About *Turn the Campus Purple*(TTCP)

**TTCP** is an annual week-long awareness campaign (October 15-19) to observe Domestic Violence Awareness Month (DVAM). It is a way to connect the student-body; survivors, organizations, and faculty & staff to the common purpose of raising awareness and support around dating violence.

Throughout the week, individuals and departments/offices are encouraged to turn our physical and personal spaces purple to connect us as a community that will not tolerate violence and abuse. As a campus, we all need to make a statement that we will work together to:

- support survivors
- help prevent acts of abuse and violence as positive, active bystanders
- speak out about dating violence and other forms of interpersonal violence.

Here are some ways that you can participate

**Transform your Physical and Personal Space:**

**Decorate** the campus purple for the week! Transform anything you can think in your office or building (e.g., campus monitors, lighting, table tents, etc.)

**Wear Purple on Thursday:** Encourage staff and students to **wear purple** Thursday, October 18th (Or all week!)

**Display awareness material** in your spaces (available at VPVA)
Use your social media to post photos of individuals, groups, and student organizations wearing purple or your transformed spaces. Use Hashtag #RUC_TTCP (Facebook & Instagram) while participating throughout the week.

Encourage Participation:

Attend and encourage student participation at the Flag Raising Ceremony on the campus quad during free period on Monday the 15th. Enjoy purple treats there!

Attend and facilitate student participation at the candlelight vigil on Monday the 15th at 7:30 PM on the Campus Center Steps.

Promote Tabling Events Wednesday the 17th and Thursday the 18th 11-12:30 in front of the campus center. Paint your nails purple or put purple hair chalk in your hair.

Encourage your student groups/organizations to share messages of support during Chalk the Block on Tuesday the 16th.

Encourage your residential students to participate in the Residence Hall Door Decorating Contest. Judging will occur on Friday 10/19.

Contact VPVA with any great ideas or questions!

What is Dating Violence?

Dating violence, often called relationship abuse, is a pattern of abusive and coercive behaviors or actions where one partner seeks control over the other. Abusive behaviors are planned and repeated, with the intent
of controlling the relationship. In New Jersey, the legal term used is domestic violence. Behaviors can include:

**Verbal/Emotional Abuse:** The attempt to destroy a person’s self-esteem, such as name calling, jealous behavior, isolation from friends and family, humiliation, threats of suicide or self-harm

**Sexual Abuse:** Any sexual activity forced upon a person without their consent

**Physical Abuse:** Any act or behavior that inflicts or intends to inflict bodily harm

**Economic Abuse:** Any act or behavior that demeans a person by controlling the use and availability of their money, not letting the person work, withholding access to bank accounts, expectations of sexual acts in return for paying expenses

**Stalking:** Purposely and repeatedly following or harassing another person making a credible threat that is intended to annoy or cause emotional distress, or causes someone to fear physical injury or death

We also see the use of isolation (keeping someone from their friends, families or activities), intimidation (behaviors that can be perceived as a threat for future harm) and the use of social media and technology to stalk or track.

While specific statistics to rates of this behavior on our campus are not available, national statistics indicate that:

More than half (57%) of college students who report having been in an abusive dating relationship said it occurred in college.
Girls and young women between the ages of 16 and 24 experience the highest rate of intimate partner violence, almost triple the national average.

Nearly half (43%) of dating college women report experiencing violent and abusive dating behaviors.

One third (28%) of college men report having experienced either abuse or controlling behaviors in a dating relationship.

**What do we want students to know?**

One of the main goals of the campaign is to increase the knowledge base of our students so that they can be helpful and supportive peers and practice pro-social bystander intervention. Our main messages around being helpful friends are:

- Listen to them without judgement
- Don’t force the issue, let them know they can confide in you at their own pace.
- Assure your friend that it was not their fault
- Be Supportive even though you may not agree with their decisions
- Understand that your friend may choose to stay or leave a relationship
- If they’re ready, accompany your friend to the police, hospital, or VPVA.
Ask for help! You do not have to handle this alone. The Office of Violence Prevention and Victim Assistance is here to provide support to student survivors.