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### **Evolution of Domestic Violence Awareness Month (DVAM)**

In October 1981, the National Coalition Against Domestic Violence (NCADV) sponsored the first Day of Unity. The intent for this day was to connect battered women's advocates across the United States who were working to end violence against women and children. The Day of Unity soon became a special week when a range of activities was conducted at the local, state and national levels. These activities were as varied and diverse as the program sponsors, but all had a common theme: mourning those who had died because of domestic violence, celebrating those who had survived and connecting those who worked to end the violence.

The first Domestic Violence Awareness Month was held in October 1987. In conjunction with DVAM that same year, NCADV established the first national toll-free hotline. In 1989, the first National Domestic Violence Awareness Month Commemorative Legislation was passed by the United States Congress. Such legislation has passed every year since then that the process was available. The National Day of Unity is celebrated on the first Monday in October and is now designated by Presidential Proclamation.

### **The Purple Ribbon**

Although there is no official record, the story of the first use of the color purple by the Battered Women's Movement has been handed down orally throughout the years. It has been told that there was a woman from the Midwest in the 1980's who had left her abusive relationship, and had worked her way to being the director of a battered women's program in her community. Her batterer was in jail, but he had been released on a temporary furlough. During his release, he crossed state lines and found her and killed her in her home. The woman's name was Lisa Bianco, and she was well loved and sorely missed by those who knew her. Her friends and family wanted to remember the life of this beloved woman and chose to wear her favorite color in her honor – the color purple.

For years prior to any formal legislation or declaration for Domestic Violence Awareness Month and for as long as anyone at NCADV can remember, domestic violence advocates have raised awareness any way they could and used the color purple in association with those efforts. As a result of those endeavors, the purple ribbon is now widely recognized as the symbol for domestic violence awareness.

### **Guidelines for Planning DVAM**

Plan as far ahead as possible and involve survivors in your plans. Contact your state coalition to coordinate and strengthen the DVAM efforts in your local agency and community. Be sure that the media is aware of your plans. The suggested national observance is a candlelight ceremony on or near the National Day of Unity. Choose a significant public place to hold the vigil. Be creative and include music, poetry, dance, moments of silence and stories shared by survivors. Wear purple ribbons to bring national awareness to the issues faced by battered women and their children.

### **Suggested Activities, Events and Exhibits**

The Candlelight Vigil. The suggested national observance is a ceremony on or near the National Day of Unity in honor of those who have suffered and died from domestic violence and in celebration of the work being done to end the violence. Choose a significant public place to hold the vigil. Be creative and include music, poetry, dance, art, moments of silence, speakers, reading of names of those who have died, open mike, shared stories of survivors and children.

The Purple Ribbon is worn during the month of October to bring awareness to the blight of domestic violence on this society. Pass out ribbons to different organizations, establishments, schools, churches, businesses and agencies in your community, to include clergy, police chiefs, judges, librarians and emergency room personnel.

The Clothesline Project was created on Cape Cod, MA, in October 1990 as an international movement that bears witness to violence against women and to help with the healing. T-shirts are designed in creative ways to reflect the survivor's personal experience with domestic violence, misogyny, rape, sexual assault, incest, child sexual abuse and homophobia. The T-shirts are then strung on a clothesline in a public place to bring a powerful message to the community about violence against women. For more information, see [www.now.org/issues/violence/clothes.html](http://www.now.org/issues/violence/clothes.html).

The Silent Witness Exhibit was first used during a march in St Paul, MN in 1991. The exhibit features life-size red silhouettes that outline the individual stories of women who have died at the hands of their intimate partners or spouses. For more information, see [www.silentwitness.net](http://www.silentwitness.net).

Empty Place at the Table. Domestic violence is a deadly crime that creates a painful void for families whose loved ones were killed at the hands of abusers. This exhibit comprises victims' place settings as well as newspaper clippings about the homicides, photographs and sometimes, personal items such as a child's favorite toy or a woman's scarf. The exhibit was created by the Women's Resource Center. For more information, see [www.womensrescenter.com](http://www.womensrescenter.com).

White Ribbon Campaign was started by a group of Canadian men who wanted to show their solidarity with women in their struggle against male violence by wearing white ribbons and challenging sexism in their everyday lives. For more information, see [www.whiteribbon.com/](http://www.whiteribbon.com/).

Table Tent Campaign. Print table tents with a reminder that October is Domestic Violence Awareness Month and information about services and how to access them. Distribute table tents to restaurants, hospital cafeterias and libraries.

Utility Company Campaign. Ask local utility companies to include a message in their October bills; sometimes banks are also willing to include information in their monthly statements.

Church Campaign. Send a mass mailing to all religious institutions in your area asking them to address the issue from the pulpit or in their newsletter during October. Coordinate with the faith groups in your community to ring the bells on their buildings at a specified time, date and length.

Children's Campaign. Have children from the shelter write thank you cards with painted hand prints on them to be distributed to police departments, judges, probation officers and prosecutors in the county. Also, in the effort to teach children that there are other ways to solve problems and that their hands are not for hitting, a banner of children's and adult's handprints and signatures (optional) can be displayed of those who pledge nonviolence. Additionally, different ages and levels of students can enter a drawing or written essay on a theme of domestic violence with prizes given for the varying levels of excellence.

Chili Cook-Off. Have a community chili cooking contest with prizes and entertainment. Invite individual cooks, teams and restaurants to compete, with tasting open to the public. The proceeds can benefit the local shelter.

Marathons. Walk-, run-, bike-, dance-, exercise-, bowl- or workout-a-thon to raise money and awareness for ending domestic violence.

## Sample Proclamation for DVAM

*This proclamation is a suggested model that can be adapted to local realities. Initial contact in August or earlier may be needed to assure appropriate protocol for requesting a proclamation and engaging media in the official signing.*

WHEREAS, violence against women and children continues to become more prevalent as a social problem due to the imbalance of power in gender and age;

WHEREAS, the problems of domestic violence are not confined to any group or groups of people but cross all economic, racial, affectional preference and societal barriers and are supported by societal indifference;

WHEREAS, the crime of domestic violence violates an individual's privacy, dignity, security and humanity due to the systematic use of physical, emotional, sexual, psychological and economic control and/or abuse;

WHEREAS, the impact of domestic violence is wide ranging, directly affecting women and children and society as a whole;

WHEREAS, it is battered women themselves who have been in the forefront of efforts to bring peace and equality to the home;

NOW, THEREFORE, in recognition of the important work done by domestic violence programs, I, (*governor / mayor / commissioner*), of (*state / city / county*) do hereby proclaim the month of October (*year*) as Domestic Violence Awareness Month and urge all citizens to actively participate in the scheduled activities and programs sponsored by the (*name of state coalition or local program*) to work toward the elimination of personal and institutional violence against women.

## NCADV Programs and Projects

NCADV Membership. Become a member of NCADV and join us in the effort to stop domestic violence and make Every Home a Safe Home! NCADV is a non-profit grassroots membership organization whose core funding is generated through membership dues and product sales. The generosity and commitment of hundreds of individuals and grassroots organizations across the country make it possible for NCADV to continue to provide information to those in need. Your membership helps NCADV work to eliminate domestic violence; empower survivors of domestic violence; unite our voices and build partnerships against domestic violence; and alert and educate the public about domestic violence. Contact NCADV for information about applying and the different levels of membership.

Remember My Name Project. NCADV, in conjunction with Ms. Magazine, started this project in 1994 to create a national registry of names to increase public awareness of domestic violence deaths. Since then, NCADV has continued to collect information on incidents of women who have been killed by an intimate partner and produces a poster each year for DVAM, listing the names of those submitted in the hopes of creating as complete a registry as possible of victims who have lost their lives due to domestic violence. If you know of someone who was killed due to domestic violence, feel free to copy the form at <http://www.ncadv.org/files/RememberMyName.pdf>. Due to the large number of submissions received for this project, we ask that you restrict your submittal to this form only. While we honor each victim's story and struggle, we do not have the resources to review or respond to them. Please submit your form for inclusion on this year's Remember My Name poster by May 1<sup>st</sup> to **NCADV, 1120 Lincoln Street # 1603, Denver, CO 80203.**

National Directory of Domestic Violence Programs. In 1984, NCADV published the first National Directory of Domestic Violence Programs in an effort to provide the most accurate information to survivors of domestic violence seeking safety and services, and we continue those efforts today. Every two years, NCADV produces an updated National Directory (the only directory of its kind) of about 2,000 programs in the US currently providing domestic violence services. To order a National Directory, please see the order form included in these materials. If you are an agency that provides domestic violence services and would like a free listing in the National Directory, contact NCADV with your request.

Cosmetic and Reconstructive Support (CRS) Program. The CRS Program is the only direct service program that NCADV offers to survivors. NCADV works in partnership with three medical associations to assist survivors of domestic violence who cannot afford the cosmetic and reconstructive surgery and dentistry needed to repair the injuries they have received from a spouse or intimate partner. Facial plastic surgeons, cosmetic dentists and dermatological surgeons from across the country volunteer their services to assist survivors in removing the physical scars of abuse. If you would like to apply, call one of the toll-free numbers and follow the instructions on the message. To order an agency packet with reproducible brochure and application, call one of the toll-free numbers and leave your name, agency, mailing address and phone.

**FACE TO FACE: The National Domestic Violence Project,** Phone 1-800-842-4546, is a program of the Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and offers facial plastic and reconstructive surgery to survivors to repair injuries on the face, head and neck.

**Give Back a Smile (GBAS) Program,** Phone 1-800-773-GBAS (4227), is a program of the National Humanitarian Program of the American Academy of Cosmetic Dentistry (AACD) and the AACD Charitable Foundation and offers cosmetic dentistry to survivors to repair injuries to the front teeth in the "smile zone".

**Skin Care Outreach Empowers Survivors (S.C.O.R.E.S.) Program,** Phone 1-888-892-6702, is an unofficial program of the American Society for Dermatologic Surgery (ASDS) and offers dermatologic surgery to survivors to repair skin injuries (scars, burns, tattoos) on the body - other than the face, head and neck.

Donate a Phone Program. Since 2000, NCADV has partnered with The Wireless Foundation through CALL TO PROTECT created to provide survivors of domestic violence with free cell phones for use in emergency situations. The collection of deactivated cell and wireless phones for this purpose has literally saved hundreds of lives over the course of our partnership. In addition to phones being distributed for emergency use, proceeds from the sale of phones not utilized help fund agencies that work to end violence in the home. Feel free to download the pre-paid label at <http://www.ncadv.org/files/BodyShop-NCADVPre-paidLabel.pdf> for the shipment of deactivated cell or wireless phones, to include chargers and other accessories.

Information, Resources and Referral Program. NCADV responds to individual and organizational requests for information (not limited to the following):

To sign-up for the electronic NCADV News and Updates, as well as NCADV Public Policy Legislative Updates and Alerts, go to <http://www.ncadv.org/newsletterSignup.php>.

To download Specific Topic and State Fact Sheets, go to [http://www.ncadv.org/resources/FactSheets\\_221.html](http://www.ncadv.org/resources/FactSheets_221.html) (otherwise, contact the NCADV Public Policy Office).

Contact the NCADV Main Office for one complimentary copy of the NCADV General Information Packet, Hope and Power: For Your Personal Finances Booklet, and How To Start A Shelter Packet.

**NCADV DVAM Product Order Form**

<i>Item Description</i>	<i>Price</i>	<i>Quantity</i>	<i>Total Cost</i>
Products featuring NCADV'S public awareness campaign "Domestic Violence: Don't Make Excuses. Make it STOP!"			
Bumper Stickers (purple/white).....	\$1.00 X	_____	= _____
..... Bulk pricing: 100-499, 70¢ ea / 500+, 60¢ ea X		_____	= _____
Magnets: stop-sign shape (2 3/4" x 2 3/4").....	\$1.00 X	_____	= _____
..... Bulk pricing: 100-499, 85¢ ea / 500+, 75¢ ea X		_____	= _____
Buttons: round (3" diameter) (purple/white).....	\$1.00 X	_____	= _____
..... Bulk pricing: 100-499, 75¢ ea / 500+, 65¢ ea X		_____	= _____
Stickers: stop-sign shape (2 3/8" x 2 3/8").....	\$0.25 X	_____	= _____
..... Bulk pricing: 100+, 20¢ ea X		_____	= _____
Khaki Cap with embroidered Purple Ribbon.....	\$10.00 X	_____	= _____
NCADV T-Shirts (purple or stone) (Small-3XL).....	\$10.00 X	_____	= _____
Purple Ribbon Lapel Pins.....	\$2.50 X	_____	= _____
..... Bulk pricing: 100-499, 1.20 ea / 500+, 1.00 ea X		_____	= _____
Embroidered Purple Ribbons 1 3/4" (adhesive backs) Roll of 50.....	\$15.00 X	_____	= _____
Embroidered Purple Ribbons 1 3/4" (adhesive backs) Roll of 100.....	\$25.00 X	_____	= _____
Purple Ribbon Car Magnet (3 1/2" x 8") "Stop The Violence".....	\$2.50 X	_____	= _____
..... Bulk pricing: 100-499, 1.20 ea / 500+, 1.00 ea X		_____	= _____
Purple Silicone Bracelet "Stop The Violence".....	\$2.50 X	_____	= _____
..... Bulk pricing: 100-499, 1.20 ea / 500+, 1.00 ea X		_____	= _____
House Shape Magnet (teal/white) "Ending Violence Begins at Home".....	\$1.00 X	_____	= _____
"It's Everyone's Responsibility" Magnet (purple/white).....	\$1.00 X	_____	= _____
Purple Whistle on Key Chain.....	\$3.00 X	_____	= _____
..... Bulk pricing: 100-499, 2.25 ea / 500+, 2.00 ea X		_____	= _____
Tote Bag (purple bag with white Organize, Empower, Unify Logo).....	\$7.00 X	_____	= _____
"She Only Got Flowers Once" Poster featuring coffin and flowers.....	\$15.00 X	_____	= _____
"Remember My Name" Poster (current year).....	\$15.00 X	_____	= _____
<i>(Contact NCADV for past years and other posters)</i>			
<b>National Directory of Domestic Violence Programs</b> .....	<b>\$99.95 X</b>	_____	= _____
<i>(Contact NCADV for current update and other publications)</i>			

<b>SHIPPING AND HANDLING</b>	
<b><u>If the order totals</u></b>	<b><u>Add</u></b>
Up to \$10.....	\$5
\$11-\$25.....	\$6
\$26-\$35.....	\$7
\$36-\$45.....	\$8
\$46-\$55.....	\$9
\$56-\$100.....	\$10
<b>Orders over \$100, add 8%</b>	

Total Cost \_\_\_\_\_

Less Member Discount (*call NCADV for discount info*) ( \_\_\_\_\_ )

Subtotal Amount \_\_\_\_\_

Plus Shipping & Handling (see chart) \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED** \_\_\_\_\_

**Payment type:** \_\_\_\_\_ **Check**      \_\_\_\_\_ **Money Order**  
 \_\_\_\_\_ **Discover**      \_\_\_\_\_ **Visa**      \_\_\_\_\_ **MasterCard**

Credit Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_

Name / Organization: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City / State / Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please return this form with your check, money order or credit card information to: NCADV, 1120 Lincoln Street #1603, Denver, CO 80203, Fax 303-831-9251. ALL ORDERS MUST BE PREPAID. Please allow 2-4 weeks for delivery. Questions? Call (303) 839-1852 or visit our online store at [www.ncadv.org](http://www.ncadv.org) for additional products.