

2019 Domestic Violence Prevention Month Messaging and Resources

The 2019 Domestic Violence Prevention Month campaign is designed to help service members, military spouses and intimate partners build safer relationships and prevent domestic abuse by increasing knowledge of what patterns of behavior are unhealthy, and where to get support.

The focus for this year's campaign is raising awareness about technology-facilitated abuse. Technology-facilitated abuse is the use of technologies such as texting and posting on social media to bully, harass, stalk or intimidate a partner. It also includes monitoring and stalking behaviors whereby one partner "keeps tabs" on the other's location, activities, and communications with friends and family outside the relationship through apps and malware.

The role of technology and its misuse in domestic violence cases is well-documented. In a [national survey](#), 79% of civilian domestic violence agencies reported providing technology-specific advocacy and services for victims in 2018. The widespread misuse of technology for abuse corresponds with the pervasive use of smart phones among adults in the U.S., particularly among younger age groups most representative of the Service member population. A study by [Pew Research Center](#) found that 96% of adults ages 18 to 29 and 92% of adults ages 30-49 own a smart phone. Seventy-seven percent of adults report they go online every day, and more than 1 in 4 report being online almost constantly. The [2017 Demographics Report](#) shows that 81% of Active Duty Service members are between the ages of 18 and 35.

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

AIM: Raise awareness of domestic abuse through technology and the importance of early detection and help-seeking to reduce risk for serious harm or violence.

THEME/TAGLINE/HASHTAG: Mobilize Help for Safer Relationships. #MobilizeHelp

KEY MESSAGES: The Family Advocacy Program is committed to supporting service members and their families impacted by domestic abuse through victim advocacy and crisis intervention that promote technology safety.

- If you are seeking assistance in setting healthy boundaries for the use of technology in your relationship, you can reach out to the Family Advocacy Program on your installation.
- If you are concerned about your safety and need immediate support, call the National Domestic Violence Hotline at 800-799-7233 or visit thehotline.org to live chat with someone who can help

TARGET AUDIENCES: Potential victims of abuse - service member, spouse or partner to a service member.

IMAGES: Beyond the images provided for the “Mobilize Help for Healthier Relationships” campaign, use images that are military-appropriate and tech-related.

SAMPLE MESSAGES:

- **Awareness:**
 - Relationships can go viral. Constant messaging, monitoring, and sharing without consent—misusing technology to control or punish your partner is abuse—and it’s not okay. Learn more about setting healthy boundaries.
 - Mobilize help for abuse through tech. Don’t dismiss actions that make you uncomfortable because they only happen online and not IRL. Learn tips to protect your privacy and set boundaries to disrupt unhealthy patterns.
- **Questioning:**
 - Do your DMs feel like threats? Does your partner use tech to always keep tabs? You have options to protect your privacy and set healthy boundaries. Talk to us to learn more.
 - What crosses the line online? Set boundaries and know where to find help for addressing your partner’s misuse of tech.
- **Get Help:**
 - Abuse through technology is still abuse. Mobilize help for intimate partner violence, online or off.
 - Shut down abuse. If your partner has a pattern of misusing tech to control, monitor, or harass you, make one more call—for help. Get privacy tips, help setting boundaries and support.

RESOURCES:

- **For Individuals:**
 - [Healthy Relationship Spectrum](#)
 - [What is Tech Abuse?](#)
 - [Love is Digital: Guide on Boundary Setting in Relationships](#)
 - [Survivor Toolkit](#)
 - [How to Guide: Technology Safety Planning](#)
 - [Documentation Tips for Tech Abuse](#)
 - [Tech Safety for Victims of Crime, Abuse, Domestic Violence and Stalking](#)
- **For Victim Advocates:**
 - [Training Presentation: “Technology, Intimate Partner Violence & Safety Planning”](#)
 - [Agency Toolkit](#)
 - [How to Guide: Technology Safety Planning](#)
 - [Best Practice Principles for Digital Services](#)