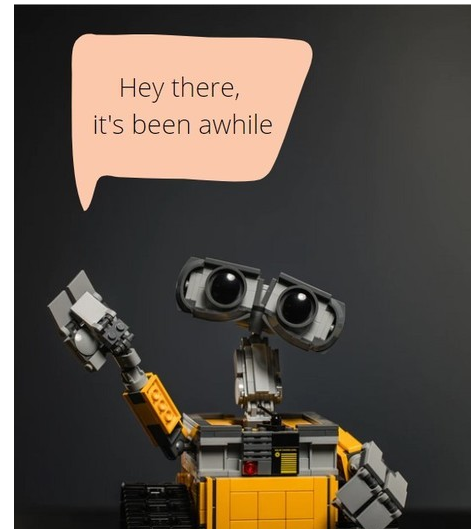




## What does it take to run a statewide violence prevention campaign?

This has been a time of transition for Stand Up Colorado, and we're still navigating the best ways to run a statewide violence prevention campaign with limited staff and funding, all during a global pandemic. Of course, these aren't challenges unique to our campaign — they're challenges we're all facing right now. And, we know that COVID-19 has exposed even more prominently why violence prevention work is so necessary before, during, and after any crisis.

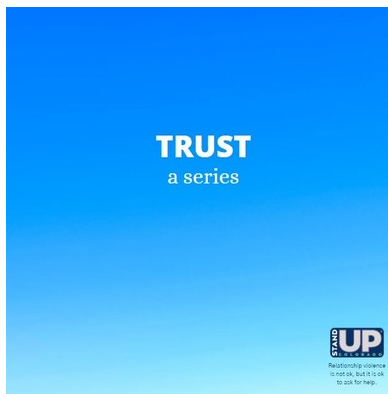
This year, we've focused on keeping up our social media efforts to remind people that relationship violence is not ok, but it IS ok to ask for help. Check out a few social media campaigns we've done this year:



### Candy Hearts

Around Valentine's Day, we got creative and made a series from the perspective of candy hearts, flowers, and valentines, asking people not to use gifts in manipulative or abusive ways.

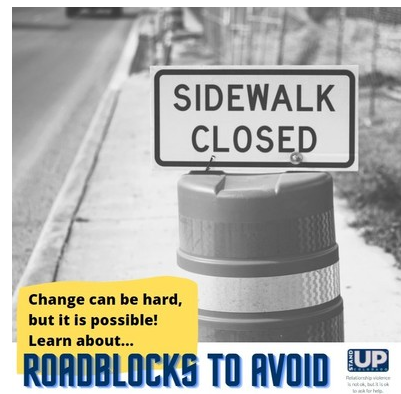
Visit [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#) in the series!



### Trust

Trust is often misused by a person using abusive behaviors to "justify" actions like checking their partner's phone or stalking. We made a series explaining trust, how it really works, and how it shouldn't be used as an excuse to further abuse a partner.

Visit [1](#), [2](#), [3](#), [4](#), [5](#), [6](#) in the series!



### Roadblocks to Avoid

Change can be hard, but it is possible! We made a series about roadblocks a person might encounter on the path to changing their abusive behaviors. The resounding message is this: "If you encounter challenges, reach out for help!"

Visit [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#) in the series!

## Want to learn more about creating social media for violence prevention? Here are some helpful tips:

- Identify your audience, which will impact how you deliver your message. If you're talking about violence prevention, your audience may not be survivors, as it usually is for many direct-service domestic violence agencies. It could be young people, people who use abusive behaviors, the general public, some other group, or a combination!
- Be clear that violence is not ok, but avoid a shaming and blaming tone. Shaming usually does not lead to behavior change, and what we need is for people to change their behaviors in relationships.
- Keep it simple. Use language that is easy to understand. And remember to have fun with it!
- Need more examples? Follow us on [Facebook](#) and [Instagram](#)!
- Reach out to Hannah Colter and Tamika Matthews with any communications-related questions: [communityimpact@violencefreeco.org](mailto:communityimpact@violencefreeco.org).

Donate

**Relationship violence is not ok. It is ok to ask for help.**  
Stand Up Colorado is a project of Violence Free Colorado.

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