



Domestic Violence

Future Campaign Planning

Common Events

There are several different types of events that can be held in honor of Domestic Violence across the nation, within individual states, and throughout communities that help bring attention to such a serious issue.



Outside/Fitness Events:

- Pets Against Violence - Walk-A-Thon with dogs
- 5k Walk/Run to raise money
- "In-Her-Shoes" - men walk a designated distance in high heels



Educational Opportunities:

- Classroom Training Sessions
- Guest Speakers



Awareness Events:

- Online Media Campaigns
- Public Awareness Display Booths



Community Engagement:

- Purple Lights Night
- Wearing Purple
- Fundraisers

What Does Green Bay Do?

Golden House

Within the Green Bay area, an organization called Golden House is a community center that focuses on helping those who are affected by domestic abuse. Their mission is to provide a safe and supportive environment for those suffering and pave a way towards ending domestic violence in the community. In order to achieve these goals, Golden House offers a variety of different events and educational opportunities that volunteers and community members can get involved in. Some examples include:

One-Love Escalation Workshop:

a film-based discussion that revolves around the warning signs of domestic violence where participants watch a film, and then have a guided discussion by trained personnel.

Show of Strength Fundraiser:

An event with keynote speakers, music, food, auctions, etc. to raise money for the services and programs that Golden House provides.

Wear Purple Day in October!

Encouraging those in the community to wear purple on a designated day in October.



Other Local Events

Bridges and other large companies, such as Schreiber, light up with the color purple

Law enforcement vehicles will have a purple ribbon on squad cars during October

What Can SNC Do?

Research shows that by using real life examples, audience members can better understand content and information. Therefore, when thinking about how to bring awareness to the SNC community, we would like to use podcasts as a way to reach the student body. These could be anonymous individuals who want to share their stories and offer encouragement to anyone going through the same thing.

The idea is that these podcasts could be in a series of 4 (one per week, 5-7 minutes long) throughout the month of October. Each podcast would feature an individual who is willing to share their story with others. They can talk about their experience, what they went through, how their healing process went and how it is continuing, etc.. These talks can be anonymous or not based on the speakers' preference, and can be broadcasted on the SNC Radio or found linked through the website/other social media sites for students to listen to.

How can Professors Help?

Professors have an immense amount of influence among the student body. In order to create even more awareness, professors can either listen to the podcasts in the beginning of each class period for the week, or they could assign the podcast as a small homework assignment during the month of October. After students engage in the listening, the next class period could set aside a few minutes to discuss what was heard, themes that were found, messages that given, etc..

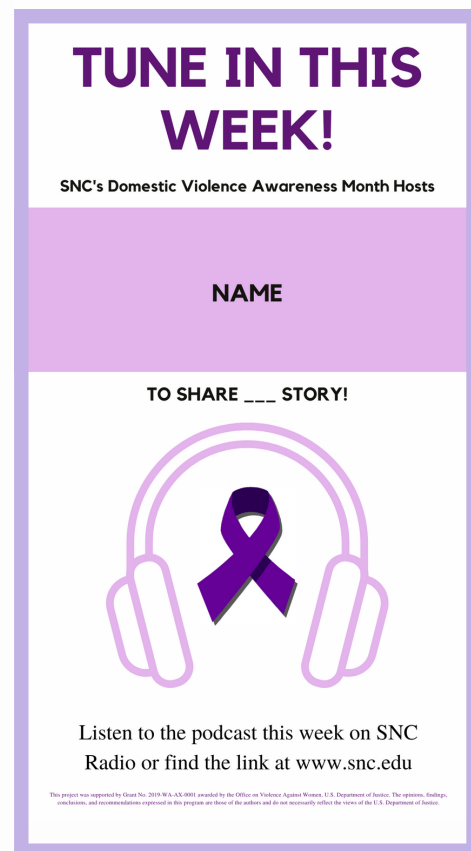
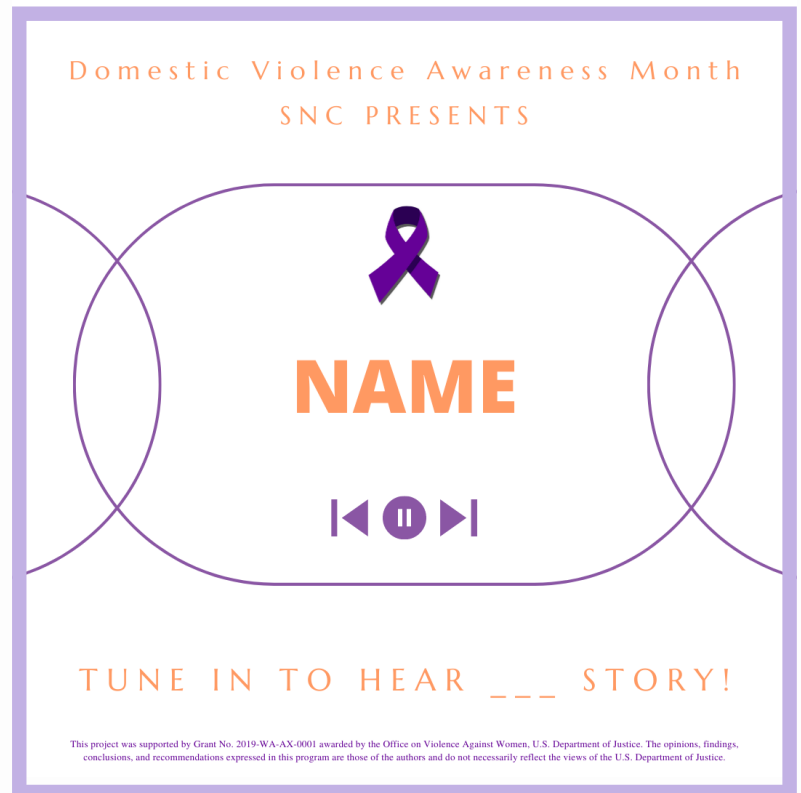


How Will We Advertise?

In order to promote the podcast, social media posts such as the following can be put on the SNC's Instagram, Facebook, and Twitter accounts each week to encourage students, staff, and faculty to tune in to listen.

The name can be replaced each week with the individual who is speaking. If they wish to be kept anonymous, this post can portray that instead.

In addition, to keep students informed on a daily basis, we hope to make use of Instagram and Facebook stories that are 24 hour time slots. Stories, such as the one provided to the right, can be used to post on the day of the podcast release, and posted again throughout the week to remind the community that it is there to listen to.



Easy Exposure to Domestic Violence Awareness

In addition to having access to a podcast, we want to continue to raise awareness by reaching students through a method that is frequently used and loved: Social Media.

This plan proposes a series of 31 social media posts (see below) that would have simple designs, and statistics that could be posted on the "SNC" Instagram page, Twitter, and Facebook page each day, throughout the month of October. These would be easy-to-read concepts that catch the eye of college students as they are scrolling on their phones. This approach allows students to get a quick, informative message about the importance of raising awareness for Domestic Violence.

CALL TO ACTION

With each post, we would like to include the following caption:

"Remember to tune into our weekly podcasts to hear personal testimonials from individuals who have survived domestic violence abuse.

If you or anyone you know is experiencing any form of domestic violence, please reach out for more information either through the SNC Counseling and Psychological Services at <https://www.snc.edu/counseling/> or call the National Hotline at 1-800-799-SAFE if there is a worry that internet use is being monitored."

WHAT IS DOMESTIC VIOLENCE?

ABUSIVE BEHAVIORS IN WHICH
ONE INDIVIDUAL GAINS POWER
OVER ANOTHER INDIVIDUAL

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October 2nd

who & how

WHAT DOMESTIC
VIOLENCE LOOKS LIKE

physical violence

sexual violence

stalking

**psychological aggressions
(coercive and non-coercive)**

done by a current or former intimate partner

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October 3rd

DOMESTIC VIOLENCE IS RESPONSIBLE FOR

**1500 DEATHS
EVERY YEAR**

IN THE UNITED STATES

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**1 IN 3 WOMEN &
1 IN 10 MEN 18
YEARS AND
OLDER
EXPERIENCE
DOMESTIC
ABUSE**

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Perpetrator Characteristics

WHAT TO LOOK FOR IN DOMESTIC VIOLENCE SITUATIONS

1 HIGH CONSUMPTION OF ALCOHOL AND ILLICIT DRUGS	2 POSSESSIVE AND JEALOUS	3 CONTROLLING OVER EVERYDAY FAMILY ACTIVITIES - INCLUDING FINANCES AND SOCIAL ACTIVITIES
4 LOW SELF-ESTEEM	5 EMOTIONAL DEPENDENCE	6 SUSPICIOUS AND PARANOID

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RISK FACTORS OF DOMESTIC VIOLENCE



Lower levels of education



Childhood abuse



Drug and alcohol abuse

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October 7th

10 % OF CHILDREN
ARE EXPOSED TO
DOMESTIC VIOLENCE
ANNUALLY

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October 8th



IN WISCONSIN

OVER HALF

**OF ALL DOMESTIC VIOLENCE
HOMICIDES ARE COMMITTED**

WITH FIREARMS

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October 9th



Men **CAN** experience domestic violence too.

Approximately 5% of males are killed by their intimate partners.

Every year about 100,000 men are physically assaulted or raped by their intimate partner.

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EVERY DAY THERE ARE

20,000

PHONE CALLS PLACED
TO DOMESTIC
VIOLENCE HOTLINES



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October 12th



IN THE WAKE OF THE COVID-19 PANDEMIC

**DOMESTIC
VIOLENCE CASES
AROUND THE
WORLD HAVE
INCREASED BY
OVER 20%**

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October 13th



ON AVERAGE
20 INDIVIDUALS
ARE PHYSICALLY ABUSED BY AN
INTIMATE PARTNER
EVERY MINUTE

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October 14th

**DOMESTIC ABUSE
AMONG INTIMATE
PARTNERS
ACCOUNTS FOR**

15% OF ALL

VIOLENT CRIMES

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**INDIVIDUALS
ABUSED BY
THEIR INTIMATE
PARTNERS ARE
MORE
VULNERABLE TO
CONTRACTING**

**HIV &
STI'S**

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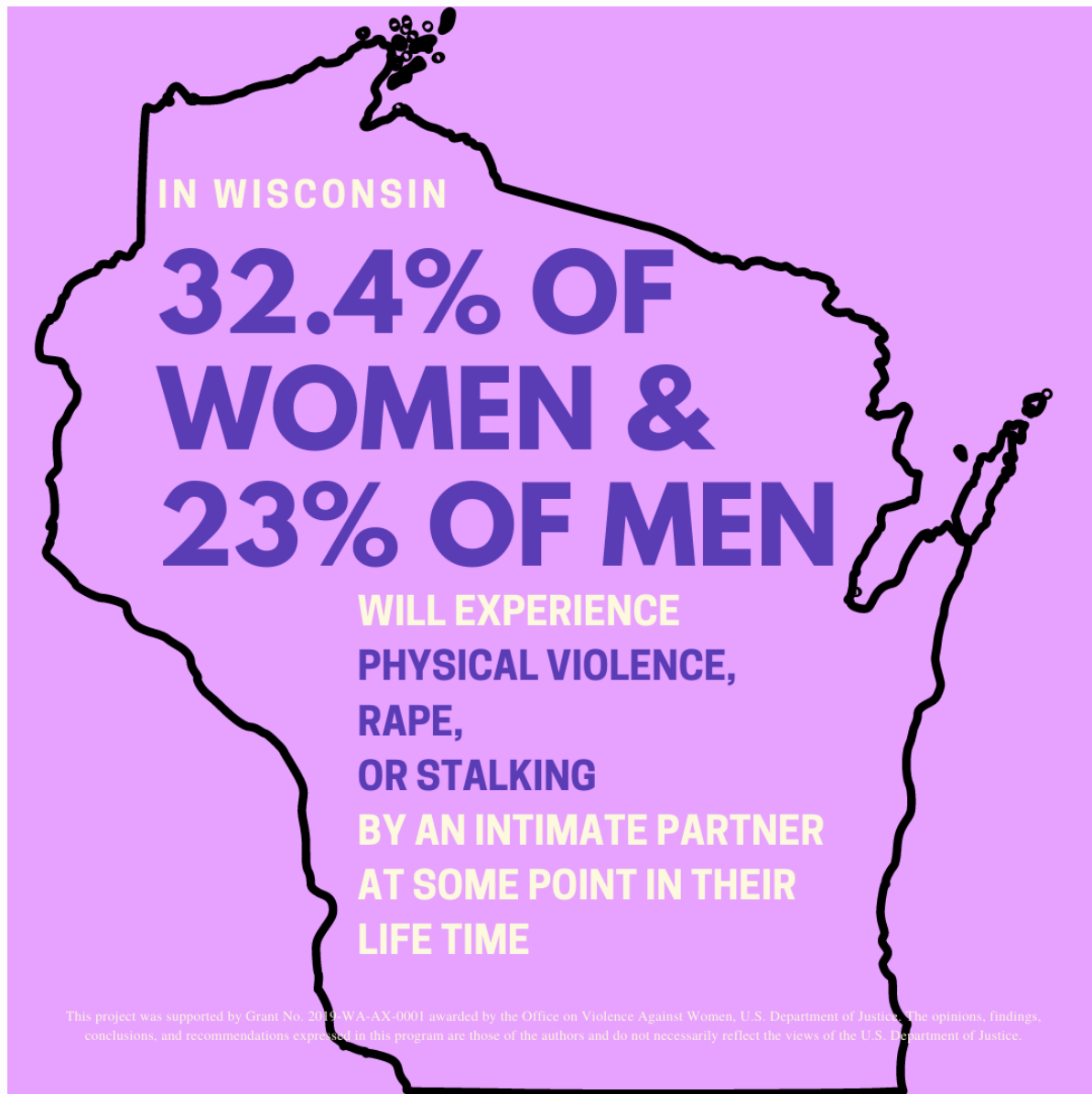
October 16th

19%

**OF DOMESTIC
VIOLENCE CASES
INVOLVE A WEAPON**

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October 17th



**Domestic
victimization is
associated with
a higher rate of
depression and
suicidal
behavior .**

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BATTERERS USE A RANGE OF

TACTICS

INCLUDING

- **Fear**
- **Manipulation**
- **Terrorization**
- **Humiliation**
- **Giving Blame**
- **Physical Injury**

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DOMESTIC VIOLENCE CAN HAPPEN TO **ANY**

**EDUCATION OR
EMPLOYMENT LEVEL,
RACE OR ETHNICITY,
SEXUAL ORIENTATION,
RELIGION, AGE,
MARITAL STATUS, OR
PHYSICAL ABILITY**

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October 21st

ALTHOUGH THERE ARE COMMON SIGNS,

**ABUSE CAN
LOOK
DIFFERENT
FOR
EVERYONE**

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COMMON WARNING SIGNS OF **ABUSIVE BEHAVIORS IN A PARTNER**

- ☐ Pressure you to use drugs or alcohol
- ☐ Intimidation through looks or actions
- ☐ Destroying your belongings or your home
- ☐ Insulting or demeaning you, especially in front of others
- ☐ Preventing you from making your own decisions
- ☐ Telling you that you are doing nothing right



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Domestic Violence Connects to Other Forms of Violence

Individuals who have experienced or engaged in perpetuating other forms of violence in their life such as sexual abuse, bullying, child abuse, etc., are more likely to experience or perpetuate violence in the future.

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**INTIMATE
PARTNER
VIOLENCE OFTEN
BEGINS WITHIN
THE ADOLESCENT
YEARS**

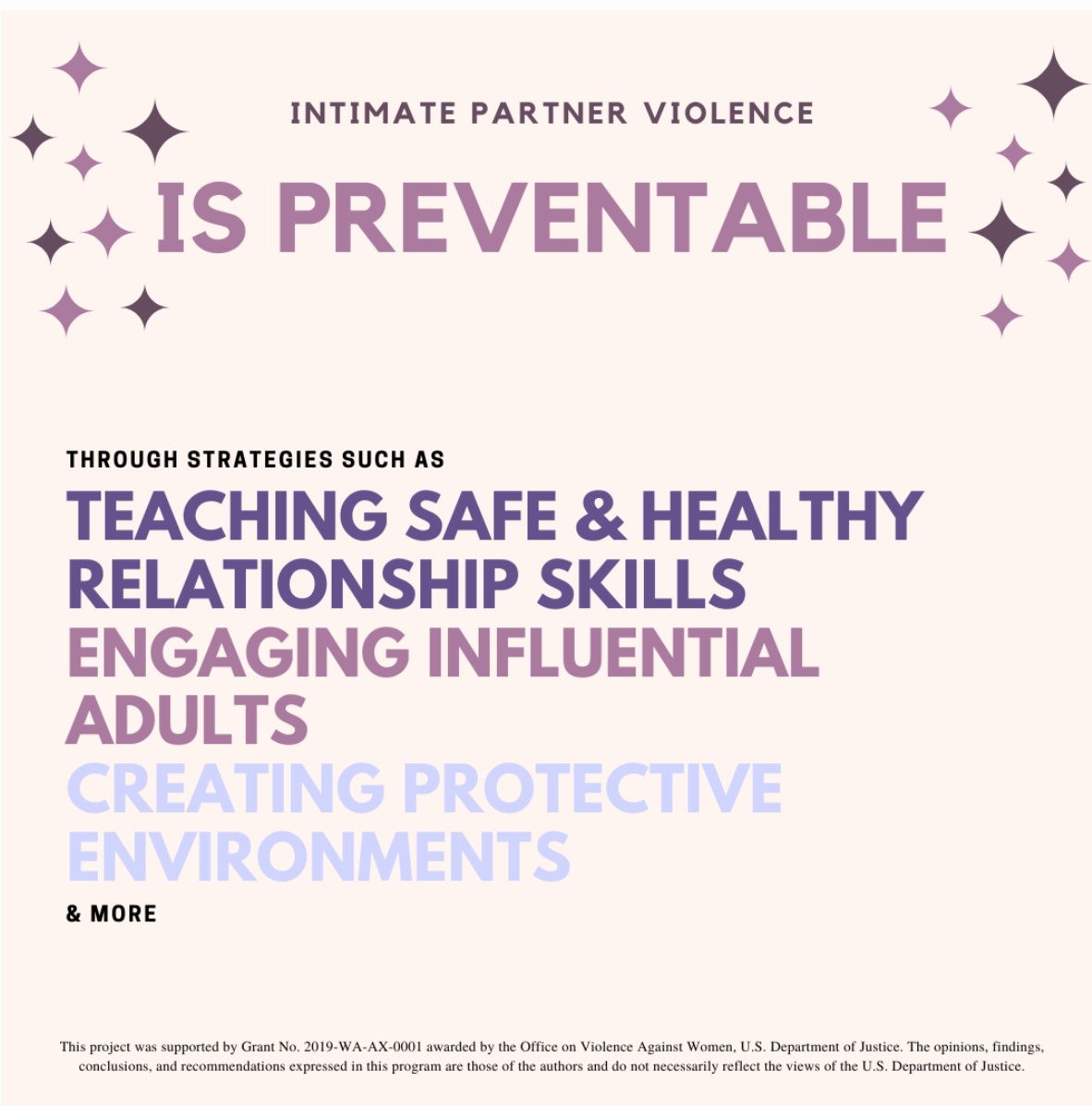
7.5 million women and 4 million men
reported that they first experienced
stalking, rape, or other forms of
violence **BEFORE** the age of 18

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Approximately
**41% of female
& 14% of male**

**DV SURVIVORS EXPERIENCE SOME FORM OF
PHYSICAL INJURY FROM THE RELATIONSHIP**

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INTIMATE PARTNER VIOLENCE

IS PREVENTABLE

THROUGH STRATEGIES SUCH AS

- TEACHING SAFE & HEALTHY
RELATIONSHIP SKILLS
- ENGAGING INFLUENTIAL
ADULTS
- CREATING PROTECTIVE
ENVIRONMENTS
- & MORE

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USING SCRIPTURE,
TRADITIONS, AND CULTURAL
NORMS TO ASSERT POWER AND
CONTROL

CONTROLLING
SEXUALITY AND
REPRODUCTION

USING FORGIVENESS
TO PROLONG THE
ABUSIVE
RELATIONSHIP

ISOLATION FROM
FAITH COMMUNITY

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October 28th

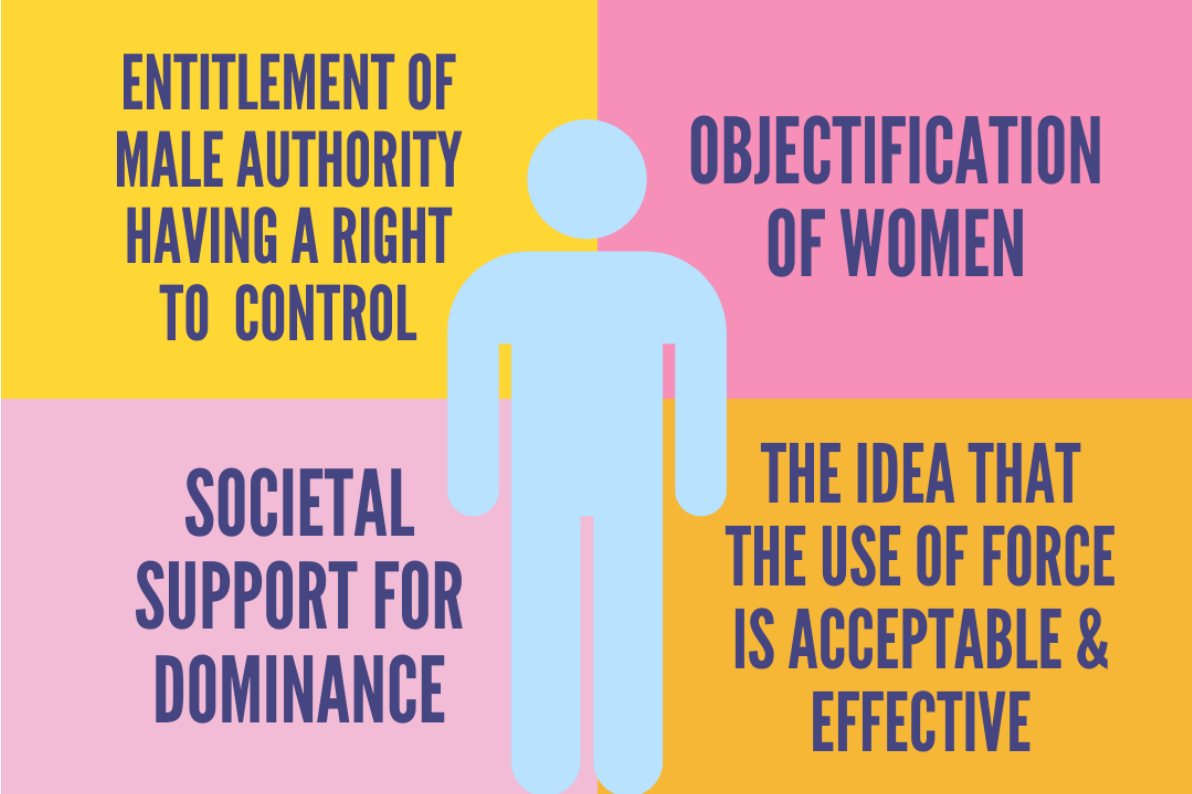
ISOLATION

IS A FORM OF

ABUSE

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October 29th



**ENTITLEMENT OF
MALE AUTHORITY
HAVING A RIGHT
TO CONTROL**

**OBJECTIFICATION
OF WOMEN**

**SOCIETAL
SUPPORT FOR
DOMINANCE**

**THE IDEA THAT
THE USE OF FORCE
IS ACCEPTABLE &
EFFECTIVE**

USING MALE PRIVILEGE
can be a form of abuse

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WHY NOT JUST WALK AWAY?

BARRIERS TO LEAVING

Dependency

a victim could be financially, emotionally, or socially dependent on the abuser

their social status or sense of self might depend on continuing the relationship

FEAR

an abuser could have threatened to hurt/kill the victim, their children, friends, or family members along with suicide

because of past physical violence, the victim has reason to believe that they are capable of following through

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Important Reminder

You are not the problem.
Domestic Violence is not your fault.

YOU ARE NOT ALONE!