



Domestic Violence Awareness Month

SAVIN Resource Kit

SPONSORED BY:



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Overview of the Resource Kit

INTRODUCTION

Domestic Violence Awareness Month (DVAM) is a time-honored national observance that brings attention to the plight of domestic violence victims; their rights as victims of crime; and the many services available to assist them. Domestic violence victims, their families and friends comprise a significant number of SAVIN clients, and ensuring that they are aware of your SAVIN programs and services is a key goal during DVAM.

SAVIN programs provide a critical service to domestic violence victims that fulfill their statutory rights and offer:

- **Notification** about the location and status of their alleged or convicted offender (and in some states, notification about when orders of protection are delivered and expire).
- **Information** about their rights, and services that are available to assist them.
- **Enhanced safety** that results from knowledge about the offender and case status that can help victims make informed decisions about their lives and develop safety plans to increase their personal security.

These three messages are incorporated in all the resources included in this Kit.

DVAM DATES, THEMES AND COLORS

DVAM is scheduled for the entire month of October 2012. This year's theme is:

DOMESTIC VIOLENCE AWARENESS MONTH *Mourn, Celebrate, Connect*

2012 DVAM proponents are also encouraging the use of the "NO MORE – TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT" theme that is described in more detail below.

The traditional theme color for DVAM is **purple**, which is reflected in the well-known purple ribbon campaign in support of ending domestic violence. A purple ribbon pin card is included in the "Camera-ready Artwork" section of this Resource Kit.

DOMESTIC VIOLENCE AWARENESS MONTH ONLINE RESOURCES

This year, the National Resource Center on Domestic Violence (NRC DV) and its Domestic Violence Awareness Project (DVAP) have developed excellent resources to help promote 2012 DVAM. Included are:

- Tips for organizing a DVAM campaign
- Tips for engaging the media
- Training resources (including webinar recordings, sessions from blogtalkradio.com™, and resource packets)
- Camera-ready artwork for buttons and flyers
- Online calendar where you can post any special SAVIN events related to DVAM

You can access the 2012 DVAM promotional resources at <http://www.nrcdv.org/dvam/>. We are grateful to the NRC DV for providing materials that will help SAVIN and other victim assistance programs educate survivors and communities about domestic violence victims' rights and services.

"NO MORE" CAMPAIGN INTRODUCTORY TOOLKIT

You can submit an online request for the free "NO MORE" Campaign Introductory Toolkit – which features sample emails, social media posts, artwork and customizable poster templates – to incorporate these important resources into your DVAM public awareness and victim outreach activities at <http://www.nomore.org/contact/>.

BUILDING AND ENHANCING PARTNERSHIPS FOR DVAM

There are thousands of community- and system-based organizations and agencies that assist victims of domestic violence that will be working with allied professionals – including SAVIN programs – to promote DVAM. Many special events, traditional and social media outreach activities to increase awareness about domestic violence, and public education initiatives will be sponsored to reach out to victims, and promote resources available for domestic violence prevention, intervention and response.

The National Online Resource Center on Violence Against Women provides information and links to state coalitions, violence against women organizations, and domestic violence networks and institutes nationwide. You can visit <http://www.vawnet.org/links/> to identify domestic violence programs in your state. In addition, the Office for Victims of Crime Online Directory of Victim Services (<http://ovc.ncjrs.gov/findvictimservices/>) provides contact information for victim assistance organizations by location, type of victimization and type of agency.

Here are some suggestions to build or enhance important partnerships with domestic violence advocates for DVAM that can sustain far beyond October:

- Contact your state coalition leaders and indicate your interest in supporting their DVAM special events and activities.
- Discuss the importance of incorporating information about SAVIN services in DVAM outreach during October.
- Provide SAVIN informational resources (brochures, posters, palm cards, etc.) that can be made available at DVAM events statewide.
- Suggest partnering on media outreach – using the resources in this Kit – to reinforce the importance of domestic violence victims’ rights to information, notification and reasonable protection.
- Provide a URL link to your state’s coalition on your SAVIN website, and ask your coalition to provide a mutual link to your SAVIN website.
- Develop a web banner for your SAVIN website that identifies October as 2012 DVAM, and work with your coalition to develop URL links to the national DVAM resources.
- Use the many resources in this Kit to develop important messages about SAVIN that can be provided to your state coalition and local programs to ensure that victims are aware of SAVIN services.

PRESIDENTIAL PROCLAMATION

Each year, the President signs a proclamation in support of DVAM. You can review the 2011 proclamation by President Obama at <http://www.whitehouse.gov/the-press-office/2011/10/03/presidential-proclamation-national-domestic-violence-awareness-month>. Your National SAVIN Project team will notify you when the 2012 DVAM presidential proclamation is released so you can incorporate it into your victim outreach and public awareness activities.

CONTENTS OF THIS RESOURCE KIT

There are eight components of the SAVIN DVAM Resource Kit that you can adapt to your specific SAVIN program and state. Anything highlighted in red in this Kit indicates where you need to personalize your SAVIN program’s information. You can use these resources to promote SAVIN during October, and partner with domestic violence advocates and other allied professionals to ensure that domestic violence victims and communities in your state know about SAVIN services during DVAM and throughout the year. The eight components of this Kit are as follows:

1. The **sample press release** provides a brief overview of the scope of domestic violence crimes in America, and describes SAVIN and how it can help victims.
2. Two **sample public service announcements** – in a 30 second and 15 second format – describe SAVIN and how victims and the public can access SAVIN services.
3. The **sample opinion/editorial column** offers a national perspective on SAVIN services and their value to victims and communities, and allows you the opportunity to promote your state’s program.
4. **Tips for social media** feature ideas for promoting SAVIN through four popular social media venues.
5. **Sample quotations** include 12 inspirational insights about domestic violence and justice from well-known leaders.
6. **Statistics** about domestic violence in America can be incorporated into all your DVAM outreach activities.
7. **National information and referral resources** include contact information and hours of operation for 14 national organizations that assist domestic violence victims and survivors.
8. **Camera-ready artwork** can be used to make a bookmark, a domestic violence awareness ribbon pin card, and two buttons that combine the 2012 DVAM theme with the SAVIN logo. These buttons can be personalized to include information about your SAVIN program.

There is an **evaluation form** attached to this Resource Kit. Please take a few minutes to complete and return this form; your input and opinions are important to us as we continue to seek ways to support your SAVIN victim outreach and public awareness activities.



Sample Press Release

FOR IMMEDIATE RELEASE:

(DATE)

CONTACT:

Name/Agency

(A/C) Telephone

Email address

STATEWIDE AUTOMATED VICTIM INFORMATION AND NOTIFICATION *SAVIN HELPS DOMESTIC VIOLENCE VICTIMS*

(City/State) – In our nation, approximately one in four women and nearly one in seven men have experienced severe physical violence by an intimate partner at some point in their lifetime. Domestic violence can be a deadly crime that creates a painful void – a permanent empty place at the table – for families whose loved ones were killed at the hands of abusers. According to the Federal Bureau of Investigation, about one-third of female murder victims were killed by an intimate partner.

Victims of domestic violence have the right to information in the aftermath of a crime. Victim notification services ensure that victims are informed of key activities and events related to their cases and offenders. In (state), Statewide Automated Victim Information and Notification or SAVIN, is a free, confidential public service that is available 24-hours-a-day, 365-days-a-year. SAVIN automatically informs registered victims of an offender's release from jail or prison (you can adapt and/or expand this sentence to describe the key services provided by your SAVIN program, including notification to victims when protective orders are served).

It's easy to register for SAVIN services to receive information about domestic violence offenders' status – early, accurate and often. This vital information can help domestic violence victims make informed decisions, and plan for their safety and that of their loved ones.

During Domestic Violence Awareness Month in October and throughout the year, let's remember that victims in (state) have the right to information and notification. Call SAVIN at (area code/telephone number) to register for notification, or visit our SAVIN website at (SAVIN web URL).

#

After personalizing this press release to your jurisdiction, it should be typed double-spaced.



Sample Public Service Announcements

DOMESTIC VIOLENCE AWARENESS MONTH *"Mourn, Celebrate, Connect"*

30 SECONDS

Domestic violence is a crisis in America. Approximately one in four women and nearly one in seven men in the U.S. have experienced severe physical violence by an intimate partner at some point in their lifetime.

All victims of domestic violence – our family members, neighbors, co-workers and friends – have the right to information about their alleged or convicted offender. Information is critical to help victims of domestic violence regain a sense of control in their lives, and help them plan for their safety and for their future.

In (state), Statewide Automated Victim Information and Notification, or SAVIN, is a valuable public service that automatically informs registered victims of an offender's status, including release from jail or prison. SAVIN services are free, confidential and available 24-hours-a-day, 365-days-a-year.

As America "mourns, celebrates and connects" during Domestic Violence Awareness Month this October and throughout the year, let's remember that victims of domestic violence in (community/state) have the right to information and notification – early, accurate and often. Call (area code/telephone number) or visit (web URL) online for more information or to register for SAVIN services.

15 SECONDS

October is Domestic Violence Awareness Month. If you or someone you know is a victim of domestic violence, you have the right to information about the status of your alleged or convicted offender. In (state), Statewide Automated Victim Information and Notification, or SAVIN, is a free, 24-hours-a-day public service that automatically informs registered victims of an offender's status, including release from jail or prison.

For more information about (state) SAVIN services, call (area code/telephone number) or visit (web URL).

If your SAVIN program provides victims with notification when protective orders are served, you can incorporate this information into your PSAs.



Sample Opinion/ Editorial Column

2012 DOMESTIC VIOLENCE AWARENESS MONTH *“Mourn, Celebrate, Connect”*

In 2008 in Stone Ridge, New York, a woman was gunned down in the middle of the night by her batterer who bailed himself out of jail in the early morning hours, free to re-victimize her because she was never notified of his release. According to the U.S. Department of Justice, Bureau of Justice Statistics, one-third of female homicides are committed by an intimate partner.

October is Domestic Violence Awareness Month (DVAM) in the United States. This year, the DVAM theme – “Mourn, Celebrate, Connect” – encourages our nation to mourn the countless lives that have been lost or devastated by domestic violence; celebrate the many positive accomplishments that have resulted in domestic violence victims’ rights and services; and connect domestic violence victims with vital information and services that can help them in the aftermath of this horrific crime.

In **(state)** and across the nation, victims of domestic violence have the right to be informed about the status of their cases and their alleged or convicted offenders. Statewide Automated Victim Information and Notification (SAVIN) programs combine domestic violence victims’ rights to information, notification and related victim assistance services through innovative technology that tracks case and offender status. SAVIN programs provide vital information that can help domestic violence victims enhance their personal safety.

In the case of the New York homicide victim, had she been registered for SAVIN, she could have known when her abuser was being released from jail and had an opportunity to protect herself.

Nearly every state – including **(your state)** – has a SAVIN program that, nationwide, tracks more than 80 percent of criminal offenders. In addition, some SAVIN programs include notification when “protection from abuse” orders have been served and when they are going to expire, providing another layer of protection to victims of domestic violence and their families **(if your state offers notification of PFA orders and their expiration to victims, include information about this service here)**.

Here in **(state)**, SAVIN services are free and confidential and available 24-hours-a-day, 365-days-a-year. Victim assistance and criminal justice professionals are readily available to help domestic violence victims register for SAVIN services.

This month, when we as a nation take time to reflect on the serious and all too often life-threatening crime of domestic violence, let’s get the word out about SAVIN and let’s connect domestic violence victims with important information that can help them plan for their safety and for their future.

For more information about SAVIN services in **(your state)**, visit **(web URL)**.



Tips for Social Media

While there are countless social media venues to promote victim, survivor and public awareness about SAVIN during DVAM, these tips focus on four of the most popular social media opportunities:

1. YouTube
2. Facebook
3. Twitter
4. Podcasts

YOUTUBE

Among the most popular social media venues for public awareness and victim/survivor outreach is YouTube (www.youtube.com). If you enter “domestic violence” into the YouTube search engine, there are over 35,000 results.

A “Domestic Violence Awareness Month” search on YouTube offers nearly 800 results. Some creative approaches to promote SAVIN during 2012 DVAM – derived from existing “DVAM search results” on YouTube – include videos of DVAM:

- Press conferences featuring dignitaries addressing domestic violence prevention and response
- Victim/survivor “speak-outs” or personal testimonials
- Proclamations read by community leaders
- Training videos

FACEBOOK

In the United States today, there are 149 million active Facebook users, and 70 percent log in once a day (*Ogilvy & Buddy Media*). A proactive Facebook presence should be at the apex of any social media campaign to promote your SAVIN program throughout the year, including during national commemorative days, weeks and months such as DVAM.

A good place to start is “Facebook Best Practices for Nonprofit Organizations” published by DIOSA Communications at

<http://www.diosacommunications.com/facebookbestpractices.htm>. Among the 32 excellent tips include:

- Use of the national SAVIN logo as your “SAVIN Facebook page” picture (or for 2012 DVAM, the logos available from the NRCDV at <http://www.nrcdv.org/dvam> that can be adapted to your SAVIN Facebook page).
- Ask questions to spark conversation and activity on your page.
- Add a “like box” to your website or blog.
- Add tabs for other social media (such as YouTube, Twitter and Flickr).
- Ask your “Likers” to “Suggest to Friends” on a monthly basis (this will help increase your Facebook fans and audience).

For 2012 DVAM, consider the following five tips and ideas to enhance your Facebook presence and promote SAVIN:

1. Create a special group or event related to any special SAVIN events you are sponsoring during DVAM, and ask your staff, colleagues and friends to encourage their peers to join the group.
2. Sponsor fun competitions for your staff and volunteers that encourage them to “poke” as many friends and colleagues as they can with information about your DVAM SAVIN-related activities; and encourage others to “like” the information and resources you post to publicize your special events and activities.
3. Identify journalists in your community who cover crime and victimization, and locate their Facebook pages. When they publish something interesting, click their “Like Box” and leave a positive message. It will also leave a reminder about your SAVIN program and the valuable services you provide to crime victims and the community.
4. Use the SAVIN DVAM artwork and graphics in this Resource Kit to add colorful graphics to your Facebook page.

5. Use Facebook's free "poll" application (available at http://www.facebook.com/dialog/oauth?client_id=20678178440&redirect_uri=http%3A%2F%2Fopinionpolls.welive.tv%2Fpolls_v2%2Ftoken.php&state=98c140582b14fcb4736a01925f36efa2) to create polls for your SAVIN program's Facebook friends. You can ask simple questions linking to SAVIN and the 2012 DVAM theme such as, "why is information and notification important to crime victims?" and "how can we connect with survivors during Domestic Violence Awareness Month?"

TWITTER

Worldwide, there are 300 million "tweets" per day (Twitter.com). If you don't already have a Twitter account to promote your SAVIN program, it's free and easy to set up at www.twitter.com.

Here are some sample tweets (each under 140 characters) to promote SAVIN during DVAM:

- During Domestic Violence Awareness Month in October, connect with crime victim information & notification through SAVIN at ([website URL](#)).
- Domestic violence too often leaves an empty place at the table. For victim information & notification, visit ([state](#)) SAVIN at ([website URL](#)).
- Victims of domestic violence can receive vital information & notification – it's free and confidential. Visit ([website URL](#)).
- Victim notification can help domestic violence victims plan for their safety. Learn about victim information & notification by calling ([A/C-telephone](#)) for more info.

PODCASTS

A podcast is a form of digital media that puts out information in either an audio or video format to audiences including subscribers, an organization's members or visitors to a website that hosts podcasts. Podcasts are a rapidly growing form of social media because they are inexpensive and simple to produce; allow sponsors to create broadcast-quality productions; and provide the opportunity to reach a wide range of audiences.

For basic audio podcasting, equipment needs include a microphone, a computer and an audio-editing program; and for basic video podcasting, add a video camera or web camera. There are many free audio recording/editing software packages that can improve the overall quality of your podcasts (for example, see <http://audacity.sourceforge.net/>).

Two examples of podcasts that promote DVAM and victim assistance services are:

1. Massachusetts podcast linking DVAM to Halloween (October 31)
<http://norwood.patch.com/articles/domestic-violence-awareness-month>
2. thestreet.com North Carolina's "Salon Cut-a-thon" to raise awareness of DVAM
<http://www.thestreet.com/story/11671720/1/domestic-violence-isnt-pretty-david-wade-salon-raises-money-and-awareness-for-interact.html>

“During Domestic Violence Awareness Month, we recognize the significant achievements we have made in reducing domestic violence in America, and we recommit ourselves to the important work still before us. Despite tremendous progress, an average of three women in America die as a result of domestic violence each day. One in four women and one in thirteen men will experience domestic violence in their lifetime. These statistics are even more sobering when we consider that domestic violence often goes unreported.” –*President Barack Obama (Presidential Proclamation, 2011 National Domestic Violence Awareness Month)*

“We know that violence in the home doesn’t just impact individuals and families. It devastates entire communities because it is a precursor to so many other forms of violence. When children witness or experience violence in the home, it affects how children feel, how they act, and how they learn. Without intervention, children are at higher risk for school failure, substance abuse, repeat victimization, and perhaps most tragically, perpetrating violence later in their own lives.” –*U.S. Attorney General Eric Holder (2009 Domestic Violence Awareness Month Remarks, Washington DC)*

“When women thrive, all of society benefits, and succeeding generations are given a better start in life.” –*Kofi Annan*

“Safety and security don’t just happen; they are the result of collective consensus and public investment. We owe our children, the most vulnerable citizens in our society, a life free of violence and fear.” –*Nelson Mandela*

“One thing we do know about domestic violence is that it is passed down from generation to generation. It is learned behavior.” –*Lester Aradi, Retired Police Chief, Largo, FL*

“Domestic violence causes far more pain than the visible marks of bruises and scars. It is devastating to be abused by someone that you love and think loves you in return.” –*U.S. Senator Dianne Feinstein*

“Violence is not power, but the absence of power.” –*Ralph Waldo Emerson*

“I object to violence because when it appears to do good, the good is only temporary; the evil it does is permanent.” –*Mohandas K. Gandhi*

“Violence is the last refuge of the incompetent.” –*Isaac Asimov*

“One in three women may suffer from abuse and violence in her lifetime. This is an appalling human rights violation, yet it remains one of the invisible and under-recognized pandemics of our time. But it is not inevitable. We can put a stop to this.” –*Nicole Kidman, Goodwill Ambassador for UNIFEM*

“It is under the greatest adversity that there exists the greatest potential for doing good, both for oneself and others.” –*Dalai Lama*

“Hope has two beautiful daughters. Their names are anger and courage; anger at the way things are, and courage to see that they do not remain the way they are.” –*Augustine of Hippo*

- Approximately one in four women and nearly one in seven men in the U.S. have experienced severe physical violence by an intimate partner at some point in their lifetime (Bureau of Justice Statistics, National Crime Victimization Survey, 2011).
- In the U.S., three women are murdered by a spouse or intimate partner each day (Federal Bureau of Investigation, 2006).
- UNICEF estimates that 255 million children worldwide experience violence in their homes, calling it one of the most pervasive human rights challenges of our time (UNICEF, 2006).
- In 2008, females age 12 or older experienced about 552,000 nonfatal violent victimizations (rape/sexual assault, robbery, or aggravated or simple assault) by an intimate partner (Catalano, Smith, Snyder, and Rand, 2009).
- Approximately four out of every 10 non-Hispanic Black women, four out of every 10 American Indian or Alaska Native women, and one in two multiracial non-Hispanic women (53.8%) have been the victim of rape, physical violence, and/or stalking by an intimate partner in their lifetime (Centers for Disease Control National Center for Injury Prevention and Control, National Intimate Partner and Sexual Violence Survey, 2010).
- One in six women and one in 19 men have been stalked during their lifetime (CDC, 2010).
- 12 percent of female victims of physical violence also experienced rape and stalking during their lifetime (CDC, 2010).
- 81 percent of women who experienced rape, stalking or physical violence by an intimate partner reported significant short or long term impacts such as Post-Traumatic Stress Disorder (PTSD) symptoms and injury, while 35 percent of men report such impacts (CDC, 2010).
- More than half (51.1%) of female victims of rape reported being raped by an intimate partner (CDC, 2010)

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National Information and Referral Resources

AGENCY	TOLL-FREE NUMBER AND TTY/TDD	HOURS OF OPERATION	WEBSITE URL
American Domestic Violence Crisis Line (for American citizens victimized abroad)	866-USWOMEN	24/7/365	www.866uswomen.org
Battered Women's Justice Project	800-903-0111	Monday – Friday 10:30 am – 6:30 pm EST	www.bwjp.org
Futures Without Violence	TTY-800-595-4889 415-678-5500		www.futureswithoutviolence.org
National Center for Victims of Crime	N/A	N/A	www.ncvc.org
National Children's Alliance	800-239-9950	Monday – Friday 9:00 am – 5:00 pm EST	www.nationalchildrensalliance.org/
National Domestic Violence Hotline	800-799-7233 TTY-800-787-3224	24/7/365	www.thehotline.org
National Human Trafficking Hotline	888-373-7888	24/7/365	www.polarisproject.org/
National Online Resource Center on Violence Against Women			www.vawnet.org
National Organization for Victim Assistance	800-879-6682	Monday – Friday 9:00 am – 5:00 pm EST	www.trynova.org
National Resource Center on Domestic Violence	800-537-2238 TTY-800-553-2508	Monday – Friday 8:00 am – 5:00 pm EST	www.nrcdv.org
National Sexual Violence Resource Center	877-739-3895 TTY 717-909-0715	Monday, Thursday, Friday 9:00 am – 5:00 pm EST Tuesday and Wednesday 9:00 am – 8:00 pm EST	www.nsvrc.org
National Teen Dating Abuse Helpline	866-331-9474 TTY 866-331-8453	24/7/365	www.loveisrespect.org
Rape, Abuse & Incest National Network	800-656-4673	24/7/365	www.rainn.org
Resource Center on DV: Child Protection and Custody	800-527-3223	Monday – Friday 11:00 am – 8:00 pm EST	www.nnedv.org/resources/nationalorgs/59-national-organizations/5-rcdvcpc.html

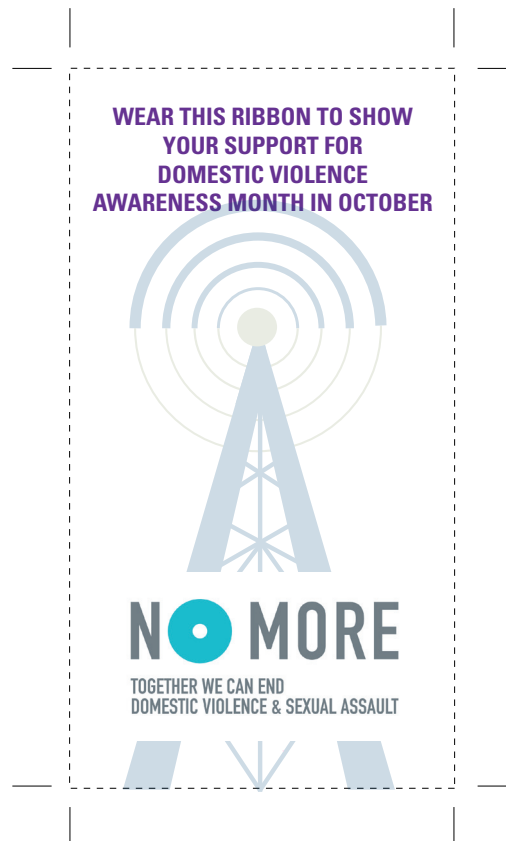


Camera-ready Artwork

Buttons



Purple Ribbon Pin Card





Camera-ready Artwork

Bookmark



**NATIONAL DOMESTIC
VIOLENCE
AWARENESS MONTH
OCTOBER 2012**



EARLY. ACCURATE. OFTEN.

**CONNECT
to Statewide
Automated Victim
Information &
Notification**

**National Domestic Violence
Hotline
800-799-7233
TTY-800-787-3224
www.thehotline.org**

**National Teen Dating Abuse
Helpline
866-331-9474
TTY 866-331-8453
www.loveisrespect.org**

**National Resource Center on
Domestic Violence
800-537-2238
TTY-800-553-2508
www.nrcdv.org**

**National Online Resource
Center on Violence
Against Women
www.vawnet.org**

**Statewide Automated Victim
Information and Notification
SAVIN Online Community
www.savinonline.org**