

I Shine a Light By...

✧ #ShineALightOnDV ✧



Domestic Violence Awareness Month (DVAM)

REACH Beyond Domestic Violence
“Shine a Light on Domestic Violence”
Toolkit



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Welcome!

And THANK YOU for **Shining a Light on Domestic Violence** during Domestic Violence Awareness Month (DVAM).

At REACH Beyond Domestic Violence, we know that in order to achieve our vision of healthy and safe relationships for individuals and communities, we need to shine a light on the issue of domestic violence. Throughout the month of October, we are asking our communities to share how they **#ShineALightOnDV**.

This toolkit contains:

- I. Five ways you can #ShineALightOnDV
- II. Purple Glow Stick Challenge
- III. Sample Social Media Posts
- IV. Facebook Frame and instructions on how to add it to your profile

Thank you again for joining the campaign! If you should have any questions or need assistance on campaign materials etc. please contact lizzy@reachma.org



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Five Ways You Can #ShineALightOnDV

As a supporter of REACH, you play an important role when it comes to shining a light on domestic violence and showing your support for survivors. When you #ShineALightOnDV, you are starting an important conversation with your friends and family and raising awareness about an issue that affects us all. Below are five ways you can #ShineALightOnDV during DVAM and throughout the entire year.

1. Connect with us!

The best way to stay up to date with current resources and news on domestic violence is to connect with us on social media. Feel free to share our posts with your followers and tag us in your posts about how you plan to #ShineALightOnDv! Below are our social media handles.



@reachma



@REACH_MA



@reach_bdv



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Five Ways You Can #ShineALightOnDV

2. Share Resources

When you share blogs, videos, and other online resources, you are providing your friends and family with the tools to support survivors of domestic violence. Below are some of our popular online resources that you can share:

- REACH Video Series – Our video series was created to help bring information and dialogue about domestic violence prevention into your homes, schools, workplaces, community groups, and faith communities.
 - Introduction to Domestic Violence: <https://vimeo.com/438625176>
 - What to do? What to say?: <https://vimeo.com/440430284>
 - Technology: How it can Hurt & Help: <https://vimeo.com/451944184>
- REACH Blog Posts – Our blog is curated by staff, volunteers, and supporters of REACH. Below is a selection of some of our most popular blogs to share.
 - How to Support a Loved One who is Experiencing Abuse (and why this can be so hard): <https://reachma.org/how-to-support-a-loved-one-who-is-experiencing-abuse-and-why-this-can-be-so-hard/>
 - How We Listen Matters: <https://reachma.org/how-we-listen-matters/>
 - 10 Warning Signs of Abusive Relationships: <https://reachma.org/10-warning-signs-abusive-relationships/>
 - 6 Different Types of Abuse: <https://reachma.org/6-different-types-abuse/>

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Five Ways You Can #ShineALightOnDV

3. Reach out to your legislative representatives

A great way to #ShineALightOnDV is to contact your legislative representatives and talk to them about domestic violence prevention and intervention. Your voice matters and can be used for tangible change in your own community.

Find your Senators here: <https://www.senate.gov/senators/index.htm>

Find your House Representatives here: <https://www.house.gov/htbin/findrep>

2020 is also an election year! Now, more than ever, we need to VOTE. If you haven't already, you can register to vote here: <https://www.vote.org/register-to-vote>



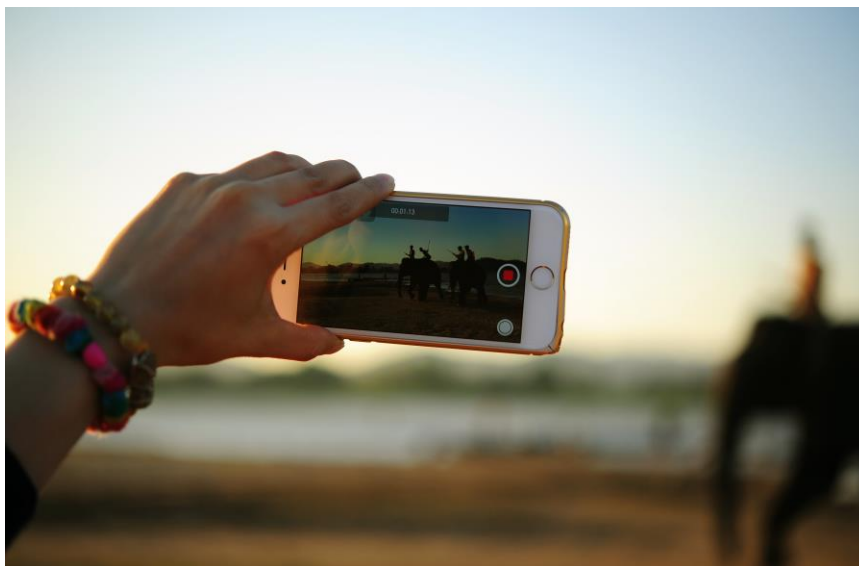
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Five Ways You Can #ShineALightOnDV

4. Make a Video!

Record a video of yourself stating how you plan to #ShineALightOnDV during DVAM and all throughout the year. Making a video is easy! Simply use your smart phone or computer to record and upload to your social media pages. Make sure you tag us in it so we can see it and use the hashtag #ShineALightOnDv.



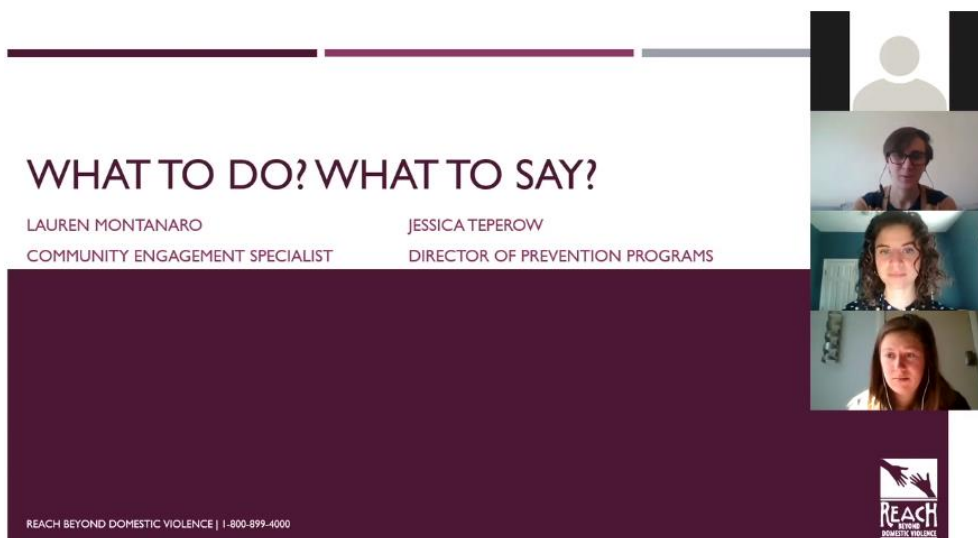
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Five Ways You Can #ShineALightOnDV

5. Invite REACH to do a virtual training

Our Prevention team works with community members throughout our service area to find ways of promoting healthy relationships and communities. During DVAM, invite us to speak at your school, workplace, or community group. about dating or domestic violence, warning signs, strategies for supporting survivors, referrals and resources. Reach out to Jessica@reachma.org for more information.



The image shows a virtual training slide with a video call overlay on the right side. The slide has a dark purple header and footer. The main content area is white with a dark purple footer. The video call overlay shows three participants in a grid.

WHAT TO DO? WHAT TO SAY?

LAUREN MONTANARO
COMMUNITY ENGAGEMENT SPECIALIST

JESSICA TEPEROW
DIRECTOR OF PREVENTION PROGRAMS

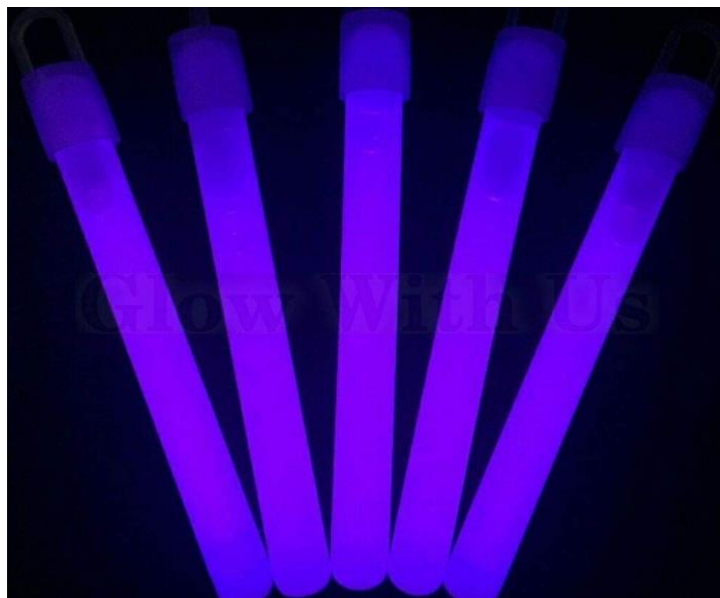
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Purple Glow-Stick Challenge



Did you know that purple is the official color for Domestic Violence Awareness Month? Throughout the month of October, we are encouraging folks to participate in the Purple Glow-Stick Challenge to #ShineALightOnDV! Participating is easy – simply send an email to lizzy@reachma.org and let us know that you want to participate. We will then mail you a purple glow-stick. When your glow-stick arrives, put it in a place that is visible to friends, family, or neighbors. When people ask about it, tell them about the challenge and how you are committed to #ShineALightOnDV. Don't forget to snap a picture of where you put your glow-stick and send it to us so we can share it on social media.



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Sample Social Media Posts

Below are a few social media posts that you can use when you post throughout DVAM. These post can stand alone or they can accompany the Facebook frame, the Purple Glow-Stick Challenge, or any photo or video that you post to #ShineALightOnDV.

1 in 4 women and 1 in 7 men aged 18 and older in the United States have been the victim of severe physical violence by an intimate partner in their lifetime. This is unacceptable. October is Domestic Violence Awareness Month and I will be posting statistics and resources throughout the month to #ShineALightOnDV.

Did you know that REACH Beyond Domestic Violence works with students to help prevent dating violence? One in 10 high school students has experienced physical violence from a dating partner in the past year. Violence is preventable. Learn more about the prevention programs that REACH offers here: <https://reachma.org/what-we-do/prevention-programs/>
#ShineALightOnDV

I shine a light on domestic violence by talking about healthy relationships and boundaries with my friends and family. How will you #ShineALightOnDV during Domestic Violence Awareness Month?

Did you notice the purple glow-stick illuminating my mailbox? I am participating in the Purple Glow-Stick Challenge with REACH Beyond Domestic Violence to #ShineALightOnDV this Domestic Violence Awareness Month.

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Facebook Frame

For the month of October, we have created a special Facebook Frame to add to your profile picture! To do so, simply click this link:

www.facebook.com/profilepicframes/?selected_overlay_id=354341655939090

Once you add the frame, remember to post with it how you plan to #ShineALightOnDV during Domestic Violence Awareness Month.





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Helpful Links

- REACH Website: <https://reachma.org/>
- REACH Blog: <https://reachma.org/blog/>
- REACH Facebook page: <https://facebook.com/reachma>
- REACH Twitter page: https://twitter.com/REACH_MA
- REACH Instagram page: https://instagram.com/reach_bdv
- DVAM Facebook Frame:
www.facebook.com/profilepicframes/?selected_overlay_id=354341655939090

If you need more information or want to learn more about how you can
#ShineALightOnDV, please contact Lizzy Dugan at:
lizzy@reachma.org
or (781)891-0724 x114