



**2016 UTAH  
DOMESTIC  
VIOLENCE  
AWARENESS  
MONTH  
MEDIA  
TOOLKIT**

Greetings!

This toolkit is a creation of the Utah Department of Health Violence & Injury Prevention Program, with collaboration from the Utah Healthy Relationships Taskforce and the Utah Domestic Violence Coalition.

October is Domestic Violence Awareness Month. Domestic violence, or intimate partner violence, affects 1 in 3 Utah women during their lifetimes. It is a major public health problem that cuts across many aspects of an individuals' well-being, health, and safety. Domestic violence affects not only individuals who are victims, but also their friends, families, neighbors, communities, workplaces, schools, etc. Because our focus is on primary prevention – or stopping violence before it ever takes place – we wanted to bring some prevention messaging and resources to you this month.

This toolkit was created with community-based prevention professionals and organizations engaging in primary prevention in mind. However, primary prevention concerns everyone and if you are interested in sharing prevention messaging during the month of October, we encourage you to use this toolkit and add strength to our number of partners joining together on this matter.

If you have any questions related to this toolkit, contact the Violence & Injury Prevention Program at (801) 538-6864.

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## Awareness Messages

These messages can be used in social media posts, news releases, newspaper articles, etc. The messaging has been developed to target community members, men, parents/caregivers, and professionals.

### General

- Intimate partner violence is preventable! One key strategy for prevention is the promotion of respectful, nonviolent relationships. (CDC)
- Skills like communication, problem-solving, and conflict resolutions are important ones for young people to learn early.
- Replace harmful norms around masculinity and femininity with more equitable norms.
- If you're having trouble resolving conflict non-violently, there are resources available! The majority of people in the U.S. do not agree with violent problem-solving, and are not violent towards their families or intimate partners. Contact the Violence & Injury Prevention Program for resources at [801-538-6864](tel:8015386864) or call the National Domestic Violence Hotline at [1-800-799-SAFE \(7233\)](tel:1800799SAFE).
- Everyone deserves a life free of violence. [#Utah1in3](#) [#PreventDV](#)
- Recognize signs of intimate partner violence and get help at [www.thehotline.org/is-this-abuse](http://www.thehotline.org/is-this-abuse).

### Community

- Community support and connectedness is a protective factor for intimate partner violence – help foster a supportive and engaged community where you live.
- Help create communities that support nonviolence by demonstrating through your actions and words that aggression towards others is not acceptable.
- Increasing neighborhood support and cohesion may help deter violent behavior and improve compassionate response to victims.
- Spend time with friends! Social support can be a protective factor against intimate partner violence.
- Everyone deserves a life free of violence.
- Be a responsible bystander (without putting yourself in danger) – for tips on safely intervening to help a friend, family member, neighbor, or anyone else in need, visit [nomore.org](http://nomore.org).
- Safety planning is a good idea for EVERYONE. Check out this resource [www.loveisrespect.org/for-yourself/safety-planning](http://www.loveisrespect.org/for-yourself/safety-planning). There are also safety apps available for smartphones, like this one [www.circleof6app.com](http://www.circleof6app.com). Connect to your friends in case of emergencies.

- Help get your community educated on intimate partner violence by reaching out to one of the many resources in the state. Find statewide resources at [udvc.org/resources](http://udvc.org/resources).

### Men

- Approach gender violence as a men's issue. Men can be EMPOWERED BYSTANDERS who do something to prevent violence.
- DON'T REMAIN SILENT. If someone you know is harming others, don't look the other way. Encourage that person to seek help or find someone who can.
- Question your own attitudes and actions and work to change them if your behavior perpetuates sexism and violence.
- Listen to survivors and start by believing.
- Be an ally to women who are working to end gender violence. Visit [manutah.com](http://manutah.com) to get involved!
- Recognize and speak out against homophobia and racism - discrimination and violence have direct links to sexism.
- Recognize sexism in the media and call it out when you see it so others know too.
- Mentor and teach young men and boys about how to be men in ways that don't involve degrading or abusing girls and women. Lead by example. Learn more at [jacksonkatz.com](http://jacksonkatz.com).

### Parents/Caregivers

- Spend time with your loved ones! Family support can be a protective factor against intimate partner violence.
- If you are experiencing family or parent-child conflict, there are resources available! See what Workforce Services has to offer at [jobs.utah.gov/jobseeker/workshops](http://jobs.utah.gov/jobseeker/workshops).
- Respectful relationships are achievable and there are resources available to help! Most people in the U.S. agree with nonviolent problem-solving, and are not violent towards their families or intimate partners. Check out Utah State Extension to find a class to build healthy relationships at [healthyrelationshipsutah.org/counties/utah](http://healthyrelationshipsutah.org/counties/utah).

### Professionals

- Advocate for health, educational, economic, and social policies and laws that support gender and racial equity, as well as support victims of violence.
- Replace harmful norms around masculinity and femininity with more productive, equitable norms.
- If you have influence over workplace or any public policy, consider using your power to create supports for victims of intimate partner violence! This will save us resources in the long run.

## Social Media

Plan to post consistently throughout the month, whether that is once a week or once a day. Include multi-media (pictures, videos, links, etc.) to posts throughout the month.

The Violence and Injury Prevention Program will post messages throughout the month and local programs are encouraged to share those posts. For more information on social media best practices visit: [www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf).

### Hashtags

When it comes to social media, the hashtag (aka the pound sign #) is used to draw attention, to organize, and to promote. We encourage you use the three hashtags below in your social media posts:

**#preventDV**  
**#UtahpreventsDV**  
**#1in3**

Some posts have been provided for you to use when posting to your social media pages. These images can be downloaded at [www.health.utah.gov/vipp/topics/domestic-violence](http://www.health.utah.gov/vipp/topics/domestic-violence).





## Public Relations

When working with the media it is important to be prepared with the correct documentation. This toolkit provides examples of three types of media documents that can be used to promote domestic violence awareness month.

### News release example

**ADD AGENCY  
LOGO HERE**

## News Release

For Immediate Release:

*Add date*

Media Contact:

*Add agency media liaison name*

*Add agency media liaison title*

*Add agency media liaison phone (w)*

*Add agency media liaison cell (c)*

### **Brothers Unite to Speak Out Against Violent Relationships**

**'Stepping Up to Healthy Relationships' Raises Awareness**

(Sugar House, UT) – Three brothers are coping with the loss of their older sister, who was a victim of domestic violence, by speaking out about the importance of choosing to strengthen, support, and uplift the women in their lives.

“Whenever I see a guy being mean to a girl, I immediately think, ‘He needs to stop that,’” said Coy Einfeldt, one of three brothers who lost their sister in a domestic violence homicide. Domestic violence is abuse that can include physical, sexual, and emotional abuse, as well as threats of abuse.

According to data from the Utah Department of Health Youth Risk Behavior Surveillance Survey in 2013:

- From 2000-2011, there were 226 domestic violence-related homicides in Utah, averaging 19 deaths per year.
- In 2012, more than 3,114 men, women, and children entered shelters to escape domestic violence.
- In 2008, 14.2% of Utah women (ages 18 and older) reported that an intimate partner had ever hit, slapped, pushed, kicked, or hurt them in any way.
- In Utah, women experienced 169,156 intimate partner-related physical assaults and rapes each year.
- Nationally, each year, women experience about 4.8 million intimate partner related physical assaults and rapes.

“As a community we need to teach our young people how to respect one another, talk through problems, and manage their anger in a healthy manner,” said Katie McMinn, UDOH Violence Prevention Specialist. “When individuals develop healthy relationships while they are dating, they will be more likely to have a healthy marriage.”

“It still doesn’t make sense,” said Court Einfeldt. “You don’t hurt people you love. You don’t hurt anyone for that matter. I am determined to never be that kind of man.”

According to data from the Utah Behavioral Risk Factor Surveillance System in 2008:

- 14.2% of Utah women aged 18 and older reported that they had ever been hit, slapped, pushed, kicked, or hurt in any way by an intimate partner. This amounts to 169,156 intimate partner-related physical assaults and rapes of Utah women each year.
- Of those Utah women reporting intimate partner violence (IPV), 66% said the perpetrator was her current or former husband or male live-in partner, and 26% said the abuser was a former boyfriend.

In response to the abuse their sister suffered, Coy, Court, and Jace Einfeldt entered a multimedia art contest as part of Utah’s 2013 Teen Dating Violence Prevention and Awareness Month. Court and Jace have spoken with their high school sports teammates about domestic violence and the importance of respecting women. All three brothers will be sharing their story and encouraging people to speak out about dating and domestic violence at the Stepping Up To Healthy Relationships 5k race.

“Our goal in doing this race each year is to get people talking about how to build healthy and respectful relationships in the hopes of preventing both dating and domestic violence,” said McMinn.

Help is available for victims of dating and domestic violence by calling the toll-free, 24-hour Rape and Sexual Assault Crisis and Information Hotline at 1-888-421-1100 or the Utah Domestic Violence Link Line at 1-800-897-LINK (5465).

For more data and resources on dating and domestic violence, visit [health.utah.gov/vipp](http://health.utah.gov/vipp).

###

## News advisory example

**ADD AGENCY  
LOGO HERE**

*Add date*

For more information contact:  
*Add agency media liaison name*  
*Add agency media liaison title*  
*Add agency media liaison phone (w)*  
*Add agency media liaison cell (c)*

## News Advisory

### **Brothers Unite to Speak Out Against Violent Relationships**

**WHAT:** The Utah Department of Health (UDOH), Utah PTA, and Salt Lake Area Domestic Violence Coalition will host a 5k Walk/Run to promote healthy and respectful relationships and provide support for those who have experienced a violent relationship.

**WHY:** In 2011, more than 3,000 Utah men, women, and children entered shelters to escape domestic violence. Nearly 170,000 intimate partner-related physical assaults and rapes occur each year to Utah women. Domestic violence also includes dating violence.

**WHO:** Speakers include:

- Coy Einfeldt, brother of a domestic violence victim
- Court Einfeldt, brother of a domestic violence victim
- Jace Einfeldt, brother of a domestic violence victim

**WHEN:** Saturday, May 31, 2014 10:00 a.m.

The speakers' remarks will begin immediately after the Stepping Up to Healthy Relationships 5k. To register for the race, visit <http://www.utahpta.org/>.

**WHERE:** Liberty Park  
600 W 900 S  
Salt Lake City, Utah 84105

# # #

### Talking points example

- Intimate partner violence is a major public health problem for young people and adults. It includes physical violence, sexual violence, threats of physical or sexual violence, and emotional abuse by a current or former spouse or non-marital partner. (CDC)
- Intimate partner violence can result in physical, emotional, and chronic injuries, as well as lead to harmful health behaviors. (CDC)
- In Utah, one in three women will experience intimate partner violence.
- On average, 24 people PER MINUTE are victims of rape, physical violence, or stalking by an intimate partner in the U.S. – more than 12 million women and men over the course of a year. (CDC)
- Intimate partner violence can occur among heterosexual or same-sex couples and can affect any person regardless of age, race, ethnicity, religion, or socio-economic status. (CDC)
- Twenty-nine percent of women and nearly 10% of men in the U.S. have experienced sexual violence, physical violence, or stalking by an intimate partner and reported that the violence impacted them in some way. (CDC)
- The majority of victims of intimate partner violence first experience violence before the age of 25. (CDC)
- Intimate partner violence is preventable! One key strategy for prevention is the promotion of respectful, nonviolent relationships. (CDC)
- Primary prevention strategies include things like learning skills for communication, problem-solving, and conflict resolutions. Young people should start to learn these skills early on.
- Community support and connectedness is a protective factor for intimate partner violence.
- Help is available. Call the Utah Domestic Violence Hotline at 1-800-897-5465; or the National Domestic Violence Hotline at 1-800-799-7233.

## How to involve your local media in your event

### Who to contact

Create a list of newspapers, TV and radio stations, magazines, community or city newsletters, news related website, event calendar and blog in your community. Find phone numbers and email addresses for reporters covering events, local news stories, and any beats or topics related to your event. Compile this information into a press or media contact list.

### When and how to contact

#### One week before event

Email your media advisory to the contacts on your press or media contact list. Make follow-up calls to confirm it's been received. Pitch a story to the primary news outlets that would run in advance of the event, such as a profile on an interesting speaker or even just a preview of the event.

#### Two to three business days before

Resend the news advisory to make sure that your event is still on their radar. Make another round of follow-up calls and ask if they plan to cover the event so your media liaison will know to look for them.

#### The day of your event

Email your news release to your entire press or contact list on the morning of your event. Be sure to have several copies on hand so you can give them directly to journalists as they arrive. If you have enough material, create a press kit with brochures and more information.

## Tips for speaking with the media

### How to prepare

- Develop talking points.
- Practice by responding to the toughest and best questions you think the report will ask.
- Dress professionally and appropriately for TV. Wear a solid color, nothing with patterns. Pastels work well on camera and blue is the safest color on camera. Don't wear white.

### During the interview

- Be prepared and be yourself.
- Keep your talking points nearby.
- Be positive, honest, and straightforward -- think of the interview as a good conversation, not a debate.
- Use personal stories to illustrate your points and analogies when possible to clarify your points.
- Use everyday language; don't use jargon.
- Admit when you don't know the answer to a question; never say "No comment."
- Listen. Empathize. Pause to gather your thoughts; and don't allow words to be put in your mouth.

### Speaker contact list:

This is a concern for local programs who may not be able to engage the media on a certain topic for a variety of reasons. Have a list of speakers who are neutral and can address the media with your message.

#### Utah Coalition Against Sexual Assault

801-746-0404  
info@ucasa.org

#### Utah Domestic Violence Coalition

801-521-5544  
admin@udvc.org

#### Utah Department of Health Violence and Injury Prevention Program

801-538-6864  
vipp@utah.gov

## Engaging business and other partners in Domestic Violence Awareness Month and other prevention

Awareness months are a great opportunity to expand your network of community members engaged in violence prevention. One strategy for involving a broad range of community members is to invite local businesses to participate in a violence-free zone project. The Texas Council of Family Violence produced some of the following ideas for engaging local businesses in domestic violence prevention.

1. Create a sign that local businesses can post in their storefront windows or other prominent places in their facility. The sign may use the violence-free zone concept directly or may use other positive messages that empower community action.
2. Send a letter inviting local businesses to display the signs in their places of business. Aim for a broad range of businesses: hardware stores, coffee shops, restaurants, hairdressers, grocery stores, sporting goods stores, banks, car dealers, etc. Follow up with a phone call or a visit.
3. In the letter, you can also offer employee trainings or consultations with management about gender-based violence in the workplace. In honor of the awareness month, you could offer free professional consulting to review their policies.
4. If you have resources from your agency, you may want to provide the business(es) with a brochure or business card that lists your agency's contact information and services offered. Employees of the local businesses could keep these at the cash register and give them to patrons who have additional questions about the sign. These materials could also be left in the restrooms where patrons could pick them up discreetly. Utah Domestic Violence Coalition can help provide resources to you or businesses you work with.

5. Publicize the number of businesses participating in the violence-free zone initiative.
6. Hold an event thanking all local businesses who participated or send thank you letters. If there are resources for an event, use it as an opportunity to garner media coverage, as well as seek further involvement from the participating local businesses. You can reiterate your organization's availability to offer training and professional advice on violence policies in the workplace.
7. You can run a highly visible campaign like the Violence-Free Zone project which can raise awareness about domestic violence among business owners, employees, and patrons. This can create a sense of shared ownership for violence prevention and gender-based violence prevention as a community issue and provide opportunities to improve local policies which create new partnerships for the future.
8. Collaborate with other community agencies by promoting each other's awareness month activities.

