



Domestic Violence Awareness Month 2022

Outline

- Tools from the Partnership
- Partnership's campaign
- Share what has worked best for you
- Share what your plans are for the month

Share your fabulous Domestic Violence Awareness Month flops!



Learnings from the DVAM survey

- Want pre-made general posts that are interactive
- Templates to connect to community leaders
- Share the campaign as early as possible
- Contact for Technical Assistance
 - Email Jessica at jessica@cpedv.org for Technical Assistance

Learnings from the DVAM survey

- Popular topics you want covered
 - Prevention
 - Homelessness
 - Gun Violence
 - Abortion access
 - Holistic responses to DV

DVAM 2022 toolkit will contain

- Launches mid-Sept and will be sent to your emails on our website
- Sample DVAM resolution for you to modify and pass in your community (available now!)
- Videos and posts for social media you can take and modify
- Templates for you to send to your local community leaders
- Media guide

Before October

- Now
 - Sign up for National Network to End Domestic Violence's Give for DV Day: <https://givefordv.nnedv.org/register>
- Early Sept.
 - Reach out to local lawmakers and ask about passing a DVAM resolution (template available now)
- Mid Sept.
 - Email your local leaders encouraging them to talk about DV when October begins

Before October – posts to prep and schedule

- Download the videos and schedule them onto your social media
- September 30th: share the services you offer
- October 1st: Share facts about dv (we'll provide)
- October 20th: Purple Day. We'll provide a template for you
- October 19th: Give for DV Day. Post about all the amazing work you're doing and use the hashtag.
- What other posts are you prepping for DVAM? Any wisdom to share?

During October

- Utilize the media advocacy guidebook
- Pitch a story to a local journalist about DVAM
- Invite local media to your public DVAM events
- Before purple day, reach out to community leaders asking them to share about DVAM and wear purple on Purple Day

Campaign planning

- These are tools we're creating for you, feel free to modify it any way you'd like
- Technical assistance is available for Partnership members and their staff. Interested? Email Jessica Merrill at jessica@cpedv.org.

The Partnership's campaign

- Potentially pushing prop 1
- Media briefing
- Survivor essays through ethnic media services.
- Give for DV Day
- Sending domestic violence fact sheets to our California senators and representatives.
- Purple Thursday we'll be emailing statewide lawmakers
- Publishing videos



CALLING ALL GRAPHIC DESIGNERS, ILLUSTRATORS,
ARTISTS & CREATIVES WHO HAVE LIVED EXPERIENCE
AS A SURVIVOR OF VIOLENCE

DESIGN OUR CAMPAIGN!

DOMESTIC VIOLENCE AWARENESS MONTH

APPLY BY AUGUST 31, 2022



What are your plans?

- What are you planning for DVAM? What has worked well in the past, especially during COVID? What are DVAM flops?
- What have you found effective from past campaigns?
- What support do you need?

Additional resources as you plan your campaign

- Resource library contains past Prevention Peer Network Webinars
 - Prevention Messaging
 - Establishing Goals and Objectives
 - Social Media Management
- National Network to End Domestic Violence's toolkit
 - Theme is #Every1KnowsSome1 to highlight how common domestic violence is and that it is more than physical violence
 - Week of action October 17-23

Questions?

Need help planning your campaign?

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