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FOR IMMEDIATE RELEASE

SCCADVASA Launches Peace by Piece Campaign Statewide to Recognize Domestic Violence Awareness Month

This campaign launches just days after S.C. was named #11 on the Violence Policy Center's "When Men Murder Women" annual report – the first time in 23 years S.C. has ranked outside of the top 10

September 29, 2020 (Columbia, S.C.) — The South Carolina Coalition Against Domestic Violence and Sexual Assault (SCCADVASA) commemorates Domestic Violence Awareness Month (DVAM) 2020 with the launch of its Peace by Piece campaign. Domestic Violence Awareness Month is recognized nationally and in South Carolina and serves as a way to raise awareness and bring advocates across the nation together in an effort to end domestic violence.

By utilizing the image of a jigsaw puzzle, this year's South Carolina Domestic Violence Awareness Month (#SCDVAM) theme reminds us that each piece of a puzzle is an important part of the whole. Domestic violence is a complex crime requiring multifaceted solutions. Intimate Partner Violence (IPV) has many different manifestations including physical and emotional abuse, financial entanglement, use of licit and illicit substances, and misuse/abuse of children and its victims and survivors come from every part of the community – regardless of race, gender, sexual orientation and economic status.

"Every survivor's situation is unique." said Sara Barber, Executive Director of SCCADVASA. "As advocates, we recognize that survivors need various types of support in order to find safety. While the definition of peace may differ between survivors, we know that true safety and healing can be achieved by working together – putting support pieces in place to address the complex needs of victims and working to prevent the root causes of violence."

According to the recently released "When Men Murder Women" study conducted annually by the Violence Policy Center, South Carolina ranked 11th among the states based on 2018 data. Until now, South Carolina has ranked among the 10 worst U.S. states since this infamous list came into existence over 20 years ago, topping the list in 2015, 2013, 2003, and 2000. While on the surface this "milestone" ranking, falling just shy of the top 10, might seem encouraging – S.C.'s sustained high ranking underscores an ongoing and significant problem.

Consequently, as we kick-off DVAM 2020, in a year where the COVID-19 crisis has created a uniquely challenging situation for advocates and an exceptionally dangerous situation for victims, we recognize that we must do better than the status quo. We must work together, within our government, our communities, and in our homes to take necessary actions to



improve the desperate situation we find ourselves in with regards to Domestic Violence in South Carolina.

To extend reach and spread awareness for the Peace by Piece campaign, SCCADVASA has also encouraged its 22 member organizations to share graphics, social media posts and campaign materials throughout the month of October. Each week, SCCADVASA will focus on themes geared towards bringing peace to survivors including: Peace Through Believing Survivors, Peace Through Providing Shelter, Peace Through Healthy Relationships, and Peace Through Healing.

This campaign aligns with SCCADVASA's mission to promote the prevention of domestic violence and sexual assault across the state of South Carolina and to ignite transformative social and cultural change in our communities.

To learn more about SCCADVASA, its Peace by Piece campaign, or to make a donation in support of its programs, visit <http://www.sccadvasa.org>. Follow SCCADVASA on Facebook, Twitter and Instagram at @sccadvasa.

About The South Carolina Coalition Against Domestic Violence and Sexual Assault (SCCADVASA)

We work toward ending domestic and sexual violence in South Carolina and beyond through engaging individuals and communities in advocacy, collaboration and education. We advocate for the transformative social change that will result in a society free of violence, push for policy changes that support survivors, and provide education and technical assistance to build the capacity of our members, allied organizations and communities to provide trauma-informed and survivor-centered services. For more visit <http://www.sccadvasa.org>.

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