

## TABLE OF CONTENTS

### Section 1: Getting Started

Making the Case	<u>1.2</u>
Why Bystander Intervention?	<u>1.3</u>
History of The Red Flag Campaign	<u>1.4</u>
What to Know When Implementing the Campaign	<u>1.5</u>

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

Countdown Calendar to Launch	<u>2.2</u>
Sample Implementation Plan for October Launch	<u>2.4</u>
Optional Images for Social Media Posts	<u>2.8</u>
Keeping The Campaign Going All School Year	<u>2.12</u>
Ideas for Activities and Events	<u>2.14</u>
Building Partnerships: Finding Allies for Your Campaign	<u>2.16</u>
Getting Buy-In:	
• Sample Letter to Campus Leadership	<u>2.17</u>
• Sample Letter to Faculty	<u>2.18</u>
• Sample Letter to Facilities Management	<u>2.19</u>
Building Partnerships: Sample Email script for Student Life/Greek Life/Residence Life	<u>2.20</u>

### Section 3: Publicity & Working With the Media

Getting the Word Out	<u>3.2</u>
Social Networking: Sample Ideas for Posts	<u>3.3</u>
Social Networking: Sample Ideas for Short-Form Posts	<u>3.4</u>
Sample Scripts for Short-Form Videos	<u>3.5</u>
Sample Press Release – General	<u>3.6</u>
Sample Press Release – Campaign Launch	<u>3.7</u>
Sample Blog 1: Newspaper Article	<u>3.8</u>
Sample Blog 2: Say Something	<u>3.9</u>
Stall Seat Journal Content Ideas	
• Consent	<u>3.10</u>
• Victim-Blaming	<u>3.11</u>
• Stranger Danger Myths	<u>3.12</u>

### Section 4: Handouts

Healthy vs. Unhealthy Relationships	<u>4.2</u>
Your Relationship is Healthy if ...	<u>4.3</u>
Setting Up Your Relationship for Success	<u>4.4</u>
What is Healthy Sexuality and Why is It Important for Sexual Violence Prevention?	<u>4.5</u>
What is Sex Positivity?	<u>4.7</u>
What To Do When Conflict Arises	<u>4.9</u>
Abuse Continuum	<u>4.10</u>
Spectrum of Violence	<u>4.12</u>
Red Flags for Abusive Relationships	<u>4.13</u>
Stalking Myths and Realities	<u>4.14</u>
Examining Your Relationship	<u>4.15</u>
Mini-Poster: When You See a Red Flag, Say Something	<u>4.16</u>
When You See a Red Flag, Say Something	<u>4.17</u>
Bystander Intervention Strategies	<u>4.18</u>
Helping a Friend Who Is Being Abused	<u>4.19</u>
Safety Planning for Students	<u>4.21</u>
Characteristics of Healthy Sexuality	<u>4.23</u>
What Are Microaggressions and How Can They Be a Form of Dating Violence?	<u>4.25</u>

### DISCUSSION GUIDES

Also see The Red Flag Campaign Discussion Guides on the following topics as a separate PDF in your Campus

#### Planning Guide files:

- Dating Violence Continuum
- Healthy vs. Unhealthy Flash Cards
- Let's Make a Deal: Designing Your Own Dating Partner
- Who Are you? Being an Active Bystander
- Range of "Acceptable" Behaviors