

Developing Healthy
Relationships

Office of Communications
and Public Relations
&
Office of Health and
Wellness

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Situation Analysis

- Relationship violence among millennials is frequently ignored
- Only one-third of teens confide in someone when they are abused
- Little to no information exist on relationship violence or healthy relationships
- College students face obstacles in accessing information on identifying/escaping unhealthy relationships
- Administrators do not fully understand the scope of this problem



Research on Organization

- [Sexual & Relationship Violence Prevention](#)
 - 24 hr hotline
 - Reporting form
 - Survivor Support Center
 - Quick Resources
- [Take Care DePaul](#)
 - Peer Health Education Program
 - Bystander Intervention Training



Research on Target Audience (students)

- In 2013, there were no sexual assaults reported.
- According to the 2016 Safety and Security Information Report there were 14 sexual assaults across DePaul's campuses reported
- Willingness to report but not easily accessible
- Many can feel isolated from personal support networks
- Survivors of sexual and relationship violence often hesitate to report incidents



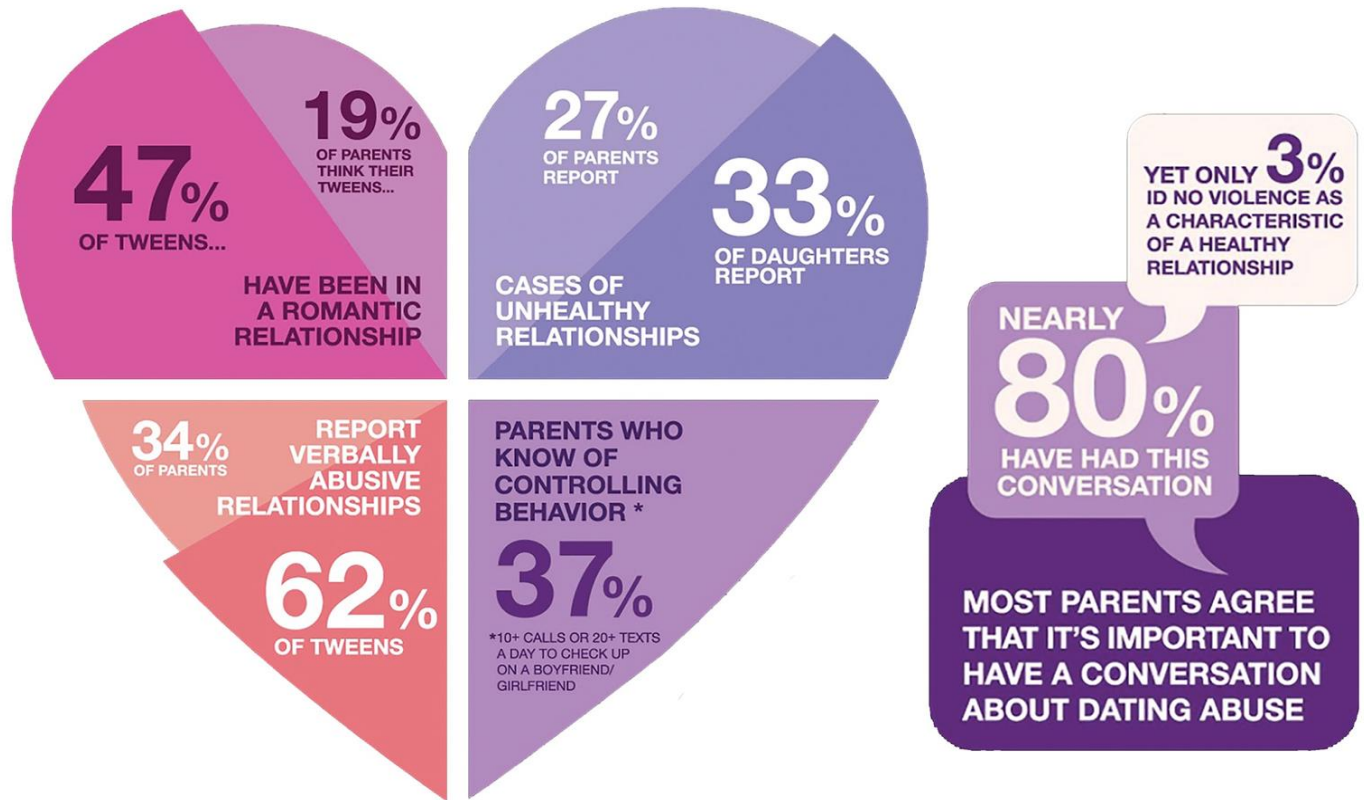
Research on Target Audience (family)

- Parents and Family Support

- Quarterly Newsletter
- Facebook
- Blog
- Calendar Resource Guide
- Outreach and Empowerment Program (OMSS)

- Allows parents of first time students of color to be an advocate and





A Danger Gap
The mary kay dont look away study shows lacks of parent awareness of daughters relationships

Research on Target Audience (faculty & staff)

- Faculty receive same information regarding sexual and relationship violence as students
- Title 9 prohibits sex discrimination, sexual harassment, sexual violence and intimate partner violence at the university.
- 30 to 40 question email compliance training guide that feeds back to you what you got wrong



SWOT

Strengths

- Existing programs and resources at DePaul which address sexual and relationship violence
- Title IX coordinator and reporting structure implemented at DePaul
- All the information and resources are available to students on DePaul's website

Weaknesses

- Relationship violence resources are difficult to locate online
- Students aren't aware of current programs
- Less information on relationship violence than sexual assault



SWOT

Opportunities

- Use new technological tactics to promote programs and resources to students
- Use already existing events and programs around the university to help promote healthy relationships
- Students are willing to come forward and report to seek help and guidance

Threats

- Students don't always feel they have a safe space to go to at DePaul and won't use already existing resources
- Significant others influence and stop the victims from reporting or seeking help
- Celebrities and other social media platforms can sometimes promote unhealthy relationships that students think are healthy and normal



Key Insights

- Responsibility to challenge the cultural norm - “mind your business”
- Lack of awareness of relationship violence
- Need to cultivate a simple and sustainable communication process



Campaign Objectives/Strategies

Objective	Strategy
<ul style="list-style-type: none"><li data-bbox="394 369 967 547">● Raise awareness about relationship violence on DePaul campuses<li data-bbox="394 637 1074 751">● Increase reporting of relationship violence by 20%<li data-bbox="394 838 977 1016">● Use digital landscape to boost target audience usership	<ul style="list-style-type: none"><li data-bbox="1161 369 1843 547">● Create a simple process that incorporates existing resources<li data-bbox="1161 637 1798 816">● Implement a system to increase campus reporting using existing platforms<li data-bbox="1161 904 1663 1016">● Use commonly used application



Key Messages

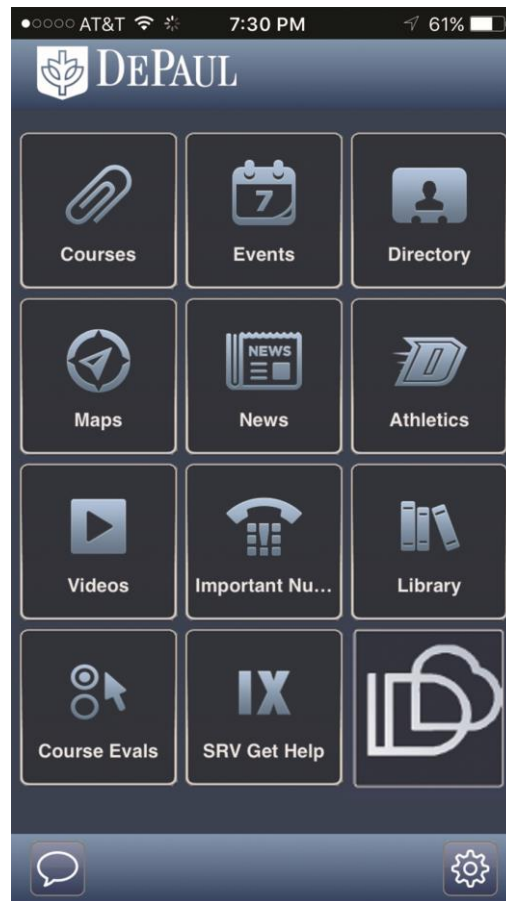
- Knowledge empowers
- You are worthy
- Shift in the Bystander Effect



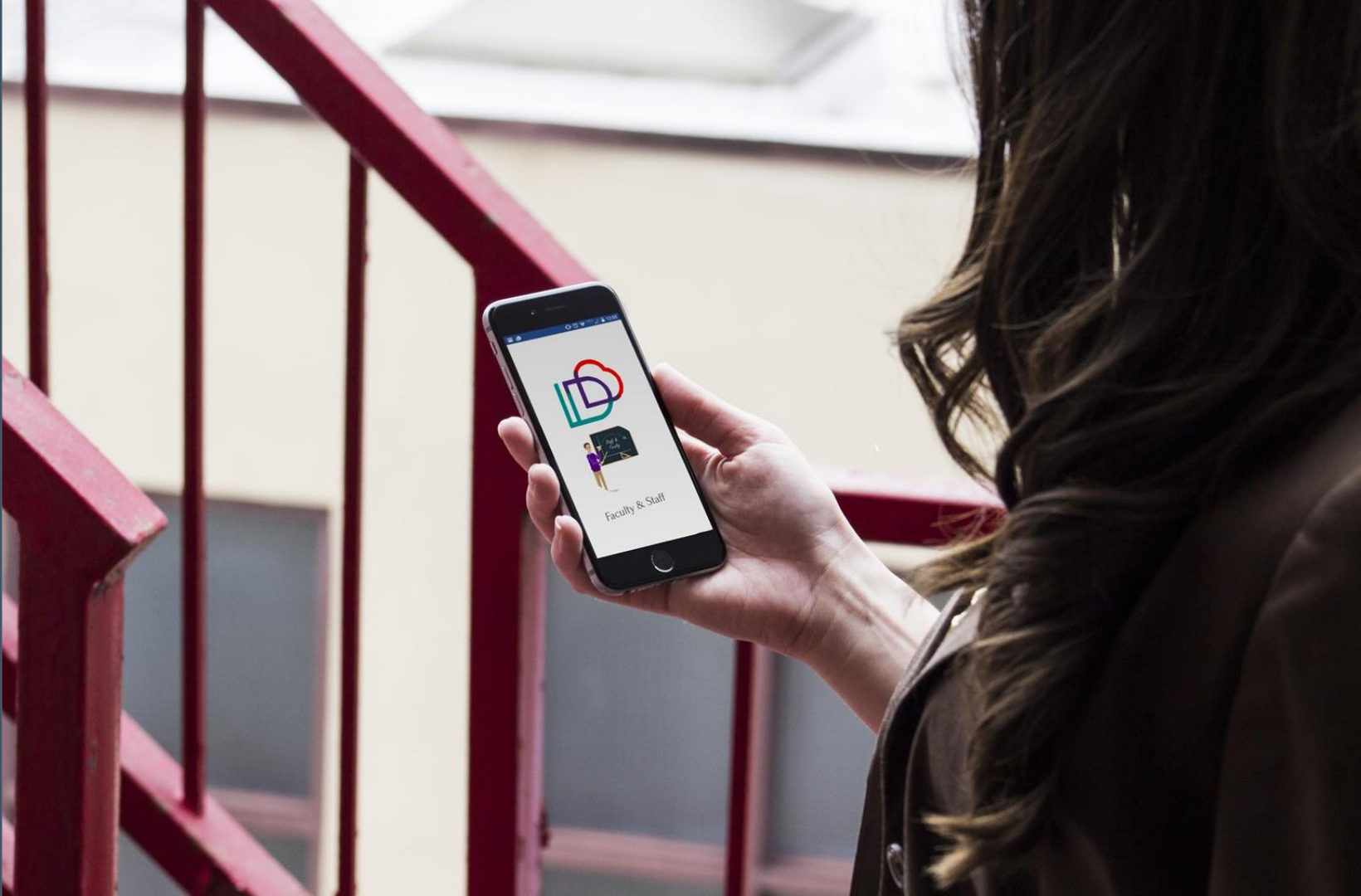
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UNIVERSITY



I Deserve Better



DEPAUL
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Double Click Me



Execution

- Print Media
 - Flyers/Posters
 - DePaulia ads
 - Hotline card
- Social Media
 - Facebook
 - Twitter
- Media Relations
 - Internal media outlets
- Promotion
 - 15% off of Depaul merchandise and local venues when you download the app
- Word of Mouth
 - Mention of the app/resources during student orientation and mandatory staff meetings
- Series of Events

8 Traits of a Good Relationship

RESPECT

A healthy relationship should have respect for not only one another but yourself as well.

1

5

LOYALTY

Loyalty is a commitment to another person. Sadly, loyalty is often a missing element in many relationships.

TRUST

Trusting someone means that you think they are reliable, you have confidence in them and you feel safe with them physically and emotionally.

2

6

LOVE

Love is much deeper than a feeling. Love is a commitment we make to people to always treat that person right and honorably.

PATIENCE

Patience in relationships means being patient and forgiving about the other person's follies, mistakes and short-comings.

3

7

HONESTY

Without honesty there is no foundation for a lasting or enjoyable relationship in any context.

COMMUNICATION

Communication is the key that allows us to verbalize what is inside us and enables it to connect with another person.

4

8

APRECIATION

Appreciation is the act of giving something or someone their proper value, and everybody has value.



 **DEPAUL UNIVERSITY**

If you need help please call ###.###.#### or visit our local Women's Center.

Download the app!

Timeline

Autumn Term

1. Red, Teal and Purple Balloon campaign
 - Suggested donation in honor of: He, She, We, They - Logo
 - 11th floor Student Center in the Loop
 - The Atrium in Lincoln Park-During Week (Faculty, Staff and Students)
2. Parents Weekend: Scavenger Hunt
 - Photographs of resources on campus

Winter Term

1. Ted Talk speaker Leslie Steiner “Why Domestic Victims Don’t Leave”
1. Valentines Day Bingo: Interesting facts about relationships. Win gift cards for restaurants.



Spring Term

1. Self Defense Classes Weekly taught by DePaul’s Aikido Club
1. Interactive Skit- People have choices. CDM students film.



WHAT | WOULD
YOU | DO?

Evaluation

- Target our audience early in the year and repeat the message
- Have questions added to the end of the year survey
- I Deserve Better App Analytics



Thank You!!

Q&A

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Budget

Autumn	Winter	Spring
Balloon Event Weights: \$800 Helium: \$849.90 Balloons: \$2,500	Ted Talks (Leslie Morgan) \$3,000	DePaul Defense classes: free
Anti Domestic violence bracelets: \$250	Valentines Day Bingo:	Skit: free
Scavenger Hunt (Family Weekend) Prize: \$25 3 winners	Win gift cards for restaurants. \$50.00 3 winners SWAG for 2 more winners	DePaulia ad bundle (Black Package): \$1,000



Discreet Card

Are you in an
Unhealthy
Relationship?
Need Help?

1.877.863.6338



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