

## TABLE OF CONTENTS

### Section 1: Getting Started

Making the Case	1.2
• Purpose of the Campaign	
• Purpose of the Campus Planning Guide	
History of The Red Flag Campaign	1.3
Summary of The Red Flag Campaign	1.4
What is the Virginia Sexual and Domestic Violence Action Alliance?	1.5

### Section 2: Taking Action – Campus-wide campaigns

Countdown Calendar for your Red Flag Campaign	2.2
Getting Buy-In: Sample letter to administration on campus	2.4
Getting Buy-In: Sample letter to faculty	2.5
Getting Buy-In: Sample letter to athletic department	2.6
Getting Buy-In: Sample letter to facilities management	2.7
Building Partnerships: Finding Allies for Your Campaign	2.8
Building Partnerships: Sample email script for student life/Greek life/residence life	2.9
Ideas for Activities and Events – Campus-wide	2.10
Keeping The Campaign Going All School Year	2.12
Evaluating the Campaign on Your Campus	2.14

### Section 3: Discussion Guides

Introduction to Discussion Guides	3.2
General Facilitation Information	3.3
For the Facilitator: Ground Rules for Discussion	3.4
For the Facilitator: Setting Ground Rules with Participants	3.5
Discussion Guide: Dating Violence Continuum (Introductory)	3.6
Discussion Guide: Healthy vs. Unhealthy Flash Cards (Introductory)	3.8
Discussion Guide: Let's Make a Deal: Designing Your Own Dating Partner (Introductory)	3.14
Discussion Guide: Who Are You? Being an Active Bystander (Intermediate)	3.60
Discussion Guide: Range of "Acceptable" Behaviors (Advanced)	3.63

### Section 4: Publicity & Working With the Media

Getting the Word Out	4.2
Social Networking Tips	4.3
Social Networking: Sample Ideas for Posts	4.4
Social Networking: Sample Ideas for Twitter Posts	4.5
Sample press release – general	4.6
Sample press release – campaign launch	4.7
Sample blog 1: newspaper story	4.8
Sample blog 2	4.9
Sample blog 3	4.10
Scripts for Radio PSAs	4.11

### Section 5: Additional Resources

What You'll Find on the Campus Planning Guide CD	5.2
What You'll Find on The Red Flag Campaign Website	5.3
Movies to spark discussions	5.4
Stall seat journal content ideas	5.6
Suggested websites	5.9
Suggested books	5.10
Spectrum of Prevention: A Tool for Comprehensive Action and Norms Change	5.11

### Section 6: Handouts

Handout: Healthy vs. Unhealthy Relationships	6.2
Handout: Your Relationship is Healthy if ...	6.3
Handout: Healthy & Problematic Expectations	6.4
Handout: What To Do When Conflict Arises	6.5
Handout: Dating Violence Continuums	6.6
Handout: Red Flags for Abusive Relationships	6.10
Handout: Stalking Myths and Realities	6.11
Handout: Examining Your Relationship	6.12
Handout: When You See a Red Flag, Say Something	6.13
Handout: Helping a Friend Who Is Being Abused	6.14
Handout: Safety Planning for Students	6.16
Handout: Privacy Considerations When Posting Content Online	6.18