

# BREAKING THE SILENCE

2024 Domestic Violence  
Awareness Month Toolkit



## What is Domestic Violence (DV)?

Domestic violence refers to a pattern of behaviors that are used to establish power and control over another person. This could include physical abuse, emotional abuse, financial abuse, sexual abuse, intimidation, and much more. Abuse can happen to any person without regard to age, gender, race, sexual orientation, or socio-economic status.

## Intimate Partner Abuse Versus Domestic Violence:

While domestic violence refers to abuse that occurs within the home, intimate partner abuse refers to intimidation, control, and abuse that can occur within a romantic or sexual relationship.

*You do not have to live with or be married to your partner to experience abuse.*

## Breaking the Silence:

Our theme for this year's Domestic Violence Awareness Month is to break the silence surrounding domestic violence by increasing conversations about abuse. It is only through ending this culture of silence that we can begin to end abuse in our communities. Learn how you can help **#BreakTheSilence** by reading through this toolkit.



## How Can You Support DVAM?

Do you want to participate in DVAM but aren't sure how? This toolkit outlines some of the best ways to acknowledge Domestic Violence Awareness Month and support JBWS' mission to end abuse. It contains information for how businesses and corporations, community members, and individuals can help us end abuse! Visit [jbws.org/DVAM](https://jbws.org/DVAM) for more information.



**Businesses and  
Corporations**



**Community  
Members**



**Spread  
Awareness**



**Fundraise for  
JBWS**

# 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:

As members of our community, you have incredible power to influence change. Since 1 in 3 teenagers, 1 in 4 women, and 1 in 7 men will experience domestic violence at some point in their lifetime, it is highly likely someone you know is experience abuse. By educating yourself about domestic violence and engaging in discussions about abuse, you can alter the trajectory of someone's life.

### Ways to Participate in DVAM:

**Learn about abuse:** Challenge yourself to learn more about the various forms of abuse, how it may present in different communities, and resources to help by visiting [jbws.org/resources](http://jbws.org/resources).

**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.](#)

**Request a speaker:** Anyone can request a member of JBWS to speak about domestic violence to their church group, book club, class, friend group, or event. Email [training@jbws.org](mailto:training@jbws.org) to request a speaker.

**Listen to JBWS' Podcast:** On October 1, JBWS is launching Unsilenced: Real Conversations About Abuse. Learn more at [jbws.org/unsilenced](http://jbws.org/unsilenced)

**Engage with media:** Read books, watch movies/T.V. shows that feature unhealthy or abusive relationships and have a conversation with your loved ones about healthy relationships. Find a suggest media list here: [jbws.org/domestic-abuse-and-media](http://jbws.org/domestic-abuse-and-media)

**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:** Follow JBWS on social media, sign up for our newsletter at [jbws.org/connect-with-us](http://jbws.org/connect-with-us), or attend one of our special events!

**Engage in Advocacy:** Help us advocate for people impacted by domestic violence on a federal, state, and county level. Learn more at [jbws.org/advocacy](http://jbws.org/advocacy)

**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. Learn more at [jbws.org/help-us](http://jbws.org/help-us)



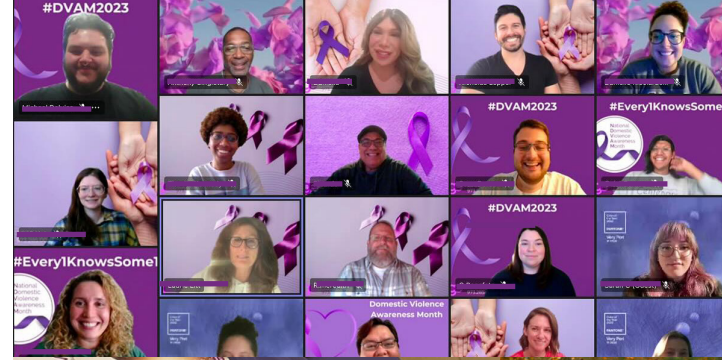
# #JBWSPurpleThursday

If you're looking to show your support for ending domestic violence, then wear purple on **#PurpleThursday!** Occurring on **October 24, 2024**, this 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 **#DVAM2024** **#BreakingTheSilenceJBWS**



# Spread Awareness:

The first step in preventing domestic violence is acknowledging the prevalence of this issue. In doing so, we can begin to inspire our communities to learn about abuse and how they can help.



## Share Community Resources:

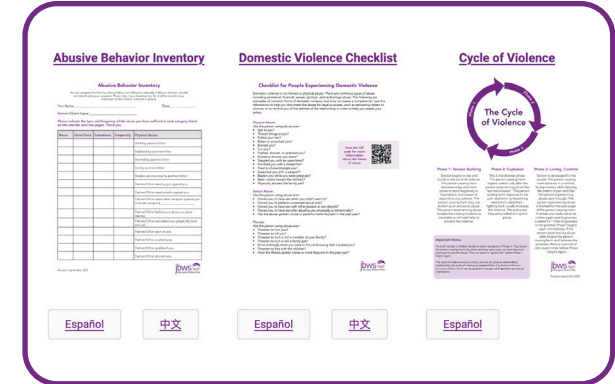
If you're interested in spreading awareness about domestic violence but don't know where to start, JBWS has compiled a Community Resources page filled with flyers, agency videos, brochures, program overviews, information on how to talk about abuse, and toolkits. Find it at [jbws.org/community-resources](http://jbws.org/community-resources)



## Read JBWS' News Articles:

Throughout both DVAM and the rest of the year, there will be an emphasis placed on discussing domestic violence in current events, media, and trends. To ensure that abuse is discussed with proper considerations, JBWS is making a point to add our voice to these conversations.

See all news articles at [jbws.org/news](http://jbws.org/news)



## Share Helpful Information About Domestic Violence:

To ensure that every single person looking for assistance, regardless of where they are on their journey to safety, has access to resources that may help, we created a specific page on our website. It contains vital information about abuse. Find it at [jbws.org/helpful-domestic-violence-information](http://jbws.org/helpful-domestic-violence-information)

# Listen to JBWS' New Podcast

Launching on **October 1, 2024**, JBWS' podcast *Unsilenced: Real Conversations About Abuse* aims to end the culture of silence that surrounds domestic violence by increasing conversations about abuse. Through raw and unfiltered conversations with survivors of abuse, people who have used abuse, psychologists, social workers, and others impacted by domestic violence, this podcast intends to end the stigma associated with abuse. Guests speak candidly about abuse, societal perceptions of domestic violence, barriers to assistance, and how to reach out for help.

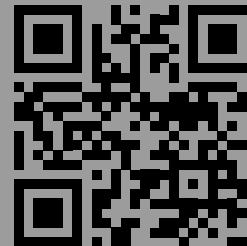
## Upcoming Episodes:

- ▶ *Why We Must Start Talking About Abuse.*
- ▶ *What Does Emotional Abuse Look and Feel Like?*
- ▶ *Why Don't People Just Leave Abusive Relationships?*
- ▶ *Is It A Joke? Or Is It Abusive?*
- ▶ *Can Victims of Abuse Practice Self-Care?*
- ▶ *Why Do People Abuse Others?*
- ▶ *What Is It Like To Be A Child in Shelter?*
- ▶ *Can People Who Have Caused Harm Really Change?*
- ▶ *How Does The Notebook Romanticize Abuse?*



**UNSILENCED**

Real Conversations About Abuse



Scan the QR code to find the trailer for *Unsilenced: Real Conversations About Abuse* at:  
[jbws.org/unsilenced](https://jbws.org/unsilenced)

## What if I recognize unhealthy behaviors in myself?

It can be difficult to recognize that some of your behaviors may have harmed your partner or your children. However, your first step toward a healthy relationship begins 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

## Follow Us on Social Media:

Social media is a powerful tool for combating domestic violence because it can reach people who have otherwise been isolated by a person using abuse. 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



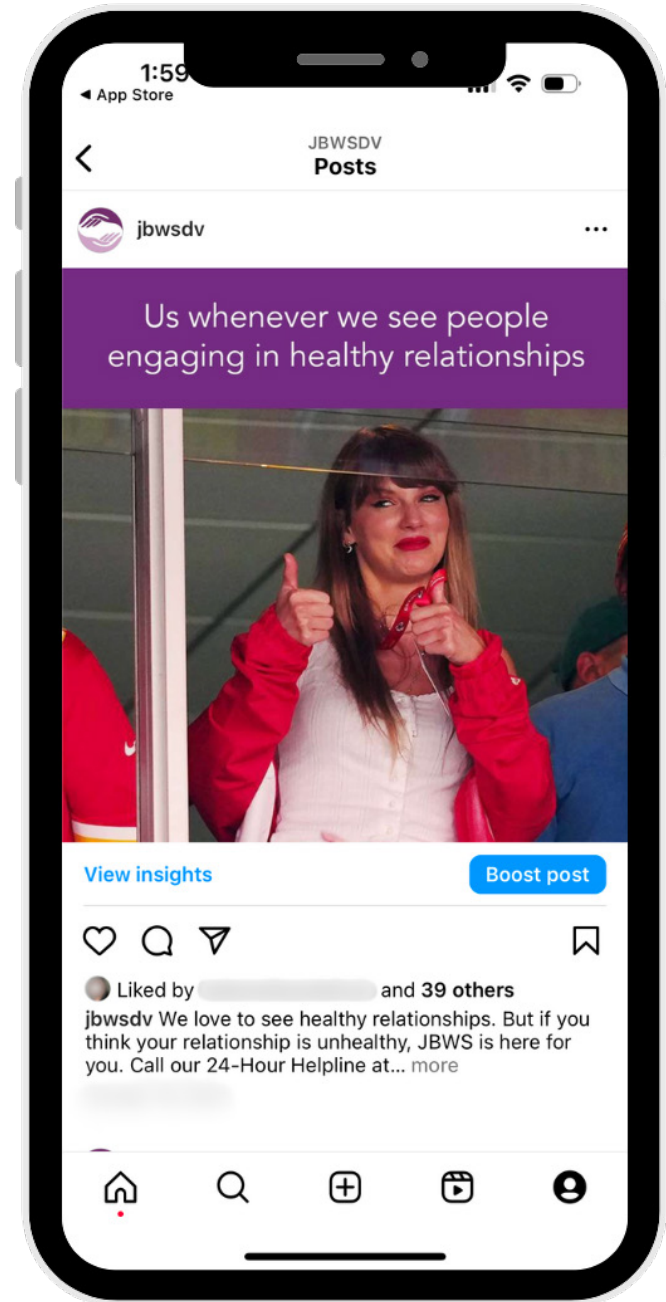
@JBWS



@JBWS



@JBWSPreventsDV



## Fundraise for JBWS:



### **Autumn Auction for Hope:**

*Silent Auction and Luncheon  
Tuesday, October 15th 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**



### **Restaurant Month**

*Ocurring throughout October*

Are you interested in supporting JBWS while indulging in some delicious food? Then participate in restaurant month! We will be partnering with several establishments throughout Morris County throughout the month of October to support JBWS! Check our social media as it gets closer to learn more.

**Restaurants in Morris County**

## **Host A Friendraiser 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, click here.***

## Beyond DVAM:

While October is when we discuss domestic violence on a national scale, the work to prevent abuse continues throughout the year. There are numerous ways you can continue to engage with JBWS and help us spread awareness about this issue.

In addition to following us on social media, joining our newsletter, and listening to our podcast, visit our website [jbws.org](http://jbws.org) to keep up with all kinds of information about abuse.

## Upcoming:



### 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 in February.*

## Holiday Project

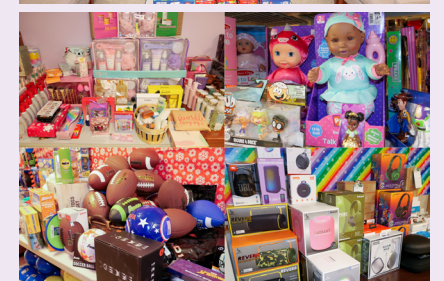
Serving more than 750 people through November-December, JBWS' holiday project has three components:

**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.

