



Pass the Peace Playbook for Schools

The National Domestic Violence
HOTLINE
1.800.799.SAFE (7233) • 1.800.787.3224 (TTY)



WHY NOT YOU
- *foundation* -

Did You Know:

1 in 4 women (24.3%) and 1 in 7 men (13.8%) have been the victim of severe physical violence by an intimate partner in their lifetime.

(The Centers for Disease Control and Prevention; Black et al., 2011)

Nearly 1 in 5 women (18.3%) and 1 in 71 men (1.4%) have been raped in their lifetime.

(The Centers for Disease Control and Prevention; NISVS Report, 2010)

1 in 10 high school students has experienced physical violence from a dating partner in the past year.

(The Centers for Disease Control and Prevention; Dating Matters, 2012)

About 1 in 5 women and nearly 1 in 7 men who ever experienced rape, physical violence, and/or stalking by an intimate partner, first experienced some form of partner violence between 11 and 17 years of age.

(The Centers for Disease Control and Prevention; Dating Matters, 2012)

What is Pass the Peace?

Pass the Peace is a partnership between Seattle Seahawks quarterback Russell Wilson's Why Not You Foundation and the National Domestic Violence Hotline. Pass the Peace is more than a campaign—it's a movement.

Throughout October, which is Domestic Violence Awareness Month, Russell Wilson will leverage social media and challenge the public to Pass the Peace and raise money for The Hotline, while educating the public on resources for people affected by domestic violence and dating abuse.

With your help, we can engage and equip students, fans and employees in your campus community with life-changing resources and information that will foster conversations about healthy relationships and inspire people to get the help they need.



The Basics: How to Participate



Donate \$12 or more to The Hotline by texting PASSTHEPEACE to 41444, or you can donate online at thehotline.org/passthepeace.



Create a video of yourself “passing the peace” by throwing a ball. Get creative, involve friends and family, and have fun!



Post your video to social media using the hashtag #PassthePeace. Announce that you're passing the peace to show your support for victims of domestic violence. Tag a friend and challenge them to do the same!



You can also purchase exclusive Pass the Peace apparel (T-shirts or sweatshirts) from thehotline.org/passthepeace. Proceeds from each purchase are donated to The Hotline.

Ways Your School Can Get Involved



During games, include in-stadium messaging that promotes Pass the Peace and encourages fan participation



Issue a challenge to school rivals to participate in Pass the Peace



Leverage leaders on the school's football team to issue a Pass the Peace challenge to other student organizations



Include messaging about Pass the Peace during the month of October on school/university web properties and social media channels



Create special social media "shout outs" to fans and followers who participate in Pass the Peace on social media

Sample Messaging for Pass the Peace

You can make a difference in the life of a #DV survivor. Donate to @ndvh by texting PASSTHEPEACE to 41444 and #PassthePeace to a friend!

I #PassthePeace because domestic violence victims deserve support. #PassthePeace & donate to @ndvh #endDV #seeDV

I #PassthePeace because every call for help matters. Show your support for #DV survivors! Text PASSTHEPEACE to 41444 to donate to @ndvh

Everyone deserves a life free from abuse. Support @ndvh and help #DV survivors find safety & peace. #PassthePeace #seeDV



About the National Domestic Violence Hotline

The National Domestic Violence Hotline provides victims, survivors, friends and family members with life-saving tools and immediate support, 24/7. Callers to The Hotline at 1-800-799-SAFE (7233) can expect highly trained advocates to offer compassionate support, crisis intervention information and referral services in more than 200 languages. Live chat services are available from 7 a.m. to 2 a.m. Central time at thehotline.org.