



## October 2024 **DOMESTIC VIOLENCE AWARENESS MONTH**

The Governor's Office of Youth, Faith and Family (GOYFF), in collaboration with the Governor's Commission to Prevent Intimate Partner and Gender-Based Violence, 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 2024, 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 2024, 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!



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## 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 #DVAM2024

October is #DomesticViolenceAwarenessMonth. Show your support for victims and survivors by #LightingAZPurple and committing #EndDVinAZ. #DVAM2024

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 #DVAM2024

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). #DVAM2024

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 #DVAM2024

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) #DVAM2024

## HASHTAGS

#DVAM | #DVAM2024 | #EndDVinAZ | #LightingAZPurple | #DomesticViolenceAwarenessMonth

### LIKE & SHARE



**ARIZONA**  
GOVERNOR'S OFFICE OF  
YOUTH, FAITH & FAMILY

# #EndDVinAZ



# October 2024 DOMESTIC VIOLENCE AWARENESS MONTH

## Statewide List of Domestic Violence Awareness Events

### COCHISE

10/10 | Cochise Family Advocacy Center - Lori's Place: 1st Annual Candlelit Vigil  
10/25 | Cochise Family Advocacy Center - Lori's Place: Faith & Blue Weekend

### COCONINO

10/11 | HAVEN Center: 11th Annual Save a Life Domestic Violence Awareness Walk

### GRAHAM

10/18 | Mt. Graham Safe House: In Her Shoes

### LA PAZ

10/17 | Commerce & Tourism: Domestic Violence Awareness Mixer

### MARICOPA

10/05 | Control Alt Delete: 5 Years of Saving Lives Fundraiser Celebration  
10/12 | KBX PHX: 2024 Paint Phoenix Purple Self-Defense and Empowerment Workshop  
10/17 | 7th Annual Domestic Violence Awareness Night  
10/18 | Virtual; Arizona Prosecuting Attorneys' Advisory Council - Domestic Violence Investigation & Prosecution: Building An Evidence-Based Case  
10/18 | Chrysalis - Believe Gala  
10/19 | El Mirage Cares: Walk to End DV  
10/20 | A Permanent Voice - 2nd Annual South Phoenix Cares: Breast Cancer & Domestic Violence Awareness Walk Celebration  
10/24 | A New Leaf: With One Voice Breakfast  
10/24 | Town of Gilbert: Domestic Violence Awareness Night  
10/26 | Beyond the Hurt: Domestic Violence Awareness and Community Event  
10/26 | Biker's Against Child Abuse & Childhelp: Family Event  
10/26 | DOVES Network: Strike Against Domestic Violence Bakers Doubles Tournament  
11/08 | Arizona Coalition to End Sexual and Domestic Violence: Thrive Celebration of Strength and Resilience  
For additional Maricopa County events, visit [azmag.gov](https://azmag.gov).

### MOHAVE

10/18 | Kingman Aid To Abused People: 5K Howl at the Moon Race - Race Against Violence

### NAVAJO

10/01 | Hopi-Tewa Women's Coalition to End Abuse: DVAM Kick-Off Event  
10/24 | Hopi-Tewa Women's Coalition to End Abuse: Community Trunk or Treat

### PIMA

10/01 | Emerge Center Against Domestic Abuse: Press Conference  
10/21 | Children's Advocacy Center of Southern Arizona: Stand Up for Your Community Domestic Violence Awareness Resource Fair  
10/01 | Emerge Center Against Domestic Abuse: Press Conference

### PINAL

10/09 | DOVES Network: Domestic Violence Awareness Month: Beyond the Violence  
10/12 | A New Leaf: 2024 Pinal County Domestic Violence Awareness Walk

### SANTA CRUZ

10/07 | Mariposa Community Health Center & Santa Cruz Attorney's Office: Candlelight Vigil and Unity Peace Walk

### YAVAPAI

10/02 | Yavapai Coordinated Community Response Team: Take Back the Night  
10/14 | Arizona State University Family Violence Center: National Domestic Violence Fatality Review Initiative (NDVFRI) Fatality Review Conference 2024

### YUMA

10/01-31 | Amberly's Place: Domestic Violence Awareness Month Activities  
10/04 | Domestic Violence Coalition: 13th Annual Walk a Mile against Domestic Violence



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