



RESPECT WEEK ACTION GUIDE

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WHAT IS RESPECT WEEK?

Respect Week is a special way to raise awareness about healthy relationships and dating abuse during Teen Dating Violence Awareness Month (TDVAM) every February.

We created this guide to inspire teens, young adults, and those who care about them 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 (LIR)

LIR's mission is to engage, educate, and empower young people to end abusive relationships. Officially launched in February 2007 as a project of the National Domestic Violence Hotline, LIR was the first 24-hour resource for teens experiencing dating violence and abuse, or needing to learn more about healthy relationships.

LIR strives to be a safe, inclusive space for young people to access information and get help in an environment that is designed specifically for them. LIR also mobilizes parents, educators, peers, and survivors to proactively raise awareness on healthy dating behaviors and how to identify unhealthy and abusive patterns. Find us at www.loveisrespect.org.

WHAT IS TEEN DATING VIOLENCE AWARENESS MONTH (TDVAM)?

TDVAM is a month-long campaign dedicated to raising awareness about teen dating abuse. Every February, people across the United States join together for a national effort to bring awareness to teen dating violence.

Teen dating violence is more common than people think. One in three teens in the U.S. will experience physical, sexual, or emotional abuse by someone they are in a relationship with before they become adults.* Nearly half (43%) of college women report experiencing violent and abusive dating behaviors.*

By coming together each February, we can raise awareness and stop dating abuse before it starts. Only by continuing to talk about these difficult issues can we call attention to teen dating violence. This is only the first step towards preventing and ending the cycle of abuse.

*Statistics provided by the Break the Cycle 2011 College Dating Violence and Abuse Poll and loveisrespect.org.

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WHAT DOES #1Thing MEAN?

This year, *loveisrespect*'s 2020 TDVAM campaign theme is #1Thing. Pronounced "One Thing" or "Hashtag One Thing," this campaign is focused on small (but meaningful), actionable steps that everyone can take. By learning just one thing about teen dating violence and sharing that with a friend, everyone, no matter how old they are, can make a difference.

Every single person has a part to play in ending dating abuse. Every step towards ending teen dating violence is an important one!



FEBRUARY 2020

**WELCOME
TO
RESPECT
WEEK
2020!**

**MONDAY
10TH**

**Respect
Announcement**

**TUESDAY
11TH**

**Wear Orange
Day**

**WEDNESDAY
12TH**

**Respect
Yourself!**

**THURSDAY
13TH**

**Healthy
Relationships
Awareness**

**FRIDAY
14TH**

Valentine's Day

MONDAY, FEBRUARY 10 – RESPECT ANNOUNCEMENT

Kick off Respect Week with a bang with a respect announcement! The goal of your announcement is to remind people that love has many definitions, but abuse is not one of them. Everyone deserves a respectful and healthy relationship!

Here are a few ways you can make your announcement:

- **In Person:** Get permission from your school to read the announcement during your morning announcements. Ask your favorite teacher if you can read the announcement before their class starts for the day. Before your team starts practice or your club starts its meeting, get everyone's attention with your respect announcement.
- **On Social Media:** Make your own post or repost LIR! Try creating a story or sharing it directly with a few friends.

Not sure what to say? Try to put your own personal twist on this sample announcement:

This month is Teen Dating Violence Awareness Month. 1 in 3 teens experiences dating abuse. Everyone deserves a safe and healthy relationship. If you or someone you know has a question about your relationship or a friend's relationship, visit loveisrespect.org or text "loveis" to 22522.

TUESDAY, FEBRUARY 11 – WEAR ORANGE DAY

Orange is the official color of TDVAM! Take a picture of yourself and use #1Thing and #TDVAM. Challenge your friends to see who can wear the most orange. By sharing your pictures on social media, you're helping to spread the message that everyone deserves a healthy relationship.

Don't have any orange in your closet? Grab a highlighter or marker, and draw your favorite shape on your hand. Tell your friends: *"I'm wearing orange today to raise awareness for teen dating violence. Abuse is never okay. Everyone deserves a healthy relationship."*

WEDNESDAY, FEBRUARY 12 – RESPECT YOURSELF

Whether you're in a relationship or not, it's so important to take care of and love yourself. Organize a wellness walk with your friends today, where you take a lap and talk about something you've learned about healthy relationships from our action guides. Self-care is taking the time to care for yourself in whichever ways work best for you. We know that to be in a healthy relationship, we each need time for ourselves and our own interests.

Even doing something that seems simple – taking a bath, watching your favorite show, playing with a pet, practicing deep breathing – all count as self-care. Whatever you do to relax is a great way to practice self-care.

If you need some ideas, try taking our [self-care quiz](#) or make your own [self-care checklist](#).

THURSDAY, FEBRUARY 13 – HEALTHY RELATIONSHIPS AWARENESS

While no two relationships look the same, and different people may define relationships in different ways, every healthy relationship requires honest communication, trust, safety, and respect. This applies to all relationships, regardless of each person's sexual orientation or identity.

Create a post on social media about healthy and unhealthy relationships. If you have questions about your relationship or a friend's relationship, tune into our healthy relationships Ask Me Anything (AMA) on [Facebook](#).

FRIDAY, FEBRUARY 14 – VALENTINE'S DAY

To wrap up Respect Week, tell the person you're dating (or your friends!): *"I care about you. I want you to be feel safe in our relationship."* By having an open dialogue about what a healthy relationship means to you, you're off to a great start.

Teen dating violence is something that affects **too many** people every year. Create a pact with your friends to talk about healthy and unhealthy behavior. Whether you talk about what equality in a relationship looks like to you, or if you talk about a character on your favorite show that might be practicing unhealthy behavior, every moment you take to raise awareness is an important one.

WHAT TO DO AFTER RESPECT WEEK:

Any time you want to raise awareness is a great time to start. Social media is a powerful way to get your friends talking about healthy relationships. Your voice matters!

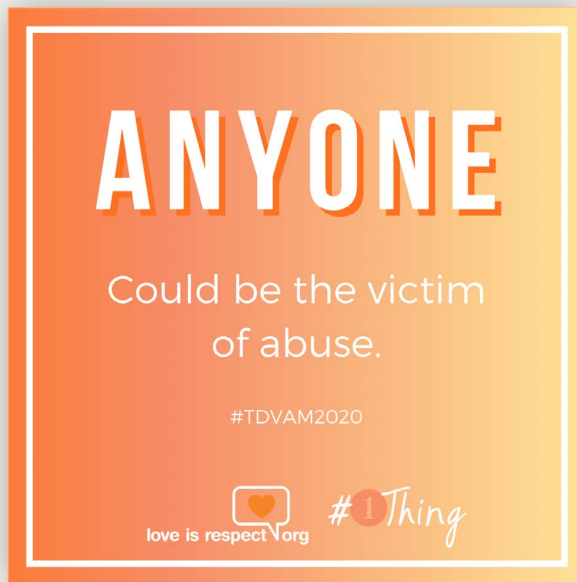
Here are some ideas for social media posts (click one to Tweet):

- 1 in 3 teens experiences dating abuse. That's 1 too many. #1Thing#loveisrespect
- 43% of college women report experiencing abusive dating behaviors. Text "loveis" to 22522 for support. #loveisrespect #1Thing
- ANYONE can be the victim of abuse. #TDVAM2020 #1Thing
- You have the right to your own digital privacy! You DON'T have to share passwords. #1Thing #TDVAM2020
- Love is... RESPECT! Respecting boundaries is a good way to keep your relationship healthy and secure. #loveisrespect #1Thing #TDVAM2020
- Dating abuse can be just as lethal as adult partner abuse. #1Thing #TDVAM2020
- There is NO EXCUSE for abuse! #loveisrespect #1Thing
- 81% of parents believe teen dating violence is not an issue or admit they don't know if it's an issue. Let's change that. #1Thing #loveisrespect



WHAT TO DO AFTER RESPECT WEEK:

You can download sharable graphics by clicking one below or visit our website www.loveisrespect.org for more information:



You can also repost from our social channels:



@loveisrespectpage



@loveisrespect



@loveisrespectofficial