WHY WE EXIST

On May 3rd, 2010, Yeardley Love, who was then a senior lacrosse player at the University of Virginia and three weeks shy of her graduation, was beaten to death by her ex-boyfriend.

Devastated by the loss of Yeardley, her family created One Love, a foundation that educates young people about the difference between healthy and unhealthy relationships so that they may seek help before an abusive relationship escalates to violence.
Here’s the sad truth: Yeardley Love was killed and her death was avoidable, if only anyone in her life—including her—understood the visible, yet often misunderstood, signs of an unhealthy relationship. This is why One Love works to make sure others have the information that Yeardley, her friends and her family did not. Information that can save lives.

1 in 3
Will be in an abusive relationship during his or her lifetime

OUR MISSION

Educate
Individuals

Start
Conversation

Change
Community

Change the
Statistics
Yeardley’s role as an athlete was an integral part of her identity. We carry on Yeardley’s spirit by empowering athletes as leaders who have the ability to create real change in their communities. We believe that if teams have the knowledge to recognize healthy and unhealthy relationship behaviors, and the language to talk about them, their team dynamic will be stronger both on and off the field.

“One Love offers me another way to care for my teammates…it’s helped me be so much more comfortable talking to my teammates and other athletes and show them another way to better their lives and their friends’. I am a better teammate and athlete because of One Love.” – Arica Smith, swimmer, University of Wisconsin - Milwaukee

“One Love have provided me the tools and more importantly the confidence to intervene in a situation when necessary.” – Conor Okim, Men’s Lacrosse, Boston University

ONE LOVE AND SPORT
"Great workshop that has given our student-athletes education around the topic, and the power and confidence of having a voice." – University of Lynchburg athletic administrator

“I chose not to be in the room, thinking/hoping that they would be more open without me. Over the next few days, however I received a tremendous amount of feedback. Several of my students told me that it was the number one, or one of the most difficult/most powerful discussions they have ever been a part of. When asked if they thought it was a worthwhile experience, and if they thought the community as a whole could benefit from the workshop, the answer was a pretty unanimous “yes.”

One student in particular really opened up to me about his relationship, and while he didn’t feel that neither he, nor his girlfriend were abusing each other, that the relationship was not healthy or positive for either of them, that he had felt that way for a while, but didn’t know how to verbalize or understand it, but now he could, and he had ended it that previous evening because of his new knowledge." – Mount St. Mary’s men’s lacrosse coach
OUR POWERFUL CONTENT MAKES THE ISSUE RELATABLE

ESCALATION WORKSHOP
A 40-minute film that gives students a deep dive into how a relationship can escalate to violence

LOVE Labyrinth
A short film that shows how partners can get sucked into the cycle of an unhealthy relationship

BECAUSE I LOVE YOU
A short film that shows how words like ‘love’ can be used to manipulate partners

BEHIND THE POST
A campaign that, in the age of social media, reminds people that real life happens behind the post

COUPLETS
A series of short, animated films that show the difference between healthy and unhealthy relationships

#OKFORPETSNOTPARTNERS
A social campaign that showed how some behaviors are acceptable when dealing with a pet, but not a partner

ASTERISK
Short videos that show how seemingly loving phrases like “I’m sorry” or “I love you” can take on different meanings in an abusive relationship.

110 PIECES OF UNIQUE CONTENT
Over 35 video assets and 75 online content pieces.
10 SIGNS OF AN UNHEALTHY RELATIONSHIP

Understanding these behaviors can help you figure out if you’re in an unhealthy or dangerous relationship. Many times, these behaviors are used to gain power or control and can have a negative impact on your wellbeing or day-to-day life. In some cases, these unhealthy behaviors can escalate to violence. If you feel like something might be off in your relationship, trust your gut and get help.

1. INTENSITY
2. JEALOUSY
3. MANIPULATION
4. ISOLATION
5. SABOTAGE
6. BELITTILING
7. GUILTING
8. VOLATILITY
9. BETRAYAL
10. DEFLECTING RESPONSIBILITY

10 SIGNS OF A HEALTHY RELATIONSHIP

Healthy relationships are ones that bring out the best in you. Even though no relationship is perfect, healthy relationships make you feel good almost all of the time and generally bring you up and not down. At the end of the day, the below characteristics in a healthy relationships make you feel confident and supported.

1. COMFORTABLE PACE
2. TRUST
3. HONESTY
4. INDEPENDENCE
5. RESPECT
6. COMPASSION
7. EQUALITY
8. COMMUNICATION
9. LOYALTY
10. TAKING RESPONSIBILITY
BEHIND THE POST
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10. TAKING RESPONSIBILITY
**Experts Say:**

- Start the conversation on a positive note
- Listen & Support
- Make the conversation about your friend, not their partner
- Focus on the **BEHAVIORS**, not on the person
- Keep the conversation friendly, not preachy
- Allow them to make their own decisions
- **Expect** more conversations in the future – this isn’t a one-time end all be all

**Conversation Starters:**

- “It seems like you’re spending a lot of time with them. How’s everything going?”
- “What is it about them that you like?”
- “Do you want to talk about what happened last night?”
- “I’ve seen them do some things that really worry me, such as ___. I don’t mean to scare you, but I know in other situations those behaviors have escalated into something dangerous. How do you feel about it?”
- “I’m sorry if I came across as intrusive. I was truly worried for your safety and just really wanted to check in. I won’t bring it up again unless you feel ready to talk.”
OUR TONE

Our language dictates how we’re heard, which is why we’ve tried to establish the tone of a friend who has advice to offer without any judgment.
How to Talk to Athletes: For Coaches/Admins

Experts Say:

- Pay attention to the early clues that something isn’t right (constant communication, anxiousness around their phone, etc).

- Checking in goes a long way, even if they don’t respond positively right away.

- Problematize the abusive behaviors instead of the person.

- Encourage them to talk to a professional – you are a step along the way, not their entire support system.

- Understand the dangers of a breakup.

Conversation Starters:

- “You don’t seem like yourself these days. Is everything alright?”

- “I’ve noticed you’re [looking for your phone every break during practice/not speaking up as much as you usually do/etc]. Is there something you want to talk about?”

- “What I’m seeing makes me worried. I’m here if you want to talk about it, and it’s my job to make sure all of us here at [school] get you the help you need to feel safe and supported.”
IF YOUR FRIEND IS DATING SOMEONE NEW...
When we tell our friends that their relationship is “perfect,” they are more likely to ignore negative things that happen and not share the details of their relationship with you. So...

<table>
<thead>
<tr>
<th>INSTEAD OF SAYING THIS</th>
<th>SAY THAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>“They’re SO great! You guys are perfect together!”</td>
<td>“You seem happy! How are you feeling about them?”</td>
</tr>
<tr>
<td>“Why do you keep ditching us for them?”</td>
<td>“It seems like you’re spending a lot of time together. How’s everything?”</td>
</tr>
<tr>
<td>“Ew, why would you date them?”</td>
<td>“What is it you like about them?”</td>
</tr>
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ON SOCIAL MEDIA...
Only 1 version of us tends to end up on our social media. So as a friend, continue to ask open ended questions about how the relationship is going. So...

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<td>“When’s the wedding?! Or Hi Mom &amp; Dad!”</td>
<td>“You seem so happy! Catch up soon?”</td>
</tr>
<tr>
<td>“#RelationshipGoals or #Couple of the Year”</td>
<td>“So cute, I want to hang out with you two!”</td>
</tr>
<tr>
<td>“I want your life! Ur so lucky! #jealous”</td>
<td>“Always wanted to visit there-can’t wait to hear about it”</td>
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www.joinonelove.org
INSTEAD OF SAYING THIS, SAY THAT

**IF YOU’RE WORRIED ABOUT A FRIEND...**
Talk about the specific behaviors you’ve seen and ask your friend how those behaviors make them feel. This will make the conversation feel less judgmental and more genuine care. So..

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<td>“Where have you been? You’re always with them!”</td>
<td>“I’ve missed you at practice. Is there a reason you haven’t been here.”</td>
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<tr>
<td>“Why are you still with them? They treat you like crap!”</td>
<td>“I’m your friend first and here if you need to talk.”</td>
</tr>
<tr>
<td>“I’m done. You’re not dragging me through this anymore.”</td>
<td>“You’ve seemed really stressed lately. What’s going on?”</td>
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**IF YOU SEE A FRIEND DOING SOMETHING UNHEALTHY...**
You can help them recognize that their behavior is not okay without saying that they’re a bad person. Starting with questions to learn more about your friend’s relationship is key. So...

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<th>INSTEAD OF DOING THIS</th>
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<td>Ignore it..</td>
<td>“You seem really angry/stressed. Want to talk about it?”</td>
</tr>
<tr>
<td>Take a video or SnapChat or egg them on</td>
<td>“You and ____ seem to be fighting a lot. How are you feeling?”</td>
</tr>
<tr>
<td>Laugh</td>
<td>“How do you think they felt when you did that?”</td>
</tr>
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RESOURCES: USE THEM!

love is respect.org

Sports Psych

Maxine Platzer Lynn Women’s Center
AT THE UNIVERSITY OF VIRGINIA

CAPS

SARA

The Sexual Assault Resource Agency
VOICES OF HOPE AND HEALING
CALL TO ACTION: Be a One Love Athletic Department

Why?
1. Set a department-wide culture where healthy team and relationship behaviors are the norm
2. Leadership Opportunity
3. Looking ahead: National 2020 celebration

How:
1. Volunteer to be a One Love ambassador – or recruit one!
2. Bring One Love workshops to at least 25% of athletes on your campus
3. Do at least 1 One Love Activation
   1. Dedication Game
   2. Yards for Yeardley
   3. #LoveBetter
Questions?
Contact:
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emily.lloyd@joinonelove.org
443-534-4917