



## **Survivor Engagement Strategy: Supporting Survivor-Lead Events**

**Overview:** ICADV has participated as a guest in community events organized by survivors. These have included community awareness raising events, and celebratory gatherings that simply allowed survivors to be in social space with other survivors to reflect on their experiences. In contrast to events that commemorate domestic violence fatalities, the survivor who organized one event told us that she wanted to celebrate the fact that she, and so many others, had survived. It felt right, to her, to connect survivors and to celebrate hope, safety and survival.

At the request of the organizers, ICADV helped to promote these events through our social media platforms. ICADV staff briefly attended a survivor celebration event to offer resources and service referrals in case any of the participants wanted those supports, then we got out of the way to allow the survivors to be in community together.

**Successes:** It was wonderful to see survivors connecting in celebratory space. Lots of new connections were made at the events, and we expect that participants' support networks were expanded as a result. Additionally, this felt like a way to expand the reach of information about our services to a broader audience. Survivors took our resource information for their own use, and also to share more broadly with their social networks.

**Challenges:** We haven't experienced any challenges with this engagement strategy. Survivors carry the work around planning and implementation, we just attend to share our information in case any participants want to access professional supports or resources.

**How we pay for it:** Supporting survivor lead events fits within our outreach work and doesn't really require the investment of additional resources. Staff have just adjusted their schedules to make time to attend the events (which are typically scheduled for evenings or weekends) and to offer our brochures.

**For more information:** Please feel free to reach out if you have any questions about this strategy. Contact Colleen Yeakle by email or phone: [cyeakle@icadvinc.org](mailto:cyeakle@icadvinc.org)  
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