


# NATIONAL **YOUTH** ADVISORY BOARD RESPECT WEEK 2014 GUIDE



Make a difference this  
Teen Dating Violence Awareness Month!!

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Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner each year.<sup>1</sup>

## About Loveisrespect

Loveisrespect is the ultimate source of support for young people to prevent and end dating abuse, inspiring them to create a culture of healthy relationships. Do you have questions about your relationship or a friend's? Want to make a difference? Visit [loveisrespect.org](http://loveisrespect.org) to find interactive quizzes, guides like this one, a vast library of content and more.

Want to talk to someone? Peer advocates are available to assist you 24/7 by online chat at [loveisrespect.org](http://loveisrespect.org), by phone (866.331.9474), or by texting "Loveis" to 22522.

## About the LIR National Youth Advisory Board

Our National Youth Advisory Board (NYAB) consists of 24 hardworking and dedicated individuals, ranging in age from 14 to 24. Middle school, high school and college students, as well as young people not in school, work together to represent youth of all ages, backgrounds and communities. The NYAB is possible thanks to the generous contribution of mark, A Division of Avon Products. The NYAB is busy showing teens and young adults that they DO have a voice and CAN take action, as they spread the message that "love has many definitions, but abuse is isn't one of them."

## About the Respect Week Guide

The Loveisrespect National Youth Advisory Board created Respect Week as a special way for young people to raise awareness during February's annual Teen Dating Violence Awareness and Prevention Month (teenDVMonth). The activities included in this guide are easy to implement by students and youth leaders in schools, sports programs and community/youth groups across the country!

## Let Us Know What You're Doing!

Make sure to register your events on our calendar at [teendvmonth.org](http://teendvmonth.org). During your events, take photos and videos of your activities and share them with Loveisrespect on Twitter (@loveisrespect), Instagram (@loveisrespectofficial) or Facebook (/loveisrespectpage). Your photos might appear in a future blog or online!

# WEAR ORANGE 4 LOVE

## FEBRUARY 11th



### What Do I Do?

Get Respect Week started at your school on **February 11th**. Get as many people as you can to wear something orange in honor of Teen Dating Violence Awareness Month and promote respect and healthy relationships! People 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.

### How Do I Promote “Wear Orange” Day?

1. Tell EVERYONE!! People at school, at work, in the community, at your place of worship, your neighbors and your Twitter, Instagram and Facebook friends. Ask everyone to spread the word!
2. Join our Facebook event at <http://bit.ly/wearorange>.
3. Make announcements to the entire school, certain classes, groups or others.
4. Put posters, banners, or flyers in common areas, bulletin boards, bathrooms and other places. You can use the flyer on the next page or make your own!

*Don't forget - Please be sure to get the appropriate permission to post flyers, make announcements or spread the word. Try talking to a teacher or professor or getting permission from the principal.*

### What Else Should I Do On “Wear Orange” Day?

- Take pictures and post about it online! Share with the world that you are standing up for healthy relationships!
- Post on Twitter or Instagram with the hashtags **#teenDVmonth** and **#RespectWeek2014**.
- Share your ORANGE 4 LOVE photos on Instagram (@loveisrespectofficial) or on Facebook at [facebook.com/loveisrespectpage](https://facebook.com/loveisrespectpage)!

### And Remember...

Don't just wear orange - talk about it! By having a large number of people raising awareness like this and talking about healthy relationships, we send a message that teen dating abuse is not okay! Not sure what to say?

Try this –

*“I’m wearing orange today to promote respect and healthy relationships!” or*

*“I’m wearing orange to help promote [loveisrespect.org](http://loveisrespect.org) and healthy relationships.”*

If anyone asks for more info or if you know someone who might need help, they can reach our Peer Advocates at [loveisrespect.org](http://loveisrespect.org)!

connect now!

chat at [loveisrespect.org](http://loveisrespect.org)

 text “loveis” to 22522

 call 1-866-331-9474

Discuss your options anonymously.  
Peer advocates are available 24/7.

For more information, visit [www.loveisrespect.org](http://www.loveisrespect.org)

Repurposing is allowed and encouraged.

Please contact Break the Cycle or the National Dating Abuse Helpline for more information.



# GOT ORANGE?



On February 11th  
wear  
Orange 4 Love



Who will you **WEAR ORANGE** for?  
@loveisrespect #orange4love #RespectWeek2014

Get the Details on Facebook @  
<http://bit.ly/wearorange>



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national youth advisory board



# National **Respect** Announcement: 2014



## About the Announcement

TeenDVmonth is now in its fourth year and awareness and prevention is growing strong. This year the National Youth Advisory Board for [loveisrespect.org](http://loveisrespect.org) invites you to make an impact by participating in the [National Respect Announcement on February 14, 2014](#) – Valentine's Day.

The National Respect Announcement, formally National School Announcement began four years ago. The announcement reaches thousands of youth each year and this year we're incorporating a few different ways to make your voice heard:

- **In Person:** work with your school's administration to get permission and recruit one or two students to read the text at the bottom of this page during the morning public announcements on February 14th. Read the announcement before each class period or at your youth group or club meetings.
- **Visually:** print and post the 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.
- **Online:** use social media for something good. Type the text of the announcement in your posts or tweets, sign up to be a part of the first ever National Respect Announcement Thunderclap (<https://www.thunderclap.it/projects/8101-national-respect-announcement>). Don't forget to use the hashtags #RespectWeek2014 #teenDVmonth #orange4love.

Be a part of something big this February and make your voice heard! Register your school, university, organization or club at [teendvmonth.org/announcement](http://teendvmonth.org/announcement) by February 12th to be included in the 4th Annual National Respect Announcement Registry!

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## National Respect Announcement



*This Valentine's Day, 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**.*

For more information, visit [www.loveisrespect.org](http://www.loveisrespect.org)

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# National **Respect** Announcement: **THUNDERCLAP**



## Full Announcement:

This Valentine's Day, 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](tel:22522).

## Thunderclap text:

It's [#ValentinesDay](#) - everyone deserves a safe & healthy relationship. Visit [loveisrespect.org](http://loveisrespect.org)  
[#NationalRespectAnnouncement](#)

## Cause Description:

TeenDVmonth is now in its fourth year and awareness and prevention is growing strong. For years, young people across the nation have organized to put a stop to dating abuse. After teen dating abuse was highlighted in the reauthorization of the Violence Against Women Act in 2005, Congress declared the first full week in February "National Teen Dating Violence Prevention and Awareness Week." In 2010, they dedicated the entire month of February to teen dating violence awareness and prevention.

This year, the National Youth Advisory Board for [loveisrespect.org](http://loveisrespect.org) is inviting you to make an impact by participating in the first ever National Respect Announcement thunderclap!

The National Respect Announcement, formally National School Announcement, began four years ago – students from across the country read the announcement over their high school P.A. systems on Valentine's Day. The announcement reaches thousands of youth each year, and this time around we're incorporating social media to reach even more.

The goal of the National Respect Announcement is to take a moment to stop and remember that love has many definitions but abuse is not one of them. By participating in this thunderclap, you will join us in promoting respect and healthy relationships and help connect young people to valuable help resources like loveisrespect's text and chat line which is run by peer advocates 24/7.

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# Respect Week 2014



## National Respect Announcement:

“This **Valentine's Day**, we'd like to remind you that everyone deserves a **safe** and **healthy** relationship.

If you or someone you know has a question about a relationship, healthy or unhealthy, visit **loveisrespect.org** or text "**loveis**" to **22522**.

Remember, **love** has many definitions, but **abuse** isn't one of them.”



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## Respect Week: Social Media 101

Using social media is a great way to raise awareness. Take some time away from your daily posts – it will only take a few minutes maybe seconds and share something that will get your friends to start talking about healthy relationships.

We created exclusive hashtags to be used during Respect Week 2014. Use these hashtags when you tweet, post or share photos on Instagram. We want to hear about how you and your friends are making your voice heard this February!

### #RespectWeek2014

Use this hashtag during Respect Week February 10<sup>th</sup> – 14<sup>th</sup>

### #orange4love

This is the official hashtag for Wear Orange day February 11<sup>th</sup>

### #teenDVmonth

This is the official hashtag for the Teen Dating Violence Awareness and Prevention Month; use it every day in February.

### Not sure what to post?

Don't worry we have that covered. Use the sample tweets/posts below or create some of your own and don't forget to tag us: @loveisrespect on twitter @loveisrespectofficial on instagram and [www.facebook.com/loveisrespectpage](http://www.facebook.com/loveisrespectpage)

- February is #teenDVmonth 1 in 3 is too many I'm wearing my #orange4love #RespectWeek2014
- Love is not abuse #orange4love #RespectWeek2014
- Use your voice #RespectWeek2014 and wear #orange4love.
- I wear #orange4love for #teenDVmonth. I'll be wearing orange for my (friend, family member, survivor)
- Today I'm wearing #orange4love because help is out there @loveisrespect #teenDVmonth
- We wear #orange4love to support healthy relationships #teenDVmonth



*Join us as we raise awareness online and offline this February!*

*Make your voice heard, make your post count!*

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## Tip Sheet: How to Get Others Involved?



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### Know your message

The best way to convince others to get involved is to fully understand the message you are promoting. So rehearse! Write a cheat sheet if you're going to be talking face-to-face with someone, and always leave your audience with ways to find out more information! Develop an elevator pitch!

Don't know what an elevator pitch is? Check out resources such as this one for help:

[www.mindtools.com/pages/article/elevator-pitch.htm](http://www.mindtools.com/pages/article/elevator-pitch.htm)

### Know your audience

Depending on the audience you are approaching, it's going to take a different level of formality. You are going to talk to your friends differently than the head manager of a local business or a corporate representative. Be appropriate and treat your audience with respect and class.

### Emphasize your credibility

Highlight that you are joining the efforts of Loveisrespect's NYAB as an advocate for healthy relationships. You can also reference any credentials you have within your school or clubs/orgs you are involved in.

### Choosing your audiences

#### Involve your school

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

Involve your school's clubs/sororities.

Announce teen dating violence facts within daily school or class announcements.

#### Contact your connections

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

### Partner with nonprofit organizations

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

### Contact the papers and radio stations

Don't be afraid to email or talk to your local/school newspaper and radio about your ideas.

Go to the website of your local newspaper or radio station and find their contact information. In the email or phone conversation describe what Respect Week is and why it's important to be advertised to the public.

If it's an email, recommend that you can give more details to a reporter interview-style over the phone at their convenience.

Be sure to leave them with your contact information - phone, email, or both!!

For more information visit:

<http://www.teendvmonth.org/media>

### Online advocacy: Spread the word!

- Instagram (@loveisrespectofficial)
- Twitter (@loveisrespect)
- Facebook (/Loveisrespect)


### Use social network hashtags:

#Respectweek2014    #orange4love  
#teenDVmonth

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# HOST AN INFORMATION TABLE

## This February



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

### What Do I Do?

- Download the 2014 TeenDVMonth Kit at [teendvmonth.org/resources](http://teendvmonth.org/resources). The kit includes handouts and artwork you can reprint at home or school to distribute to your friends and peers!
- Choose a date and time 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 a tabling event. Don't forget to print out any handouts or resources included in the toolkit!

### What Handouts Should I Use?

- Facts About Dating Abuse (visit [loveisrespect.org/download-materials](http://loveisrespect.org/download-materials) to print additional handouts on the issue)
- Healthy Relationship Pledges for both teens and parents!
- Relationship Spectrum and Types of Abuse
- 8.5 x 11 or 11 x 17 poster promoting Teen Dating Violence Prevention Month
- Loveisrespect "Palm" Cards (Print them using Avery Template business cards. Follow the directions in the kit.)

### What Should I Say?

Memorize some of these facts and information to share with people stopping by your table:

- One in three teens experiences some form of abuse in their relationships.
- Abuse can be as visible as bruises and physical violence or as subtle as name calling and controlling who someone talks to online.
- Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner in a single year.

Teens 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.

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# Respect Week: High School Supplemental Activities



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## CREATE AN AWARENESS DISPLAY THIS FEBRUARY

### What Do I Do?

- **Find the right spot.** Pick a location of importance to your high school. Make sure it's large enough to hold your display. Don't forget to get permission to use the location you selected!
- **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 abuse and healthy relationships! Perfect timing for Respect Week!
- **Be prepared.** Arrange to purchase or collect the materials needed to create and setup your display.

### What is my Display?

- Use your display to create awareness about teen dating violence and healthy relationships!
- Your display can be anything of significance to your high school: a painted rock, a poster, a TV announcement display, or a classroom or building door. Make it fun, significant, and creative!

### What Should My Display Say?

- Make your message creative, something that will put a positive spin on raising awareness and catch your peers' attention.
- Some examples are: "1 in 3 teens will experience teen dating violence;" "Wear Orange for Love February 11<sup>th</sup> ...because LOVE is RESPECT" "Healthy relationships start with us" "End the silence about violence" "I deserve respect, NOT DRAMA!" Create your own!

### 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.
- Share photos on loveisrespect's Facebook (<https://www.facebook.com/loveisrespectpage>), Twitter (@loveisrespect), and Instagram (@loveisrespectofficial)

## CREATE AN ASSEMBLY/CLASS PRESENTATION THIS FEBRUARY

### What Do I Do?

- Get permission to host an assembly or present to a class and use the auditorium or classroom
- Find supportive school staff to work with - get teachers and administrators on board so lots of students can attend
- Pick a date and time and make an agenda
- Gather materials



### What Do I Do at My Assembly

- Pick a fun opening act such as skits on healthy relationships
- Show a video if you can - visit <http://www.youtube.com/user/loveisrespect> for videos to show. You can also screen the Reviving Ophelia Lifetime movie!
- Wrap things up by calling people to action! Encourage everyone to help put an end to dating violence by telling everyone about available resources at [loveisrespect.org](http://loveisrespect.org)

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# Respect Week: College Supplemental Activities



## CREATE A CHALKING EVENT THIS FEBRUARY



### What Do I Do?

- “Chalking” is an activity where you can be a kid again and write what you think all over your campus! (on approved walking paths that is) It is a great way to catch students’ attention as they walk to class and other on campus activities!
- Find out where you can chalk on your college campus.
- Pick a date and time that your volunteers are available and when there will be a large amount of foot traffic.
- Pick locations that are central on your campus where residential students and commuters will pass by. We recommend that you pick at least three possible locations.
- Gather lots of colorful chalk and download handouts and palm cards from [loveisrespect.org/download-materials](http://loveisrespect.org/download-materials).
- Have your volunteers at each station pass out palm cards where you have “chalked.”

### What Should I Chalk?

- Make your message creative, something that will put a positive spin on raising awareness and catch your peers’ attention.
- Some examples are: “1 in 3 young adults will experience dating abuse” “Wear Orange for Love February 11th” “When push comes to shove...it’s no longer love!” “Party with consent” “Where do you draw the line?” Create your own!

## CREATE A LOVE IS... POSTER DISPLAY THIS FEBRUARY

### What Do I Do?

- Follow the instructions for hosting an information table! At your table have each participant write what love means to them on a talk bubble (See template at the end of this packet).
- Decide what size poster display you want for the completed talk bubbles.
- Create your poster display! Be sure to make it eye-catching.
- Find out where you can put up your poster.
- Don’t forget to get permission for both your tabling and your final poster display.
- Share photos on loveisrespect’s Facebook (<https://www.facebook.com/loveisrespectpage>), Twitter (@loveisrespect), and Instagram (@loveisrespectofficial)
- Use hashtags #orange4love #RespectWeek2014 #teenDVmonth




### How Do I Promote My Display?

- TELL EVERYONE!!! People in your classes, your professors, your fellow club members, and your Twitter, Instagram and Facebook friends. Ask everyone to spread the word!

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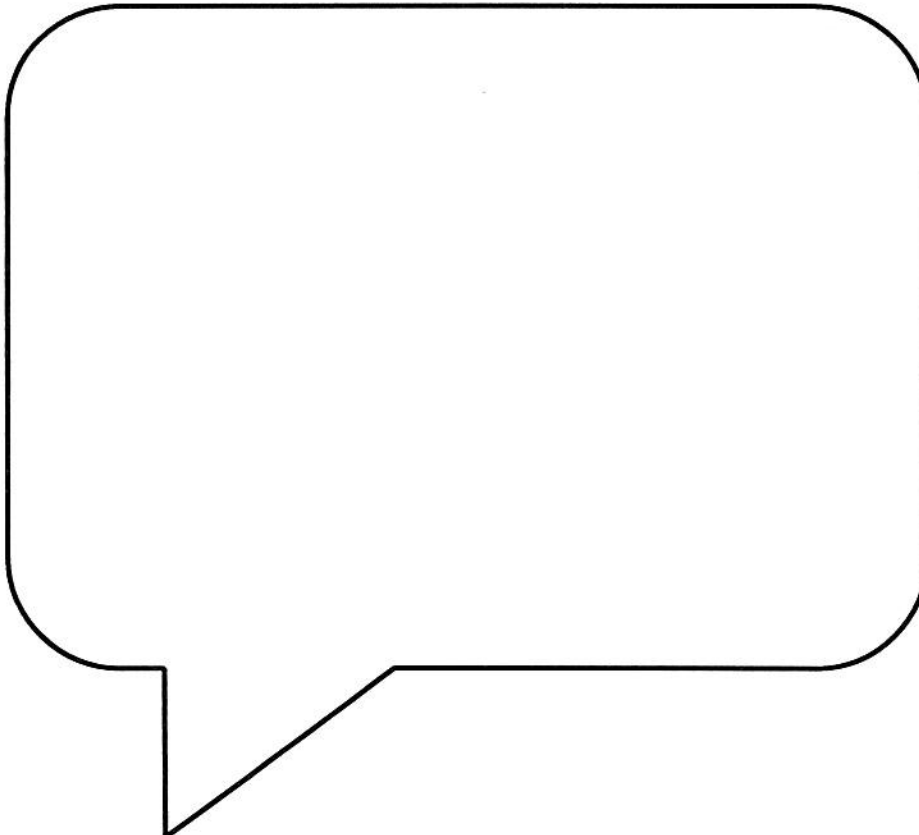
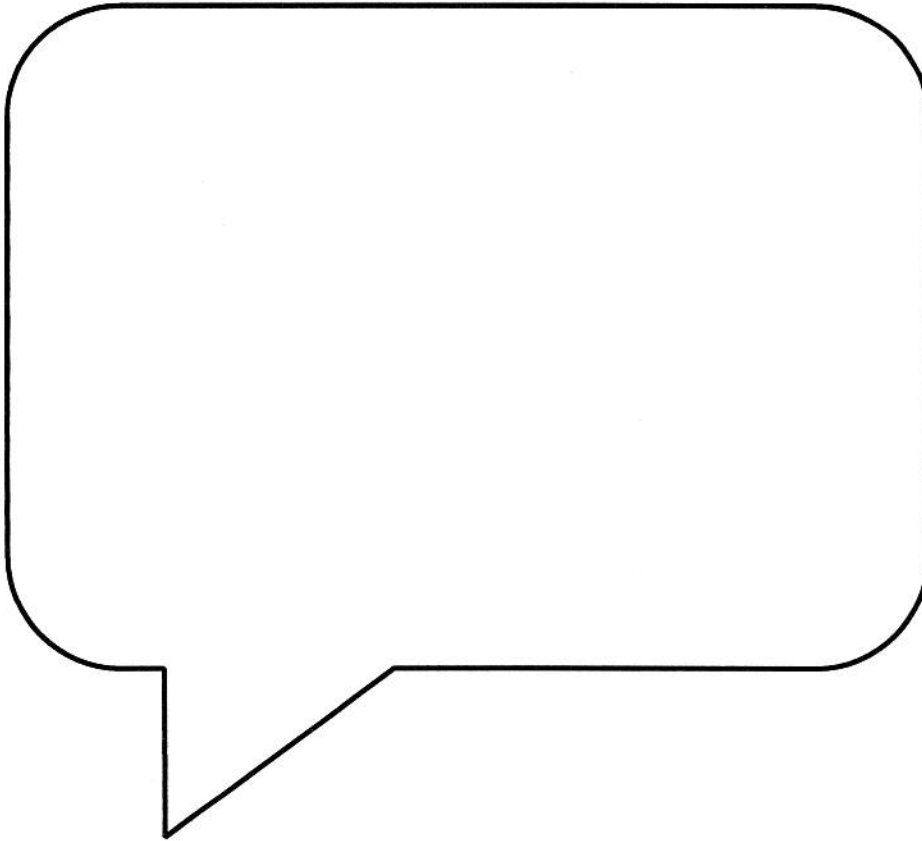
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**Talk Bubble Template** - See Respect Week Activities.



## Loveisrespect Contact Information

To reach the Loveisrespect National Youth Advisory Board or our Youth Organizing team in our Los Angeles office 310.286.3383  
nyabinfo@loveisrespect.org

To learn more about Loveisrespect visit  
loveisrespect.org | breakthecycle.org  
facebook.com/loveisrespectpage | twitter: @loveisrespect