

# Take A Stand Against Domestic Violence

STOP THE ABUSE



# We Did

**MAKE THE CALL 1-800-799-SAFE**

National Domestic Violence Hotline

1-800-799-SAFE (7233)

1-800-787-3224 (TTY)

[www.ndvh.org](http://www.ndvh.org)



## NATIONAL MILITARY PUBLIC AWARENESS CAMPAIGN

# Take A Stand Against Domestic Violence

A Guidebook for Disseminating Campaign Materials and Generating Awareness  
about Domestic Violence

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# INTRODUCTION

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## Background

The DoD's campaign to "Take a Stand Against Domestic Violence" is a joint public education program with the National Domestic Violence Hotline (NDVH). This important intervention campaign is designed to educate service men, women and their families about domestic violence and provide a vital link to life-saving services by connecting people to the Hotline.

Components of the campaign will include distribution of educational materials on military installations, as well as in key public places in surrounding civilian communities. In addition, this campaign will include radio and television public service announcements (PSAs) in military and civilian media outlets.

The launch of the campaign is another in a series of strategic initiatives undertaken by the Department to strengthen its response to domestic violence. In addition to this campaign launch, the Department has worked with the Congress to update and revise key legislation; issued numerous domestic violence policies; engaged in domestic violence coordinated community response demonstration projects; and, sponsored numerous domestic violence training conferences for key military and civilian personnel.

## Goals and Objectives

- Develop and implement a military-specific intervention campaign to shape opinions, heighten awareness of domestic violence and support policies aimed at eliminating family violence, protecting victims, and creating safety within the military community.
- Increase awareness among the military community about the National Domestic Violence Hotline and its connection to more than 5,000 programs and resources around the country.

This campaign is one of many ways in which the DoD supports Service members and their families.

## What is the National Domestic Violence Hotline?

The NDVH is a project of the Texas Council on Family Violence headquartered in Austin, Texas that provides empowerment-based crisis intervention, information and referral to victims of domestic violence, their friends and families. Since taking its first call in 1996, the Hotline has become the vital link to safety for victims of domestic violence and their families. The Hotline has answered over 1.3 million calls since its inception, and now receives 16,000 calls each month from women, children and families across the nation. NDVH operates 24 hours each day, 365 days every year, in more than 140 different languages, with a TTY line available for the Deaf, Deaf-Blind and Hard of Hearing. All calls to NDVH are anonymous.

## **Defining Your Role in the Campaign**

Your role is critical to ensuring the successful rollout of this important campaign. The DoD has called upon the Military Departments to coordinate campaign efforts with the local public affairs office.

As the designated point of contact, you may assist by:

- Disseminating the campaign materials to frequently visited locations on and off the installation, such as exchanges, banks, schools, beauty shops, churches, etc.
- Maximizing awareness about the campaign through events, forums, and other formats to families within your local military community.
- Tracking and follow-up on methods of dissemination, awareness building, and general response to the campaign.

## **HOW TO USE THIS MANUAL**

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This manual was designed as a resource and guide to fulfilling your role in the campaign. Included in this booklet are recommendations and possible locations for disseminating materials; ideas for generating awareness about the campaign; and, available resources and points of contact should you have any questions or need additional assistance.

## **CAMPAIGN EXECUTION**

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### **Summary of Collateral Materials**

Enclosed in this package are the following campaign materials:

- 100 11x17 posters
- 100 tri-fold, color brochures
- 100 stickers
- 100 resource cards
- 1 CD rom inclusive of items listed above

## Suggested Distribution Methods and Channels

Following are recommendations for distribution and dissemination of each item. These are ideas and suggestions only. We also ask that you utilize your own resources and expertise about effective communication options on and off the installation.

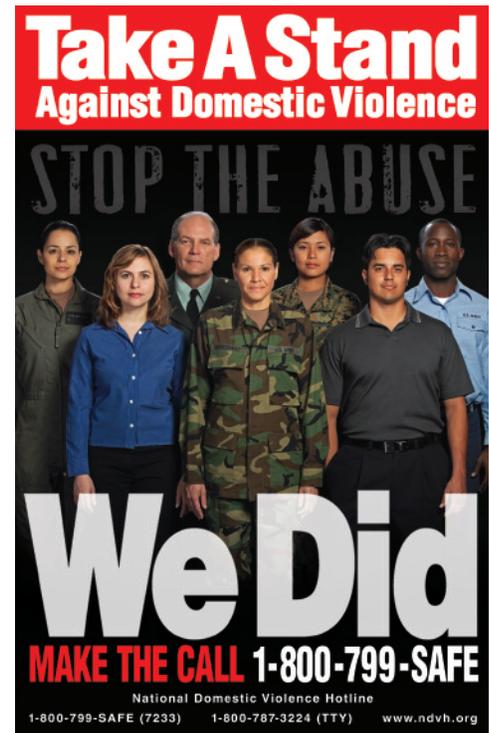
### A. Poster

#### On-Base Points of Distribution

- *Base exchange and/or commissary*
- *Women's restrooms*
- *Health clinics and/or hospitals*
- *Locker rooms or restrooms at fitness centers/ gymnasiums*
- *Daycare centers*
- *Bulletin boards at chapels*
- *Library (ies)*
- *Welcome Centers*
- *Community/Family Centers*
- *Shuttle/bus stops*
- *Post Offices*

#### Off-Base Points of Distribution

- *Schools*
- *Daycare Centers*
- *Beauty shops and/or salons*
- *Bulletin boards at churches*
- *Grocery stores, fitness centers and pharmacies*

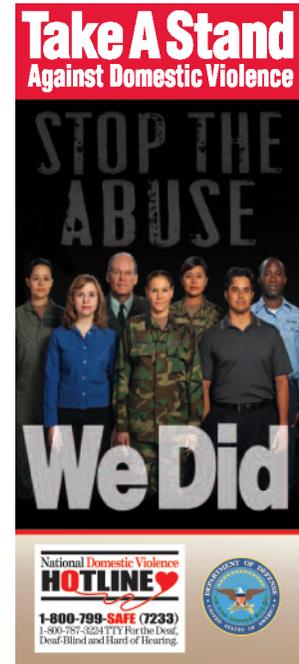


## B. Brochures

Because of the limited quantity of brochures, we recommend initial distribution/availability on the installation at the following places:

- **Community/Family Centers**
- **The “check-out” counter at health clinics and/or hospitals**

Additionally, we recommend posting the brochure on the installation Web site through the Community/Family Center link. A copy of the brochure in PDF format is included on the CD Rom in this package.



## C. Stickers

- **Include in welcome packets to newcomers**
- **Place on installation pay phones**



## D. Resource Cards

- **Include in welcome packets to newcomers**
- **Disseminate to chaplains and counselors**
- **Disseminate at Community/Family Centers**
- **Disseminate at health clinics – either at check-in or check-out points.**



## E. CD Roms

Included in your package of materials is a CD Rom with PDF copies of each of the documents outlined above. We have provided electronic versions for future use, so that you can continue to print and distribute the materials throughout the year.

# TAKE A STAND AGAINST DOMESTIC VIOLENCE

## Action Plan/Timeline

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### February 2006

- Review all materials and Tool Kit.
- Begin contacting points of reference for approval to disseminate materials.
- Send DoD Blue Top press release and copies of the campaign materials to installation PAO.
- Send DoD Blue Top press release and materials to installation daily newspaper.
- Follow up with daily base newspaper on press release and materials.
- Identify other relevant activities/forums/venues for generating awareness about the campaign.
- Identify off-base locations for distribution of materials, including churches, beauty shops, daycare centers, etc.
- Begin dissemination of materials on and off the installation.

### March 2006

- Your Service Headquarters FAPM will provide campaign evaluation forms. Complete and return these forms by mid-March to your Service Headquarters FAPM.
- Continue materials dissemination on and off the installation.
- Review materials supply and assess the need for additional quantities.
- If necessary, reprint materials from campaign CD Rom.
- Partner with other departments to host DV forums, discussions, etc.
- Post materials (poster and brochure) on installation Web site Community/Family Center link.
- Conduct site visits to departments and/or locations using the campaign materials. Assess response.

## **BUILDING AWARENESS**

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### **Other Awareness Opportunities**

In addition to distributing and disseminating campaign materials, following are additional ideas and recommendations for generating awareness about the campaign and the issue of domestic violence.

#### **a. Events, Forums, Discussion Groups, etc.**

- *Safety Stand Downs*
- *Town Hall Meetings*
- *Interfaith Outreach*
- *Medical Screenings*
- *Incorporate into installation Health Fairs*

### **Advertising**

#### **a. Public Service Announcements**

In addition to the items listed above, radio and television public service announcements (PSAs) will coincide with the campaign launch. The materials you have received were designed to complement the PSAs and generate greater awareness of the Hotline and the issue of domestic violence.

### **Media Outreach**

#### **a. Contacting Your Base/Installation Newspaper**

DoD will be issuing the following press release to national and local media outlets. We urge you to follow up with your installation newspaper with another copy of the release and provide them with copies of the materials.

#### **b. Tracking Coverage**

If your local newspaper runs a story or mentions the campaign, we ask that you please track coverage and keep copies for inclusion with the campaign evaluation forms that will be discussed in the next section.

## **DoD To Launch Public Awareness Campaign Against Domestic Violence**

WASHINGTON, D.C. – The Department of Defense, in partnership with the National Domestic Violence Hotline (NDVH), is launching a national public awareness campaign to “Take A Stand Against Domestic Violence.”

The campaign is designed as an intervention message to educate millions of service men and women, as well as their dependents, about domestic violence and provide a vital link to life-saving services by connecting people to the Hotline. Educational materials will be distributed to military installations, as well as in key public places in surrounding civilian communities. In addition, this campaign will include public service announcements in military media outlets.

Dr. David S.C. Chu, Under Secretary of Defense for Personnel and Readiness, stated, “The Department of Defense is not immune to the broader societal problems of domestic violence and it has a responsibility to act when it occurs. This campaign effectively calls into action those in our military population to assist victims of violence. The launch of the campaign is another in a series of initiatives by the Department during the past two years to strengthen its response to domestic violence. In addition to launching this public awareness campaign, we have worked closely with the Congress to update and revise key legislation, issued numerous domestic violence policies, engaged in coordinated community response demonstration projects, and sponsored numerous domestic violence training conferences for more than 1000 military and civilian personnel. The rollout of this important campaign signals our commitment to keeping up this aggressive pace.”

Sheryl Cates, Executive Director of the NDVH, in recognizing the need for a unified, cohesive campaign to address the issue of domestic violence in the U.S. military, applauds the Department of Defense for its involvement. “We believe the campaign to ‘Take a Stand Against Domestic Violence’ will be a call to action and a signal of hope to women, men, and their families in the military community.”

The dynamic partnership, couples DoD’s ability to reach more than six million active forces and their families with the NDVH – the only center in the nation with access to over 5,000 shelters and domestic violence programs across the United States, Puerto Rico, and the U.S. Virgin Islands. The Hotline provides crisis intervention, information and referral to victims of domestic violence and their friends and families 24 hours each day, 365 days every year, in over 140 different languages, with a teletypewriter (TTY) line available for the Deaf, Deaf-Blind and Hard of Hearing. All calls to NDVH are anonymous. The organization’s website is [www.ndvh.org](http://www.ndvh.org).

## DOCUMENTING YOUR PROGRESS

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In an effort to track and measure the effectiveness of this important initiative, your Service Headquarters FAPM will be sending an evaluation form in mid-February. The form will ask both quantitative and qualitative questions about:

- *Material dissemination*
- *Reprints*
- *General public response*
- *Process for delivery of materials and messages*

DoD will be assessing the progress of the campaign through these evaluations.

## RESOURCES AND INFORMATION

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**Following are campaign contacts for your reference and information:**

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**Educational Materials:**

Ms. Katherine Goff (512) 472-9599

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**About the Campaign:**

Mr. Mike Hoskins, Office of the Deputy Under Secretary of Defense, Military Community and Family Policy (703) 588-0871

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**National Domestic Violence Hotline:**

Mr. Jitin Hingorani  
(512) 685-6366

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**Media Inquiries:**

Ms. Laurie Parker (512) 472-9599

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