	End intimate partner violence and all forms of gender-based violence	Change the conversation about domestic and sexual violence to focus on prevention and intersectionality	Drive people to share and discover stories of color's gendered experience of police brutality	For story sharing: Women and girls of color including youth, queer, trans and disabled black women For engagement: Cisgender men and white women

Adapted from Technical Assistance Guidance: Developing Social Media Campaigns for DVAM (August 2017)

## The DVAP Toolkit: A Toolbox for Raising Awareness and Inspiring Action

Your **one stop shop** for domestic violence awareness and public education tips, tools, resources and info.

- ✓ Campaign Ideas & Strategies
- ✓ Awareness Highlights
- ✓ Statistics & Talking Points
- ✓ Awareness Materials
- ✓ Culturally Specific Resources
- ✓ Engaging the Media
- ✓ Sharing Your Story
- ✓ Promoting Your Event

**+ #DVAM2017**  
A Toolkit for Raising Awareness and Inspiring Action

DOMESTIC VIOLENCE AWARENESS PROJECT

For 2017, Domestic Violence Awareness Month (DVAM) celebrates 30 years of connecting and uniting individuals and organizations working to address domestic violence. Over the last three decades, much progress has been made to raise public consciousness and promote action to support this effort.

For #DVAM2017, NRCDV offers you this toolkit full of campaign ideas, [social media tools](#), and resources to assist in the planning and implementation of DVAM events and activities.



## Domestic Violence Awareness Project

[www.nrcdv.org/dvam](http://www.nrcdv.org/dvam)

AWARENESS HIGHLIGHTS



CAMPAIGN IDEAS



ARTWORK





ONLINE STORE



ENGAGING THE MEDIA

Education

TRAINING RESOURCES



DVAM EVENTS

View available resources and materials in the following languages: Arabic / العربية Spanish / Español Vietnamese / Việt

## Lynn Brewer-Muse

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE

# NCADV

## Honoring the 30<sup>th</sup> Anniversary of Domestic Violence Awareness Month



#DVAMTURNS30

## #DVAMTurns30 Social Media Toolkit



### Contents

- Online Resources
- Sample Tweets and Facebook Posts
- Shareable Visual Content
- 30 Accomplishments from the Last 30 Years
- More Ways to Get Involved

## #DVAMTurns30 Social Media Toolkit



### Online Resources

- Hashtag
- Printable Placards
  - Ready Made
  - Customizable
- Twibbon
- NCADV DVAM Website Page
- NCADV “Quick Guide” Blog Posts:
  - What Is Domestic Violence?
  - Stalking
  - Teen Dating Violence
  - Economic and Financial Abuse

## #DVAMTurns30 Social Media Toolkit

### Sample Tweets and Facebook Posts

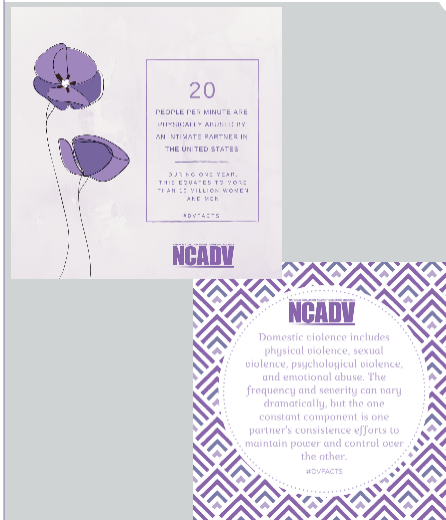
#DVAMTurns30 this October! What are you doing to honor this amazing anniversary? 🎂

Tell the world what #DVAMTurns30 means to you!



In '96, the @NDVH received its first call. Millions of calls later, #DVAMTurns30.

## #DVAMTurns30 Social Media Toolkit



### Shareable Visual Content

- Social media posts with images are engaged with more than simple text posts.
- Download these and more #DVFACTS from the toolkit.

## #DVAMTurns30 Social Media Toolkit



### 30 Accomplishments from the Last 30 Years

- Some of our favorite accomplishments since the first DVAM are included in this list.
- Add to the list with accomplishments from your communities!
- Things To Research/Add:
  - When did the first shelter open in your area?
  - Were there any DV-specific laws passed by your state legislature?
  - When was your state coalition founded?



## How Should I Use the #DVAMTurns30 Toolkit?

### Option 1: Grab It and Go

- Best for those with little to no time/resources to create a DVAM campaign
- Check Out:
  - Sample Social Media Messaging
  - Ready-To-Go Placard for Live Events

### Option 2: Customize for Your Community

- Best for those who want something more personal for your community/state/region
- Check Out:
  - 30 Accomplishments in 30 Years
  - Customizable Placard for Live Events

## How to Get the #DVAMTurns30 Toolkit



1. Go to NCADV.org
2. Sign up to download the toolkit via email
3. Open the email and download the toolkit

Ali Safran



TOGETHER WE CAN END  
DOMESTIC VIOLENCE & SEXUAL ASSAULT

## The NO MORE Toolkit: Using the NO MORE Symbol to Activate Your Community

The purpose of the NO MORE symbol is to raise visibility, encourage conversation, and help break the social stigma. Increased visibility will help contribute to changing social norms, and ultimately to more resources and improved public policies.



Our toolkit includes:

Examples:

- Free & downloadable materials
- Graphics, posters & signs
- Organizing guides
- Resources & handouts
- Research and case studies

## Utilizing the NO MORE Toolkit

Host a photo challenge in your community to challenge victim blaming and stand in solidarity with survivors!

Add your logo to NO MORE's co-brandable sign and invite your supporters to customize the sign and take a photo with it.



## Utilizing the NO MORE Toolkit

### Create a 'NO MORE Day' in honor of Domestic Violence Awareness Month (October)!

- Contact your Mayor, City Council, or County Board of Supervisors to get a Mayor's proclamation
- Use NO MORE's Guide to Requesting a Mayoral Proclamation - the guide is for NO MORE Week but can easily be adapted for Domestic Violence Awareness Month!

## Utilizing the NO MORE Toolkit

Using graphics from the Toolkit, incorporate the symbol into your existing plans to show solidarity.

There are many tools to help you spread the word in NO MORE's free toolkit.

# NO MORE

### EMOTIONAL ABUSE

- Name calling, insults, continual criticism
- Extreme jealousy or possessiveness
- Isolation from family or friends
- Monitoring where partner goes & who partner spends time with
- Withholding affection as punishment
- Threats to hurt partner, children, family or pets
- Humiliation of partner in any way
- Expectation of partner to ask permission

#### RESOURCES:

The National Domestic Violence Hotline | [www.thehotline.org](http://www.thehotline.org)  
 The National Sexual Assault Hotline | [www.rainn.org](http://www.rainn.org)  
 The National Dating Abuse Helpline | [www.loveisrespect.org](http://www.loveisrespect.org)

## Utilizing the NO MORE Toolkit

- Table in your community and sell purple NO MORE t-shirts and NO MORE donuts to raise funds!



- Need ideas for a t-shirt? Use our vendor, TVP Industries ([don@tvpindustries.com](mailto:don@tvpindustries.com)) or use your own (be sure to share the NO MORE style, usage and cobranding guidelines in the toolkit with your vendor).
- You could partner with a local business to offer a discount to people wearing the t-shirt throughout the month of October!



## Next Steps


- Download our Toolkit:  
<https://nomore.org/take-action/toolkit/>



- Take the NO MORE Pledge:  
<https://nomore.org/take-action/pledge/>

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

You are invited:  
National Call of Unity  
October 3, 2017

A graphic of a purple telephone handset, oriented vertically with the receiver at the top. The handset is connected to a coiled purple cord that extends across the bottom of the flyer.

**National Call of Unity 2017:**  
**Why I'm an Advocate**

**Tuesday, October 3**  
3:00 – 3:45pm Eastern / 12:00 – 12:45pm Pacific

Every year the National Call of Unity kicks off Domestic Violence Awareness Month by bringing together advocates from national, state, and community-based organizations, governmental agencies, allied movements, survivors and their family and friends to connect and refocus our efforts to end domestic violence.

This year we will gather to reflect on our collective, shared experience to help unify our message during October and beyond. Join us for this important opportunity to fill your cup with hope, love, and inspiration at the beginning of Domestic Violence Awareness Month.

Dial (888) 609-1607 (Toll-Free), passcode 97818684# to join the call.  
RSVP: [www.facebook.com/events/1872425109742793](https://www.facebook.com/events/1872425109742793)

Domestic Violence Awareness Month

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The National Resource Center on Domestic Violence ([www.nrcdv.org](http://www.nrcdv.org)) provides a wide range of free, comprehensive, and individualized technical assistance, training, and specialized resource materials. You can access our publications online from the National Online Resource Center on Violence Against Women ([VAWnet](http://VAWnet)).

**Contact us:**

1-800-537-2238

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