

# Helping Teens With Healthy Relationships

*Awareness & prevention campaign to define and encourage healthy relationships*



Led by the Governor's Council to Address Sexual Assault, Domestic Violence, and Human Trafficking and the Massachusetts Department of Public Health, RESPECTfully is a social norms campaign designed to promote healthy relationships among Massachusetts youth. The campaign speaks to teens directly with key messages that educate teens about healthy and unhealthy relationships, signs to look out for, and how to talk about their relationship with people they care about.

## RESPECTFULLY BY THE NUMBERS

Since the start of the campaign in 2019, RESPECTfully has reached millions of Massachusetts youth and teens. But it goes beyond reach — the numbers show that our audience is engaged and enthusiastic about the mission and message.



**607,673**

VISITS TO RESPECTFULLY WEBPAGES



**120,669,002**

IMPRESSIONS SERVED ACROSS  
MEDIA PLATFORMS



**878,737**

AD CLICKS



**9,622,465**

VIDEO COMPLETIONS



**30,117**

QUIZ COMPLETIONS

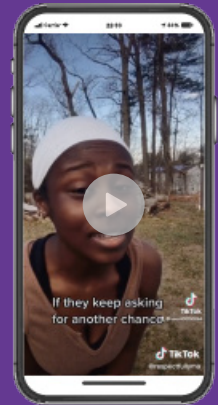
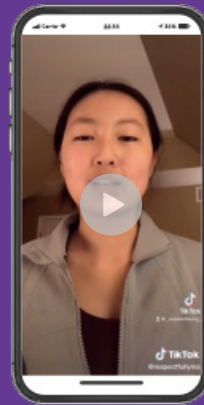
## RESPECTFULLY REQUIRED

RESPECTfully was launched to combat interpersonal violence at the root, sowing the seeds of respect, honesty, and kindness in order to make a long-term positive impact in the state. Each phase of the campaign is an investment in the future of Massachusetts youth, a mission needed now more than ever. While the campaign became especially important during the height of the COVID-19 pandemic, the need for education around healthy relationships has only grown in the years since. As teens continue to navigate a world shaped by rapid change, social pressures, and mental health challenges, RESPECTfully remains a powerful and relevant force for good—equipping young people with the tools to build respectful, supportive, and safe relationships.

## RESPECTFULLY CAMPAIGN GOALS

Created with extensive input at every stage of development from experts and youth from across the state, the RESPECTfully key message is that everyone deserves respect, honesty, and open communication. The campaign aims to:

- Increase awareness about what constitutes a healthy relationship by defining characteristics using examples of acceptable vs. unacceptable behaviors.
- Help teens identify the escalating behaviors that lead to unhealthy or unsafe relationships and safely remove themselves from those relationships.
- Prepare teens for a platonic or romantic breakup so they understand how to navigate it in a healthy and respectful way.



## RESPECTFULLY YOUTH AMBASSADOR GROUP

Using focus groups comprised of youth across the state allowed MORE to gather research and reactions that informed creative, strategy, and messaging. But not only is the campaign youth-informed — it is youth led. The RESPECTfully Youth Ambassador Group puts teens into the driver's seat, empowering and teaching them about healthy relationships so they can talk and act in ways that resonate within themselves and with their peers.

Youth Ambassador Group participants are the faces and voices of the campaign, weighing in on scripts, acting to bring the words to life, and becoming campaign ambassadors across social media.

One of the most impactful ways they lead the charge is through efforts like Instagram takeovers, taking the initiative to create and disseminate empathetic, thoughtful content that makes a difference.

