2021 DVAM Toolit

Raise awareness about domestic abuse in our community

Follow us @EmergeTucson

24/7 multilingual hotline: 520-795-4266

www.emergecenter.org
Thank you for partnering with us to spread the word and raise awareness about domestic abuse during October.

We have created this toolkit with information, content, images, and templates that you can use when sharing your message.

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Domestic abuse, also called "domestic violence" or "intimate partner violence", can be defined as a pattern of behavior that is used to gain or maintain power and control over an intimate partner. Abuse can be physical, sexual, emotional, economic or psychological actions or threats of actions that coerce another person. This includes any behaviors that frighten, intimidate, terrorize, manipulate, hurt, humiliate, blame, injure, or wound someone. Domestic abuse can happen to anyone of any race, age, sexual orientation, religion, or gender. It can occur within a range of relationships including couples who are married, living together or dating. Domestic violence affects people of all socioeconomic backgrounds and education levels.

About Emerge Center Against Domestic Abuse

Beyond the traditional approach of providing survivors with resources including emergency shelter, safety planning and Domestic Violence education, Emerge engages the entire community in addressing the underlying causes of abuse. Why? We believe that our community has the ability to create safety for everyone. We invite everyone to be an active advocate in ending domestic abuse and learning about the different ways in which the root causes of abuse/violence can be prevented.

Mission: Emerge provides the opportunity to create, sustain and celebrate a life free from abuse.
Domestic Abuse Statistics

- In the United States, more than 10 million adults experience domestic violence annually.
- 1 in 4 women and 1 in 10 men experience sexual violence, physical violence and/or stalking by an intimate partner during their lifetime with IPV-related impact such as being concerned for their safety, PTSD symptoms, injury, or needing victim services.
- An abusive partner’s access to a firearm increases the risk of intimate partner femicide by 400%.
- Tucson Police Department & Pima County Sheriff’s Department responded to nearly 15,560 domestic violence 911 calls each year at a cost of more than $6.1 million per year (does not include other Tucson/Pima County law enforcement agencies).
- There are approx. 15,000 DV arrests in Pima County each year, per the Pima Co. Attorney’s Office.
- From July 1, 2020 to July 30, 2021, there were more than 7,000 calls to Emerge’s multilingual hotline.
- 1 in 15 children are exposed to intimate partner violence, and 90% of these children are eyewitnesses to this violence.
- An estimated 51.3% of black adult female homicides are related to intimate partner violence.
- 48.6% of people in the Black community have experienced one or more of the following impacts due to intimate partner violence: PTSD symptoms and the need to urgently access to medical care, housing services, and legal services.
- More than 1.5 million American Indian and Alaska Native women have experienced violence in their lifetime.
- Indigenous women face domestic violence at a rate 2.5x higher than any other group.
- 16–55% of Asian women report experiencing intimate physical and/or sexual violence during their lifetime.
- Asian women whose income was equal to or higher than that of their husband were more likely to report having experienced physical violence by their husband compared to those whose income was lower than their husband.
- 43.8% of lesbian women and 61.1% of bisexual women have experienced rape, physical violence, and/or stalking by an intimate partner at some point in their lifetime.
- LGBTQ Black/African American victims are more likely to experience physical intimate partner violence, compared to those who do not identify as Black/African American.
- Transgender victims are more likely to experience intimate partner violence in public, compared to those who do not identify as transgender.

*National Coalition Against Domestic Violence
**National Indigenous Women’s Resource Center
***Asian Pacific Institute on Gender-Based Violence
Download our calendar of activities for the month of October!
You can also sign up to receive updates about the events happening during Domestic Violence Awareness Month and more information about how we can prevent domestic abuse in our community.
Suggested Social Media Posts

Below are some sample texts that can be used when posting on Facebook, Instagram, Twitter and LinkedIn:

Here are the hashtags that Emerge will be using to promote DVAM throughout October: #DVAMConnected, #EndDVTogether, #DVAM2021, #PaintPimaPurple #DVAMTucson and #EmergeTucson.

Facebook & Instagram

- #DVAM2021 is here! Check out @EmergeTucson’s calendar of events for October and see how you can answer the call against domestic abuse in our community. [add a link to the DVAM Calendar or post a calendar photo].
- Every year, more than 10 million people experience domestic abuse in the United States, that is why, during #DVAM2021, I pledge to raise awareness to #EndDV in our community by helping to #PaintPimaPurple. Let’s get #DVAMConnected!
- Join me in raising awareness against domestic abuse and standing with survivors by wearing purple on October 21
- Learn how you can build safety for everyone in our community. #EmergeTucson [add a link to Emerge’s website www.emergecenter.org]
Twitter

- October is Domestic Violence Awareness Month. Find out how you can get involved with #DVAM2021 by visiting @EmergeTucson’s #DVAMConnected page. [https://emergecenter.org/2019/10/17/october-is-domestic-violence-awareness-month-2/]
- Beyond the ways people experiencing abuse are harmed, DV also harms our communities and our nation as a whole. Join me this October and let’s #PaintPimaPurple! [add link to Emerge’s DVAM page]
- COVID-19 has impacted survivors of DV in especially risky and dangerous ways. Learn more and support #EmergeTucson’s efforts to #EndDV at www.emergecenter.org

Linkedin

- DYK up to 99% of survivors of domestic abuse experience economic abuse? Learn about the barriers that keeps people in abusive relationships: https://emergecenter.org/2020/06/14/what-keeps-people-in-abusive-relationships/  
- Everybody recognizes physical violence as a potential sign of domestic abuse, but what about name-calling? Controlling a bank account? Refusing to use birth control? #PaintPimaPurple and teach others all the ways DV can look. #DVAMConnected [Share the Power and Control Wheel ]
- COVID-19 has impacted survivors of DV in especially risky and dangerous ways. Learn more and support #EmergeTucson’s efforts #EndDV www.emergecenter.org
Social Media Images

Click on the image to download the high-res file.

October is Domestic Violence Awareness Month

I raise awareness because everyone deserves a life free from abuse

I answer the call against domestic abuse

Domestic violence does not only include physical violence. It can also include emotional abuse, financial control, misusing technology, threatening words or actions, intimidation, pet abuse, or sexual coercion.

Nearly 20 people are physically abused by an intimate partner in the United States. During one year this equates to more than 10 million people.
October is Domestic Violence Awareness Month
Facebook Cover Photos
Click on the image to download the high-res file.

October is Domestic Violence Awareness Month
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Facebook Picture and Video Frames
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Picture Frames

Video Frames

Domestic Violence Awareness Month

I support survivors
Domestic Violence Awareness Month
#EmergeTucson

#EmergeTucson

I support survivors
Domestic Violence Awareness Month
#EmergeTucson
October is Domestic Violence Awareness Month

Zoom Backgrounds
Click on the image to download the high-res file.

#EmergeTucson

OCTOBER IS Domestic Violence Awareness Month
#EmergeTucson

I wear purple to support survivors of domestic violence
#EmergeTucson
Zoom Backgrounds
Click on the image to download the high-res file.

1. "I WEAR PURPLE BECAUSE...
   I believe we can end domestic abuse in our communities.

2. "I WEAR PURPLE BECAUSE...
   I want to raise awareness about domestic violence in our community.

3. "I WEAR PURPLE BECAUSE...
   Everyone deserves a life free from abuse.

4. "I WEAR PURPLE BECAUSE...
   I believe we can end domestic abuse in our communities.

Emerge Center Against Domestic Abuse
NATIONAL WEAR PURPLE
Zoom Backgrounds
Click on the image to download the high-res file.

I WEAR PURPLE BECAUSE... EVERYONE DESERVES A LIFE FREE FROM ABUSE.

MY BACKGROUND IS PURPLE BECAUSE... MEN PLAY A CRITICAL ROLE IN STOPPING & PREVENTING DOMESTIC VIOLENCE.

JUSTICE for missing & murdered Indigenous women & girls

MY BACKGROUND IS PURPLE BECAUSE... EVERYONE DESERVES A LIFE FREE FROM ABUSE.
Zoom Backgrounds
Click on the image to download the high-res file.

I PLEDGE TO BREAK THE SILENCE & END DOMESTIC VIOLENCE

MY BACKGROUND IS PURPLE BECAUSE... ABUSE DOESN'T END DURING A PANDEMIC — IN FACT, IT CAN GET WORSE.

MY BACKGROUND IS PURPLE BECAUSE... I BELIEVE THAT ABUSE IS NOT THE SURVIVOR'S FAULT.

WE CAN END DOMESTIC VIOLENCE, TOGETHER.
Request Emerge Materials

Resource Library:
- Power and Control Wheel
- Power & Control Wheel for LGBTQ Relationships
- Supportive Workplaces
- Domestic Abuse Warning Signs

More ways to get involved:
- Donate
- Stuff The Bus
- Volunteer Opportunities
- Community Fundraisers