



Domestic Violence Awareness Month

Prevention Peer Network

Brought to you by:

- Jessica Merrill, Communications & Development Manager at the California Partnership to End Domestic Violence
- Michelle Arcos, Membership Coordinator at the California Partnership to End Domestic Violence



This webinar is available to view via this link:

<https://attendee.gotowebinar.com/register/6166494792733231106>

You will be asked to enter your name and email to view.

Domestic Violence Awareness Month



In October,
the Golden State
turns Purple

From Portrait to Panorama

Weekly Themes

Week

1

California's
Survivors

Week

2

Healing for
Whole Families

Week

3

Community
Supports

Week

4

Shifting Culture
with Public Policy



Activities: Infographics

#DVAM2016

Did you know?

"Violence perpetrated against women and girls can put them at risk for incarceration because their survival strategies are routinely criminalized. From being coerced into criminal activity by their abusers to fighting back to defend their lives or their children's lives, survivors of domestic violence can find themselves trapped between the danger of sometimes life-threatening violence and the risk of spending the rest of their lives in prison."*



#CAturnspurple | cpedv.org

*National Online Resource Center on Violence Against Women. (December 2002). Women's Experiences of Abuse as a Risk Factor for Incarceration. Retrieved from http://www.vawnet.org/Assoc_Files_VAWnet/AR_Incarceration.pdf

#DVAM2016

Did you know?

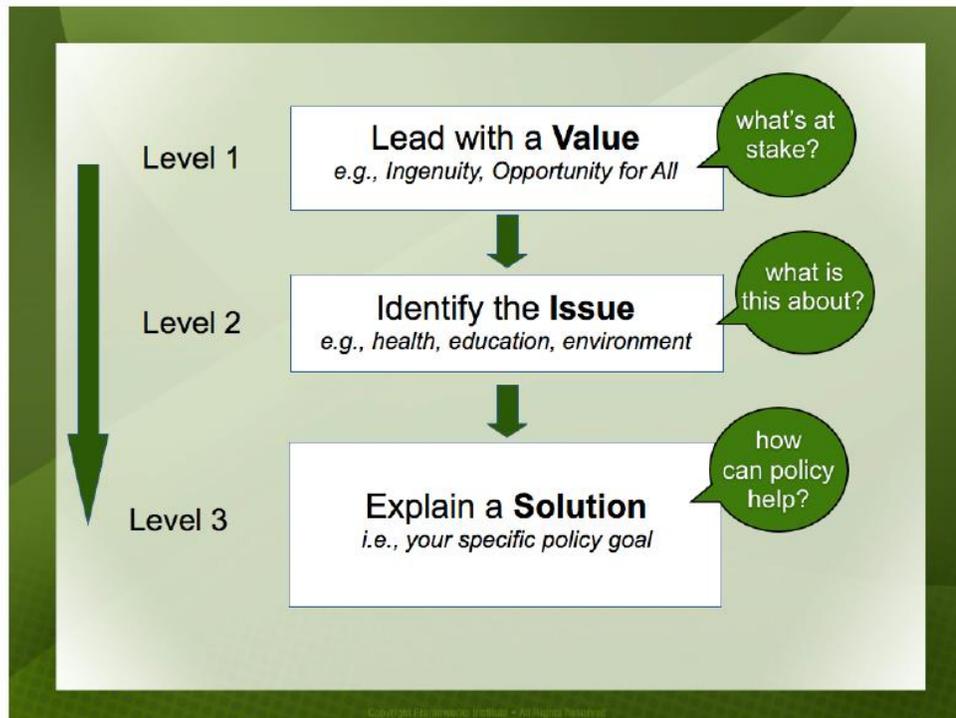
Some survivors of domestic violence choose to leave an abusive relationship, and some do not. Whatever a survivor's choice, survivors want the violence to stop. For reasons that we must trust are best for themselves and their children--whether it be poverty, the threat of increased violence, or loving one's partner—we must continue to support survivors when they stay with their partner.



#CAturnspurple | cpedv.org

Activities: DVAM 2016 Media Guide Member Exclusive!

5



- ▶ Adapted from Frameworks' *Talking About Disparities Toolkit Message Templates*

Value
+
Issue
+
Solution

- ▶ Helpful for developing message themes for op-eds, letters to the editor, press releases and pitches to journalists
- ▶ Specific examples for prevention and school policies



Activities: Live Facebook Chats

#DVAM2016

Live Facebook Chat: Incarcerated Survivors
Featuring Windy Click, Survived and Punished

What is the link between domestic violence & the incarceration of survivors? Join Windy Click of Survived and Punished for an interactive Facebook chat and learn more about this often-overlooked survivor population in California. We invite you to visit our Facebook page on October 5th at 12 p.m., watch the live streaming video, and comment/ask questions throughout.

- 12-12:30 p.m.
- Wednesday, October 5th, 2016
- Facebook Page:
[facebook.com/CAPartnershiptoEndDV](https://www.facebook.com/CAPartnershiptoEndDV)

From Portrait to Panorama

●
California's
Survivors

●
Healing for
Whole Families

●
Community
Supports

●
Shifting Culture
with Public Policy



#CAturnspurple | cpedv.org



Activities: YouTube Videos from Members Across California

- ▶ Example from last year: The Culture Shift We Need to End Domestic Violence
- ▶ Recorded by Rabeya Sen, Partnership Board Member & Director of Policy, Esperanza Community Housing Corporation





Activities: Twibbon

<http://twibbon.com/Support/dvam-2016-caturdaypurple>





Activities: Purple Day



**I'm turning the
Golden State Purple.**

#PurpleThursday

October 20, 2016

#CAturnspurple | cpedv.org

#DVAM2016

- ▶ Member Exclusive: Sample proclamation—During #PurpleThursday, light up your community purple on our map!
- ▶ Selfie sign



Questions



Domestic Violence Awareness Month



womenscenteryfs.org

Resources/How to get started

- Learn from other DV agencies
- Use CPEDV and NNEDV resources
- Find ideas and graphics online
- Start small, grow over time
- Use free and low-cost tools
- Scale efforts to your agency and community
- Find easy ways for people to get involved
- Prepare, promote and partner



Promotional Items and Presentations





- Target give-aways to each audience
- Offer presentations to schools, service clubs, businesses, and partners
- Think about how promotional items will be used/long term exposure



Women's Center - Youth & Family Services at

Women's Center - Youth & Family Services.

Published by Michelle Arcos · October 7, 2015 ·

How are you raising awareness about domestic violence? Stop by our main office and get some #DVAM materials to spread the word! We have bumper stickers, bags, ribbons and more! Call (209) 941-2611 for more information.



306 people reached

Boost Unavailable

Like

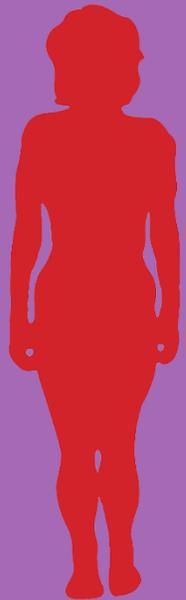
Comment

Share



June Fern, Stephanie Marie Conrad and 10 others

Social media, constant contact, and website



1 IN 4

Four stylized female icons are arranged in a horizontal row. The second icon from the left is yellow, while the other three are black. This visual represents the statistic that 1 in 4 women experience violence.

U.S. WOMEN EXPERIENCED
VIOLENCE BY AN INTIMATE PARTNER
AT SOME POINT IN HER LIFE.

womenscenteryfs.org | #DVAM | #endDV



Women's Center - Youth & Family Services

Published by Michelle Arcos [?] · October 9, 2015 ·

These Californian's are turning the Golden State Purple for #DVAM! Join us in our work to end domestic violence! #CAturnspurple



Facebook

- Focus on photos, video, and images
- Create your own graphics
- Statistics and testimonials
- Keep it short and sweet
- Link to your website for details
- Know your community, know your audience

506 people reached

Boost Unavailable

Twitter



- Promote events
- Post photos and video
- Share pictures with links to your website
- Know your community, know your audience
- Re-tweet posts that tag your organization
- Use hashtags consistently

Constant Contact

- Save-the-dates
- DVAM email first weekday in October
- Link to your website
- Find the “sweet spot” for email frequency
- Target your emails to appropriate audiences

Save the Date

Women's Center-Youth & Family Services

2nd Annual

Night of Remembrance

October 22, 2015

5:30PM - 7:00PM

620 N. San Joaquin Street, Stockton

In recognition of Domestic Violence Awareness Month, Women's Center-YFS will hold a vigil to remember and honor individuals who were murdered in acts of domestic violence in our community.



The vigil will feature life-sized red silhouettes representing women, children, and men killed in acts of domestic violence in San Joaquin County. Women's Center-YFS' Silent Witnesses Exhibit provides a powerful visual testimonial to the sad reality of domestic violence and seeks to educate and motivate public support.

For more information and to view the list of victims' names visit womenscenteryfs.org

To date, there are 70 silent witnesses representing women, children and men in San Joaquin County who were murdered in acts of domestic violence. Five of the silent witnesses represent children who were caught in the cross fire domestic violence and killed.

[LEARN MORE](#)

Women's Center-Youth & Family Services | www.womenscenteryfs.org

STAY CONNECTED:



Website

The screenshot shows the website for Women's Center Youth & Family Services. The header includes the organization's logo, contact information for 24-hour helplines, and navigation menus. The main content area features a large banner for the "2nd Annual Night of Remembrance Vigil" on October 22, 2015, from 5:30 PM to 7:00 PM at 620 N. San Joaquin Street, Stockton. The banner includes a description of the event and a list of local victims. To the right of the banner is a sidebar with a "Stay in touch" section and a "SIGN UP NOW" button. Below the banner, there is a section for "Record's article on last year's event" and a list of victims killed in acts of domestic violence in San Joaquin County from 1994 to the present.

Women's Center Youth & Family Services
24-Hour Helplines
Domestic Violence: (209) 465-4878 | Sexual Assault: (209) 465-4997
Youth/Human Trafficking: (209) 948-1911

2nd Annual Night of Remembrance Vigil

Women's Center-Youth & Family Services
2nd Annual
Night of Remembrance
October 22, 2015
5:30PM - 7:00PM
620 N. San Joaquin Street, Stockton

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This year's vigil will include a reading of the names of 70 local victims. Women's Center-YFS welcomes family and friends of victims to attend, and encourages them to reach out to Women's Center-YFS to find out how they can become involved in the vigil.

Record's article on last year's event

Victims killed in acts of domestic violence in San Joaquin County

1994 to current

Barbara Abbott, 49
Marybel Aldea, 44
Carla Alexander, 40
Jackie Arata, 57
Janorah Austin, 42

- Promote events
- Include a “call to action” for awareness month
- Post all the details for those who’ve come to your site from social media
- Highlight DVAM events and activities on your home page

Domestic Violence Awareness Month 2015



OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH



If you or someone you know needs [help](#), call our 24-Hour Domestic Violence Helpline: (209) 465-4878

Throughout the month of October, help Women's Center-Youth & Family Services raise awareness about domestic violence and join in our efforts to end violence. Here are some ways you can help:

DONATE: [Support Women's Center-YFS](#) services and shelters to keep victims and their children safe.

CONNECT: Follow us on [Facebook](#) and [Twitter](#) for daily news, tips, and resources. Share our posts to help raise awareness.

WEAR PURPLE: Wear the official color of Domestic Violence Awareness Month in October and use this as a way to tell others why ending domestic violence is important to you. Call (209) 941-2611 for purple ribbons and more information.

JOIN US: Attend our [Night of Remembrance vigil](#) on October 22, to honor and remember the 70 individuals killed in acts of domestic violence in San Joaquin County over the last 20 years.

SPREAD THE WORD: Invite us to speak at your business or organization about our programs and services. To learn more about presentations and to request awareness month materials call (209) 941-2611.

LEARN MORE: [Stay informed](#) and get resources so you can help end domestic violence in our community.

Also in this section

- 🕒 [Event Calendar](#)
- 📰 [News](#)
- 📅 [Events](#)

Stay in touch

We'd love to keep you updated about current events and news of Women's Center-Youth & Family Services. Use the link to sign up for our email list!

[SIGN UP NOW](#)

For Email Marketing you can trust.

Traditional Media



NIGHT OF REMEMBRANCE

NEVER FORGOTTEN



Eight-year-old Marcela Valdez of French Camp holds a plaque bearing her mother Gloria Castro's name with her aunt, Mary Castro, at Thursday's annual Night of Remembrance vigil for women who have been victims of domestic abuse at the Women's Center-Youth & Family Services building in Stockton. Gloria Castro was killed by her boyfriend in 2013. CLIFFORD OTTO/THE RECORD

Silhouettes, stories focus attention on murder victims in domestic violence

By Almendra Carpio
Record Staff Writer

STOCKTON — Their names are affixed onto silhouettes. Their lives shared as a cautionary tale. But families and advocates

want the public to remember that they were people — moms, dads, sisters, brothers, children and grandchildren — who were murdered in acts of domestic violence in San Joaquin County within the past 20 years.

On Thursday, dozens attended the Women's Center-Youth & Family Services' second annual Night of Remembrance, a vigil in memory of 70 local victims. Several red life-sized silhouettes representing the

adults and children killed lined the courtyard of the Women's Center-YFS as a somber reminder of the brutality and reality of the issue.

SEE VIGIL, A6

VIGIL

From Page A1

During opening remarks, Joelle Gomez, executive director of the Women's Center-YFS, said it was an honor to have the family members of victims present and expressed her gratitude to community members who there to help pay tribute, "but also help us spread awareness and build an understanding of how we as a community can end domestic violence."

In 2014, San Joaquin County law enforcement agencies received 3,804 domestic violence-related calls, and there were two domestic violence homicides committed in the county, according to the Women's Center, which is located at 570 N. San Joaquin St.

As people walked through the courtyard reading the stories of how the lives of the victims ended, Frances Gonzalez of Stockton clung to a shield that had the name of her daughter, Michelle Brown.

The 26-year-old was murdered by her boyfriend, who then killed himself in front of Brown's 5-year-old daughter on July 20, 1997.

"It's hard for me still — she's been gone 18 years," Gonzalez, 72, said. "It's still hard. I hate the holidays; I hate them with a passion because she's not here with me."

Brown, a bright woman with dreams of becoming a warden, was the youngest of three and the only girl.

The members of the San Joaquin Labor Coalition helped build the silhouettes as part of

the Silent Witnesses National Initiative.

Marlee Bayne of the San Joaquin Labor Coalition said the people — mostly men — who helped make the silhouettes were profoundly impacted by the project.

"They realize they weren't just (silhouettes) that they were cutting out and painting," she said. "That they represented victims, real life people."

"When we went to the luncheon where they were all around they were more impacted and said, 'We will build the rest of them.' So we have made a commitment to finish the project, though we wish we didn't have more to build and we wish that we never have anymore to build."

Thursday's vigil included a reading of the names of the 70 victims. Among them was Melissa Mendoza, a mother of three who was shot to death by her estranged boyfriend.

Mendoza's mother, Mary Morales, said her daughter, who lived 3,000 miles away, was about to return to California, but her boyfriend ambushed her on Aug. 15, 2005 and shot her in the back of the head.

"How can a person have the right to take the life of this beautiful young woman? I still cannot imagine that," she said as Mendoza's 12-year-old daughter stood by her side.

As Morales, her voice breaking, described the details of her daughter's abuse, 42-year-old Joe Ventura tried to hold back his tears.

Ventura said it was important for him to attend the vigil because he's been a victim and



Rebecca Muller of Stockton looks at the "Silent Witnesses" silhouettes on display Thursday during the annual Night of Remembrance vigil for women who have been victims of domestic abuse at the Women's Center-Youth & Family Services building in Stockton. Each Silent Witness represents a woman who lost her life to domestic violence. CLIFFORD OTTO/THE RECORD

perpetrator, and wants to teach his two children, ages 2 and 4, that violence is never OK.

"All I've known is violence," he said about being beaten and abused by his mother. But he wants to break the cycle for his children. Domestic violence led to years of incarceration, but with help he's fully realized and recognized what he did and he never has hit anyone again, he said.

Gomez said the vigil is an opportunity for the community to remember the victims, but also raise awareness about the devastation and impact of domestic violence.

The causes are complex and the solutions are not simple,

she said. But awareness "is undoubtedly an important piece of the puzzle."

"Let us hold the memory of their lives close to our hearts and let's honor their memory by supporting other survivors that are trying to find their journey for safety for peace," Gomez said.

For more information about Women's Center-YFS and its programs and services, go to womenscenteryfs.org or call (209) 941-2511.

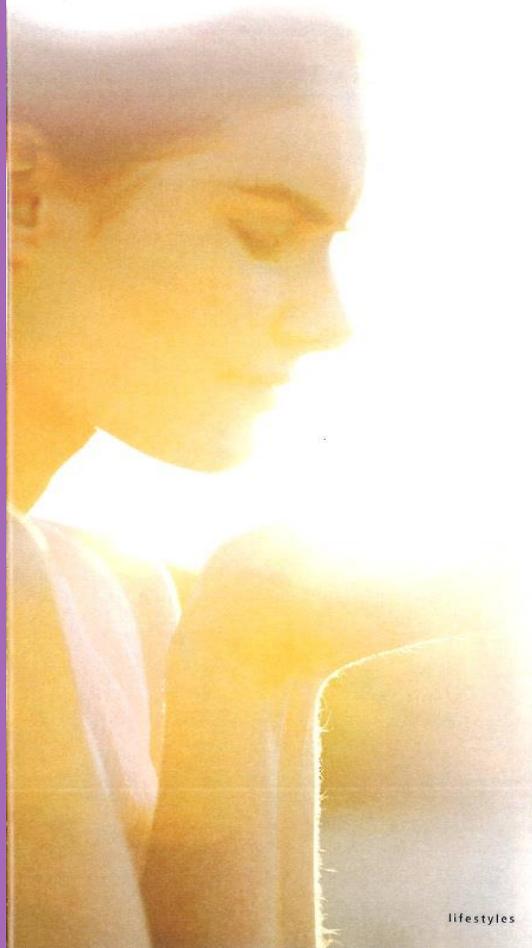
Contact reporter Almendra Carpio at (209) 546-5264 or acarpio@recordnet.com. Follow her on Twitter @AlmendraCarpio.

- Radio PSAs
- Newspapers
- Monthly magazines
- Free publicity
- Press releases
- Follow-up
- Build relationships with media



Women's Center Youth & Family Services

to Honor Victims with 2nd Annual Domestic Violence Vigil



October 22 from 5:30 p.m. to 7:00 p.m.
Women's Center-YFS' Main Office
620 N. San Joaquin Street, Stockton, CA

On Thursday, October 22, Women's Center-Youth & Family Services will host its second annual "Night of Remembrance," a vigil in memory of those who have been murdered in acts of domestic violence in San Joaquin County. The vigil will be held at Women's Center-YFS' main office from 5:30 p.m. to 7:00 p.m., and will be free and open to the public.

Life-sized red silhouettes, part of the Silent Witnesses National Initiative, will be displayed, representing the individuals killed in acts of domestic violence in San Joaquin County over the past 20 years. The Silent Witness Exhibit provides a powerful visual testimonial to the sad reality of domestic violence, and seeks to educate and motivate public support.

"We had a tremendous response to last year's event. This is an opportunity for the community to come together to heal and remember those we've lost to domestic violence," said Joelle Gomez, CEO of Women's Center-YFS.

This year's vigil will include a reading of the names of 70 local victims and a testimonial from a family member of a victim. Women's Center-YFS welcomes family and friends of victims to attend, and encourages them to reach out to Women's Center-YFS to find out how they can become involved in the vigil.

"We want the community to know that these weren't >

just victims. They were mothers, sisters, daughters, sons, and friends. By honoring their memories, we hope to raise awareness about domestic violence and prevent future tragedies," Gomez said.

October is recognized as Domestic Violence Awareness Month nationwide. In 2014, San Joaquin County law enforcement agencies received a total of 3,804 domestic

violence-related calls, and there were 2 domestic violence homicides committed in the county. Throughout the month of October, Women's Center-YFS will be increasing its community outreach efforts to raise awareness about domestic violence and the programs and services offered by the organization.

Women's Center-YFS is San Joaquin County's only provider of free, confidential

shelter and services specifically designed to meet the needs of homeless and runaway youth and victims of domestic violence, sexual assault, and human trafficking. Each year the agency serves more than 20,000 individuals through its direct services and community outreach, including more than 700 women, children and youth who stay in its shelters annually. ■

San Joaquin County Silent Witness List 1994 to Current

Barbara Abbott, 49
Marybel Aldea, 44
Carla Alexander, 40
Jackie Arata, 57
Janorah Austin, 42
A. Lilia Badillo, 14
Jamie Baker, 30
Kathleen Batman, 34
Pamela Bennett, 40
Lillian Best, 19
Marshawn Black, 22
Michelle Brown, 26
Ashley Burks, 6
Bobby Burks, 4
Mikhala Burks, 5
Pearl Burks, 48
Jennifer Bushnell, 29
Gloria Castro, 40
Chastity A. Cogo, 20
Deanna Copeland, 25
Magdalena Coronado, 35
Evangelina Dumlaog, 43
Billi Jo Dyer-Romero, 44

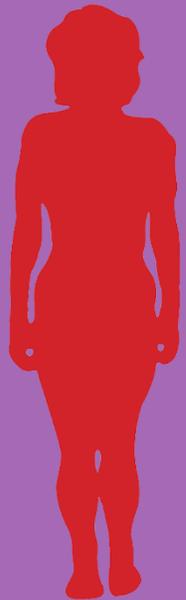
Maria Espinoza, 42
Kathryn Flanagan, 24
Ana Flores-Pineda, 25
Maria Fornaciari, 40
Rebecca Foster, 45
Patricia Hawthorne, 56
Kelly Melissa Guerrero, 34
Sylvia Hernandez, 43
Laura Hopper Lucero, 25
Stacie Housewright, 28
Jorge Jaramillo, 32
Veronica Jones, 35
Esperanza Lanverde, 33
Allison Leedy, 20
Leticia Marquez, 33
Shirley McBride, 35
Robin McClary, 24
Lisa McGarragh-Gunder, 35
Melissa Mendoza, 29
Jennifer Mitchell, 38
Norma Moreno, 63
Jenna Nannetti, 17
Michelle Marie Neuvert, 38
Sailor Marie Neuvert, 4

Wesley Donald Neuvert, 2
Kathryn Nixon, 40
Isidra Ontiveros Garcia, 57
Erica Orsino, 20
Maya Paratore, 35
Eileen Pelt, 20
Norma Pescador, 42
Montin Phiphatsirikajorn, 45
Lucinda Correia Pina, 30
Renee Michelle Ramos, 18
Nora Robles, 47
Leslie Simmons, 32
Sherene Singh, 34
George Sinkfield, 37
Savanda Somvilay, 30
Peggy Ann Spencer, 52
Karen Michelle Sterzl, 36
Stephanie Tellez, 17
Tevanie Tellez, 35
Sylvie Tram, 40
Stacey Treadway, 26
Deanna Vonwalton, 32
Johnny "Moochie" White, 34

For more information about Women's Center-YFS and its programs and services, including Domestic Violence Awareness month activities visit womenscenteryfs.org or call 209-941-2611

Night of Remembrance candlelight vigil

- Feature the Silent Witness silouettes
- Invite families, elected officials, community
- Host at your location or another free site
- Reading of names, poems, testimonial
- Involve your board and community partners
- Free event, open to the public
- Promote to local media





LUCIA AZAROVIC
Age 40
January 28, 2008

ANGELICA BACHAN
Age 36
September 12, 1987

ANGELICA BACHAN
Age 36
September 12, 1987



ANGELICA BACHAN
Age 36
September 12, 1987



LESLIE SIMMONS
Age 32
February 7, 1999



What works & what doesn't

- Know your community
- Know your audience
- Trial and error
- Focus on what is effective
- Involve partners
- Find free and cheap resources
- Events take time to develop
- People want to participate in a meaningful way
- Prepare and promote well in advance

