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.
Weekly Themes

**Week 1:** California’s Survivors

**Week 2:** Healing for Whole Families

**Week 3:** Community Supports

**Week 4:** Shifting Culture with Public Policy
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.”*


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.
Activities: DVAM 2016 Media Guide Member Exclusive!

Level 1
- Lead with a Value
  e.g., ingenuity, opportunity for all

Level 2
- Identify the Issue
  e.g., health, education, environment

Level 3
- Explain a Solution
  i.e., your specific policy goal

- 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

Adapted from Frameworks' Talking About Disparities Toolkit Message Templates
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

From Portrait to Panorama

California’s Survivors  Healing for Whole Families  Community Supports  Shifting Culture with Public Policy

In October, the Golden State Turns Purple

#CAturnspurple | spedk.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-catternspurple
Activities: Purple Day

I’m turning the Golden State Purple.
#PurpleThursday
October 20, 2016

#CAturnspurple | cpedv.org

► 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
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.
Social media, constant contact, and website

1 in 4

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

womenscenteryls.org | #DVAM | #endDV
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
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
Website

- 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.
Traditional Media
- Radio PSAs
- Newspapers
- Monthly magazines
- Free publicity
- Press releases
- Follow-up
- Build relationships with media
On Thursday, October 22, Women’s Center Youth & Family Services will host its second annual “Night of Rememberance,” 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-VYS main office from 5:30 p.m. to 7:00 p.m., and will be free and open to the public.

Elaborate red flowers, 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 30 years. The event’s purpose is to provide a powerful visual testament to the sad reality of domestic violence, and seeks to educate and inspire public support.

“We had a tremendous response last year’s vigil. This is an opportunity for the community to come together to heal and remember those we’ve lost to domestic violence,” said Josie Gornitz, CEO of Women’s Center-VYS.

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

“We want the community to know that those 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,” Gornitz said.

October is recognized as Domestic Violence Awareness Month statewide. 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-VYS 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-VYS 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 its 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.

For more information about Women’s Center-VYS and its programs and services, including Domestic Violence Awareness month activities visit womenscentervys.org or call 209-941-2111.
Night of Remembrance candlelight vigil

- Feature the Silent Witness silhouettes
- 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
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