

RUTGERS-CAMDEN

“TURN THE CAMPUS PURPLE”

Staff and Faculty Toolkit
A Guide to Participate in the Campus Effort to Support Survivors
and Prevent Domestic and Dating Violence



October is National Domestic Violence Awareness Month.
Rutgers University observes this on each campus during our week-
long *Turn the Campus Purple.*

The [Office of Violence Prevention and Victim Assistance](#) invites the [Staff and Faculty](#) of the RUC community to support awareness raising, educational, and outreach events VPVA is hosting through this week. This toolkit provides staff and faculty with a variety of ways to engage in Turn the Campus Purple (TTCP) events and support VPVA’s mission to address and prevent interpersonal violence at Rutgers-Camden. This toolkit includes:

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TURN THE CAMPUS PURPLE

Monday, October 11	Games and Giveaways, <i>11-2, 215 North 3rd Lawn</i>
Tuesday, October 12	Chalk the Walk, <i>11-3, Front of Campus Center</i>
Wednesday, October 13	Wear Your Purple, <i>11-3, Front of Campus Center</i>
Thursday, October 14	Boo'd Up Workshop, <i>Free Period, ARM 124</i> Love Language Workshop, <i>6-7, Zoom</i>
Friday, October 15	Walk for Hope, <i>Free Period, 215 North 3rd Lawn</i>
Tuesday, October 26	Hot Drinks & Hot Topics: Gas Lighting, <i>Free Period, Executive Meeting Room</i>
Thursday, October 28	Pizza & Fries Workshop, <i>Free Period, West A</i>

***For more information about these and other VPVA events, visit [Engage](#).
Some events may require registration to participate.***

TURN YOUR VIRTUAL AND PHYSICAL SPACE PURPLE

There are many ways staff and faculty can both participate in TTCP and encourage students to participate. [Domestic violence is a public health issue](#) requiring a collective, comprehensive response to supporting survivors and preventing violence from occurring to begin with. As campus and community leaders, we invite you to support VPVA's awareness raising, outreach, and educational events in October!

Participate in VPVA events

Staff and faculty participation in VPVA events reaffirms the campus-wide commitment to supporting survivors and preventing violence.

Encourage students to participate in VPVA events. Share the TTCP events flyer or VPVA Fall Calendar with your class or offer extra credit for attendance at events.

Share Resources

Inform students of campus and local resources.

Include and statement about Sexual and Domestic violence and [VPVA's Contact Information](#) on your syllabus for students to access confidential services. Reach out to us for more information and see a sample syllabus statement in the below resource section

Turn your Physical and Virtual Space Purple

Wear purple on Wednesday!

Contact VPVA for a window cling to place in your window.

Turn your virtual and physical space purple by using purple on slide decks or changing your profile picture to the attached.

Share VPVA resources, information, and educational posts to your social media and with your students.

Discuss the Issues with your Students

Discuss issues related to domestic and dating violence with your students. Have VPVA staff join your class for a guest lecture.

Discuss VPVA programming, workshops, and events in your class.

Talk with your students about what makes a relationship healthy and encourage them to cultivate those skills.

RESOURCES FOR SURVIVORS

Reporting Requirements

It's important to stay informed of Title IX Reporting Requirements. Most Faculty and Staff are Mandated Reporters (also known as Responsible Employees). This [video](#) can assist you with understanding your role.

The [Title IX Office](#) can be contacted for questions regarding reporting requirements.

Survivor Services

VPVA provides counseling, advocacy, and support to students who have experienced domestic/dating violence, sexual violence, stalking, and harassment.

Students can call 856-225-2326 24/7 to speak with an advocate or email lluciano@rutgers.edu to schedule an appointment for counseling.

Staff and faculty can reach out to [Laura Luciano](#) regarding concerns with students.

Supportive Responses to a Disclosure

Disclosing a traumatic experience is extremely difficult. It's critical for survivor's disclosures to be met with support, compassion, and empathy. Below are some things you can do to demonstrate support to a survivor following a disclosure:

- Validate their experience
- Remind them of any reporting requirements that may apply
- Remind them no one deserves to be abused or experience violence
- Offer to connect them with resources

BYSTANDER INTERVENTION AND PRIMARY PREVENTION

VPVA is committed to addressing and preventing interpersonal violence on campus so all students, faculty, and staff feel safe and secure on campus.

Primary prevention means stopping something from happening before it occurs

one of our goals at VPVA is to help our community engage in primary prevention practices. We do this in two ways:

1. Addressing risk factors that exist that cause individuals to commit physical, sexual, and emotional violence.
2. engage and encourage bystander intervention to stop the attitudes and behaviors associated with violence and its occurrence.

Don't Be Afraid to Catch Feels: Healthy Relationship Series

One of our primary prevention focuses on the individual and relationship levels. This Series consists of four sessions that guide students through different times in relationships including:

- starting and maintaining a positive and healthy relationship (Boo'd Up)
- consent within relationships (Pizza and Fries)
- ending a relationship and accepting rejection (thank u, next)
- utilizing technology within our relationships (Swipe Right)

Everyone at Rutgers-Camden plays a critical part in preventing violence in our community. Establishing a community-wide norm of supporting each other, working towards safety for all, and intervening against attitudes and

behaviors that cause violence are essential to instilling values in students that will speak to what it means to be a Scarlet Raptor.



Bystander intervention is a strategy used to intervene when there's risk of harm occurring, or to intervene in the cultural, political, economic, and social conditions that lead to interpersonal violence. Bystander intervention can be used to address any form of social injustice. Model the 4 D's for students and connect them with resources that will further develop their capacity to intervene to prevent.

The Centers for Disease Control and Prevention uses a public health approach to violence prevention. With the goal of stopping violence before it starts, the CDC develops prevention strategies that target risk and protective factors at each of the

four levels of the social-ecological model. Understanding the ways risk and protective factors are present at each of these four levels provides us with opportunities to intervene so we can reduce risk factors and promote protective factors.

Staff or faculty that are interested in collaborating with VPVA on incorporating bystander intervention, primary prevention, and survivor supports into their curriculum or programming can contact the Program Coordinator, Olivia Rojas (she/her/hers) at devin.rojas@rutgers.edu.

FLYERS AND RESOURCES

VPVA FALL SEMESTER EVENTS

Sept.

9/14: Learn to Bullet Journal
Free period, Zoom

9/30: The Clothesline Project
Campus Quad, 9-4

Oct. Turn The Campus Purple

10/11 Game and Giveaways
11am-2pm, 215 North 3rd Lawn

10/12 Chalk the Walk
11am-3pm, Front of Campus Center

10/13 Wear Your Purple
11am-3pm, Front of Campus Center

10/14 Love Language Workshop
6 PM, Zoom

10/14 Boo'd Up Workshop
Free Period, ARM 124

10/15 Walk for Hope,
Free Period, 215 N 3rd lawn

10/19 Hot Drinks & Hot Topics,
Gaslighting
Free Period, location TBD

10/28 Pizza & Fries Workshop
Free Period, West AB

Nov.

11/4 Red Sands
12-2 Front of Campus Center

11/15-11/19 Building Consent
12-2 Campus Center Main Lounge

11/30 thank u, next Workshop
free period, South AB

Dec.

12/9: Swipe Right
Workshop
Free period, South AB

For more information about our programs,
please visit us at
<https://engage.camden.rutgers.edu/organization/vpva>





Sample Syllabus Statement:

Rutgers University-Camden strives to create a campus community free from discrimination and interpersonal violence and harm. If you have experiences sexual violence, domestic/dating violence, stalking or any form of sex or gender discrimination, help is available. The Office for Violence Prevention and Victim Assistance provides support to students.

For more information about VPVA or to schedule a time to speak with an advocate visit: <https://vpva.camden.rutgers.edu/>.

To report an incident or speak with the Title IX coordinator, please visit <https://respect.camden.rutgers.edu/>.

If you choose to disclose to me, thank you for trusting me. I am obligated to report any disclosures to our title IX coordinator to ensure you receive the appropriate support and university response.

Stay Up-to-Date!

See our website for additional resources, information, and to stay up-to-date on VPVA events and programs!

Office of Violence Prevention and Victim Assistance

VPVPA is also on social media!

Facebook

Instagram

TikTok