

jana's
CAMPAIGN™

Domestic
Violence
Awareness
Month
Toolkit

SEE SOMETHING. SAY SOMETHING.

OCTOBER 2022

Welcome!

Jana's Campaign is proud to present this resource in honor of National Domestic Violence Awareness Month (DVAM) taking place each October. Domestic violence is one of society's largest problems and it hides in plain sight. DVAM is an opportunity to deepen our understanding of these issues and share resources.

Through the use of this toolkit, we ask you to do just that – use your voice and your platforms to be part of the solution. Please use any or all of the material to raise awareness about this important issue!

To learn more about our violence prevention education programs, please contact us at janascampaign@gmail.com or call 785-656-0324.

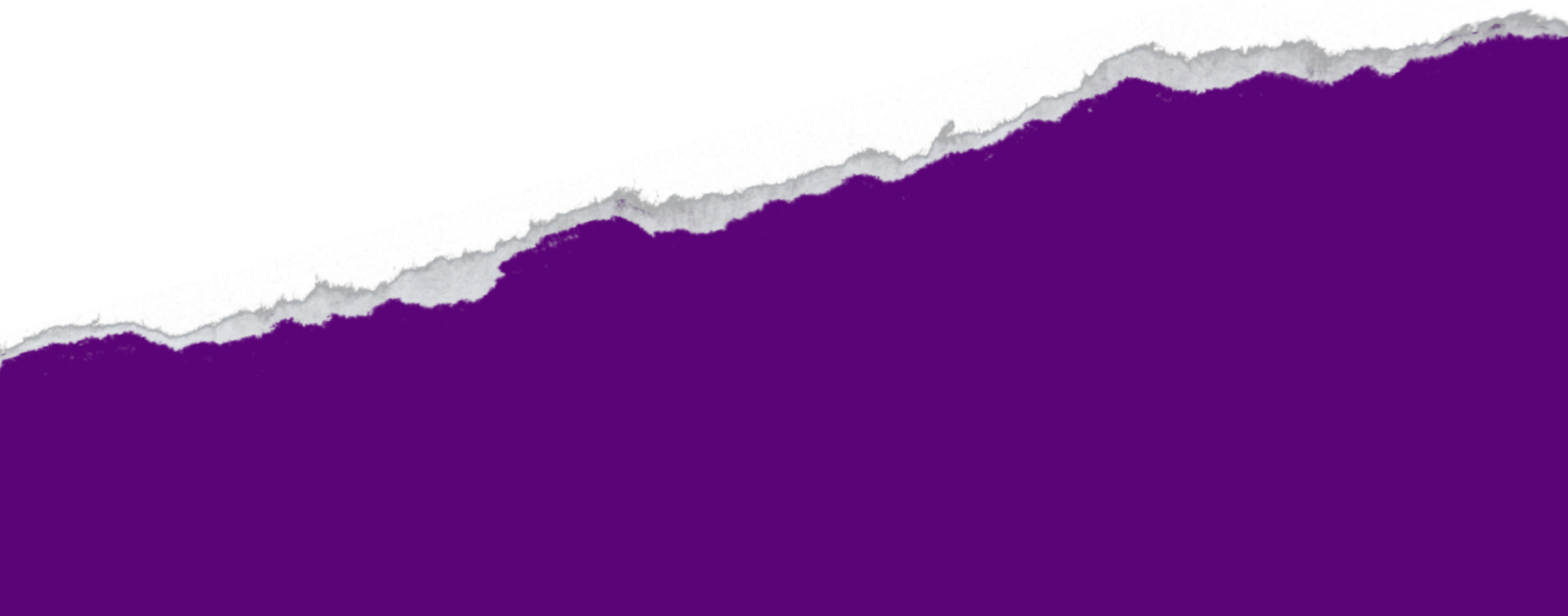


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History of Domestic Violence Awareness Month

Domestic Violence Awareness Month (DVAM) evolved from the “Day of Unity” in October 1981 observed 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 levels.

The activities conducted were as varied and diverse as the program sponsors but had common themes: mourning those who have died because of domestic violence, celebrating those who have survived, and connecting those who work to end violence.

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 as National Domestic Violence Awareness Month.*

*Domestic Violence Awareness Month History. (n.d.). National Center on Domestic and Sexual Violence.

<https://www.ncdsv.org/images/DVAMhistory.pdf>

Adapted from the 1996 Domestic Violence Awareness Month Resource Manual

About Jana's Campaign

Jana's Campaign is a national education and violence prevention organization with the single mission of reducing gender and relationship violence. In honor of the late Jana Mackey and other victims and survivors of gender-based violence, *Jana's Campaign* delivers educational programs that prevent domestic and dating violence, sexual assault, and stalking.



For more information about Jana's Campaign, visit www.janascampaign.org.

What is Domestic Violence?

Domestic violence does not discriminate. It is a pervasive and life-threatening crime that affects millions of individuals across the United States, and the world, regardless of age, economic status, race, religion, sexual orientation, or education. According to the National Coalition Against Domestic Violence (NCADV), nearly 20 people per minute are physically abused by an intimate partner in the United States. That is more than 10 million women and men in one year.

Domestic violence does not look the same in every relationship. It takes many forms and can vary in frequency and severity. However, the one constant component in most abusive relationships is that one partner consistently strives to maintain power and control over the other. Domestic violence is a learned behavior and is not caused by alcohol, drugs, stress, illness, or anger.

Forms of Abuse

Physical: Any deliberate act, behavior, or physical force against someone, in a way that injures or endangers that person.

Verbal/Emotional: Any behavior that aims to diminish another's sense of identity, dignity, and self-worth. May include verbal aggression, intimidation, manipulation, and/or humiliation.

Sexual: Any situation in which someone is forced to participate in unwanted, unsafe, or degrading sexual activity.

Financial: When one partner uses tactics to conceal information, limit access to assets, reduce accessibility to family finances, and/or has control over all economic resources.

Digital: The use of technologies such as texting, or use of social media to bully, harass, stalk, or intimidate a partner.

What is Domestic Violence?

Domestic violence, spousal abuse, battering, or intimate partner violence (IPV), is the victimization of an individual with whom the abuser has an intimate or romantic relationship. The CDC describes intimate partner violence or domestic violence as "physical violence, sexual violence, stalking, or psychological harm by a romantic or sexual partner and includes spouses, boyfriends, girlfriends, people with whom they dated, were seeing, or "hooked up."

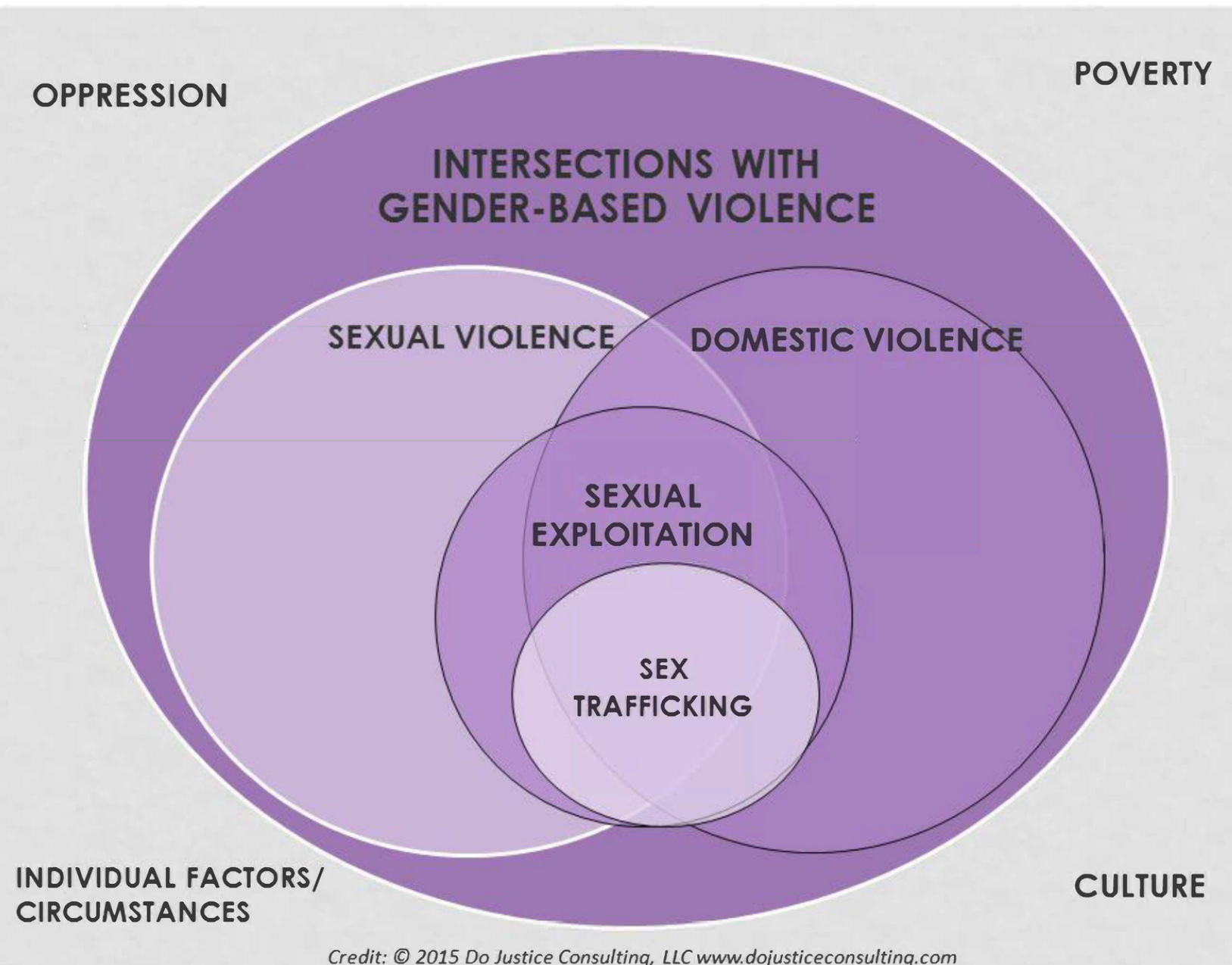
Domestic and family violence has no boundaries. This violence can occur in intimate relationships regardless of culture, race, religion, or socioeconomic status. It occurs in both, heterosexual and same-sex relationships.

It is important to note that domestic violence does not always manifest as physical abuse. Emotional and psychological abuse can often be just as extreme as physical violence. Lack of physical violence does not mean the abuser is any less dangerous to the victim, nor does it mean the victim is any less trapped by the abuse.**

*Intimate partner violence. (2019, December 17). Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/intimatepartnerviolence/index.html>

**NCADV | National Coalition Against Domestic Violence. (n.d.). The Nation's Leading Grassroots Voice on Domestic Violence. <https://ncadv.org/learn-more>

Intersections with Domestic Violence



Domestic violence does not happen in a vacuum. Survivors experiencing domestic violence often experience other “-isms” (e.g., sexism, racism, classism, heteronormativity, etc.), compounding negative impacts on victims. Collectively, these -isms play a devastating role in perpetuating gender-based violence.*

*10 Tips to Have an Informed Conversation about Domestic Violence. (n.d.). Women's Advocates | The first domestic violence shelter in the nation. - Women's Advocates. <https://www.wadvocates.org/wp-content/uploads/2020/06/10-tips-for-having-informed-convo-about-DV.pdf>

What is Sexual Assault?

Sexual assault is forced or coerced sexual contact without consent – the presence of a clear yes, not the absence of a no. Sexual assault is a crime motivated by a need to control, dominate and harm.*

Perpetrators who are physically violent toward their intimate partners are often sexually abusive as well. Victims who are both physically and sexually abused are more likely to be injured or killed than victims who experience one form of abuse. Abusers assault people of all genders, races, ages, social classes and ethnicities. Women who are disabled, pregnant or attempting to leave their abusers are at greatest risk for intimate partner rape.**

Sexual assault can take many different forms, but one thing remains the same: it's never the victim's fault.***

*Know the facts. (n.d.). NOMORE.org | Together we can end domestic violence and sexual assault. <https://nomore.org/learn/resources/>

**National Coalition Against Domestic Violence (2017). Domestic violence and sexual assault. Retrieved from <http://ncadv.org/files/Domestic%20Violence%20and%20Sexual%20Abuse%20NCADV.pdf>.

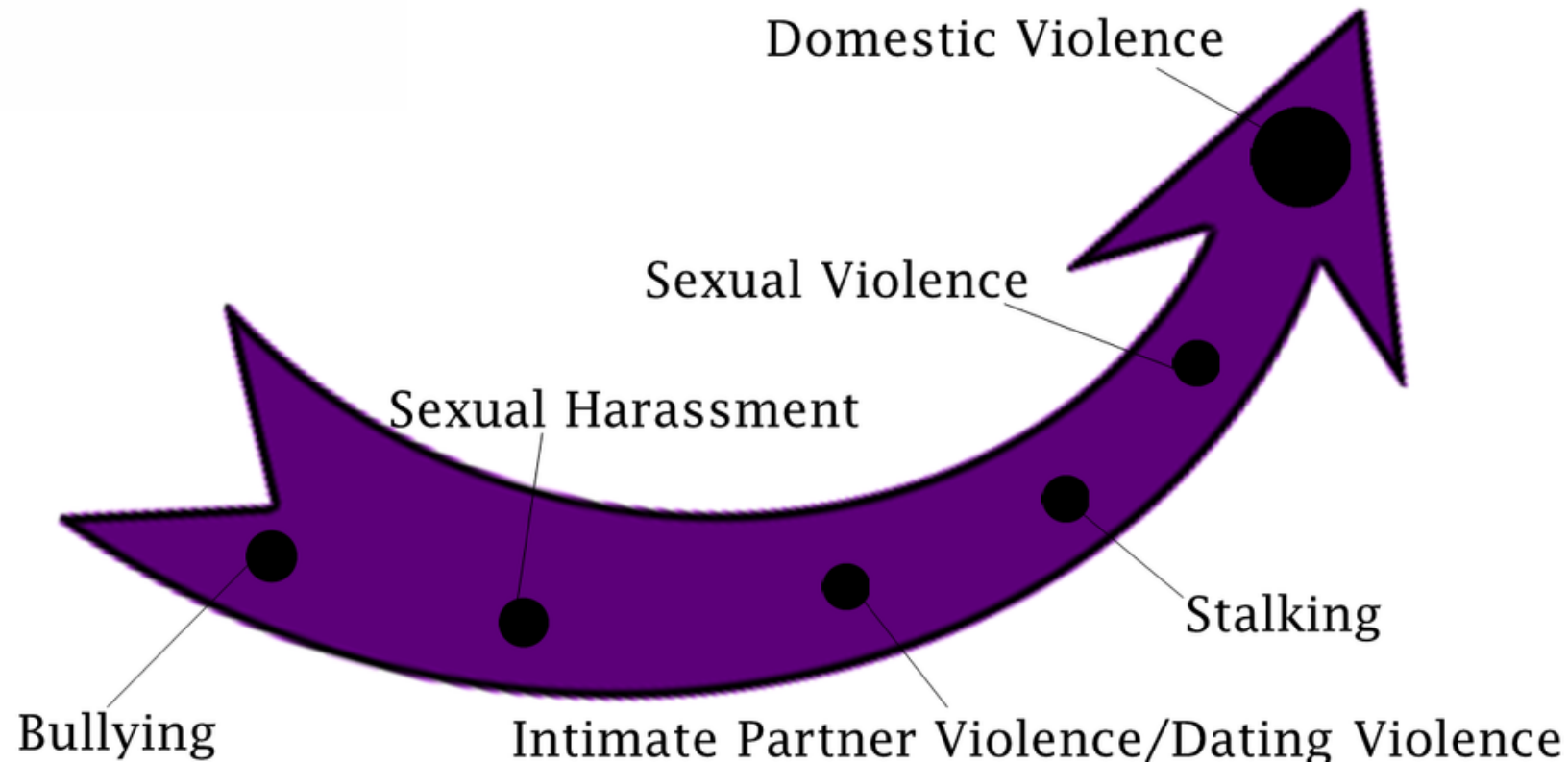
Forms of Sexual Assault

- Rape
- Incest
- Child Sexual Abuse/Molestation
- Oral sex
- Harassment
- Exposing/Flashing
- Forcing a person to pose for sexual pictures
- Forcing a victim to perform sexual acts, such as oral sex or penetrating the perpetrator's body*

- Forcing a person to pose for sexual pictures
- Fondling or unwanted sexual touching above and under clothing
- Using Force such as physical battering, display of a weapon, and immobilization of the victim
- Penetration of the victim's body, also known as rape*

*Sexual assault. (n.d.). RAINN | The nation's largest anti-sexual violence organization. <https://www.rainn.org/articles/sexual-assault>

Continuum of Violence



Domestic violence is a series of violent incidents that occur because of one person's need to have power and control. It is about living in a climate of fear and disempowering restrictions that threaten and affect one's selfhood, psychological well-being, health, and economic independence.*

Violence occurs on a continuum. It can start with behaviors similar to bullying and then escalate.

Statistics

- Nearly 1 in 6 women (16.0%, or 19.1 million) in the U.S. were victims of stalking at some point in their lifetime.*
- About 1 in 17 (5.8% or 6.4 million) men in the U.S. were victims of stalking at some point in their lifetime.*
- About 1 in 4 women and nearly 1 in 10 men have experienced contact sexual violence, physical violence, and/or stalking by an intimate partner during their lifetime and reported some form of domestic violence-related impact.**
- About 11 million women and 5 million men who reported experiencing contact sexual violence, physical violence, or stalking by an intimate partner in their lifetime said that they first experienced these forms of violence before the age of 18.**
- 1 in 5 women experienced completed or attempted rape during her lifetime.***
- 1 in 14 men was made to penetrate someone (completed or attempted) during his lifetime.***
- Sexual violence, stalking, and intimate partner violence continue to be public health problems affecting millions of Americans each year.****
- All forms of domestic violence are preventable. Strategies to promote healthy, respectful, and nonviolent relationships are an important part of prevention.*****

*Preventing stalking. (2020, June 15). Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/intimatepartnerviolence/stalking/fastfact.html>

**Niolon, P. H., Kearns, M., Dills, J., Rambo, K., Irving, S., Armstead, T., & Gilbert, L. (2017). Preventing Intimate Partner Violence Across the Lifespan: A Technical Package of Programs, Policies, and Practices. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

*Sexual assault awareness. (2020, May 1). Centers for Disease Control and Prevention. <https://www.cdc.gov/injury/features/sexual-violence/>

****Findings from the National Intimate Partner and Sexual Violence Survey 2010-2012 State Report. (n.d.). Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/pdf/NISVS-StateReportFactsheet.pdf>

*****Prevent domestic violence. (2019, November 1). Centers for Disease Control and Prevention. <https://www.cdc.gov/injury/features/intimate-partner-violence/>

Statistics Continued

- Between 94–99% of domestic violence survivors have also experienced economic abuse.*
- Women who earn 65% or more of their households' income are more likely to be psychologically abused than women who learn less than 65% of their households' income**
- Women experiencing psychological abuse are significantly more likely to report poor physical and mental health and to have more than 5 physician visits in the last year.***
- Witnessing intimate partner violence is associated with other forms of violence. 1 in 3 children who witnessed domestic violence were also child abuse victims.****
- Children's immediate reaction to experiencing domestic violence include generalized anxiety, sleeplessness, aggression, difficulty concentrating, nightmares, high levels of activity, and separation anxiety.*****
- 1 in 18 men is severely injured by intimate partners in their lifetimes. Male rape victims and male victims of non-contact unwanted sexual experiences reported predominantly male perpetrators. Nearly half of stalking victimizations against males were also perpetrated by males. Perpetrators of other forms of violence against males were mostly female.*****

*Postmus, J., Plummer S., McMahon, S., Murshid, N., & Kim, M. (2012). Understanding economic abuse in the lives of survivors. *Journal of Interpersonal Violence*, 27(3), 411-430.

**Kaukinen, C. (2004). Status compatibility, physical violence, and emotional abuse in intimate relationships. *Journal of Marriage and Family*, 66(2), 452-471.

***Coker, A., Smith, P., Bethea, L., King, M. & McKeown, R. (2000). Physical health consequences of physical and psychological intimate partner violence. *Archives of Family Medicine*, 9(5), 451-457.

****Hamby, S, Finkelhor, D., Turner, H., & Ormrod, R. (2010). The overlap of witnessing partner violence with child maltreatment and other victimizations in a nationally representative survey of youth. *Child Abuse and Neglect* 34, 734-741.

*****The National Child Traumatic Stress Network (n.d.). Children and domestic violence. Retrieved from <http://www.nctsn.org/content/children-and-domestic-violence>.

*****Black, M.C., Basile, K.C., Breiding, M.J., Smith, S.G., Walters, M.L., Merrick, M.T., Chen, J. & Stevens, M. (2011). The national intimate partner and sexual violence survey: 2010 summary report. Retrieved from http://www.cdc.gov/violenceprevention/pdf/nisvs_report2010-a.pdf.

Consent

Consent implies one is able to set boundaries, communicate boundaries, and decide where, when, and with whom boundaries are changed.*

Consent Is...

- Specific to each individual activity
- Can be verbal or nonverbal
- Ongoing
- Can be given, changed, or withdrawn at any time
- Can't be given if the person is under the influence of drugs or alcohol
- Doesn't exist if pressure or coercion are used to gain it**

Consent Is Not...

- "Not now"
- "Maybe" and "maybe later"
- "I don't know"
- If someone is asleep, unconscious, or blacked out, they cannot give consent
- Consent is not about forcing, shaming, or begging someone to have sex

*Consent vs. disregard of boundaries. (2019, May 5). Psychology Today. <https://www.psychologytoday.com/us/blog/you-can-t-sit-us/201905/consent-vs-disregard-boundaries>

Consent Sounds Like...

This is okay

YES

I'm Excited!

Absolutely

I like that

Of Course

Consent Does NOT Sound Like...

I'm Not Ready

Please Don't

No More

STOP

I'm Not Sure

I guess so

Bystander Intervention

A bystander is a person who is present when an event takes place, or is aware of an unhealthy or violent event/situation but isn't directly involved. Bystanders might be present when sexual assault or abuse occurs – or they could witness the circumstances that lead up to these crimes.* Learning to recognize the signs when someone is in danger and stepping in to help prevent it is important. This is called being an active bystander.

Active bystanders can recognize how to safely and effectively intervene in potentially dangerous situations. Sometimes this means distracting someone who appears to be targeting someone who is too drunk to consent. Other times, it means reaching out to others or the police for help.**

Steps to becoming an Active Bystander:

- Notice the situation: Be aware of your surroundings.
- Interpret it as a problem: Do I recognize that someone needs help?
- Take responsibility to act: See yourself as a part of the solution.
- Intervene safely: Take action but be sure to keep yourself safe.

How to Intervene Safely:

- Ask another person to step in with you. Being with others is a good idea when a situation looks dangerous.
- Ask the victim if he/she is okay. Provide a listening ear and information on local resources
- Ask the person if he/she wants to leave and make sure that he/she can get home safely.
- Create a distraction.
- Call the police (911) or someone else in authority or yell for help.

Why is it important to act?

- Taking action early on – before a situation escalates
- can be effective and safer for everyone involved.

When we take action, we ...

- positively impact not only the people experiencing but also those committing a harmful act.
- help give others the confidence to speak up or act.
- contribute to creating a community where people care about and help each other.***

*You can help - Bystanders. (2019, August 1). Sexual Harassment & Rape Prevention Program (SHARPP). <https://www.unh.edu/sharpp/bystander>

**Your role in preventing sexual assault. (n.d.). RAINN | The nation's largest anti-sexual violence organization. <https://www.rainn.org/articles/your-role-preventing-sexual-assault>

***Be an active bystander | UMass at UMass | UMass Amherst. (n.d.). UMass Amherst. <https://www.umass.edu/umatter/be-active-bystander>

Bystander Intervention

Practice the Three D's – Direct, Distract, and Delegate*

Direct

Step in and interrupt a potentially harmful situation by pointing out the problem and engaging participants in conversation about better alternatives.

- Say things like:
“That’s not funny!”
“What you said [or did] isn’t cool.”
“That type of language [or behavior isn’t OK.”
- Ask:
“Is this person bothering you?”
“Is there anything I can do to help?”
“Are you okay?”

Distract

If you aren’t comfortable calling out the problematic behavior, try interrupting a risky situation by distracting and redirecting the people involved.

- Ask an unrelated question about a TV show or even the weather.
- Tell them you think someone is looking for them.
- Ask them to show you where the bathroom is.
- Say something positive (like, “Hey, nice shirt!”) to anyone involved.

Delegate

If you can’t step in safely by yourself, ask others to join you.

- Attract “allies in action.” (Call attention to the situation and get others to help you speak up, prevent or interrupt.)
- Tell someone in an authority position right away.
- In an emergency, always call 911.



Raising Awareness



Raising Awareness

Participate in Purple Thursday on October 20nd!

Every year advocates, survivors, and supporters wear purple to stand in solidarity with victims of domestic violence and celebrate domestic violence awareness month. It's easy, wear purple, get your friends, coworkers, or classmates to wear purple, and post a photo on social media with #PurpleThursday and #DVAM to join the movement.

Donate to a local domestic violence shelter

Too often survivors are forced to choose between living in an abusive home and being homeless – many times shelters are unable to meet the demand. Donating even \$5, \$10, or even \$20 to a shelter in your community can make a big difference.

Purple Ribbon Campaign

The use of the purple ribbon is a unifying symbol of courage, survival, honor, and dedication to ending domestic violence. Families and friends of victims have adopted the purple ribbon to remember and honor their loved ones who have lost their lives at the hands of a person they once loved and trusted. Shelters and local victim services programs use the purple ribbon to raise awareness about the crime of domestic violence in their communities.



Purple ribbons can be...

- Made into pins and passed out at local events
- Embroidered on t-shirts, hats, and bags
- Tied to the antennae of police cars
- Hung on doors
- Wrapped around trees



Clothesline Project

One of the women, visual artist Rachel Carey-Harper, moved by the power of the AIDS quilt, presented the concept of using shirts – hanging on a clothesline – as the vehicle for raising awareness about the issue. The concept was simple – let each woman tell her story in her own unique way, using words and/or artwork to decorate her shirt. Once finished, she would then hang her shirt on the clothesline. The Clothesline Project estimates there are 500 projects nationally and internationally with an estimated 50,000 to 60,000 shirts.

Raising Awareness



Light in the Window/Purple Light Nights

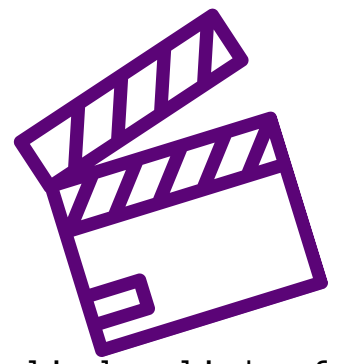
Observed annually throughout the month of October, the Light in the Window Campaign signifies community solidarity toward ending domestic violence across the state by organizing a widespread display of purple-lit, electric candles in the windows of residences, businesses, public buildings, schools/universities, hospitals, churches, etc. The campaign symbolizes communities' concern in shedding light on the devastating effects of domestic violence and their unified commitment to make every home a safe home. Purchase a purple light at your local hardware store to join the awareness efforts.

Silent Witness Display

In 1990, a group of women felt an urgency to do something that would speak out against the escalating domestic violence in their state. To commemorate the lives of the 26 women who had been murdered that year as a result of domestic violence, they created 26 free-standing, life-sized red wooden figures, each one bearing the name of a woman whose life ended violently due to domestic violence. A twenty-seventh figure was added to represent those uncounted women whose murders went unsolved or were erroneously ruled accidental. The organizers called the figures the "Silent Witnesses." View the project and coordinate your own at www.silentwitness.net.



Raising Awareness



Host a Film Screening

The National Network to End Domestic Violence has compiled a list of "Movies with Domestic Violence themes" as well as a Movie Night Conversation Guide. Host a film screening in your community followed by a collaborative discussion.

A few movies include:

Footloose	The Last Song	Gone Girl	
RENT	Precious	Independence Day	
The Phantom of the Opera	Beauty & the Beast	The Boy Next Door	
Safe Haven	The Color Purple	Enough	OBSESSED

Find more here: <https://www.pinterest.com/nnedv/movies-with-dv-themes/>

A discussion guide can be found here: https://nnedv.org/wp-content/uploads/2019/07/Library_Get_involvedmovie-night-conversation-guide_nnedv-2016-1.pdf

#1Thing

The #1Thing message builds off of the Awareness + Action = Social Change campaign idea that to accomplish real social transformation, we must incorporate concrete action steps that individuals, families, communities, and institutions can take. So with one thing, we want to focus on change-making and the idea that it can start small and doesn't have to be overwhelming. Everyone plays a role in creating the world we want to live in and when each commits to doing just one thing, the collective power of our actions can create real social transformation. Change can start with just #1Thing. Find out more at www.dvawareness.org/1thing.

National Events

Post the National Domestic Violence Hotline on social media:

Many people aren't aware that domestic violence is an issue in communities and on college campuses across the country. Students in their first relationships are particularly vulnerable to unhealthy behaviors and often don't know whom to reach out to. Posting the National Domestic Violence Hotline number on social media is an easy way to spread the word about important resources. The number is 1-800-799-7233. Advocates are also available for conversations online through www.thehotline.org/

Mourn Celebrate Connect

Since the first Domestic Violence Awareness Month (DVAM) was observed in October 1987, these three themes remain a key focus of DVAM events: mourning those who have died because of domestic violence, celebrating those who have survived, and connecting those who work to end violence. Recognizing the historic importance of these themes, the National Resource Center on Domestic Violence has developed artwork to support advocates and community organizers as they incorporate this powerful message into their events and awareness efforts. For materials to organize your own event, see the following website: www.dvawareness.org/Mourn-Celebrate-Connect.



National SAF-T Day

Held annually on the first Saturday in October, this national event allows shelters to raise funds to start or sustain an onsite pet housing program, increase awareness regarding the co-occurrence between animal abuse and domestic violence, and promote the need for safe housing for families fleeing abuse with pets. Partner with your local domestic violence agency to host a National SAF-T Day!





Materials

Materials

OCTOBER IS...
*domestic
violence
awareness
month*

www.janascampaign.org
janascampaign@gmail.com

f i t y

jana's
CAMPAIGN

EDUCATION about & PREVENTION against gender and relationship violence.

Graphics and Memes are available on *Jana's Campaign* Social Media Pages:

domestic violence awareness month

Domestic Violence in the LGBTQ Community

- 20% of victims have experienced some form of physical violence
- 16% have been victims to threats and intimidation
- 15% have been verbally harassed
- 4% of survivors have experienced sexual violence
- 11% of intimate violence cases reported involved a weapon.

Source: (NCADV, 2015)

www.janascampaign.org
janascampaign@gmail.com

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EDUCATION about & PREVENTION against gender and relationship violence.

LET'S TALK DVAM

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An average of 137 women every day are killed by intimate partner or familial violence across the globe. This does not include men. Or children.

Rachel Louise Snyder, Author of No Visible Bruises

Facebook: Campaign for Jana
Instagram: @JanasCampaign
Twitter: @JanasCampaign
YouTube: Jana's Campaign



Resources



Resources

Hotlines

National Domestic Violence Hotline

- Call 1-800-799-7233 and TTY 1-800-787-3224.

Love is Respect National Teen Dating Abuse Help

- Call 1-866-331-9474 or TTY 1-866-331-8453.

Rape, Abuse & Incest National Network's (RAINN) National Sexual Assault Hotline

- Call 800-656-HOPE (4673) to connect with a trained staff member from a sexual assault service provider in your area.
- Visit rainn.org to chat one-on-one with a trained RAINN support specialist, any time 24/7.

Resource Centers

National Resource Center on Domestic Violence (NRCDV)

- <http://www.nrcdv.org/>

The National Sexual Violence Resource Center (NSVRC)

- <http://www.nsvrc.org/>

Domestic Violence | Survivor Resources | Live Your Dream.

- <https://www.liveyourdream.org/get-help/domestic-violence-resources.html>

Connect with us!



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