

The Pressure Is On: Ready for DVAM 2014?



Objectives

1. Discuss necessary planning tools to host a successful awareness event,
2. Learn how to effectively support survivors who speak out about their experiences, and
3. Review tips on how to interact with the media.

DVAM History



October is Domestic Violence Awareness Month

- **October 1981:** "Day of Unity" held, conceived by the National Coalition Against Domestic Violence (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

3 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 3 themes remain a key focus of DVAM events today.



National Domestic Violence Hotline



Web www.thehotline.org
 Call 1-800-799-SAFE (7233)
 Secure online chat - www.thehotline.org/what-is-live-chat

Web www.loveisrespect.org
 Call 1-866-331-9474
 Text "loveis" to 22522
 Secure online chat - www.loveisrespect.org/get-help/contact-us/chat-with-us

10 days left:
 Basic planning tools to host a
 successful DVAM event

5 Keys of Planning a DVAM Event

- Why?
- Who?
- What?
- How?
- Where to begin?



The Why?

Defining the purpose of the event will help you decide the types of events to host. Some examples include:

- To raise the voices of survivors and their families
- To call attention to program services and assistance available to survivors and their families in your community
- To encourage idea sharing and networking within your community and among survivor support services
- To celebrate and recognize those who support survivors and their families
- To recruit volunteers
- To raise funds for your organization

The Who and the Where?

How do I engage my community?

The key to engaging the community is infusing your activities with elements unique to your community.



- Ensure that the events resonate with community members
- Inspire participants to join the work of your organization
- Choose a location that will attract those you serve and want to connect with

The What?

Event Ideas

- Participate as an agency in the National Call of Unity, or host your own
- 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 of 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



DVAM CAMPAIGN IDEAS

How do we get this done in 10 days?

The Domestic Violence Awareness Project and NO MORE can help!

- Sample forms and templates
- Media related publications, webinars and audio recordings
- Artwork files
- Campaign ideas with instructional handouts
- Online store to obtain awareness materials
- Searchable events database that allows advocates to advertise and promote their events



It's not too late!

Purple Ribbon Campaign

Purple ribbons can be...

- Made into pins and passed out at local events
- Embroidered on t-shirts, hats and bags
- Tied to the antennae of police cars
- Hung on doors
- Wrapped around trees
- Draped over fences at murder scenes

The display of purple ribbons throughout a community conveys a powerful message that there's no place for domestic violence in the homes, neighborhoods, workplaces or schools of its citizens.

Order a roll of embroidered purple ribbon stickers from the DVAP.

Empty Place at the Table

- Domestic violence creates a permanent empty place at the table for families whose loved ones were killed at the hands of abusers.
- This exhibit displays victims' place settings, photographs and personal items, such as a child's favorite toy or a woman's scarf, with newspaper clippings about the homicides.
- Order placemats from the DVAP to use in workplace break rooms, awareness lunches/dinners, in schools, and as handouts at events.

Remember My Name

In 1995, **Remember My Name** was written by Kimberly A. Collins—mother, writer, poet, English Professor, and advocate.

Used for years by advocacy programs across the country, **Remember My Name** was inspired by the testimonies of women Ms. Collins' met at speaking engagements, the Nicole Brown Simpson case, and the quilt of women who have lost and continue to lose their lives at the hands of abusive partners.



DVAM National Call of Unity

Hosted annually by the National Resource Center on Domestic Violence, the **National Call of Unity** is a free 45-minute call, where advocates, allies, survivors and their family and friends gather together to connect and refocus our efforts to end domestic violence.

This year the call will take place on October 7th, at 3:00pm ET. Dial 1-877-594-8353, passcode 751-52-623 to join.

Listen together in a conference room or over a loud speaker in the shelter



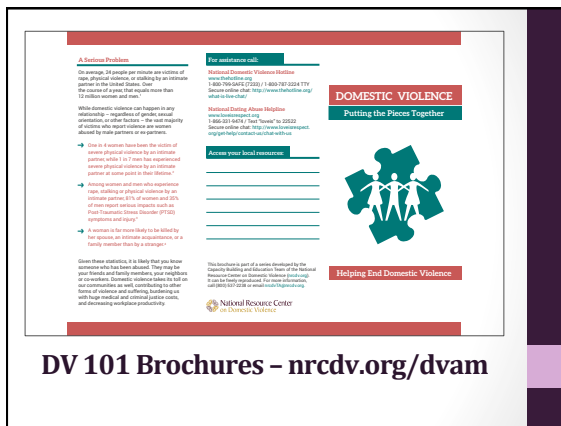
Coordinate with your local CCR Team, DV Council, or within your own organization to host a Call of Unity for those in your community

DVAM Artwork – nrcdv.org/dvam

FREE & Downloadable

- Graphics, logos
- Universal prayer for a moment of silence
- Modifiable fliers - simple design, type in your event details and contact info, then print
- Materials in English, Spanish and Vietnamese







What is NO MORE?

NO MORE is a unifying public awareness & engagement campaign focused on ending domestic violence and sexual assault.

Endorsed by dozens of national DV & SA organizations, corporate supporters and over 250 allied organizations.

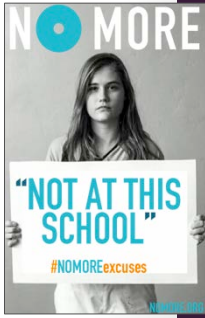

NO MORE is using its signature blue symbol to increase visibility and foster greater dialogue in an effort

- to normalize the conversation,
- help end the stigma, shame, and silence around these issues,
- increase resources for prevention, advocacy, and services for survivors



Download the Toolkit:

WWW.NOMORE.ORG/TOOLBOX



Join the Conversation on Social Media:

facebook.com/NOMORE.ORG
instagram.com/NOMOREORG


twitter.com/NOMOREORG
pinterest.com/NOMOREORG



Toolkit includes:

- Ideas on how to get started
- Co-brandable posters, postcards, flyers
- NO MORE & NO MÁS Logos
- Sample social media posts
- Action & style guides
- FAQs
- **New!** Campus Guide

ADD YOUR
LOGO HERE!



TOGETHER WE CAN END DOMESTIC VIOLENCE AND SEXUAL ASSAULT

1 SAY NO MORE BECAUSE *everyone deserves to be safe.*

1 SAY NO MORE BECAUSE *domestic and sexual violence originate and perpetrate here and there.*

1 SAY NO MORE BECAUSE *I want to help students, my friends, my family, and the whole world achieve.*

1 SAY NO MORE BECAUSE *All men are equally up there up and good and so are all women of all colors.*

1 SAY NO MORE BECAUSE *I want to be around for a while. I do. I can't miss you.*

1 SAY NO MORE BECAUSE *There are people out there who are not the same as the others, who are not the same as the others, who are not the same as the others.*

1 SAY NO MORE BECAUSE *every person has the right to be treated with dignity.*

1 SAY NO MORE BECAUSE *All life should be allowed to be the same as the others and the world is a better place and more beautiful.*

1 SAY NO MORE BECAUSE *everyone deserves to be happy, love and to be a part of all the world.*

TAKE ACTION: Visit us at www.nothers.org and tell us why YOU SAY NO MORE.

COMPANY LOGO If you are **CONSIDERING** YOU NEED HELP PLEASE CONTACT:
National Domestic Violence Hotline: 1.800.775.7237 www.thehotline.org
National Sexual Assault Hotline: 1.800.656.4773 www.raes.org
National Ending Rape Hotline: 1.800.231.2313 www.endingrape.org



SUPPORTING SURVIVORS TO SPEAK OUT:
WHAT IS THE ROLE OF THE ADVOCATE?

Why would a survivor share their story?

- It can be a healing experience and restorative process.
- To tell the truth about their experiences, show of resilience.
- In hopes of preventing others from having a similar experience.
- On a quest to seek justice, where justice may have been denied.
- To foster change within society and improve services of systems meant to support victims and keep them safe.
- In honor or memory of those whose lives have been lost.

Value of Survivor Stories

- Survivors' experiences and level of expertise are unique and meaningful; they help us understand the complexities and uniqueness of each survivor's experiences
- While survivors' perspectives may be different from that of "paid" professionals (with or without personal experiences), they are not less valuable
- Survivors' sharing their personal experiences can take a significant emotional toll, not only on the speakers but also on their family, friends and the listening audience
- Survivor stories can help us improve our services, policies, and response to domestic violence; they create change to ultimately put an end to its occurrence

From the Front of the Room



Why a guide of this nature?

- Including the voices of survivors in our work is crucial to ending intimate partner violence and abuse in later life
- Many survivors want to speak out, but may not know where to begin
- Advocates want to support those efforts, but need preparation to ensure success
- Survivors frequently contact the NRC DV with offers to be a spokesperson or to request guidance on how to become a speaker

Success = good balance of event planning, support for survivors, and considering safety

How can Advocates help?

- Include survivors in planning how their story will be shared
 - Help visualize a successful event
 - Help identify which aspects of their story to share
 - Share information about the audience
 - Plan for audience interaction
 - Support survivor's self-care and healing
- Identify the kinds of events that would be appropriate for different survivor speakers, including social media

Protect survivors identity as requested – Useful resource:
Conducting Safe, Effective, and Ethical Interviews with Survivors of Sexual and Gender-based Violence

Help explore: Am I ready to tell my story?

Multiple issues to consider, questions to explore:

- Is it safe to share my story publicly?
- Do I really want to share my story or am I feeling that I SHOULD?
- Who could help me figure this out?
- Have I talked with my children and loved ones to understand how telling my story might impact them? How do I feel about their response?
- Are there ongoing risks from the person that abused me?

✓ **Advocate role:** processing, support, making connections to other survivor speakers for perspective, safety planning

✓ Work with survivors to visualize a positive outcome in ways that make them feel grounded and strong

Help prepare: Selecting content

Networking opportunities | Assistance and support | Gaining perspective

Prepare

- Remember: It is the survivor's story
- Suggest they outline what they want to say
- Encourage them to create notes for the speaking event

Helpful Content

- Describe the dynamics of abuse as well as what might have helped or hurt along the way—from advocates, systems, loved ones and the community
- Share snapshots rather than an entire timeline of events
- Create connections between each thread
- Help listeners understand what it's like to be in the survivor's shoes

Helpful Content – *Survivor Support*

"What didn't help in my healing? It didn't help when people looked away and pretended that the abuse wasn't happening. One of my most painful memories was when my husband was beating me in front of some of his friends and they didn't do anything to help. They just sat there in my living room watching some game on TV while my husband assaulted me.

That was an extreme example, but there were others. My family and friends knew what was going on, but they didn't ever say anything to me like, 'You don't deserve this.'"

North Dakota Council on Abused Women's Services/Coalition Against Sexual Assault, "Women are Sacred", booklet, p.12

Helpful Content – *Systems Response*

"I think you have to have people around you that know the same thing that you're going through because people don't understand...

It would be nice if a social worker came with the police, because when the police take your son, and they handcuff him and take him out of the house, there's nobody there for you to put their arm around you and say it's going to be alright, what can I do for you? You're left in a kind of empty situation."

"In their Own Words: Domestic Abuse in Later Life", Disk 2: Topical Segment and Interactive Workshop. Office of Victims of Crime and National Clearinghouse on Abuse in Later Life. 2008.

WORKING WITH THE MEDIA

Engaging the Media

There are many ways to use the media to disseminate messages about domestic violence to your community.

These can include:

- television and radio news programs
- newspaper and magazine articles
- public service announcements (PSAs)
- social media outlets such as Facebook, Twitter, Tumblr, Pinterest, YouTube, and blog hosting sites, among many others.



How To Interact With The Media

- Gather basic details about the type of interview
- Prepare for the interview or have a plan for the Twitter discussion (main theme, sample Tweets, links to resources)
- Speak with authority, clarity and energy
- Re-emphasize your main point and repeat key messages
- If the reporter gets you off message, always bring your answer back to your key points
- Nothing is ever off the record. Assume that anything you say or give them could end up in the story.

Media Engagement Tools

Engaging with various media outlets can be challenging at times. The resources and materials provided in the DVAP website are intended to enhance that process by helping advocates be proactive, prepared and knowledgeable. Some of these materials include:

- Media Terminology
- How to Prepare a Media List
- How to Generate Coverage & Draw Media Attention to a Story
- DVAM Press Release Template
- **3-Legged Stool Talking Points Forms**
- **NO MORE PSAs! – print, video, web**



DVAM Resources – nrcdv.org/dvam

Many resources of domestic violence awareness projects, tools, and materials are available on the website. The website is organized into several sections: Awareness, Prevention, Intervention, and Support. Each section contains a list of resources, including brochures, fact sheets, and training materials. The website also features a section for "Eleven different 3-Legged Stool Talking Points Forms" which are available for download.


Eleven different 3-Legged Stool Talking Points Forms

- Prevalence, Impact on Children
- Services and Supports Offered to Victims
- Personal & Societal Costs of DV
- DV within LGBTQ Communities
- Faith & Spirituality as a Resource
- Connection between Firearms and DV Homicides
- DV in Immigrant Communities
- Connection to Human Trafficking
- Animal Abuse & Violence
- Blank – Create Your Own


Domestic Violence Awareness Project


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



The National Resource Center on Domestic Violence (www.nrcdv.org) provides a wide range of free, comprehensive, and individualized technical assistance, training, and specialized resource materials.

Online TA Request Form – <http://www.nrcdv.org/contact-us/>
800-537-2238 | nrcdvta@nrcdv.org

Kenya Fairley, Senior Director of Capacity Building & Education
kfairley@nrcdv.org

Ivonne Ortiz, Training and Resource Development Specialist
iortiz@nrcdv.org