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, NRCDV 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.
As a movement to end gender-based violence, we know that applying an **intersectional framework** and creating partnerships with other social justice movements is critical to effectively ending domestic violence.

The **Awareness Highlights** page features blog posts highlighting key awareness observances, strategies, partnerships and resources for accomplishing social change.

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### Statistics & Talking Points

Advocates need accurate and fully cited statistics to help inform public education campaigns, policy decisions, fundraising and other efforts.

**How prevalent is domestic violence?**

**How are children impacted?**

**What are the personal and societal costs?**

**Is domestic violence preventable?**

Tangible numbers speak volumes, so prepare clear, concise statements and survivors stories. **Talking point forms** offer statistics and key statements to help you make your message more compelling and stay on point during media interviews. A variety of talking points forms, including a blank template to help you craft your own talking points, is available under the **Engaging the Media** section.

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### Awareness Materials

If you are in need of brochures and posters to increase visibility in your community, look no further. A collection of posters, embroidered purple ribbon stickers and other promotional items are available for purchase via the **Online Store**.

The website also offers a variety of **free resources and sample materials** for download, including our *Domestic Violence...Putting the Pieces Together* brochures, which are formatted for easy in-house printing on standard computer paper. Modifiable templates are also available under **Artwork** for you to customize materials with your event details, organization’s name and contact information.

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### Culturally Specific Resources

Looking for linguistically and culturally appropriate resources?

Several materials on the website, including posters, brochures and guides, have been translated into various languages.

Find the purple bar near the bottom of the homepage and click on **Arabic**, **Spanish** or **Vietnamese** to be directed to DVAM resources in that particular language. Each page also directs visitors to culturally and linguistic appropriate organizations to contact for additional resources, training and technical assistance.
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 NRCDV 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 NRCDV at 800-537-2238 or email nrcdvTA@nrcdv.org.