

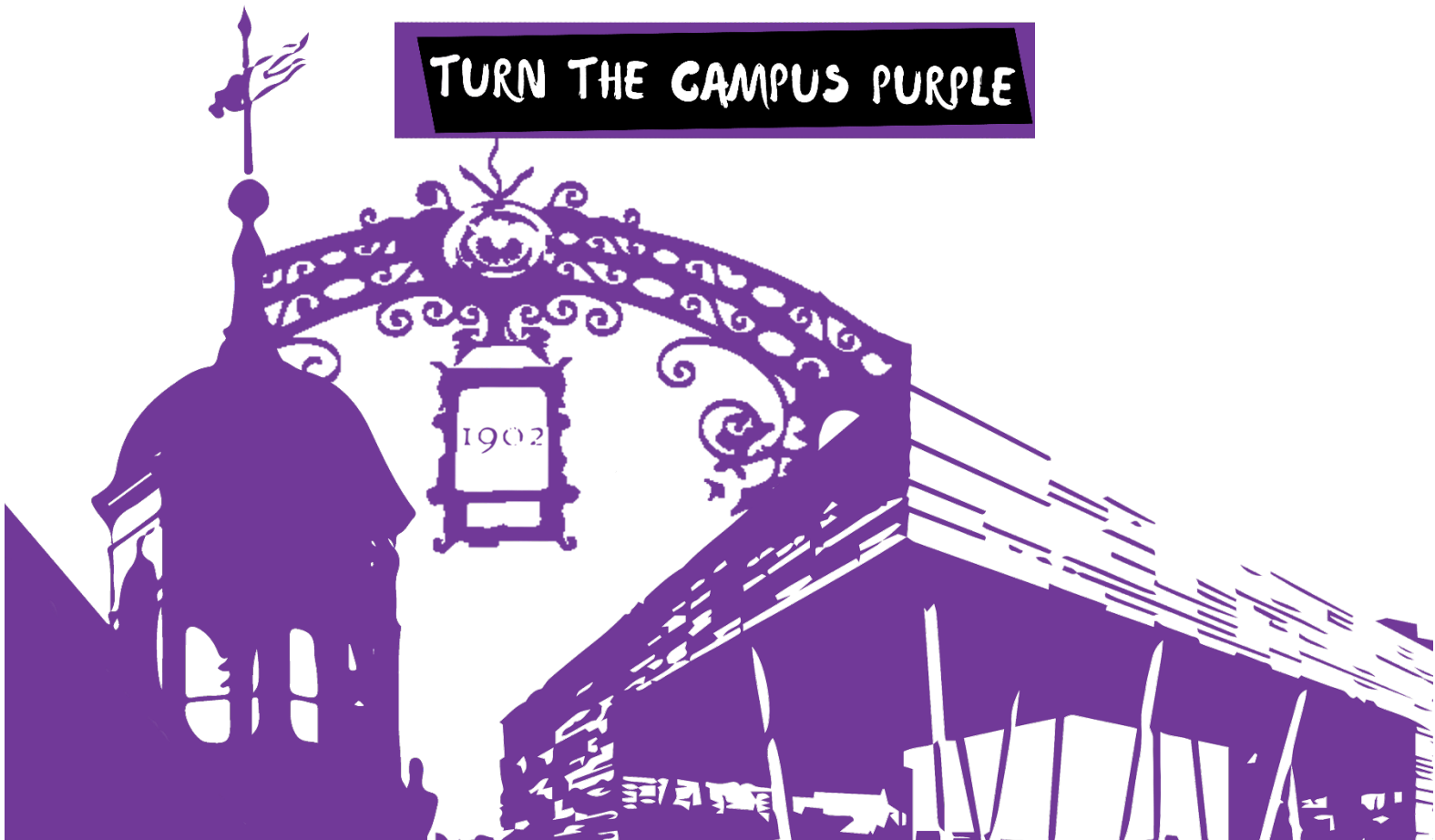


## Office for Violence Prevention and Victim Assistance

2017 Turn The Campus Purple Toolkit:  
A Week Long Campaign To Raise Awareness  
of Dating Violence and Relationship Abuse

MONDAY, OCTOBER 9<sup>th</sup> – FRIDAY, OCTOBER 13<sup>th</sup>

**TURN THE CAMPUS PURPLE**



## TURN THE CAMPUS PURPLE

### THANK YOU FOR BEING A PART OF #RU\_TTCP

Thank you for your ongoing support and participation with annual week-long awareness campaign, *Turn the Campus Purple* as part of Domestic Violence Awareness Month (DVAM). Every year, our outreach to the community grows and it is thanks to the continuous support of the many departments and student groups here at Rutgers University. Within this toolkit, we have provided background/history, information, messaging and social media content that will be helpful when promoting and spreading the word on #RU\_TTCP! Please use the information within this toolkit to help in your promotion of the event, and we thank you again for your support and involvement!

#### Background

**Turn the Campus Purple** was created in 2013 at Rutgers University by Graduate Interns at VPVA, with a goal of having a week-long awareness campaign related to the issues of dating violence and relationship abuse. *Turn the Campus Purple* is a way to connect the student-body; survivors, advocates and organizations and faculty and staff to the common purpose of raising awareness and support around dating violence.

Throughout the week individuals and departments are encouraged to turn our physical and personal spaces purple to connect us as a community that will not tolerate violence and abuse. As a community we all need to make a statement that we will work together to support survivors, help to prevent acts of abuse and violence as positive, active bystanders and to speak out about dating violence and other forms of interpersonal violence.

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In the 2016-2017 academic year, we included Turn the Campus Purple as a signature event for our End Sexual Violence Campaign. The campaign is aimed to reach the following goals:

1. Increase awareness of resources available for survivors of sexual violence and their loved ones.
2. Increase use of campus resources by survivors of sexual violence and their loved ones.
3. Increase ways to support survivors.
4. Increase bystander intervention.
5. Assist our students in understanding the dynamics of healthy relationships.

For 2017-2018, we have created short messaging to encapsulate these key messages of the Campaign:

### **I Support. I Prevent. I Speak**

#### **What is Dating Violence?**

Dating violence, often called relationship abuse is a pattern of abusive and coercive behaviors or actions where one partner seeks control over the other. Abusive behaviors are planned and repeated, with the intent of controlling the relationship. In New Jersey, the legal term used is domestic violence. Behaviors can include:

**Verbal/Emotional Abuse:** The attempt to destroy a person's self-esteem, such as name calling, jealous behavior, isolation from friends and family, humiliation, threats of suicide or self-harm

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**Sexual Abuse:** Any sexual activity forced upon a person without their consent

**Physical Abuse:** Any act or behavior that inflicts or intends to inflict bodily harm

**Economic Abuse:** Any act or behavior that demeans a person by controlling the use and availability of their money, not letting the person work, withholding access to bank accounts, expectations of sexual acts in return for paying expenses

**Stalking:** Purposely and repeatedly following or harassing another person making a credible threat that is intended to annoy or cause emotional distress, or causes someone to fear physical injury or death

We also see the use of isolation (keeping someone from their friends, families or activities), intimidation (behaviors that can be perceived as a threat for future harm) and the use of social media and technology to stalk or track.

While specific statistics to rates of this behavior on our campus are not available, national statistics indicate that:

More than half (57%) of college students who report having been in an abusive dating relationship said it occurred in college.

Girls and young women between the ages of 16 and 24 experience the highest rate of intimate partner violence, almost triple the national average.

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Nearly half (43%) of dating college women report experiencing violent and abusive dating behaviors.

One third (28%) of college men report having experienced either abuse or controlling behaviors in a dating relationship.

### **What do we want students to know?**

One of the main goals of the campaign is to increase the knowledge base of our students so that they can be helpful and supportive peers and practice pro-social bystander intervention. Our main messages around being helpful friends are:

Listen to them without judgement

Don't force the issue, let them know they can confide in you at their own pace.

Assure your friend that it was not their fault

Be Supportive even though you may not agree with their decisions

Understand that your friend may choose to stay or leave a relationship

If they're ready, accompany your friend to the police, hospital, or VPVA.

Ask for help! You do not have to handle this alone. The Office of Violence Prevention and Victim Assistance is here to provide support not only to victims, but friends and family as well.

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### What can you do to help Turn the Campus Purple?

#### Transform your Physical and Personal Space:

**Decorate** the campus purple for the week! Transform anything you can think in your office or building (e.g., campus monitors, lighting, table tents, etc.)

**Display purple votive candles** in your spaces (available at VPVA)

**Display awareness material** in your spaces (available at VPVA)

**Wear Purple on Tuesday and Thursday:** Encourage staff and students to **wear purple** on Tuesday, October 10<sup>th</sup> and Thursday, October 12<sup>th</sup> for Joe Biden rally. (Or all week!) Students who share their picture on Tuesday using our #RU\_TTCP will be entered to win a ticket to the It's on Us Rally featuring Joe Biden

#### Transform your Social Media:

**Transform Facebook** cover photo (cover phone will be available soon)

**Post photos** of individuals, groups, and student organizations wearing purple or your transformed spaces on social media!

**Use Hashtag #RU\_TTCP** (Facebook, Instagram, Twitter, Youtube) while participating throughout the week

**Participate in the Instagram Rally:** VPVA will share pictures and facts on Instagram on- you can share from there!

#### Transform Student Participation:

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Encourage students as individuals or groups to participate in decorating our votive holding bags to show support! Bags will line the walk during the Vigil!

Get students to **fill 400 seats at Lucy Stone Hall Auditorium** to watch SCREAM deliver a performance on dating violence entitled, “**How Can I Help?**”

Attend and facilitate student **participation at the candlelight vigil** on Brower Steps, College Avenue Campus

**Promote Tabling Events** (see calendar of events)

Encourage your student groups/organizations to share messages of support during **Chalk the Block**

**Learn about Allyship:** See **Franchesca Ramsey**. All students who attend will receive a purple “I Support. I Prevent. I Speak.” t-shirt.

Encourage students to reserve their tickets to **attend the It’s on Us Rally featuring Joe Biden**

**Plant a flower bulb** in the survivor garden at VPVA

Look out for the **Purple Bus** and the **Purple Morph Suits!**

Contact VPVA with any questions, ideas or concerns!