



STTARS DVAM Toolkit for HUD ONAP, Tribal Housing Entities, and Tribally Designated Housing Entities

Social Media Guide

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What is DVAM?

DVAM stands for Domestic Violence Awareness Month, which is generally recognized in the month of October. DVAM has been in existence since 1987 and is used to connect organizations and advocates who work to address domestic violence. It is also an important advocacy tool aimed at raising awareness around domestic violence and intersectional issues.

Why DVAM for Tribal Housing?

Survivors of domestic violence rely on safe housing and shelter access when experiencing abuse. In fact, 63% of all homeless women are survivors of domestic violence. This means that the vast majority of individuals who utilize public housing, tribal housing, and emergency shelter services have unique needs related to their experiences of violence. It also means that Tribal Housing Authorities, Tribal Designated Housing Entities, property management companies, and other employees must have a certain degree of awareness of domestic violence issues, and should certainly receive training on trauma-informed care, confidentiality, and safety.

Our DVAM activities have been primarily focused on agencies like the Department of Justice and Health and Human Services, and on organizations that address domestic and sexual violence in Tribal communities. To increase awareness of these issues more broadly, and as a new Center, STTARS wants to focus its efforts on HUD, HUD ONAP, and HUD Tribal Grantees. This toolkit is meant to be an initial step, which STTARS will build from in the coming years, to help generate awareness of domestic violence for non-DV-focused spaces and to provide some ideas (which can be modified based on your community and your community's needs) to begin or continue centering survivors in your critical housing work. One thing we have heard repeatedly in the past few years as part of our [National Workgroup](#) and from our first year as a resource center, is that Indigenous survivors in tribal housing and public housing must be trusted, treated with dignity and respect, and have their unique needs met in a holistic and wrap-around manner.

What is STTARS?

After years of grassroots advocacy to raise awareness and provide support for American Indian, Alaska Native, and Native Hawaiian women impacted by the intersection of gender-based violence and housing instability, the National Indigenous Women's Resource Center has launched its latest project—[the STTARS Indigenous Safe Housing Center](#). STTARS is a training and technical assistance provider, funded by the Family and Youth Services Bureau, that works to address survivor-faced homelessness in on and off-reservation communities. If you would like to request any technical assistance or training related to DVAM or any other issue impacting Indigenous survivors in your community, please fill out this [form](#) and a member of our team will be in contact with you.

Learn more about STTARS' [mission and vision](#), and watch our [launch webinar recording](#). You can also read more about our work in [Restoration magazine](#) and sign up for our [mailing list](#).

What is STTARS' General Call for DVAM?

You can access our shared DVAM statement with NIWRC [here](#).

The Shelter and Housing Needs of AI/AN/NH Survivors Generally

The need for safe, affordable, and sustainable housing is a grave concern for AI/AN gender-based violence survivors, the advocates and services who seek to help them, and for their communities who value them. This is especially true considering that domestic violence and sexual assault are the leading causes of homelessness in most communities within the United States. The shelter and housing “crisis” in Indian country and for AI/AN and other Indigenous peoples is nothing new. Access to land and housing issues have been present since the moment our Indigenous ways of life and tribal communities were violated by colonization. A quick study on the eras of federal Indian law and policy makes it clear that inhumane practices towards AI/AN/Indigenous peoples and Indian Tribes have historically been the norm. Housing is certainly not an exception and the basic lack of housing for AI/AN peoples is factually the result of massive land theft, systemic removal, and other intentional acts across the timeline of United States’ history.

Thus, the housing crisis in Indian country has to be viewed first as a historical injustice, one that has been utilized as a tool in the ongoing genocide of Indigenous populations. The same is true for the high incidence of gender-based violence in AI/AN populations. The housing crisis and the high rates of violence, lack of adequate resources, and criminal justice response to that violence in Indian country and in communities where AI/AN people reside outside of Indian country cannot be viewed as randomized or even consequential occurrences, but rather as manifestations of a larger goal: the eradication of Indigenous people from their lands.

Housing is a basic human right, yet AI/AN survivors of gender-based violence frequently report access, habitability, or sustainability issues, leading to layers of vulnerability and increased risk of new or continued victimization. These issues are felt almost universally by the AI/AN population across the housing spectrum. Just as there are urgent issues for AI/AN survivors of gender-based violence who attempt to access shelters or emergency and transitional housing, the same issues are present with regard to the availability of housing assistance and affordable, habitable, sustainable, and stable housing.

General statistics:

The Experience of Gender-Based Violence for AI/AN survivors:

[National Institute of Justice Research Report May 2016: Violence Against American Indian and Alaska Native Women and Men and 2010 Findings from Nat'l Intimate Partner & Sexual Violence Survey:](#)

- More than 4 in 5 American Indian and Alaska Native women (84.3%) have experienced violence in their lifetime. This includes:
 - 56.1 % who have experienced sexual violence
 - 55.5 % who have experienced physical violence by an intimate partner
 - 48.8 % who have experienced stalking
 - 66.4 % who have experienced psychological aggression by an intimate partner
- Impact of Violence Among American Indian and Alaska Native victims of lifetime physical violence by intimate partners, stalking, and sexual violence:
 - 66.5 percent of women and 26.0 percent of men were concerned for their safety.
 - 41.3 percent of women and 20.3 percent of men were physically injured.
 - 92.6 percent of women and 74.3 percent of men had talked to someone about what the perpetrators did.
 - 49.0 percent of women and 19.9 percent of men needed services because of what the perpetrators did.
 - 40.5 percent of women and 9.7 percent of men had to miss days of work or school because of what the perpetrators did.
 - The most common service needed was medical care (38.0 percent of female victims and 9.3 percent of male victims). 38.2 percent of American Indian and Alaska Native women and 16.9 percent of American Indian and Alaska Native men were unable to get the services they needed.

The Intersection of Housing and Gender-Based Violence for AI/AN Survivors:

- Though Native women experience violence at incredibly disparate rates, it is just as alarming that only [38% of those women](#) reported they were unable to access necessary services (such as a shelter and legal assistance).
- There are 574 federally recognized Tribes and less than 50 [Native domestic violence shelters](#) nationwide.
- 50% of the homeless population identify domestic violence as the primary cause
- Between 22% and 57% of homeless women report that domestic violence was the immediate cause of the homelessness
- 92% of homeless women have experienced severe physical or sexual abuse at some point in their lives
- 63% of homeless women have been victims of domestic violence
- 38% of domestic violence victims will become homeless at some point.

**For Native women, the majority of these statistics are under-representative.

What are some suggested activities that Tribal Housing Entities and Tribally Designated Housing Entities can implement for DVAM 2022?

Share Space

- Host a candlelight vigil to show your support for survivors.
- Host a community potluck dinner and share resources on domestic violence and services in your community
- Host an awareness walk

Transform Space

- Implement a “clothesline project”
- Invite an artist to create an art installation in support of survivors
- Light up your community in the color purple
- Plant purple plants

Heighten your Own Awareness

- Attend a DVAM Training or another training related to housing insecurity and homelessness and gender-based violence.
- Develop a resource guide that fits your local needs
- Commit to reading about the experience of domestic violence by AI/AN/NH survivors
- Here are some suggestions!

Engage your Social Space

- Encourage staff to wear purple and post photos of yourselves to show your support using our hashtags: #safehousing4alldvam #safespaceforthesacred #housingforsurvivors #protectthem #strengthenournations #shelterher
- Create a social media campaign and tag us @safehousing4all across all platforms!
- Share supports for Survivors (post the StrongHearts Native Helpline’s phone number and website)
- Host a Twitter storm.

Meet Needs

- Host a fundraiser to create a pool of flexible funding for survivors.
- Create a garden of traditional medicines.
- Host a community event to replenish food/necessity supply.

What are survivor needs at the intersection of housing insecurity/homelessness and domestic violence?

- Tribal Codes and policies that are survivor centered
- increase tribal shelter inventory
- increase housing inventory
- rent control
- rental assistance
- rent cancellation
- low barrier access to shelter and housing
- unrestricted funds for housing needs
- shelter stays extended (lengthen the time a survivor can remain in shelter)
- implement models like the permanent supportive housing model
- provide supportive services
- create/hire Native run property management companies that are trauma informed and survivor centered
- create affordable childcare
- ensure coordination of services
- fund domestic violence housing advocates
- create domestic violence leave provisions
- ensure access to culture and traditional ceremonies and practices for healing
- push for student loan pause /cancellation
- extend unemployment benefits, healthcare benefits, and family medical leave
- provide universal basic income
- fund NAHSDA
- provide flexible funding to survivors
- remove application fees
- remove barriers for survivors with convictions

STTARS and NIWRC on Social Media

STTARS and NIWRC maintains social media accounts on the following platforms:

- **Facebook:** [facebook.com/safehousing4all](https://www.facebook.com/safehousing4all), [facebook.com/niwrc](https://www.facebook.com/niwrc)
- **Twitter:** [@safehousing4all](https://twitter.com/safehousing4all), [@niwrc](https://twitter.com/niwrc)
- **Instagram:** [@safehousing4all](https://www.instagram.com/safehousing4all), [@niwrc](https://www.instagram.com/niwrc)
- **Official Webpage:** niwrc.org/dvam22

Hashtags

The following hashtags may be used to promote, share, or index posts related to DVAM 2022:

- **#safehousing4alldvam**
- **#safespaceforthesacred**
- **#housingforsurvivors**
- **#protectthem**
- **#strengthenournations**
- **#shelterher**
- **#WomenAreSacred**
- **#DVAM22**
- **#SpeakTruthtoDV**

Join NIWRC for DVAM Events

(All events subject to change.)

- **August 10 | Webinar: Inspiring Change: Planning for Domestic Violence Awareness Month in Indian Country**

1:00 p.m. - 2:30 p.m. MDT

Preparation for DVAM often includes domestic violence programs and communities hosting intentional, motivational events and activities to inspire change to end violence against, and uplift women and other survivors of domestic violence.

In preparation for DVAM 2022, NIWRC is creating space to have an initial discussion about the Herstory of DVAM, centering on grassroots advocacy and indigenous women's and other survivors' voices and expertise, followed by key planning steps and strategies, ideas, and resources to help programs and communities plan for their own DVAM events and campaigns.

Rewatch the recorded webinar [here](#).

- **October 1 | Tillie Black Bear - Women Are Sacred Day: Virtual Healing Camp**

1:00 p.m. - 2:30 p.m. MDT

This October 1, in honor of Tillie Black Bear, *Wa Wokiye Win* (Woman Who Helps Everyone) Women Are Sacred Day, and inspired by healing camps that Tillie organized on behalf of survivors of sexual assault, NIWRC offers a virtual healing camp for survivors of domestic and sexual violence and advocates with events and activities scheduled *throughout* the month of October.

While we have a lot of work to do to achieve social change at the tribal/local, state, national and international levels, we should take a moment to remember that individual and collective healing is possible and available.

Join NIWRC for DVAM Events continued

- **October 12 | Webinar/Panel: Restoring the Integrity and Status of Women as Sacred: An Advocate Panel Discussion**

1:00 p.m. - 2:30 p.m. MDT

This webinar provides an opportunity to challenge each other to think about how colonized thinking, and subsequent internalized oppression impacts us as advocates. How can our Indigenous beliefs inform our advocacy? What does it mean to re-Indigenize our relationships with survivors and the way we do advocacy? This conversation will help us examine if our practices are consistent with our Indigenous beliefs and lifeways, and how to make positive change. This supports our work restoring the integrity and status of women as sacred.

- **October 13 | DVAM Twitter Storm**

1:00 p.m. - 2:00 p.m. MDT

Join NIWRC in a Twitter storm! We ask participants to support Native women survivors of domestic violence by tweeting, retweeting, and using the #DVAM and #WomenAreSacred hashtags.

- **October 20 | DV Awareness Day: Purple Thursday**

All Day

Purple Thursday is a national day of action during Domestic Violence Awareness Month. In honor of Purple Thursday, we join our relatives in wearing purple to honor domestic violence survivors. Domestic violence is not traditional — stand alongside and support relatives who are hurting. Survivors of domestic violence have a right to be heard and believed.

Promotional Posts

Awareness Cards (General)

<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>

<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>

<p>Download Card</p>	<p>Download Card</p>

<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>	<p>Download Card</p>

Awareness Cards (Tillie Black Bear Day)

<p>Download Card</p>	<p>Download Card</p>

[See All Cards \(Folder\)](#)

General DVAM Posts

Post Text (Copy & Paste)
Safe Housing is an Indigenous Right. #WomenAreSacred #DVAM22 #SpeakTruthtoDV
Safe Housing is a Basic Human Right. #safehousing4alldvam #safespaceforthesacred
Safe Housing is Prevention. #strengthenournations #shelterher
Safe Housing Strengthens Families and Communities. #housingforsurvivors #protectthem
Safe Housing Addresses the Cycle of Abuse. #WomenAreSacred #DVAM22 #SpeakTruthtoDV
Housing is a basic human right, yet American Indian and Alaska Native Survivors of Gender-based Violence frequently report a lack of access to safe housing or shelter.
Though there are over 1500 National Domestic Violence Shelters, there are less than 50 Tribal ones.
Making existing shelters and housing safe, responsive to the needs of Indigenous survivors, trauma-informed, culturally-centered, and sustainable is necessary.
Genocide & colonization introduced the violent thought that land and bodies could be owned. Beliefs around housing access & sustainability are informed, upheld & acted upon by these problematic worldviews.

Explore NIWRC DVAM Resources:

- [NIWRC's Social Media Guide \(2022\).](#)
- DVAM Digital Awareness Cards.
- DVAM T-Shirt.

- DVAM Stickers.
- Booklet - Privacy, Confidentiality, and Privileged Communications: Keystones to Safety.

Download

- Intimate Partner Violence Triangle.
- Respect Wheel: Natural Life-Supporting Power Descriptions or purchase both in a bundle.
- Booklet - A Guide to Harmony For Women and Children Living in Shelter.
- Booklet - From the Roots Up: An Overview of Shelter and Advocacy Program Development in Indian Country.

Read

- Restoration Magazine article - Unci Tillie Black Bear Annual Women Are Sacred Day, October 1.
- Restoration Magazine article - Stories are our Medicine.
- Toolkit: Creating Healing Spaces with and for 2S+/LGBTQ+ Victim-Survivors of Domestic Violence.
- Domestic Violence Awareness: Action for Social Change from VAWnet.org.

Watch and Listen

- Webinar 8/10 - Inspiring Change: Planning for Domestic Violence Awareness Month in Indian Country.
- Speaking Our Truth, Podcast for Change:
- Episode 6 - Tillie Black Bear Herstory, Part 1.
- Episode 8 - Tillie Black Bear Herstory, Part 2.
- Episode 9 - History of DVAM.
- Specialty Institute June 2022 - Addressing the Spectrum of Housing for Victim/Survivors for DV, Sexual Violence, and Trafficking in Tribal Communities.
- Webinar - Responding to Housing Insecurity/Homelessness Issues for Indigenous Elders who are Victims of Domestic Violence.
- Webinar - Uplifting the Indigenous LGBTQ2S+ Community through Indigenous Empowerment and Intimate Partner Violence (IPV) Prevention.
- Webinar - Domestic Violence and Disabilities.
- Webinar - Understanding the Dynamics and Tactics of Intimate Partner Violence through the Lens of Indigenous Survivors.

For Youth

- Explore the NativeLove playlist on YouTube, a collection of videos discussing the prevention of dating violence for the next generation. Join NativeLove on TikTok!
- Download or order Youth Magazine: Relationships - Healthy Unhealthy, When There is Danger.

Get Help

- StrongHearts Native Helpline 1-844-7NATIVE (762-8483) is a 24/7 safe, confidential and anonymous domestic, dating, and sexual violence helpline for Native Americans and Alaska Natives, offering culturally-appropriate support and advocacy. Visit strongheartshelpline.org and click on the “Chat Now” icon to connect one-on-one with a live advocate.
- National Domestic Violence Hotline 1-800-799-7233 (SAFE). TTY 1-800-787-3224.
- The National Dating Abuse Helpline 1-866-331-9474. TTY 1-866-331-8453. Text “loveis” to 22522. Live chat at www.loveisrespect.org.