

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, Norfolk

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.¹

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 6 double-sided posters, featuring students from various racial/ethnic backgrounds. Four 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

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

RED FLAGS

In addition to the posters, campuses have the option of purchasing miniature red flags (4” x 5”) to post 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. [Details online, CLICK HERE](#)

WEBSITE

The Red Flag Campaign website (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



Virginia Sexual and Domestic Violence
ACTION ALLIANCE

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

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

THE RED FLAG CAMPAIGN PACKAGE

You may join **The Red Flag Campaign** by purchasing a campaign package, which includes 20 copies of each poster (total of 120 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 are as follows:

- \$600 for colleges/universities in Virginia and other groups that are organizational members of the Virginia Sexual & Domestic Violence Action Alliance.
(to become an organizational member of the Action Alliance, visit www.vsdvalliance.org and click "Take Action" at top) or click here (link to <http://www.vsdvalliance.org/secAction/indexAction.html>)
- \$800 for colleges/universities outside Virginia and other groups that are not organizational members of the Virginia Sexual & Domestic Violence Action Alliance.

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 four group discussion guides, editable templates of op-eds and press releases for **The Red Flag Campaign**, and graphics 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 white space to include your hotline phone number, contact information, member program, or sponsor logos on one or both sides. We can customize the posters by adding your contact information at the bottom of the poster (one color imprint) for an additional fee. See fees below.

To view posters, visit www.TheRedFlagCampaign.org

Ordering additional posters (after purchasing the campaign package):

Cost per poster with no imprints: \$1.50 each, plus shipping and handling. Minimum order of 50 posters.

	No imprint	Customized on one side	Customized on both sides
50 posters	\$75	Add \$275	Add \$350
100 posters	\$150	Add \$300	Add \$375
200 posters	\$300	Add \$350	Add \$425
300 posters	\$450	Add \$400	Add \$475



Emotional Abuse

Quantity



Victim-Blaming

Quantity



Excessive Jealousy

Quantity



Isolation

Quantity



Sexual Assault

Quantity



Coercion

Quantity

If you want to purchase additional 4" x 5" red flags to supplement and add impact to The Red Flag Campaign on your campus. They are available for purchase directly from www.utilitysafeguard.com.

Please Calculate Your Order:

Campaign Package (includes Campus Planning Guide CD and 20 of each poster)	\$ _____
Additional posters: Total number (from Page 1) _____ x \$1.50 each	\$ _____
Additional charge for customizing posters with your information (optional)	\$ _____
TOTAL	\$ _____

Please submit check with your order form. Please make check payable to **VSDVAA** and note "Red Flag Campaign package" in the memo section. We will invoice you separately for shipping once the posters are mailed to you.

Shipping Information:

Name _____

Name of Institution _____

Street Address (please no PO Boxes for deliveries) _____

City / State / Zip _____

Phone _____ E-mail _____

Billing Information:

Name _____

Name of Institution _____

Street Address _____

City / State / Zip _____

Phone _____ E-mail _____

Customizing Information:

If you would like us to customize the posters (such as adding your hotline number, contact information, member program, or sponsor logos), please attach a note explaining exactly how that information should appear. Additional charges apply. See Page 1 of Order Form for cost.

Do you have a logo or other graphic that you want to appear on the posters? YES NO
If yes, please supply a graphic that is hi-resolution, minimum 300dpi at actual size (or 2"x2") or vector art.

Submit order form to: Kate McCord, VSDVAA, 1010 North Thompson Street, Suite 202, Richmond, VA 23230
804.377.0335 fax 804.377.0339 info@vsdvalliance.org