Background

In 2000, Congress commissioned the Defense Task Force on Domestic Violence (DTFDV) to research the problem of domestic abuse in the military, to analyze the existing approaches within the Services, and to make policy recommendations to the Secretary of Defense with the aim of improving the prevention and response of domestic violence. DTFDV recommended the establishment of a Department-wide Victim Advocacy Program (VAP) to provide domestic violence crisis response and safety planning, to build liaisons with Command, law enforcement, legal services and other first responders, and to provide ongoing coordinated case management services. In accordance with (IAW) these recommendations, the Army established a comprehensive, 24 hours a day/7 days a week Victim Advocacy Program within the Army Community Services (ACS) Family Advocacy Program (FAP) in 2004.

Army FAP Victim Advocates (VAs) provide 24/7 non-clinical advocacy services, crisis intervention, safety planning, information, referral, and support throughout the medical, investigative and legal processes to victims of domestic violence. While the primary function of the VA is to provide direct advocacy services to victims of domestic violence, a secondary responsibility is to facilitate systemic advocacy. Systemic advocacy includes education, training and public awareness events designed to enhance visibility of the FAP Victim Advocacy Program and prevent domestic abuse.

Each October, National Domestic Violence Awareness Month (DVAM) provides an opportunity for VAs, FAP Managers (FAPM) and other military and civilian first responders to develop a month-long systemic advocacy campaign to foster awareness of the extent and nature of domestic violence, reporting options, and available services for Soldiers and Family members affected by domestic violence. IAW AR 608-18, The Army Family Advocacy Program, all installation FAPMs are responsible for coordinating and participating in special theme months to include DVAM. In planning DVAM, AR 608-18 recommends FAPMs review available services, agencies and staff, to include existing Memoranda of Understanding (MOUs)/Memoranda of Agreement (MOAs) with civilian agencies, to design coordinated and comprehensive DVAM awareness events. Under the guidance of the FAPM, VAs can serve as a key resource in the coordinating, planning and execution of DVAM. The 2003 DTFDV Final Report recommended that VAs assist with planning DVAM. In 2007, DOD Instruction 6400.06, Domestic Abuse Involving DOD and Certain Affiliated Personnel, incorporated this recommendation; identifying planning DVAM as an important function for VAs although noting it should not occur at the expense of providing direct services and support to victims.
Why is DVAM Important?

Domestic violence is a challenge to our nation and the military is not immune to this challenge. The most recent FY10 data on Spouse Abuse from the Army Central Registry indicates there were 4,107 incidents that met criteria for substantiation by Case Review Committees. Further analysis revealed that the relative percentage of physical abuse to other forms of abuse such as emotional, sexual, and neglect have not changed. However, the severity level of physical abuse for Soldiers within the E-4 pay grade is increasing substantially for female victims in the 26-30 age group but to a lesser degree for the male victims.¹

The consequences of each of these domestic abuse incidents to both those directly victimized by the assault and to their family members, friends and fellow Soldiers can be far-reaching and long lasting. Victims may suffer physical and emotional reactions for months or years after the abuse; family members, friends and fellow Soldiers may experience a wide range of emotional reactions; and the morale of the unit and the military community as a whole may be adversely affected. To this end, the Army is committed to eradicating domestic violence.

Recognition of National Domestic Violence Awareness Month is essential to furthering the Army’s efforts to raise awareness about domestic violence, educate about the signs of abuse, and emphasize the negative impact it has on family readiness. For over twenty years, DVAM has been recognized within the civilian community as a time for communities to mourn those who have died as a result of domestic violence, celebrate those who have survived, and connect those who are working to end domestic violence. DVAM evolved from the “Day of Unity” observed by the National Coalition Against Domestic Violence in 1981. In October 1987, the first Domestic Violence Awareness Month was observed. In October 1989, the U.S. Congress passed Public Law 101-112 designating October of that year as Domestic Violence Awareness Month.² Each October since 1999, the Army has designed and published its own unique DVAM campaign, theme and awareness materials; providing installation Command, FAPMs, VAs and other first responders with the tools necessary to coordinate successful and comprehensive DVAM events.³

In recent years, DVAM has become a particularly important tool for raising awareness about the DOD and Army’s new domestic abuse restricted reporting policies. Effective April 2006, the Army’s Domestic Abuse Restricted Reporting Policy gives Soldiers and Family members the option of making a confidential, or restricted report, of domestic abuse to designated personnel, including the FAPM and VA, and receiving advocacy, counseling and medical services (including a Sexual Assault Forensic Exam) without initiating an investigation or notification of the chain-of-command. This policy seeks to create a climate of confidence where Soldiers and Family members experiencing domestic violence can access needed services without fear of possible repercussions to their or their intimate partner’s career. To fully realize this goal, it is critical that all Soldiers and Family members are aware of the signs of domestic abuse, available reporting options, and resources for victims of abuse. Awareness events, trainings and outreach during DVAM and throughout the year provide an opportunity to communicate this information and engage leaders, Soldiers, Family members and other members of the community in efforts to end domestic violence.

2011 DVAM Theme

The Department of the Army recently released their 2011 theme for DVAM. The 2011 theme is: "TOGETHER WE CAN END DOMESTIC VIOLENCE: ACT NOW!". IAW this mission, FAPMs and VAs should incorporate

¹ Adapted from the National Center on Domestic and Sexual Violence website: http://www.ncdsv.org/images/DVAMhistory.pdf.
³ A complete list of past Army DVAM campaigns and supporting materials can be accessed at: http://www.child-abuse.com/army/index.html.

2 Adapted from the National Center on Domestic and Sexual Violence website: http://www.ncdsv.org/images/DVAMhistory.pdf.
the 2011 DVAM theme into all installation materials.

2011 DVAM Suggested Activities

This toolkit provides FAPMs, VAs and other first responders with the tools necessary to launch successful, comprehensive and innovative DVAM campaigns. Activities outlined in this toolkit should be adapted to target different audiences, and used to challenge pre-conceived notions of domestic abuse.

It is important to choose activities that will attract an audience and are interactive. Implementing a successful DVAM takes time and energy. To assist in this process, consider soliciting support from members of your Case Review Committee (CRC), Family Advocacy Committee (FAC), other first responders, local civilian agencies, and other FAP volunteers.

Remember to also collaborate with your Public Affairs Office (PAO) to market activities and your DVAM campaign. Work with your PAO to develop eye-catching posters and other marketing materials for your activities. The best way to promote your activities and your message is to make sure that these posters receive the widest possible distribution.

Although each poster should be as unique as the activity it is advertising, the FAP Victim Advocate Program name, logo, and contact information needs to be displayed consistently to create recognition for the program and for the DVAM activities. Incorporate the 2011 Department of Army DVAM Theme into all of your installation marketing materials into your installation’s DVAM marketing in order to present a united front throughout the DA.

When deciding upon names for your events, focus on the positive, such as improving communication skills or creating safe dating environments.

Planning Timeline

Planning a successful 2011 DVAM takes time and organization. Using this timeline as a starting point, FAPMs and VAs should collaborate to begin preparing for DVAM 2011. This timeline should be shared with installation Command, FAC/CRC members, PAO, and other military and civilian first responders.

Pre-Planning

- Evaluate the success of current domestic violence prevention and awareness activities on your installation. Consider developing a short, anonymous survey to assess Soldiers and Family members understanding of the dynamics of domestic violence, the Army’s Domestic Abuse Restricted Reporting Policy, and available resources for victims of domestic violence. If approved, randomly distribute the survey at targeted locations, including the PX, commissary, Family Readiness Group (FRG) meetings, etc. (See Appendix A for a Sample FAP VA Domestic Violence Program Evaluation Survey).

- Meet with the FAC to discuss domestic violence evaluation findings and ways to tailor DVAM goals and activities to meet the unique needs of your installation. Consider factors such as domestic violence trends, deployment cycles, Soldier demographics, Family member demographics, housing trends (on or off post), barriers to reporting, and available resources.

- Initiate a planning meeting of key FAP and VA staff to establish goals for DVAM. Use this guide to brainstorm ideas for new publications, events, and activities that will spotlight the FAP VA Program and other resources for victims of domestic violence. Consider having a mix of events that will appeal to both professional responders (e.g., cross-trainings, guest speakers, etc.) and to the larger community (e.g., candle-
light vigils, silent witness displays, self-defense classes, 5K runs, movie nights, etc.). Assign each attendee a follow-up action item to begin DVAM planning. At a minimum, establish monthly meetings until October to coordinate and track follow-through on action items.

- Make a list of key military and civilian agencies to collaborate with in planning and executing DVAM. At a minimum, consider inviting representatives from the following agencies to participate in DVAM planning and events:
  - Installation Command
  - Military Treatment Facility (MTF)
  - Dental Activity Commander (DENTAC)
  - Social Work Services (SWS)
  - Provost Marshal’s Office (PMO)
  - Staff Judge Advocate (SJA)
  - Victim Witness Liaison (VWL)
  - Office of the Chaplain
  - Public Affairs Office (PAO)
  - Army Substance Abuse Program (ASAP)
  - Community Health Nurse (CHN)
  - Better Opportunities for Single Soldiers (BOSS)
  - Family Readiness Groups (FRGs)
  - Military Family Life Consultants (MFLC)
  - FAP Educators and representatives from various FAP Programs, including New Parent Support Program (NPSP) and the Exceptional Family Member Program (EFMP)
  - Off-post civilian agencies serving victims of domestic violence

- Initiate an Action Memorandum recognizing October as Domestic Violence Awareness Month. This memorandum should include all of the following: Purpose of DVAM; scheduled DVAM events; and request for Garrison Command participation in significant DVAM events, including domestic violence stand downs, proclamation signings, rallies and/or candlelight vigils.

- Ask your Installation Commander or Garrison Commander to sign a DVAM Proclamation. If request is granted, consider collaborating with Command to plan a “Stand Down” and official proclamation signing for the beginning of October to kick-off the month-long activities.

- Contact the local domestic violence center to discuss options for collaborating on DVAM events.

- Update MOUs/MOAs with civilian and military organizations serving victims of domestic violence.

**June-August**

- Request that the Garrison Commander or designated FAC chair include a discussion of DVAM on the next FAC meeting agenda. Ask members for assistance in attending and preparing for DVAM events.

- Develop a calendar of DVAM activities (See Appendix B of this Toolkit for sample 2010 DVAM calendars from Fort Richardson, Fort Campbell, and Korea). Include on the calendar any scheduled events, including rallies, informational booths, workshops, trainings, or other activities scheduled for DVAM. Publish this calendar on the FAP website, post it on installation bulletin boards, and distribute it to unit commanders, FRG leaders, military and civilian first responders, and the PAO.

- Meet with your PAO to review the DVAM calendar and discuss strategies for media outreach. Remember that contractors cannot directly talk to any media outlets; however, contract VAs can provide FAPMs and PAO with statistics and other “talking points” consistent with the FAP VA Program goals.

- Secure locations for any scheduled events. Consider holding events both on and off the installation, and during day and evening hours to ensure maximum participation.
September

- Follow-up with DVAM FAP and VA staff individually or at your next planning meeting to seek updates on staff’s respective projects. Seek members’ support in recruiting volunteers for events that may need additional support (e.g., 5K runs, informational booths, etc.).

- Do a needs assessment of what materials/planning is still needed for each of your scheduled events. Ask yourself:
  - Is the location secured? If it is an outdoor location, is there a back-up plan? Will the location hold the expected number of participants?
  - How has the event been advertised? Are there flyers, posters, etc. to promote the event? Can other key responders assist with advertising?
  - Are volunteers available to assist with this event (e.g., collecting tickets, handing out flyers, etc.)?
  - Is the PAO involved in publicizing the event before and after it is held (e.g., press releases, articles about the event, etc.)?
  - Are all arrangements made for guest speaker(s)? Has a letter of confirmation been sent to guest speakers? Is transportation arranged? Are the speakers’ AV equipment needs arranged? Are “thank you” gifts available for speakers?
  - Are Continuing Education Units (CEUs) available for professional development events?
  - Are certificates created? Are evaluations needed?

- Local DVAM events should be announced and posted. Distribute flyers, posters, brochures, and other publica-

tions highlighting the FAP Program and DVAM throughout the installation.

- Work with the PAO to provide him/her with a copy of the DVAM calendar, information on all events, and statistics for any press releases, newspaper articles, and other media outreach efforts.

- Check the Army OneSource FAP website (http://www.myarmyonesource.com) and national civilian domestic violence organizations’ websites for new DVAM materials.

October

- Time for Action! Some suggested events could include:

  - 1st week of October—kick-off the month with a “Stand Down” featuring a DVAM Proclamation Signing, rally/candlelight vigil, and pledge signing. Distribute copies of your DVAM calendar at the event, along with flyers/posters for upcoming DVAM activities. Work with the PAO to invite local media to these events.

  - 2nd week of October—Display a Silent Witness Exhibit or Clothesline Project in memory of those who have lost their life to domestic violence and in celebration of those who have survived. Host a guest speaker on a topic relevant to your installation. Work with FAP Educators to reach out to FRG leaders and key callers to offer domestic violence prevention training. Coordinate with FRG leaders and FAP Educators to facilitate workshops for Family members on healthy relationships, communication and self-care during deployment. Collaborate with your MTF, CHN and/or local hospital to host a training, brown bag lunch or other event for healthcare providers on “Health Cares About Domestic Violence Day” (HCADV Day)4.

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4 HCADV Day is a nationally recognized awareness-raising day that takes place annually on the second Wednesday of October. For more information, see: http://www.futureswithoutviolence.org/
• 3rd week of October—Facilitate a self-defense class. Sponsor a 5K run. Coordinate a chili cook off. Facilitate a presentation on teen dating violence in the high school. Host a movie night. Hand out purple ribbons and domestic violence prevention/safety planning cards at installation gates and approved public places on the installation. Co-host a domestic violence prevention event with the local domestic violence center.

• 4th week of October—Plan an innovative DVAM event for the final week of the month. Consider partnering with the installation veterinary clinic or your local animal shelter to spotlight the link between pet abuse/family violence through an awareness walk/fun run or community presentation.

Innovative DVAM Ideas from the Civilian Sector

Purple Ribbon

The purple ribbon is the official symbol representing national and Army DVAM. Distributing ribbons to Soldiers, Family members and other members of the community can be a great way to garner support and attention for your cause. These are relatively inexpensive, especially when purchased in bulk or at a craft store and assembled by hand. If you are creating them by hand, enlist the support of other advocates on the installation. Once the ribbons are created, you may decide to either hand them out at DVAM events, the post commissary, or at the installation gates while people are entering or exiting.

Although the exact history of the purple ribbon is difficult to pinpoint, across the country, the purple ribbon has been used to remember and honor victims who have lost their lives at the hands of a person they once loved and trusted. Shelters and local battered women’s programs use the purple ribbon to raise awareness about the crime of domestic violence in their communities. In addition to the demonstration of support for victims and advocates, the display of purple ribbons throughout the community conveys a powerful message that there is no place for domestic violence in the homes, neighborhoods, workplaces or schools of its citizens.

In Her Shoes

“In Her Shoes” is a community education tool developed by the Washington State Coalition Against Domestic Violence. During a 2-hour training session, participants “walk” in the shoes of a domestic violence victim. Participants move, do, think and experience the lives of battered women. Designed to educate professionals and community members about domestic violence dynamics, the interactive exercise is particularly effective at building empathy, understanding and discussion around “why victims stay” in abusive relationships.

“In Her Shoes” is a licensed and trademarked product that must be purchased from the Washington State Coalition Against Domestic Violence at http://www.wscadv.org/.

5 History of the Purple Ribbon was adapted from: http://www.nrcdv.org/dvam/campaigns/purple-ribbon.php
Walk a Mile in Her Shoes®

The Walk a Mile in Her Shoes® Campaign is designed to raise community awareness to end domestic violence. Designed as a way to engage men in domestic violence prevention, the walk encourages men to consider the experiences of domestic violence victims by “walking” a mile in their shoes. The event is a playful opportunity for men to raise community awareness about the serious causes, effects, and remediations of domestic violence. This event can be used in place of a 5K or at the same time. Men of all ages are encouraged to walk in women’s shoes; women and children often march alongside male participants. In some communities, walkers sign pledge forms as an individual or a team to raise money for local domestic violence shelters or other organizations supporting victims of domestic violence. This event has been received with great success at many Army installations, including Fort Bliss, Fort Bragg, Fort Dix, Livorno, Yongsan, among others. For more information, see: http://www.walkamileinhershoes.org/index.html

Silent Witness Initiative

The Silent Witness Initiative is a national initiative designed to raise awareness about the potentially lethal consequences of domestic violence. Using life sized red cutouts that represent real victims of domestic violence homicide, the community is provided a visual reminder of the serious consequences of domestic violence. On each of the wooden cutouts is a plaque with the story of the women, men, and children they represent. These can make a very moving statement to an audience who may not realize how many individuals die at the hands of someone they are or were in a relationship with. These are moveable features that can be placed in dining facilities, offices, unit areas, or any public place. For more information, see: http://www.silentwitness.net

SUGGESTED RESOURCES

The following websites may be helpful sources of information for planning DVAM, but remember to apply discretion when selecting material:

DOD Domestic Abuse Program
http://www.militaryhomefront.dod.mil/tf/domesticabuse

Army OneSource FAP Webpage
http://www.myarmyonesource.com/

Center for Disease Control and Prevention
http://www.cdc.gov/

National Domestic Violence Hotline
http://www.thehotline.org/

Battered Women’s Justice Project
http://www.bwjp.org/

National Center on Domestic and Sexual Violence
http://www.ncdsv.org/

Futures Without Violence
http://www.futureswithoutviolence.org/

National Resource Center on Domestic Violence
http://www.nrcdv.org/

National Coalition Against Domestic Violence
http://www.ncADV.org/

National Fatherhood Initiative
http://www.fatherhood.org/

Break the Cycle
http://www.breakthecycle.org/

National Stalking Resource Center
http://www.ncvc.org/src/Main.aspx
Candlelight Vigil

Candlelight vigils are a powerful tool for garnering community support for domestic violence prevention. Many installations collaborate with local domestic violence organizations to co-host annual candlelight vigils to honor domestic violence survivors and commit the community to working together to end domestic violence. Candlelight vigils may include music, poetry, dance performances, survivor stories and moments of silence. Silent witness exhibits and/or Clothesline Projects are often displayed and purple ribbons are distributed during the vigil. If available, the Installation Commander, Garrison Commander or other senior leader should speak at the vigil to demonstrate Command support for domestic violence prevention.

Model DVAM Activities Developed by Army FAP/VA Staff

The following are sample DVAM activities that have been successfully implemented at other Army installations:

Take the Pledge

Take the Pledge is an activity developed by civilian organizations, such as Men Against Sexual Violence and Men Against Domestic Violence, and previously used at several military organizations, including Kaiserslautern (Germany) and Ft. Jackson. The activity is designed to engage the community, particularly males, in domestic violence prevention. Soldiers, Family members and other members of the community are asked to sign a pledge card committing to taking a stand to end domestic violence (See Appendix C for a sample pledge card from Kaiserslautern). Pledge cards are made available in a variety of locations, e.g., hospital, dental, commissary, bank, etc., and signed pledged cards are placed on a display board visible to the entire community throughout DVAM.

At Ft. Jackson, FAP and VA staff has taken additional steps in successfully implementing the pledge and using it as a vehicle to raise community awareness. Prior to DVAM, Ft. Jackson VAs reach out to unit command and ask them to sign a “Commitment to Attend” for their annual domestic violence rally (See Appendix D for a sample “Commitment to Attend” form from Ft. Jackson). The “Commitment to Attend” form asks unit commanders to pledge a certain number of Soldiers and Family members from their unit will be present at the rally and will sign pledge cards. At the rally, senior commanders, Soldiers and Family members lead a domestic violence awareness march through the Ft. Jackson housing area.

For more information on these organizations, see: www.menagainstsexualviolence.org and http://www.menagainstdv.org/pledge/.
Each year, the Ft. Jackson VA team invites some form of musical entertainment to lead the march; past years have included the local high school band, cheer squad and college choir. At the conclusion of the march, FAP hosts a rally where senior leaders, Soldiers and other members of the community read their signed pledge and commit to working together to end domestic violence. Unit command, off post organizations, FRGs, BOSS and other key agencies are all given a formal invitation to attend this event; this invitation is made on cardstock and mailed directly to identified agencies. In addition, each VA is assigned a unit on post. During the month of October, each advocate provides “their” unit with goodies. Last year, the Ft. Jackson VA team distributed notepads and 3x4 size magnets with VA program information. This face-to-face outreach is essential for both increasing participation at the rally and helping the VA team develop rapport with unit leaders.

Mother-Daughter Self Defense Class

Self defense classes are often a cornerstone DVAM event. These courses are popular however all too frequently they focus on the physical aspect of defending oneself against domestic violence. Savvy advocates know that the most effective way to break the cycle of violence is education. Outreach and education amongst adolescent girls is particularly important given the high incidence of teen dating violence. Experts estimate that one in three teens will experience abuse in a dating relationship and two-thirds of them will never report it to anyone.⁷ Mother-daughter self defense classes provide an opportunity for mothers and adolescent daughters to openly discuss the warning signs of domestic violence and how to protect oneself against abuse.

During this self defense class, mothers and teenage daughters learn mental and physical awareness tips for preventing domestic violence. The first half of the class may focus on improving one’s mental awareness, including warning signs of domestic violence and safety planning, and the second half may be dedicated to learning traditional self defense techniques, including how to get out of holds, how to respond during an attack by a stranger or someone they know, and how to trust their instincts. For the first half of the class, the larger group should be divided into two separate groups, one consisting of mothers and the other of daughters. This will allow participants the opportunity to freely discuss their concerns amongst their peers. You will need to develop a presentation that caters to the specific concerns and issues that each group may have. For example, mothers may want to learn how to improve communication with their daughter around teen dating violence while teenage daughters may want to learn about the definition of domestic violence and how they can identify if their boyfriend is abusive. The Parent/Daughter “Safety Contract” (See Appendix E) is an important tool that encourages open communication between mothers and daughters.

These classes help build confidence and help in mother daughter bonding. Classes can be co-taught by VAs, MPs, CID, local law enforcement, combative trainers, or martial arts instructors. A good supplement if the instructors are combative trainers or martial arts instructors is to have law enforcement give an introduction on safety tips, statistics, and ways to reduce the participants risk of being a victim. The law enforcement personnel and the VA staff can also provide resources in the community.

⁷Statistics provided by the Family Violence Prevention Fund’s Break the Cycle Program. For more information, see: http://www.breakthecycle.org/
Domestic Violence/Pet Abuse Awareness Event

The link between animal cruelty, domestic violence and child abuse is compelling. Pet abuse was identified as one of four predictors of domestic violence partner abuse in a recent six-year “gold standard” survey conducted in 11 metropolitan cities. Perpetrators may abuse, kill or threaten to harm a family pet to intimidate their partner and/or children. A recent survey found 71% of pet-owning women entering a domestic violence shelter reported that their batterer had injured, maimed, killed or threatened family pets for revenge or to psychologically control them and/or their children; over 20% of these women delayed leaving out of fear that their pet would be harmed.

Some installations FAP Programs have partnered with installation veterinary services, animal control, military and civilian law enforcement and local domestic violence agencies to develop coordinated community responses for preventing animal cruelty and family violence. Installations considering developing a coordinated response, as well as raising awareness about the link between animal cruelty and family violence, should consider using DVAM as an opportunity to kick-off an installation-wide awareness campaign. Events highlighting the link could include: Cross-training between installation veterinary/animal control officials and FAP; guest speakers on the link; and a pet abuse/domestic violence walk/run. Professionals from installation and local veterinary and animal welfare agencies should also be invited to DVAM events.

Engaging the Faith Community

The Daegu, Korea Family Advocacy Program sponsored a communication workshop entitled “The Five Love Languages”. This workshop was conducted by Family Life Chaplain and was based on a book written by Dr. Gary Chapman to encourage couples to express their feelings in a safe and effective way. Having Family Life Chaplains conduct workshops such as these can help in building strong relationships and contribute to the prevention of domestic abuse.

Other Installation DVAM Activities:

Listed below are a few examples of success-
ful DVAM events implemented at Army installations throughout CONUS and OCONUS.

Aberdeen, MD—
- "Living with the Enemy" Art Exhibit. This exhibit showed powerful photos of domestic violence victims and their children as taken by photographer, Donna Ferrato.11 This event was a huge success at Aberdeen. Over 300 community members attended this art exhibit; many victims surfaced after viewing the exhibit; and new community partnerships were established. More information, including photos, from the Aberdeen Art Exhibit can be seen in Appendix F of this toolkit.

Fort Carson, CO—
- DV T-shirt clothesline project entitled “Putting it all on the line”. During this event, community members design t-shirts that speak out against domestic violence. These t-shirts are displayed around the Fort Carson community.
- High School Domestic Violence Awareness Poster Contest. Students design posters on teen dating violence and domestic violence.
- A "Date Night Out" with entertainment to promote healthy relationships.

Fort Dix, NJ—
- DVAM golf event featuring “domestic violence safety tips” at each hole.
- School play on dating violence.

Fort Drum, NY—
- "Purple Tie Gala”. Event raises male awareness about domestic violence and serves as an opportunity for men in the Fort Drum community to show their commitment to ending domestic violence. Gala features a keynote speaker.

Europe—
- Pledge Cards for Soldiers, Family members and civilians to fill out and carry with them (they have local contact information on them).
- Collaborating with the Veterinary Services to provide information on the link between pet abuse and family violence. Sponsor a “pet walk for awareness”.
- DVAM Chili Cook-Off during High School Football Game.
- "Seven Habits of Highly Effective Military Families" (Couples Workshop).
- "My Hands are Not for Hitting" workshop.

Fort Hood, TX—
- Installation-wide Domestic Violence Stand Down Day, which includes a proclamation signing ceremony, Senior Leaders’ training, Unit Commander/First Sergeant Training, and domestic violence prevention training for Soldiers.
- ACS sponsors several events including parenting workshops, domestic violence and the workplace training, and domestic violence prevention seminar.

Fort Gordon, GA—
- Cell phone drive.
- Training on economic abuse for all populations (Soldiers, Family member, Retirees).

Fort Riley, KS—
- Seminars on "Pregnancy and Domestic Violence" and "Strangulation”.
- Children’s Pumpkin Patch/Safety Day

Camp Humphreys, Korea—
- Lunch and Learns with workshops and movies to address issues of domestic violence.

11 Ms. Ferrato’s photo documentation of domestic violence has earned her numerous awards to include the W. Eugene Smith Grant, the Robert F. Kennedy Award for Humanistic Photography, the Kodak Crystal Eagle for Courage in Journalism, and most recently, the prestigious Missouri Honor Medal for Distinguished Service in Journalism from the University of Missouri-Columbia School of Journalism. For more information on Ms. Ferrato, see: http://www.domesticabuseaware.org/.
“Lunch and Learn” Book Series

Books are a great way to educate and engage other professionals in research and different perspectives on the topic of domestic abuse. Organizing a “lunch and learn” series with other FAP members, social workers, chaplains, and other first responders can facilitate networking and build a stronger community response to domestic violence. This can also be a great tool if you are having a guest speaker come to your installation that is an author. Doing a “lunch and learn” series with works of the guest speaker can enhance the experience for all involved.

- Why Does He Do That?: Inside the Minds of Angry and Controlling Men, Should I Stay or Should I Go? and The Batterer as Parent by Lundy Bancroft
- Healing the Scars of Emotional Abuse by Ann McMurray and Gregory L. Ph.D. Ph.D. Jantz
- Don’t Give It Away! : A Workbook of Self-Awareness and Self-Affirmations for Young Women by Lyanla Vanzant
- Scared Silent by Mildred Muhammad

Sponsor a Movie Night

Effective DVAM planning includes activities that will engage a variety of target populations. Movie nights offer an opportunity to reach out to the larger population to begin a discussion on domestic violence dynamics, prevention and response. Consider partnering with FRG leaders and/or BOSS to sponsor a movie night; offer popcorn, pizza or other food during the viewing. Provide an intermission debriefing or a wrap-up at the end to discuss the interactions viewed in the movie and how it relates to domestic violence.

The following are a list of movies that have been successfully used during DVAM at Army installations:

- Beauty and the Beast
- Beyond Rhythm and Rhymes
- Defending Our Lives (http://www.cambridgedocumentaryfilms.org/defending.html)
- Fried Green Tomatoes
- Secret Life of Bees
- Shattered Dreams
- Sleeping with the Enemy
- The Color Purple

SUGGESTED TIP

Remember to consider childcare when planning movie nights, guest speakers and seminars. If possible, make childcare available and/or schedule the events at times where childcare is least likely to be an issue.

Host a Guest Speaker

Locally and nationally recognized guest speakers can invigorate your DVAM calendar and provide an opportunity for the public and professionals to learn and discuss best practices in domestic violence prevention and response. The below list of domestic violence speakers have been recommended by other Army installations. This list is not exhaustive but rather intended to serve as a starting point as you work with your DVAM planning committee to identify appropriate speakers for your installation. In addition to these national experts, consider inviting local military and civilian first responders to speak on their area of expertise (i.e., senior leaders, chap-
lains, law enforcement, SJA, veterinarians, etc.).

Frank Ascione, Ph.D.  Specialty: Link between Animal Cruelty and Family Violence. Frank R. Ascione is the American Humane Chair and a Professor in the School of Social Work at the University of Denver. His research examines the common roots of violence toward people and animals and is directed at identifying an early indicator of at-risk status in children.  

Ben Atherton-Zeman. Specialty: Engaging males in domestic violence. Ben Atherton-Zeman is a spokesperson for the National Organization for Men Against Sexism and is a public speaker on issues of violence prevention. His one-man show, “Voices of Men”, uses humor and celebrity male voice impressions to discuss dating violence, domestic violence and sexual assault.  
http://www.voicesofmen.org/index.html

Lundy Bancroft. Specialty: Domestic violence and child maltreatment. Lundy Bancroft has twenty years of experience specializing in interventions for abusive men and their families. He is the former Co-Director of Emerge, the nation’s first counseling program for men who batter, and the author of several books including Why Does He Do That: Inside the Minds of Angry and Controlling Men.  
http://www.lundybancroft.com/

Jacquelyn Campbell, PhD, RN. Specialty: Danger assessment, intimate terrorism, feminine-suicide in abusive relationships.  
Jacquelyn Campbell is the Anna D. Wolf Chair and a Professor in the Johns Hopkins University School of Nursing with a joint appointment in the Bloomberg School of Public Health. She has been conducting advocacy policy work and research in the area of domestic violence since 1980.  
http://www.dangerassessment.org/.

Jill Davies, JD. Specialty: Advanced and complex advocacy and safety planning skills/When victims stay in abusive relationships.  
Jill Davies is the Deputy Director of the Greater Hartford Legal Aid, Inc. and a national expert on legal issues for battered women. She has written numerous articles about family violence to include, “When Battered Women Stay…Advocacy Beyond Leaving. Building Comprehensive Solutions to Domestic Violence”.  
http://www.ghla.org/

Gavin DeBecker. Specialty: Violence Prevention/Author of the book “The Gift of Fear”. Gavin de Becker, a three-time presidential appointee, is widely regarded as the leading expert on the prediction and management of violence. He is the author of the best-selling book The Gift of Fear, as well as many others. For more information, see:  
https://www.gavindebecker.com/

Mike Domitrz. Specialty: Healthy Dating, Sexual Assault and Domestic Violence Prevention. Mike Domitrz is the author of the comedy, “Can I Kiss You”, which has been used by colleges and Army installations over a decade to engage students in discussions on healthy relationships.  
http://www.mikespeaks.com

Mariska Hargitay. Specialty: Celebrity Raising Awareness about Domestic Violence Prevention. Mariska Hargitay stars as Olivia Benson on the Law & Order: Special Victim Unit (SVU) series. Inspired by her role on Law & Order SVU, Ms. Hargitay created the Joyful Heart Foundation, whose mission is to heal, educate, and empower survivors of sexual assault, domestic violence, and child abuse.  
http://www.joyfulheartfoundation.org/

Judith Herman, M.D. Specialty: Domestic Violence/Complex PTSD. Judith Herman is Clinical Professor of Psychiatry at Harvard Medical School and Director of Training at the Victims of Violence Program at The Cambridge Hospital, Cambridge, MA. Dr. Herman is the author of two award-winning books: Father-Daughter Incest (Harvard University Press, 1981), and Trauma and Recovery (Basic Books, 1992).
Jackson Katz, ED.M. Specialty: Male role in domestic violence advocacy.
Jackson Katz is the co-founder of the Mentors In Violence Prevention (MVP) program. He is also the creator and co-creator of educational videos for college and high school students, including Tough Guise: Violence, Media, and the Crisis in Masculinity (2000), Wrestling With Manhood (2002) and Spin the Bottle: Sex, Lies and Alcohol (2004).

Alison Lighthall, RN, MS. Specialty: Domestic Abuse and PTSD/Combat Stress.
Alison Lighthall, a registered nurse for over 25 years and a former Captain in the US Army Reserves, served as trainer to Combat Stress Control Teams, Forward Surgical Teams, and other deploying units focusing on the areas of mental resiliency, post-traumatic stress disorder, combat stress, suicide prevention and intervention, and psychological first aid. She received the Army Commendation Medal for her work.

Dave Ramsey. Specialty: Financial Planning. Dave Ramsey is an author, talk show host and financial planner.
http://www.daveramsey.com/home/

Lydia Walker, MA. Specialty: Signs of a Battering Personality. Lydia Walker has worked in the Battered Women’s Movement since 1981 and is nationally known as a speaker, trainer, and author. She is author of Reaching Rural Battered Women and contributing author to Then We Went to A Safe Place and Naming the Violence.
http://www.lydiawalker.net/.

Mark Wynn. Specialty: Engaging law enforcement in Domestic Violence Prevention. Lt. Mark Wynn is a twenty year veteran of the Metropolitan Police Department. He served as Lieutenant to the Domestic Violence Division and member of the Special Weapons and Tactics (SWAT) Team for fifteen years.
http://www.markwynn.com

Additional training/speaker resources that you may want to consider include:

University of West Florida’s Hidden Casualties of War 2009 Symposium
http://uwf.edu/cap/DeploymentMentalHealth/speakers/

The American Program Bureau (Domestic Violence Speakers)
http://www.apbspeakers.com/domestic-violence-speakers

Stop Abuse for Everyone Speaker’s Bureau
http://www.safe4all.org/speakers/

Speakers/Workshops from the National Conference on Domestic Violence:
http://www.ncadv.org/files/FullWorkshopDetails7.10.08.pdf

Pennsylvania Coalition Against Domestic Violence
http://www.pcadv.org/Training.asp

National Stalking Resource Center

National Organization for Victim Assistance
http://www.trynova.org/about/contactinfo.html

Family Violence Prevention Fund
http://endabuse.org/

In conclusion, good luck and have fun planning your DVAM!
Victim Advocate Program
TOOLKIT 2011
APPENDICES
Appendix A:
Sample FAP VA Domestic Abuse Program Evaluation Survey
FAP Victim Advocacy (VA) Domestic Violence Program Evaluation Survey

Thank you for completing the following survey on the Army’s Family Advocacy Program (FAP) Victim Advocacy Program. Your feedback will be used to enhance prevention and awareness of the FAP Victim Advocacy Program and other resources for Soldiers and Family members who experience domestic violence. There are no wrong answers, so please be honest with your responses.

1) On a scale of 1-3, how much do you know about the Army’s FAP Victim Advocacy Program?

1  I’ve never heard of the program
2  I know a little bit about the program
3  I know a lot about the program

2) The Army offers an option for Soldiers and Family members to make a confidential report of domestic violence and seek medical care, counseling and advocacy services.

True  False

3) Are you aware of on and off-post resources for victims of domestic violence?

True  False

4) Have you seen any advertisements, fliers, or posters about the FAP Victim Advocacy Program and the 24/7 VA Domestic Abuse Hotline?

Yes  No

5) Do you think victims of domestic abuse on your installation are treated with dignity, fairness, and respect?

Yes  No

Please use the following space to provide any additional comments, feedback or suggestions for improving domestic violence prevention and response services:

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

__________________________________________________________________________
Appendix B: Sample DVAM Calendars

Prevention materials created by Fort Richardson, Fort Campbell, and Korea
### Domestic Abuse Awareness Month:
#### Fort Richardson, AK
#### October 2009

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<td>The Effects of Domestic Violence on Children, 1300 —1400</td>
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<td>You’re An Alaskan Family</td>
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<td>DV Awareness Information Table</td>
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<td>Poohs &amp; Piglets Play Groups Mon, Wed, &amp; Fri</td>
<td>Aqua Play Tuesdays 1000 – 1130</td>
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<td>Info Booths at PX 0900-1500</td>
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<td>In Her Shoes 1000-1800</td>
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<td>Unity Day-Candle Light Vigil 1800-2000</td>
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Appendix C: Sample Domestic Violence Prevention Pledge Card

Prevention materials created by Linda Gilbert, Kaiserslautern VAC
Take the Pledge

Take a Stand
Take the Pledge

I understand…
* That what I do and say can either encourage or discourage stereotypes that can lead to domestic violence against women.
* That domestic violence can happen to anyone.
* That men and women are victims of domestic violence.
* That domestic violence can be prevented.
* That the overwhelming number of domestic violence offenders are men.
* That real men don’t use their power to harm their loved ones.
* That men must play a critical role in breaking the cycle of domestic violence.

So, I promise...

• To take a stand and never commit, condone, accept, or stay silent about domestic violence.
• To challenge other men to recognize that they can be powerful without making others powerless.
• To encourage all men to work together with women, using their collective voices and resources to END domestic violence- not only in Kaiserslautern but everywhere.

Name: _____________________
Appendix D: Sample “Commitment to Attend” Domestic Violence Rally Form

Prevention materials created by the Ft. Jackson VAC team
Commitment to Attend
Annual Domestic Violence Rally

We, the members of, _________________ (Unit), commit ourselves to attend the 5th Annual Domestic Violence Rally on 11 OCT 2008 at 0830.

We will have ____________ Soldiers and Family Members attending.

We also commit ourselves to pledge to end domestic violence by having every Soldier and/or Family Member sign “Ending Domestic Violence: A Pledge to Learn, Speak, and Act.”

We will be needing ___________ pledge forms for our unit.

PAO may attend the signing of pledge cards if a time and date for the pledge signing is given to POC below.

Please return this form back by **26 Sept 2008**.

Please fax this information to:

Family Advocacy Program  
Attn: Sabrina Hall  
Fax Number: 803-751-6356

For more information please contact:

Sabrina Hall, Lead Victim Advocate  
803-751-6303  
sabrina.hall@us.army.mil
Appendix E:
Materials from Mother-Daughter Self Defense Class

Prevention materials created by Mary Hale, Europe Regional VA Program Manager
Mother-Daughter Self-Defense PowerPoint Presentations

Mother/Daughter Self Defense
...and Dads too!
Protecting Our Daughters

Total Self Defense
For Teens
Parent Safety Contract

You have the right to be treated with respect, and I promise to support you in this. You have the right to say “No” to guys who are pressuring you. No one has the right to do anything to your body without your consent.

Because I love you and your safety is more important than anything else, I agree to the following:

1. If you need help you can always talk to me OR your back up person.
2. If you make a bad decision and need help, I will not get mad. I do reserve the right to discuss your decision at a later point, but you can always call me, no matter what.
3. If you sneak out to a party, or if you’ve been drinking, I won’t be happy BUT I still want you to call because I want you to be safe.
4. If you need to talk about something that has happened, I promise to listen.
5. If you are confused about dating or sex, you can talk to me or your back up person.
6. If you tell me about a friend who has been raped, we will work it out together, but we need to get her help.
7. I understand you are growing up and need more freedom. I will listen and together, we will negotiate where you can go and what you can do.
8. While I know that what a girl is wearing has nothing to do with sexual assault, we will still negotiate your clothing because it is a reflection of your self-respect.
9. I will help you practice being assertive and direct, and support you when you stand up for yourself.
10. If a bad thing happens, it is not your fault. I will always love you and I will not blame you. Together we will get help.

Date:_____________  Signature__________________
Daughter Safety Contract

I have the right to be treated with respect. I have the right to say “No” to guys who are pressuring me. No one has the right to do anything to my body without my consent.

Because I know you love me and that my safety is more important than anything else, I agree to the following:

1. I understand that your guidance and rules keep me safe.
2. I’m growing up and I need more freedom. I will negotiate with you and know we can work it out.
3. I know you will help me practice being assertive and strong.
4. I will talk to you or my back up person if I need help.
5. My back up people are:
   1. __________________________
   2. __________________________
   3. __________________________
6. I will do my best to make good decisions and avoid risky situations, but I’m still a kid and I’m not perfect.
7. If you don’t agree with my choice of clothes or friends, I will discuss it with you and listen to your side.
8. If I make a bad choice, I know I can call you or my back up person for help.
9. If one of my friends gets in trouble, I know I can tell you or my back up person. I also know that we may need to tell other adults to get my friend help.
10. If the worst happens, I know it wasn’t my fault and that you love me. I promise to tell you and get help together.

Date:________________________ Signature:________________________
Appendix F: Donna Ferrato’s Living with the Enemy Art Exhibition

PowerPoint presentation of 2006 DVAM Art Exhibit provided by Aberdeen Proving Ground
Donna Ferrato’s “Living with the Enemy” Art Exhibition

Top of the Bay
Aberdeen Proving Ground, MD
3-6 October 2006

Artist Profile

- Ms. Ferrato’s photo documentation of domestic violence has earned her numerous awards to include the W. Eugene Smith Grant, the Robert F. Kennedy Award for Humanistic Photography, the Kodak Crystal Eagle for Courage in Journalism, and most recently, the prestigious Missouri Honor Medal for Distinguished Service in Journalism from the University of Missouri-Columbia School of Journalism.
- She is the founder of Domestic Abuse Awareness, Inc., a non-profit agency dedicated to the fight against domestic violence through awareness, education and action.
- Her photographs have been featured in television programs, magazines, newspapers and public service announcements (PSAs) throughout the United States, Canada and Europe.
- The National Coalition Against Domestic Violence (NCADV) describes the photographs in this exhibition as “vital for educating the public to a national crisis that is very much the American way of life.”

Photos From The Exhibition
Results of Exhibition

- Over 300 community members participated
  - 146 participated in the unveiling of the exhibition
  - 134 came through to view exhibition after the unveiling

- Heightened community awareness
  - Many victims surfaced for advocacy assistance
  - A support group for survivors of abuse was started

- Building of new partnerships and enhancement of existing ones
  - County DA’s office, civilian law enforcement, and sister agencies participated in the unveiling of the exhibition which included Ms. Ferrato as guest speaker