

Zonta Club of Santa Clarita Valley Raises Awareness of Domestic Violence with the SCV Red Dress Project

During Domestic Violence Awareness Month in October 2023, the Zonta Club of Santa Clarita Valley raised awareness of domestic violence in the community by displaying the SCV Red Dress Project at the Newhall Farmer's Market, and at College of the Canyons in partnership with the Golden Z Club. For the past seven years, a cornerstone of the club's focus on ending gender-based violence is raising awareness and discussing the impact of domestic violence in our community. The SCV Red Dress Project campaign has included a display of red dresses to symbolize those individuals who have lost their lives to domestic violence in Santa Clarita. These bright red symbols are meant to remind us of the reality of domestic violence and the impact it has on our community.

On Saturday October 21, 2023, Zontians displayed the SCV Red Dress Project at the Newhall Farmer's Market and talked with members of the community about the statistics of domestic violence and listened to stories of those affected by it in the SCV. Many members of the Zonta Club of SCV took shifts to be present during the outreach event. Thank you to Beth Ryan, Cherise Moore, Valerie Bradford, Alicia Estrada, Jackie Howarth and Ines Cadavid, and all those who stopped by for their service and support.

Then on Wednesday October 25, 2023, the Zonta Club of SCV partnered with the College of the Canyons Golden Z Club to display the SCV Red Dress Project at the College of the Canyons flag pole, centrally located near the student center on the Valencia Campus. Zontians Nicole Miller, Jackie Howarth, and Oriana John were joined by Zontian and Golden Z Club Advisor Patty Robinson, as well as Golden Z Club members. It was a busy day on campus with other events and outreach happening also. Many students stopped by to learn about how domestic violence can even affect young people in the community, and we had informative discussions about child marriage in California and how ending child marriage is also one step in ending gender-based violence against women. The Golden Z Club used this opportunity to recruit new members interested in ending gender-based violence, and working to empower women and girls through service and advocacy.

The two SCV Red Dress Displays were successful in raising awareness of domestic violence during Domestic Violence Awareness month, by promoting #1Thing, which encourages everyone to do just one thing to raise awareness about domestic violence.

The Zonta Club of SCV plans to continue awareness building during the 16 Days of Activism from November 25 – December 10. Additionally, we are grateful that The Assistance League of Santa Clarita will collaborate with us again this year and highlight the SCV Red Dress Project in their Resale Store. The ALSC Resale Store will display red dresses, along with information about the SCV Red Dress Project through the 16 Days of Activism. Check out the ALSC Resale Store during the 16 Days of Activism to support the Assistance League of Santa Clarita and the Zonta Club of Santa Clarita Valley. This partnership sends a strong message to the community that we stand together in saying no to violence against women!