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- 7th annual Event
- Provides an opportunity to:
  - Support victims
  - Connect families and communities with essential resources
  - Encourage Arizonans to end domestic violence in Arizona
- Governor Ducey outreach:
  - Higher Education Institutes
  - Legislators
  - Tribal Leaders
  - State Agency Directors
  - Mayors
  - Police Chiefs & Sheriffs

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**#LightingAZPurple Toolkit**



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**#LightingAZPurple Toolkit**

**Sample Messaging**

**Domestic Violence Awareness Month**

**Hashtags**  
#EndDVinAZ #ItCanStop #DomesticViolenceAwarenessMonth #DVAM #EndDVinAZ

**Suggested Language**  
Celebrate Domestic Violence Awareness Month. Together we can shed light on domestic violence, connect survivors to critical resources and support. Visit #ItCanStop.AZ.gov. #EndDVinAZ

Women is committed to providing resources and support for victims and survivors of domestic violence. Connect with resources and support at #ItCanStop.AZ.gov. Together we can end domestic violence. #EndDVinAZ. Connect to resources and support at #ItCanStop.

**EVERYONE DESERVES TO BE SAFE AT HOME**

ON A TYPICAL DAY, U.S. DOMESTIC VIOLENCE HOTLINES RECEIVE

**16**

CALLS EVERY MINUTE

Find resources and support at [ItCanStop.AZ.gov](http://ItCanStop.AZ.gov)  
#EndDVinAZ

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**Website Updates**

Arizona Governor Doug Ducey  
**Governor's Office of Youth, Faith and Family**

Home About News Events Grants

**Resources:**

- Hotlines
- Victim Resources
- Legal Services
- DV & SA Services
- Tribal Community Resources
- Provider Resources
- Counseling & Crisis Services

**Domestic & Sexual Violence Resources**

**Hotlines**

- Arizona Coalition to End Sexual and Domestic Violence (ACEADV) 1-800-762-4400
- National Domestic Violence Hotline 1-800-799-4889 (T23) | TTY 1-800-787-3224
- National Sexual Assault Hotline 1-800-656-4141 (N4178)
- StrongHearts Native Helpline 1-844-7NATIVE (62-8443)
- Safe & Sound 1-800-331-5424

**Victim Resources**

- Healthy Relationships
- Healthy Teen Relationships
- Parent Child Abuse or Neglect
- Resources for Sexual Assault Survivors with Intellectual and Developmental Disabilities
- Safe Planning
- Warning Signs of Abuse and Neglect: Children

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**Impact of Campaign**

#EndDVinAZ	#LightingAZPurple	#ItCanStop
<ul style="list-style-type: none"> <li>Posts: 152</li> <li>Users: 24</li> <li>Engagement: 8,133</li> <li>Reach: 103,462</li> <li>Impressions: 129,225</li> </ul>	<ul style="list-style-type: none"> <li>Posts: 27</li> <li>Users: 7</li> <li>Engagement: 642</li> <li>Reach: 11,741</li> <li>Impressions: 17,462</li> </ul>	<ul style="list-style-type: none"> <li>Posts: 24</li> <li>Users: 5</li> <li>Engagement: 638</li> <li>Reach: 11,258</li> <li>Impressions: 13,165</li> </ul>

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Visit  
ItCanStop.AZ.gov  
#EndDVinAZ



The Governor's Office  
of Youth, Faith  
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### Digital Campaign Impact

Display Overview			Social Media	
1,971,286	928	0.05%	71,113	6,096
Impressions	Clicks	Click Rate	Impressions	Post Engagement

- Social had the highest CTR at 1.27%
- 5 Ad Saves
- Search Retargeting CTR: 0.16%
  - Drove 300+ people to ItCanStop.AZ.gov



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Questions



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