



## 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:

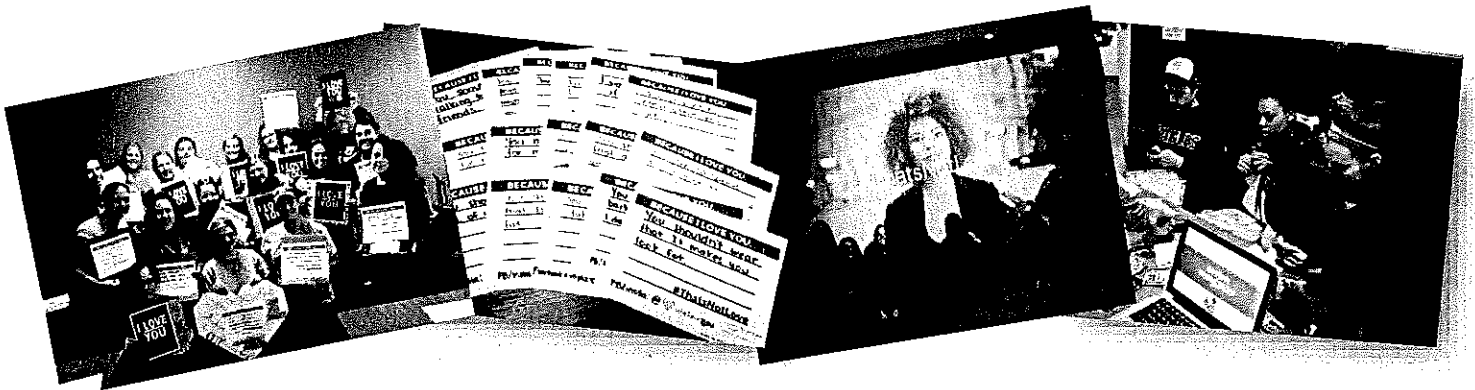
**Escalation Workshop.** The *Escalation Workshop* is a 90-minute, film-based experience that educates about the warning signs of an abusive relationship, creating a safe zone for discussing an all-too-common problem. Over 85,000 students have seen *Escalation* at over 1,730 unique workshops. The workshop 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 35 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**





one love

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 parents say

Talk to your kids about healthy friendships before they start dating

Use teachable moments in the media or 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?

What fathers say

Describe what a healthy friendship looks like, help your children learn to set boundaries, and stigmatize negative relationship behaviors

It can happen to anyone, including our friends and community

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

What parents say

Have conversations about what healthy romantic relationships look like

Weave conversations about relationship violence into conversations about other relevant topics, like alcohol use or social media

Talk about consent

What fathers say

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

Reinforce that emotional abuse is abuse too

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?

[joinonelove.org](http://joinonelove.org)

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

Believe what your child is telling you and know that they might not tell you everything right away

Problematize the abuse behaviors instead of the person

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

Learn more about the early warning signs of an unhealthy relationship

Pay attention to your gut feelings about how your children are acting - Ask them if everything is alright

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?

Use teachable moments and role play specific strategies with your children for stepping in to interrupt disrespectful behavior

Help your children identify other important adults in their lives they can go to if they are worried about a friend's relationship

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

People experiencing abuse may not take their friend's advice, but telling a friend you're worried can plant important seeds

Men can be important advocates for women experiencing abuse

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?

train facilitators, conduct the workshop on a timeline that works for each school, and initiate a process of long term planning to prevent relationship violence and promote healthy relationships. In the past 18 months, over 55,000 young people at 550 schools across the country have participated in the *Escalation Workshop*, and the One Love team brings great experience in how best to guide each step of the workshop process. More detailed information about what facilitator trainings and workshops look like is included on the attached agendas.

### **How do we support students?**

We know the statistics, that 1 in 3 women and 1 in 4 men will experience relationship abuse in their lifetime. And therefore, we know how deeply personal this issue can be to many students in our workshops. It is important to be as prepared as possible for emotional responses that may be triggered in potential victims or perpetrators.

- Before the workshop, the One Love team will work with your school to develop a resource sheet that every student will receive at the start of the workshop. That resource sheet includes national resources and hotlines (text and phone) as well as local agencies that can provide support. Frequently school counselors and local Domestic Violence advocates will be willing to attend given enough advance notice. Because we know that students tend to report or seek guidance in the weeks that follow an event such as this as they re-assess relationships, it is in your best interest to seek some training for your guidance staff as needed on these topics to ensure that everyone is prepared. Plans need to be in place to address the needs of both victims and perpetrators so as to support safe, healthy futures.
- At the workshop, we will create a safe space by distributing the resource sheet before the film even begins. During the workshop introduction, we will include a trigger warning for the sensitive content of the film and discussion as well as our 'Statement of Inclusivity', reminding students to keep an open mind throughout the workshop. Guidance Counselors and/or local Domestic Violence advocates should have a space designated for students who choose to leave the workshop to talk more on the subject in private.
- After the workshop, keep in mind that more students than usual may seek resources in the weeks to come. Guidance Counselors should be prepared for the possible increase.

### **How do we keep these conversations going?**

The *Escalation Workshop* is a powerful way for school communities to begin discussing the health and well-being of their students' relationships and safe and healthy break ups. We view *Escalation* as a starting place and a primer that opens young people's eyes to the presence of abuse and violence in their own lives and compels them to get further involved in a movement for change. Keeping the conversation going after the workshop is important not just to maintaining student involvement and interest but because research has shown that one-time interventions are suboptimal in terms of effect and an approach that continues dosing participants with more lessons and education over time is preferred. Peer involvement in planning and education has also been shown to improve effectiveness.

Some ways that schools can continue to keep the conversation going include:

## Commonly Asked Questions

### **What is the Lauren Dunne Astley Memorial Fund & One Love Foundation Partnership?**

The Lauren Dunne Astley Memorial Fund (LDAMF) and the One Love Foundation in honor of Yeadley Love (One Love) are two organizations born out of tragedy that are now working to educate young people about the warning signs of an unhealthy relationship and the qualities of healthy relationships so that future tragedies can be avoided.

LDAMF was founded to honor the life of Lauren Dunne Astley, a beautiful, talented and beloved 18-year-old young woman who had just graduated from Wayland High School in Massachusetts, when she was murdered on July 3, 2011 at the hands of her former boyfriend. The One Love Foundation in honor of Yeadley Love is a national nonprofit founded in 2010 to honor Yeadley Love, a University of Virginia Student athlete who was killed by her ex-boyfriend just weeks before their graduation on May 3, 2010.

In both cases, had better information existed about the unhealthy behaviors that lead up to abuse and violence and about the signs of at risk break ups, a life might have been saved. Today LDAMF and One Love are partnering in order to ensure that others have the information about unhealthy and potentially dangerous relationships that Lauren, Yeadley, and their combined friends and family did not. Together the two organizations are bringing One Love's core product, a ninety-minute workshop called *Escalation*, to 17 high schools in Massachusetts as part of the LDAMF/One Love partnership.

### **What is the *Escalation* Workshop and why is it valuable?**

Since 2010, One Love has been dedicated to ending relationship abuse by educating and empowering young people to join the movement against relationship abuse. The *Escalation* Workshop is the catalyst for this movement – it is 90 minutes long and consists of a forty-minute film followed by a guided discussion geared towards helping students understand the warning signs of abuse and how to help a friend safely, while promoting healthy relationships. The film immediately wakes students up to a personal relevance to the issue of unhealthy relationships, as they realize they've experienced some of the behaviors featured in *Escalation* or they know someone who has. The conversation that follows covers important topics such as emotional abuse, consent, safety planning, social media, texting, and many others. Moreover, the workshop gives students the chance to have an honest and open conversation about an issue that affects so many, yet too often remains out of focus.

### **Do you talk about Lauren and Yeadley in the *Escalation* Workshop?**

*Escalation* is a fictional film but it does include the faces of many young victims of relationship violence at the end. Both Lauren and Yeadley are included in those pictures.

Additionally, because of the unique nature of this partnership, we are dedicating the first five minutes of the workshop to Lauren, telling participants about who she was and what happened to her. Either a member of the LDAMF or One Love team will lead this piece of the program at your school.

### **What role do each of the organizations play in this partnership?**

The LDAMF is the primary funder of this initiative in Massachusetts and also plays a lead role in identification of participating schools and relationship building at the local level to start each collaboration. One Love's role is as an operational lead, working with schools to introduce the program,

train facilitators, conduct the workshop on a timeline that works for each school, and initiate a process of long term planning to prevent relationship violence and promote healthy relationships. In the past 18 months, over 55,000 young people at 550 schools across the country have participated in the *Escalation Workshop*, and the One Love team brings great experience in how best to guide each step of the workshop process. More detailed information about what facilitator trainings and workshops look like is included on the attached agendas.

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Some ways that schools can continue to keep the conversation going include:

- Bring *Escalation* to students every year. Once your school is trained to hold the workshop, you are empowered to have the discussion as many times as you like. A parent discussion guide is also being developed to enable *Escalation* to be effectively used with parents.
- Engage with LDAMF in another educational opportunity such as talks and discussion led by Lauren's parents, Malcolm Astley or Mary Dunne; 'Loved to Death' screenings (about Lauren's story and break up violence) and guided discussions; use of the poster campaign series available through the LDAMF website; and use of the Story of Neela & Chris: A Graphic Novel about Teen Dating Violence, soon also to be available. (Please see [LaurenDunneAstleyMemorialFund.org](http://LaurenDunneAstleyMemorialFund.org))
- In Massachusetts as a whole, there are many opportunities for additional programming such as Mentors in Violence Prevention (MVP), the White Ribbon Campaign, the Yellow Dress Program, In her Shoes events, The Clothes Line Project, An Empty Place at the Table, and the Silent Witness National Initiative.
- Students can stay involved with One Love through our other campaigns and initiatives. #ThatsNotLove is a digital campaign that seeks to eliminate the grey area between love and control through short, shareable digital clips that students can share on social media and even use as a center piece to create awareness events. Similarly, many students choose to create Team One Love groups at their schools. These are groups of students who are passionate and determined about ending relationship abuse in their own communities. They can organize fun events for their peers, awareness campaigns like the ones mentioned above, fundraisers, or even just gather to discuss and promote healthy relationships amongst one another. Through the opportunity to continue engaging with One Love, we help students create a culture around the mission we all share.