

[Middle School Sexual Violence Prevention campaign open for applications!](#) The WA Dept. of Health created a social marketing campaign to support gender-based sexual violence prevention in middle schools. A pilot of this 6-week-long project showed positive impacts on attitudes, behaviors, and social norms. **Applications are due Jan. 20.** For more information, contact [laurie.dils@k12.wa.us](mailto:laurie.dils@k12.wa.us)

FYI Long Version:

## **It's About Respect - General Information**

The [Washington Department of Health](#) (DOH) has developed a social marketing campaign to address gender-based sexual violence prevention in middle schools. The campaign focused on reaching middle school aged males with the goal of shifting attitudes, behaviors and social norms regarding boundaries and consent in personal interactions, helping lay the foundation for healthy, non-violent relationships later in life.

In 2019, the campaign was piloted and had impressive results. Post-campaign surveys of students at both the pilot and control school showed strong positive impacts across nearly all questions measuring attitudes, behaviors and social norms. Following the success of the campaign and interest from other schools, DOH is expanding the campaign to additional schools across Washington state.

This research-informed campaign runs for six weeks and features online video advertising and in-school posters. Behaviors covered in the materials relate to: personal boundaries, taking someone's photo without permission, body shaming and touching someone without their permission. Poster files and videos can be viewed here [itsaboutrespect.net](http://itsaboutrespect.net).

## **Benefits for Selected Schools**

- Selected schools will receive a package of communications tools to support them in on-boarding faculty, parents and their greater school communities. These tools include:
  - Campaign Overview document
  - Letter to staff/faculty
  - Letter to parents/guardians
  - Sexual violence prevention and healthy relationships resources
- Selected schools will be provided with a campaign contact who can address any questions that may arise before, during and after the campaign, and where needed, offer technical assistance.
- Selected schools will receive a package of printed posters and support to install them throughout the school at the start of the campaign.
- DOH is funding a paid statewide digital campaign to support the in-school poster efforts. These will be targeted to middle school aged males across Washington using social media and other online platforms, and will run during the same time frame that the posters are in schools.

## **Application Requirements**

- Washington middle school that includes grades 6-8, with male students as part of the student body
- Must agree to all "Campaign Execution Agreements" outlined below in Question #11
- Must assign an in-school advocate for the campaign who will also serve as the primary contact for the campaign

## **Project Timeline - Key Dates (2019-20)**

- 12/9/19 - Applications open
- 1/20/20 - Applications close
- 2/7/20 - Notification of selected schools / on-boarding begins
- 3/9/20 - Tentative campaign launch date