

TAKING ACTION...

Getting Buy-In: Sample Letter to Campus Leadership

Dear [Campus Administrator, Athletic Department Head, etc]

[College/University] is gearing up to participate in an exciting new public awareness campaign. **The Red Flag Campaign** addresses dating violence on campus and will appear on our campus beginning [date]. Designed with a **bystander intervention** strategy, the campaign encourages friends and other campus community members to **say something** when they see warning signs (**red flags**) for dating violence in a friend's relationship.

In your role as [Title, e.g., Vice President of Student Affairs, head of athletics, etc.], the well-being of students is of great importance to you. And as a person who understands [student development, student athletes having peer social support, etc.], you know that one of a student's greatest interests on campus is seeking out relationships with their peers—both friendships and dating relationships. Unfortunately, we also know that many relationships are not healthy or positive; 1 in 3 college students (36%) had experienced some form of violent and abusive dating behaviors including physical, sexual, tech, verbal or controlling abuse.¹

The Red Flag Campaign features a series of eight posters that illustrate red flags that might be present in a relationship in which dating violence is happening. Each poster reflects one of the following themes: coercion, emotional abuse, sexual assault, jealousy, isolation, stalking, victim blaming, and microaggressions. An example of a helpful peer response is also provided on each poster.

The purpose of The Red Flag Campaign is to encourage students to speak up when they see red flags for dating violence in their friends' relationships. I think you will be excited to discover that The Red Flag Campaign will generate a lot of interest and discussion on campus. [As leaders on campus, athletes play an extremely important role in modeling healthy behavior and speaking up to prevent dating violence.]

Supplementing the poster series is The Red Flag Campaign website, **www.TheRedFlagCampaign.org**, which offers resources for students and campus personnel wanting to learn more about dating violence and how to help. In addition, our school has received an extensive **Campus Planning Guide**, which will help campus planners incorporate The Red Flag Campaign materials into campus programming.

It is my [our] hope that you will join me [us] and members of the campus community in using this as an opportunity to engage students in learning about dating violence, and that you will let them know you are aware of the campaign and that it has the support of your office.

Sincerely,

[Name and Title]

¹ Peugh, J. & Glauber, A. (2011). 2011 college dating violence and abuse poll. Knowledge Networks. http://www.loveisrespect.org/pdf/College_Dating_And_Abuse_Final_Study.pdf