Support the Red Flag Campaign by wearing red on October 27th!

The Red Flag Campaign is a public awareness campaign designed to address dating violence and promote the prevention of dating violence on college campuses. The campaign was created using a “bystander intervention” strategy, encouraging friends and other campus community members to “say something” when they see warning signs (“red flags”) for dating violence in a friend’s relationship. The campaign posters reflect racially and ethnically diverse models, and illustrate both heterosexual and same-sex relationships. [http://www.theredflagcampaign.org/](http://www.theredflagcampaign.org/)

JMU is a partner campus for this campaign, which means we work closely with the Virginia Sexual and Domestic Violence Action Alliance to implement and provide feedback on the campaign.

Stalking, Intimate Partner Violence and Sexual Assault are major public health concerns for the college population. The campaign centers on the premise of “See Something? Say Something.”, encouraging students to intervene when they witness or hear about toxic or dangerous behavior. Some of the red flags we want our community to be aware of include:

**Emotional Abuse:** put-downs, name-calling and other degrading comments

**Coercion:** using emotional pressure or physical threats to engage in sexual acts

**Stalking:** repeated following, harassment, or other unwanted communication

**Jealousy:** all-consuming possessiveness or suspicion

**Isolation:** limiting who someone can be around

**Sexual Assault:** engaging in sexual activity without consent

**Victim Blaming:** treating someone poorly and blaming them for the actions of others

Discuss the campaign with your class!

- Before class begins, display the Resource Map for survivors created by the Campus Coalition against Sexual Assault: [http://www.jmu.edu/healthcenter/Forms/SA_resource_mapFall2015WEB.pdf](http://www.jmu.edu/healthcenter/Forms/SA_resource_mapFall2015WEB.pdf)
  - Highlight the resources that exist for members of our community struggling with any of the issues above. These resources range from confidential to non-confidential.
- Take note of the posters and events related to the campaign happening around campus; encourage students to attend!
- Spend time on discussion around the ways that society normalizes and desensitizes each of these unhealthy behaviors. 2 recent examples:
  - Maroon 5’s “Animal”: [https://www.youtube.com/watch?v=qpgTC9MDx1o](https://www.youtube.com/watch?v=qpgTC9MDx1o)
- Call out language used inappropriately in your classroom. Students who say “I raped that test” or “I’m stalking him on Facebook” might not understand or realize the extent of how harmful their words can be to other people in the room and to our campus climate. Use it as a learning opportunity.

For more tips or questions/concerns please contact Liz Howley, howleyeg@jmu.edu