



THE “LOVE” CAMPAIGN

A Project of the National Teen Dating Abuse Helpline

According to dating violence statistics, 75 percent of Texas teens have reported experiencing dating abuse or knowing someone who has, and 50 percent of Texas teens reported having experienced dating violence or abuse personally.* In an effort to decrease these numbers, the National Teen Dating Abuse Helpline (NTDAH), in partnership with Texas Attorney General Greg Abbott, have launched the “LOVE” campaign.

“LOVE” Campaign Goals

- Raise awareness of healthy dating behaviors and prevent future or current dating abuse among 13-18 year olds
- Connect teens, parents and schools to the National Teen Dating Abuse Helpline
- Help high schools meet the requirements of Texas House Bill 121

This toolkit has been sent to every high school across Texas and to over 800 organizations that serve Texas teens. The toolkit includes campaign posters with Helpline contact information, video public service announcements, wallet cards, website artwork and other educational collateral.

Campaign Elements:

1. Viral social marketing strategies—social networking platforms such as FaceBook, MySpace, YouTube, and Twitter, utilizing traditional and mobile platforms
2. Promotional materials and toolkits have been sent to 1750 high schools across Texas and to over 500 organizations that serve Texas teens
3. Give Texas teens resources, relationship skills, and ideas to implement their own campaign to help local teens

The National Teen Dating Abuse Helpline is a 24-hour resource for teens and young adults experiencing dating abuse. It is specifically designed with teens and young adults in mind, operating around the growing technologies that they use most often: the phone, the web, and chat. Young men and women, along with their friends and families, can anonymously contact a trained teen dating abuse advocate by phone 24/7 at (866) 331-9474 or TTY (866) 331-8453. They can also chat online in a one-on-one, confidential conversation with a peer advocate between the hours of 4 pm and 2 am. All advocates on the loveisrespect.org National Teen Dating Abuse Helpline are trained to offer crisis intervention, safety planning, and referrals from a database of over 5,100 resource providers.

Thank you for helping to promote healthy dating relationships. If you need more information, supplies or ideas on how to use this toolkit, please contact us at <http://www.loveisrespect.org/util/contactus.html>.

Best Regards,
The National Teen Dating Abuse Helpline

**Equation Research 2006 for the Texas Council on Family Violence*



HOW TEACHERS CAN USE THIS TOOLKIT

Now

- Hang printed posters and stickers around your classroom. Order more free posters from www.loveisrespect.org
- Print quiz posters (on DVD) post and where students congregate. Order free printed quiz posters from www.loveisrespect.org
- Place wallet cards in your classroom for students to take or give to counselors to distribute. Order more free wallet cards from www.loveisrespect.org
- Run public service announcements when showing other videos in class
- Share public service announcements with student news radio or TV channel
- Print the Letter to the Editor in your school newspaper to spread awareness of teen dating abuse to students
- Teens really like the design of this campaign so we have included in the Web folder we have included campaign artwork like glittery logos and wallpaper that they can put on their MySpace, YouTube, or Facebook profiles

When teaching healthy dating curriculum and/or during Teen Dating Violence Awareness and Prevention Week (TDVAP) [February 2009]

- Order free posters and wallet cards and distribute to students, teachers and counselors.
- Use the t-shirt logo to have t-shirts printed for school events or for giveaways
- Encourage student clubs to celebrate TDVAP week with education, posters and t-shirt giveaways. Send pictures of the activities to be posted on the loveisrespect, National Teen Dating Abuse Helpline website
- Make the public service announcements available to students to add and share via their MySpace, YouTube, or Facebook profile
- In the Web Folder, you'll find wallpaper and glitter logos that can be used with a variety of websites. Work with school technical staff to load the wallpaper onto school computer lab computers for the week of TDVAP
- Provide wallpaper and glitter logos to students to add and share via their MySpace, YouTube, or Facebook profile
- Edit the Letter to the Editor to run during TDVAP week



10 Teen Dating Abuse Facts

Physical and sexual abuse is the most often talked about piece of dating abuse.

- 1 in 5 teens that have been in a serious relationship report being hit, slapped, or pushed by a partner
- 1 in 3 teenagers report knowing a friend or peer who has been hit, punched, kicked, slapped, choked or physically hurt by their partner
- 1 in 4 teenage girls who have been in relationships reveal they have been pressured to perform oral sex or engage in intercourse

But dating abuse doesn't have to be physical. It can include verbal and emotional abuse and controlling behaviors.

- More than 1 in 4 teenage girls in a relationship report enduring repeated verbal abuse
- One-third or more of teens who have been in a relationship have been with a partner who frequently asked where they were and whom they were with
- 1 in 4 teens who have been in a serious relationship say their boyfriend or girlfriend has tried to prevent them from spending time with friends or family; the same number have been pressured to only spend time with their partner
- Nearly 1 in 5 teenage girls who have been in a relationship said a boyfriend had threatened violence or self-harm if presented with a break-up

As technologies like cell phones and social networking become the norm for communication, they can also be used to abuse and control.

- One in three teens (30%) say they are text messaged 10, 20, or 30 times an hour by a partner inquiring where they are, what they're doing, or who they're with
- 68% of teens say boyfriends/girlfriends sharing private or embarrassing pictures/videos on cell phones and computers is a serious problem
- 71% of teens regard boyfriends/girlfriends spreading rumors about them on cell phones and social networking sites as a serious problem

Sources:

Teenage Research Unlimited (<http://www.loveisnotabuse.com/surveyresults.htm>)

Technology & Teen Dating Abuse Survey, 2007

Teen Dating Abuse Survey, 2006

Teen Dating Abuse Survey, 2005

For more information, visit www.loveisrespect.org.



Letter to the Editor - Student Newspaper

Nationally, 1-in-3 teenagers report knowing a friend who has been hit, punched, kicked, slapped, choked or physically hurt by their boyfriend or girlfriend. Whether you know them personally or not, students at your own school are in unhealthy relationships involving control, physical abuse and other behaviors that can follow them into adulthood as perpetrators or victims of relationship abuse.

Dating abuse isn't an argument every once in a while, or a bad mood after a bad day. Dating or relationship abuse is a pattern of controlling and abusive behavior. It can cause injury and even death, and though these are often the stories that make the news, it doesn't have to be physical. It can be verbal and emotional abuse - constant insults, isolation from family and friends, controlling what someone wears, and sexual assault.

Constant texting, phone calls, or embarrassing postings on MySpace or Facebook pages can also be a form of abuse. While communicating online or via text message is normal, it can be used as a way to monitor, control, or even blackmail a girlfriend or boyfriend. A 2007 survey from Teenage Research Unlimited found that 71% of teens regard boyfriends/girlfriends spreading rumors about them on cell phones and social networking sites as a serious problem. Another 68% of teens say boyfriends/girlfriends sharing private or embarrassing pictures/videos on cell phones and computers is also a serious concern.

Here are some questions that can help you decide if your relationship is healthy or not. If you answer yes to even one of these questions, consider talking to a peer advocate at [loveisrespect](http://loveisrespect.org), the National Teen Dating Abuse Helpline. Peer advocates, between the ages of 16-24, offer support and referrals through the 24/7 telephone helpline and a live chat, between the hours of 4pm CST – 2 am. by calling 1-866-331-9474 (1-866-331-8453 TTY) or chatting live at www.loveisrespect.org.

Does your boyfriend/girlfriend:

Look at you or act in ways that scare you?

Act jealous or possessive?

Put you down or criticize you?

Try to control where you go, what you wear or what you do?

Text or IM you excessively?

Blame you for "making" them treat you badly?

Threaten to kill or hurt you or themselves if you leave them?

Try to stop you from seeing or talking to friends and family?

Try to force or guilt you into sexual activity?



10 Things You Can Do to Promote Healthy Relationships and Dating Abuse Awareness

If you have only have a few minutes-

- Promote awareness of teen dating violence by hanging posters at your school or on a community bulletin board. You can make your own or use ours - [download and print them immediately through loveisrespect.org](#).
- Ask the school nurse or a teacher to make [dating abuse brochures and quizzes](#) available to students.
- Join loveisrespect, National Teen Dating Abuse Helpline on [MySpace](#) or [Facebook](#). Post our “[I believe that love is respect](#)” badge to your profile.
- Stay educated. Learn to recognize relationship abuse and what to say to a friend in an [abusive relationship](#). Once you’ve done this, you may be surprised by the people that turn to you for help.
- Forward our editorial to your school newspaper editor or sponsor.

If you have more than a few minutes-

- Write an article about healthy relationships or teen dating abuse and submit it your campus or town newspaper.
- Include a referral to www.loveisrespect.org for your readers that may be in abusive relationships.
- Create a PSA or video around the theme of National Teen Dating Violence Awareness and Prevention Week. Share it with your friends ([send it us too!](#)) through YouTube or your [MySpace](#) or [Facebook](#) profile.
- Set up a table at lunch to provide [dating abuse brochures](#) to students at your school.
- Contact your local domestic violence program and ask about volunteer opportunities. Also, ask about projects they may have specific to teen dating abuse. A peer advocate at the National Teen Dating Abuse Helpline can help you locate the program in your community.
- Organize a school wide assembly or fundraiser focusing on dating abuse. Invite speakers from local domestic or dating abuse programs.



DOES SOMETHING ABOUT YOUR RELATIONSHIP WORRY YOU?

Take the most important quiz of your life - we're here to help you pass.

Does your boyfriend/girlfriend:

Try to control where you go, what you wear or what you do?

Act jealous or possessive?

Call, Text or IM you excessively?

Hit, slap, pinch, push or kick you?

Threaten to kill or hurt you or themselves if you leave them?

Try to stop you from seeing or talking to friends and family?

Try to force you to have sex before you're ready?

If you said yes to even one, you may be in an abusive relationship.

You are not alone. One in three teenagers has experienced violence in a dating relationship.

Call us if you need to talk. We're here 24-hours a day, 365 days a year.

All calls and chats are anonymous and confidential.

1-866-331-9474 /TTY 1-866-331-8453 or chat online www.loveisrespect.org



DO YOU THINK YOUR RELATIONSHIP IS HEALTHY AND RESPECTFUL?

Does your partner?

Love is respect. Love is not:

Calling you partner names or putting them down.

Hitting, slapping, pushing

Making threats of any kind.

Monitoring their email or text messages or texting them excessively.

Forcing or guiltting them into doing things.

Trying to keep them away from friends or family.

Your relationship doesn't have to look like this.

Dating violence affects everyone. 60 percent of females and 40 percent of males report having a personal experience, either as targets or as abusers.

Call us if you need to talk. We're here 24-hours a day, 365 days a year.

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About loveisrespect.org

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**LOVE SHOULD BE FUN & EXCITING—
TRUST YOURSELF, IF THINGS DON'T FEEL RIGHT
CALL US OR CHAT ONLINE—
WE'LL HELP YOU RECOGNIZE THE RED FLAGS
IT'S ANONYMOUS, FREE, & A CHANCE TO TALK
TO SOMEONE WHO UNDERSTANDS
1 866 331 9474 LOVEISRESPECT.ORG**

**LOVE IS TRUSTING—
IT ISN'T KEEPING TABS WITH OBSESSIVE CALLS & TEXTING**

**LOVE IS SECURE—
IT ISN'T BEING JEALOUS, SUSPICIOUS OR PARANOID**

**LOVE IS ACCEPTING—
IT ISN'T TELLING SOMEONE WHAT TO DO, WHAT TO WEAR,
OR HOW TO ACT**

**LOVE IS FREEDOM—
IT ISN'T ABOUT POSSESSING ANYONE OR ANYTHING**