



**DOMESTIC VIOLENCE AWARENESS MONTH – DVAM Activities 2022 (as of 9.22.22)**

* Coffee sleeves - For three coffee shops including Starbucks Nob Hill Alameda, Zocalo and a new shop in SL called “It’s a Grind”. The goal is to use these 10,000 coffee sleeves to get the word out to everyone about our DV services and crisis line, as well as let our supporters know that we are on the ground and at work.
* Mall ad at Bayfair mall – An idea we had wanted to do for some time, and that we had done in 2015 - images [here](https://drive.google.com/drive/folders/12hgTCj4eDwgVedzT3soUDtvqVTXxwSNp) and below (New)
* TA and Education: The Domestic Violence Services Team, led by Program Director Jennifer Co, is now offering a deeper support – offering fellow homeless providers technical assistance, education and training to give them the tools to recognize and support domestic violence issues. (New)
* Zumba Pilates class - in Oakland, possibly Monday 10/25/22 at 5:45pm – outdoor. Partnership with Making Waves Studios, and also a fundraiser for us, bringing their rolodex to us. (New)
* #GiveForDV day – on 10/18/22 is similar to Giving Tuesday, as a national day of giving, but focused on DV. (New)
* Social Media - Development staff and DV staff working closely together to create a robust social media calendar, aiming to post almost every day. Bulk of posts will be to share infographics but will focus on “messages of hope” and share the fun activities the kids at the three shelters are doing to keep the content engaging and accessible along with being informative. Other posts connected to stats from our Annual Report; posts on male, same sex, survivor rights stats; “wear purple anything” Day (including hair) and “selfie to promote awareness” posts
* DV Proclamation, with city council in Alameda and San Leandro. Goals are to (1) raise awareness of DV being a local issue (2) highlight our collaboration with the cities’ DV Task Force (3) thank the city and show the impact the funding makes, (4) share statistics of our work with survivors through all our programs.
* (did not do this year) Quilt Project - Art at our 3 shelters with kids and moms who want to participate. Decorate a fabric square and put it together in a quilt. Post on Social Media.
* Events - Weekly self-care events, working with BF staff, a series of weekly events that are virtual and covid safe. They focus on self care and healthy relationships reflections and may include things like: rock painting, zumba class, mindfulness / meditation / positive affirmation zoom group activity, wear purple day, etc.
* Comms Strategy and Planning: Met with staff at the California Partnership to End Domestic Violence (CPEDV) and participate in their webinars to get thoughts, ideas and help around our DVAM planning, especially around social media. We are also relying heavily on the NCADV Media Toolkit this year.
* Webpage – [www.bfwc.org/awareness](http://www.bfwc.org/awareness) will be updated to reflect new statistics/tools/programs and keep branding consistent. It will have updates of DV training and updated infographics.
* Bilingual - Continue promoting and update the Spanish translation of our DV webpage now launched; Distribute [Postcard](https://bfwc.org/wp-content/uploads/2015/12/2020postcard_web.pdf) in 3 languages, with COVID language: “We are still supporting survivors during the pandemic! We provide virtual group and individual counseling for families, women, and men, and offer community education and outreach.”
* Free event to celebrate DVAM - Date: a Thursday in Oct., from 4pm to 7pm. Location: The Slice House, Outdoor Venue, San Leandro, CA