

## CSAPP<sub>NH</sub> Domestic Violence Awareness Month (DVAM)

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### WHAT IS DVAM?

“Domestic Violence Awareness Month (DVAM) evolved from the “Day of Unity” held in October 1981 and conceived by the National Coalition Against Domestic Violence. The intent was to connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became an entire week devoted to a range of activities conducted at the local, state, and national level. The activities conducted were as varied and diverse as the program sponsors but had common themes:

1. Mourning those who have died because of domestic violence
2. Celebrating those who have survived
3. Connecting those who work to end violence



These three themes remain a key focus of DVAM events today. In October 1987, the first Domestic Violence Awareness Month was observed. That same year marks the initiation of the first national domestic violence toll-free hotline. In 1989, the U.S. Congress passed Public Law 101-112 designating October of that year as National Domestic Violence Awareness Month. Such legislation has passed every year since with NCADV providing key leadership in this effort. Each year, the Day of Unity is celebrated the first Monday of Domestic Violence Awareness Month.”

*(Adapted from the 1996 Domestic Violence Awareness Month Resource Manual of the National Coalition Against Domestic Violence, NRCADV, 2017. <http://www.nrcdv.org/dvam/DVAM-history>)*

### WHY DVAM?

Organizations centered on preventing and responding to sexual and relationship violence and stalking share extra resources and information during DVAM. There are increased opportunities during this month to participate in both online and in-person domestic violence-related events, ranging from Twitter chats and webinars, to 5Ks and clothing donation drives. This gives DVAM the advantage of being an easily adaptable place to start when thinking of campaigns for your campus’s Task Force because chances are that the resources you need for your campaign already exist somewhere. There is also a lot of flexibility in deciding how active your campus’s participation in DVAM will be: it can be as small-scale or large-scale as you would like. Additionally, even if you choose to have a smaller-scale DVAM campaign, you are sending the message to your campus community that your campus is supportive of the mission to end domestic violence. Holding a DVAM campaign can be your first step in beginning to create a campus community and campus culture that does not tolerate sexual and relationship violence and stalking. Finally, DVAM can serve as the “kick-off” to your campus’s TF or your TF recruitment efforts, depending on where you are in this process. If you are worried about not having enough time to plan a DVAM campaign for 2017, that is also OK! There are opportunities at the end of November ([16 Days of Activism against Gender-Based Violence](#)) and in April ([Sexual Assault Awareness Month](#)) to plan for other related campaigns.

## IDEAS FOR DVAM CAMPAIGNS

We are happy to work with you to come up with your own personalized DVAM campaign that includes communications and events specific to your campus, your prevention messaging, and your available resources. Here are some easily replicable ideas that PIRC has done in the past, or things that National DV organizations have put forth, that you may consider adapting for your campus. Contact Delilah Smith ([delilah.smith@unh.edu](mailto:delilah.smith@unh.edu)) to schedule a time to talk more about your DVAM campaign and additional ideas you may have.

### 1. DVAM National Week of Action

Each year, the National Network to End Domestic Violence ([NNEDV](#)) develops the DVAM “Week of Action,” where each day represents a different way you can work to end domestic violence in your community. See the list below for the events for the 2018 DVAM Week of Action and think about ways in which you might be able to apply these events to your own campus’s DVAM campaign. You can find more information about the Week of Action [here](#).

**Sunday, October 14: #SelflessSunday** – Donate your time, money, or in-kind donations to your state/territory coalition or local domestic violence program.

**Monday, October 15: My Voice Monday** – Have you helped pass legislation that supports survivors? Have you written an article about domestic violence in your community? Tell us how YOU are a voice against violence.

**Tuesday, October 16: Twitter Chat Tuesday** – Join the bilingual (English & Spanish) Twitter Chat from 3:00-4:00 PM (ET) hosted by the NNEDV. The chat will be discussing #Safety4Survivors.

**Wednesday, October 17: #WokeWednesday** – Take action! You can make a difference by advocating for legislation and elected officials that support survivors.

**Thursday, October 18: #PurpleThursday** – Wear purple to show your support for survivors and for ending domestic violence! Share your purple on social media using #PurpleThursday.

**Friday, October 19: Fame Friday** – Support survivors by analyzing how we, as a society, talk about domestic violence. Domestic violence is present in the pop culture we consume – through music, movies, television, books, and media. Share how you are reframing these narratives to support survivors.

**Saturday, October 20: #TechSafety Saturday** – Technology has a major impact on survivors. Newly emerging technologies are cause for conversation about the ways that this technology can be misused to harm survivors, but also how these technologies can help hold offenders accountable and be a source of connection for survivors.

## 2. #1Thing Campaign

In 2018, the Domestic Violence Awareness Project ([DVAP](#)) introduced the #1Thing Campaign, a unified message that ending domestic violence can start with #1Thing. As DVAP explains, one person's actions may seem insignificant, but together a community's collective #1Things can lead to real social transformation.

DVAP has introduced a comprehensive action guide for implementing the #1Thing campaign in your local community, including templates, recommendations, strategies, and tools for incorporating the message in your public awareness activities and campaigns during DVAM. You can download the action guide, [here](#).

## 3. Go Purple!

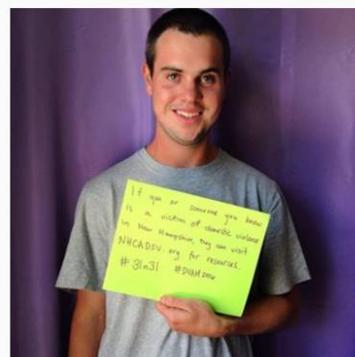
One of the simplest ways to get involved during DVAM is by “going purple” for the month of October. There are many ways for your campus to “go purple” during DVAM: adding a purple filter to your campus's social media profile pictures or header photos and encouraging students to do the same, holding a campus-wide “Purple Thursday” in which students are encouraged to wear purple, swapping out some of the white light bulbs in campus academic buildings with purple light bulbs, etc. Make sure that with whatever you decide to do, you send out a campus-wide email or other communication at the beginning of October to ensure that all faculty, staff and students understand why the campus is “going purple.”



#### 4. DVAM #31n31 Photo Campaign

In 2016, the NNEDV publicized a [photo campaign](#) aimed at addressing misconceptions about domestic violence. The NNEDV posted one photo per day with the corresponding hashtag #31n31 so that social media users could easily search for or click the hashtag and follow the campaign throughout the month of October. The NNEDV invited other organizations to participate in this campaign as their capacity allowed. PIRC adapted the NNEDV's #31n31 photo series challenge. We took photos of each of our members holding up a colored sign with something that they had personally pledged to do during DVAM, a fact about DV, or an inspiring quote related to equality and empowerment and posted these photos on all of our social media outlets (Facebook, Twitter, Instagram).

**\*\*Pro-tips:** we made this campaign extra-easy for our PIRC members by taking all of these photos during our monthly PIRC meeting so that members did not have to go out of their way to get the photos to us. We even provided some pre-written signs during our meeting so members didn't have to come up with the text on the spot. Additionally, we solicited photos from our members who were not local via email so that they could still participate in the campaign. We posted one picture each day during DVAM with the hashtags #31n31 and #DVAM2016 then tagged the NNEDV in all of our photos so that other users outside of our follower base would be more likely to see the photos and "like" and "comment" on them.



**5. Additional Ideas:**

- a. **Tabling:** set up a table in a high-traffic area (such as the food court, student center, or the foyer of a busy academic building) with candy/snacks and resources from your local crisis center or DV shelter. Bonus: ask your local crisis center if they would be willing to join you on a tabling day to answer questions from students about DV and talk about the resources available for students.
  
- b. **DV Donation Drive:** reach out to your local DV shelter and ask what items they are in critical need of. Send a campus-wide email out to solicit these items and put donation boxes in heavily trafficked areas where people can easily find them.
  
- C. **Campus-Wide Run/Walk:** Organize a run/walk around campus with both members of your campus community and off-campus community members to raise money for your local DV shelter or crisis center. Or, send students information about runs/walks happening close to campus that they can attend. Organize a campus team made up of interested students, staff and faculty members who can all attend the event together.