

**NO MORE** | TOGETHER WE CAN END  
DOMESTIC VIOLENCE & SEXUAL ASSAULT

*“Basic Training”*

March 10, 2015



Jill Morris, DV & SA Field Liaison

## What are “The Basics”?



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- What is NO MORE?
- Who is behind NO MORE?
- How is NO MORE reaching our communities
- How you can utilize NO MORE Tools
- Resources

## ABOUT

[www.NOMORE.org](http://www.NOMORE.org)

### What is NO MORE?

NO MORE is a public awareness and engagement campaign focused on ending domestic violence and sexual assault. Using its signature blue symbol to increase visibility and foster greater dialogue, NO MORE seeks to break social stigma, normalize the conversation around domestic violence and sexual assault, and increase resources to address these urgent issues. NO MORE is aligned with hundreds of organizations working at the local, state and national levels on prevention, advocacy, and services for survivors.

### What is NO MORE's history?

The idea for NO MORE was sparked in 2009, in recognition that despite the significant progress made in the visibility of domestic violence and sexual assault, these problems affecting millions remain hidden and on the margins of public concern. Hundreds of representatives from the domestic violence and sexual assault prevention field came together around the idea that an overarching symbol, uniting all people working to end these problems, could have a dramatic impact on the public's awareness.

According to the Avon Foundation for Women's 2013 [NO MORE Study](#), 60% of Americans know a victim of either domestic violence or sexual assault, or both, yet two out of three Americans have not discussed this problem with their friends, and three out of four parents have never discussed it with their children. NO MORE aims to change that, and our data tells us that **increased conversation is the key to change**: in the NO MORE Study, two-thirds of Americans say that if we talk more about domestic violence and sexual assault, it would make it easier for them to help the victims.

## What is NO MORE:

- NO MORE is a unifying symbol and movement to raise public awareness and engage bystanders around ending domestic violence and sexual assault.
- Launched in March 2013, NO MORE is supported by hundreds of national and local groups and by thousands of people who are using its signature blue symbol to increase visibility for these hidden issues.
- NO MORE was conceived to amplify the power of the domestic violence and sexual assault movement using a unifying symbol to raise public awareness and engage bystanders around these issues.
- Co-founded as a public/private partnership, NO MORE was created with the support of major national domestic violence and sexual assault organizations as well as corporations committed to these issues.

### + Steering Committee Members:



### + Executive Committee Members

1. The Allstate Foundation
2. Avon Foundation for Women
3. Joyful Heart Foundation
4. Kaiser Permanente
5. Kimberly-Clark
6. Fifth & Pacific Foundation
7. Finn Partners
8. Verizon Foundation
9. Mary Kay Inc.
10. Break the Cycle
11. Casa de Esperanza
12. Men Can Stop Rape
13. National Alliance to End Sexual Violence



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## How is NO MORE reaching communities?

- Social Media: Facebook, Instagram, Twitter
- TV Public Service Announcements
- Corporate Research & Sponsorships
- Localized Campaigns
- Through workplaces, campus & sports



Over **49,000 individuals** have signed up to get involved with NO MORE.

**11,948 individuals and organizations** have downloaded the **free NO MORE Toolkit** to start using the NO MORE symbol in their communities.

**491 local, state, and national organizations** have joined as allies of NO MORE. *U.S. Military Bases and installations are welcome to join as Allies.*

**4,400 survivors and allies** have **spoken out** against domestic violence and sexual assault in the NO MORE Gallery.

Over **7.3 million views** of the NFL NO MORE Superbowl Ad on YouTube.

## VIDEO PSAS

With a combined cast of over 40 individuals from all walks of life — entertainers, athletes, government officials and advocates — the NO MORE PSA Campaign offers a simple call to action:

**NO MORE silence.**

**NO MORE violence.**

In lending their Voices to this campaign, the cast invites everyone to join them in saying NO MORE. See all of the video PSAs below.

<http://nomore.org/psas>

"Excuses" :15



## NFL Players Say NO MORE PSAs

Beginning in the fall of 2014, headlines about domestic violence and sexual assault dominated the news, bringing with them unprecedented attention and vital conversation around these critical issues. Shortly after, the NO MORE PSAs began airing during NFL games. Then came a groundbreaking opportunity involve players in sharing this critical message of standing up and speaking out to say NO MORE to domestic violence and sexual assault.

PLAYLIST 1/3 NFL Players for NO MORE - Speechless :30 Take 1



<http://nomore.org/nflplayerspsa/>

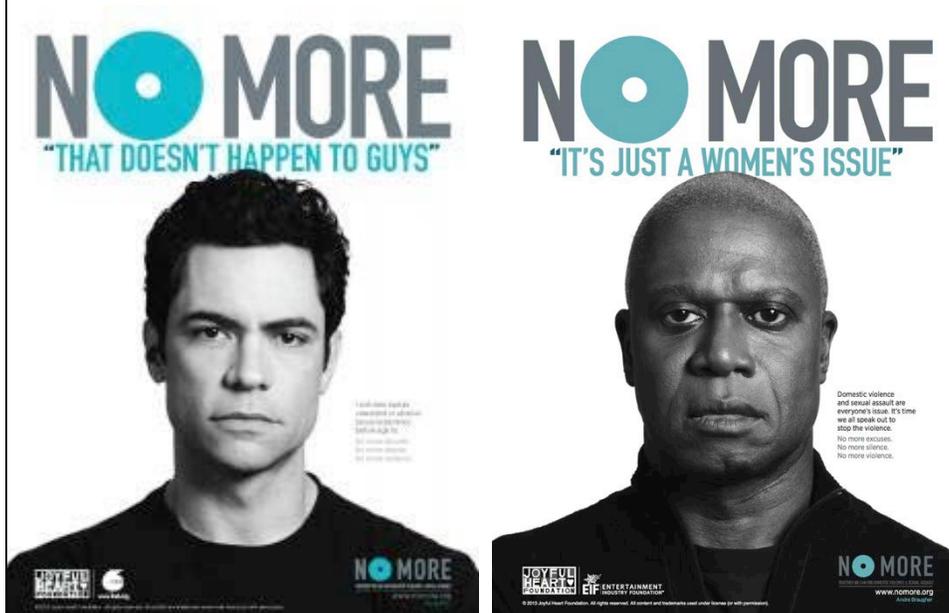


NO MORE's Official Super Bowl Ad: 60 Second



7,352,972

<http://nomore.org/psas/print-ads/>



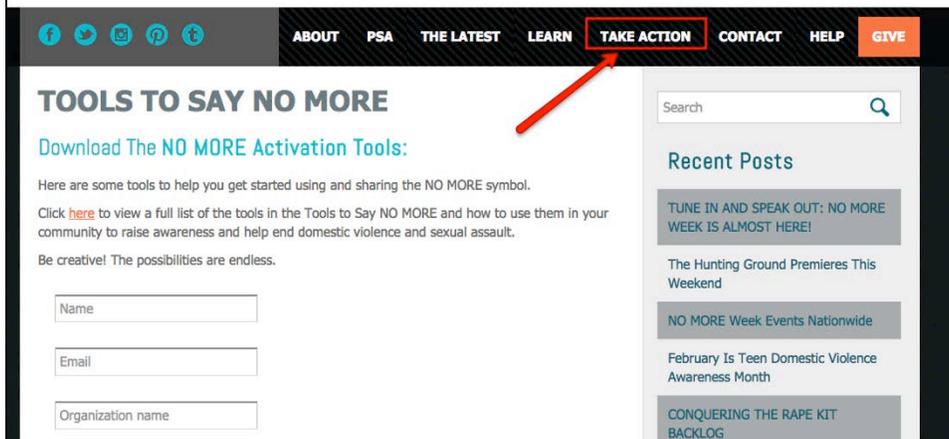
## Next Steps.....TAKE ACTION:

- Download the [toolkit](#), it's FREE!
- Follow us on [social media](#) & sign up for [newsletter](#)
- Make a sign & Post a [photo](#) to the gallery
- Share the [PSAs](#)
- Read and share the [blog](#)



## FREE TOOLS for you!

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### TABLE OF CONTENTS

1. **NO MORE Usage Guidelines** – This folder contains the following tools to help you use the NO MORE symbol correctly:
  - The NO MORE Style Guide – Reference this document before using the NO MORE symbol on websites, printed materials, etc., to ensure you always use it correctly.
  - The NO MORE English Index Sheet – This sheet shows the minimum size and spacing requirements for using the symbol in both English.
  - The NO MORE Spanish Index Sheet – This sheet shows the minimum size and spacing requirements for using the symbol in Spanish.
  - The NO MORE Spectral Data Sheet – Use this to match the NO MORE colors exactly when printing the symbol on brochures, t-shirts or any other product. \*Note: To get the most accurate color matching results, request a physical copy of the NO MORE color swatch before creating NO MORE branded products. See the FAQ for instructions.
2. **NO MORE Description** – Use and share this one page document to introduce your community to the NO MORE symbol and encourage them to get involved. KNOW MORE. Say NO MORE. Share NO MORE. Ensure NO MORE.
3. **NO MORE FAQ** (Frequently Asked Questions) – What does the NO MORE symbol represent? How was it developed? How do I get a color swatch of the NO MORE blue and gray? This quick reference sheet has many answers to the most frequently asked questions about NO MORE.
4. **NO MORE logos** – Get the symbol and tagline, now available in both English and Spanish, in various sizes for easy download and sharing. Use them as your Facebook cover, on your website, blog, letterhead, etc. and start raising awareness (file types now include JPG, EPS and PNG). Be sure to reference the NO MORE Style Guide to ensure correct usage.
5. **NO MORE Workplace Flier** – This flier shows fan submitted responses to the question, "I say NO MORE because..." Display this in your office, on your college campus, in a classroom or on a community bulletin board (suggested placement: restroom stall doors).
6. **NO MORE Postcards** – Share these with your contacts or use as giveaways at events or for friends. You can customize easily by adding your company or organization logo.
7. **NO MORE Flier** – Share these on bulletin boards, at events and with colleagues, classmates and friends. The flier includes a brief description of NO MORE and suggestions on how to start using the symbol. You can customize this easily by adding your company or organization logo.
8. **NO MORE Posters** – Display these in your office, on campus and at events. You can print them in various sizes and customize them easily by adding your company or organization logo.
9. **NO MORE E-mail Signature** – Add this to your email signature and share NO MORE with every note you send.
10. **NO MORE Twibbon** – A Twibbon is like a bumper sticker for your Twitter or Facebook profile picture. Use this link to add the NO MORE Twibbon to yours in a few easy steps.
11. **E-mail Template** – Send this to introduce your networks to NO MORE.
12. **Sample Social Media Posts** – Share NO MORE on Facebook, Twitter and Pinterest.
13. **Awareness Event Tool Kit** – Get your audience to start a conversation about domestic violence and sexual assault by hosting an engaging event! Use the tool kit to replicate the outlined event, scale it to your needs or simply use it as a source of inspiration to raise awareness in a comfortable and accessible way.
14. **Action Guide** – You can raise awareness and help end domestic violence and sexual assault by

# U.S. MILITARY Says NO MORE...



### MARINES RUN TO END DOMESTIC VIOLENCE AND SEXUAL ASSAULT

BY: NO MORE STAFF 06.25.14



On a sunny spring day, hundreds of Marines and their families gathered in Barstow, California to run for **NO MORE** domestic violence and sexual assault. There were NO MORE balloons, NO MORE T-shirts, live music, and a photo booth with props. (Little-known fact: Marines look really good decked out in blue boots.) It's part of a new effort by the **Barstow Marines** to bring domestic violence and sexual assault to the forefront in a spirited, inclusive way, given the [military's push to address this urgent issue](#).

Many ran for a reason, like Sgt. Elton Rogers. "It was important for me. When I was younger, I watched my mother go through this. She was abused and beaten by a stepdad. I told myself that as I got older, I would do something. It meant something personally to me," he says.

Christina Chavez coordinates sexual assault education on the Barstow base, and she spearheaded the run as a change of pace—literally. "The awareness training we do is in the classroom and facilitated using PowerPoint and discussion. This was different. A colleague with our Family Advocacy Program who was familiar with NO MORE had the idea, and we were actually able think outside the box using the **NO MORE**



“ *The NO MORE campaign offered an easy and visible way to increase the Defense Intelligence Agency's awareness of interpersonal violence, including sexual assault, intimate partner violence and stalking. By personalizing the campaign we hope to show our workforce that leadership is engaged in eliminating these behaviors from the Department of Defense.* ”

*Stacy Johnston, Sexual Assault Response Coordinator (SARC)*



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## Ok, so what's next...

1. Share this info with your peers, C.O. & Family support ops.
2. Look for local events activities where you can use the NO MORE tools, PSAs, posters, etc.
3. Contact local service providers and see what you can do to help.
4. Organize an event (doesn't matter how small) to speak up.

**REMEMBER: April is Sexual Assault Awareness Month...**

Email us: [INFO@NOMORE.ORG](mailto:INFO@NOMORE.ORG)

*Check out these resources on how to help survivors in the military...*