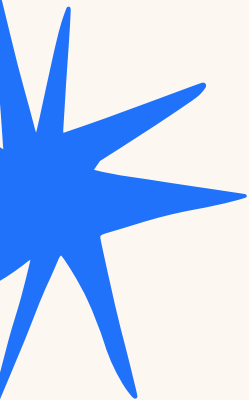




RED FLAG CAMPAIGN AND BYSTANDER INTERVENTION

Campaign Updates and Multi-strategy Prevention Programming



Virginia Sexual & Domestic Violence Action Alliance



AGENDA

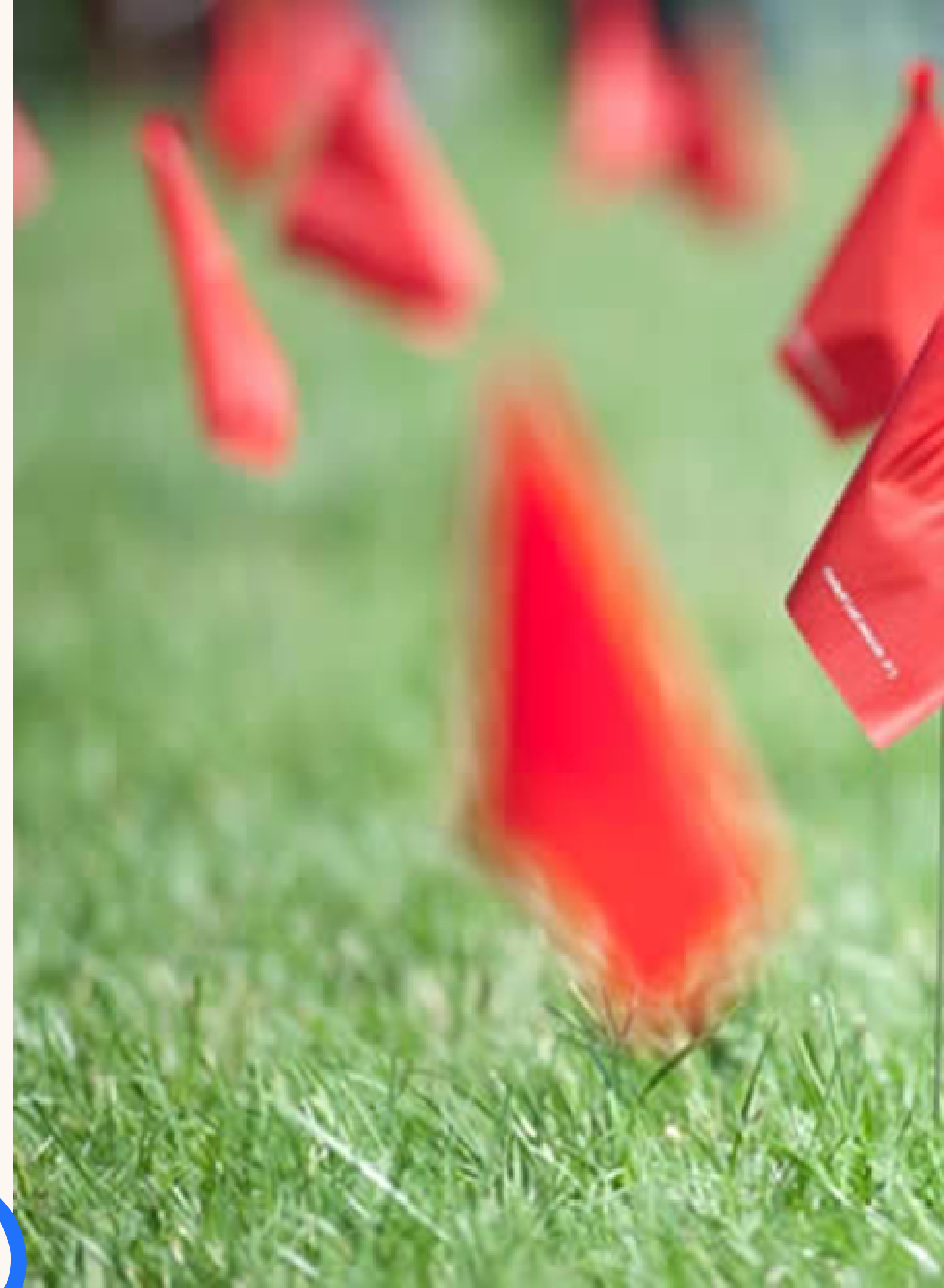


- **HISTORY AND SUMMARY**
- **MATERIALS**
- **TIMELINE**
- **POSTERS**
- **BYSTANDER INTERVENTION**

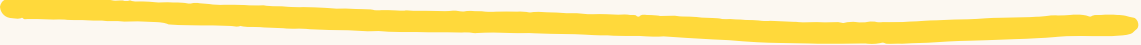


HISTORY AND SUMMARY

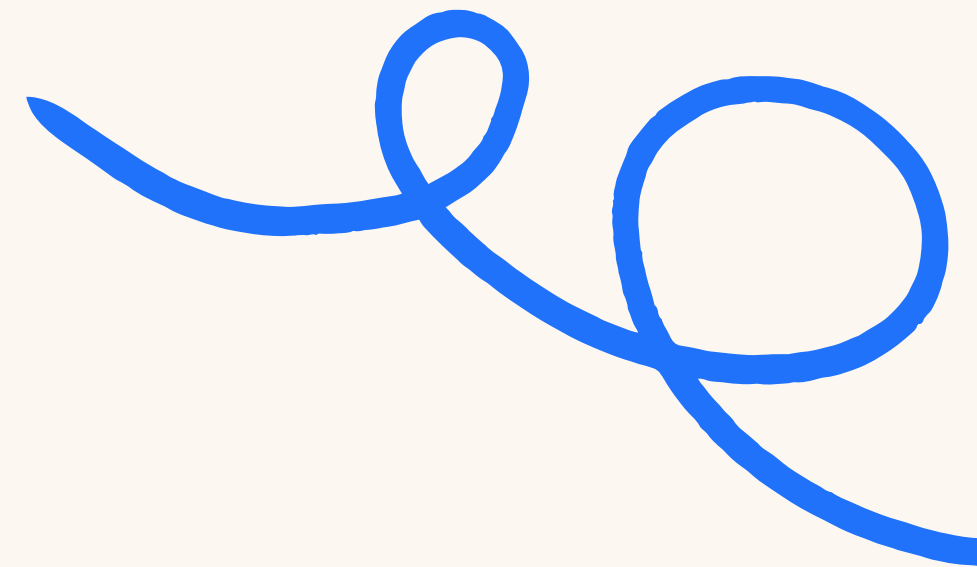
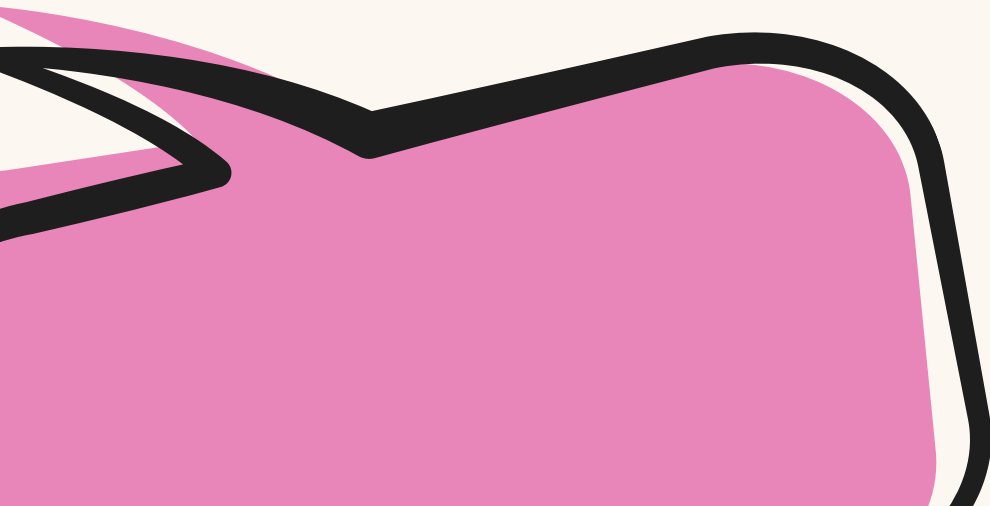
The Red Flag Campaign was launched in Virginia in 2007 and has since spread across the country to over 400 college campuses, military bases and academies, and community-based advocacy agencies in 48 states and Canada. It was created in partnership with college students, college personnel, and community victim advocates, and funded by grants from the Verizon Foundation, Verizon Wireless, Macy's Foundation, and the Centers for Disease Control & Prevention.



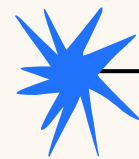
MATERIALS



- The Red Flag poster series describes warning signs (“red flags”) for dating violence: emotional abuse, jealousy, isolation, victim blaming, coercion, stalking, and sexual assault in college students’ own words, encourages friends to “say something,” and gives examples for how friends can intervene.
- Hundreds of red flags with the website address on them are displayed in common areas on campuses to heighten awareness.
- The extensive Campus Planning Guide (via digital download) offers step-by-step directions for launching The Red Flag Campaign on campus.



TIMELINE



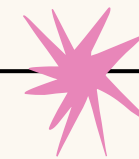
Listening Session

Brought together stakeholders (campus professionals and community members) who have purchased the campaign in the past to see how the campaign has been serving them since the last update in 2018



Focus Groups

Hosted multiple rounds of focus groups of college students from across the Commonwealth to get feedback on messaging, copy, design, and collateral



Design

Work with graphic designer to update posters and collateral



Content Update

Internal staff review of Campus Planning Guide and other materials that support RFC implementation

WHEN I SAID I DIDN'T WANT TO SEND HIM NUDES, HE PRESSURED ME AND SAID EVERYONE ELSE DOES IT.

YOU HAVE A RIGHT TO HAVE YOUR BOUNDARIES RESPECTED.

Using emotional pressure or physical threats to engage in sexual or intimate acts is **COERCION**.

When you see a **RED FLAG** in a friend's relationship, say something.

TheRedFlagCampaign.org

POSTERS

The relaunch of the Red Flag Campaign will feature 16 new posters (Series C and D). They will feature:

- Added element of Microaggression (in addition to the previous elements Coercion, Excessive Jealousy, Stalking, Emotional Abuse, Sexual Assault, and Isolation)
- Updated copy and messaging formed by young people from across the state

<https://mpoweru.mosaic.buzz/uStore/22/Home>



I TOLD HER I WASN'T INTERESTED MONTHS AGO, BUT I HAVE TO BLOCK HER ON EVERYTHING. SHE WON'T STOP MESSAGING ME.

SHE SHOULD RESPECT YOUR BOUNDARIES.



Repeated following, surveilling, harassing, or other unwanted or threatening communication is **STALKING**.

When you see a **RED FLAG** in a friend's relationship, say something.

TheRedFlagCampaign.org

I TOLD MY DATE THAT OUR SERVER WAS TREATING ME DIFFERENTLY BECAUSE OF MY RACE AND HE SAID I'M BEING TOO SENSITIVE.

HE SHOULDN'T MINIMIZE YOUR EXPERIENCE JUST BECAUSE IT DIDN'T HAPPEN TO HIM.



Subtle discrimination, intentional or not, against someone from a marginalized group is a **MICROAGGRESSION**.

When you see a **RED FLAG** in a friend's relationship, say something.

TheRedFlagCampaign.org



WHEN MY PARTNER'S UPSET, HE SAYS I'M UNLOVABLE. BUT LATER HE SHOWERS ME WITH AFFECTION.

BEING NICE SOMETIMES DOESN'T GIVE THEM THE RIGHT TO HURT YOU OTHER TIMES.

A cycle of hurtful behaviors followed by insincere, overly kind gestures is **EMOTIONAL ABUSE**.

When you see a **RED FLAG** in a friend's relationship, say something.

TheRedFlagCampaign.org

AS LONG AS THEY DON'T SAY NO BEFORE OR DURING SEX, IT'S CONSENSUAL.

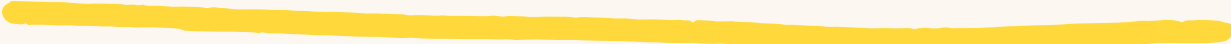
DID YOU GET THEIR CONSENT OR ARE YOU JUST MAKING ASSUMPTIONS?

Engaging in sexual acts with someone without their enthusiastic consent is **SEXUAL ASSAULT**.

When you see a **RED FLAG** in a friend's relationship, say something.

TheRedFlagCampaign.org

BYSTANDER INTERVENTION

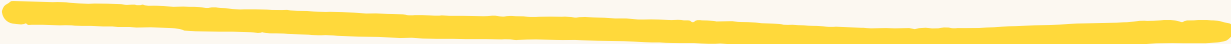


A strategy that teaches students to identify and safely intervene in situations that may lead to sexual violence.

An effective program should be skills-based, interactive, inclusive and accessible, and well-structured.

- Be rooted in community organizations. Evidence shows that bystander intervention works best in community-settings
- Take place over multiple sessions
- Contain inclusive material and discuss gender, sexual, racial, and other identities can impact assessment of potentially unsafe situations.

BYSTANDER INTERVENTION



"Bystander intervention is an individual tool which can't, on it's own, solve a structural problem... Bystander intervention is great, but it's not a substitute for comprehensive consent education, fair disciplinary processes, and support resources for survivors."

PRIMARY PREVENTION

Primary Prevention strategies are designed to promote healthy behaviors and communities by shifting attitudes, behaviors, and norms that support and perpetuate the root causes of violence.

From Fostering Community Resilience: Virginia's Guidelines for the Primary Prevention of Sexual and Domestic Violence



Grounded in an
Anti-Oppression
Framework



Institutionalized in
Organizational Culture



Based in Logic and
Research



Rooted in Health
Promotion



Built by Diverse
Community Partnerships



Developed Using
Meaningful Evaluation
Practices



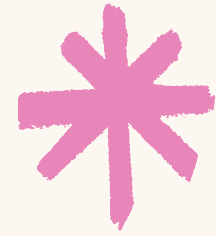
Tailored to a Specific
Audience, Community, or
Group



Saturated Across the
Lifespan



Delivered Creatively
and in a Variety of
Settings



QUESTIONS

- What current Bystander Intervention strategies are you engaging in and how have you/ are you going to incorporate them into a larger prevention strategy?
- What kinds of Bystander Intervention strategies best align with Primary Prevention principles?
- What is the importance of cultural context/systems of power and oppression when thinking about Bystander Intervention?

