



THE ONE LOVE FOUNDATION

One Love was created in 2010 to honor the memory of Yeardley Love, a UVA senior student-athlete who was beaten to death by her ex-boyfriend just weeks before graduation. After her death, Yeardley's family and friends were shocked to learn the statistics that:

1 in 3 women and 1 in 4 men
will be in a violent relationship in their lifetime

Nearly 50% of these women and 40% of these men
experience relationship violence for the first time between ages 18-24

Young women ages 16-24 are at a 3X greater risk for abuse

Today One Love works to ensure others have information about the difference between healthy relationships and unhealthy—potentially dangerous relationships—that Yeardley, her friends and family did not. We create A+, educational content that demonstrates the behaviors of abuse, makes the topic of abuse personal and sparks community conversations about how we can collectively work for change. By increasing understanding, inspiring action and empowering this generation to lead, we will create a movement that changes the statistics around relationship violence and ultimately saves lives.

THE ONE LOVE APPROACH

The statistics are daunting, but 85% of people WILL NOT be abusive. Our approach is to use engaging and relatable content that focuses on creating stigma around emotional abuse—a “gateway abuse” that is frequently visible to others, but not well understood or too easily explained away—while also teaching young people their role as a friend and bystander. This is how One Love engages students and changes communities:

Escalation Workshop. The [Escalation Workshop](#) is a 90-minute, film-based experience that educates about the warning signs of an abusive relationship, creating a safe zone for discussing an all-too-common problem. Over 119,000 students have seen *Escalation* at over 1,500 unique workshops. The workshop is consistently cited as “relatable” and “eye-opening” by students. Here’s what to expect:

- **40 Mins.** The film, *Escalation*, introduces us to Page and Chase, a college-aged couple whose relationship starts exciting and fun, but ends in tragedy. The film enables students to understand the more nuanced signs of relationship abuse as well as how important it is for friends to step in if they see these behaviors.
- **40 Mins.** Following the film, the audience breaks into small discussion groups led by One Love trained facilitators to discuss key scenes from the film. Groups talk about the warning signs, actions that could have been taken, and how the film relates to their own lives.
- **10 Mins.** In the last 10 minutes, students can join Team One Love where they will be provided with additional messaging around healthy and unhealthy relationships as well as receive activation ideas they can bring back to their friends and campus community.



#ThatsNotLove. #ThatsNotLove is a series of short, shareable digital content in four unique chapters [[Chapter 1: Because I Love You](#), [Chapter 2: Couplets](#), [Chapter 3: Asterisk](#), [Chapter 4: Love Labyrinth](#)] that seeks to define the gray area between love and control. The campaign was intentionally designed and named to allow people to use the phrase, “That’s Not Love!” when they see friends in an unhealthy or abusive relationship. To date, the videos have been viewed over 57 million times.

Students have used these videos as inspiration to create their own events and campaigns on campus:



Team One Love. After the workshop, students are prompted to join [Team One Love](#)—a community of over 13,000 people nationwide excited to carry the torch around this issue in their communities. Whether a student joins Team One Love individually and/or starts an official club or group on campus, One Love provides them with access to One Love staff mentors, continuous messaging about healthy and unhealthy relationships, and ideas on how they can continue to educate and empower others in the community around relationship abuse.

TOGETHER, WE CAN CHANGE THE STATISTICS AROUND RELATIONSHIP VIOLENCE





The One Love Foundation was created in 2010 after Yeardley Love, a senior at UVA, was killed by her ex-boyfriend. Her family started One Love to raise awareness and educate students about the warning signs of relationship abuse.

How do I talk to my children about relationship violence before they start dating (when they are in elementary and middle school)?

What experts say	What survivors say
Talk to your kids about healthy friendships before they start dating	Describe what a healthy friendship looks like, help your children learn to set boundaries, and stigmatize negative relationship behaviors
Use teachable moments in the media or community	It can happen to anyone, including our friends and community
Your children are watching you to learn how to be in a relationship	

Conversation starters for kids:

- Has a friend ever done something that scared you?
- You know when you were little on the playground, kids would hit and shove, do you ever see that type of behavior now? How do you tell your friend or classmate that you want them to stop shoving you or shoving a friend?
- It's important to be able to tell your friends when you feel uncomfortable with something they are doing, even if it's touching you too much or too roughly. An important part of friendship is being able to communicate and be honest. How would you tell a friend that they are making you uncomfortable?

How do I continue to be a resource for my children once they start dating?

What experts say	What survivors say
Have conversations about what healthy romantic relationships look like	Recognize your own perceptions and biases about relationships and work to dispel the idea that a relationship is a social achievement that you are expecting of your children
Weave conversations about relationship violence into conversations about other relevant topics, like alcohol use or social media	Reinforce that emotional abuse is abuse too
Talk about consent	Fathers can play an important role in educating their children about healthy relationships and advocating for their child if they experience abuse

Conversation starters for your children about relationships:

- At some point, you're going to be in a relationship and there are going to be things going on that are just between you two. But I want you to know that I am here if you have questions or are worried about something that is going on in your relationship.
- Why do you think there are so many stories in the news about relationship abuse?
- I'm happy when you are happy so you know where to find me if that changes.
- Do you ever feel that your friends use social media to control what other people do?
- It was so nice when [dating partner] did [behavior] the other day; are they always like that? How did that make you feel?

What do I do if I am concerned that my child is in an unhealthy or abusive relationship?

What experts say	What survivors say
Believe what your child is telling you and know that they might not tell you everything right away	Learn more about the early warning signs of an unhealthy relationship
Problematize the abuse behaviors instead of the person	Pay attention to your gut feelings about how your children are acting - Ask them if everything is alright
If your child's relationship is unhealthy, give them a say in what happens next - Slowly move towards solutions that feel right to your child	Your children may be worried to tell you what is going on

Conversation starters when you are worried about your child's relationship:

- You don't seem like you these days. Is everything alright?
- How does [partner's name] make you feel?
- "I've noticed that [partner] texts you a lot. How does that make you feel?" and then, "What I am seeing makes me worried. Know that I am here if you ever want to talk about it."
- We're on your team – we like [your partner] because you do – if that changes, we are on your team, first and foremost.
- Does your relationship ever make you feel like you are unsafe or uncomfortable? In a healthy relationship, you will never question whether you are safe, comfortable, or respected.

How do I teach my child to be a good friend?

What experts say	What survivors say
Use teachable moments and role play specific strategies with your children for stepping in to interrupt disrespectful behavior	People experiencing abuse may not take their friend's advice, but telling a friend you're worried can plant important seeds
Help your children identify other important adults in their lives they can go to if they are worried about a friend's relationship	Men can be important advocates for women experiencing abuse
Talk to your boys about their role in preventing violence and be open to discussing social norms that may prevent youth from thinking they can be an upstander	Fathers can play an important role in educating their children about healthy relationships and advocating for their child if they experience abuse

Conversation starters:

- Who would you say is your best friend and why? How do they make you feel?
- Has a guy ever stood up for you? How did it make you feel?
- Have you ever seen something that was scary? How could you intervene or safely raise the issue?
- This story was on the news. What do you think his or her friends could have done to intervene safely?
- Have you ever seen your friend yelling at the person they were dating or putting them down? How did that make you feel?
- How do your friends talk about the people they are dating or going out with? What could you say if your friend was saying mean or disrespectful things about the person they were dating?
- Has anyone ever asked you to send naked pictures of you? Have you ever seen a friend at school post naked pictures of the person they were dating or going out with? Is there someone you feel comfortable telling if that ever happens?

National Resources and Referrals

Love Is Respect (www.LoveIsRespect.org)

Telephone Support: 1-866-331-9474 or 1-866-331-8453 TTY Text “loveis” to 22522

- Need a friendly ear to listen to you and support you in making an honest assessment of risk
- Would like advice on how to treat others with respect and stop being abusive towards people you date
- Are considering whether to leave an unhealthy relationship
- Would like to learn how to help someone who may be in an unhealthy relationship
- Have legal questions

National Domestic Violence Hotline (1-800-799-SAFE (7233); Canada 1-800-363-9010)

NDV Hotline provides lifesaving tools and immediate support to enable victims to find safely and live lives free of abuse. Call if you would like more resources/information or if you are questioning unhealthy aspects of your relationship.

One Love MyPlan App (can be found in the app store: <http://bit.ly/1bJsRll>)

This app is a safety decision aid for survivors of relationship violence, and it helps to determine if a relationship is unsafe. It helps create the best action plan by weighing an individual’s unique characteristics and values. In addition, the MyPlan app provides a safety decision aid for friends who are concerned about the safety of a female friend’s relationship.

The Trevor Project (www.thetrevorproject.org)

The Trevor Project is a crisis line for LGBTQ youth, including those in an unhealthy or abusive relationship.

- Crisis line (24 hours a day/ 7 days a week): 1-866-488-7386
- TrevorChat is an online instant messaging service with a TrevorChat counselor available 7 days a week between 3pm-9pm Eastern (<http://www.thetrevorproject.org/pages/get-help-now>)
- TrevorText: Text “Trevor” to 1-202-304-1200 (standard text messaging rates apply), available Thursdays and Fridays between 4pm-8pm Eastern

National Sexual Assault Hotline (1-800-656-HOPE)

- Short-term crisis intervention and support
- Answers to questions about recovering from sexual assault
- Basic information about medical issues
- Resources that can assist with the reporting process
- Referrals to resources in your area
- Information for family and friends of victims and survivors.

Helpline (<http://www.stopitnow.org/help-inquiry> | 1-888-PREVENT)

The 1-888-PREVENT number provides support, guidance and information to adults who wish to speak confidentially with the Helpline staff. You can also schedule a 30-minute phone consultation with Helpline Associates.

Appointments are mostly only available no more than 72 hours in advance. The email contact responds to short questions and offer guidance and resources. They do not offer legal advice, therapy, or carry out investigations of any kind. The Helpline is closed for standard business holidays.

Safe Horizon Hotline (1-800-621-HOPE)

You can call Safe Horizon’s hotlines 24 hours a day, 7 days a week. The calls are free, and counselors are able to help you no matter what language you speak. Counselors provide crisis counseling, safety planning, assistance with finding shelter, referrals to Safe Horizon programs or other organizations, advocacy with the police, and other crucial services.

Center for Relationship Abuse Awareness (<http://stoprelationshipabuse.org/get-help/resources/>)

This site provides a plethora of resources of all types (legal, seeking help, basic information, help in your area, etc.).