

# DOMESTIC ABUSE CAMPAIGN GUIDE

## CAMPAIGN 1 WHAT'S INSIDE MATTERS

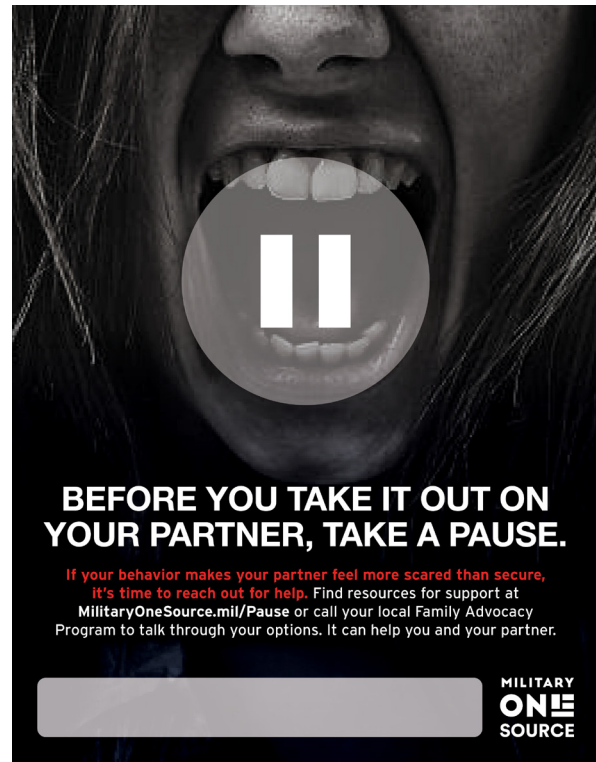
This campaign speaks to victims of abuse or those noticing signs of harmful behaviors in their partners and encourages help-seeking.



Example poster

## CAMPAIGN 2 PAUSE

For the first time, we 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 are 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 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 domestic abuse campaign more personal and provocative to drive prevention and intervention. This can be achieved by raising awareness of the risk factors behind harmful behaviors and encouraging individuals to seek help through available resources and reporting options.

### Key Message

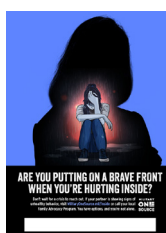
Everyone deserves to feel safe in a relationship and be free from emotional and/or physical abuse – including you. If you are not feeling safe, confidential and immediate support is available to help you protect yourself and those you love.

### Call to Action

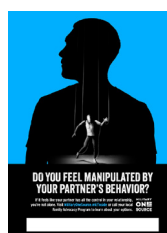
Visit [www.MilitaryOneSource.mil/Inside](http://www.MilitaryOneSource.mil/Inside) or call your local Family Advocacy Program.

### Creative Assets ▶

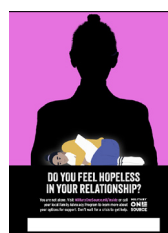
Access [13 posters](#) and corresponding [social media posts](#) that cover a range of harmful behaviors, including physical, emotional, sexual and financial abuse.



Poster 1



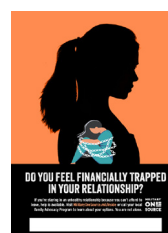
Poster 2



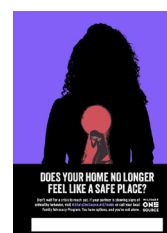
Poster 3



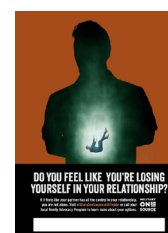
Poster 4



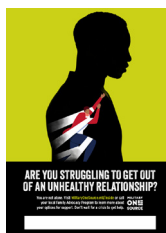
Poster 5



Poster 6



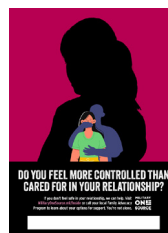
Poster 7



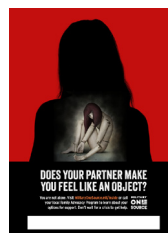
Poster 8



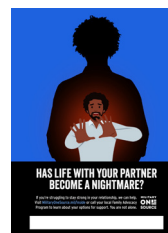
Poster 9



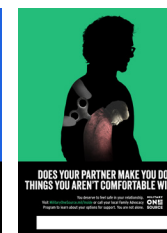
Poster 10



Poster 11



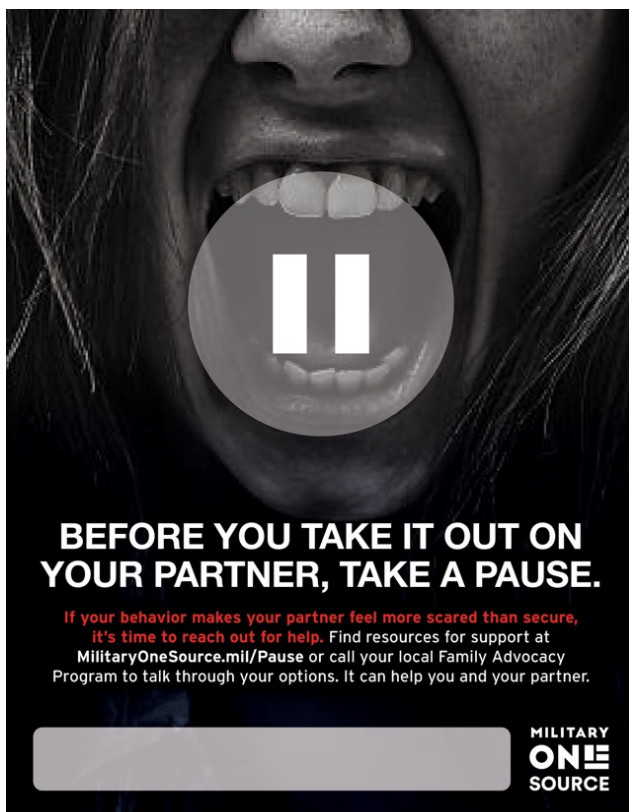
Poster 12



Poster 13

## CAMPAIGN 2 **PAUSE**

We expanded 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 domestic abuse campaign more personal and provocative to encourage help-seeking among those who are self-identifying harmful behaviors, and increase their self-awareness and desire to improve.

### **Key Message**

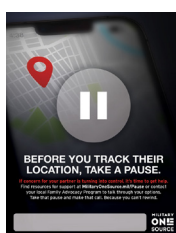
If you are concerned about your behavior toward your partner, help is available to guide you in learning how to stop your controlling behavior before it's too late.

### **Call to Action**

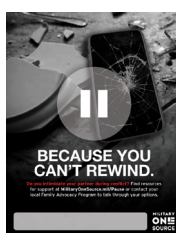
Visit [www.MilitaryOneSource.mil/Pause](http://www.MilitaryOneSource.mil/Pause) or call your local Family Advocacy Program.

### **Creative Assets** ▶

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



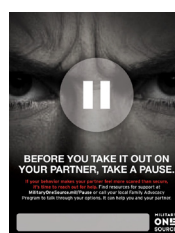
Poster 1



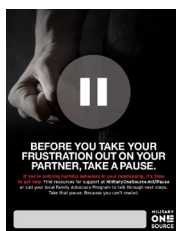
Poster 2



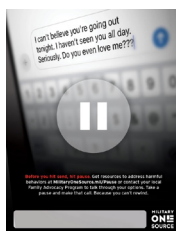
Poster 3



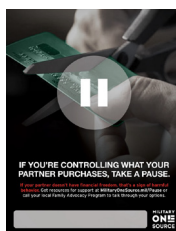
Poster 4



Poster 5



Poster 6



Poster 7



Poster 8



Poster 9