

Sample DVAM Events

Since DVAM 2000, the National Resource Center on Domestic Violence has invited battered women's advocates across the country to share information on the DVAM activities organized by their programs. We have compiled sample events of various types that we hope you can use to help plan activities in your own community this October. For a full listing of DVAM event descriptions, or to submit your own event description, please visit the DVAM Web site at dvam.vawnet.org or call the National Resource Center on Domestic Violence at (800) 537-2238 or TTY (800) 553-2508.

When planning and implementing your public education initiatives, please remember to ensure that a counselor and/or staff person is available throughout to speak to individuals who may experience a strong emotional response to your event.

Event Types

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| 🎗 Art Displays | 🎗 Media Events |
| 🎗 Candlelight Vigils | 🎗 Plays |
| 🎗 Carnivals/Fairs/Festivals | 🎗 Rallies/Marches |
| 🎗 Ceremonies | 🎗 Silent Witness Displays |
| 🎗 Clothesline Project Displays | 🎗 Speeches/Lectures |
| 🎗 Conferences/Trainings | 🎗 Other Events |

🎗 Art Displays

Intended audience	General Public, law enforcement, judicial system
Media materials	Newspaper article/op-ed
Sponsoring organization.....	Women's Aid in Crisis (local program)
Location	Sutton, West Virginia
Budget	Less than \$100
Planning time.....	Approximately one month
Number of persons involved in planning	Less than five

This art display, visible on the courthouse lawn, exhibited blue and purple paper "tears" to represent each client that was served in the outreach office for a full year. The tears were hung on a large bush with purple ribbon behind a sign that explained the significance of the tears.

🕯 Candlelight Vigils

Intended audience	General public, religious community
Media materials	Newspaper article
Sponsoring organization	The Lighthouse (local program)
Location	Lancaster, Ohio
Budget	Less than \$100
Planning time.....	Approximately one month
Number of persons involved in planning	Less than five

Speakers at this vigil included the president of The Lighthouse’s Board of Directors, the Director of The Lighthouse, and the sexual assault prevention and education coordinator. There was an invocation by a local pastor, a survivor’s story/testimonial, and two solo song performances, at which time the candles were lit. In closing, the audience joined to sing “Amazing Grace.” Poetry, messages and contact information for help were printed on the program.

Intended audience	General public, law enforcement, judicial system, religious community
Public education tool/tactic.....	Purple ribbon campaign, Silent Witness display
Media materials	Newspaper article/op-ed
Sponsoring organization	Bozeman Area Battered Women’s Network (local program)
Location	Bozeman, Montana
Budget	Less than \$100
Planning time.....	Approximately one month
Number of persons involved in planning.....	5-10

Upon arrival at the local church in which the vigil was held, each attendee was presented with a purple ribbon. Speakers included the Network director, legal advocate, teen outreach coordinator, a board member, and shelter coordinator. Guest speakers included a local judge, pastor, and detective. As names of silent witnesses were read, members of the audience placed a long-stemmed white rose on the speakers’ podium for each victim. Survivors of domestic violence and relatives or friends of victims were invited to speak if they wished to do so. The vigil concluded with the candle lighting and music by the Montana Women’s Chorus.

🎪 Carnivals/Fairs/Festivals

Intended audience	General public
Public education tool/tactic	Public display, Clothesline Project display, art display
Sponsoring organization	Women's Center of Beaver County (local program)
Location	Beaver, Pennsylvania
Budget	\$100-300
Planning time	Four to six months
Number of persons involved in planning.....	5-10

"Day in the Park" event that included food booths, crafters, and entertainment. Agencies were invited to set up tables to display and distribute information. There were speakers and musical performances to inform and educate the public, as well as displays of the Clothesline Project and Survivors Quilt Project throughout the park. Children's activities consisted of games, face painting, and clowns.

🎪 Ceremonies

Intended audience	General public, judicial system, law enforcement
Public education tool/tactic.....	Recognition ceremony, march, public display
Media materials	Newspaper article/op-ed
Sponsoring organization	CAP Services Family Crisis Center (local program)
Location	Stevens Point, Wisconsin
Budget	\$100-300
Planning time	Two to three months
Number of persons involved in planning.....	5-10

Attendees walked a short distance from a local park to the ceremony stage. Over 200 luminaries – the bags were designed by victims, their children, staff, and volunteers – lined a path to the ceremony stage. The two-hour ceremony featured speakers, including the District Attorney, a children's advocate, and the sister of a victim killed by her partner. Angel awards were given to community members for outstanding achievements and accomplishments, and shelter residents and staff performed music composed by staff.

⌘ Clothesline Project Displays

Intended audience	Primarily general public
Public education tool/tactic.....	Art display, meal
Sponsoring organization	YWCA of Greater Cincinnati
Location	Cincinnati, Ohio
Budget	\$5,000
Planning time	Four to six months
Number of persons involved in planning	Less than 5

Held at the YWCA Women's Art Gallery, this Clothesline display turned into an all-day event and a month-long exhibit. The exhibit featured 40 shirts made by survivors of domestic violence or family and friends who had endured the loss of a loved one, and works by women living in the YWCA Battered Women's Shelter. The public opening of the exhibit featured a luncheon with Anne O'Dell, a noted domestic violence expert, and an evening reception with wine and hors d'oeuvres. Women survivors were invited to join a special project dinner in which they could create their own t-shirts.

⌘ Conferences/Trainings

Intended audience.....	Primarily general public, social workers, mental health professionals, school personnel, law enforcement officials, parents
Sponsoring organization	The Women's Center, Inc. (local program)
Location	Waukesha, Wisconsin
Budget	Approximately \$1,000
Planning time	Two to three months
Number of persons involved in planning	Less than 5

"Raising Children to Resist Violence" was the program's ninth annual domestic violence conference. The focus was on learning about the effects, dynamics, and concerns associated with children and domestic violence. Presenters included a medical administrator, a director of child advocacy and law, and a clinical psychologist. The one-day program included presentations, lunch, workshops, a panel discussion, and a question and answer session.

(Conferences/Trainings Continued)

Intended audience	General public, Native American community
Public education tool/tactic.....	Purple ribbon campaign, Silent Witness Project display
Sponsoring organization	Walker River Victims of Crime (local program)
Location	Schurz, Nevada
Budget.....	Approximately \$250
Planning time	One month
Number of persons involved in planning	Less than 5

This community presentation focused on tribal and state issues concerning domestic violence. A certified marriage and family counselor of Native American heritage discussed domestic violence issues from the Native perspective and highlighted the healing process. Refreshments were provided; materials including pens, stickers, brochures, and emergency cards were distributed. Purple ribbons were also distributed in public places throughout the month of October.

🎗 Media Events

Intended audience.....	Primarily general public, judicial system, law enforcement
Public education tool/tactic	Open house
Media materials	Press release, press conference
Sponsoring organization	Domestic Abuse Project (local program)
Location	Minneapolis, Minnesota
Budget	\$100-300
Planning time	One month
Number of persons involved in planning	Less than 5

Press conference was held on the first of October during which the mayor announced a joint grant to systematize a working relationship between the Domestic Abuse Project and the Minneapolis Police Family Violence Unit's city attorney to ensure victim safety and perpetrator accountability. Speakers included the city attorney, head of the Family Violence Unit, and Domestic Abuse Project's grant manager. Reports on the press conference were broadcast on the local news, and program staff spoke about Domestic Violence Awareness Month and the Domestic Abuse Project on a local morning radio show. Open house featured a panel of survivors speaking about Domestic Abuse Project.

(Media Events Continued)

Intended audience	General public, law enforcement
Public education tool/tactic	Proclamation, purple ribbon campaign, balloon release
Media materials	Newspaper articles, photographs
Sponsoring organization	Tug Valley Recovery Shelter (local program), sheriff's department
Location.....	Williamson, West Virginia
Budget	Less than \$100
Planning time	One month
Number of persons involved in planning.....	5-10

Mayors of the area counties signed proclamations on the first of October designating October as Domestic Violence Awareness Month. Pictures were taken as each mayor signed and were later published in the local newspapers. Local law enforcement officials, staff, and citizens gathered as members of law enforcement, staff, and the mayor read the pledge of nonviolence and released a purple balloon that carried a message in memory of victims of violence. Participants wore purple ribbons to show their support. The newspaper covered the event, published the proclamation signed by President Bush, and ran a series of articles on domestic violence, one of which recognized the program's partnership with the local hospital.

⌘ Plays

Intended audience	Primarily children
Media materials	Newsletter article
Sponsoring organization.....	YWCA
Location	St. Joseph, Missouri
Budget	\$100-300
Planning time	Four to six months
Number of persons involved in planning	16-20

As part of the YWCA Week Without Violence, the program performed a play for children entitled "Zink the Zebra" with a message about accepting differences. This play ran several times and was designed as part of a children's outing which included a swim and/or a bagged lunch.

🏳️ Rallies/Marches

Intended audience	General public
Public education tool/tactic.....	Art display
Media materials	Newsletter article
Sponsoring organization	Colorado Coalition Against Domestic Violence (state coalition)
Location.....	Denver, Colorado
Budget	\$100-300
Planning time	Four to six months
Number of persons involved in planning	Less than 5

This DVAM inaugural rally was held on the lawn of the state capitol and featured speeches, performances, music, and visual displays. One performance included a giant labyrinth that symbolized the maze of domestic violence and served as the set for an interpretive dance. Community members also made giant faux candles, each representing a story of hope in lighting the way through the labyrinth. The DVAM proclamation was presented by the governor's office to the Survivors Task Force.

Intended audience	Primarily general public, Latina community, religious community, law enforcement, judicial system
Public education tool/tactic	Purple ribbon campaign, donation drive, candlelight vigil, ceremony
Sponsoring organization	Women's Coalition of St. Croix (local program)
Location	Christiansted, Virgin Islands
Budget	\$100-300
Planning time	Two to three months
Number of persons involved in planning.....	5-10

On October first, baskets were filled with purple ribbons and placed at various locations including merchants, courts, and police stations. A "Wish List" box was placed at selected beauty salons listing items needed for the shelter, along with an informative letter urging stylists to be aware of the signs of battering. Later in the month, there was a "Silent March" through the streets to the ceremony location. The march included banners, lit candles, and posters remembering the names of women who were murdered as a result of domestic violence within the territory. The ceremony was held in both Spanish and English, and included speeches, dedications, statements by members of the clergy, music, and a poetry reading.

§ Silent Witness Displays

Intended audience	General public, college/university community, elder community, health/medical personnel, workplace/employers/employees, rural community
Sponsoring organization	ACCESS York, Inc.
Location	York, Pennsylvania
Budget	\$100-300
Planning time	Four to six months
Number of persons involved in planning	11-15

The “Silhouette Campaign” is inspired by the Silent Witness Project. Thirty-six silhouettes were displayed in thirty county locations including businesses, educational facilities, community agencies, non-profit organizations, and the local hospital. The “Silhouette Campaign” inaugural event included a special roll-call to describe the loss of lives due to domestic violence homicides in the state. The inaugural event also included a social with refreshments, and a question and answer session. Students from a local art academy created the silhouettes, the materials for which were donated by a local business.

§ Speeches/Lectures

Intended audience	General public
Public education tool/tactic	Dance, purple ribbon campaign, Clothesline Project display
Sponsoring organization	Listening Ear Crisis Center
Location	Alexandria, Minnesota
Budget	\$100-300
Planning Time	Two to three months
Number of persons involved in planning	Less than 5

Sue Germanson, author of *Ouch, Life Can Hurt, But Healing Is Your Choice*, gave a presentation titled “Domestic Violence: It Is Your Business; Healing: It Is Your Choice!” which included a lecture and an inspirational dance. Program staff also presented on program services. Refreshments were served. Other events for October included a local Clothesline Project display, a pancake breakfast at the local fire hall, a peace walk, a health fair, and a luncheon with Denise Brown.

Other Events

Title/Description	Memory Labyrinth
Intended audience	General public
Public education tool/tactic	Public display, tree planting, candlelight vigil
Media materials	Newspaper article/op-ed
Sponsoring organization	Reno Police Department, VICTORY - Victims in Crisis Turmoil or Recovery (local program)
Location	Reno, Nevada
Budget	\$100-300
Planning time	Four to six months
Number of persons involved in planning.....	11-15

A “Memory Labyrinth” was set up in a local park, where family members of victims were able to plant trees, buy memory bricks, and plant healing shrubs. Many local businesses were involved and donated funds. A network of agencies was established in a local mall where agencies throughout the community had set up tables to distribute pamphlets, resources, and referrals for victims of abuse. A candlelight vigil was coordinated as well, where survivors were encouraged to speak out, the local Honor Guard and local singers performed, and memory candles were lit at the ceremony’s conclusion.

Title/Description	Public display
Intended audience	General public
Public education tool/tactic	An Empty Place at the Table display, Silent Witness Project display, candlelight vigil
Sponsoring organization.....	The Women’s Center, Inc.
Location	Bloomsburg, Pennsylvania
Budget	\$100-300
Planning time	Two to three months
Number of persons involved in planning	Less than 5

To mark the start of DVAM, the program put red dye in the fountain in the center of town so that the water would run red to honor victims and survivors of domestic violence. A banner was displayed explaining why the fountain ran red, as it attracted television, newspaper, and radio media coverage. Other events included An Empty Place at the Table and Silent Witness Project displays at the local mall and a candlelight vigil.