



# NATIONAL INDIGENOUS WOMEN'S RESOURCE CENTER

## Inspiring Change: Planning for Domestic Violence Awareness Month (DVAM) in Indian Country

*This presentation was made possible by Grant Number 90EV0533 from the Administration of Children, Youth and Families, Family and Youth Services Bureau, U.S. Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services.*





# NATIONAL INDIGENOUS

WOMEN'S RESOURCE CENTER

- ❖ NIWRC is *"Dedicated to reclaiming the sovereignty and safety of Native Women"*
- ❖ National Indian Resource Center
- ❖ Funded by the Family Violence Prevention Services Administration since 2010
- ❖ Serving Indian Nations, Alaska Native Villages, Native Hawaiians and Tribal Communities
- ❖ Our Mission is *"to provide national leadership to end violence against Native women by supporting culturally grounded grassroots advocacy"*

# PRESENTERS



**Brenda Hill**

Director of TA and Training



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TA and Training Specialist

**DVAM** evolved from the "**Day of Unity**" in October 1981 conceived by the National Coalition Against Domestic Violence.

- Connect advocates working to end violence against women and their children
- Day of Unity became an entire week of activities

**Themes:**

- ***Mourning*** those who have died because of domestic violence
- ***Celebrating*** those who have survived
- ***Connecting*** those who work to end violence

**October 1987:** first ***Domestic Violence Awareness Month*** and the first national domestic violence toll-free hotline

**1989:** U.S. Congress designated October as ***National Domestic Violence Awareness Month***



*Remember My Story.  
Remember My Name.*

In 1990, the Silent Witness Initiative began promoting and education to support an end to domestic violence through community-based exhibits.

The Silent Witness Project is often used during DVAM made up of red, life sized figures with shields that tell the story of individual women and others who died as a result of domestic violence.

[Silentwitness.net](http://Silentwitness.net)



# Silent Witnesses

On February 18, 1991, more than 500 women met at a church across the street from the Minnesota State Capitol with the newly constructed Witnesses.

The women formed a silent procession escorting the figures in single file across the street. and into the State Capitol Rotunda for public viewing as statements about the tragedy of how their lives ended.



## National March to End Silence

- The SWNI organized the March to End Silence that brought together Silent Witness exhibits and organizers from every state in Washington, DC, for DVAM during October 1997.
- The South Dakota Coalition sponsored a delegation of advocates giving national voice to Native women.
- Cangleska singers opened the ceremony with Lakota memorial and honor songs. Tillie Black Bear, of White Buffalo Calf Woman Society, Inc., was at the microphone to recognize the work of indigenous women.

*(from Raising Public Awareness on DV in Indian Country)*



# Domestic Violence Awareness Month



**Early 1900s**

Purple – Use of purple traces back to the early 1900s

**Oct. 1981**

In October 1981, the National Coalition Against Domestic Violence observed a “Day of Unity,” and many wore lavender or purple.

In July 1978, nearly 100,000 advocates of equal rights for women marched in Washington, D.C., many dressed in lavender.

**July 1978**

In October 1987, the first DVAM, purple clothing was widely used.

**Oct. 1987**



*Accountability to  
Relatives who are  
Survivors  
is integral to  
**every** aspects of  
our work.*



**Accountability to Relatives who are Survivors is integral to every aspects of our work.**





## Grassroots Advocacy

- Grass roots advocacy is grounded in indigenous beliefs and reflects the understanding of the sacredness of women. It includes the roles of 2SLGBTQ+ relatives. How do we uplift this understanding in DVAM?
- “We define "grassroots" as being of the group and/or community that governance and decision-making impact, and expertise based on personal experience, skill and character.”  
- South Dakota Coalition to End Domestic and Sexual Violence 1990



# Planning:

- Preparation is integral
- Begin with a clear goal
  - What and who do you want to change by doing an event or activity or campaign?
- Set your intentions
- Being intentional is about bringing a commitment, focus, and attention to something important to you



# Planning: Goals of an Educational Campaign

1

Help women and other survivors who are battered and/or raped find you

2

Create a credible, consistent presence as advocates and social change agents

3

Lay foundation for social change: provide culturally based, accurate information

4

Inspire critical thinking



# Planning: Goals of an Educational Campaign

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5

Make respectful  
relationships

6

Create strategies  
and forums aimed  
at mobilizing  
communities

7

Uplift the expertise and  
leadership of women,  
survivors who are  
2SLGBTQ+ and other  
disenfranchised  
relatives.

8

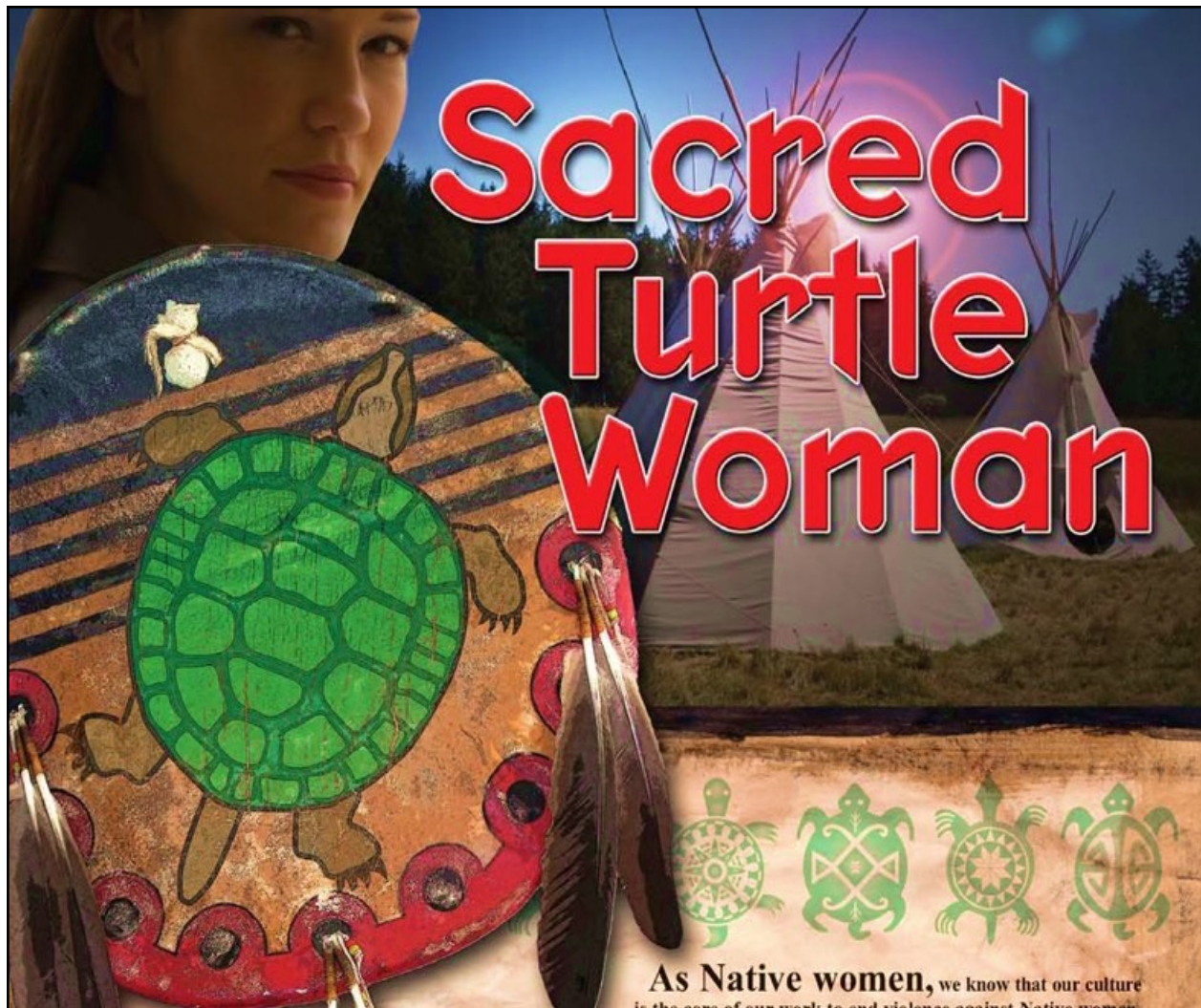
Prioritize safety  
and accountability



## **Planning:**

- What does it mean to be “woman-centered”?
- What does it mean to be survivor-centered?
- What does it mean to be trauma-informed?





## Planning: Indigenizing events

- Preparation is everything
- What relatives can help develop and create the event?
- Intentional relationship building
- Allow for time and space
- Connect, collaborate
- Food, water, laughter, prayer
- Balance addressing the harsh reality with celebration



## PLANNING: Events vs Monthly Campaign vs Ongoing Strategy

- Create strategies and forums aimed at mobilizing communities
- Create consistent presence as advocates
- Promote Effective, Respectful response
- Evaluating Effectiveness
- What is next?



# PLANNING: Ongoing Strategy What is next?

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- Events strengthening overall campaign
- Preparedness
- Rolling with changes
- Bringing in new Relatives
- Strategize for post-event development





## RESOURCES:

### What Resources are Available to Me?

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- Visit NIWRC's DVAM Campaign page – [niwrc.org/dvam22](http://niwrc.org/dvam22) – for domestic violence resources, past webinars, sample social media posts, and more.
- Order awareness stickers and patches from the NIWRC Store at [niwrc.org/store](http://niwrc.org/store).

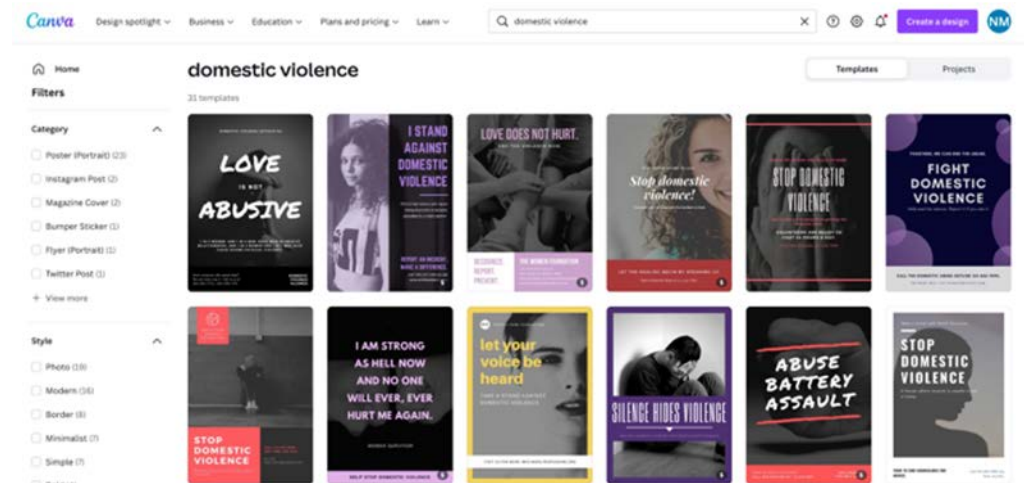


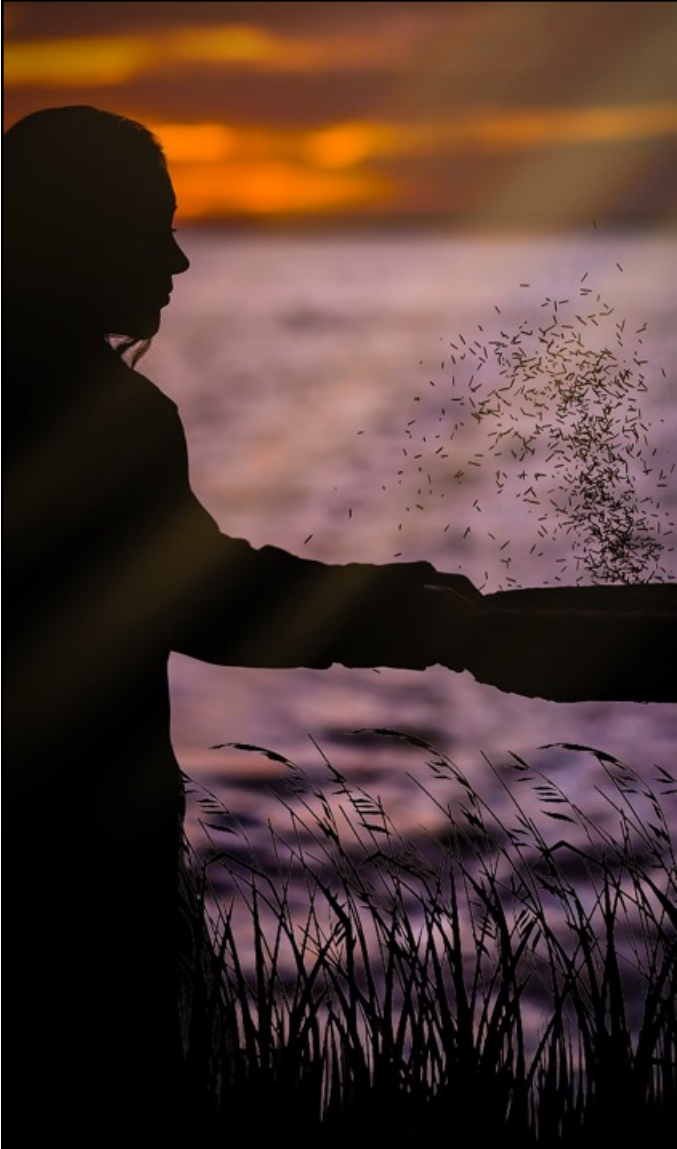
# SOCIAL MEDIA TOOLS: Limited Staff and Budget - Any Options?

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- **Canva** – an online graphic design platform with pre-designed templates to help create social media graphics, presentations, posters, fact sheets, videos, and more. **canva.com**
- **Facebook Creator Studio** – can use Creator Studio to create and schedule advanced Facebook posts, videos and photos. **Access through your organization's Facebook page.**

# Canva





# Safety Issues

## Think Ahead:

- Prepping Survivors for Public Speaking
- Re-activation
- Pushback/Backlash
- Revictimization
- Harassment

## Be prepared:

- Safe space
- Traditional healing medicines
- Consider location
- Consider LE presence
- Available advocates

## On Tech Platforms:

- Monitor chat
- Monitor comments
- Blocking/Unfriending
- Zoom tools for safety
- Social media safety tools
- Reporting harmful comments
- Trolling
- Provide resources



## **Respecting & Validating Limits on Time, Energy, Resources, etc.**

- Respecting Limitations
- Validating People's Time
- Respecting Community Presence
- Energy and Skills
- Resources





## POST EVENT/ CAMPAIGN

**1**

**Wrapping Up**

**2**

**Follow-Up**

**3**

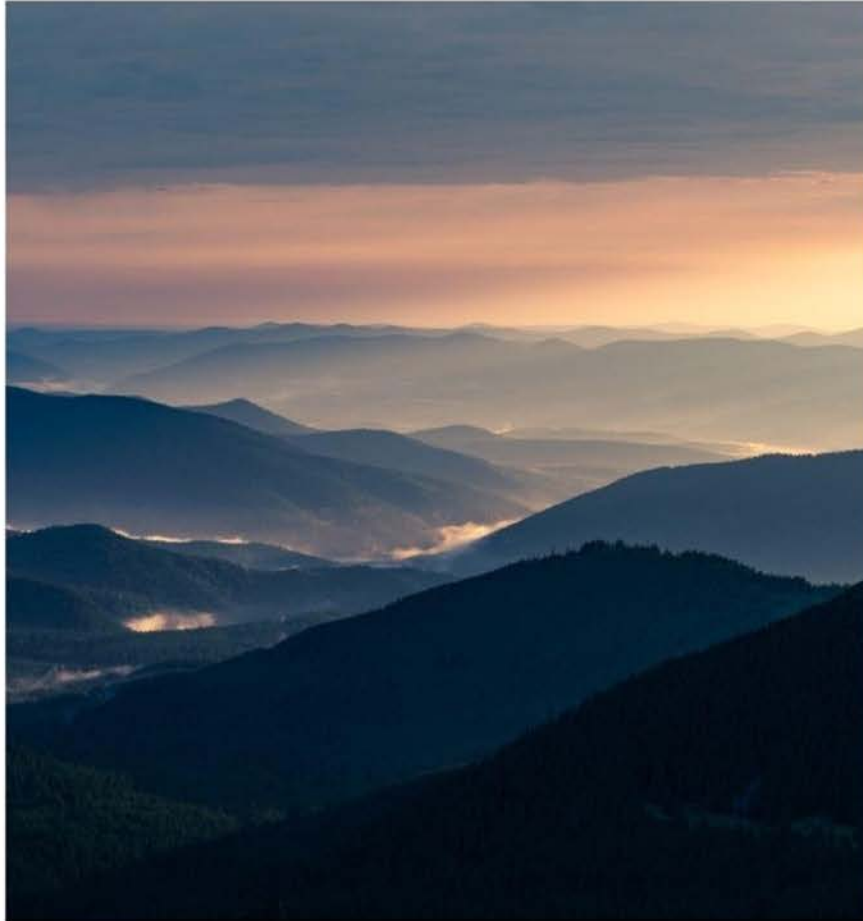
**Self-Care**





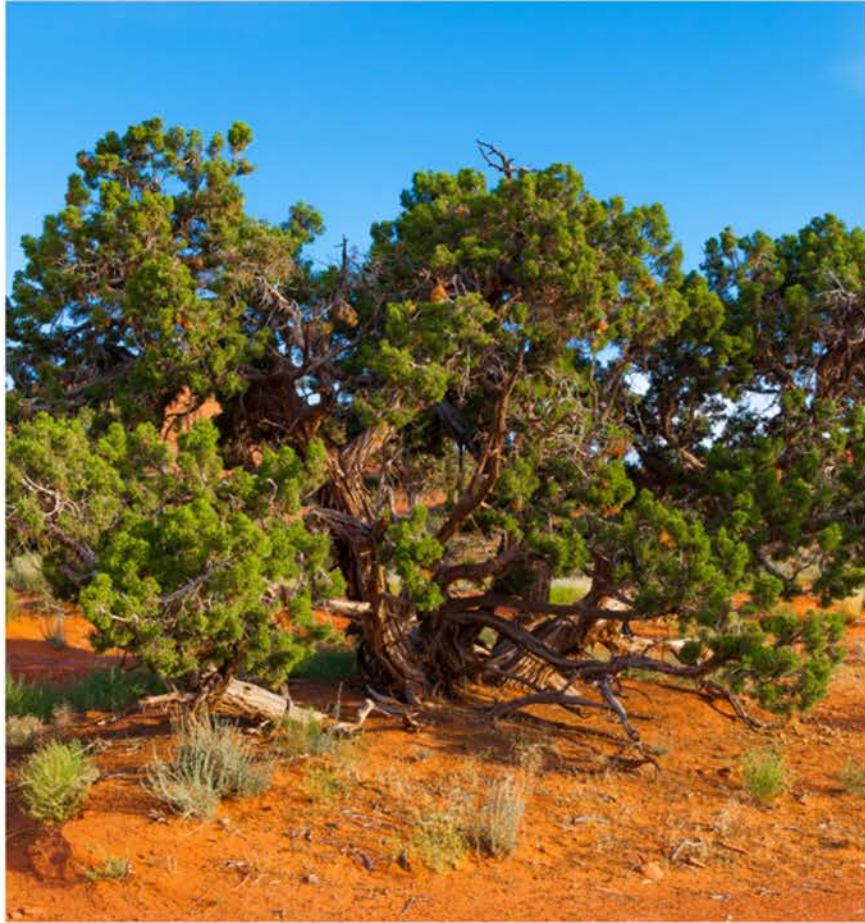
## Wrapping up

- Closing with positivity
- Debriefing Meeting
- Reconnecting with community
- Strengthening collaborative relationships
- It is ALL about relationships!



## Follow Up

- How did we do?
- Are our Services known?
- Safe space development/ enhancement
- TA/ Training identified
- Are we meeting cultural needs?
- Community needs
- Strategic Planning needed?



## Self Care

- Time Off
- Recognizing and Identifying need for SC
- Traditional Medicines
- Talking circle with staff
- Gratitude & Appreciation
- Checking in with others



# CONTACT INFORMATION

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THANK YOU!  
KUNAH'AH!  
WOPILA!

This Power Point Presentation is made possible by grant #90EV0533-01-00, from the Administration on Children, Youth and Families, Family and Youth Services Bureau, U.S. Department of Health and Human Services

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