

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE

NCADV

2017 Social Media Toolkit:
Honoring 30 Years of
Domestic Violence Awareness Month



*Provided by National Coalition Against Domestic
Violence 8/2017*

THANK YOU FOR BEING A PART OF #DVAMTurns30

Thanks for being an ambassador for honoring the 30th anniversary of Domestic Violence Awareness Month (DVAM)! In this toolkit, we have included information, background, messaging and social media content that will be helpful when promoting your involvement in #DVAMTurns30 and including others to join us this historic anniversary!

Background

Domestic Violence Awareness Month (DVAM) was launched nationwide in October 1987 as a way to connect and unite individuals and organizations working on domestic violence issues and raise awareness for those issues.

Over the last three decades, much progress has been made to support domestic violence victims and survivors, to hold abusers accountable, and to create and update legislation to further those goals.

You can play an important role in honoring the accomplishments made and showing your support for victims and survivors. Acting with NCADV on social media gives you a chance to have a voice in the conversation about domestic violence.

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Online Resources

Hashtag (Facebook, Twitter, Instagram, Pinterest, YouTube)

#DVAMTurns30

Printable #DVAMTurns30 Placards

Ready-made Version: [Click Here to Download](#)

Customizable: [Click Here to Download](#)

Twibbon ([Click Here](#))

NCADV Website Page for DVAM

<http://ow.ly/Z7c630e3e70>

NCADV Blog Posts – Quick Guides

[Quick Guide: What Is Domestic Violence?](#)

[Quick Guide to Stalking: 16 Important Statistics, and What You Can Do About It](#)

[Quick Guide: Teen Dating Violence](#)

[Quick Guide: Economic and Financial Abuse](#)

Sample Tweets

Sample Tweets 1: Join the #DVAMTurns30 Conversation

Check out #DVAMTurns30 and discover what can happen when we collaborate, educate, and advocate together.

This October, #DVAMTurns30 and I'll be there to recognize 30 years worth of raising awareness about #DV.

#DVAMTurns30 in October. Join us in honoring 30 years of raising awareness about domestic violence.

Sample Tweets 2: Share #DVFacts

#DVFacts expose the epidemic of domestic violence. RT to help raise awareness as #DVAMTurns30.

[WITH #DVFACTS IMAGE] #DVAMTurns30 this year, but the #DVFacts show we have more work to do.

Want to help raise domestic violence awareness? RT the #DVFacts with @NCADV. #DVAMTurns30

Sample Tweets 3: #DVAMTurns30 Milestones

It started with @NCADV, now it's a national awareness campaign. How will you honor #DVAMTurns30 this October?

In '96, the @ndvh received its first call. Millions of calls later, #DVAMTurns30.

Passing #VAWA in '94 meant the @nrcdv was created & programs/shelters got more \$\$.

When #VAWA passed, law enforcement got #DV-specific training and more resources.

Sample Tweets 4: Share Quick Guide Blog Posts

Quick Guide: What Is Domestic Violence? <http://ow.ly/fdLs30dTPGi> #DVAMTurns30

Quick Guide to Stalking <http://ow.ly/k50E30dTPOT> #DVAMTurns30

Quick Guide: Teen Dating Violence <http://ow.ly/RYbF30dTPSB> #DVAMTurns30

Quick Guide: Economic and Financial Abuse <http://ow.ly/Spsz30dTQci> #DVAMTurns30

Sample Tweets 5: What Does #DVAMTurns30 Mean to You?

Tell the world what #DVAMTurns30 means to you! If you're a survivor, include #SurvivorSpeaks.

Sample Facebook Posts

Sample Facebook Posts 1: Join the #DVAMTurns30 Conversation

#DVAMTurns30 this October! What are you doing to honor this amazing anniversary? 🎂

This October, #DVAMTurns30 and I'll be there to recognize 30 years worth of raising awareness about domestic violence. 💙

Sample Facebook Post 2: Share #DVFacts Images

#DVFacts expose the epidemic of domestic violence. Share now to raise awareness!

#DVAMTurns30 this year, and the #DVFacts show we have more work to do. 📢

Sample Facebook Post 3: #DVAMTurns30 Milestones

It started with @NationalCoalitionAgainstDomesticViolence, now it's a national awareness campaign. How will you honor #DVAMTurns30 this October?

Passing #VAWA in '94 meant the @NRCDV, programs and shelters got federal funding, and law enforcement got training and resources. #DVAMTurns30

In '96, the @ NationalDomesticViolenceHotline received its first call. Millions of calls later, #DVAMTurns30.

Sample Facebook Post 4: Share Quick Guide Blog Posts

Quick Guide: What Is Domestic Violence? <http://ow.ly/fdLs30dTPGi>
#DVAMTurns30

Quick Guide to Stalking <http://ow.ly/k50E30dTPOT> #DVAMTurns30

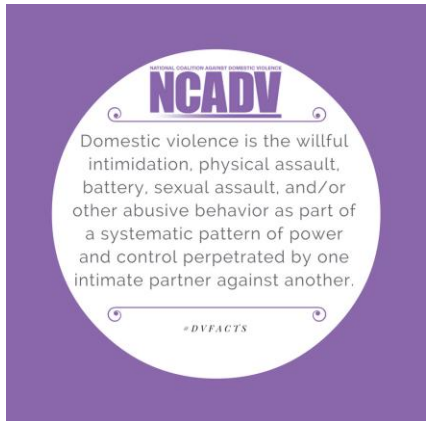
Quick Guide: Teen Dating Violence <http://ow.ly/RYbF30dTPSB> #DVAMTurns30

Quick Guide: Economic and Financial Abuse <http://ow.ly/Spsz30dTQci>
#DVAMTurns30

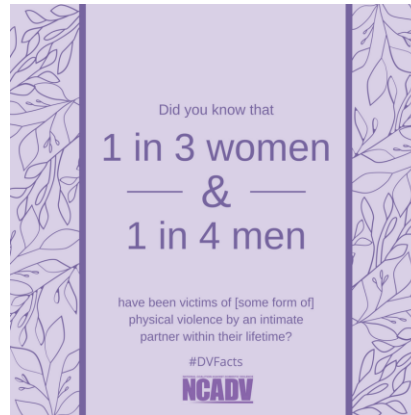
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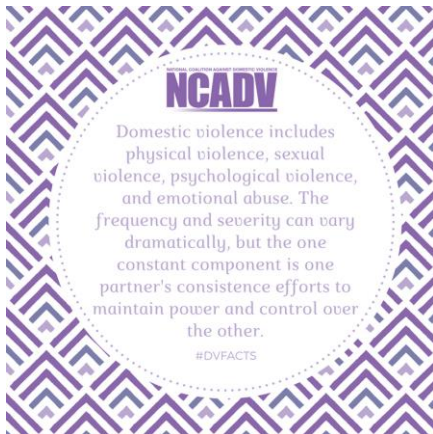
Shareable Visual Content



[Download What Is Domestic Violence](#)



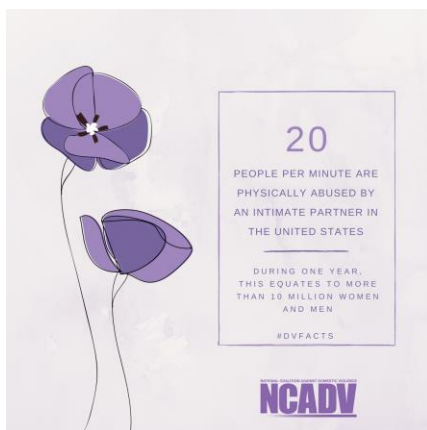
[Download Physical Violence](#)



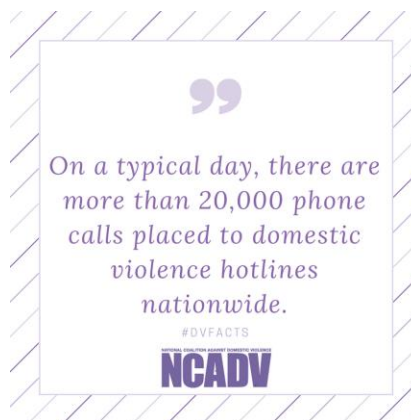
[Download Power and Control](#)



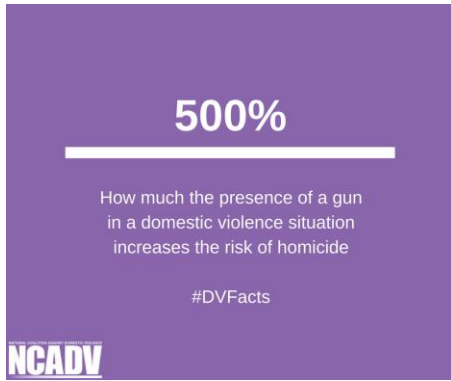
[Download Intimate Partner Violence Stalking](#)



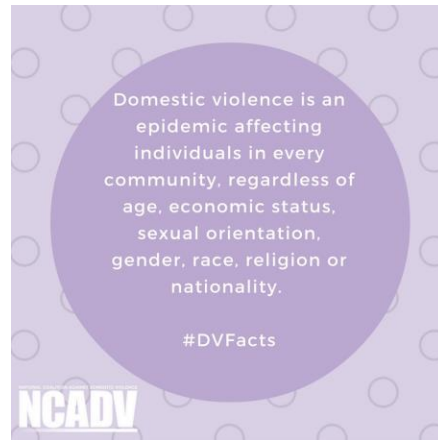
[Download Physical Abuse](#)



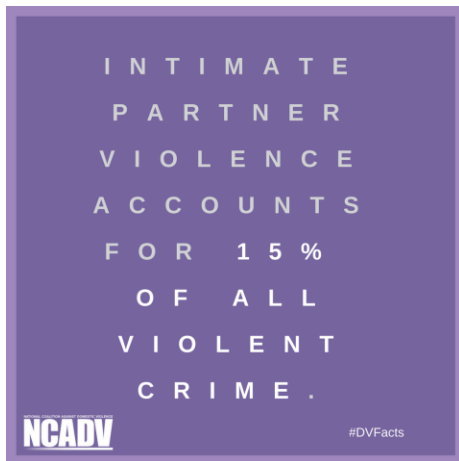
[Download Domestic Violence Hotlines](#)



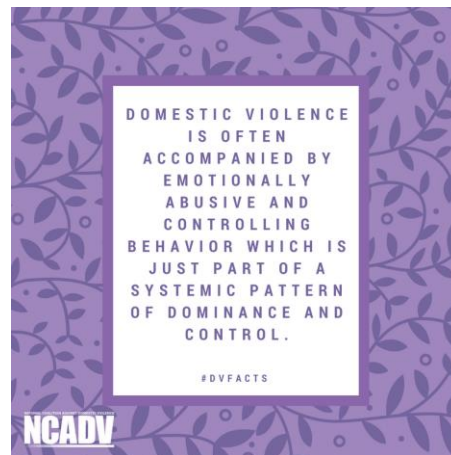
[Download Domestic Violence and Guns](#)



[Download Domestic Violence Epidemic](#)



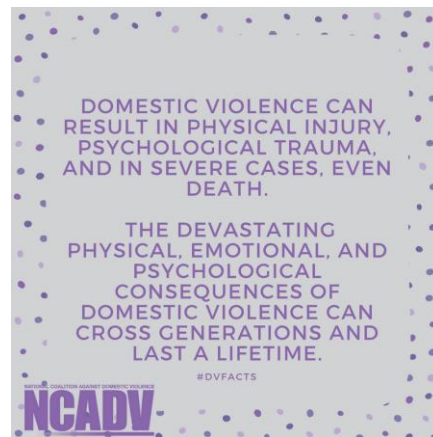
[Download Intimate Partner Violence Violent Crime](#)



[Download Emotional Abuse](#)



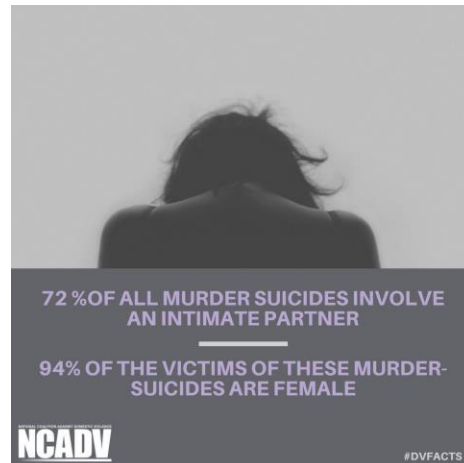
[Download Young Women](#)



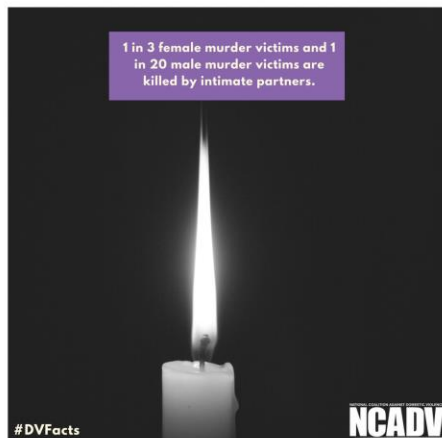
[Download Domestic Violence Consequences](#)



[Download Intimate Partner Violence Rape](#)



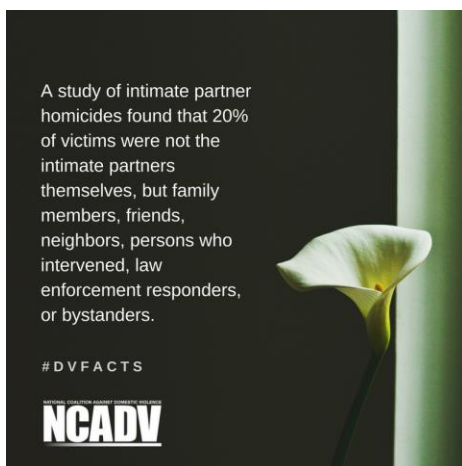
[Download Murder-Suicides](#)



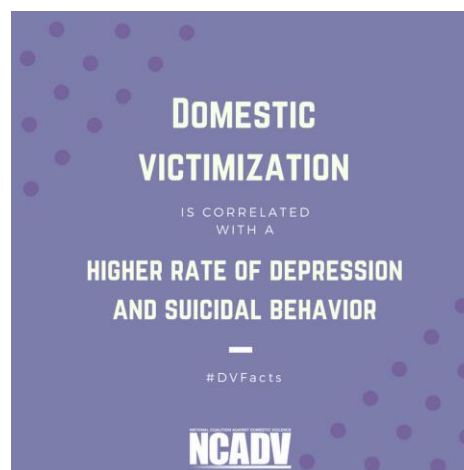
[Download Intimate Partner Homicide](#)



[Download Intimate Partner Abuse Sexually Transmitted Infections](#)



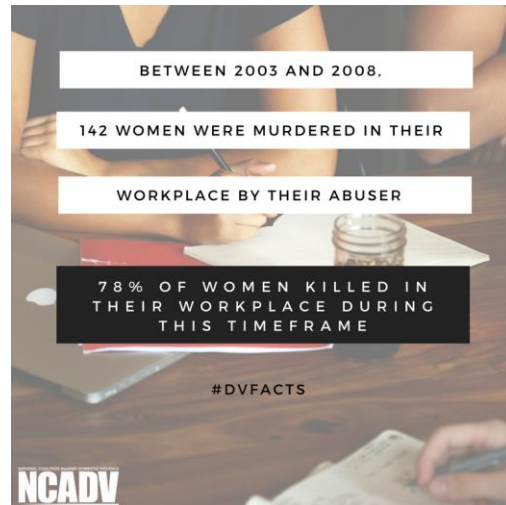
[Download Intimate Partner Violence Homicide Bystanders](#)



[Domestic Violence Depression Suicide](#)



[Download Intimate Partner Violence Victims Medical Care](#)



[Download IPV Workplace Homicides](#)



[Download IPV Paid Work Days Lost](#)



[Download Take A Stand Logo](#)



[Download Abuse Victims Lost Jobs](#)



[Download DVAMTurns30 Logo](#)

30 Accomplishments from the Last 30 Years

- 1987 The first Domestic Violence Awareness Month was held in October.
- 1988 Ohio Domestic Violence Network was founded.
- 1988 Vermont Network Against Domestic Violence and Sexual Assault was founded.
- 1989 The first Domestic Violence Awareness Month Commemorative Legislation was passed by U.S. Congress.
- 1990 Washington State Coalition Against Domestic Violence was founded.
- 1990s The Immigration and Naturalization Service (INS) begins to recognize domestic violence as grounds for asylum in the U.S.
- 1992 The American Medical Association and the U.S. Surgeon General suggested that all women patients be screened for domestic abuse.
- 1993 Violence against women was included as a human rights violation by the United Nations at the International Conference on Human Rights in Vienna.
- 1993 Funding from the U.S. Department of Health and Human Services led to the creation of the National Resource Center on Domestic Violence
- 1994 The U.S. Congress passed the Violence Against Women Act (VAWA) as part of the federal Crime Bill. VAWA funded services for victims of domestic violence and rape, and provided training to increase police and court officials' sensitivity to domestic violence. \$1.6 billion was authorized for the years 1994 to 2000. The bill also authorizes the formation of the Violence Against Women Office in the U.S. Department of Justice and made it a federal crime to cross state lines to commit domestic violence.
- 1994 As a result of VAWA, funding from the U.S. Department of Health and Human Services led to the creation of the Battered Women's Justice Project, the Health Resource Center on Domestic Violence, and the Resource Center on Domestic Violence: Child Protection and Custody.
- 1994 In conjunction with *Ms. Magazine* for Domestic Violence Awareness Month, NCADV created the *Remember My Name Project*, an annual recognition and memorial to those murdered as a result of domestic violence. Since the first publication, over 500 names are added to the national registry every year.
- 1994 Delaware Coalition Against Domestic Violence was founded.
- 1995 The first person to be prosecuted for possession of a firearms in violation of a domestic violence protection order under the Violence Against Women Act occurred in South Dakota.

1995 The first person to be convicted of a felony under the Violence Against Women Act in crossing state lines (West Virginia and Kentucky) to assault his wife occurred.

1995 With origins stemming from the Domestic Violence Coalition on Public Policy, the National Network to End Domestic Violence was initially incorporated to provide a national lobbying voice for state domestic violence coalitions.

1996 The Domestic Violence Offender Gun Ban was passed by Congress to extend the federal prohibition on firearms possession by criminals to include individuals convicted of misdemeanor domestic violence and child abuse crimes.

1996 The National Domestic Violence Hotline opens and is further funded under the Violence Against Women Act. The hotline responds to nearly 9,000 calls during the first month of operation.

1997 Sacred Circle, the National Resource Center to End Violence Against Native Women, was established to provide technical assistance, policy development, training institutes and resource information regarding domestic violence and sexual assault to develop coordinated agency response in American Indian and Alaska Native tribal communities.

1997 The National Latino Alliance for the Elimination of Domestic Violence was formed at the National Symposium on *La Violencia Domestica: An Emerging Dialogue Among Latinos* in Washington D.C.

1997 An anti-stalking law signed by U.S. President Bill Clinton makes interstate stalking and harassment a federal offence whether or not the victim had obtained a protection or restraining order.

1999 My Sister's Place piloted a Latino Outreach Program in Washington, D.C., that translated educational materials, recruited bilingual volunteers, facilitated workshops and raised consciousness in the Latino community.

2000 The Violence Against Women Act of 2000 was passed and reauthorized funding for 1) training, 2) services for battered/abused women and their children, and 3) creating new programs to include stalking and dating violence. \$3.3 billion was authorized for the years 2000-2005.

2001 President George W. Bush signed into law the *Stamp Out Domestic Violence Act of 2001* that called for a creation of a postal stamp that would raise funds for victim services.

2001 The Office of Women Advocates, Puerto Rico, was founded.

2002 WomenSpirit Coalition/Washington State Native American Coalition Against Domestic Violence and Sexual Assault was founded.

2005 The U.S. Congress updated the Violence Against Women Act to include teen dating violence and more prevention funding.

2008 NCADV released the eighth edition of the *National Directory of Domestic Violence Programs*, which listed over 2,000 agencies. This comprehensive listing of programs remains the most used publication in the domestic violence field.

2009 Lynn Rosenthal was appointed as the first White House Advisor on Violence Against Women.

Even More Ways to Get Involved

Looking to get more involved in the movement against domestic violence? There's lots of ways to support NCADV and its vision of a society with zero tolerance for domestic violence. Visit these pages to learn more about different ways to make it happen:

- Contact Congress using [NCADV's Action Alerts](#)
- [Donate or collect cell phones](#) to raise money for NCADV
- Sign up for [NCADV emails](#)
- [Become a member](#) of NCADV