



## 2023 Domestic Violence Awareness Month (DVAM) Toolkit

### Overview and 2023 SC DVAM Theme:

This year, SCCADVASA is introducing the SC-specific DVAM theme “Somebody You Know” with the goal of increasing connection and engagement by recognizing that domestic violence affects #SomebodyYouKnow whether it be a family member, friend, colleague, *or even you*.

The National Network to End Domestic Violence (NNEDV) is continuing the [“Every1KnowsSome1”](#) national messaging campaign this year. SCCADVASA’s DVAM toolkit complements NNEDV’s national materials while featuring the #SomebodyYouKnow theme as well as SC-specific statistics.

The following materials are included in this #SomebodyYouKnow SC DVAM toolkit:

- Social Media Content
- Sample Press Release
- Sample Newsletter Article
- Sample Blog Post

Please note that you may use as much or as little of this content as you would like and that it can be tweaked to meet your organization’s needs. Many social media images include space where you may add your logo.

### DVAM Weekly Topics:

Week 1: Domestic Violence 101

Week 2: Reproductive Rights and Justice

Week 3: Firearms and Lethality

Week 4: Domestic Violence and Housing

### Key Dates:

Each Week: Take Action Thursday (will replace the national Week of Action)

October 19: [Purple Thursday](#)

October 26: DVAM Day of Giving

November 28: Giving Tuesday

#SomebodyYouKnow Toolkit Social Media Images: All images can be accessed [via this Shared Folder](#).

Hashtags: #DVAM #SomebodyYouKnow #GiveforDV #EndDV #ViolenceFreeSC  
#Every1KnowsSome1

SC DV Statistics: [Click here](#) to access the most recent SC DV Statistics.

For More Info or Assistance: Email [communications@sccadvasa.org](mailto:communications@sccadvasa.org).

## Sample Social Media Posts:

### Week 1: Domestic Violence 101 (October 1-7)

#### Post 1:

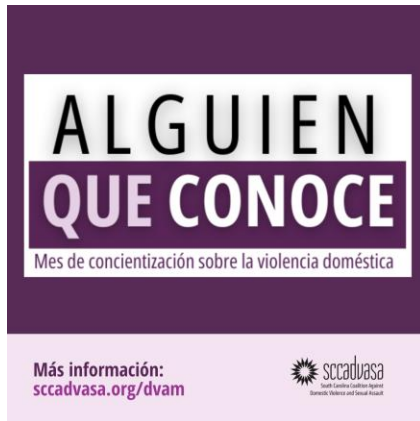
In 2022, almost 39,000 people experiencing domestic violence, including children, called a crisis line, sought shelter, or received support services in South Carolina. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence. They are #SomebodyYouKnow. #DVAM #Every1KnowsSome1



[image description: White box against purple background with text that says, “Somebody You Know” Domestic Violence Awareness Month – Learn more: [sccadvasa.org/dvam](http://sccadvasa.org/dvam). SCCADVASA logo is shown.]

#### Post 1 - Spanish:

En 2022, casi 39,000 personas que sufrieron violencia doméstica, incluidos niños, llamaron a una línea de crisis, buscaron refugio o recibieron servicios de apoyo en Carolina del Sur. Cualquiera persona, independientemente de su género, raza, identidad u orientación sexual, o estatus socioeconómico, puede convertirse en víctima de violencia doméstica. Estas son #SomebodyYouKnow. #DVAM #Every1KnowsSome1



[descripción de la imagen: Logo con cuadro blanco sobre fondo morado con texto que dice “Alguien que conoce” y Mes de concientización sobre la violencia doméstica. Obtenga más información: [sccadvasa.org/dvam](http://sccadvasa.org/dvam). Se muestra el logo de SCCADVASA]

**Post 2:**

Domestic violence is a pattern of coercive, controlling behavior that can include physical, emotional, verbal, sexual, financial, and other abuse. 1 in 4 women and 1 in 7 men will experience domestic violence during their lifetime. They are #SomebodyYouKnow. They are your family, neighbors, friends, and coworkers or even you. #DVAM #Every1KnowsSome1



[image description: Woman with a leg prosthetic wears a winter coat and hat and sits on a sidewalk while holding a thermos with text that says, “1 in 4 women will experience domestic violence in their lifetime.” Includes Somebody You Know logo that says Domestic Violence Awareness Month and SCCADVASA logo.]

**Post 3 – Take Action Thursday – October 5:**

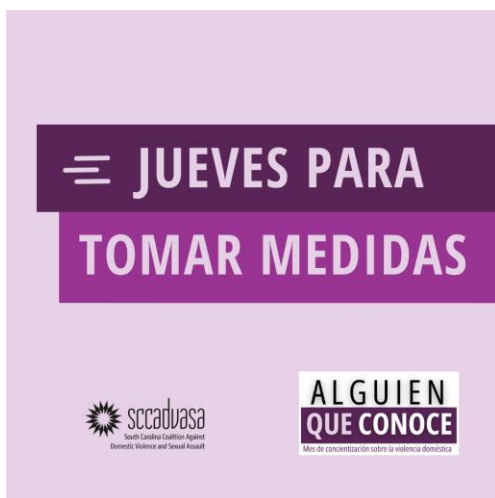
It's #TakeActionThursday! *[Your organization]* asks you to consider your role in building healing, support, and the prevention of domestic violence in South Carolina. The end of domestic violence for #SomebodyYouKnow starts with you. Learn more: *[link to your organization's website]* #DVAM #GiveForDV #ViolenceFreeSC #Every1KnowsSome1



[image description: pink and purple graphic that says, “Take Action Thursday.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 3 – Spanish:**

¡#TakeActionThursday! *[Your organization]* le pide que considere su labor en la construcción de curación, apoyo y prevención de la violencia doméstica y la agresión sexual en Carolina del Sur. El fin de la violencia doméstica para alguien que conoce #SomebodyYouKnow comienza con usted. Obtenga más información.  
#DVAM #GiveForDV #ViolenceFreeSC #Every1KnowsSome1



[descripción de la imagen: gráfico rosa y morado que dice: “Jueves para tomar medidas”. Se muestran el logo de “Alguien que conoce” con un texto que dice Mes de concientización sobre la violencia doméstica y el logo de SCCADVASA]

**Post 4:**

Abusers use emotional abuse, financial abuse, sexual abuse, intimidation, and other tactics to establish power and control over their partners. These unhealthy and abusive behaviors often begin long before abuse becomes physical. Do you know the signs? Learn more:

<https://nnedv.org/content/red-flags-of-abuse/> #SomebodyYouKnow #Every1KnowsSome1 #DVAM



[image description: pink graphic that says “Unhealthy and abusive behaviors often begin long before abuse becomes physical. Do You Know the Signs?” Illustration of 4 people holding signs with text that says ‘Know the signs. Abuse often begins long before it becomes physical’ and signs that say: ‘They text or call all the time & get angry if you don’t answer; They put you down, call you names, or say & do things that erode your self-esteem; They prevent you from spending time with family or friends; They blame you for their abusive behavior & make you feel guilty.’ The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 5 [Select one or more of the images provided]:**

In South Carolina and across the country, marginalized communities including People of Color, immigrants, and LGBTQIA+ people experience disproportionately higher rates of domestic violence and often face barriers preventing them from accessing help. Everyone deserves to live safely and freely. #SomebodyYouKnow #DVAM #Every1KnowsSome1



Image 1: [image description: A Hispanic woman with long dark hair and a yellow shirt smiles at the camera with text that says, “Everyone deserves to live safely and freely.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 2: [image description: A diverse group of people gather and smile holding colorful fans and a transgender pride flag with text that says, “Everyone deserves to live safely and freely.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 3: [image description: A Black woman with short dark hair and a yellow shirt looks at the camera with text that says, “Everyone deserves to live safely and freely.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 5 – Spanish:**

En Carolina del Sur y en todo el país, las comunidades marginadas, incluidas las personas de color, los inmigrantes y las personas LGBTQIA+, experimentan tasas desproporcionadamente más altas de violencia doméstica y, a menudo, enfrentan barreras que les impiden acceder a la ayuda. Todos merecemos vivir seguros y libres. #SomebodyYouKnow #DVAM #Every1KnowsSome1



[descripción de la imagen: Una mujer hispana con cabello largo y oscuro y una camisa amarilla de manga larga sonríe a la cámara con un texto que dice: “Todos merecemos vivir seguros y libres”. Se muestran el logo de “Alguien que conoce” con un texto que dice Mes de concientización sobre la violencia doméstica y el logo de SCCADVASA]

## **Week 2: Reproductive Rights and Justice (October 8-14)**

### **Post 1:**

Domestic violence removes a victim’s choice and control over their own body. Pregnancy can prevent survivors from leaving abusive relationships and increase the severity of abuse. Ensuring access to health care – including abortion care – increases a victim’s ability to seek safety from their abusive partner so that they can begin to heal and live a safe and healthy life. #SomebodyYouKnow #Every1KnowsSome1 #DVAM

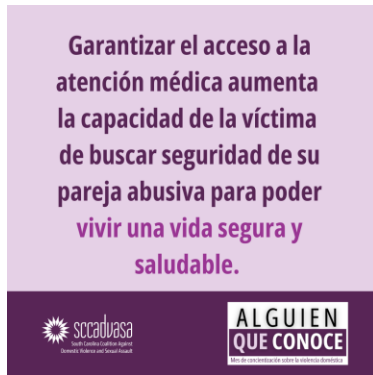


[image description: Graphic with pink background and text that says, “Ensuring access to health care increases a victim’s ability to seek safety from their abusive partner so that they can live a safe and healthy life.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

### **Post 1 – Spanish:**

La violencia doméstica le impide a la víctima elegir y controlar su propio cuerpo. El embarazo puede evitar que las sobrevivientes abandonen relaciones abusivas y aumentar la gravedad del abuso. Garantizar el acceso a la atención médica (incluido el aborto) aumenta la capacidad de la víctima de buscar seguridad de su pareja abusiva para que pueda comenzar a sanar y vivir una vida segura y saludable. #SomebodyYouKnow #Every1KnowsSome1 #DVAM





[descripción de la imagen: gráfico con fondo rosa con texto que dice: “Garantizar el acceso a la atención médica aumenta la capacidad de la víctima de buscar seguridad de su pareja abusiva para poder vivir una vida segura y saludable. Se muestran el logo de “Alguien que conoce” con un texto que dice Mes de concientización sobre la violencia doméstica y el logo de SCCADVASA]

**Post 2:**

Controlling a woman’s sexual and reproductive life, or reproductive coercion, is a form of domestic violence. Do you know the signs? Learn more from the @National Domestic Violence Hotline at <https://www.thehotline.org/resources/reproductive-coercion/>. [or link to any page on your website about reproductive coercion, sexual abuse, etc.] #SomebodyYouKnow #Every1KnowsSome1 #DVAM



[image description: A Black woman with short, wavy dark hair holds her hands to her face and looks away with text that says, “Would you recognize the signs of reproductive coercion?” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]



**Post 3 – Take Action Thursday – October 12:**

To reach our vision of a safe community free from domestic violence, we must spark the change needed to move South Carolina forward for all its citizens. By supporting *[your organization]*, you bring hope to #SomebodyYouKnow and a belief in prevention — today and in the future. Learn more and contribute: *[link to your organization’s website or fundraising campaign]*. #TakeActionThursday #DVAM #GiveForDV #ViolenceFreeSC #Every1KnowsSome1



[image description: pink and purple graphic with text that says, “Take Action Thursday.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 4 [Select one of the images provided]:**

Pregnancy can be an especially dangerous time for people in abusive relationships, and abuse can often begin or escalate during this time. Restricting health care access – including abortion care – can be deeply harmful to #SomebodyYouKnow experiencing sexual and domestic violence. #Every1KnowsSome1 #DVAM



Image 1: [image description: Pink and purple graphic with text that says, “Pregnancy is the 2<sup>nd</sup> most dangerous time in an abusive relationship. Leaving is the most dangerous time.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 2: [image description: A White woman with long dark hair pulled back wearing a blue sweater looks in the distance with text that says, “Pregnancy is the 2<sup>nd</sup> most dangerous time in an abusive relationship. Leaving is the most dangerous time.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

### **Week 3: Firearms and Lethality (October 15-21)**

#### **Post 1:**

Firearms are the weapon of choice for intimate partner violence, with the risk of homicide increasing by up to five times if there is one or more firearms in the home. In 2021, SLED reported 57 domestic violence homicides occurred in SC. Domestic violence victims and survivors deserve to live safely, without fearing gun violence. Learn more:

[www.sccadvasa.org/ipv-and-gun-violence/](http://www.sccadvasa.org/ipv-and-gun-violence/) #SomebodyYouKnow #Every1KnowsSome1 #DVAM



[image description: Close-up of the eyes of a Black woman and a White woman with their faces touching and looking ahead with text that says, “Abusers with firearms are 5x more likely to kill their female victims.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

#### **Post 2 [Select one of the images provided]:**

When a male abuser has access to a firearm, the risk that he will choose to shoot and kill a female partner increases by 1,000%. Domestic violence victims and survivors deserve better, and everyone deserves to live safely, without fearing gun violence. #SomebodyYouKnow #Every1KnowsSome1 #DVAM



Image 1: [image description: White woman with pink hair sits outside in a wheelchair wearing a white dress and straw hat with text that says, “Everyone deserves to live safely, without fearing gun violence.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 2: [image description: Asian woman with long dark hair stands outside wearing a red and black plaid shirt with text that says, “Everyone deserves to live safely, without fearing gun violence.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 2 – Spanish:**

Quando un agresor masculino tiene acceso a un arma de fuego, el riesgo de que decida disparar y matar a una compañera aumenta en un 1,000 %. Las víctimas y sobrevivientes de violencia doméstica merecen algo mejor, y todos merecen vivir seguros, sin miedo a la violencia armada. #SomebodyYouKnow #Every1KnowsSome1 #DVAM



[descripción de la imagen: Mujer blanca con cabello rosado sentada afuera en una silla de ruedas con un vestido blanco y un sombrero de paja con un texto que dice: "Todos merecemos vivir seguros, sin miedo a la violencia armada". Se muestran el logo de "Alguien que conoce" con un texto que dice Mes de concientización sobre la violencia doméstica y el logo de SCCADVASA]

**Post 3:**

Last month, the @Violence Policy Center released its annual "When Men Murder Women" study showing [include South Carolina statistics]. Read the report: <https://vpc.org/when-men-murder-women/> #SomebodyYouKnow #Every1KnowsSome1 #DVAM

*[SCCADVASA will forward this study when it is released along with a social media image for your use.]*

**Post 4:** Purple Thursday – October 19:

It's time for a DVAM tradition. 💜 We're wearing purple today to show our support for domestic violence survivors and our commitment to ending abuse for #SomebodyYouKnow. Join us and share a #PurpleThursday pic to raise awareness and support survivors of domestic violence. #DVAM #Every1KnowsSome1 #GiveForDV #Every1KnowsSome1

*[SCCADVASA will turn our profiles Purple, we ask you to do the same!]*

*[Photos of your organization's team wearing purple!]*

**Post 4 – Spanish:**

Ha llegado el momento de una tradición del Mes de concientización sobre la violencia doméstica (Domestic Violence Awareness Month, DVAM). Hoy vestimos de morado para mostrar nuestro apoyo a los sobrevivientes de violencia doméstica y nuestro compromiso de poner fin al abuso de alguien que conoce #SomebodyYouKnow. Únase a nosotros y comparta una foto del jueves morado #PurpleThursday para crear conciencia y apoyar a los sobrevivientes de violencia doméstica. #DVAM #Every1KnowsSome1 #GiveForDV #Every1KnowsSome1

**Post 5:**

Domestic violence affects #SomebodyYouKnow. Victims are our family, friends, neighbors, and coworkers. The end of domestic violence starts with you. Learn more and contribute: *[link to your organization's website or fundraising campaign]* #DVAM #GiveForDV #ViolenceFreeSC #Every1KnowsSome1



[image description: pink and purple graphic with text that says, “Take Action Thursday.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Week 4: Domestic Violence and Housing (October 22-28)**

**Post 1 [Select one of the images provided]:**

Domestic violence is a leading cause of homelessness, and no survivor should ever be forced to stay with an abusive partner just to keep a roof over their head. Learn more about the connection between domestic violence and homelessness: [www.sccadvasa.org/news-and-updates/why-housing-stability-is-critical-to-preventing-domestic-violence/](http://www.sccadvasa.org/news-and-updates/why-housing-stability-is-critical-to-preventing-domestic-violence/) [link to a page on your org’s website about homelessness, housing resources, etc.] #SomebodyYouKnow #Every1KnowsSome1 #DVAM

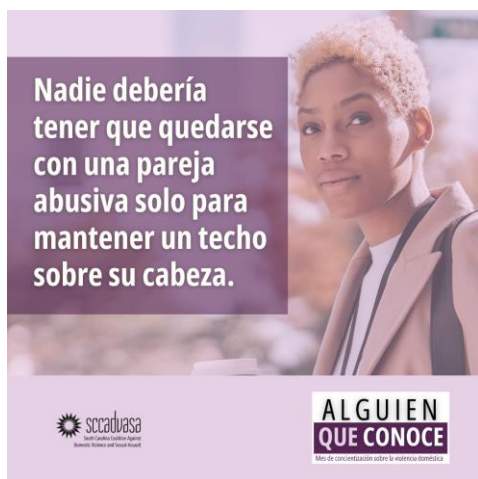


Image 1: [image description: A White woman with long dark hair pulled back and arms bent looks in the distance with text that says, “No one should have to stay with an abusive partner just to keep a roof over their head. The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 2: [image description: A Black woman with short blonde hair wears a tan blazer and looks at camera, with text that says, “No one should have to stay with an abusive partner just to keep a roof over their head. The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 1 – Spanish:**

La violencia doméstica es una de las principales causas de la falta de vivienda, y ningún sobreviviente debería verse obligado a quedarse con una pareja abusiva solo para mantener un techo sobre su cabeza. Obtenga más información sobre la conexión entre la violencia doméstica y la falta de vivienda: [www.sccadvasa.org/news-and-updates/why-housing-stability-is-critical-to-preventing-domestic-violence/](http://www.sccadvasa.org/news-and-updates/why-housing-stability-is-critical-to-preventing-domestic-violence/).



(Descripción de la imagen: Una mujer negra con cabello rubio corto viste una chaqueta color canela y mira a la cámara con un texto que dice: “Nadie debería tener que quedarse con una pareja abusiva solo para mantener un techo sobre su cabeza”. Se muestran el logo de “Alguien que conoce” con un texto que dice Mes de la concientización de la violencia doméstica y el logo de SCCADVASA]

**Post 2 [Select one of the images provided]:**

According to a 2022 count of domestic violence services during a 24-hour period in South Carolina, 295 adult and child victims found temporary refuge in emergency shelters, transitional housing, hotels, motels, or other housing provided by the local programs. Beyond meeting the immediate housing needs of victims fleeing violence, many survivors also experience significant barriers to finding safe, affordable, long-term housing for themselves and their children. They are #SomebodyYouKnow. #DVAM #Every1KnowsSome1





Image 1: [image description: pink and purple graphic with text that says, “In one day in 2022, 295 adult & child victims in SC found temporary refuge in emergency shelters, transitional housing, hotels, motels, or other housing provided by local programs. They are #SomebodyYouKnow.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

Image 2: [image description: A Black mother and her two sons have their arms around each other and smile at the camera with text that says, “Everyone deserves to live safely and freely.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 3 – DVAM Day of Giving – October 26:**

In 2022, nearly 39,000 survivors of domestic violence and sexual assault were served by SCCADVASA’s member organizations statewide. By supporting *[your organization]*, you are helping to end intimate partner violence and increase prevention efforts to build safer communities. #GiveForDV and help end domestic violence for #SomebodyYouKnow. Learn more and contribute: *[link to your organization’s fundraising campaign]* #DVAM #Every1KnowsSome1



GiveForDV



[image description: pink and purple graphic with text that says, “Take Action Thursday” - GiveForDV. The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

**Post 4:**

Studies show that up to 99% of domestic violence survivors experience financial abuse, and more than 70% of survivors identify “access to money” as a barrier to leaving an abuser. This means that many survivors are forced to stay with abusers for months, even years, before they can afford housing and other essentials. #SomebodyYouKnow #Every1KnowsSome1 #DVAM



[image description: pink and purple graphic with text that says, “Abusive partners often sabotage survivors’ employment and control access to financial resources. Safe housing is out of reach keeping survivors trapped.” The Somebody You Know logo with text that says Domestic Violence Awareness Month and SCCADVASA logo are shown.]

## Sample DVAM Press Release:



*[Your Organization's Logo]*

**MEDIA CONTACT:** *[Name and Contact Information]*

**FOR IMMEDIATE RELEASE**

### ***[Organization Name]* Launches #SomebodyYouKnow Campaign to Raise Awareness About Domestic Violence**

*[City, State - Date]* — This October, *[your organization]* will be joining advocates, survivors, and supporters nationwide to recognize Domestic Violence Awareness Month (DVAM) with the goal of deepening community engagement to help end domestic violence.

This year's campaign strives to highlight how common domestic violence is and that it affects [#SomebodyYouKnow](#) whether it be a family member, friend, colleague, or even you.

One in four women and one in seven men will experience domestic violence in their lifetime. In South Carolina, almost 39,000 people experiencing domestic violence, including children, called a crisis line, sought shelter, or received support services in 2022. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence.

*[insert quote from your organization]*

Key DVAM campaign dates include:

- Weekly "Take Action Thursdays": Learn how you can get involved to support domestic violence survivors and advocates. *[link to your organization's website]*
- Purple Thursday (10/19): Wear purple to show your support for survivors and your commitment to ending domestic violence.
- DVAM Day of Giving (10/26): Survivors, advocates, and programs urgently need support. You can spark the change to end domestic violence. *[link to your organization's donation web page]*

Each of us has a role in changing the narrative about what domestic violence is, to whom it happens, and how we can support those who are experiencing it and prevent it entirely. To learn more about *[organization name]* and ways you can support survivors, visit *[organization website]* or follow us on social media. *[provide social media links]*

If you or someone you know is experiencing domestic violence, free and confidential help is available 24/7 by contacting the National Domestic Violence Hotline at TheHotline.org or 1.800.799.SAFE (7233). *[insert your organization's hotline/website info, if applicable]*

**About [Your Organization] - [Include your organization's boilerplate text]**

###

Sample DVAM Blog Post:



### **You Can End Domestic Violence for Somebody You Know**

When we think of domestic violence, it's easy to assume that it happens to other people.

This October, as *[your organization]* observes Domestic Violence Awareness Month (DVAM), we recognize that domestic violence is common and affects somebody you know whether it be a family member, friend, colleague, or even you.

One in four women and one in seven men will experience domestic violence in their lifetime. In South Carolina, 42.3% of men and 29.2% of men experience intimate partner physical violence, intimate partner sexual violence, and/or intimate partner stalking. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence.

### **Domestic Violence Doesn't Always Leave Visible Bruises**

Unhealthy and abusive behaviors often begin long before abuse becomes physical. Abusers use emotional abuse, financial abuse, sexual abuse, intimidation, and other tactics to establish power and control over their partners.

Emotional abuse includes threats, insults, humiliation, excessive jealousy, and gaslighting or telling victims they are overreacting to a situation or being dramatic.

Abusers can control survivors' reproductive health and decisions, preventing them from using birth control or pressuring them about sex.

Controlling a survivor's access to funds, sabotaging their employment, or ruining their credit are ways that abusers keep victims trapped. Financial abuse can begin when a survivor is attempting to leave the relationship.

### **Leaving Is the Most Dangerous Time**

Many times, survivors are asked, "Why didn't you leave?" Abuse is never the fault of the victim, and it can be hard to end the relationship for many reasons, including safety.

Leaving is the most dangerous time for survivors. Abusers can make it difficult for victims to escape by threatening to hurt them or a family member if they leave.

If an abuser has a firearm, they are five times more likely to kill their female victims. Every month, an average of 70 women are shot and killed by an intimate partner.

Lack of access to money forces many survivors to stay with abusers for months, even years, before they can afford housing and other essentials, making domestic violence a leading cause of homelessness for women and children. Many people experiencing intimate partner violence suffer for decades.

### How Can You Help Support Survivors?

- Stay informed. Follow *[organization name]* on social media or sign up for our newsletter. *[provide links]*
- Donate critically needed funds to help support survivors. *[link to your organization's fundraising page]*
- Learn more including [how to have an informed conversation about domestic violence](#).

Each of us has a role in changing the narrative about what domestic violence is, to whom it happens, and how we can support those who are experiencing it and prevent it entirely. **The end of domestic violence for somebody you know can start with you.**

If you or someone you know is experiencing domestic violence, free and confidential help is available 24/7 by contacting the National Domestic Violence Hotline at TheHotline.org or 1.800.799.SAFE (7233).

### Sample DVAM Newsletter Article:



### You Can End Domestic Violence for Somebody You Know

This October, *[your organization]* will be joining advocates, survivors, and supporters nationwide to recognize Domestic Violence Awareness Month (DVAM).

This year's campaign strives to highlight how common domestic violence is and that it affects #SomebodyYouKnow whether it be a family member, friend, colleague, or even you.

One in four women and one in seven men will experience domestic violence in their lifetime. In South Carolina, almost 39,000 people experiencing domestic violence, including children, called a crisis line, sought shelter, or received support services in 2022. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence.

We don't talk about domestic violence. Because of that, domestic violence thrives in silence. To be able to support survivors, and to prevent domestic violence in the future, we all need to normalize talking about it openly and candidly. Each of us has a role in changing the narrative about what domestic

violence is, to whom it happens, and how we can support those who are experiencing it and prevent it entirely.

There are many ways you can show your support for victims and survivors this month:

- Weekly “Take Action Thursdays”: Learn how you can get involved to support domestic violence survivors and advocates. *[link to your organization’s website]*
- Purple Thursday (10/19): Wear purple to show your support for survivors and your commitment to ending domestic violence.
- DVAM Day of Giving (10/26): Survivors, advocates, and programs urgently need support to help end domestic violence. *[link to your organization’s donation web page]*
- To learn more about *[organization name]* and ways you can support survivors, visit *[organization website]* or follow us on social media. *[provide social media links]*

Thank you in advance for standing up for survivors. YOU can end domestic violence for #SomebodyYouKnow.