



ONVERSATION STARTERS

a campaign to raise awareness about
relationship violence resources at
DePaul University

THE SITUATION

THE CLIENT

THE COMMUNICATIONS ISSUE

CURRENT RESOURCES

CURRENT PROGRAMS

THE SECONDARY RESEARCH

DEPAUL CLERY STATISTICS

2013-2015 SHOWED 103 REPORTS OF DOMESTIC VIOLENCE, DATING VIOLENCE
AND STALKING

NATIONAL DOMESTIC VIOLENCE STATISTICS

1 IN 3 WOMEN AND 1 IN 4 MEN HAVE BEEN VICTIMS OF SOME FORM OF PHYSICAL
VIOLENCE BY AN INTIMATE PARTNER WITHIN THEIR LIFETIME

UMBRELLA OF DOMESTIC VIOLENCE

INCLUDES: PHYSICAL, EMOTIONAL, PSYCHOLOGICAL, FINANCIAL

THE ENVIRONMENTAL SCAN

EXISTING ORGANIZATIONS

LOVE IS RESPECT
NATIONAL COALITION AGAINST DOMESTIC VIOLENCE
THE RED FLAG CAMPAIGN
NO MORE
PURPLE PURSE

NEWSWORTHY

STUDENT NEWSPAPERS
CNBC
MARY KAY
FEMINIST BLOGGERS

THE SWOT ANALYSIS

S T R E N G T H S

- AVAILABLE RESOURCES
- REPORTING PROCESS
- CURRENT PROGRAMS & STUDENT ORGANIZATIONS

W E A K N E S S E S

- PROMOTION OF RESOURCES
- A MESSAGE THAT STICKS
- STARTING THE CONVERSATION

THE SWOT ANALYSIS

O P P O R T U N I T I E S

- TAKE CARE DEPAUL
- COLLEGE FRESHMAN
- CREATIVE LIBERTY FOR GENERAL AWARENESS CAMPAIGN

T H R E A T S

- NEGATIVE STUDENT PERCEPTIONS OF CURRENT EFFORTS
- RECENT CAMPUS REPORTS
- VICTIM BLAMING/SHAMING

THE TARGET AUDIENCE



INCOMING
AND
CURRENT
FRESHMEN

- SOCIAL MEDIA & PEER
INFLUENCE
- CONVERSATIONS AMONG
MILLENNIALS
- IMPACT ON MILLENNIALS

THE TARGET AUDIENCE



- ATTITUDE TOWARDS COLLEGE
PROGRAMMING
- STARTING THE CONVERSATION

PARENTS
AND
LEGAL
GUARDIANS

THE TARGET AUDIENCE



ALL
STUDENTS
/
FACULTY
& STAFF

- KNOWING THE WARNING SIGNS
- UNDERSTANDING THE REPORTING
PROCESS
- EDUCATING IN CONJUNCTION
WITH SEXUAL ASSULT
PROGRAMMING

THE INSIGHT

“Two-thirds of Americans believe that domestic violence is a serious problem, yet just over one in three have talked about it.”

-Purple Purse

THE OBJECTIVES

AWARENESS

Increase awareness of DePaul's programs and resources for relationship violence by 25 percent within this demographic by June 2017.

ACCEPTANCE

Increase engagement and conversation about relationship violence and resources available at DePaul.

ACTION

Increase the number of requests for information and programming on relationship violence from the Office of Health Promotion & Wellness by 25 percent by June 2017.

THE STRATEGIES

AWARENESS

Approach our target audience with physical collateral they can't avoid

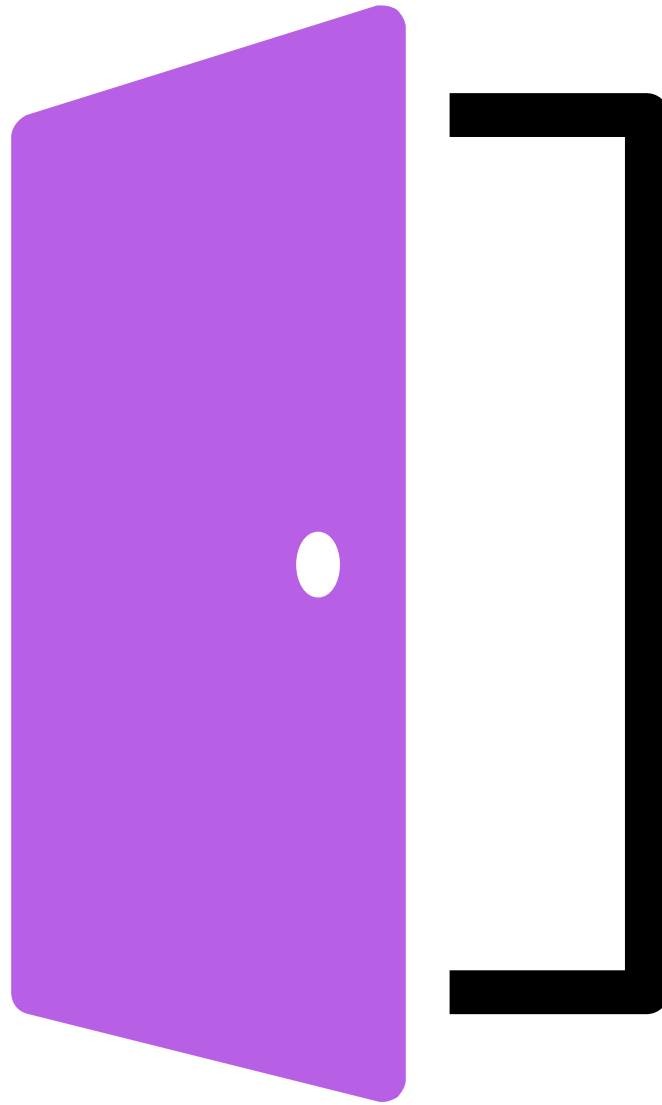
ACCEPTANCE

Supplement the initial campaign materials with a social media campaign

ACTION

Create a clear call to action to start the conversation

THE BIG IDEA



O P E N T H E D O O R

THE KEY MESSAGES



Relationship violence happens more often than people would assume and can take many forms, not just physical.

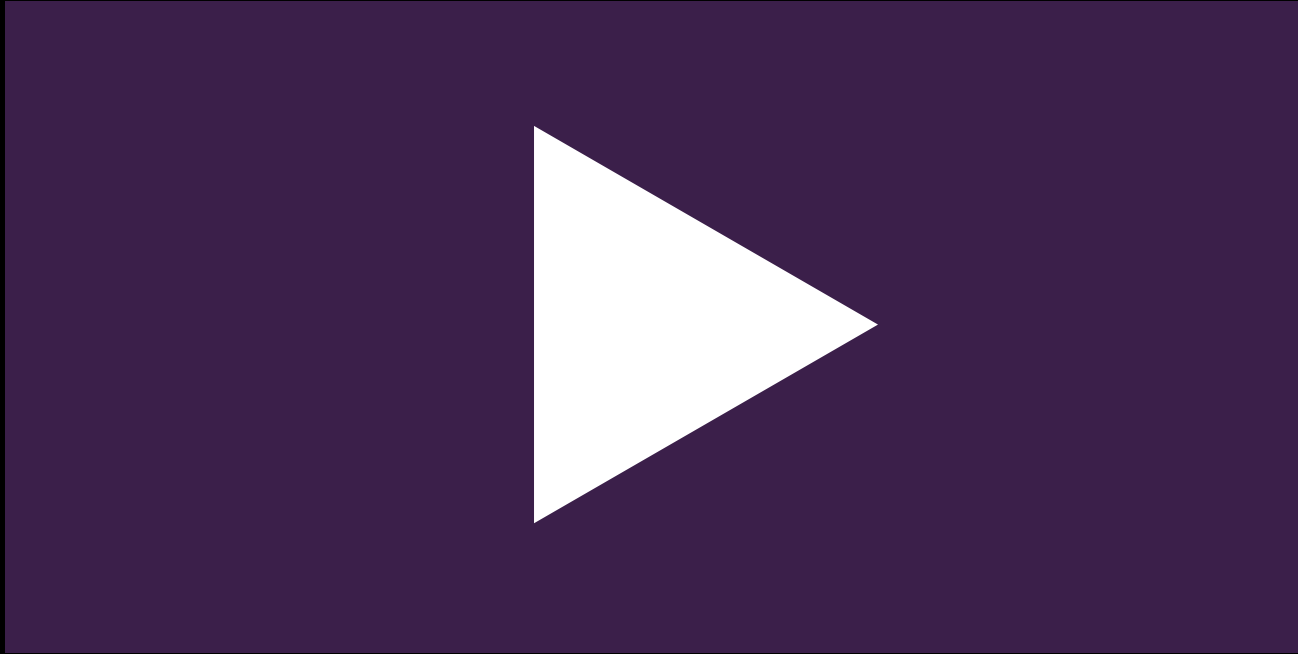


It is every individual's responsibility to help identify and put an end to relationship violence.



DePaul cares deeply about this issue and has programs in place to help victims.

THE TACTICAL EXECUTION

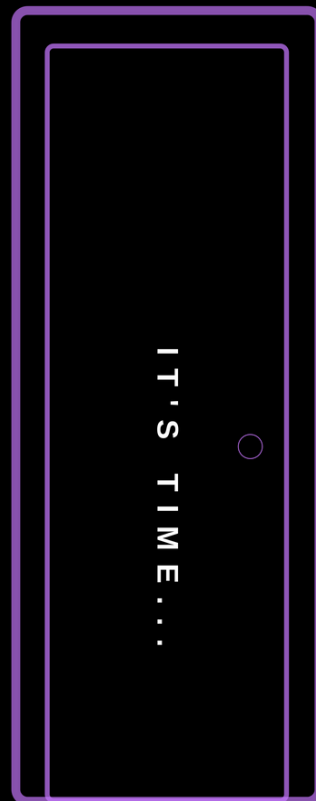


EMAIL SUBJECT

EMAIL BODY

INTRODUCTION OF THE HASHTAG

THE TACTICAL EXECUTION



STUDENT RESIDENCE HALLS: AWARENESS OF RELATIONSHIP VIOLENCE
AND RESOURCES AVAILABLE

FACULTY OFFICES: AWARENESS OF RELATIONSHIP VIOLENCE
AND HOW TO REPORT IT

THE TACTICAL EXECUTION

DOOR PEEL-OFF DECAL

- DIFFERENT VERSIONS FOR MEN'S BATHROOMS AND WOMEN'S BATHROOMS.
- STRONG IMAGERY ON THE FRONT AND BACK OF DOORS

THE TACTICAL EXECUTION



#RELATIONSHIPGOALS



EVERYTHING ISN'T ALWAYS WHAT IT SEEMS

IT'S TIME TO...

#OPENTHEDOOR ON THE
CONVERSATION

WWW.DEPAUL.EDU/OPENTHEDOOR

THE TACTICAL EXECUTION



SOCIAL MEDIA INTEGRATION

MOSTLY FACEBOOK, TWITTER, AND INSTAGRAM

#OPENTHEDOOR

PARTNER WITH TAKE CARE DEPAUL, @IAMDEPAUL ACCOUNT

THE TACTICAL EXECUTION



Girls and young women
between the ages of

16 and 24

experience the highest
rate of intimate partner
violence—almost triple
the national average—all
behind closed doors.

-Loveisrespect.org



 **DePaul University**

#OpenTheDoor

1 in 3 women 

& 1 in 4 men 

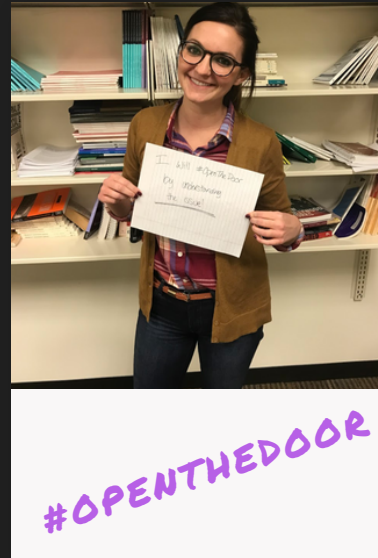
have been victims of some
form of physical violence by an
intimate partner in their
lifetime.

-NCADV

 **DePaul University**

#OpenTheDoor

THE TACTICAL EXECUTION



- Pop-up Event
- Located in campus student center
- Prompts the question: How will you “Open The Door” on relationship violence?
- Displayed on wall for everyone to see
- Encourage sharing via #OpenTheDoor

THE TACTICAL EXECUTION



CHICAGO QUARTER (MENTORS)/ORIENTATION PROGRAM

OPPORTUNITY TO TALK ABOUT WHAT DEPAUL PROGRAMS OPEN THE
DOOR



5 **STEPS** *to Start the Conversation about Relationship Violence*

1 **Know the Facts.**

1 in 3 women and 1 in 4 men have been victims of some form of physical violence by an intimate partner in their lifetime. -NCADV

2 **Understand the Issue.**

Relationship violence goes beyond physical violence—it also includes emotional, psychological, and financial abuse and stalking.

3 **See the Warning Signs.**

Warning signs include jealousy, insulting and demeaning language, controlling behavior, intimidation, threats and property destruction.

4 **Find the Resources.**

DePaul has 15+ prevention programs, 2 dedicated student organizations, numerous support advocates and a thorough reporting process.

5 **Open the Door.**

Don't wait. Start the conversation now. Only one-third of the teens who were involved in an abusive relationship confided in someone about the violence. -DoSomething.org

THE TIMETABLE

JANUARY 2017

- ALERT OFFICES AROUND CAMPUS THAT SPECIALIZE IN CREATING A SAFE SPACE ABOUT THIS INITIATIVE
- REACH OUT TO DEPAUL OFFICES ABOUT PARTNERING FOR INITIATIVE

FEBRUARY 2017

FEBRUARY 13th 2017

- DOOR HANGERS PLACED AROUND CAMPUS
- DOOR POSTERS HUNG AROUND CAMPUS
- FIRST CAMPAIGN VIDEO SENT OUT AT 8 A.M.
- REACH OUT TO THE DEPAULIA WITH PRESS RELEASE REGARDING THE CAMPAIGN
- DEPAUL OFFICES TWEET OUT LINK ABOUT INITIATIVE

MARCH 2017

- START POPUP EVENT SERIES IN DEPAUL STUDENT CENTER ATRIUM
- ENGAGE WITH ORIENTATION LEADER TRAINING BEGINNING NOW
- ENSURE THAT POSTERS CONTINUALLY STAY ON CAMPUS

THE TIMETABLE

MAY 2017

- FOLLOW UP WITH DEPAUL STUDENTS, SENDING SURVEY REGARDING THE CAMPAIGN PUSH
- IN FOLLOW-UP EMAIL, INFORM STUDENTS THAT THIS CAMPAIGN WILL BE USED FOR NEW STUDENTS OVER THE SUMMER

JUNE 2017

- ATTEND ANOTHER TRAINING SESSION FOR ORIENTATION LEADERS DURING SUMMER TRAINING
- PUSH CAMPAIGN THROUGHOUT SUMMER DURING NEW STUDENT ORIENTATION

THE BUDGET



DOOR HANGERS WITH COLOR
FRONT AND BACK
2,000 HANGERS
\$159.00

DOOR PEEL OFF DECALS
FRONT AND BACK
60 DECALS
\$1,349.00

VIDEO PRODUCTION
ONE MINUTE PSA
DONATION OF TIME

POP UP EVENT SUPPLIES
PAPER, PENS, MARKERS
\$30

TOTAL: \$1,558

THE EVALUATION



INITIAL SURVEY

SOCIAL MEDIA
ENGAGEMENT
TRACKING

VIDEO
SHARING
ANALYTICS

FOLLOW UP
SURVEY

WHY THIS WORKS

A MESSAGE THAT STICKS

BUDGET FRIENDLY

REALISTIC/DOABLE

Q & A