

Campus Toolkit Guide

For Campus Administrators,
Faculty, Staff, and Student Leaders



College is Safer Without Abusive Relationships

Dating violence is a serious problem. All genders and ages experience dating violence, but college-age women (age 18-24) are at the highest risk for abuse in a relationship, putting hundreds of thousands of students at risk on college campuses across the country.

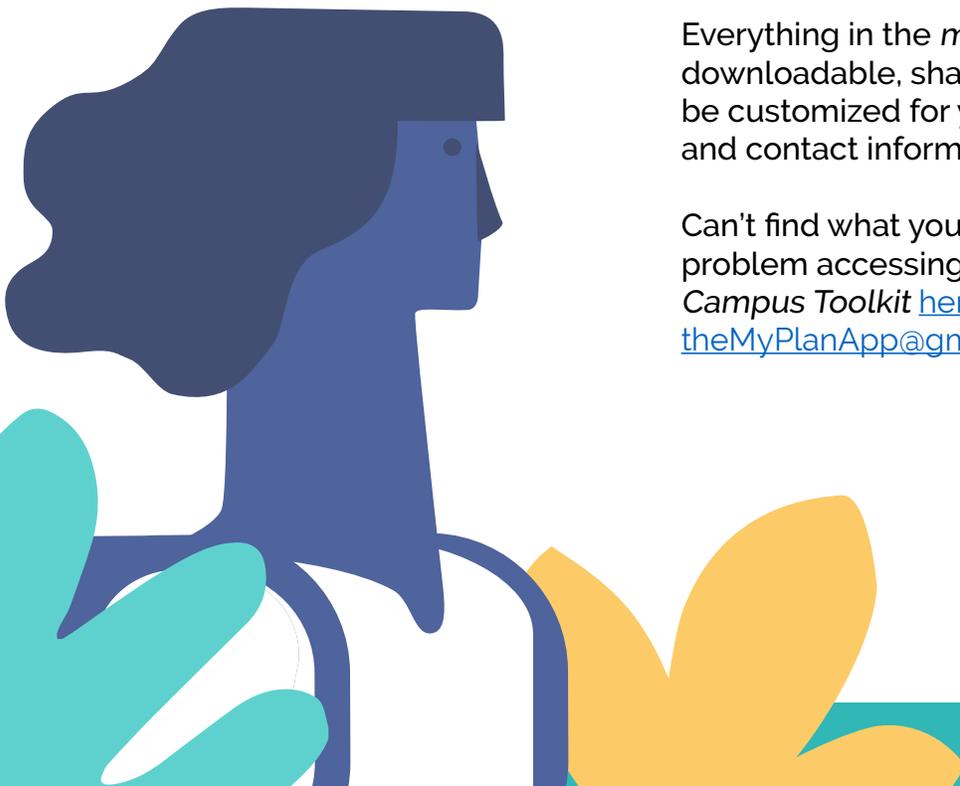
Introducing the myPlan Campus Toolkit Guide

To support students experiencing abuse in an intimate relationship and to promote safer campuses, the following provides administrators, faculty, staff, and student leaders with a series of free resources to best integrate *myPlan* into existing campus safety efforts.

➔ Explore the myPlan Campus Toolkit online at myPlanApp.org/colleges

Everything in the *myPlan Campus Toolkit* is downloadable, shareable, and in many cases, can be customized for your specific campus resources and contact information (including co-branding).

Can't find what you're looking for or having a problem accessing the toolkit? Visit the *myPlan Campus Toolkit* [here](#) or send a note to theMyPlanApp@gmail.com



What is myPlan?

myPlan is an interactive safety decision-aid for students who may be experiencing abuse in their intimate relationship. It also helps friends, classmates, or family members who are concerned about someone in an unsafe relationship understand how to provide support.

Relationship abuse is often complex and dangerous, making it difficult for someone to evaluate their situation while juggling competing priorities. Safety planning is the cornerstone of intimate partner and dating violence interventions, and is ideally an individualized process, taking into account each survivor's unique situation. Safety planning is most frequently accessed through traditional support services (e.g. hotlines, shelters, domestic violence programs, etc.). Yet the vast majority of abuse survivors never access these services, representing missed opportunities to reduce violence and its negative consequences.

Backed by science-based evidence from researchers at Johns Hopkins University, myPlan is the first interactive safety decision aid. The tool is accessible via a mobile app and website (myPlanApp.org), and designed to assist dating violence survivors in identifying and navigating their own safe path forward. Decision aids in healthcare settings have been shown to be effective in assisting patients to make difficult decisions about treatment options. By providing information and helping to clarify personal values, decision aids can assist someone to weigh risks and benefits in order to make informed decisions that impact their safety.

A Johns Hopkins University study with students from 41 colleges and universities found that the percent of students experiencing physical or sexual abuse declined over 12 months after using myPlan. In addition, students who used myPlan felt more prepared to make decisions about their safety, and friends were more prepared to help a friend in an unsafe relationship make a plan for their safety.

myPlan is private, personalized for each situation, and completely free.

➔ Visit myPlanApp.org to learn more.



Safer Students Make Healthier, Happier Students

Our research has shown that *myPlan* is an effective tool for increasing personal safety in abusive intimate partner relationships. To increase awareness of dating and relationship violence on campuses, and to put the *myPlan* decision aid tool in the hands of those who need it, we have developed the *myPlan Campus Toolkit*—a series of marketing and outreach materials to help get the word out about *myPlan*.

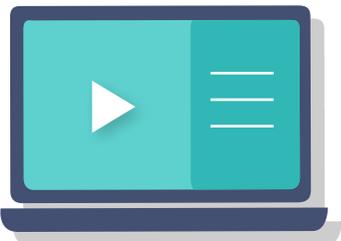
Tools for Safer Campuses

By visiting myPlanApp.org/colleges today, you can access a growing toolkit of free and shareable resources to promote *myPlan* on your campus to both students and staff. Here's what you will find in the online toolkit:



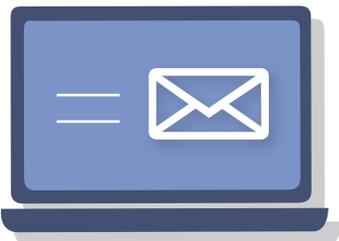
Animated Explainer Video

Share in presentations, on campus TVs, websites, and social media.



On-demand Webinar

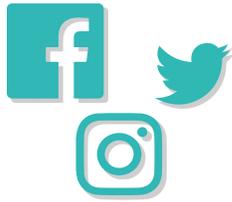
Narrated slide presentation for why *myPlan* was developed, how it works, and how you can help spread the word.



Templated Emails

Help get the word out about *myPlan* by using the provided messaging to email your networks and listservs.





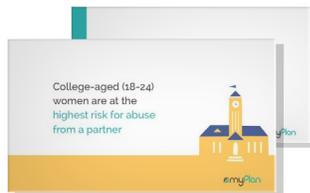
Social Media Posts

A series of pre-designed visuals and accompanying messaging to share *myPlan* via Facebook and other social media channels.



Fliers and other hand-outs

Materials you can download, print, and post around campus to help raise awareness of *myPlan*.



PowerPoint Presentation Slides

A short visual presentation of what *myPlan* is and how to access it.



Bulletin Board Kit

Share the message publicly and encourage your community to download the *myPlan* app by posting these pre-designed bulletin boards. Pick and choose the boards that best meet your community's needs, and customize them with your school's logo.



Sample Student Service Project

A guide to implement a service project in conjunction with the *myPlan* app with a suggested timetable, ideas for coordinating with other campus groups, and possible events.

Strategies for Reaching & Engaging Students



Identify Student Leaders

Identify influential students who can help connect with wider groups of students on campus:

- Student government officers
- Student organizations and clubs
- Sorority and Fraternity leaders
- Peer educators and mentors
- Resident Assistants (RA)
- Athletes
- Student Activists

**Note: Be sure to include outreach to often marginalized students, such as Black and Latina students, international students, LGBTQ students, and students with disabilities*

Spread the Word

- Ask student organizations, student government or other campus leaders to send out an email to their student listserv (use or adapt templates included in the toolkit).
- Send an email to the chapter presidents of all Greek organizations.
- Send an email to the Residence Hall Association (RHA).
- Send email to peer educators on campus, regardless of the topics they address.
- Use social media templates/tools to raise awareness online.
- Share the short, animated explainer video with students by including a link to the video in emails or on social media.
- Include messaging about *myPlan* in online newsletters—lead with a compelling visual and headline to garner attention. *See examples of language and visuals in the toolkit*

**Note: Keep the message short—avoid text-heavy communications. Use a headline and short text to pique interest and drive students to the *myPlan* website for more info.*

Engage On Campus

- Provide *myPlan* handouts at events (tabling student events, health fairs, etc.).
Note: in face-to-face interactions use the “for a friend” materials so as not to out a possible survivor
- Post *myPlan* flyers, posters or setup bulletin boards where students gather.
- Put flyers in places likely to reach students privately on campus (e.g., health services, counseling center, locker rooms, restrooms, etc.).
- Include handouts or a link to *myPlan* in existing orientation materials.
- Contact the journalism dept. or student newspaper to suggest a story about *myPlan*
- Offer service projects including *myPlan* (service learning, Greek life, capstone, etc.).
- Take advantage of regular events (e.g., Homecoming, Take Back the Night, Domestic Violence Awareness month (October), Sexual Assault Awareness month (April), etc.).
- Include information about *myPlan* in materials sent to or shared with parents.

Strategies for Reaching & Engaging Faculty & Staff

Identify Campus Leaders

Identify faculty, staff, administrators, and key stakeholders on your campus who interact with students around health, abuse, and empowerment:

- Women's Center, LGBTQ Center, Multicultural Center
- Civil rights, Title IX, and diversity offices
- Resident life (RA's)
- Student health, counseling center, health promotion/education or wellness departments
- Sexual assault response teams
- Faculty in gender studies, public health, healthcare, social work, justice studies, psychology, sociology, etc.
- Campus security and local law enforcement
- Local domestic violence programs
- Student affairs offices, including:
 - Career Services
 - Disability Resource Centers
 - Union/Leadership Programs
 - Cultural Engagement
 - Programming and Activities:
 - Greek Life/ Fraternity Sorority Life
 - Student Recreation Centers
 - International Student Services
 - Off Campus and Commuter Student Services
 - Student Organizations
 - Student Success Centers, Tutoring Centers

Spread the Word

- Email faculty/admin about the free *myPlan* app. *Use or adapt the sample email template found in the myPlan Campus Toolkit*
- Ask departments to post the *myPlan* web link (myPlanApp.org) on their websites.
- Share the animated explainer video with stakeholders by including a link to the video in an email, a PowerPoint presentation, and/or on your website.
- Use the provided social media assets found in the *myPlan Campus Toolkit* to raise awareness online.

Engage On Campus

- Reach out to Title IX coordinators for athletics, athletics departments, or coaches to present *myPlan* to their teams.
- Ask faculty to include the *myPlan* website (myPlanApp.org) on their syllabi.
- Ask librarians to post flyers and other info about *myPlan* in the libraries.
- Reach out to campus public affairs, university news, or media departments for assistance in including *myPlan* in campus outreach opportunities.
- Deliver a short presentation about *myPlan* during a student affairs staff meeting, faculty governance meeting or other campus staff meetings. *Use the PowerPoint slides provided in the myPlan Campus Toolkit*

Note: When asking staff to present myPlan info be sure to give them specific talking points about dating abuse if they are unfamiliar with the topic. LevelsRespect.org is a great resource.

Empowering Decisions for a Safe Path Forward

How it works:

1. **Access *myPlan***—choose which way is the safest for you to use *myPlan* - download the app on your smartphone or use the website tool
2. **Choose a secure PIN-code**—Ensure only you can access *myPlan* (false codes will load a neutral screen)
3. **Select your situation**—Answer a few questions to better tailor *myPlan* to your specific needs
4. **Use the decision aid**—Weigh your priorities and better understand your risk for danger
5. **Make a plan**—Receive personalized safety information and resources to help you decide your best path forward; re-visit your plan anytime

myPlan Does Not Replace Real Live Advocacy Services

myPlan is not intended to replace real live service providers, rather, myPlan is designed to encourage those who may not normally seek services to reach out.

Safety Is Our Greatest Concern

Our team has developed the app with built-in protections to minimize the risk of abusive partners discovering and accessing the app. *myPlan* is PIN-code protected to keep the user's information safe. But be aware that if someone monitors the user's phone or online activity, having an app about relationship abuse may put the user at further risk.

If there is concern about someone discovering the app, the user can delete it when they are done with it, but should know that for most phones it's not possible to delete the app completely from the user's phone provider's purchase history.

If using the *myPlan* webtool users should know that while they can delete specific sites and browsing activity from their browser's web history, covering all tracks online can be difficult in preventing a determined individual from monitoring them.

For more details about protecting technology safety and privacy visit: techsafety.org/resources-survivors



...From the knowledge I've learned, I was able to get out of a bad situation and into a healthy relationship

-myPlan user



Frequently Asked Questions

Who is myPlan for?

myPlan can be used by students who are concerned about their own relationship, students concerned about a friend or peer's relationship, or by anyone who works with students. myPlan assesses the user's unique situation, including the types of abuse experienced, the severity of the abuse, the presence of children in the relationship, culturally specific needs, priorities, and plans for the future. These inputs are used to provide a safety plan that's individualized to the user.

myPlan is for all genders. Though it is primarily based on research with woman-identified survivors of relationship abuse perpetrated by partners of all genders, we are continually adding content as research on myPlan with additional communities is conducted. No one deserves abuse.

Find resources at the **National Dating Violence Hotline** www.loveisrespect.org, by phone at **1-866-331-9474**, or text the word 'LOVEIS' to **22522** to chat by text.

Does myPlan address Title IX/Clery/CampusSave requirements?

Yes, *myPlan* encourages students to seek assistance and provides students with basic information on the kinds of resources and reporting options available through colleges and universities, and their confidentiality limits.

How does myPlan work with existing efforts to reduce violence on campus?

Students can be encouraged to download the app for free before they need it (e.g., "you never know when you may be able to help a friend"). *myPlan* complements existing efforts by providing students with confidential, easily accessible information and encourages connection with existing resources (both campus and/or community-based). *myPlan* can be easily shared – linked on campus websites, provided by RAs, described in orientation materials, etc.

Is myPlan a form of bystander education?

myPlan does have a bystander component; it provides concerned friends with information and resources to more effectively support a survivor. Though *myPlan* does not provide standalone bystander education, it complements existing bystander efforts.

How much does myPlan cost?

myPlan is completely free for everyone, with no advertising. Forever.

Thank you!

On behalf of Johns Hopkins University and the consortium of universities and partners behind the myPlan app, I want to thank you for being a champion against dating violence. College students experience sexual assault, harrassment, stalking, and dating violence at alarming rates, and the campus community plays a key role in prevention and response. The myPlan app is a secure, private resource that supports the safety of students experiencing dating abuse. I invite campus administrators, faculty, staff, and student leaders to use the myPlan Campus Toolkit to integrate myPlan into existing campus safety and empowerment programs. The entire myPlan team thanks you for your ongoing commitment to the safety and health of students.



Nancy Glass, PhD, MPH, RN

Thoughtfully Developed by the myPlan Research Team:

Dr. Nancy Glass, PhD, MPH, RN, Johns Hopkins University School of Nursing and Bloomberg School of Public Health, Nancy Perrin, PhD, Jackie Campbell, PhD, RN, Karen Eden, PhD, Ginger Hanson, PhD, Tina Bloom, PhD, MPH, RN, Jill Messing, PhD, MSW, Andrea Gielen, ScD, ScM, Megan Lindsay, PhD, MSW, Amber Clough, MSW, James Case, MBI, Jamie Barnes-Hoyt, MS, and Karen Trister-Grace, MSN, CNM.

With considerable input of countless other contributors, students, domestic violence and campus advocates, and most importantly, survivors and friends of survivors.

Learn more about the *myPlan* story at myPlanApp.org/About

Please send any questions or comments to theMyPlanApp@gmail.com

Toolkit Usage Guidelines

- The *myPlan Campus Toolkit* and its contents are property of Johns Hopkins University, made available to college campuses for use and dissemination
- Feel free to add your campus logo and/or local resources contact information to the editable tools
- To share the *myPlan Campus Toolkit* with others, please direct them to myPlanApp.org/colleges where they can access all of the materials



Access the Campus Toolkit at
myPlanApp.org/colleges