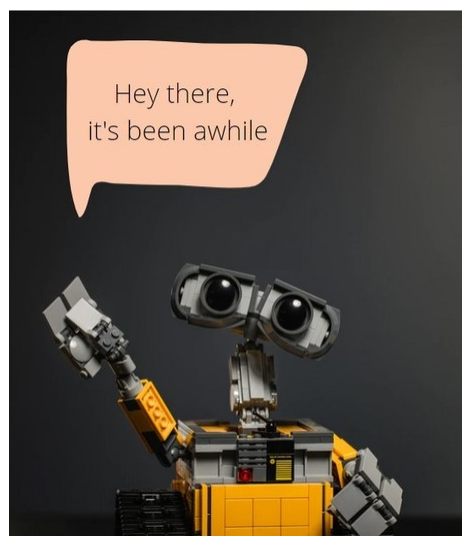




## What does it take to run a statewide violence prevention campaign?

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.



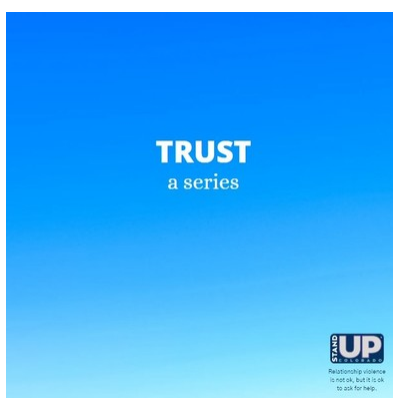
**This year, we've focused on keeping up our social media efforts to remind people that relationship violence is not ok, but it IS ok to ask for help. Check out a few social media campaigns we've done this year:**



### 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.

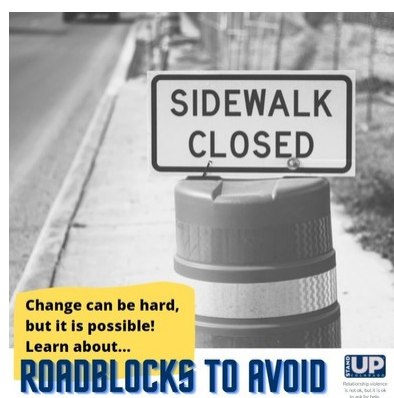
Visit [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#) in the series!



### 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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