Healing the Heart
OF OUR NATIONS

Domestic Violence Awareness Month
Social Media Toolkit

Midwest Native Coalition for Justice & Peace

This project was supported by Grant No. 15JOVW-24-GG-01601-MUMU Midwest Native Coalition for Justice and Peace awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendationsexpressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Justice.

Introduction

This resource is a blueprint for restoring sacred balance, uplifting survivors, and strengthening our collective sovereignty.

Intimate partner violence is not an Indigenous tradition. Before colonization, our societies thrived on mutual respect, relational harmony, and the sacred status of all relatives. Ending domestic violence across our Tribal lands requires a return to our cultural roots, active community care, and fierce grassroots resistance.

Thank you for your dedication to protecting our people and securing a safe, peaceful future for the next seven generations.

In Unity and Peace,

Midwest Native Coalition for Justice and Peace

Midwest Native Coalition for Justice & Peace

Proclamation

Declaring October as Domestic Violence Awareness Month

WHEREAS, every relative is sacred and inherently deserves to live in safety, dignity, and peace, free from the fear of physical, emotional, spiritual, or cultural abuse; and

WHEREAS, violence against women, children, and vulnerable relatives is contrary to traditional Indigenous values, which are rooted in respect, balance, compassion, and the protection of our families; and

WHEREAS, American Indian and Alaska Native women face disproportionately high rates of domestic violence, making awareness, community action, and sovereign justice urgent priorities for our Nation; and

WHEREAS, Domestic Violence Awareness Month is an opportunity to honor those we have lost, celebrate the resilience of survivors, and uplift the advocates and shelters dedicated to healing; and

WHEREAS, ending domestic violence requires us to be "good relatives" by breaking the silence, supporting local prevention efforts, and reclaiming our traditional ways of protecting one another;

BE IT FURTHER PROCLAIMED, that we call upon all community members to wear purple, speak out against abuse, and work together to cultivate a safe, healing environment for all our relatives.

Signature

Midwest Native Coalition for Justice & Peace

Date

Release Week

Week 1

A Message for October & Beyond

Week 2

DV: The Facts vs. The Myths

Week 3

The Many Faces of Abuse

Week 4

Join the Movement: Wear Purple this October

Week 5

The Safety First Guide: Hotlines, Packing Tips & Hope

MYTHS ABOUT DOMESTIC VIOLENCE

Domestic Violence can be defined as a pattern of behavior in any relationship that is used to gain or maintain power and control over an intimate partner.

- Domestic violence is having an affair or cheating on them
- Constantly nagging
- If it was that bad, she would leave
- Alcohol and drugs make men more violent

Are these myths? Yes.

https://womensaid.org.uk/information-support/what-is-domestic-abuse/myths/

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THE MANY FACES OF ABUSE

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Relationship abuse is a pattern of behaviors used to gain or maintain power and control over a partner. This can be in different ways. Multiple types of abuse usually occurs in an abusive relationship.

Physical Abuse

Physical abuse is one of the most easily identified types of abuse. Involving the use of physical violence, threats of it, to maintain power over an individual.

Abusive behaviors:

- Pull your hair or punch, slap, kick, bite, choke, or smother you.
- Forbid or prevent you from eating or sleeping.
- Use weapons against you, including firearms, knives, bats, or mace.

Emotional Abuse

Emotional abuse includes non-physical behaviors that are meant to control, isolate, or frighten someone.

Abusive behaviors:

- Calling you names, insulting you, or constantly criticizing you.
- Isolating you from family, friends, or other people in your life because it makes someone easier to control.

Sexual Abuse

Sexual abuse is when a partner controls the physical & sexual intimacy in a relationship. This involves acting in a way that is non-consensual and forced.

Abusive behaviors:

- Make you dress in a sexual way you're uncomfortable with.
- Force or manipulate you into having sex or performing sexual acts, especially when you're sick, tired, or physically injured from their abuse.
- Strangle you or restrain you during sex without your consent.

Financial Abuse

Financial abuse occurs when an abusive partner extends their power and control into your financial situation.

Abusive behaviors:

- Providing an allowance and closely monitoring how you spend it, including demanding receipts for purchases.
- Depositing your paycheck into an account you can't access.
- Stopping you from working, limiting the hours that you can work, getting you fired, or forcing you to work certain types of jobs.

Types of abuse – the hotline. (2025, May 16). The Hotline. https://www.thehotline.org/resources/types-of-abuse/

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PURPLE THURSDAY

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Show support

THURSDAY, OCTOBER 22, 2026

Wear purple on Thursday to show solidarity with survivors of domestic violence

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Safety Pocket Guide for Relatives

KEY SAFETY STEPS

CODE WORD: SET A WORD WITH A TRUSTED RELATIVE THAT MEANS "CALL 911 / COME GET ME."

ESSENTIAL PAPERS: KEEP IDS, TRIBAL ENROLLMENT CARDS/CIB, AND BIRTH CERTIFICATES TOGETHER IN A SAFE, QUICK-TO-GRAB PLACE.

SAFETY FIRST: LEAVE BELONGINGS IF YOU MUST
YOUR LIFE AND YOUR CHILDREN'S SAFETY COME FIRST.

Cut along the vertical dotted lines below so individual strips can be torn off discreetly.

National Domestic Violence Hotline:
1-800-799-SAFE (7233)
Text "START" to 88788
988 Lifeline: Call/Text 988

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Demographic Breakdown
OFFENDERS VS. VICTIMS
Female 22.8%
Male 77.2%
VICTIM AND OFFENDER GENDER, BY VIOLENT OFFENSES WITH DOMESTIC RELATIONSHIP, 2020-2024
Offender: The person suspected or accused of committing the crime.
Victim: The person who was harmed, injured, or targeted by the crime.
Male 25.4%
Female 74.6%
OFFENDERS
MALE - 844,558
FEMALE - 249,341
VICTIMS
MALE - 284,118
FEMALE - 835,506
Federal Bureau of Investigation. (2026, February). Domestic relationships and violent crimes, 2020–2024 (Special Report). U.S. Department of Justice, Criminal Justice Information Services Division. Offender: the person suspected or accused of committing the crime. Victim: The person who was harmed, injured, or targeted by the crime.
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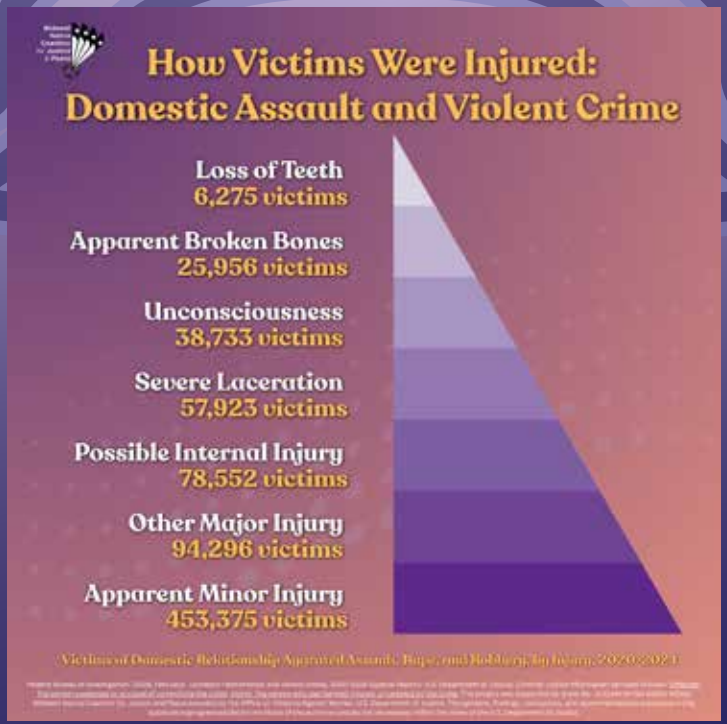
How Victims Were Injured:
Domestic Assault and Violent Crime
Loss of Teeth
6,275 victims
Apparent Broken Bones
25,956 victims
Unconsciousness
38,733 victims
Severe Laceration
57,923 victims
Possible Internal Injury
78,552 victims
Other Major Injury
94,296 victims
Apparent Minor Injury
453,375 victims
Victims of Domestic Relationship Aggravated Assault, Rape, and Robbery by Injury, 2020-2024

Outreach Events

- **Purple Light Campaign:** A community effort where people put up purple light bulbs at home or work during October. The purple lights show support for survivors, honor victims, and send a message that domestic violence isn't tolerated in the community.

- **Outdoor Yoga:** A stress-relief activity for students and community members to practice gentle movement and breathing outside. It gives people a safe, calming space to relax, practice self-care, and feel supported.

- **Expressive Dot Journaling & Self-Care Workshop:** Host a guided creative journaling session focused on emotional safety, setting personal boundaries, self-reflection, and tracking personal wellness.

- **Care Package Assembly Party:** Gather volunteers, local organizations, and community members to pack emergency comfort bags (toiletries, cozy socks, journals, gift cards) for families entering local shelters.

- **Traditional Arts & Crafts Circle:** Host a gathering for beading, ribbon skirt making, or traditional weaving paired with open discussions on sacred relationships, family honor, and community safety.

- **"Smash the Stigma" Volleyball Tournament:** Organize a community or recreational volleyball tournament where team registration fees fund emergency victim assistance, paired with resource tables at the court entrance.

- **Youth Media & Poster Competition:** Challenge middle and high school students to create graphics or short videos defining healthy relationships, showcasing the winning designs on local billboards or social media.

Help restore balance to our communities.
Click below to download our latest
Domestic Violence Awareness Infographics
and print-ready assets.

dvam-toolkit-graphics2026

Midwest Native Coalition for Justice & Peace

Click here to access MNCJP website

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