

# ***JBWS' 2023*** Domestic Violence Awareness Month Toolkit

***#Everyone1KnowsSome1***



## What is Domestic Violence?

Domestic violence is a pattern of coercive behaviors that are used to establish power and control over another person. It can happen to anyone without regard to age, gender, sexual orientation, race, or socio-economic status. Abuse can occur in any heterosexual, homosexual, or queer relationships.

While domestic violence can occur in marriages, you do not need to be married to your partner or in a long-term committed relationship to experience domestic violence. You can be experiencing abuse whether you met your partner three weeks ago or have lived with them for numerous years.

## What is Domestic Violence Awareness Month (DVAM)?

While JBWS is always educating the community about domestic violence, October is Domestic Violence Awareness Month, or DVAM. It's a time for our community to speak up about their support for healthy relationships and commitment to ending domestic violence.



## How Can You Support DVAM?

In this toolkit, you will find information on how you can support Domestic Violence Awareness Month in your business/corporation or in your community. Some of the best ways to acknowledge domestic violence awareness month and to support JBWS' mission to end domestic violence is by spreading awareness about this issue or attending one of JBWS' special events! Visit [jbws.org/DVAM](https://www.jbws.org/DVAM) for more information.



Businesses and  
Corporations



Community  
Members



Spread  
Awareness



Attend an  
Event

# Businesses and Corporations:

There are four main ways that businesses and corporations can support JBWS during DVAM. You can actively **engage** in JBWS' mission to end domestic violence by sharing information with your employees, you can utilize educational opportunities to **learn** more about domestic violence, you can **invest** your time and resources in supporting JBWS' special events, or you can **connect** with JBWS through corporate days of service.

## Find more ways to help below:

**Engage:** Have information about domestic violence on your intranet, put signage in bathrooms about domestic violence, release educational information about services available for those experiencing abuse, host collections for needed shelter items, or have a designated day where all employees wear the color purple.

**Learn:** Host lunch and learns about domestic violence and how it intersects with numerous different communities, educate your employees about how domestic violence impacts the workforce, invite JBWS to your office for basic domestic violence workshops, and follow JBWS on social media to learn more about abuse.

**Invest:** Introduce JBWS to foundations, make in-kind donations to nonprofit organizations that support survivors of domestic violence, attend JBWS' special events (such as Grand Tastings and Autumn Auction for Hope) or invest in JBWS' programmatic work with a foundation grant.

**Connect:** Host a corporate day of service at JBWS, join a committee against domestic violence, consider joining JBWS' board of directors, subscribe to JBWS' monthly newsletter or register to become a volunteer and join any of our volunteer programs dedicated to ending domestic violence.



# Community Members:

Did you know that 1 in 7 men, 1 in 4 women, and 1 in 3 teenagers will experience domestic violence at some point in their lives? Considering the prevalence of this issue, it is highly likely that someone you know is experiencing domestic violence. That is why we cannot emphasize enough the importance of talking about domestic violence with your friends, family, and community. It could change the trajectory of their lives.

## Ways to Participate in DVAM:

**Request a speaker:** Anyone can request for a member of JBWS to speak about domestic violence to their church group, book club, class, friend group, or event. Email ? to request a speaker.

**Engage with media:** Read books or watch movies that feature unhealthy or abusive relationships and have a conversation with your loved ones about healthy relationships

**Spread the word:** Share this toolkit and information about domestic violence to as many people as you can

**Paint your world purple:** Whether that's painting your nails purple, hanging up a string of purple lights, or wearing purple clothing, visibility matters. Painting your world purple is a great way to start a conversation about domestic violence and demonstrate that you are an advocate for healthy relationships

**Get Involved:** Share JBWS posts on social media, learn more about domestic violence on [jbws.org](http://jbws.org), engage with our content and stay up-to-date on current news about domestic violence.

**Show CONCERN:** When you suspect abuse in someone's relationship, the first step is to become educated and the second is to show CONCERN. [Find out how here.](#)

**Start writing:** Write an op-ed raising awareness about domestic violence for your local newspaper or ask the editor of a high school or college newspaper to run a story on teen dating violence.

**Volunteer with JBWS:** Consider becoming a volunteer for JBWS! You can volunteer directly with clients, such as helping with our children's program or joining our Crisis Response Team, or in non-direct ways such as helping with event preparation or facilities work



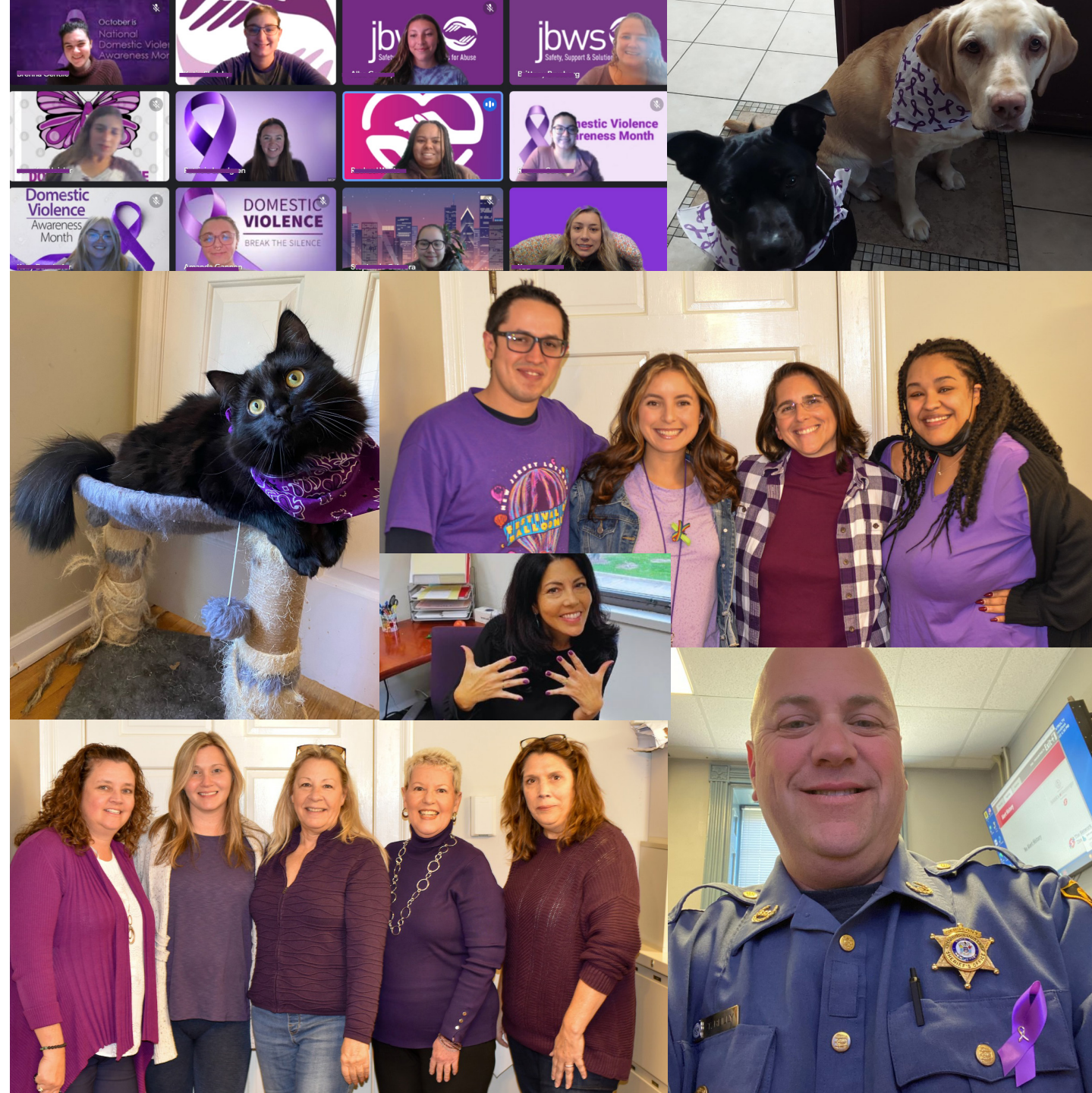
# #JBWSPurpleThursday

If you're looking to show your support for ending domestic violence, then wear purple on #PurpleThursday! Occurring on October 19, 2023, this national day is a chance to be a beacon of hope for people experiencing domestic violence by infusing the color purple into every aspect of your life!

## Ways to Participate in Purple Thursday

- ▶ Challenge your entire office to wear the color purple
- ▶ Encourage your high school or college sports team to wear purple accessories
- ▶ Wear purple shoes, hats, pants, shirts, or anything you can think of that's purple
- ▶ Paint your nails purple
- ▶ Add a purple light to your porch
- ▶ Buy purple flowers for your loved ones

Be sure to show us how you've added purple into your wardrobe, life, or community by posting on social media, tagging JBWS and using the hashtags **#JBWSPurpleThursday** **#Every1KnowsSome1** and **#DVAM2023**



# Spread Awareness

If you're interested in spreading awareness about domestic violence but don't know where to start, JBWS has compiled a Community Resources page filled with flyers, agency videos, brochures, program overviews, information on how to talk about abuse, and toolkits.

With easily shareable and downloadable content, this page was designed to facilitate discussion about domestic violence and encourage people to spread awareness about this issue in their communities.

The page has everything you need to start talking about domestic violence and to share the work JBWS does every single day to prevent it.

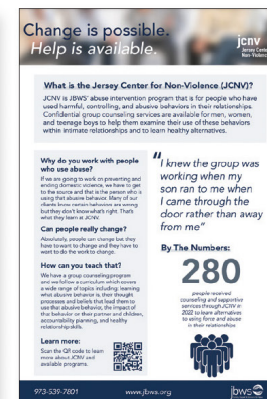
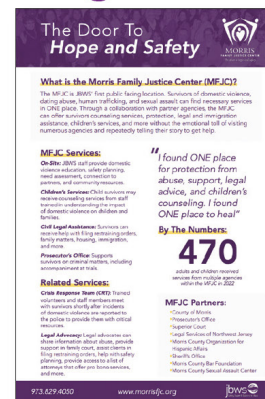
Find it at [jbws.org/community-resources](https://jbws.org/community-resources) or scan the QR code below.



## Agency Videos



## Program Overviews



## Brochures



## Toolkits



## Types of Abuse:

Did you know that abuse isn't always physical? Visit [jbws.org/about-domestic-violence](https://www.jbws.org/about-domestic-violence) to learn more about numerous different forms of abuse such as:

Emotional Abuse

Reproductive Coercion

Financial Abuse

Sexual Abuse

Intimidation

Spiritual Abuse

Isolation

Stalking

Mental Health Coercion

Status Abuse

Minimizing/Blaming

Technology Abuse

Physical Abuse

Threats/Coercion

Substance Abuse Coercion

**"But they  
never  
hit me"**

Abuse is not  
always physical.  
Help is available.





## Myths About Domestic Violence:

While none of these beliefs are true, they are some of the most common misconceptions and myths about domestic violence. Such as:

- ✗ I'm not a woman, so I can't be abused
- ✗ I'm not married, it can't be domestic violence
- ✗ All abuse is physical, so this can't be abuse
- ✗ I'm not a man so I can't abuse my partner
- ✗ I'm a teenager, I can't experience abuse
- ✗ I'm a man, I can't be a victim of abuse
- ✗ We haven't been dating long enough for it to be abuse



## How NOT to Refer to Abuse:



**Battered Women:** Referring to people who have experienced domestic violence as “battered women” makes it seem like this is an issue only women can experience. It is not inclusive of other gender identities that experience abuse. Additionally, the term “battered” implies physical violence, which is only one of many types of abuse a person can endure.

**Abusers:** Labelling a person as an abuser can often deter them from recognizing their behaviors and seeking help at JBWS’ Jersey Center for Non-Violence (JCNV). Since JCNV’s mission is to educate people about abusive behaviors and teach people to overcome these dynamics of power and control, we refer to people as those who use abuse and abusive partners, not abusers.

**Batterer:** This is an outdated term that doesn’t fully capture the scope of abusive behaviors. Not all people who choose abuse in their relationships are going to engage in physical violence. They may implement financial, spiritual, status, or emotional abuse and that is not adequately expressed by the term “batterer.” Additionally, using this term may deter someone from recognizing their behavior and seeking help.

## What if I recognize unhealthy behaviors in myself?

It can be difficult to recognize that some of your behaviors may be harmful to your partner or your children. However, your first steps toward a healthy relationship begin with taking responsibility for your actions and learning alternative ways of behaving.

### *Consider this:*

- ▶ *Do you frequently criticize or embarrass your partner?*
- ▶ *Is your family afraid of you when you get angry?*
- ▶ *Do you expect to make all the parenting decisions?*
- ▶ *Do you get extremely jealous when your partner talks with other people?*
- ▶ *Do you constantly check up on your partner and feel the need to always be in control?*
- ▶ *Are you always making excuses or apologizing for your angry or hurtful behavior?*
- ▶ *Have you slapped, kicked or shoved your partner?*

If you answered yes to any of the questions above, then JBWS' Jersey Center for Non-Violence (JCNV) might be right for you. These services are open to men, women, and adolescent males to help them learn alternatives to unhealthy behaviors. Learn more: [jbws.org/jcnv](http://jbws.org/jcnv)

Change is  
*possible.*

Help is  
*available.*

jcnv

## Social Media:

Social media is a powerful tool for combating domestic violence because it can reach people who have otherwise been isolated by an abusive partner. Sharing content about the warning signs of abuse, the green flags of healthy relationships, and information about services available to help, could literally be lifesaving.

Help us break the stigma around domestic violence and be vocal about your support for healthy relationships by engaging with JBWS, and other domestic violence agencies, on social media!

The post you share may encourage a person experiencing abuse to reach out to JBWS for help. Throughout the month of October, JBWS will be sharing numerous posts about healthy relationships, similar to the one pictured right, follow JBWS for more!

## Follow JBWS:



@JBWSInc



@JBWSDV



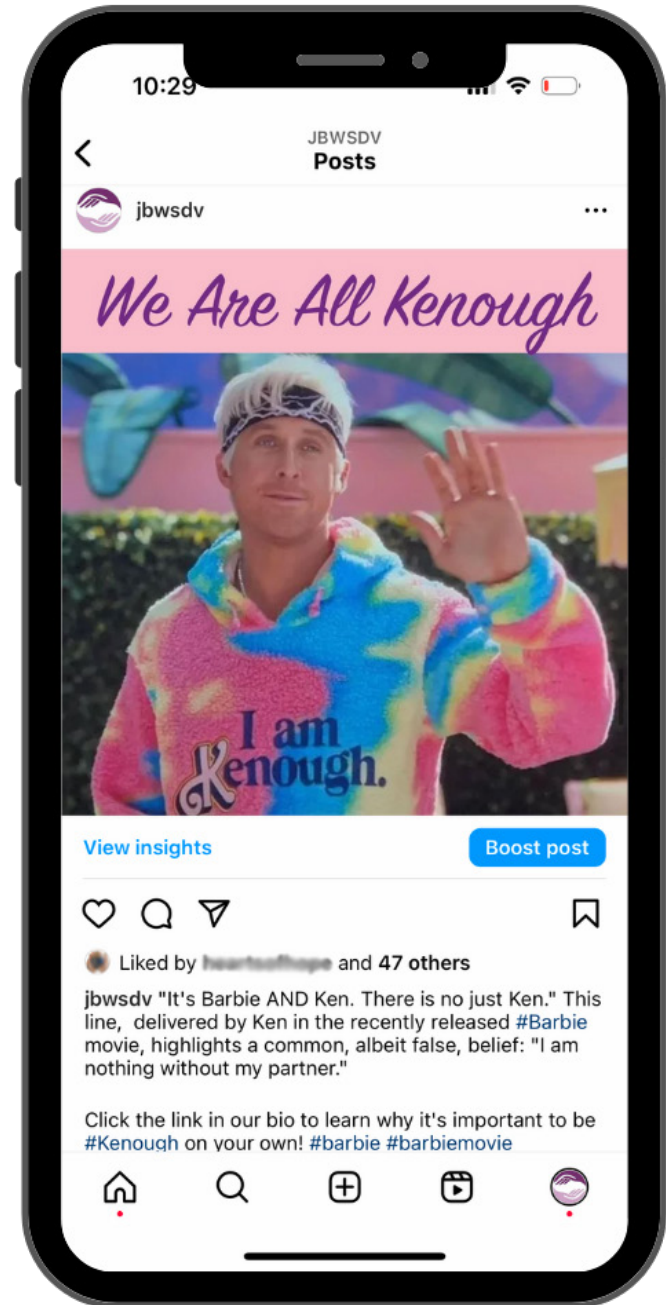
@JBWS



@JBWS



@JBWSPreventsDV



## Events to Attend:



**Autumn Auction for Hope:**  
*Silent Auction and Luncheon*  
*Tuesday, October 17th at 11 am*

Guests have the ability to bid on numerous exciting items in our silent auction and ticket raffle. There's a chance to win experiences, vacations, art work, jewelry, designer handbags, home decor items, restaurant and retail gift certificates, and more!

**Park Avenue Club**  
**Florham Park, NJ**  
**\$125 per ticket**



**Half Marathon for Hope and Relay:**  
*Saturday, October 21st at 9 am*

Calling all runners, joggers, walkers, and supporters! Join us for the Half Marathon for Hope at the Harding Halloween Half Marathon to show your support for victims of domestic violence in October! This event features a half marathon, 5k, and 1 mile fun run. **Learn more.**

**412 Mt. Kemble Ave**  
**Morristown, NJ**

## Host Your Own Event for JBWS

**You decide a time and a place that works for you!**

If you're looking for a way to give back this Domestic Violence Awareness Month, then consider hosting an event that benefits JBWS.

One way to do that is with our peer to peer fundraising platform, JustGiving.

**To learn more information, click here.**

# Beyond DVAM:

The work to prevent domestic violence doesn't stop once October ends. Throughout the year, there are numerous ways to engage with JBWS and help us spread awareness about domestic violence

Follow JBWS on social media or visit our website [jbws.org](http://jbws.org) to keep up with information about awareness months, education about domestic violence, upcoming JBWS events, and potentially lifesaving resources for those experiencing domestic violence or intimate partner abuse.



## Teen Dating Violence Awareness Month

February is Teen Dating Violence Awareness Month and JBWS' Dating Abuse Prevention Program (DAPP) will be discussing this issue at length on [No2DatingAbuse.org](http://No2DatingAbuse.org) in February

## Holiday Project

Serving more than 700 people through November-December, JBWS' holiday project has three components:

**Thanksgiving Project:** Community members can donate turkeys and trimmings for JBWS families

**Holiday Boutique:** Consider organizing a toy drive for JBWS' holiday boutique where clients are able to pick gifts for their families free of cost

**Adopt-A-Family:** Shop a JBWS family's Wishlist for the holiday season

To learn more or get involved visit: [jbws.org/jbws-holiday-project](http://jbws.org/jbws-holiday-project)





## About JBWS:

JBWS is a private, confidential service welcoming ALL survivors of dating, domestic, or partner abuse (and their family members) in Morris County regardless of severity of the abuse, marital status, income, gender identity, sexual orientation, religion, or ethnicity.

For nearly 50 years, JBWS has been there when a survivor calls our 24-Hour Helpline for the first time because they're concerned their relationship is unhealthy. JBWS is at police departments moments after abuse is reported, offering victims critical access to resources.

When a survivor leaves their home in the middle of the night, JBWS is there to welcome them into our residential facilities and when it's time to face their abusive partner in court, we are by their side offering legal advocacy and support as they pursue a restraining order.

However, we don't just respond to abuse, we work to prevent it through community education and abuse intervention programs designed to end domestic violence at its source.

**24-Hour Helpline: 1.877.782.2873**  
[jbws.org](http://jbws.org)

## Scan the QR Code

Are you interested in learning more about JBWS' mission to end domestic violence? Then consider joining our email list by scan the symbol to the right! In addition to receiving our monthly newsletter, you'll get invitations to special events and be the first to learn about all happenings at JBWS.

