

For 2017, Domestic Violence Awareness Month (DVAM) [celebrates 30 years](#) of connecting and uniting individuals and organizations working to address domestic violence. Over the last three decades, much progress has been made to raise public consciousness and promote action to support this effort.

For #DVAM2017, NRC DV offers you this toolkit full of campaign ideas, [social media tools](#), and resources to assist in the planning and implementation of DVAM events and activities.



[The Domestic Violence Awareness Project](#) (DVAP) website offers a one stop shop to support your efforts during #DVAM2017 and beyond. A project of the [National Resource Center on Domestic Violence](#), DVAP is guided by a diverse and unique partnership of survivors and local, tribal, state, and national domestic violence organizations and networks.

Planning, organizing and executing an event for DVAM does not have to be overwhelming. Whether you are a community-based advocate, a faith leader, a survivor speaker or a student activist, the [DVAP website](#) is here to help you.

+ Campaign Ideas & Strategies

DVAM is the perfect opportunity to launch a public awareness campaign to educate your community about the prevalence of domestic violence, encourage people to take action, and alert survivors to the options available to them. The [Campaign Ideas page](#) offers [key considerations](#) for developing effective awareness campaigns. Find information about [traditional campaign events and strategies](#) that have been successfully organized across the country over the years, as well as [emerging campaign ideas](#) with how-to handouts for replicating those ideas in your own community.

Worried about time and cost? [Listen to examples](#) from two organizations that held successful events on a shoestring budget and with very little time.

The new [Awareness + Action = Social Change](#) infographic explains how to make your awareness campaigns more impactful by incorporating proactive prevention strategies.

The Technical Assistance Guidance: [Using Social Media Campaigns for DVAM](#) provides examples and tips for developing an online change.



+Engaging the Media



Engaging with the media is an important aspect of your #DVAM2017 awareness efforts and events.

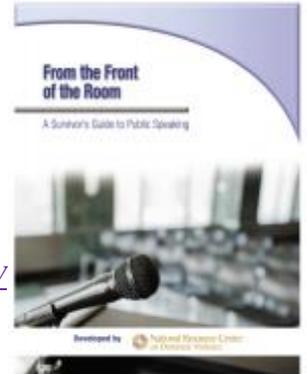
The [Engaging The Media](#) section provides resources and materials, such as the handout [How to Generate Coverage & Draw Media Attention to a Story](#), to enhance your capacity to work effectively with the media.

+Sharing Your Story

There are many opportunities for advocates and survivors to speak publicly about domestic violence during DVAM and beyond.

For survivors considering sharing their story, the guide [From the Front of the Room](#) (available in English, Spanish and Arabic) provides guidance to help maximize the survivor's physical and emotional safety and ensure the overall success in speaking engagements.

Additional resources to support advocates and survivors, including the handout [Preparing for a TV or Talk Radio Interview](#), are available through the website.



+Promoting Your Event



Whether you are trying to find an awareness activity in your community or want to promote your own event, the [DVAM Events](#) database is a resource for you.

This free service is provided as an additional way for advocates and community organizers to advertise – using a simple online form – local, statewide and national events. The database can be [searched](#) by state or event type (march/rally, candlelight vigil, art exhibit, etc.).

Use social media, such as Facebook, Twitter, Instagram, Tumblr, and others, to promote your event and share your message. The new NRCDDV Technical Assistance Guidance: [Using Social Media Campaigns for DVAM](#) will provide you with tools to get the most from your campaign or event promotion.

+ For prevention-specific tools for social change, visit PreventIPV.org. For additional information, please contact the NRCDDV at 800-537-2238 or email nrcddvTA@nrcddv.org.



6041 Linglestown Road, Harrisburg PA 17112
1101 Vermont Ave. NW, Suite 400, Washington DC 20005
800-537-2238 | Fax 717-545-9456

www.nrcddv.org