

2018 Domestic Violence Prevention Month Messaging

The “Know the Signs” campaign is designed to help service members, military spouses and intimate partners build, maintain or strengthen their relationship and prevent domestic abuse. The Family Advocacy Program and Military OneSource are working together to help our audiences understand the signs of healthy, unhealthy and controlling behaviors and learn ways to improve relationships — through information, skill-building resources, counseling support and more. The campaign focus is to reach people as early in the relationship lifecycle as possible, and invite them to think about their relationship, and consider whether it could be classified as healthy, unhealthy or abusive.

If you are sponsoring or contributing to this campaign in your community, please reference these messaging guidelines:

AIM: Strengthen and support healthy relationships to help prevent domestic abuse.

THEME: Know the Signs of Healthy Relationships and How to Strengthen Yours.

TAGLINE: Love and Learn about Healthy Relationships.

KEY MESSAGES:

- **Respect Your Love:** Be respectful of your partner, your relationship and especially yourself. You deserve a healthy relationship, and our community is here to support you.
- **Know the Signs:** Be aware of the signs of healthy and unhealthy behaviors in relationships.
- **Love and Learn:** Every relationship can be improved. Learn more about what makes relationships stronger and healthier.

TARGET AUDIENCES: Service members, military spouses, and information disseminators.

IMAGES: Beyond the images provided for the “Know the Signs” concept, use images that are diverse, up-to-date (e.g., using mobile technology) and military-appropriate.

SAMPLE MESSAGES:

- Healthy relationships can help bring out your best and set the stage for your best MilLife.
- Every relationship can have a mixture of healthy and unhealthy behaviors. No relationship is perfect.
- You can learn more about healthy relationships and how to strengthen yours. You can also learn to recognize signs of unhealthy behaviors before they escalate.
- Unhealthy and controlling behavior can happen to anyone — regardless of gender, age or economic level. If it's happening to you, you are not alone.
- Everyone deserves to be healthy and safe in their relationships.
- Free and confidential help is available for anyone working on, or worried about, a relationship and seeking help to prevent domestic violence.
- Be safe, maintain privacy and get the help you need. Contact the Family Advocacy Program or Military OneSource to learn more.
- We all have a responsibility to prevent domestic violence and build a healthy, safe community.