

# What college campuses are saying about **THE RED FLAG CAMPAIGN** ...

**"AWESOME!"** has been the universal response by our students to The Red Flag Campaign.

Claire Kaplan, Director, Sexual & Domestic Violence Services  
University of Virginia Women's Center, Charlottesville

...generated lively discussion groups and campus programming... **I HIGHLY RECOMMEND IT!**

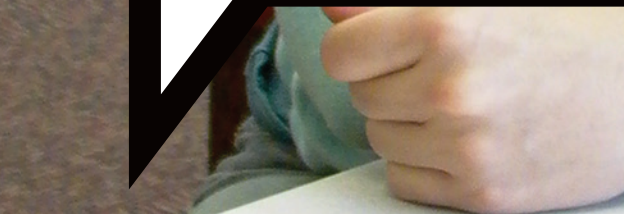
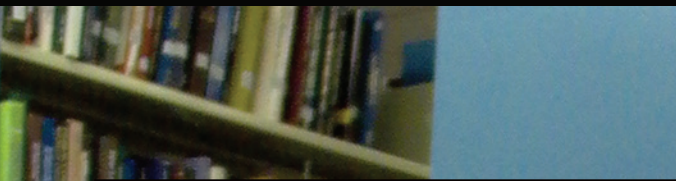
Evelyn Whitehead, Coordinator, Substance Abuse and Sexual Assault Prevention  
Virginia State University, Petersburg

Our students are **BETTER EDUCATED & BETTER PREPARED** as a result of The Red Flag Campaign.

Raymond S. Tuttle, Director of Judicial Affairs and Community Responsibility  
University of Mary Washington, Fredericksburg

...an **INNOVATIVE** and socially-conscious approach. This campaign uniquely maps a fresh blueprint for young people...

Richael Faithful, Senior  
College of William and Mary, Williamsburg



Research indicates that in 1 out of 5 college dating relationships, one of the partners is being abused.<sup>1</sup>

## How does **THE RED FLAG CAMPAIGN** promote its message?

The Red Flag Campaign is a public awareness campaign designed specifically to encourage college students to intervene when they see a “a warning sign” of intimate partner violence in a friend’s relationship. The campaign encourages friends to provide a healthy response to abusive statements by giving students examples of what to say before violence occurs. It is the first campaign of its kind to be launched on Virginia’s college campuses, and has received outstanding reviews from students, campus personnel, and victim advocates.

### POSTERS

The core of the campaign is based on a series of 8 double-sided posters, featuring students from various racial/ethnic backgrounds. Six posters describe dating violence happening in the context of a heterosexual relationship; two posters describe dating violence happening in the context of a same-sex relationship. Each poster focuses on a particular component of dating violence and how friends can object to the negative behavior before it escalates:

- EMOTIONAL ABUSE
- COERCION
- EXCESSIVE JEALOUSY
- ISOLATION
- SEXUAL ASSAULT
- VICTIM-BLAMING
- STALKING

The other side of each poster is a ninth poster that explains in greater depth the hallmarks of healthy relationships, contrasted with relationships in which dating violence is occurring.

**THE RED FLAG CAMPAIGN**  
gives students concrete  
examples to communicate  
the expectation that all  
intimate relationships  
be respectful and safe.

### RED FLAGS

In addition to the posters, campuses post miniature red flags (4” x 5”) around campus in order to pique students’ interest prior to posting the posters. The Action Alliance piloted the campaign on 10 Virginia campuses in October 2006. Half of the campuses posted red flags a week prior to unveiling the posters, while the other half simply unveiled the posters. Findings from student pre- and post-surveys about the campaign indicate that students on the campuses where red flags were used took greater notice of the entire campaign. The red flags enhance the impact of the campaign.

### WEBSITE

The Red Flag Campaign website ([www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org)) supplements the poster campaign by acting as an online resource center, offering resources on how to help a friend, how to get help for oneself, and where to get help on-campus or off-campus.

For more information about The Red Flag Campaign, contact The Red Flag Campaign coordinators at the Virginia Sexual & Domestic Violence Action Alliance:

Kate McCord: 804.377.0335

Liz Cascone: 804.377.0335

e-mail: [info@vsdvalliance.org](mailto:info@vsdvalliance.org)

The **CONCISE AND POWERFUL** message is depicted effectively through photos of diverse and very real people who I can identify with...

Benita Robertson, Senior  
Virginia State University, Norfolk



<sup>1</sup> C. Sellers and M. Bromley, “Violent Behavior in College Student Dating Relationships,” *Journal of Contemporary Criminal Justice* (1996)



## THE RED FLAG CAMPAIGN PACKAGE

### WHAT'S PART OF THE PACKAGE:

You may join **The Red Flag Campaign** by purchasing a campaign package, which includes:

- 20 copies of each poster (total of 160 posters),
- The Red Flag Campaign Campus Planning Guide on CD
- 200 flags emblazoned with The Red Flag Campaign website

### CAMPUS PLANNING GUIDE ON CD

The Campus Planning Guide offers step-by-step directions for launching **The Red Flag Campaign** on your campus. It includes concrete suggestions for maximizing the impact of The Red Flag Campaign on your campus, how to use it to enhance current campus programming, as well as how to build new campus events around it. Specific attention is given to spreading the word by involving groups, such as resident advisors, faculty and staff, athletes, fraternities and sororities, LGBTQ groups, and other campus service organizations.

The guide also includes:

- A countdown calendar for planning your launch;
- Sample letters to campus administration and faculty to help build buy-in for the campaign;
- Four comprehensive group discussion guides on dating violence and defining healthy vs. unhealthy relationships;
- Samples op-eds and press releases to publicize the campaign;
- Ready-to-copy handouts on the hallmarks of healthy relationships, how to identify warning signs for dating violence, and how to help a friend;
- Graphics files for creating ads or flyers tailored to your campus' campaign.



### RED FLAG POSTERS

All posters are 18"x 24", double-sided, and designed with a 1" white bottom margin to include your hotline phone number, contact information, member program, or sponsor logos on one or both sides.

Additional posters (after purchasing the campaign package) may be purchased for \$1.50 each, plus shipping and handling. To view larger versions of the posters, visit [www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org)



Emotional Abuse



Jealousy



Victim-Blaming



Isolation



Sexual Assault



Stalking (perpetrator)



Coercion



Stalking (victim)

### COST

The Red Flag Campaign package costs \$850. Groups that are organizational members of the Virginia Sexual & Domestic Violence Action Alliance (VSDVAA) may purchase the campaign at a discounted rate of \$600. Accredited Sexual and Domestic Violence Agencies in Virginia (accredited through VSDVAA) may purchase the campaign for \$400.

# The Red Flag Campaign

## Order Form

You may join **The Red Flag Campaign** by purchasing a campaign package, which includes 20 copies of each poster (total of 160 posters), The Red Flag Campaign Campus Planning Guide on CD, and 200 flags with The Red Flag Campaign website address printed on them. The package costs \$850, including shipping and handling.

Groups that are organizational members of the Virginia Sexual & Domestic Violence Action Alliance (VSDVAA) may purchase the campaign at a discounted rate of \$600. Accredited Sexual and Domestic Violence Agencies (accredited through VSDVAA) may purchase the campaign for \$400.

### Please Calculate Your Order:

Campaign Package	\$ _____
Additional posters: Total number x \$1.50 each (please specify)	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

Please submit check with your order form. Please make check payable to VSDVAA and note "Red Flag Campaign package" in the memo section.

### Shipping Information:

Name \_\_\_\_\_

Name of Institution \_\_\_\_\_

Street Address (please no PO Boxes for deliveries) \_\_\_\_\_

\_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Billing Information (if different from shipping address above):

\_\_\_\_\_

\_\_\_\_\_

### Payment:

- ☐ Check enclosed
- ☐ Bill my credit card for the TOTAL above (VISA and MasterCard only)

Name as it appears on credit card \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

3-digit CVC code (on back of card) \_\_\_\_\_ Cardholder's signature \_\_\_\_\_

Submit order form to: Kate McCord, VSDVAA, 5008 Monument Avenue, Suite A, Richmond, VA 23230  
phone 804.377.0335 fax 804.377.0339 info@vsdvalliance.org

[www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org)