

Community and Multi-Faith Community Leaders: Tips for Commemorating the Anniversary of a Mass Violence Incident

Leaders from the community and faith institutions in the jurisdiction where a mass violence incident occurred have the opportunity to provide leadership, and emotional and spiritual guidance and support, on the anniversary of the MVI. It is a date filled with trauma and sorrow, but one that can also be recognized and commemorated with dignity and respect. These tips are designed to help plan MVI anniversary commemorative events.

- Ensure that MVI victims/survivors, first responders and others directly affected by the MVI are involved in planning anniversary events, and hosted at such events as honored guests. Recognize also that they may wish to participate in private events hosted solely for victims, survivors, first responders, and their loved ones. Members planning the memorial should consider whether or not there is still an active investigation and/or prosecution pending.
- Prepare MVI survivors for the high level of interest that the MVI anniversary will generate among the news media, social media, and concerned individuals. This can help them predict and prepare for their personal capacity to be involved or to be unavailable, depending upon their personal circumstances.
- Publicize public health announcements about the range of potential emotional reactions via the news media, social media, and community outreach/education venues.
 - Refer to the tip sheets below regarding possible anniversary reactions:
 - Anniversary Reactions in Adults (For Professionals), National Center for PTSD
 - Anniversary Reactions in Adults, National Center for PTSD
 - Tips for Families on Addressing the Anniversary, National Childhood Traumatic Stress Network
- Seek a national, state, Tribal, county and/or city proclamation commemorating the anniversary of the MVI.
 - Boston Mayor’s proclamation following the bombing at the Boston Marathon (<http://files.ctctcdn.com/e7a569b1501/be702b3f-7744-4e09-a01f-6ca70cc4fd67.pdf>)
- Seek a national, state, Tribal, county and/or city proclamation that annually recognizes the date of the MVI as a day of remembrance:
 - White house proclamation for “Patriot Day” to be commemorated nationally each September 11th (<https://www.whitehouse.gov/presidential-actions/president-donald-j-trump-proclaims-september-11-2017-patriot-day/>)
 - A proclamation by the California Governor establishing November 1st as a “Day of Remembrance of the Las Vegas Mass Shooting”

- Proactively develop a comprehensive social media strategy. In addition to publicizing information about commemorative events, social media outreach can also feature “handles” and “hashtags” associated with the MVI and related commemorations to promote an “online sense of community.”
- Some victims and survivors will avoid certain events, do not want reminders, and may leave town during the commemoration period. Sometimes only their private rituals bring comfort. For some, nothing helps to relieve the pain except time.

Here are some examples of many commemorative events sponsored in Charleston, SC in 2019- by the Church and by the community- to observe the fourth anniversary of the mass shooting at Mother Emanuel AME Church:

[https://abcnews4.com/news/local/series-of-events-planned-in-charleston-for-4th-anniversary-of-emanuel-9-deaths.](https://abcnews4.com/news/local/series-of-events-planned-in-charleston-for-4th-anniversary-of-emanuel-9-deaths)