

DOMESTIC ABUSE 2024 CAMPAIGN GUIDE

After three years of the successful **United Against Domestic Abuse** campaign, the Defense Department and the Family Advocacy Program are evolving their communication strategy and retiring that campaign.



Instead of one overarching campaign, the program is rolling out two different campaigns, each targeting a specific audience.

NEW CAMPAIGN 1 WHAT'S INSIDE MATTERS

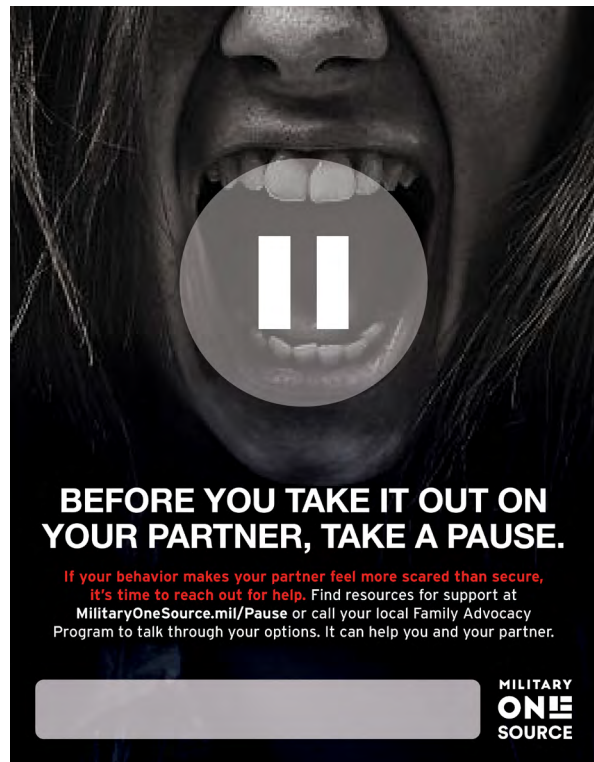
This campaign will speak to victims of abuse or those noticing signs of harmful behaviors in their partner and will encourage help-seeking.



Example poster

NEW CAMPAIGN 2 PAUSE

For the first time, we'll have a campaign that speaks to those who notice their own potentially harmful behaviors toward their partner and want help.



Example poster

The goals and objectives of these campaigns include:

- **Prevention:** helping individuals achieve healthy relationships, recognize risk factors of abuse and pursue relationships free of harm
- **Intervention:** supporting individuals experiencing abuse
- **Support services as a means of prevention:** helping individuals who have increased risk factors for controlling or harmful behavior toward their partner

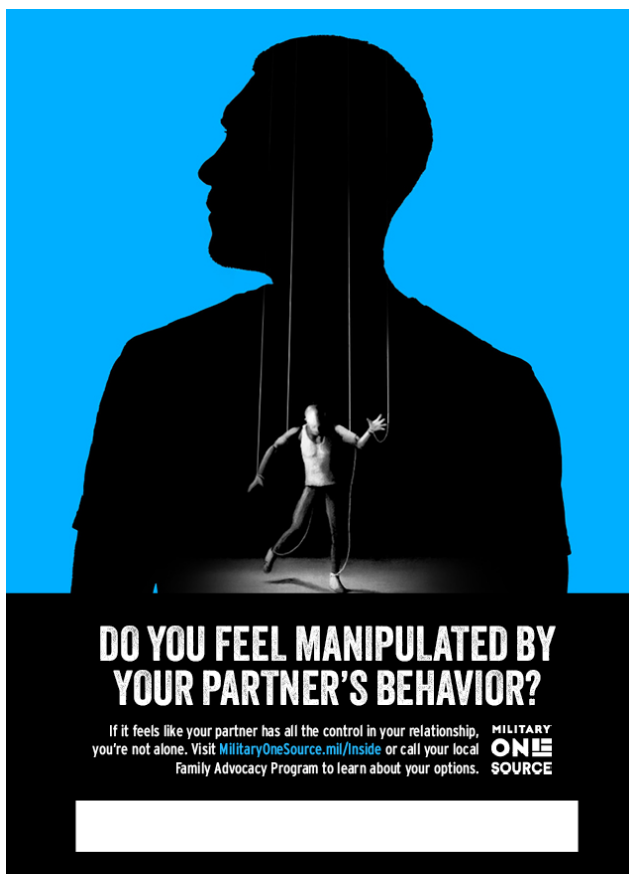
Each campaign has its own toolkit featuring posters and social media content available for your use.

Note that the specific language in each tool/communications product may not be changed without permission from the OSD Family Advocacy Program.

These campaigns will be used year-round to support outreach efforts and build awareness of the resources, personalized support and reporting options available to service members and their partners.

CAMPAIGN 1 WHAT'S INSIDE MATTERS

No one wants to see themselves as a victim of abuse. In this campaign, we will highlight how individuals may be feeling in response to their partner's harmful behavior in a way that's relatable and easy to understand, encouraging them to get support.



Audience

The person experiencing abuse

Our Goal

Make the new domestic abuse campaign more personal and provocative to encourage prevention and intervention. We'll accomplish this by raising awareness of the risk factors for harmful behaviors, and encouraging help-seeking through available resources and reporting options.

Key Message

Everyone deserves to feel safe in a relationship and be free from emotional and/or physical abuse – including you. If you are not feeling safe, confidential and immediate support are available to help you protect yourself and those you love.

Call to Action

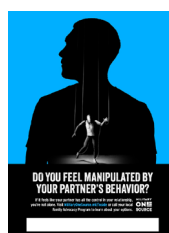
Visit www.MilitaryOneSource.mil/Inside or call your local Family Advocacy Program.

Creative Assets

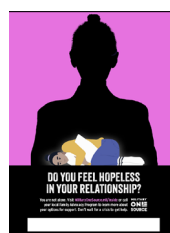
Access **13 posters** and corresponding **social media posts** that cover a range of harmful behaviors including physical, emotional, sexual and financial abuse.



Poster 1



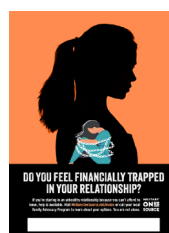
Poster 2



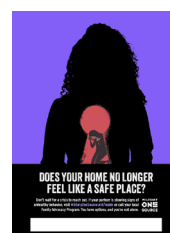
Poster 3



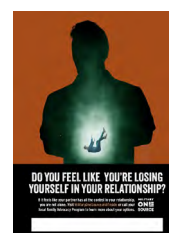
Poster 4



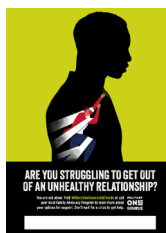
Poster 5



Poster 6



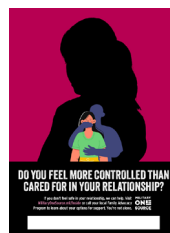
Poster 7



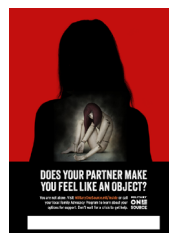
Poster 8



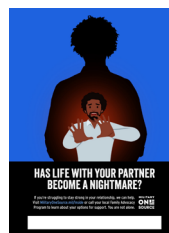
Poster 9



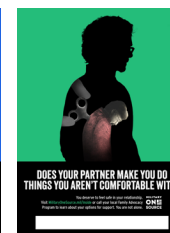
Poster 10



Poster 11



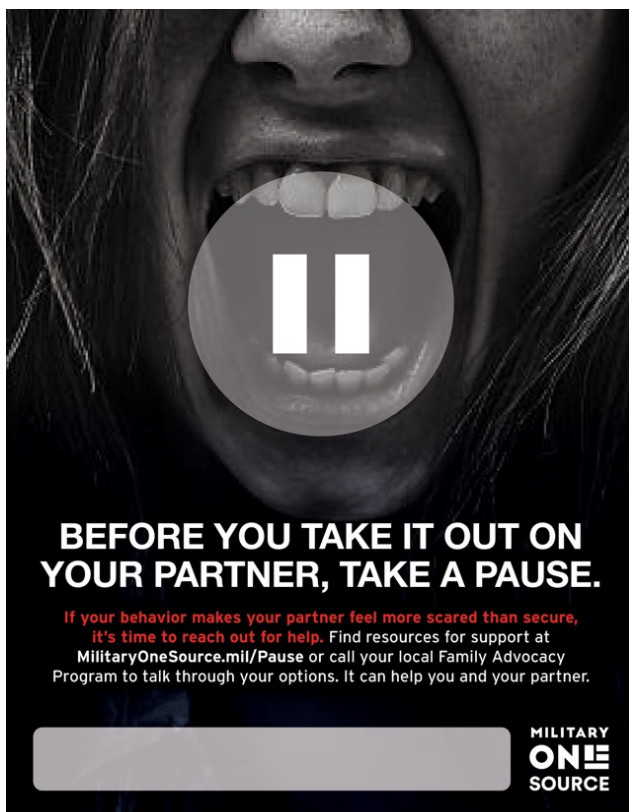
Poster 12



Poster 13

CAMPAIGN 2 **PAUSE**

New this year, we are expanding our prevention efforts so people can understand increased risk factors for domestic abuse and identify them early so they can engage in help-seeking behaviors before harmful events occur, or the behaviors reach the threshold of domestic abuse.



Audience

The person exhibiting harmful behaviors

Our Goal

Make the new domestic abuse campaign more personal and provocative, encourage help-seeking among those self-identifying harmful behaviors and increase their self-awareness and desire to improve.

Key Message

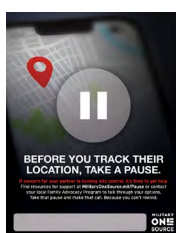
If you are concerned about your behavior toward your partner, help is available to guide you in learning how to stop your controlling behavior before it's too late.

Call to Action

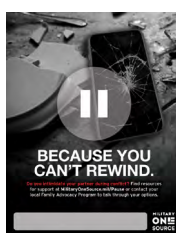
Visit www.MilitaryOneSource.mil/Pause or call your local Family Advocacy Program.

Creative Assets ▶

Access [nine posters](#) and corresponding [social media posts](#) that cover a range of harmful behaviors including physical, emotional, sexual and financial abuse.



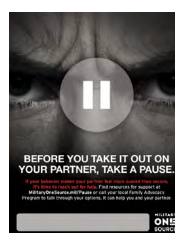
Poster 1



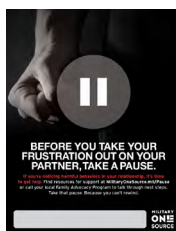
Poster 2



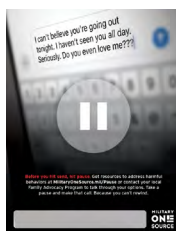
Poster 3



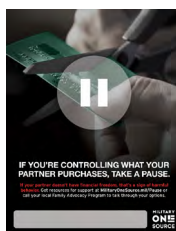
Poster 4



Poster 5



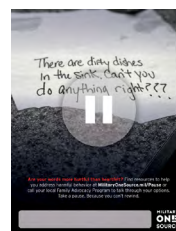
Poster 6



Poster 7



Poster 8



Poster 9