



**Respect Week Guide 2017**

love is respect  org

# WHAT IS RESPECT WEEK?

Respect Week is a special way for young people to raise awareness about healthy relationships and dating abuse during Teen Dating Violence Awareness Month (Teen DV Month) in February. We're particularly excited this year because we're also celebrating loveisrespect's 10th anniversary! So, we thought we'd go back to the basics with our theme: **Love is...respect.**

We created this guide to inspire students and youth leaders around the country to actively and creatively promote messages about dating violence and healthy relationships. We hope you'll use it in your own community to raise awareness and educate others!







## About loveisrespect

loveisrespect's purpose is to engage, educate and empower young people to end abusive relationships.

## Connect with Us!

Follow loveisrespect and share your Respect Week and Teen DV Month activities:

-  [facebook.com/loveisrespectpage](https://facebook.com/loveisrespectpage)
-  [@loveisrespect](https://twitter.com/loveisrespect)
-  [@loveisrespectofficial](https://instagram.com/loveisrespectofficial)
-  [loveisrespect.tumblr.com](https://loveisrespect.tumblr.com)

Mark Your Calendars!

Wear Orange Day: Feb. 14

National Respect Announcement: Feb. 17

# FIRST, LEARN THE FACTS

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In order to raise awareness about dating violence and help prevent it, you need to know the basics!

**Dating violence can happen to anyone**, regardless of age, financial status, race, gender, sexual orientation or background.

Drugs and alcohol can affect a person's judgment and behavior, but they **do not excuse abuse or violence**.

## Dating violence can be:

**Physical:** hitting, slapping, choking, kicking

**Emotional/Verbal:** putting you down; embarrassing you in public (online or off); threatening you in any way; telling you what to do or what to wear

**Sexual:** pressuring or forcing you to do anything sexual, including sexting; restricting access to birth control

**Financial:** taking your paychecks; preventing you from working

**Digital:** sending threats via text, social media or email; stalking or humiliating you on social media; logging into your social media or email accounts without permission; forcing you to share passwords

## Dating violence is common:

**One in three teens** in the U.S. has experienced some form of abuse by a dating partner

Dating abuse affects around **1.5 million teens** annually

**43% of dating college women** report experiencing abusive dating behaviors.

There is **NO** excuse for abuse, and no one deserves to be abused. For support, information and resources, talk to a loveisrespect advocate, 24/7/365.



**Call** 1-866-331-9474



**Chat** at [loveisrespect.org](https://loveisrespect.org)



**Text** loveis to 22522

# TIPS FOR RAISING AWARENESS DURING RESPECT WEEK: SOCIAL MEDIA 101

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Using social media is a great way to raise awareness. Take some time away from your daily posts and share something that will get your friends talking about healthy relationships. Your voice matters!

Use these hashtags when you tweet, post to Facebook or share photos on Instagram. We want to hear about how you and your friends are making your voices heard this February:

## **#RespectWeek2017**

Use this hashtag to promote Respect Week (Feb. 13–17)

## **#orange4love**

Use this hashtag for Wear Orange Day (Feb. 14)

## **#teenDVmonth**

This is our hashtag for Teen Dating Violence Awareness Month. Some people also use #TDVAM, so be sure to follow along with those conversations as well!

## **#loveisrespect**

Use this hashtag to share what love and respect mean to you.

Head over to [loveisrespect.org/resources/teendvmonth](http://loveisrespect.org/resources/teendvmonth) to download Teen DV Month profile and header images for your social media accounts!

On Snapchat? Send a snap to your friends showing how you used materials in this guide to spread awareness. If your school is hosting an awareness event, speak with your administration about getting a geofilter specifically for your school!

## **Not sure what to post?**

Don't worry, we've got some ideas! Use the sample messages below.

*1 in 3 teens experiences dating abuse. That's 1 too many! Check out @loveisrespect for info & help #teenDVmonth*

*True love is...respect! #RespectWeek2017 #teenDVmonth*

*I wear #orange4love to take a stand against abuse and promote healthy relationships! #RespectWeek2017*

*43% of dating college women report experiencing abusive dating behaviors. Text "loveis" to 22522 for support! #loveisrespect #teenDVmonth*

You can also repost from @loveisrespect on Twitter or @loveisrespectofficial on Instagram!





# TIPS FOR RAISING AWARENESS DURING RESPECT WEEK: ENCOURAGING OTHERS TO JOIN THE CAUSE

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## Know Your Message

The best way to encourage others to get involved is to fully understand the message you are promoting. Rehearse your message, and write a cheat sheet if you're going to be talking face-to-face with someone. Don't forget to leave your audience with ways to find out more information.

For example, your message might be:

*“One in three teens in the U.S. experiences dating violence, and I think that’s one too many. I believe that everyone deserves a healthy, safe and respectful relationship. February is Teen Dating Violence Awareness Month, and I hope you’ll join me in raising awareness about abuse and promoting healthy relationships. If you’d like more information about dating violence and abuse, visit [loveisrespect.org](http://loveisrespect.org).”*

## Emphasize Your Credibility

Highlight that you are joining loveisrespect's efforts to promote healthy relationships and end dating abuse. You can also reference your involvement with any related clubs or organizations.

## Know Your Audience

It's a good idea to tailor your message to the audience you are approaching. You are going to talk to your friends differently than the manager of a local business or a corporate representative. Be appropriate and treat your audience with respect.

### *Involve your school*

Find a teacher, counselor, or administrator who will support your ideas/actions.

Reach out to your school's clubs, sororities or fraternities.

### *Contact your connections*

Talk to people you know with connections to more influential audiences (i.e. local representatives, church leaders, business owners, law enforcement officers etc.).

## Partner with Nonprofit Organizations

Communicate with local organizations dedicated to domestic and teen dating violence. Include organizations that deal with related issues, such as substance abuse.

# TIPS FOR RAISING AWARENESS DURING RESPECT WEEK: MEDIA OUTREACH AND POLICY

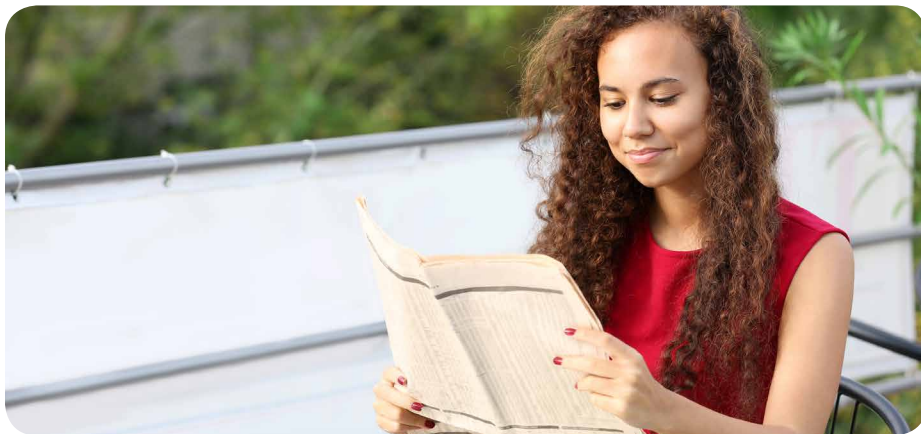
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## **Student Publications and Campus Radio Stations**

Your school's newspaper and student radio station can be powerful tools for reaching your peers.

Contact the student editor, station program director or teacher in charge and let them know what Respect Week is and why it's important to students.

Offer to write an op-ed or be interviewed about why dating violence is an important issue.



## **School Policy**

If your school doesn't already have a policy in place to address teen dating violence, talk to the administration or school board about adopting one.

## **Engage City, State or Other Local Representatives**

First, do some research. Which laws and policies are already in place in your state?

Set up a meeting to discuss the issue with your local or state representative. Tell them why it's important to recognize dating violence as a key issue and to close any gaps in state or local laws.

Get your city, state and/or locality to adopt a proclamation recognizing Teen DV Month and Respect Week. Use the template available at [loveisrespect.org/resources/teendvmonth/](http://loveisrespect.org/resources/teendvmonth/) and share with the appropriate elected official or office.

Host a letter writing campaign, phone bank press conference or rally targeted at your state representatives to encourage them to take action to prevent dating violence.

# WEAR ORANGE DAY: FEBRUARY 14, 2017

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Wear Orange Day is special this year because it falls on Valentine's Day! This is your chance to get creative and spread messages about healthy relationships on a day that's all about love.

## The #Orange4Love Challenge:

**Step 1:** On Feb. 14, get as many people as you can to wear something orange to promote respect and healthy relationships. You can wear orange shirts, nail polish, hats, scarves, face paint, ribbons, hair ties/bows, jewelry, shoes, rubber bands in their braces or anything else you can think of!

**Step 2:** Post pictures on social media of you and your friends wearing orange and tag them **#orange4love** and **#RespectWeek2017**. Share why you're wearing orange, like in these sample messages:

*I wear #orange4love because I believe everyone deserves a healthy relationship! #RespectWeek2017*

*I wear #orange4love because 1 in 3 teens experiences dating abuse & that's 1 too many #RespectWeek2017*

*I wear #orange4love because 57% of college students say dating abuse is difficult to identify. Let's spread awareness! #RespectWeek2017*

## Promote Wear Orange Day:

Tell everyone! Spread the word to people at school, work, in the community, at your place of worship and on social media.

Hang posters, banners, or flyers in common areas, bathrooms or on bulletin boards.\* You can use the flyer on the next page or make your own!

Use the valentine on page 10 of this guide or create your own valentines with Wear Orange Day messaging and hand them out to friends and family.

Hand out orange flowers or candy and attach a copy of the tag on page 11 of this guide with orange yarn or ribbon.

Work with your school to provide incentives for students to wear orange, like random prizes given out in the halls to people wearing orange.

*\*Please be sure to get permission from school officials or other authorities to post flyers, make announcements or spread the word.*

**Join our Wear Orange Day Facebook event (<http://bit.ly/WearOrange2017>) to post pictures and connect with other participants from around the country!**

# **WEAR ORANGE FOR LOVE FEBRUARY 14, 2017**

**This Valentine's Day, wear orange  
and spread the message that everyone  
deserves a healthy relationship.**

**Share your pics with #orange4love and #RespectWeek2017.**

**Have questions about your relationship?**

**call 1.866.331.9474 | chat at [loveisrespect.org](http://loveisrespect.org) | text loveis to 22522 | love is respect  org**



# I WEAR ORANGE BECAUSE...

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**#orange4love**

**#RespectWeek2017**

**#teenDVmonth**

**You deserve to be  
loved and respected .**



It is Valentine's Day, wear orange to show your support for healthy relationships .



Learn more at [love is respect.org](http://loveisrespect.org)

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Everyone deserves a healthy relationship.  
Happy Valentine's Day!



Todos merecemos estar en una relación sana.  
Feliz día de San Valentín!



Everyone deserves a healthy relationship.  
Happy Valentine's Day!



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# NATIONAL RESPECT ANNOUNCEMENT

Loveisrespect invites you to make an impact by participating in the National Respect Announcement on Feb. 17, 2017.

The National Respect Announcement reaches thousands of youth each year. The goal of the announcement is to remind people that love has many definitions, but abuse is not one of them. Everyone deserves a respectful and healthy relationship!

*There are a few ways to make your voice heard.*

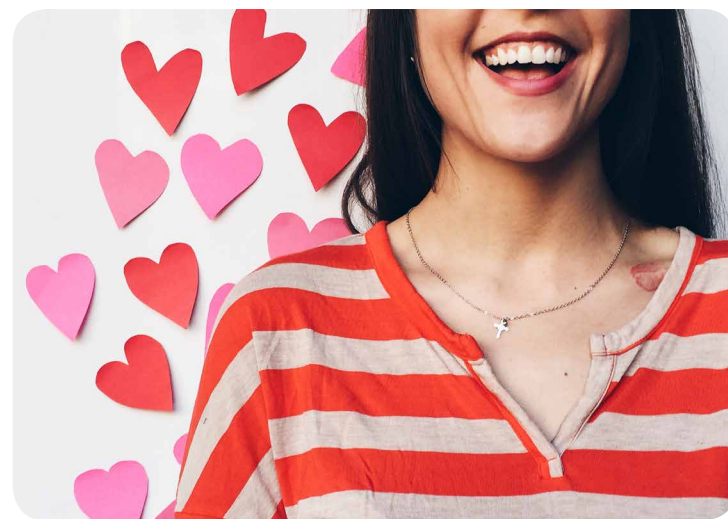
**Join the Thunderclap:** Sign up through Twitter or Facebook to join our Thunderclap at [thndr.me/UHMMWQs](http://thndr.me/UHMMWQs), which will automatically post an announcement to your social media channels on Feb. 17. The more people who sign up, the greater the reach, so encourage friends and family to join as well!

**In Person:** Get permission from your school's administration to read the announcement during the morning public announcements on Feb. 17. Read the announcement before each class period or at your youth group or club meetings.

**Visually:** create and post a flyer around campus, dorm bulletin boards, health offices or any other place that people will see it. Remember to get permission and follow any guidelines before posting.

## National Respect Announcement

*With Valentine's Day behind us, we'd like to remind you that everyone deserves a safe and healthy relationship. Remember, love has many definitions, but abuse isn't one of them. If you or someone you know has a question about a relationship, healthy or unhealthy, visit [loveisrespect.org](http://loveisrespect.org) or text "loveis" to 22522.*





# RESPECT WEEK ACTIVITY IDEAS

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## Use Creative Expression to Promote Healthy Relationships

Advocate for a cause you feel passionate about by designing creative new ways to communicate your message. Here are some ideas for using the arts to promote healthy relationships:

Host an art show or contest. This can include painting, installation art, sculptures, posters, stickers or photography.

An example of installation art could be using orange and white balloons to represent the statistic that one in three young people will experience dating abuse.

Get others involved by hosting a poetry slam, play/musical, talent show, open mic night, essay contest, flash mob, interpretative dance, PSA contest, app creation, website design or blog discussions.

## Host an #Orange4Love T-Shirt Contest

Sometimes orange can be hard to find in your wardrobe. So help your classmates get prepared for Wear Orange Day by hosting a t-shirt contest! Challenge your classmates to make original designs. You can even make it a competition! Whether it's between grades, clubs, or other groups, make it fun!

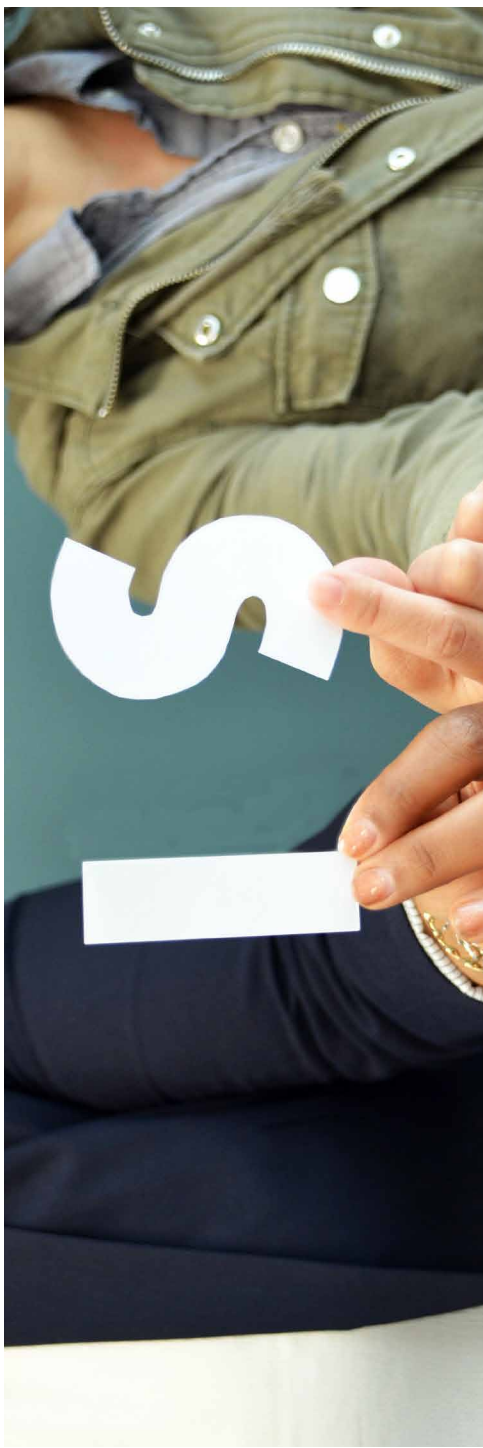
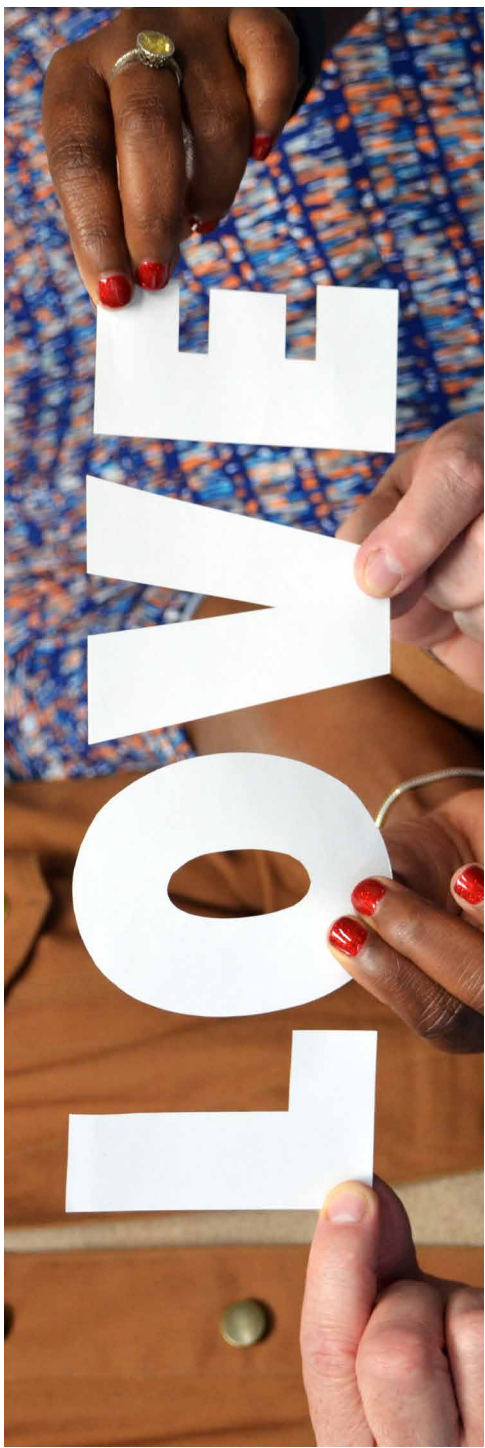


## Hang Up Posters

Print out copies of the poster on the next page and hang them up in your school or community center to help educate others about setting healthy boundaries. (Be sure to get permission if necessary!)

## Healthy Relationships Day

Talk to your health teacher about dedicating a class to healthy relationships during Respect Week. Check out loveisrespect's Educators Toolkits (<http://www.loveisrespect.org/educators-toolkits/>) for ideas about group discussions and activities.



You deserve to feel happy, safe and respected in your relationship.

If something doesn't feel right, **we're here to listen.**

**Free. Confidential. 24/7.**



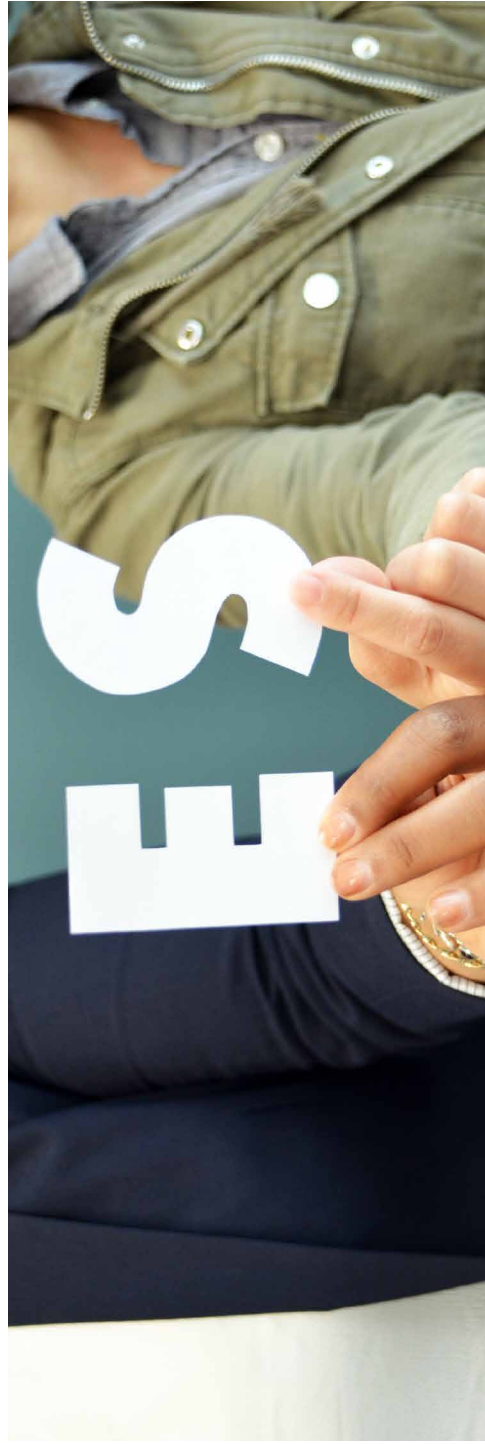
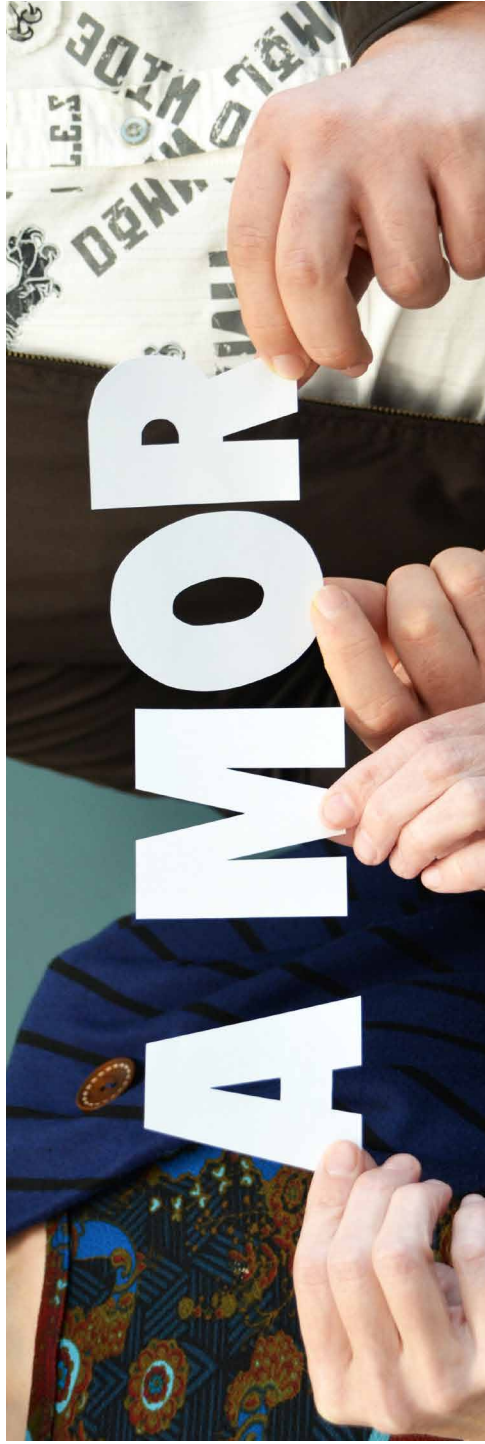
**love is respect.org**

**chat at [loveisrespect.org](https://loveisrespect.org)**

**text loveis to 22522**

**call 1.866.331.9474**





Tu mereces sentirte feliz, seguro y respetado en tu relación.

Si algo no se siente bien,  
**estamos aquí para escucharte.**

**Gratis. Confidencial. 24/7.**



**love is respect.org**

Expertos están disponibles para atender llamadas en inglés y español.

**llama 1.866.331.9474** |

**espanol.loveisrespect.org**

# MORE ACTIVITY IDEAS

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## Create an Awareness Display

Create awareness about teen dating violence and healthy relationships with a unique display. Your display can be anything of significance to your school: a poster, a TV announcement or a classroom door. Make it fun and creative!

### What Do I Do?

Find the right spot. Pick a visible location of importance to your school. Make sure it's large enough to hold your display. Don't forget to get permission to use the location you select!

Mark your calendar. Choose a date and time close to the beginning of February, if possible, and use your display to raise awareness about dating violence and healthy relationships.

Be prepared. Arrange to purchase or collect the materials needed to create and set up your display.



### What Should My Display Say?

Make your message creative, something that will put a positive spin on raising awareness and catch your peers' attention. For example:

“Wear Orange for Love on February 14...because LOVE is RESPECT!”

“Healthy relationships make Valentine's Day special!”

Print out the speech bubbles on pages 19 and 20 (available in both English and Spanish). Have your peers complete the sentence and assemble the speech bubbles to create a diverse display.

### How Do I Promote My Display?

Tell everyone! People in your classes, your teachers, administration, your fellow club members and your Twitter, Instagram and Facebook friends. Ask everyone to spread the word!

Make announcements to the entire school, certain classes, groups or others. (Be sure to get permission if needed!)



# RESPECT WEEK COLLEGE CAMPUS ACTIVITIES

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This section includes ideas for promoting Respect Week on your college campus. Aim to reach as many people as possible and help make a difference!

## These Hands Don't Hurt

Set up a large mural where passing students can sign a pledge committing to nonviolence in their relationships. Let them sign the pledge by printing their hand with paint on the mural or tracing their hand in chalk on the sidewalk. Have a table nearby with handouts the students can take with them after they sign the pledge. For handout materials, visit [www.loveisrespect.org/resources/download-materials/](http://www.loveisrespect.org/resources/download-materials/).

## T-Shirt Sale for Wear Orange Day

Sometimes orange can be hard to find in your wardrobe. To prepare for this, run a t-shirt sale in advance (you can use orange t-shirts or white t-shirts with orange designs). Promote it by donating the proceeds to a local domestic violence nonprofit agency. Another option is holding a t-shirt tie-dyeing event. Get people together to make their orange shirts and get the conversation started about healthy relationships!

## Orange Yarn

Give people orange yarn to wrap around their wrists and help spread the message about healthy relationships! You don't have to give a speech every time that you give someone yarn, but often, people will ask you why you are doing it. Then someone later in the day will see that person and ask why they are wearing it. Eventually, it can reach the whole campus and raise awareness on a bigger scale!

## Chalking

Get permission from your college (if necessary) to chalk up (write a message with chalk on the ground) a regularly frequented walkway on your campus. Your message could be something as simple as "February is Teen Dating Violence Awareness Month." You could also rally the artists on campus to make a beautiful chalk mural.



# MORE COLLEGE CAMPUS ACTIVITIES

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## Host an Information Table

Setting up a table with information and resources is an effective way to reach out to many different communities – from teens to parents and other adults. Here are some basic tips that will help make your tabling activities a success!

### What Do I Do?

Choose a date, time and place when people will be present – nothing is less fun than a table that no one approaches!

Make a checklist of all the materials (including the quantity of each) you'll be bringing with you to the tabling event. Print out any materials you plan on including. Visit [loveisrespect.org/resources/download-materials/](http://loveisrespect.org/resources/download-materials/) for palm cards, posters and other great handouts!

Print out speech bubbles on the next two pages (available in both English and Spanish). Have visitors to your table complete the sentence. You can use these speech bubbles later to create an awareness display.

Wherever you decide to host an information table, make sure you get the proper permission, especially if you are in a school setting.

### What Should I Say?

Memorize some information to share with people stopping by your table, such as:

Abuse can be as visible as bruises or as subtle as name calling and controlling what a partner wears.

**43% of dating college women** report experiencing abusive dating behaviors.

57% of college students say **dating abuse is difficult to identify**, and 58% say they **don't know how to help** someone who's experiencing it.

Young people who have questions about their relationships can visit [loveisrespect.org](http://loveisrespect.org) or text loveis to 22522 to get help from trained peer advocates.

### Want to Do More?

Reach out to your local domestic violence service provider to come assist you at your info table.



**Love is...**



**Love is...**

**Amor es...**

**Amor es...**



# MORE COLLEGE CAMPUS ACTIVITIES

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## Get the Sports Teams Involved

Partner with the intramural/club sports teams. Ask them to wear orange during their games for Respect Week! This can include orange ribbons, sweat bands, socks or other items.

## Decorate R.A. Bulletin Boards

Resident Assistants in campus Residence Halls are always looking for interesting and informative topics to post on their bulletin boards. Team up with housing on your campus to inspire R.A.'s to shine a spotlight on Respect Week and Teen Dating Violence Awareness Month!

## Host a Campus-Wide “Love is...” Photo Contest

Invite all of the campus organizations to partake in a photo contest on Instagram or Facebook where they can express what love is to them. You and your peers can write your messages on small white boards, paper talk bubbles or posters. Remember to include #RespectWeek2017 when posting to social media!



# NOW WHAT?

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Respect Week and Teen DV Month are great times to raise awareness, but it's important to remember that dating violence is an issue all year long! What can you do to stay involved when February is over?

**Download, print and distribute resources** and materials from [loveisrespect.org](http://loveisrespect.org). Visit [loveisrespect.org/resources/download-materials](http://loveisrespect.org/resources/download-materials)

**Promote [loveisrespect.org](http://loveisrespect.org)** and follow us on social media for info to share and repost

**Volunteer** for a local domestic violence shelter or youth education program

**Create care packages** for domestic and dating violence survivors and distribute them at a local shelter

**Start or join a group** at your school that focuses on dating abuse prevention







LOVE

For more information, visit [loveisrespect.org](http://loveisrespect.org).  
Repurposing is allowed and encouraged.



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