



2025 SC Domestic Violence Awareness Month (DVAM) Toolkit

Overview and SC DVAM Theme:

This year, SCCADVASA is continuing the SC-specific DVAM theme “Know What to Say. Know What to Do.” which complements The National Network to End Domestic Violence (NNEDV)’s “[Every1KnowsSome1](#)” national messaging campaign.

Most victims of domestic violence tell a friend or family member about the abuse before reporting it. This campaign focuses on how to respond when somebody you know shares that they are experiencing domestic violence, ways to safely provide support, and where to find resources.

The following materials are included in this toolkit:

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

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.

Weekly Topics:

Kick-off (October 1-3): Domestic Violence Is Closer Than You Think

Week 1 (October 6-10): Ways to Support Survivors

Week 2 (October 13-17): Leaving Can Be the Most Dangerous Time

Week 3 (October 20-24): Safety Planning

Week 4 (October 27-31): Domestic Violence Impacts Us All

Key Dates:

October 16: [Purple Thursday](#)

October 23: DVAM Day of Giving

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

Hashtags: #DVAM #KnowWhatToSay #KnowWhatToDo #GiveforDV #EndDV #ViolenceFreeSC #Every1KnowsSome1

For More Info or Assistance: Email communications@sccadvasa.org.

Sample Social Media Posts:

Kick-off (October 1-3): Domestic Violence Is Closer Than You Think

- Domestic violence happens to our family, friends, neighbors, and coworkers. It is all around us. If someone you know shared that they are experiencing abuse, would you know what to say or do? Learn more: sccadvasa.org/dvam #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: Pink and purple graphic with Know What to Say, Know What to Do Domestic Violence Awareness Month (DVAM) logo and text that says, “Learn more: sccadvasa.org/dvam #KnowWhatToSay #KnowWhatToDo” SCCADVASA logo]

[ALT 2: A woman with long brown hair wears a gray shirt and sits on a couch while listening to a friend with text that says, “If someone told you their partner is hurting them, Would you know what to say?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A woman with curly dark hair sits beside a man with his hand resting on her shoulder and text that says, “If someone told you their partner is hurting them, Would you know what to say?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Tus familiares, amigos, vecinas y compañeras de trabajo pueden estar sufriendo violencia doméstica. Sucede más de lo que creemos. Si alguien que conoces te cuenta que sufre abusos, ¿sabrías qué hacer o qué decirle? Obtén más información: sccadvasa.org/dvam #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer con cabello oscuro y enrulado sentada junto a un hombre que tiene la mano apoyada sobre su hombro y, sobre la imagen, el siguiente texto: Si alguien te dijera que su pajera le hace daño, ¿sabrías qué decirle? Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Anyone can become a victim of domestic violence. Learn the signs and find help for survivors in your community: sccadvasa.org/get-help #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman with long dark hair holds her infant daughter and looks over her shoulder with text that says, “In just ONE DAY last year, 688 adults and children across SC sought help from a local domestic violence service provider.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: Pink and purple graphic with text that says, “They are your friends, family, neighbors & coworkers. They are Somebody You Know.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Abusers use a variety of tactics to control and manipulate. Emotional, sexual, and financial abuse are all real forms of violence. Do you know the signs? Learn more: <https://nnedv.org/content/red-flags-of-abuse/> #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman stands behind a man and rests her head on his shoulder while he stares ahead with text that says, "But he didn't hit you, did he?' Domestic violence doesn't always leave bruises. DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A man and woman sit on a couch looking away from each other with their arms crossed with text that says, "You're so stupid.' Domestic violence doesn't always leave bruises." DVAM Know What to Say, Know What to Do and SCCADVASA logos]

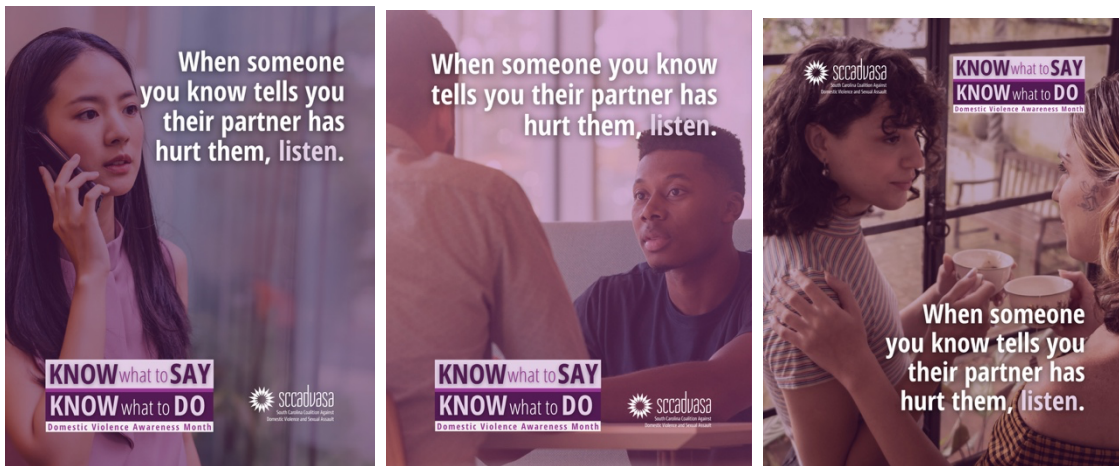
- Los abusadores usan muchas tácticas diferentes para controlar y manipular. El abuso emocional, sexual y financiero también es violencia. ¿Conoces las señales? Obtén más información: <https://nnedv.org/content/red-flags-of-abuse/> #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer que apoya la cabeza sobre el hombro de un hombre que mira hacia el frente. Sobre la imagen, el siguiente texto: “Pero él no te golpeó, ¿verdad?”. La violencia doméstica no siempre deja moretones. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

Week 1 (October 6-10): Ways to Support Survivors

- Most victims of domestic violence tell a friend or family member about the abuse before reporting it. Listen as they share their experience in their own way. Don't interrupt to give them advice. Allow them space to tell you what they need and let them know you believe and support them. Learn more: sccadvasa.org/dvam #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman with long dark hair holds a phone to her ear with text that says, “When someone tells you their partner has hurt them, listen.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A man sits at a table listening to a man sitting across from him with text that says, “When someone you know tells you their partner has hurt them, listen.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: Two women stand by a window drinking coffee with one placing her hand on the other's shoulder and text that says, “When someone you know tells you their partner has hurt them, listen.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- La mayoría de las víctimas de violencia doméstica le cuentan a un amigo o un familiar sobre el abuso antes de presentar una denuncia. Escúchalas mientras te lo cuentan a su modo. No interrumpas el relato para dar un consejo. Deja que tengan el espacio para contar todo lo que necesitan y demuéstrales que les crees y las apoyas. Obtén más información: sccadvasa.org/dvam #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Dos mujeres junto a una ventana beben café mientras una de ellas tiene la mano apoyada sobre el hombro de la otra y, sobre la imagen, el siguiente texto: Si alguien te cuenta que su pareja le hace daño, debes escuchar. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Domestic violence is often hidden from friends, family, and neighbors. It can feel sad and shocking to learn that someone you know is abusive. But survivors know their story better than anyone. Believe them the first time. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: Pink background with dialogue graphic and text that says, “I know this is hard to talk about. I BELIEVE YOU.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman stands in front of a yellow tile wall with her hair pulled back wears a black shirt and hoop earrings while looking ahead with text that says, “Survivors know their story better than anyone. Believe them.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A man with short brown hair stands in front of a bookcase and looks ahead with text that says, “Survivors know their story better than anyone. Believe them.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- La violencia doméstica suele ocultarse a los amigos, familiares y vecinos. Puede ser doloroso e impactante enterarse de que una persona cercana es violenta. Pero las sobrevivientes conocen su historia mejor que nadie. Créeles la primera vez. #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer frente a una pared amarilla de azulejos con el cabello recogido hacia atrás, una camiseta negra y pendientes de aro mira hacia adelante y, sobre ella, aparece el siguiente texto: Las sobrevivientes conocen su historia mejor que nadie. Créeles”. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- If a friend tells you their partner has hurt them, let them know they are not to blame for the abuse they are experiencing and that they deserve safety. Visit sccadvasa.org/get-help for an interactive map of SCCADVASA member organizations providing free and confidential help 24/7 or contact the National Domestic Violence Hotline at 800.779.SAFE (7233) or online at thehotline.org. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A man with short blond hair and a mustache wears a nose ring and looks ahead while standing outside with text that says, “Abuse is NEVER a victim’s fault.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with curly dark hair wears a floral shirt and looks ahead with text that says, “Abuse is NEVER a victim’s fault.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A woman with long gray hair wears a tan sweater and stands outside and looks ahead with text that says, “Abuse is NEVER a victim’s fault.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Si alguien te cuenta que su pareja le hace daño, dile que no tiene la culpa del abuso que sufre y que merece seguridad. Visita sccadvasa.org/get-help para encontrar un mapa interactivo con las organizaciones afiliadas a SCCADVASA que ofrecen ayuda gratuita y confidencial las 24 horas, o comunícate con la Línea Nacional contra la Violencia Doméstica al 800.779.SAFE (7233) o en línea en thehotline.org. #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer con cabello oscuro y enrulado con una camiseta floreada mira hacia el frente y, sobre ella, aparece el siguiente texto: La víctima NUNCA tiene la culpa del abuso. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Victims and survivors often turn to their place of worship for guidance and support. It's important that faith leaders can define domestic violence, know the signs, and are prepared to respond. Find resources for faith leaders: sccadvasa.org/faithcommunities/ #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A faith leader has her dark hair pulled back and wears a black robe with a cross on the back and sits in a pew speaking with a woman with long blond hair with text that says, “Victims often turn to their faith leaders for support. Know how to help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with long dark hair and an orange shirt sits in a pew holding her hands in prayer to her face with text that says, “Victims often turn to their faith communities for support. Know how to help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A woman wears a hijab headscarf and gathers with other women with text that says, “Victims often turn to their faith communities for support. Know how to help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

Week 2 (October 13-17): Leaving Can Be the Most Dangerous Time

- When an abuser senses they are losing control, they will often retaliate in harmful ways. If you or a loved one are considering leaving an abusive relationship, help is available near you: sccadvasa.org/get-help #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman with short dark hair wears a plaid shirt and looks ahead with text that says, “Leaving can be the most dangerous time.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with red hair pulled back and earrings looks ahead with text that says, “Leaving can be the most dangerous time.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A woman with blond hair pulled back wears a white shirt stands outside while bending down to hug and kiss her daughter on the forehead with text that says, “Leaving can be the most dangerous time.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Cuando el abusador siente que está perdiendo el control, suele responder con acciones dañinas. Si tú o un ser querido están considerando dejar una relación abusiva, pueden encontrar ayuda cercana en: sccadvasa.org/get-help #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer con cabello largo y oscuro mira hacia adelante y, sobre ella, aparece el siguiente texto: Abandonar la relación puede ser el momento más peligroso. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Don't ask "Why don't you leave?" On average, it takes a survivor seven attempts before permanently leaving an abusive relationship. It's not as easy as just walking away. Learn more from the @National Domestic Violence Hotline: thehotline.org/support-others/why-people-stay-in-an-abusive-relationship/ #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: Pink background with dialogue graphic and text with the words "Why don't you leave?" marked out and replaced with "How can I support you?" DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: Image of the back of a woman with long dark hair standing outside and wearing a denim jacket with text that says, "It's not as easy as just walking away." DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- NO le preguntes: "¿por qué no dejas a tu pareja?". En promedio, a una sobreviviente le toma siete intentos dejar por completo a una pareja que la maltrata. No es tan fácil como simplemente irse. Obtén más información de la @Línea Nacional contra la Violencia Doméstica: thehotline.org/support-others/why-people-stay-in-an-abusive-relationship/ #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO 1: Fondo rosa con un gráfico de diálogo y la frase “¿Por qué no dejas a tu pareja?” tachada y reemplazada por la frase “¿Cómo puedo ayudarte?”. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

[TEXTO ALTERNATIVO 2: Imagen de la espalda de una mujer con cabello largo y oscuro al aire libre con una chaqueta de jean y, sobre ella, el siguiente texto: No es tan fácil como simplemente irse. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- There are many reasons that victims stay including fear, shame, children, and lack of resources. Continue to support the choices they make even if you don’t understand them. Whether they choose to stay, leave, or return, let them know that you are there for them. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman with long hair wears a sweatshirt and cradles a newborn child with text that says, “There are many reasons that people stay. Support them.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with long dark hair sits outside in a wheelchair with text that says, “There are many reasons that people stay. Support them.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: Pink background with dialogue graphic and text that says, “I won’t judge any of your choices. HOW CAN I SUPPORT YOU?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- *Thursday, October 16 - Purple Thursday* - Advocates across the country are wearing purple today to show support for domestic violence survivors and our commitment to ending abuse in our communities. Visit *[insert your organization’s web page]* to learn how you can help. #PurpleThursday #DVAM #WhatToSay #WhatToDo #ViolenceFreeSC

[Feature photos of your organization’s team wearing purple!]

Week 3 (October 20-24): Safety Planning

- If you or a loved one is considering leaving an abusive relationship, making a safety plan is important. Visit SCCADVASA’s Safety Planning web page at sccadvasa.org/safety-planning for a list of resources or complete the @National Domestic Violence Hotline’s online interactive safety plan tool at thehotline.org/plan-for-safety/create-your-personal-safety-plan/. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT: Pink background with dialogue graphic and text that says, “I’m concerned about your safety. CAN WE TALK ABOUT IT?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Pregnancy can be an especially dangerous time for people in abusive relationships. Violence can begin or escalate during this time, making it important for survivors to create a plan for safety and know where to seek help. Learn about safety planning during pregnancy from the @National Domestic Violence Hotline: thehotline.org/resources/safety-planning-

[during-pregnancy/](#) #DVAM #WhatToSay #WhatToDo



[ALT: image of a pregnant woman looking down and cradling her belly with text that says, “Abuse often escalates during pregnancy. Learn ways to stay safe.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- El embarazo puede ser una etapa especialmente peligrosa para quienes se encuentran en una relación abusiva. La violencia puede comenzar o empeorar durante este período, por lo que es muy importante que las sobrevivientes creen un plan para sentirse seguras y saber dónde buscar ayuda. Obtén más información sobre la planificación de la seguridad durante el embarazo de la @Línea Nacional contra la Violencia Doméstica: thehotline.org/resources/safety-planning-during-pregnancy/ #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Imagen de una mujer embarazada que mira hacia abajo y se sostiene el vientre y, sobre ella, aparece el siguiente texto: El abuso suele aumentar

durante el embarazo. Aprende cómo mantenerte segura. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Abusers may use tactics like coercion and intimidation to gain control and isolate victims from others. If you are concerned that someone you know is experiencing abuse, ask them how you can safely help. Find support for survivors in your community at sccadvasa.org/get-help. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: Pink background with dialogue graphic and text that says, “You’ve been missing a lot of work. IS EVERYTHING OKAY?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: Pink background with dialogue graphic and text that says, “I feel like I don’t see you anymore. IS EVERYTHING OKAY?” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Los abusadores pueden usar tácticas como la coerción y la intimidación para obtener el control y aislar a las víctimas de los demás. Si te preocupa que alguien que conoces esté sufriendo abuso, pregúntale cómo puedes ayudar de forma segura. En sccadvasa.org/get-help, puedes encontrar apoyo para las sobrevivientes de tu comunidad. #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Fondo rosa con un gráfico de diálogo y el siguiente texto: Has faltado mucho al trabajo. ¿ESTÁ TODO BIEN? Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Most survivors identify access to money as a barrier to leaving an abusive relationship. This means that they are forced to stay for months, even years, before they can afford housing and other essentials. Learn ways you can help victims stay safe until they are able to leave: <https://www.womenslaw.org/safety-planning/domestic-violence-victims/safety-while-living-abuser> #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A mom wears her dark hair in a ponytail and smiles as her daughter kisses her cheek with text that says, “Help victims stay safe until they are able to leave.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with dark curly hair wears hoop earrings and a sweater and looks ahead with text that says, “Help victims stay safe until they are able to leave.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- La mayoría de las sobrevivientes indican que el acceso al dinero es un obstáculo para dejar una relación abusiva. Esto significa que se ven obligadas a quedarse durante meses, o incluso años, hasta que puedan pagar una vivienda y otros bienes esenciales. Aprende acerca de distintas formas en las que puedes ayudar a las víctimas a mantenerse seguras hasta que logren dejar a sus parejas: <https://www.womenslaw.org/safety-planning/domestic-violence-victims/safety-while-living-abuser> #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer con cabello oscuro recogido en una cola de caballo sonríe mientras su hija le da un beso en la mejilla y, sobre ellas, aparece la siguiente frase: Ayuda a las víctimas a mantenerse seguras hasta que logren dejar a sus parejas. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

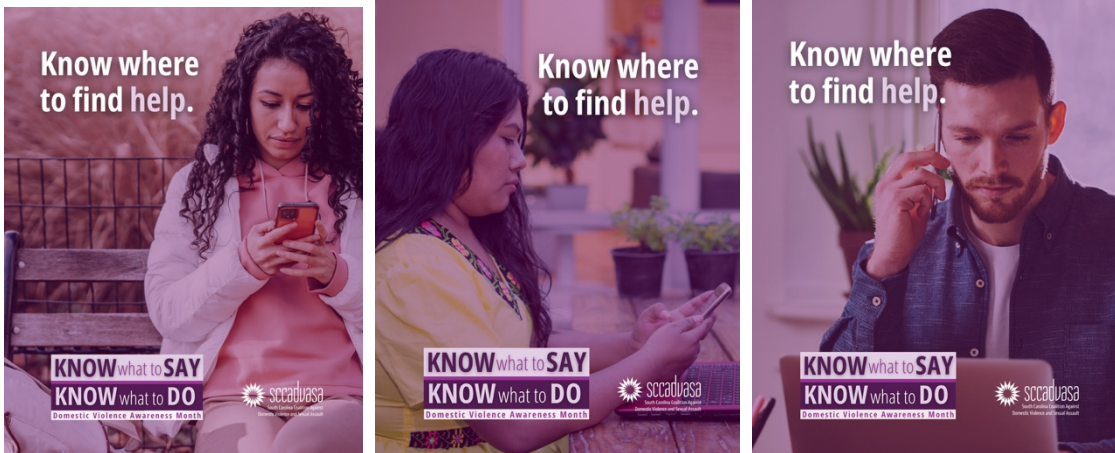
- *Thursday, October 23 -DVAM Day of Giving:* In FY 2024, over 19,000 survivors of domestic violence were served by SCCADVASA’s member organizations statewide. By supporting *[your organization]*, you are helping to end intimate partner violence for somebody you know and building a safer community. Learn more and #GiveForDV: *[link to your organization’s fundraising campaign]* #DVAM #WhatToSay #WhatToDo



[ALT: Pink and purple graphic with Know What to Say, Know What to Do DVAM and SCCADVASA logos with text that says, “Give for DV - #KnowWhatToSay #KnowWhatToDo”]

Week 4 (October 27-31): Domestic Violence Impacts Us All

- The numbers tell us somebody we know is experiencing abuse. Visit sccadvasa.org/get-help to find your local domestic violence service provider offering free, confidential 24/7 support for survivors in your community. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: A woman with long dark curly hair wears a sweatsuit and sits on a park bench while looking at her phone with text that says, “Know where to find help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with long dark hair wears a yellow dress and sits at an outside table while looking at her phone with text that says, “Know where to find help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 3: A man with short dark hair and a beard wears a blue buttoned-down shirt and sits at a desk with his phone to his ear and looking at a laptop with text that says, “Know where to find help.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Según las estadísticas, alguien que conocemos vive una situación de abuso. Visita sccadvasa.org/get-help para encontrar al proveedor local de servicios de ayuda en casos de violencia doméstica que ofrece apoyo gratuito y confidencial las 24 horas a las sobrevivientes de tu comunidad. #DVAM #SEPANquéDECIR #SEPANquéHACER



[TEXTO ALTERNATIVO: Una mujer con cabello largo y enrulado lleva un conjunto deportivo y está sentada sobre un banco mientras mira su teléfono y, sobre ella, aparece la siguiente frase: Aprende dónde encontrar ayuda. Logotipos de DVAM, Sepan qué decir, Sepan qué hacer y SCCADVASA].

- Domestic violence costs us all. A report published in 2021 estimated that domestic violence costs South Carolina \$358 million per year in physical and mental health care, court costs, policing and prisons, lost productivity at work and more. Find support for survivors in your community at sccadvasa.org/get-help. #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT: A man with curly hair wears a buttoned-down shirt and looks ahead with text that says, “Domestic violence costs SC an estimated \$258 million each year.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

- Domestic violence is not only a crime but a serious public health issue with harmful and long-lasting effects on individuals, families, and entire communities for generations. Domestic Violence Awareness Month may be ending, but we all have a continued role in

creating a #ViolenceFreeSC. Learn more: sccadvasa.org/dvam #DVAM #KnowWhatToSay #KnowWhatToDo



[ALT 1: Image of the hands of two women gesturing in conversation with text that says, “Domestic violence impacts ALL OF US. Keep the conversation going.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

[ALT 2: A woman with long curly hair takes part in a group discussion with text that says, “Domestic violence isn’t someone else’s problem. It’s everybody’s problem.” DVAM Know What to Say, Know What to Do and SCCADVASA logos]

Sample DVAM Press Release:



[Your Organization's Logo]

MEDIA CONTACT: *[Name and Contact Information]*

FOR IMMEDIATE RELEASE

***[Organization Name]* Launches #KnowWhatToSay #KnowWhatToDo Campaign to Help People Respond to 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 individual and community involvement to help end domestic violence.

The Centers for Disease Control and Prevention (CDC) estimates that 2 in 5, or 40% of people will experience physical violence from an intimate partner during their lifetime. In FY 2024, over 19,000 survivors of domestic violence were served by SCCADVASA's member organizations statewide. Anyone can become a victim of domestic violence.

Most victims of domestic violence tell a friend or family member about the abuse before reporting it. Would you know what to say or do? This year's "[Know What to Say. Know What to Do.](#)" DVAM campaign focuses on how to respond when somebody you know shares that they are experiencing domestic violence, ways to safely provide support, and where to find resources.

[insert quote from your organization]

Key DVAM campaign dates include:

- Purple Thursday (10/16): Wear purple to show your support for survivors and your commitment to ending domestic violence.
- DVAM Day of Giving (10/23): Survivors, advocates, and programs urgently need support. You can spark the change to end domestic violence. *[link to your donation web page]*

Domestic violence is not a "private, family matter." 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 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](https://www.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 Newsletter Article:



Domestic Violence Is Not a “Private, Family Matter.” Know What to Say. Know What to Do.

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

The Centers for Disease Control and Prevention (CDC) estimates that 2 in 5, or 40% of people will experience physical violence from an intimate partner during their lifetime. In FY 2024, over 19,000 survivors of domestic violence were served by SCCADVASA’s member organizations statewide. Anyone can become a victim of domestic violence.

Most victims of domestic violence tell a friend or family member about the abuse before reporting it. Would you know what to say or do? This year’s [“Know What to Say. Know What to Do.”](#) DVAM campaign focuses on how to respond when somebody you know shares that they are experiencing domestic violence, ways to safely provide support, and where to find resources.

Domestic violence is not a “private, family matter.” Each of us has a role in supporting survivors, fostering healing, support, and preventing domestic violence in South Carolina.

Ways you can show your support for victims and survivors this month:

- Purple Thursday (10/16): Wear purple to show your support for survivors and your commitment to ending domestic violence.
- DVAM Day of Giving (10/23): 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]*

The end of domestic violence for somebody you know starts with you. Thank you in advance for standing up and supporting survivors.