



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4401

IMWR-FP

August 1, 2009

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: DOMESTIC ABUSE PREVENTION MONTH OCTOBER 2009

The 2009 theme for the Domestic Abuse Prevention Month Campaign is entitled "**Domestic Abuse Prevention: Make the Right Choice**". It is based on the concept of mobilizing everyone in the community, to include leaders at all levels of command and bystanders to change the climate and take positive action for prevention and intervention.

The theme, Installation Commander's Proclamation and posters for the October 2009 campaign have been approved. Work through your local command so that the Proclamation can be adopted, signed and distributed throughout your community during October 2009.

Materials for the campaign can be accessed at www.armyonesource.com by clicking on "Domestic Violence Prevention" under Cornell Prevention Resources. On the site you will find the approved Domestic Abuse Prevention Campaign materials for October 2009 and this year's Installation Commander's Proclamation. Also you will have access to all previously approved campaigns and supporting prevention marketing materials.

The posters are designed for printing on letter-sized papers or 11" x 17" tabloid form. The best impact comes from the best presentation. Where possible:

- Use Photo-quality papers.
- Use all the different Posters to reach the different audiences with a consistent message.
- Circulate the posters as widely as possible.
- As usual, it is expected that you will work through your local networks and partnerships to spread the proclamation, themes and slogans as widely as possible. Use these materials as you plan command briefs, written and emailed notices, local news releases and press conferences. I encourage you to exercise creativity as you plan your month's activities, to include hosting special events with your post and civilian agencies and communities.

Do not limit your distribution to print media only. Consider encouraging everyone in your community to view and use all the materials at www.armyonesource.com.

We sincerely hope that you will have a successful campaign.

BEN L. CLARK, SR, PHD, LCSW-BCD
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DA Family Advocacy Program Manager