

September 27, 2007, Vol. 13, Issue 13

## **NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH ACTIVITIES**

October is *Domestic Violence Awareness Month (DVAM)* and across the country, advocates are joining health care providers, business leaders, policy makers, faith-based groups, college students and many others at events and activities designed to raise awareness about domestic and sexual violence. Events include national campaigns, statewide activities and community events.

The following list includes just some of the many *Domestic Violence Awareness Month* activities planned for this fall. Domestic violence experts and service providers are encouraged to contact the sponsoring organizations to find out more about each event and explore how to get involved. Advocates often can link their local activities to national campaigns. Please note that this list is not comprehensive; it is a sample of national events.

➤ **September 25** – Liz Claiborne Inc, Redbook, Seventeen, Safe Horizon, The National Domestic Violence Hotline, LoveIsRespect.org and the Corporate Alliance to end Partner Violence joined forces for *It's Time to Talk Day* to encourage greater public dialogue about domestic violence. Around the country, talk radio, government officials, domestic violence experts, businesses, schools and the public-at-large took a moment – or more – to talk openly about an issue that affects nearly one in three women some time in their lives. In Central Illinois, Radio Bloomington and

local Corporate Alliance to End Partner Violence members held a news conference to announce *It's Time to Talk Day* at Illinois State University.

- **September 27** – The National Coalition Against Domestic Violence (NCADV) hosted a reception at the Mutual of America Building in New York City. At the reception, NCADV kicked off its *National Association of Black Female Executives in Music and Entertainment* song contest and highlighted its new campaign with the Body Shop – *Let Your Lips Do the Talking*. Seventy-five percent of proceeds from purchasing the special edition pink Hi-Shine Lip Treatment benefit NCADV's cosmetic and reconstructive surgery program, *Face to Face*. Visit [www.ncadv.org](http://www.ncadv.org) for more information.
- **October 1** – The Sheila Wellstone Institute (SWI) holds its *Domestic Violence Awareness Month* Reception in Washington, DC to honor the 2<sup>nd</sup> Annual Sheila Wellstone Award winner, the National Network to End Domestic Violence Against Immigrant Women. SWI, Verizon Wireless and Free Arts Minnesota are co-sponsoring the "Voices of Hope" art exhibit – a quilt display of domestic violence survivors' artwork from 13 shelters in Minnesota and North Dakota that will be featured in the Russell Senate Office Building Rotunda until October 5. The quilt squares depict what hope means to them and gives voice to their work through the artists' statements.

*National continued on page three...*

## **LOCAL DOMESTIC VIOLENCE AWARENESS MONTH ACTIVITIES**

Around the country domestic violence experts and service providers are planning creative, educational, inspirational events. While the activities vary in size and cost, the goals of most *DVAM* activities are similar: to raise awareness about the prevalence and cost of domestic violence, the need for prevention, and the availability of services for victims.

There is still time to plan an event if you have not already done so. The following are examples of *DVAM* activities that can be adapted to your program's needs, goals, budget and time constraints. Advocates are encouraged to email or call the contact person to find out how to launch similar events or activities in their communities. (*Speaking Up* was not able to include all the creative, unique events taking place across the country in this issue, so the following is a sample of what is taking place in towns and communities nationwide.)

### **Peace at Home**

San Francisco District Attorney Kamala D. Harris will hold a conversation on domestic violence and housing for *DVAM*. *Peace at Home* will be held at the Hall of Justice in the Jury Assembly Room on October 25 at 4:30 PM. *For more information, contact Sean Reynolds, at 415/553-1764 or sean.reynolds@sfgov.org.*

### **Interfaith Prayer Breakfast and Rally**

Advocates are asked to wear purple in honor of *Domestic Violence Awareness Month* at an *Interfaith Prayer Breakfast* at Central Presbyterian Church on October 2 from 9:30 to 11:30 AM in Denver. Immediately following the breakfast, advocates will *Rally Against Domestic Violence* on the west steps of the State Capitol from Noon till 2:00 PM. Rita Smith from the National Coalition Against Domestic Violence and Denise Washington

from the Colorado Coalition Against Domestic Violence are the featured speakers. *For more information, please call 303/831-9632.*

### **Educating With Emery Boards**

The Shelter for Abused Women & Children in Naples, Florida, is distributing emery boards at Publix grocery stores in Collier County on September 29 from 2:00 to 4:00 PM. The emery boards feature the Shelter's 24-hour crisis line number as well as the organization's web address. These emery boards are an inconspicuous way to distribute life-saving information to victims of intimate partner abuse. *For more information, call 239/775-3862 or email [info@naplesshelter.org](mailto:info@naplesshelter.org).*

### **When Family Violence Comes to Your Faith Community**

*Speaking Up* reader Wendy Loomas planned a *DVAM* event to get clergy members involved in domestic violence advocacy. The St. Petersburg, Florida, parish nurse association partnered with the city's domestic violence task force and local health department to host a domestic violence conference for faith leaders. The Rev. Dr. David Kitts is the featured speaker at the two-day event. He will address the congregation's response to domestic violence and give scriptural references that help survivors and hold batterers accountable. He will also present an award to a key organizer and local pastor, and a law enforcement leader who has taken initiative to respond better to domestic violence. The Rev. Dr. David Kitts will also meet with interested clergy to encourage them to form a local clergy task force on domestic violence and conduct a law enforcement training. *For more information, contact Wendy Loomas at 727/824-6979 or [wendy\\_loomas@doh.state.fl.us](mailto:wendy_loomas@doh.state.fl.us).*

### Take Back the Night

Students from Needham High School and Needham Domestic Violence Action Committee in Massachusetts are organizing *Needham's First Annual Take Back the Night* march and rally on Memorial Field. Live bands will perform and guest speakers will address the group. *Take Back the Night* will be held on October 6 from 7:00 to 10:00 PM rain or shine. For more information, email [ahogan@town.needham.ma.us](mailto:ahogan@town.needham.ma.us).

### Law Enforcement Talent Showcase

In Tennessee, the Metro Nashville Police Department and the Nashville Coalition Against Domestic Violence are co-sponsoring the *First Annual Law Enforcement Talent Showcase* on October 22. Employees of the Metro Nashville Police Department who have special talents in singing, dancing and comedy will perform at the Wildhorse Saloon. Doors open at 5:30 PM and the show starts at 6:30 PM. Proceeds will go to the Nashville Coalition Against Domestic Violence and to Metro Police Officer Danita Marsh, who was injured in the line of duty while working a domestic violence incident. Organizers charge \$15 for general admission and \$50 for VIP seating. For more information, contact Emily Nourse-Connelly at 615/255-0711, ext.107 or [Emily.nourse.connelly@dvictn.org](mailto:Emily.nourse.connelly@dvictn.org).

### From Awareness to Action Vigil

The Loudoun Citizens for Social Justice is hosting a *From Awareness to Action* vigil on October 25 from 7:00 to 8:30 PM at Ida Lee Recreation Center in Leesburg, Virginia. *From Awareness to Action* models how all community members can do one thing to help end domestic and sexual violence. Speakers range from a business leader taking a stand against domestic violence to a faith leader to community leaders talking about preventing violence in future generations. For more information, contact Speaking Up reader Grant Schafer

at 703/771-4265, ext. 24 or [grant.schafer@lcsj.org](mailto:grant.schafer@lcsj.org).

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*National continued from page one...*

- **October 4** – The National Network to End Domestic Violence hosts its First Annual Friendraiser, *Puttin' on the Ritz*, in Washington, DC to celebrate the individuals, organizations and corporations that have made groundbreaking contributions to ending domestic violence. The event will honor President William Jefferson Clinton; Senators Joseph Biden and Arlen Specter; Altria Group, Inc.; William D. Riley, Director of the Family Violence Prevention and Services Program at the U.S. Department of Health and Human Services; and the Jeanne Geiger Crisis Center in Newburyport, Massachusetts. Ticket and sponsorship information is available at [www.nnedv.org](http://www.nnedv.org).
- **October 4** – Free the Slaves and the Action Group to End Human Trafficking and Modern-Day Slavery hosts a reception for Kevin Bales, author of *Ending Slavery: How We Free Today's Slaves* in the Rayburn House Office Building in Washington, DC. *Ending Slavery* gives practical steps that policy makers and citizens can take to build a world without slavery. After Bales presents his book, policy and field experts will address current and upcoming legislation that are integral to the fight against human trafficking and modern-day slavery. For more information, visit [www.freetheslaves.net/](http://www.freetheslaves.net/).
- **October 10** – The Family Violence Prevention Fund (FVPF) organizes the Ninth Annual *Health Cares About Domestic Violence Day (HCADV)*, which reaches the healthcare community with information on assessing patients

for domestic violence and the long term health implications of exposure to violence. This year, the FVPF again joins with the American Medical Students Association to further involve medical school campuses nationwide. In Milwaukee, the mayor and city health commissioner will read proclamations on *HCADV* at a press conference. *To learn more, call the National Health Resource Center on Domestic Violence at 888/Rx-ABUSE; a free organizing packet is available online at [www.endabuse.org/hcadvd](http://www.endabuse.org/hcadvd).*

- **October 18 through October 24** – This year, Marshalls, a division of TJX companies, is sponsoring a week-long *Shop Til It Stops* event in more than 700 stores nationwide. For every pair of shoes purchased, \$1 will be donated to the Family Violence Prevention Fund, up to \$150,000, to support efforts to prevent violence against women and raise awareness about the harmful

effects of abuse. *Visit [www.marshallsonline.com](http://www.marshallsonline.com) to find a store near you.* For the second year, Marshalls is sponsoring the 30th Annual Gala for Sojourn in Los Angeles and makeovers for some domestic violence survivors. Marshalls will also host an on-line auction with shoes donated and signed by celebrities to benefit local domestic violence prevention programs across the country.

- **October 14 through October 20** – Organized by YWCA USA, the *Twelfth Annual YWCA Week Without Violence* features domestic violence awareness and violence prevention activities. During *DVAM*, YWCAs across the country will participate in the national effort to unite individuals against violence, declaring “Enough!” *For more information, visit [www.ywca.org](http://www.ywca.org).*

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## **OUTREACH**

In October and all year round, advocates work with elected officials – mayors, city council members, school system officials, judges, sheriffs, governors, state legislators, and Members of Congress – to alert them to the work that programs do in the community. *Domestic Violence Awareness Month (DVAM)*, in particular, offers a unique opportunity to raise public awareness about violence against women. Here are some quick facts with ready-to-use information about the prevalence of domestic violence, sexual assault and stalking.

### **FAST FACTS ON VIOLENCE AGAINST WOMEN**

- According to the U.S. Bureau of Justice Statistics, on average three women a day are murdered by their husbands or boyfriends in the United States. Women are 84 percent of spouse abuse victims, 86 percent of victims of abuse at the hands of a boyfriend or girlfriend, and three in four victims of family violence.
- Almost 500 (483) women are raped or sexually assaulted each day, on average, in the United States. [U.S. Bureau of Justice Statistics]
- Females age 20 – 24 experience the highest rate of intimate partner violence. [U.S. Bureau of Justice Statistics]
- In 2003, the Centers of Disease Control and Prevention reported that the health care costs of intimate partner rape, physical assault and stalking totaled \$5.8 billion each year, nearly \$4.1 billion of which was for direct medical and mental health care services. Lost productivity from paid work and household chores and lifetime earnings lost by homicide victims totaled nearly \$1.8 billion. Costs have risen since then.
- A study by National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, finds that more than seven million women in this country have been stalked. Stalking affects seven percent of women in the United States at some time in their lives.
- A 2007 public opinion poll by Hart Research for the Family Violence Prevention Fund and Verizon Wireless finds that 56 percent of men have reason to believe a member of their immediate or extended family, a close friend or acquaintance has been in a domestic violence or sexual assault situation. More than half (57 percent) think they can personally make at least some difference in preventing violence, and 73 percent think they can make at least some difference in promoting healthy, respectful, non-violent relationships.

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## **SAMPLE MEDIA MATERIALS**

Following are sample fill-in-the-blanks media materials to help advocates with outreach for *Domestic Violence Awareness Month (DVAM)*. Feel free to adapt these materials, and distribute them to journalists in your market. If you need help in identifying journalists in your market who cover domestic violence, email or call *Speaking Up* Editor Luci Manning at 202/371-1999 or [speakingup@prsolutionsdc.com](mailto:speakingup@prsolutionsdc.com) and she will provide a list.

### **SAMPLE STATEMENT**

STATEMENT OF DR. ROSA SANTIAGO,  
Director, Latina Women's Center  
October 15, 2007

CONTACT: [Name]  
[Area Code/Phone]

“Today, during *Domestic Violence Awareness Month*, we join women and men across the country to support victims of violence and to send the message that domestic violence is unacceptable – in our community and in every community.

Domestic violence touches every one of us. It fills emergency rooms and morgues. It keeps employees from being able to work. It makes children fearful, and interferes with their ability to learn. It contributes to crime on our streets. It destroys homes and families.

Domestic violence is everybody's business. But there is good news on this issue. A new poll commissioned by the Family Violence Prevention Fund with support from Verizon Wireless finds that more men are getting involved. More and more men say they are willing to help raise awareness, support victims, and promote healthy, violence-free relationships.

Fifty-six percent of men – and 60 percent of those age 18 to 34 – said they have reason to believe a member of their immediate or extended family, a close friend or acquaintance has been in a domestic violence or sexual assault situation. More than half (57 percent) think they can personally make at least some difference in preventing violence, and 73 percent think they can make at least some difference in promoting healthy, respectful, non-violent relationships.

And, the poll finds, men are taking action. Two in three fathers have talked to their sons about the importance of healthy, violence-free relationships, and 63 percent have talked to their daughters. Fifty-five percent of men surveyed say they have talked to boys who are not their sons.

Only if men and women work together will we end this devastating problem. Each of us must do all that we can to stop domestic violence. I encourage everyone here to sign the pledge cards we are circulating, and to take action to stop domestic violence whenever and wherever they can. And, please, join me in urging Congress to fully fund the *Violence Against Women Act* this year.”

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**SAMPLE MEDIA ADVISORY**

MEDIA ADVISORY  
October 15, 2007

Contact: [Name]  
[Area Code/Phone]

**ANYTOWN'S SOUTH END COMMUNITY  
TO SUPPORT EFFORTS TO END DOMESTIC VIOLENCE**

***Men's March and Community-Wide Celebration to Raise Awareness about Abuse***

October is *Domestic Violence Awareness Month* and the South End community will help spread the message that domestic violence is everybody's business at *Calling All Men: March to End Domestic Violence* on

**Saturday, October 20 at Noon  
1399 McAllister Avenue (March starting point)**

The *March*, co-sponsored by the [your agency], will raise awareness about domestic violence and its prevention in Anytown's South End community. Men will march from McAllister Avenue to Fillmore Mini Park, where there will be information booths on domestic violence, free food and music. Women and children are invited to join the men as they march to promote peace in their homes, community, city, country and world.

**Following the *March*, there will be a *Celebration of Unity in the Community* at  
5 PM at the South End Arts and Culture Complex (762 Fulton St.)**

The *Celebration* will feature local artists [list their names] and special guest [X Children's Choir]. The evening's activities and performances will raise awareness about all kinds of violence against women, encourage people to take action, and celebrate peace in the city and around the world. The *Celebration* is a joint venture sponsored by [co-sponsors]. Participants will write postcards to Congress urging Senators and Representatives to fully fund the *Violence Against Women Act* this year.

[Your agency's one-sentence boilerplate description and url, for instance: The Family Violence Prevention Fund (FVPF) works to end domestic violence and help women and children whose lives are devastated by abuse, because every person has the right to live free of violence. More information is available at [www.endabuse.org](http://www.endabuse.org).]

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## **SAMPLE NEWS RELEASE**

NEWS RELEASE  
October 7, 2007

Contact: [Name]  
[Area Code/Phone]

### **WOMEN UNITED AGAINST DOMESTIC VIOLENCE JOIN CITY-WIDE “STAND AGAINST DOMESTIC VIOLENCE”**

ANYTOWN - Five hundred women and their families joined City Councilwoman Dr. Jane Smith and other officials at City Hall today to encourage citizens to help stop domestic violence. The theme of the rally was, *Domestic Violence, Take a Stand*. Speakers called on Congress to fully fund the *Violence Against Women Act* this year.

Carol Wayne, Executive Director of Women United Against Domestic Violence, told the crowd: “Today we join Americans across the country to support victims of domestic violence and let batterers know that there is no excuse for abuse. Domestic violence is a problem of epidemic proportions in our community. The violence knows no boundaries. It occurs in all neighborhoods, all cities and all parts of our country. It crosses all racial, economic and social barriers and affects people of all ages. Only if men and women come together and send the message that violence is unacceptable can we finally put a stop to the domestic and sexual violence that is causing such grave harm to our families.”

Advocates from across the city circulated pledge cards for people at the rally to sign. It reads: “I pledge to take a stand against domestic violence. I recognize that domestic violence threatens the lives of women and children and the health of entire communities. I recognize that domestic violence is everyone’s business and we must all take a stand to prevent abuse. I promise to get involved in the effort to reduce domestic violence in my neighborhood, my city, my country and my world. And I will urge my Senators and Representative to fully fund the *Violence Against Women Act* this year.”

On average, more than three women are murdered by their husbands or boyfriends in this country every day. [Add statistics about the prevalence of domestic violence in your community].

“We all have a responsibility to take a stand to prevent domestic violence whenever and wherever we can,” Council Member Robert Johnson said. “Domestic violence is everyone’s business. In some way, it affects all of us and we must all make a commitment to stop it.”

The Stand Against Domestic Violence rally is one of hundreds of events taking place around the country in October, *Domestic Violence Awareness Month*.



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## **FILL-IN-THE-BLANKS EDITORIAL MEMORANDUM**

[October 11, 2007]

TO: Editorial Page Editor  
FROM: [Your Name, Organization Name]  
RE: *Domestic Violence Awareness Month*

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The statistics are staggering. On average, three woman a day are murdered by their husbands or boyfriends in this country. Every [day/week/year] in our community [include local statistic].

This October, domestic violence experts and service providers in [town/city] and across our state are coming together to help end abuse and to urge Congress to fully fund the *Violence Against Women Act* this year. As you may know, October is *Domestic Violence Awareness Month* – a time to make a commitment to end domestic and sexual violence and keeping women and children safe.

This month, [Organization Name] will: [Include information about the activities your organization has planned for October. Be sure to include the date of each event]. And we are speaking out and urging Congress to fully fund the *Violence Against Women Act* this year.

Domestic violence is everyone's business. It affects all of us - every family, every workplace, every community. And each one of us has a role to play in stopping domestic violence. Action can be as simple as contributing money or clothing to a local shelter, volunteering time to a program that aids victims of abuse, talking to a child about relationship violence, offering support to a victim of violence, or posting awareness materials in public places.

Individuals who want to help or who would like to participate in *Domestic Violence Awareness Month* activities can call [organization's phone] for more information.

During *Domestic Violence Awareness Month*, I hope you will publish an editorial that encourages readers to join efforts to reduce domestic, sexual and dating violence in our community, and urges Congress to fully fund the *Violence Against Women Act* this year. If you have any questions or need additional information, please contact me at [your phone] on weekdays from [9 AM to 6 PM.] Thank you for your consideration.

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## FILL-IN-THE-BLANKS PITCH LETTER

[October 1, 2007]

[Journalist's Name]

[Outlet]

[Mailing Address]

Dear [Journalist's Name]:

The statistics are staggering. Every [day/week/year] in our community [provide local statistic]. And nationally, on average, three women are murdered each day by their husbands or boyfriends.

As you may know, October is *Domestic Violence Awareness Month*, a time when domestic violence experts and those serving victims around the nation draw attention to domestic and sexual violence. I am writing to suggest that, during *Awareness Month*, you [interview/write a story about/write a column about] [name and title of your organization's director], who is one of the unsung heroes of our movement.

You may know that [include information on the person's history and work at the organization. EG: Dr. Smith has been running the Center for ten years. During that time, the shelter has housed more than 1,200 victims of domestic violence and their children, and provided referrals and support to countless others. She works directly with many of our clients, keeping them safe, providing counseling, aiding them as they navigate complex social service systems, and helping them take legal action, find jobs and rebuild their lives].

The [shelter/organization] [include a brief description of the services your organization provides]. To mark *Domestic Violence Awareness Month* [provide info on the events your organization has planned for October. Include the date for each]. [Name of organization's director] will speak at both events.

Domestic violence is a problem of epidemic proportions in our country. But it is a problem we can solve. [Name of organization's director] works every day to end abuse and keep women and children safe. I hope you will consider [a profile of/an interview with] [organization's director]. I will call you in a few days to follow up. In the meantime, if you have any questions, please do not hesitate to call me at [your phone number]. Thank you for your consideration.

Sincerely,  
[Your Name]