

 Domestic Violence  
Awareness Month



# 2021 DVAM Toolkit

**Raise awareness about domestic  
abuse in our community**

Follow us @EmergeTucson



24/7 multilingual hotline: 520-795-4266

[www.emergecenter.org](http://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.**

## **Table of Contents**

- [What is Domestic Abuse?](#)
- [About EmERGE Center Against Domestic Abuse](#)
- [Domestic Abuse Statistics](#)
- [DVAM Calendar](#)
- [Suggested Social Media Posts](#)
- [Social Media Images](#)
- [Facebook and Instagram Stories](#)
- [Facebook Cover Photos](#)
- [LinkedIn Cover Photos](#)
- [Facebook Picture and Video Frames](#)
- [Zoom Backgrounds](#)
- [Request EmERGE Materials](#)
- [Resource Library](#)
- [More ways to get involved](#)



# Domestic Violence Awareness Month



## What is Domestic Abuse?

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 Violence Awareness Month

## 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



# DVAM Calendar



**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.**

## Domestic Violence Awareness Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>FOLLOW US!</b>    @EmergeTucson				1 Domestic Violence Awareness Month begins!		2  <a href="#">Mighty Mujer Triathlon</a> Kendra Gives Back to Emerge Tucson La Encantada
3  <b>Virtual Stuff the Bus</b> You can access to our wish list and participate through all October	4 <b>Did you know?</b> The presence of a gun in a domestic violence situation increases the risk of homicide by 500%.	5  <b>During this month, schedule an appointment at Salon de Nouveau</b> to get purple extensions.	6 <b>Did you know?</b> Indigenous women face domestic abuse at a rate 2.5x higher than any other group.	7  <b>Sign up to receive educational articles, videos and information about DV!</b>	8 <b>Sign up to receive our DVAM content</b>	9 Follow us on <a href="#">Facebook</a> , <a href="#">Twitter</a> or <a href="#">Instagram</a> @EmergeTucson
10 Download our Zoom and MS Teams backgrounds to help us raise awareness.	11  <b>Buy a purple light bulb and light up the night for survivors!</b>	12 <b>Did you know?</b> Many survivors don't leave abusive relationships, not because they don't want to, but because they can't afford to.	13 <b>Test your knowledge with this DVAM quiz.</b>	14 <b>During Fiscal Year 2021, more than 7,000 calls, were made to Emerge's multilingual hotline, an average of 19.4 calls per day.</b>	15 <b>Sign up to access our DVAM video series</b>	16  <b>Cheers to Charity</b> 3p - 8p  <b>Stuff the Bus</b> The Loft Cinema 8a - 6p
17 <a href="#">Learn how employers can create a supportive workplace for survivors and share with your HR rep!</a>	18 <b>Did you know?</b> Women between the age of 18-24 are most commonly abused by an intimate partner.	19 <b>Get your purple outfit ready and spread the word with friends, family &amp; coworkers to "Go Purple" for Domestic Violence Awareness!</b> on 10/21	20 <b>During fiscal year 2021, more than 5,000 participants received Emerge services</b>	21 <b>Wear Purple Day</b> #PurpleThursday	22 <b>Want to learn more about how to end domestic abuse in our community? Sign up to receive videos and articles with more information.</b>	23  <b>Cheers to Charity</b> 3p - 8p
24 <b>One of the biggest factors in helping children heal from exposure to domestic violence is the presence of consistent, supportive, and loving adults, most often their non-abusive parent.</b>	25 <b>Self-care is not selfish; it is the responsibility of all those working in helping professions to care for themselves in order to best care for others.</b>	26 <b>During fiscal year 2021, Emerge provided 19,196 bed nights at shelter.</b>	27 <b>It is important to recognize the signs of an unhealthy relationship. Learn the red flags that can indicate that a relationship is or may become abusive.</b>	28 <b>During fiscal year 2021, 64% of Renewal housing stabilization program participants exited to independent, permanent housing.</b>	29  <b>National Night Out</b>  <b>Stuff the Bus</b> Walmart Oro Valley 9a - 8p	30  <b>Cheers to Charity</b> 3p - 8p
31 <b>The work doesn't stop here. Get involved to help build a safer community for everybody.</b>						

[www.emergecenter.org](http://www.emergecenter.org)



# 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](http://www.emergecenter.org)]

# Suggested Social Media Posts

## 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](http://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](http://www.emergecenter.org)

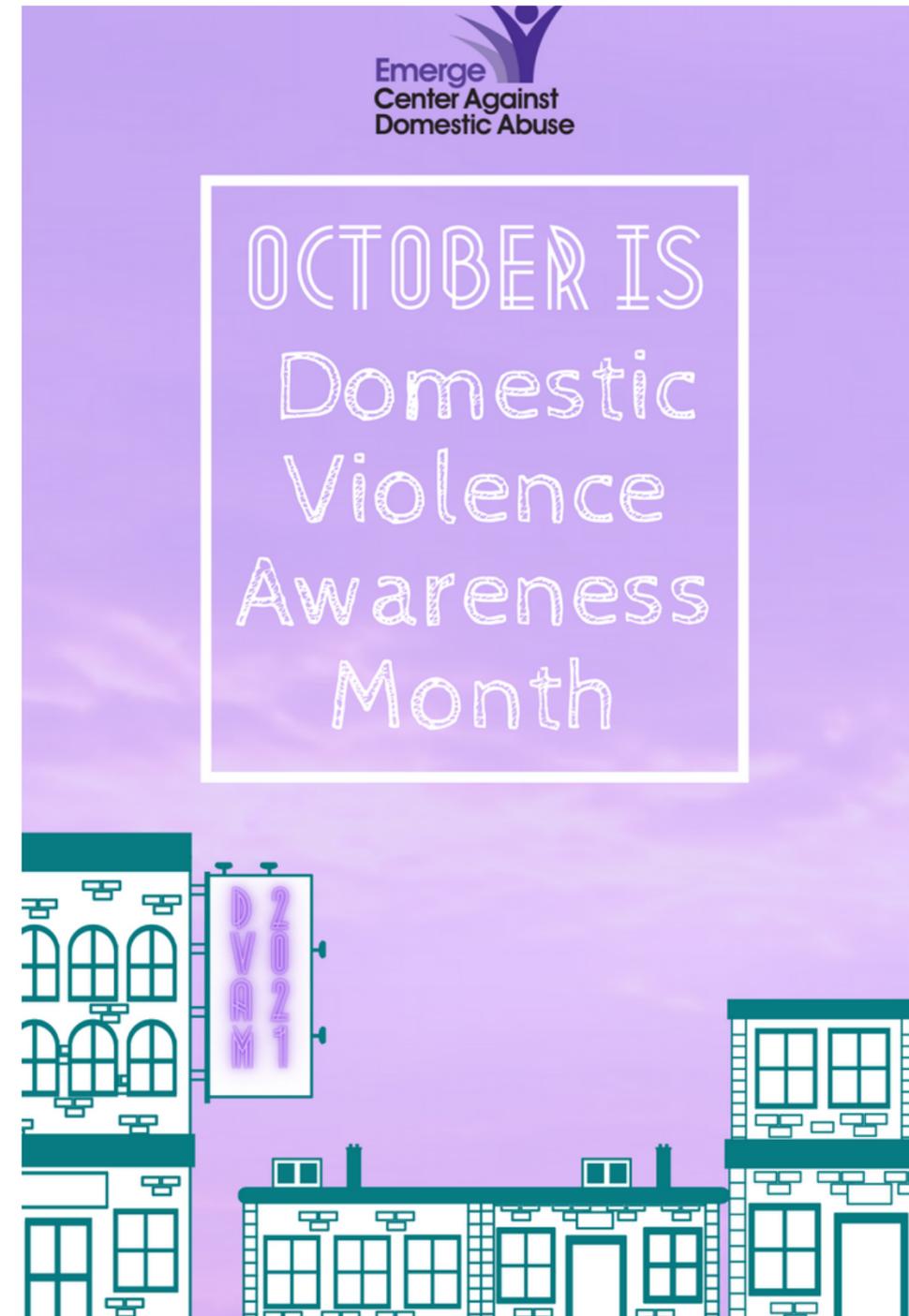
# Social Media Images

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



# Facebook and Instagram Stories

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



# Facebook Cover Photos

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



# LinkedIn Cover Photos

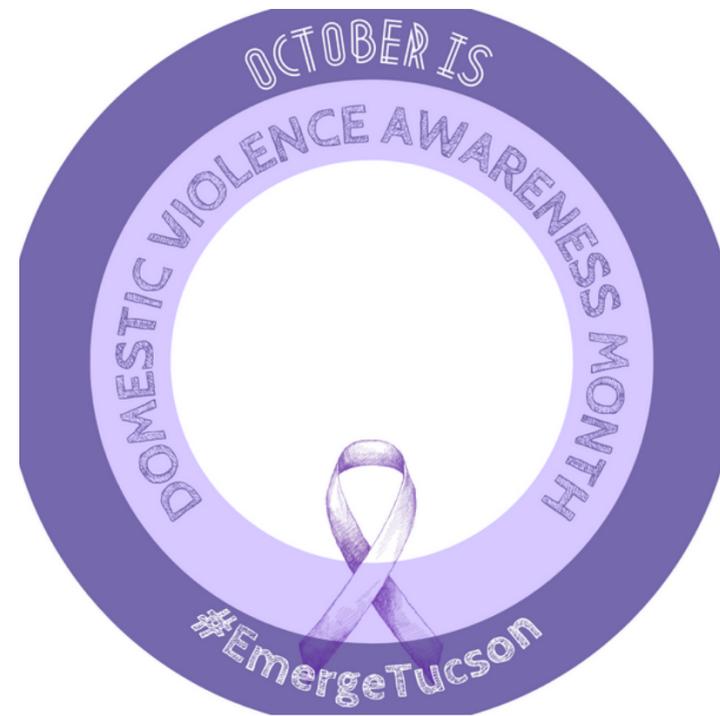
Click on the image to download the high-res file.



# Facebook Picture and Video Frames

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

## Picture Frames



## Video Frames



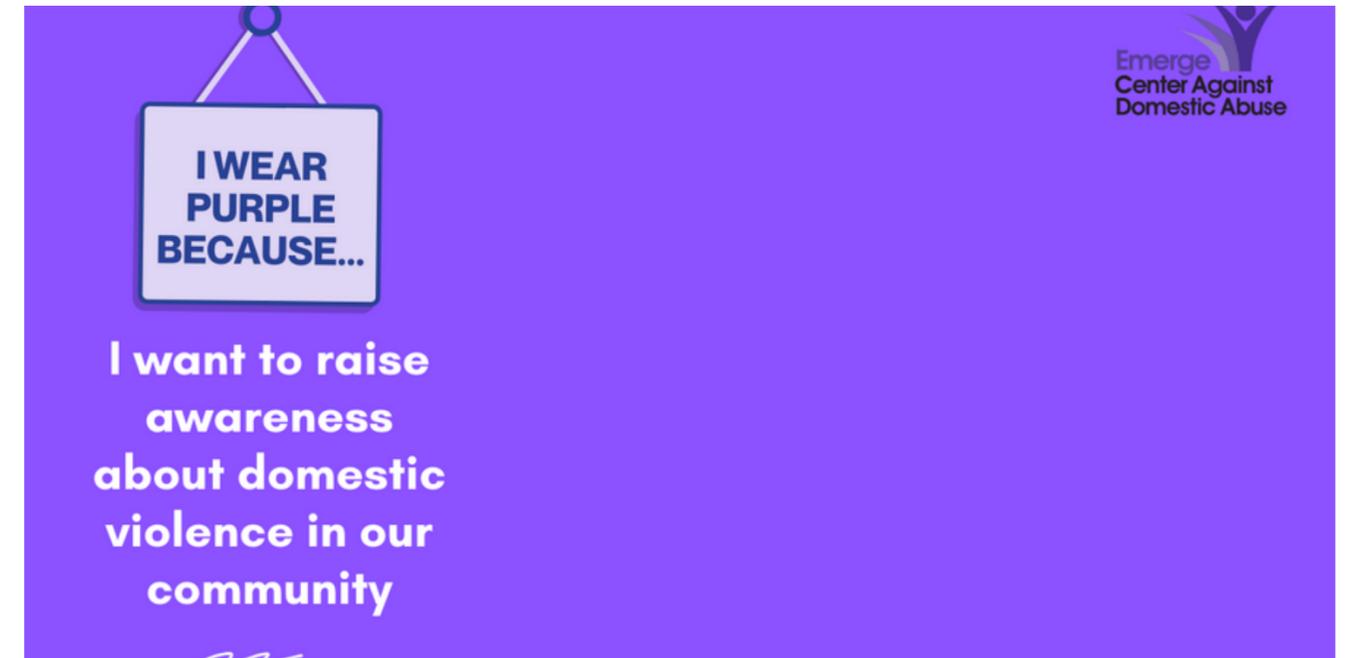
# Zoom Backgrounds

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



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# Zoom Backgrounds

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

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

#EmergeTucson  
#PaintPimaPurple

**JUSTICE**

for  
missing  
& murdered  
Indigenous  
women  
& girls

#EmergeTucson  
#PaintPimaPurple

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

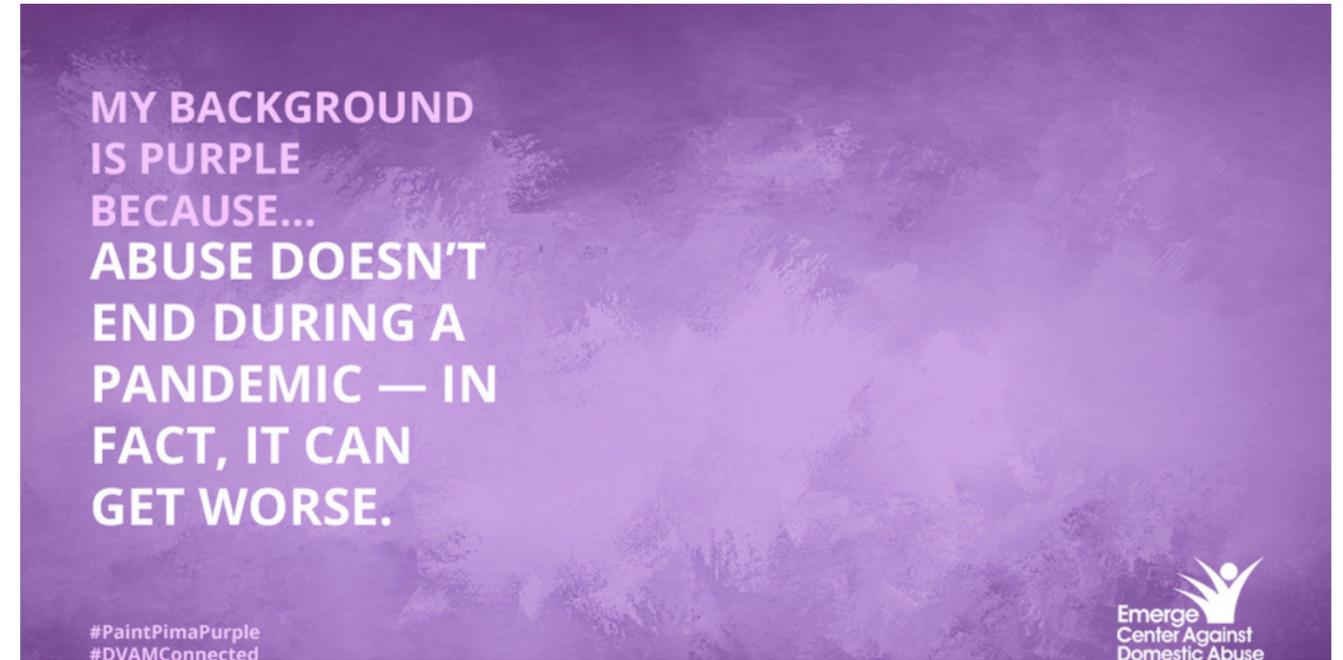
#PaintPimaPurple  
#DVAMConnected

MY BACKGROUND  
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**EVERYONE  
DESERVES  
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#PaintPimaPurple  
#DVAMConnected

# Zoom Backgrounds

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



# Additional Resources

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



## **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**