

## TAKING ACTION...

**Building Partnerships: Sample email script for student life/Greek life/residence life**

Dear Staff of Student Services:

[XXXX college/university] is gearing up to participate in an exciting new public awareness campaign. The Red Flag Campaign addresses dating violence on campus, and will appear on our campus beginning [date]. Designed with a “bystander intervention” strategy, the campaign encourages friends and other campus community members to “say something” when they see warning signs (“red flags”) for dating violence in a friend’s relationship.

Those of you who work closely with students know that one of their greatest interests is seeking out relationships with their peers—both friendships and dating relationships. Unfortunately, we also know that many relationships are not healthy or positive; dating violence happens in 1 out of every 5 intimate relationships in college.<sup>1</sup>

The Red Flag Campaign features a series of eight posters that illustrate “red flags” that might be present in a relationship in which dating violence is happening. Each poster reflects one of the following themes: coercion, emotional abuse, sexual assault, victim-blaming, excessive jealousy, isolation, and stalking. An example of a helpful peer response is also provided on each poster.

The purpose of The Red Flag Campaign is to encourage students to speak up when they see red flags for dating violence in their friends’ relationships. I think you will be excited to discover that The Red Flag Campaign will generate a lot of interest and discussion in your [residence hall/student organization’s] activities.

Supplementing the poster series is The Red Flag Campaign website, [www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org), which offers resources for students and campus personnel wanting to learn more about dating violence and how to help. In addition, our school has received an extensive “Campus Planning Guide” CD, which will help campus planners incorporate The Red Flag Campaign materials into campus programming.

[At this point, you may want to make a specific request of the group, ask for its commitment as a partner or in providing assistance, and offer a timeline for the group’s involvement]

It is my [our] hope that you will join me [us] and members of the campus community in using this as an opportunity to engage students in dialogue and learning about dating violence. My office will be happy to work with you. Please feel free to contact me at [contact information] if you would like further information.

Sincerely,

[Name and Title]

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