

PAVE Take Back The Swipe College Toolkit

PAVE's TBTS Toolkit is a comprehensive outline of how to #takebacktheswipe at your college campus. The toolkit has 9 components:

1. About TBTS and Statistics
2. How to create a call to action on your campus
3. Examples of events that you can host on your campus
4. Change agents to reach out to on your campus
5. Data about dating apps
6. Groups in the community to partner with
7. Self-care tips for campus advocates
8. The pledge
9. Contact information for PAVE

This toolkit is designed to help campus advocates create a meaningful Take Back The Swipe campaign on their college campuses. The single best way to reduce the risks associated with using dating apps is to educate users about the potential dangers of using them.

1. About #TakeBackTheSwipe

In August 2020, Promoting Awareness | Victim Empowerment launched the groundbreaking national campaign, Take Back the Swipe, which is dedicated to shattering the silence of dating app sexual violence, particularly for college-aged individuals. Dating app violence is not widely researched nor talked about yet more than half of college students are using dating apps. This is particularly concerning as 23.1% of cis-female college students, 5.4% of cis-male college students, and 21% of Transgender, Genderqueer, and Non-conforming college students are sexually assaulted (RAINN). We also know that college-aged students are at a heightened risk of experiencing sexual violence (RAINN). For these reasons, PAVE feels that now is the time to start the conversation regarding dating app violence as we can infer just how prevalent this silent issue is. We want individuals to understand that swiping on a dating app is not consent and if someone experiences sexual violence while online dating, it is never their fault. The goals of this campaign are to educate, raise awareness, fill in the gaps by collecting more data, and serve as a catalyst for change. We can only create change with your help. We built this comprehensive toolkit to guide and empower you whether you are in high school or college to make a change in your community. Whether it is organizing a petition to add online dating safety into preventative education or bringing Take Back The Swipe events to your campus, this toolkit is for you.

2. A Call to Action

Change is needed both within the internal structure of dating apps, but change can also start on your campus. A majority of college students use dating apps, yet preventative education fails to even mention online dating.

We want you to feel empowered to change this. It is critical that dating app violence is discussed in preventative education in order to better support all survivors of sexual violence. If you are interested in addressing your campus' administration for more well-rounded and inclusive education, the petition below has everything you need. We need you to help ensure that the silence around dating app violence will be shattered.

[Petition for College](#)

[Petition for High School](#)

3. #TBTS Campus Events

The #TakeBackTheSwipe campaign cannot exist without awareness. Planning and organizing events to bring this campaign to your campus is a key step in starting a dialogue and creating change. Before you begin planning, there are important questions to consider:

1. Who is my audience?
2. What are my goals?
3. What knowledge do I want my audience to gain from these events?
4. Who can help me reach a wider audience?
5. How will I make my events inclusive for all survivors and allies?
6. How will survivors feel protected and supported during these events?

Below is a list of some #TakeBackTheSwipe events that may fit your campus community, but there are definitely more that you can do so this is an opportunity to get creative. You know your community best and can tailor the campaign to fit your schools needs.

School Newspaper Article

- Reach out to your school's newspaper or magazine and ask to write an article. This article can be published before, during, or after the week you bring Take Back the Swipe to your community. The article can highlight the purpose of Take Back the Swipe, the events you organized, what digital consent is, and/or how to have meaningful dialogue with your friends about this topic. There are endless possibilities so do what you think would best represent your goals from bringing this campaign to your community.

Pledge Drive

- Host a pledge drive on your campus. This can be done as a single tabling event if your campus allows or you can have a table at a larger event (such as a film screening or health fair) to collect signatures of people taking the Take Back the Swipe pledge. A great way to invite people to stop by the pledge drive is to include host giveaways for individuals to learn all about Take Back the Swipe. If your school is remote when you want to bring this campaign to your campus, use info-graphics on your group's social media to talk about what the campaign is and where students can take the pledge.

Social Media Graphics

- Social media is a very powerful tool to raise awareness and educate people. If you have a club on campus, you can use your group's social media to post infographics on digital consent, survivors support, how swiping on a dating app is not consent, and more! There is also the opportunity to post resources or flyers for upcoming Take Back the Swipe events! Remember to use #TakeBackTheSwipe for your posts!

Health & Awareness Fairs

- Is your school hosting an upcoming health fair? See if your group can have a table at it to discuss consent, boundaries, how to navigate online dating, and more! If your group is already hosting their own awareness fair such as Consent Day, you can have a table to discuss online dating & digital consent to reach a wider audience!

Panel or Conference

- Hosting a panel at your school to discuss online dating is a great way to get the greater community involved. The panel can consist of your local rape crisis center, members of your school's administration, health/counseling services, faculty from the women's students or sociology department, student activists etc. Through this, there can be a meaningful discussion regarding dating app sexual violence throughout all members of your school. Additionally, if your school is hosting a conference, such as one for peer educators, this could be a great way to share ideas regarding dating app programming to other schools! If your school is remote, no problem! This can also be done virtually on Instagram Live or Zoom.

TBTS Trivia

- Trivia is a great way to educate students in an interactive way. You could host an in-person trivia night at a club general meeting or as a weekend event. Additionally, trivia can easily be adapted virtually. Trivia can be done via Instagram Stories or at a Zoom meeting and is a great way to gauge your audience's knowledge of the topic.

RA Events

- RA Events are smaller, more intimate events. Reach out to an RA on your campus and see if they are open to programming on dating apps. By going into a dorm to program, you have the ability to reach students who may not generally go to club meetings or big campus events. Plus, Residential Life is a huge part of college which makes them a great group to partner with.

Tabling Events

- Hosting one (or more!) tabling events in a busy part of campus can allow you to reach more students, especially those who may be too busy to go to a larger-scaled event. If your campus allows, tabling events truly are the most adaptable events and ones where you can speak with smaller groups of students. The tabling event can be turned into your pledge drive, a trivia event, a self-care event, or an info-table with resources on digital consent and online dating. You might want to think about what might make your table welcoming and engaging, consider having giveaways or informational flyers.

4. Campus Change Agents

Now that you have decided to bring #TakeBackTheSwipe to your community, it is important to identify individuals or groups who can help you enact the changes you are petitioning, gain support, or reach a wider audience.

College Students:

If you are petitioning your school, it is important to identify agents of change on your campus. These changemakers are individuals who have the ability to implement the change you are petitioning for. These individuals vary from school to school; however, this list will provide you with a starting point.

President of College
Student Conduct Director
Provost
Title IX Coordinator
Deans
Board of Trustees
Student Government
Athletics Director
Health Education

High School Students:

Although dating apps are mostly used by college students and often have an age requirement of 18, it is imperative that we start the conversation sooner rather than later. This can help students have background knowledge before embarking into college and the world of dating apps. Therefore, it is important for your school to introduce programming on dating app violence. At the end of the day, we know that sexual violence effects high school students too. And with our world becoming more and more virtual, it is more important than ever to educate and raise awareness.

If you are petitioning your school for online dating sexual violence preventative education, it is important to identify individuals who can approve of this school-wide education. Some example individuals to reach out to include:

Principal
Vice Principal
Student Council
Student Advisory Board
Health Educators
School Board

5. #TBTS Campus Support

Sexual violence effects everyone. Therefore, it is important to educate as many students as possible as well as have these events be part of a community-wide effort. Having more groups of people involved in the planning, organizing, or implementation can allow events to be more impactful, but it is important to choose which partnerships will allow your message to get across to the fullest extent. Remember that it is your event, and you know what will work best for your campus!

College/University Students:

If you are holding #TakeBackTheSwipe campus events, it may be a good idea to form strategic partnerships or collaborations with individuals and groups both on-campus and off-campus. This will allow you to reach a wider audience, have more publicity, and elicit more change. Some people or groups that may be helpful to collaborate with include:

Local Rape Crisis Center
Student Government Association
Women's Studies Department or Club
Office of Inclusion and Diversity
Peer Educator Clubs
PAVE, It's On Us, or One Love College Chapters
Sociology or Criminology Department or Club
Greek Life
Athletics
Residential Life

High School Students:

If you are holding #TakeBackTheSwipe events at your school, collaborating with other clubs or individuals will help you reach more students. Some example clubs and individuals to partner with on these events include:

Health Teachers
Peer Educators
Student Health Advisory Council
PAVE High School Chapters
Parents Association

6. Key Points

It is amazing that you want to raise awareness, educate, and generate change through Take Back the Swipe. While you know why it is important to discuss dating app sexual violence, it is important to have a guide to how to pitch the messaging and goals of Take Back the Swipe to administrators, faculty, organizations, clubs, and more. These key points will help provide you with a skeleton of important information to provide groups or individuals when pitching this campaign.

1. The world is becoming more and more virtual and dating is no exception. Over half of college students utilize dating apps yet there has been no formal education on digital consent. This is problematic as college students are more likely than any other age group to be sexually assaulted. Education and programming should reflect the new world of online dating so that students are better supported.
2. While preventative education and programming is done with the students in mind, the lack of inclusion for online dating shows a gap in understanding the virtual world that most college students embark in. This further shows that we cannot have conversations about sexual assault, sexual harassment, and dating violence without mentioning online dating.
3. Although online dating is becoming more popular and accepted, there is still stigma attached to online dating. Silence perpetuates this stigma and cannot be broken until we have conversations that shed light on dating app violence. The stigma around dating app violence is problematic because it leaves survivors of dating app violence with unique feelings of shame, guilt and a lack of support, due to victim blaming statements. Many people are more likely to question the survivor over their usage of dating virtually. We know that victim blaming is extremely harmful to survivors as they may experience a wide-range of mental health conditions associated with their assault. Studies show that when a survivor discloses their story, the response of the person they disclose to has a powerful effect on the survivor's mental health and healing journey. Thus, through breaking this stigma, we can better support survivors mentally, emotionally, and physically.

7. Advocate Self-Care

Self-care is essential for an advocate's physical, mental, and emotional well-being. . Standing up for and supporting survivors is hard work that can, at times, feel exhausting, overwhelming, and even draining. When we are busy, self-care often gets put on the back-burner, but without self-care it can make the work feel more difficult and can lead to burn out. Burnout is a state of mental, physical, and emotional exhaustion caused by stress or being overworked. Thus, to keep yourself safe and healthy as well as continue to make an impact in this movement to better support survivors, self-care is essential.

Self care is intentional; it can be helpful to have a self-care plan in place or identify your go-to methods of self-care before you need them. Self-care can take many forms; some ways that you can self-care include: setting boundaries, exercising, getting 7-9 hours of sleep per night, journaling, spending time with friends or family, or participating in activities that bring you joy and recharge you such as cooking, music, drawing, yoga, dancing. Self-care can even include simply talking to someone about what you're feeling to help process your emotions. You don't have to go through this alone.

If you are feeling overwhelmed it may also be beneficial to focus on your senses or breathing. Some helpful exercises include:

5-4-3-2-1 Grounding Technique

Identifying 5 things you see

Identifying 4 things you feel

Identifying 3 things you can hear

Identifying 2 things you smell

Identifying 1 thing you taste

4-7-8 Breathing Technique:

Breathe in for 4 seconds,

Hold that breath in for 7 seconds,

And finally exhale for 8 seconds

Remember that it is always okay to take a break and ask for help when you need it. Asking for help is a sign of strength, not a sign of weakness. In fact, most people enjoy when someone asks them for help because it makes them feel needed. Your health and well-being are just as important as the work you do for others.

8. Take The Pledge

Together, we can #TakeBackTheSwipe

I pledge to:

Educate myself regarding dating app violence

Practice consent both in-person and digitally

Support all survivors of sexual violence

Shatter the silence and stigma around dating app violence in my community

Not victim blame or shame survivors of sexual violence

9. PAVE Contact

Need more help navigating the #TakeBacktheSwipe Toolkit or organizing in your community?
Email us at info@shatteringthesilence.org or in the contact form below. We will reach out to you as soon as we are able.

Thank you so much for your interest in #TakeBackTheSwipe and your work supporting survivors of sexual violence..