

# #PledgePurple 2017: Purple is the New Orange

## Domestic Violence Awareness Week Activities



1. **Share domestic violence statistics on campus!** You can use posters or share these statistics during morning announcements. For more statistics, visit [loveisrespect.org](http://loveisrespect.org)
  - a. 1 in 4 women report experiencing domestic violence in their lifetime. (CDC)
  - b. 1 in 7 men in the U.S. have experienced Domestic Violence. (CDC)
  - c. Every minute, 24 people become victims of physical violence by a partner. (CDC)
  - d. 1 in 3 teens in the U.S. is a victim of physical, sexual, emotional, or verbal abuse from a dating partner. (The National Council on Crime and Delinquency Focus)
  - e. 2 in 3 teens who experience abuse never tell anyone. (Liz Claiborne Inc.)
  - f. 78% of teens who have experienced dating abuse report staying in the relationships. (Liz Claiborne Inc.)
  - g. Nearly 3 out of 4 Americans know someone who is or has been a victim of domestic violence. (The Allstate Foundation National Poll on Domestic Violence)
2. **Help Human Options turn Orange County Purple!** Spread the word and encourage people to wear purple on **October 19<sup>th</sup>**, for Domestic Violence Awareness Day.
3. **#PledgePurple on your campus by signing our [pledge](#), decorating your campus/classroom/office, and posting it on social media.** Tag @HumanOptions for a chance to get reposted and followed!
4. **Dissolving Gender Stereotypes Activity: Everyone is unique and special in their own ways, don't let gender stereotypes stop you from being your best self.**
  - a. Materials: Small pieces of paper, markers, a bowl of water.
  - b. Instructions: Allow students to write down gender stereotypes that they believe should be dissolved. Let students dissolve their piece of paper and gender stereotypes into the bowl!
  - c. For best results: Use markers or highlighters, messages using pen/pencil/sharpiers will not dissolve.
5. **Invite a Community Educator to come speak at your school by emailing us at [communityeducation@humanoptions.org](mailto:communityeducation@humanoptions.org)**
  - a. Our one hour presentations include:
    - i. Love Shouldn't Hurt (Part 1): What is Teen Dating Violence?
    - ii. Love Shouldn't Hurt (Part 2): Healthy Relationships and Gender Norms
    - iii. Love Shouldn't Hurt L.A.B: Leader as Active Bystanders
6. **Involve your school's media outlets!**
  - a. Create your own media campaign/PSA on how to recognize domestic violence and what your community can do about it.
  - b. Ask your school newspaper or news channel to cover a story on domestic violence.
  - c. Host an art walk by encouraging students to create art about healthy relationships and display the pieces around your school.
7. **Host a fundraiser/donation drive.** Contact Human Options for a [list of donation guidelines](#).
8. **Follow @HumanOptions on social media and show us how you are turning Orange County purple!**
  - a. Follow us @HumanOptions
  - b. Use the Hashtags #PledgePurple

We would love to hear from you! Contact us with questions and comments at:

[communityeducation@humanoptions.org](mailto:communityeducation@humanoptions.org)