



with survivors, **ALWAYS.**
Across Alaska. Every Community.

2026

**DOMESTIC VIOLENCE
AWARENESS MONTH**

TOOLKIT



ANDVSA

Alaska Network on Domestic Violence
& Sexual Assault



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A Message from ANDVSA

This year has given us meaningful reasons to remain hopeful about the direction of efforts to end domestic violence and sexual assault in Alaska. Legislative progress - including increased support for civil legal services and new public safety measures - along with the continued work of advocates, member programs, volunteers, community partners, and survivors, reflects what is possible when people across our state take action together.

Still, awareness must lead to continued commitment. Through this year's Domestic Violence Awareness Month campaign, we are focusing on four areas that are essential to lasting change: access, prevention, action, and support.

Every community deserves access to safety, information, advocacy, and survivor-centered services. Prevention requires education, healthy relationships, and communities willing to address the conditions that allow violence to continue. Action means using our voices, resources, and influence to create change. Support means listening to survivors, believing them, and helping connect them with the resources they choose.

We cannot increase awareness alone. This campaign is strengthened by every person and organization that downloads a graphic, shares a message, starts a conversation, connects someone with support, or takes action in their community.

Together, we can build on the progress made this year and continue moving Alaska toward a future where every survivor is supported, every community has access, and prevention is possible.

WITH SURVIVORS, ALWAYS.
ACROSS ALASKA. EVERY COMMUNITY.



How to Use This Toolkit

This toolkit includes ready-to-share graphics, editable Canva templates, and suggested captions to help you participate in Domestic Violence Awareness Month throughout October.

[DOWNLOAD CAMPAIGN GRAPHICS](#)

[OPEN EDITABLE CANVA TEMPLATES](#)

The buttons above and the purple link bar throughout this guide are clickable.

1

Download the Graphics

Select Download All Graphics to save the complete ZIP file to your computer or mobile device.

2

Extract the ZIP File

Open the downloaded ZIP file and select Extract All or Uncompress. This creates a regular folder containing each social media graphic as an individual PNG file.

3

Customize in Canva - Optional

Open the editable Canva templates to add your organization's logo, website, or local information. Keep the campaign's core messaging and design elements intact.

4

Choose, Save, and Share

Choose the numbered graphic you want to post. If you customize it, download that page as a PNG. Upload the individual PNG, copy or personalize the corresponding caption, and add relevant links or hashtags.

5

Help Expand the Campaign

Tag ANDVSA and encourage others to use the toolkit. Every post helps increase awareness, connect Alaskans with resources, and show survivors that communities across the state stand with them.

SHARE INDIVIDUAL PNG GRAPHICS - NOT SCREENSHOTS OR PDF PAGES -

to preserve image quality and correct social media formatting.



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Campaign Themes

Together, these themes guide content designed to increase awareness, connect people with resources, strengthen prevention, and help every Alaska community take meaningful action.

ACCESS

Every community deserves access to safety, information, advocacy, and survivor-centered services—regardless of location.

PREVENTION

Build healthy relationships, strengthen community connection, and address the conditions that allow violence to continue.

ACTION

Turn awareness into meaningful action through education, advocacy, giving, and participation in your community.

SUPPORT

Listen without judgment, believe survivors, share trusted resources, and respect each survivor's choices and path forward.

EVERY COMMUNITY DESERVES ACCESS.
EVERY COMMUNITY CAN TAKE ACTION.



Campaign at a Glance

*with survivors, **ALWAYS.***
Across Alaska. Every Community.

DOMESTIC VIOLENCE AWARENESS MONTH

Every community deserves access. Every community can take action.
Awareness is where we begin. Action is how change happens.

PURPLE THURSDAY
OCTOBER 15
Wear purple to show support for survivors.

DVAM DAY OF GIVING
OCTOBER 22
Support local programs serving survivors across Alaska.

HOW TO USE THE CAMPAIGN MATERIALS



DOWNLOAD
the ZIP file



EXTRACT
all graphics



CUSTOMIZE
in Canva, if needed



SAVE
graphics individually



SHARE
with your community

CANVA OPTION: Add your logo, website, or local information.

Keep the campaign's core messaging and design elements intact.



Suggested October 2026 Posting Schedule

Use this calendar as a guide for sharing campaign content throughout October.
Posts may be adjusted to fit your organization's schedule and community.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1 INTRO POSTS 1-3	2 ACCESS 1
5 ACTION 1	6 SUPPORT 1	7 PREVENTION 1	8 ACCESS 2	9 ACTION 2
12 SUPPORT 2	13 PREVENTION 2	14 PURPLE THURSDAY REMINDER	15 PURPLE THURSDAY	16 ACCESS 3
19 ACTION 3	20 SUPPORT 3	21 PREVENTION 3	22 DVAM DAY OF GIVING	23 ACCESS 4
26 ACTION 4	27 SUPPORT 4	28 PREVENTION 4	29 ACTION 5	30 PREVENTION 5

ACCESS

ACTION

SUPPORT

PREVENTION

SPECIAL

Calendar labels correspond to the graphic names in the toolkit download.
Organizations may rearrange posts or add local branding and information.



2026 DVAM Suggested Social Media Captions

Twenty-two captions aligned with the final suggested posting schedule. Organizations may use the captions as written or adapt them with local links, contact information, and community-specific language.

01 Intro Posts 1-3 | October 1

On-graphic message

Every community deserves access. Every community can take action. Awareness is where we begin. Action is how change happens.

Suggested caption

October is Domestic Violence Awareness and Prevention Month. This year's campaign is a reminder that every Alaska community deserves access to safety, information, advocacy, and survivor-centered services - and every community has a role in creating change. Throughout the month, we will focus on access, action, support, and prevention. Awareness is where we begin. Action is how change happens. Share these messages throughout October and help show survivors that communities across Alaska stand with them.

Link: Optional: Add your local program, resource, or campaign webpage.

Hashtags: #DVAM2026 #WithSurvivorsAlways #AcrossAlaska #DomesticViolenceAwarenessMonth

02 Access 1 | October 2

On-graphic message

Access means services that survivors can understand and trust.

Suggested caption

Access is more than knowing that help exists. Survivors need information and services that are clear, trustworthy, culturally responsive, and centered on their needs. When people understand their options and feel respected by those offering support, they are better able to make the decisions that are right for them. Learn about the services available in your community and help make trusted information easier to find.

Link: Suggested: Link to a local member program or survivor-support resource.

Hashtags: #DVAM2026 #SurvivorCentered #AccessMatters #WithSurvivorsAlways

03 Action 1 | October 5

On-graphic message

Action means knowing your local resources.

Suggested caption

Knowing where support is available can make a meaningful difference when someone reaches out. Take a few minutes to identify the domestic violence program serving your community, save its contact information, and learn what services it provides. You may never know when a friend, family member, coworker, or neighbor will need that information. Being prepared is one way each of us can take action.

Link: Suggested: Link to the ANDVSA member-program directory or your local program.

Hashtags: #DVAM2026 #TakeAction #LocalResources #AcrossAlaska

04 Support 1 | October 6

On-graphic message

Support means listening without judgment.

Suggested caption

When a survivor chooses to share, listening can be one of the most meaningful forms of support. Let them speak in their own words. Avoid blaming, questioning their decisions, or telling them what they must do next. Listen, believe what they are telling you, ask how you can help, and respect their pace. Support begins by creating space where survivors feel heard.

Link: Optional: Add a local advocacy or support-services link.

Hashtags: #DVAM2026 #SupportSurvivors #ListenWithoutJudgment #WithSurvivorsAlways

05 Prevention 1 | October 7

On-graphic message

Prevention means teaching healthy relationships.

Suggested caption

Prevention begins long before violence occurs. Teaching and modeling respect, consent, healthy communication, boundaries, and shared decision-making helps people recognize what healthy relationships can look and feel like. These conversations belong in our homes, schools, workplaces, and communities. When we build the skills for healthy relationships, we help create safer futures.

Link: Optional: Add a healthy-relationships or prevention resource.

Hashtags: #DVAM2026 #PreventionWorks #HealthyRelationships #AcrossAlaska

06 Access 2 | October 8

On-graphic message

Access means distance should not determine safety.

Suggested caption

Where someone lives should not determine whether they can reach safety and support. Across Alaska, distance, transportation, weather, technology, and limited local services can create additional barriers. Expanding access means listening to communities and supporting solutions that work in urban, rural, remote, and Tribal settings. Every community deserves a pathway to support.

Link: Suggested: Link to statewide or local survivor-support services.

Hashtags: #DVAM2026 #AccessMatters #RuralAlaska #WithSurvivorsAlways

07 Action 2 | October 9

On-graphic message

Action means strengthening survivor services.

Suggested caption

Survivor services are strongest when communities invest in them. You can help by learning about your local program, sharing its resources, donating, volunteering when opportunities are available, and supporting policies that help programs respond to community needs. Awareness matters, but sustained support helps advocates continue showing up for survivors every day.

Link: Suggested: Link to your local program, volunteer page, or giving page.

Hashtags: #DVAM2026 #TakeAction #SupportLocalPrograms #SupportSurvivors

08 Support 2 | October 12

On-graphic message

Support means believing survivors.

Suggested caption

Believing a survivor can interrupt the isolation that abuse creates. Responses such as, 'I believe you,' 'This is not your fault,' and 'You deserve support' can help someone feel less alone. You do not need to have every answer. Believe them, listen, and offer to connect them with an advocate if that is what they want.

Link: Optional: Add a confidential support or advocacy link.

Hashtags: #DVAM2026 #BelieveSurvivors #SupportSurvivors #WithSurvivorsAlways

09 Prevention 2 | October 13

On-graphic message

Prevention means engaging young people.

Suggested caption

Young people are essential partners in preventing violence. When youth have opportunities to talk about respect, consent, boundaries, identity, and healthy relationships, they can help shape safer schools and communities. Prevention is stronger when adults listen to young people, value their leadership, and give them meaningful ways to participate.

Link: Optional: Add a youth-prevention or healthy-relationships resource.

Hashtags: #DVAM2026 #PreventionWorks #YouthLeadership #HealthyRelationships

10 Purple Thursday Reminder | October 14

On-graphic message

Purple Thursday - October 15. Wear purple. Stand with survivors.

Suggested caption

Tomorrow is Purple Thursday. Wear purple on October 15 to show your support for survivors of domestic violence and your commitment to safer communities. Invite your coworkers, friends, family, or organization to participate, take a photo, and share why standing with survivors matters to you.

Link: Optional: Add your campaign or local-program webpage.

Hashtags: #PurpleThursday #DVAM2026 #WithSurvivorsAlways #SupportSurvivors

11 Purple Thursday | October 15

On-graphic message

Purple Thursday - October 15. Wear purple. Stand with survivors.

Suggested caption

Today is Purple Thursday. We are wearing purple to stand with survivors, honor their strength, and show that domestic violence has no place in our communities. Share a photo of your purple, tag the people participating with you, and help fill timelines across Alaska with visible support for survivors.

Link: Optional: Add your campaign or local-program webpage.

Hashtags: #PurpleThursday #DVAM2026 #WithSurvivorsAlways #AcrossAlaska

12 Access 3 | October 16

On-graphic message

Access means having choices.

Suggested caption

There is no single path that is right for every survivor. Meaningful access includes clear information and a range of options so survivors can decide what safety and support look like for them. Survivor-centered services respect autonomy, avoid pressure, and help people make informed choices based on their own circumstances.

Link: Suggested: Link to survivor-support services or a local advocacy program.

Hashtags: #DVAM2026 #SurvivorChoice #AccessMatters #SurvivorCentered

13 Action 3 | October 19

On-graphic message

Action means creating safe and supportive environments.

Suggested caption

Every organization and community can help create an environment where survivors are treated with dignity and connected with support. That may include reviewing policies, training staff, sharing resources, protecting privacy, and responding without blame. Safety is not created by one statement or event. It is built through the practices we choose every day.

Link: Optional: Add organizational resources, policies, or local services.

Hashtags: #DVAM2026 #TakeAction #SaferCommunities #SupportSurvivors

14 Support 3 | October 20

On-graphic message

Support means respecting survivors' choices.

Suggested caption

Survivors know their circumstances, risks, and needs better than anyone else. Support does not mean taking over or deciding what someone should do. It means offering information, respecting their choices, and remaining available without judgment. Every survivor deserves the dignity of making decisions about their own life and safety.

Link: Optional: Add a confidential advocacy or safety-planning resource.

Hashtags: #DVAM2026 #SurvivorChoice #SupportSurvivors #WithSurvivorsAlways

15 Prevention 3 | October 21

On-graphic message

Prevention means changing harmful community norms.

Suggested caption

Violence is reinforced when harmful behavior is excused, control is treated as normal, or survivors are blamed. Prevention requires us to challenge those messages and replace them with expectations rooted in respect, equality, consent, and accountability. Culture changes through everyday conversations, policies, examples, and choices.

Link: Optional: Add a prevention or community-education resource.

Hashtags: #DVAM2026 #PreventionWorks #ChangeTheNorms #SaferCommunities

16 DVAM Day of Giving | October 22

On-graphic message

Find a program near you. Give locally. Support survivors.

Suggested caption

On this DVAM Day of Giving, support the organizations working directly with survivors in communities across Alaska. Local programs provide advocacy, shelter, safety planning, prevention education, and other essential services shaped by the needs of their communities. Find a program near you and give locally. Every contribution helps strengthen support for survivors.

Link: Suggested: Link directly to the ANDVSA member-program directory or a local program's giving page.

Hashtags: #DVAMDayOfGiving #DVAM2026 #GiveLocally #SupportSurvivors

17 Access 4 | October 23

On-graphic message

Access means knowing where to turn.

Suggested caption

Support is more accessible when people know where to turn before they need it. Save the contact information for the program serving your area, share trusted resources, and make sure information is easy to find in your workplace, school, organization, or community space. One shared resource can help someone take the next step when they are ready.

Link: Suggested: Link to the member-program directory or a local program.

Hashtags: #DVAM2026 #AccessMatters #LocalResources #AcrossAlaska

18 Action 4 | October 26

On-graphic message

Action means holding people who cause harm accountable.

Suggested caption

Ending domestic violence requires us to place responsibility where it belongs: on the person choosing to cause harm. Accountability means refusing to excuse abusive behavior, prioritizing survivor safety, and supporting responses that interrupt harm and require meaningful change. Survivors are never responsible for the abuse committed against them.

Link: Optional: Add an accountability, intervention, or community-response resource.

Hashtags: #DVAM2026 #Accountability #TakeAction #EndDomesticViolence

19 Support 4 | October 27

On-graphic message

Support means protecting privacy.

Suggested caption

A survivor's story belongs to them. Protecting privacy means not sharing personal details, locations, images, or experiences without permission. It also means thinking carefully before tagging someone, posting information, or discussing what they disclosed. Respecting privacy helps preserve safety, dignity, and trust.

Link: Optional: Add a confidentiality, technology-safety, or advocacy resource.

Hashtags: #DVAM2026 #ProtectPrivacy #SupportSurvivors #SurvivorCentered

20 Prevention 4 | October 28

On-graphic message

Prevention means creating safe and supportive environments.

Suggested caption

Safe and supportive environments are created intentionally. Clear expectations, trauma-informed practices, accessible resources, trained staff, and consistent responses all help communities prevent harm and support those affected by violence. Prevention becomes part of the culture when safety, respect, and accountability guide everyday decisions.

Link: Optional: Add a prevention-training or organizational resource.

Hashtags: #DVAM2026 #PreventionWorks #SaferCommunities #AcrossAlaska

21 Action 5 | October 29

On-graphic message

Action means turning awareness into change.

Suggested caption

Awareness matters when it moves us to do something. Learn about local services. Share trusted resources. Support a survivor without judgment. Donate to a community program. Challenge harmful behavior. Advocate for stronger systems. Choose one action you can take today and carry it beyond Domestic Violence Awareness Month.

Link: Optional: Add a local action, advocacy, volunteer, or giving link.

Hashtags: #DVAM2026 #TakeAction #AwarenessIntoAction #WithSurvivorsAlways

22 Prevention 5 | October 30

On-graphic message

Prevention means acting before violence happens.

Suggested caption

Prevention asks us to act before harm occurs. That means investing in healthy relationships, youth leadership, community connection, equitable systems, and norms that reject control and violence. Domestic violence is not inevitable. When communities address the conditions that allow harm to happen, safer futures become possible.

Link: Optional: Add a prevention or community-engagement resource.

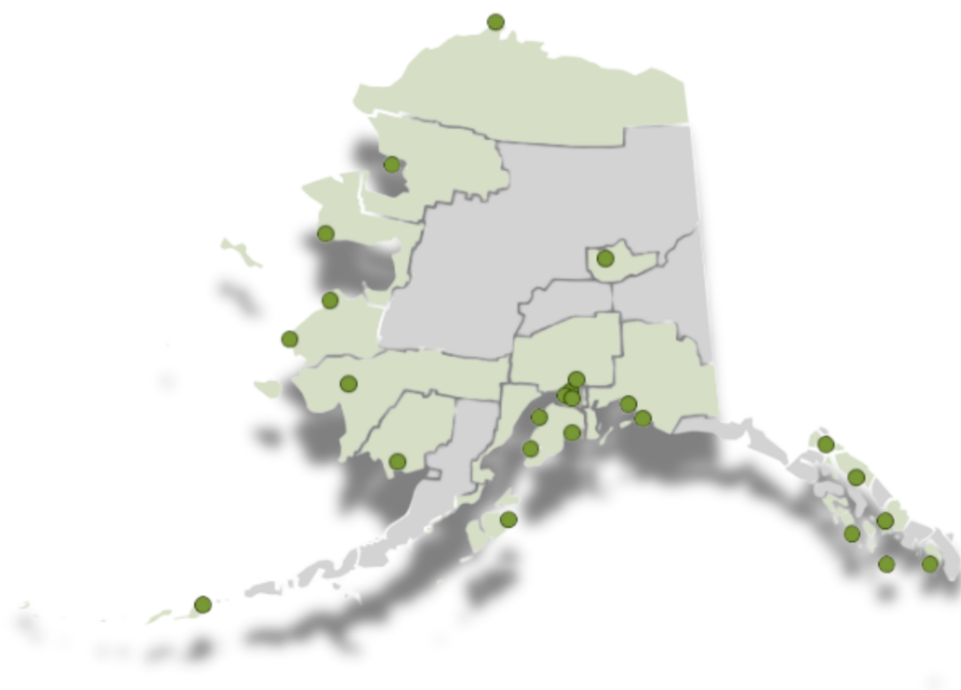
Hashtags: #DVAM2026 #PreventionWorks #ActBeforeViolence #SaferFutures



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Support Across Alaska

ANDVSA member programs provide direct, community-based support to survivors of domestic violence and sexual assault across Alaska.



Find support near you.

Connect with a member program serving your community. Services may include advocacy, safety planning, shelter, legal support, and connections to additional resources.



andvsa.org/member-organization/

Additional Resources

Alaska Native Women's Resource Center
aknwrc.org

National Resource Center on Domestic Violence
nrcdv.org

National Network to End Domestic Violence
nnedv.org

National Domestic Violence Hotline
thehotline.org



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Thank You

**Thank you for utilizing and sharing
these campaign resources.**

Every post shared, resource distributed, and conversation started helps increase awareness, connect survivors with support, and strengthen the movement to end domestic violence across Alaska.

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