



# 2023 DOMESTIC VIOLENCE AWARENESS MONTH STATEWIDE INITIATIVE

The Governor's Office of Youth, Faith and Family (GOYFF), in collaboration with the Governor's Commission to Prevent Violence Against Women, first launched the Lighting Arizona Purple campaign in 2015 to educate Arizonans that domestic violence affects all communities and launched the month-long campaign by lighting the Arizona State Capitol dome purple in October symbolizes Arizona's dedication to ending domestic violence.

In 2023, the movement has grown into a statewide initiative with public officials, state agency employees, law enforcement, advocates, service providers, and the general public hosting local awareness events, lighting their buildings purple, offering free training, connecting victims to life-saving services, and developing innovative ways to engage their communities.

The campaign's goals include:

- Raising awareness about what domestic violence is and ways to prevent it;
- Strengthening trauma-informed and victim-centered service providers; and
- Providing available resources to victims and their families.

The Lighting Arizona Purple Campaign elements are as follows:

### **Partner/Statewide Engagement:**

#### **Cities/Towns & State Agencies Go Purple**

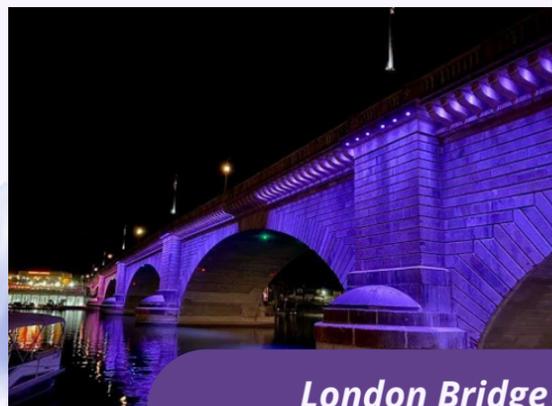
Universities/colleges, private and public entities, state and law enforcement agencies, and local government municipalities have supported the campaign in their communities.

### **Kickoff Event**

The campaign's kickoff event was held on the Arizona State Capitol House Lawn from 2015-2022, with approximately 500+ Arizonans in attendance to hear from state leaders, the Commission to Prevent Violence Against Women Chair, and a keynote address from a domestic violence survivor. Beginning October 2023, GOYFF will promote awareness and training events within Arizona communities to connect victims and their families to local resources and services. See Page 3.

### **Social Media**

Join the conversation with sample messaging and hashtags included below on Page 2. Don't forget to tag us!



**London Bridge**  
Lake Havasu City  
Mohave County



**Lanterns on the Lake**  
Time Out Shelter  
Gila County



**#PurpleThursday2022**  
City of Somerton  
Yuma County



# 2023 DOMESTIC VIOLENCE AWARENESS MONTH SAMPLE MESSAGING

October is #DomesticViolenceAwarenessMonth. Together, we can shed light on domestic violence, support survivors, and connect victims to critical resources. Learn more at [EndDV.AZ.gov](https://EndDV.AZ.gov). #EndDVinAZ #DVAM2023

October is #DomesticViolenceAwarenessMonth. Show your support for victims and survivors by #LightingAZPurple and committing #EndDVinAZ. #DVAM2023

On a typical day, the @ndvh receives 14 calls every minute. Together, we can connect victims, survivors, and their family members to critical resources and services close to home. Learn more: [EndDV.AZ.gov](https://EndDV.AZ.gov). #EndDVinAZ #DVAM2023

Arizona continues to prioritize the health and safety of all Arizonans by providing critical resources and support for victims and survivors of domestic violence. Together, we can #EndDVinAZ. To learn more, visit [EndDV.AZ.gov](https://EndDV.AZ.gov). #DVAM2023

Domestic Violence affects all Arizonans, regardless of age, race, religion, socioeconomic background, and education level. This October, I'm #LightingAZPurple to stand with victims and survivors of violence. Together, we can #EndDVinAZ. #DVAM #DVAM2023

By promoting prevention, education, & intervention of critical resources & services that support victims & survivors of domestic violence, all Arizonans have a role in ensuring communities are free from abuse. Learn more: [EndDV.AZ.gov](https://EndDV.AZ.gov) #DVAM2023

## **Wear Purple Day | October 19, 2023**

I'm proud to stand in solidarity with victims and survivors of domestic violence. Together, we can #EndDVinAZ. #WearPurpleDay #PurpleThursday #LightingAZPurple #DVAM2023

# HASHTAG

#DVAM  
#DVAM2023  
#EndDVinAZ  
#LightingAZPurple  
#DomesticViolenceAwarenessMonth

LIKE &  
SHARE

    @AZGOYFF  
 @GOYFFAZ

**FOR MORE INFORMATION**  
[EndDV.AZ.gov](https://EndDV.AZ.gov)



# 2023 DOMESTIC VIOLENCE AWARENESS MONTH EVENTS

## COCHISE

10/06 • Sierra Vista | Lori's Place - [Grand Re-Opening](#)

## COCONINO

10/12 • Flagstaff | Northland Family Help Center - [45th Anniversary Breakfast](#)

## GILA

09/28 • Payson | Time Out Shelter - [3rd Annual Lanterns on the Lake](#)

10/25 • Sacaton | Gila River Indian Community - [Awareness Event](#)

## GRAHAM

10/13 • Thatcher | Arizona Prosecuting Attorneys' Advisory Council - [DV 101](#)

## GREENLEE

10/23 • Clifton | Mt. Graham Safe House - [Light Up the Night](#)

## LA PAZ

10/27 • Parker | Colorado River Regional Crisis Services - [Autumn Street Festival](#)

## MARICOPA

10/01 • Gilbert | Town of Gilbert - [Water Tower Lighting](#)

10/03 • Phoenix | Sojourner Center - [Better Together Breakfast](#)

10/05 • Phoenix | City of Phoenix - [Paint Phoenix Purple Campaign](#)

10/19 • Phoenix | Live and Learn - [Volunteer & Connect Event](#)

10/19 • Mesa | City of Mesa - [DV Awareness Night](#)

10/21 • Mesa | Control Alt Delete - [2nd Annual Fundraiser](#)

10/21 • Phoenix | Chicanos Por La Causa - [Say No to Domestic Violence](#)

10/25 • Phoenix | Fresh Start Women's Foundation - [Leadership Luncheon](#)

10/26 • Gilbert | Gilbert Police Department - [DV Awareness Night](#)

11/04 • Paradise Valley | Chrysalis - [1st Annual Believe Gala](#)

## MOHAVE

09/29 • Kingman | Kingman Aid to Abused People - [Race Against Violence](#)

10/14 • Lake Havasu City | H.A.V.E.N. Family Resource Center - [Save a Life Walk](#)

## NAVAJO

10/07 • Show Low | HTWCEA - [Community Drive-Through](#)

10/04 • Second Mesa | HTWCEA - [Community Drive-Through](#)

10/11 • Kykotsmovi | HTWCEA - [Community Drive-Through](#)

10/18 • Moenkopi | HTWCEA - [Community Drive-Through](#)

10/21 • Holbrook | Navajo County Victim Services - [Baggin' 4 DV Awareness](#)

10/25 • Polacca | HTWCEA - [Community Drive-Through](#)

## PIMA

10/17 • Tucson | Emerge Center Against Domestic Abuse - [Lunch & Learn](#)

10/21 • Tucson | Emerge Center Against Domestic Abuse - [Stuff the Bus](#)

10/21 • Tucson | Children's Advocacy Center of Southern Arizona - [Stand Up for Your Community](#)

## PINAL

09/28 • Eloy | Pinal County Sexual & Domestic Violence Coalition - [Annual Conference](#)

09/30 • Apache Junction | A New Leaf - [DV Awareness Walk](#)

10/01 • Pinal County Attorney's Office - [2nd Annual Paint Pinal Purple](#)

10/07 • Maricopa | Against Abuse, Inc. - [Spotlight Saturdays](#)

10/14 • Maricopa | Against Abuse, Inc. - [Spotlight Saturdays](#)

10/21 • Maricopa | Against Abuse, Inc. - [Spotlight Saturdays](#)

10/28 • Maricopa | Against Abuse, Inc. - [Spotlight Saturdays](#)

## YAVAPAI

10/03 • Prescott Valley | Stepping Stones Agencies - [Take Back the Night](#)

10/24 • Camp Verde | Verde Valley Sanctuary - [Educational Support Group](#)

10/25 • Sedona | Verde Valley Sanctuary - [Educational Support Group](#)

10/26 • Cottonwood | Verde Valley Sanctuary - [Educational Support Group](#)

## YUMA

09/29 • San Luis | San Luis Police Department - [DV Awareness Conference](#)

09/29 • Yuma | Amberly's Place - [Purple Ribbon Car Magnet Distribution](#)

10/06 • San Luis | South Yuma County DV Coalition - [Walk a Mile Against DV](#)

10/12 • Somerton | Somerton DV Task Force - [3rd Annual Walk Against DV](#)