Washington State Department of Health

Sexual Violence Prevention Campaign Templates

# **Overview**

The [Washington Department of Health](https://www.doh.wa.gov/) has developed a social marketing campaign to address gender-based violence prevention. The campaign is focused on reaching middle school aged youth with the goal of shifting attitudes, behaviors, and social norms regarding boundaries and consent in personal interactions, helping lay the foundation for healthy, non-violent relationships later in life.

* **Campaign Partners:** The campaign was developed through a collaboration between the Washington Department of Health, a social marketing agency ([C+C](https://cplusc.com/)), an audience research partner ([Hardwick Research](http://www.hardwickresearch.com/)), and an advisory group of subject matter experts, including professionals in the areas of prevention, education, and community health.
* **Campaign Elements:** The school will receive an in-school poster campaign featuring five unique posters and students will be exposed to online video advertising. Some schools may be selected to incorporate an additional effort that includes sharing brief, provided talking points about boundaries and consent in a classroom setting and distributing campaign stickers to students.
	+ *Behaviors covered in the materials relate to:* personal boundaries, taking someone’s photo without permission, body shaming, touching someone without their permission, and actively seeking consent (making sure others are comfortable) before acting.
	+ *Posters and videos can be viewed at:* <http://ItsAboutRespect.net>
* **Campaign Timing:** The campaign will run for 6 weeks, from March 9th – April 26th, 2020. Upon completion of the campaign, school official may be asked to participate in a survey.

# **Staff Letter**

Dear [School Name] Staff,

We are writing to notify you, as well as families in a separate communication, about an upcoming social marketing campaign that will launch at XX Middle School. Social marketing campaigns aim to educate and change behaviors for the benefit of individuals and society as a whole. The campaign was developed by the Washington State Department of Health to address gender-based sexual violence prevention.

This particular campaign is primarily focused on influencing middle school aged youth with the goal of shifting attitudes, behaviors, and social norms regarding boundaries and consent in personal interactions, helping lay the foundation for healthy, non-violent relationships later in life. Our school applied and was selected through a competitive process to participate in the campaign in the hopes of educating our own students and providing feedback that will help continuously improve the campaign.

**What is the campaign?**

The campaign will run [insert dates of campaign]. It includes both an in-school poster campaign and online video advertising. Behaviors covered in the materials relate to: personal boundaries, taking someone’s photo without permission, body shaming, touching someone without their permission, and actively seeking consent (making sure others are comfortable) before acting. Poster files and videos can be viewed here: <http://ItsAboutRespect.net>

Following the campaign, school officials will participate in a post-campaign survey between [insert date here] and may be interviewed to learn more about how the campaign was received at the school

**What does this mean for you and your students?**

This campaign will primarily be experienced by students in the hallways and on their digital devices. Our school may also be selected to incorporate an additional effort that includes sharing brief, provided talking points about boundaries and consent during a relevant class (social/emotional learning, health, etc.) and distributing campaign stickers to students.

While the campaign is age-appropriate and designed to be relevant to youth, the topics may be sensitive for some students. For this reason, we want you to be aware of the campaign and the available response channels should a student come to you with concerns [insert details and contact info related to school’s response channels]. We have also compiled a list of resources for staff and families which may be helpful in supporting our young people. (See attached list of resources.)

Please contact me with any questions or concerns at: [email/phone].  For additional background on the campaign and development process, see attached Campaign Overview.

Sincerely,

[Name]

[Title], [School Name]

# **Pilot School - Parent/Guardian Letter**

Dear [School Name] Middle School Parents and Guardians,

We are writing to notify you about an upcoming social marketing campaign that will be launched at XX Middle School. Social marketing campaigns aim to educate and change behaviors for the benefit of individuals and society as a whole. The campaign was developed by the Washington State Department of Health to address gender-based sexual violence prevention.

This particular campaign is primarily focused on influencing middle school aged youth with the goal of shifting attitudes, behaviors, and social norms regarding boundaries and consent in personal interactions, helping lay the foundation for healthy, non-violent relationships later in life. Our school applied and was selected through a competitive process to participate in the campaign in the hopes of educating our own students and providing feedback that will help continuously improve the campaign.

**What is the campaign?**

The campaign will run for 6 weeks from March 9th – April 26th, 2020. It includes both an in-school poster campaign and online video advertising. Behaviors covered in the materials relate to: personal boundaries, taking someone’s photo without permission, body shaming, touching someone without their permission, and actively seeking consent (making sure others are comfortable) before acting. Poster files and videos can be viewed here: <http://ItsAboutRespect.net>

Following the campaign, school officials will participate in a post-campaign survey between April 27th and May 8th and may be interviewed to learn more about how the campaign was received at the school

**What does this mean for you and your student?**

This campaign will primarily be experienced by students in the hallways and on their digital devices. Our school may also be selected to incorporate an additional effort that includes sharing brief, provided talking points about boundaries and consent during a relevant class (social/emotional learning, health, etc.) and distributing campaign stickers to students.

While the campaign is age-appropriate and designed to be relevant to youth, the topics may be sensitive for some students. For this reason, we want you to be aware of the campaign and the available response channels should a student come to you with concerns [insert details and contact info related to school’s response channels ]. We have also compiled a list of resources for families, teachers, and school staff that may be helpful in supporting our young people. (See attached list of resources.)

Please contact me with any questions or concerns at: [email/phone]. For additional background on the campaign and development process, see attached Campaign Overview.

Sincerely,

[Name]

[Title], [School Name]

# **Sexual Violence Prevention and Healthy Relationship Resources**

*(to be included with Campaign Overview and letters to staff/parents)*

* Healthy Relationship Advice for Teens

<https://thatsnotcool.com/>

* Love is Respect

<https://www.loveisrespect.org/>

* Friends & Family Guide

<https://wscadv.org/resources/friends-family-guide/>

* 100 Conversations - King County Sexual Assault Resource Center

Online resource for parents and adults who want to have important conversations about sex, relationships, values and safety with the young people in their life.

<http://www.100conversations.org/>

* Washington Trafficking Help

Includes human trafficking and sexual exploitation resources, support and services.

<https://www.watraffickinghelp.org/>

* Each county in Washington has a community sexual assault program and/or a domestic violence program that provides community-specific resources and support to youth and adults. To contact the local program in your community, click on the following links:

Washington Coalition of Sexual Assault Programs

<https://www.wcsap.org/help/csap-by-county>

Washington State Coalition Against Domestic Violence

<https://wscadv.org/washington-domestic-violence-programs/>

# **Parent/Guardian Letter - Spanish**

Estimado/s padres y tutores de [School Name]

Les escribimos para informarles acerca de una campaña de marketing social que será lanzada en [School Name]. Las campañas de marketing social tienen como objetivo educar y cambiar comportamientos para el beneficio de las personas y de toda la sociedad. La campaña fue desarrollada por el Departamento de salud del estado de Washington para abordar la prevención de violencia sexual basada en género.

Esta campaña se enfoca principalmente en influenciar a los jóvenes en escuelas secundarias con el fin de cambiar actitudes, comportamientos y normas sociales relacionadas con los límites y el consentimiento en interacciones personales, ayudando así a fijar una base saludable para relaciones sin violencia en el futuro. Nuestra escuela aplicó y fue seleccionada a través de un proceso competitivo para participar en esta campaña con la expectativa de educar a nuestros propios estudiantes y proveer opiniones que ayudarán al mejoramiento continuo de la misma.

**¿De qué se trata esta campaña?**

La campaña tendrá una duración de 6 semanas entre el 9 de marzo y el 26 de abril de 2020. Esta incluye carteles que serán colocados en las instalaciones de la escuela y videos en línea. Algunos de los comportamientos planteados en estos materiales tienen que ver con: límites personales, tomar una fotografía de alguien sin su permiso, avergonzar a otros por su cuerpo, contacto físico sin consentimiento, y activamente buscando consentimiento (asegurándonos que los sedamas se sientan comodos/seguros) antes de actuar. Usted puede encontrar los carteles y videos aquí: <http://ItsAboutRespect.net> *(sitio web en inglés).*

Luego de la implementación de la campaña, autoridades de la escuela participarán en una encuesta entre el 27 de abril y el 8 de mayo con la posibilidad de ser entrevistados para conocer más acerca de cómo fue recibida la campaña en la escuela.

**¿Qué implica esto para usted y su estudiante?**

Esta campaña será principalmente experimentada por estudiantes en los pasillos y a través de sus dispositivos digitales. Nuestra escuela también podría ser seleccionada para incorporar esfuerzos adicionales que incluyen compartir información breve acerca de límites y consentimiento durante alguna clase relevante (aprendizaje socio-emocional, salud, etc.) y la distribución de calcomanías de la campaña para los estudiantes.

Aunque la campaña es apropiada para jóvenes y está diseñada para ser relevante para ellos, los temas pueden ser sensibles para algunos estudiantes. Por esta razón que queremos que usted esté al tanto de la campaña y de los recursos disponibles en caso de que el estudiante acuda a usted con preocupaciones [insert details and contact info related to school’s response channels in Spanish]. También hemos recopilado una lista de recursos para familias, maestros y personal escolar que puede ser de ayuda para apoyar a nuestros jóvenes. (Vea lista de recursos adjunta.)

Por favor contácteme en caso de tener alguna pregunta o preocupación al [phone] o por correo electrónico a [email]. Para información adicional sobre la campaña y el proceso de implementación, vea el resumen de la campaña adjunto.

Cordialmente,

[Name]

[Title], [School Name]

# **Recursos sobre la prevención de violencia sexual y relaciones sanas**

* Love is Respect / El amor es respeto

<https://espanol.loveisrespect.org/>

* Washington Coalition of Sexual Assault Programs **/** Programas comunitarios de asalto sexual en Washington

<https://www.wcsap.org/es/help/csap-by-city>

Washington State Department of Health

Sexual Violence Prevention Campaign

**Classroom Activity Overview**

**Introduction**

Inclusion of classroom activities addressing real people, situations and consequences that students face regarding boundaries and consent was recommended during the 2019 pilot for the It’s About Respect campaign. This guiding document provides talking points, resources and suggestions for classroom activities.

**Overview**

Lead a brief discussion (15-30 minutes) on boundaries and consent during a relevant, required class (e.g. advisory, health, social-emotional learning, etc.). You’re welcome to use your school’s existing curriculum or consult one of the resources listed at the end of this document for classroom activities and discussion guides. See the *Local Resources* section if you’re interested in connecting with a local advocate to help with your classroom discussion and to learn more about free resources available in your community.

Below are key messages to include in your discussion. Please note you do not need to say these verbatim, and can paraphrase as needed:

* Everyone has personal boundaries/a personal bubble (such as a desire for personal space, preferences for what you like to be called, etc.). Yours may be very different from your friends or compared with other students at school. This is totally normal and okay.
* To understand someone else’s personal bubble just ask them. Before saying or doing something, find out if they are comfortable with it. This shows them that you respect their personal boundaries/bubble.
* It’s important to make sure whoever you’re spending time with is comfortable with whatever you’re doing together – as a friend, or romantically. Never assume or go ahead without someone telling you that they’re okay with what’s happening. Only YES means YES.
* Examples of things that might disrespect someone’s personal bubble are taking or sharing a photo or touching someone without their permission, touching someone without their consent, standing too close or calling someone something other than their name.

Following the discussion, if you are conducting this activity in-person, you have the option to offer the campaign stickers to students so they can show their agreement and understanding of the messages/talking points you’ve shared during the classroom discussion. The stickers are intended as a tool to support positive social norms and social diffusion of the campaign messaging within your school.

**Resources**

**General Resources:**

**Washington Coalition of Sexual Assault Programs (WCSAP)**

Description: [WCSAP](https://www.wcsap.org/contact) is a non-profit organization that strives to unite agencies engaged in the elimination of sexual violence. WCSAP provides information, training and expertise to program and individual members who support victims, family and friends, the general public, and all those whose lives have been affected by sexual assault. WCSAP also provides [prevention resources](https://www.wcsap.org/resources/prevention?field_cs_tax_type_target_id=All&sort_by=field_cs_date_only_value&sort_order=DESC&items_per_page=10&page=0)on its website.

**Ask. Listen. Respect.**

Description: Facilitator discussion guide for youth ages 11-16 on consent from Virginal Sexual and Domestic Violence Action Alliance.

<http://storage.cloversites.com/virginiasexualdomesticviolenceactionallianc/documents/Facilitator%20discussion%20guide%202018-FINAL.pdf>

**Teaching Consent Doesn’t Have to Be Hard**

Description: Teaching Tolerance article and website with classroom activities and lessons plans.

<https://www.tolerance.org/magazine/teaching-consent-doesnt-have-to-be-hard>

**Consent at Every Age**

Description: Harvard Graduate School of Education article with links to resources on strategies for talking to students about respecting other’s boundaries from preschool through high school.

<https://www.gse.harvard.edu/news/uk/18/12/consent-every-age>

**What #MeToo Means for School**

Description: Resource page from ASCD (Association for Supervision and Curriculum Development) on consent and boundaries.

<http://www.ascd.org/ascd-express/vol14/num28/toc.aspx>

**AMAZE Sexual Violence Toolkit**

Description: Free website resource for educators working with children and adolescences that includes lesson plans and videos on puberty, reproduction, relationships, sex and sexuality.

<https://amaze.org/educators/toolkits/sexual-violence/>

**Understanding Consent**

Description:FAQ page on consent from NO MORE, an effort to end domestic and sexual violence.

<https://nomore.org/learn/understanding-consent/>

**Spanish Resources**

Description: Information and resources in Spanish developed by NSVRC (National Sexual Violence Resource Center) as part of Sexual Violence Awareness Month

<https://www.nsvrc.org/es/saam/2019>