

HELPING TEENS WITH HEALTHY RELATIONSHIPS

Awareness and prevention campaign to stop teen dating violence

RESPECTfully
It starts with us.



RESPECTfully is a youth-led statewide awareness campaign that takes an upstream approach to preventing teen dating violence by educating young people across the Commonwealth about what healthy relationships look like. Developed in partnership with the Governor's Council to Address Sexual Assault, Domestic Violence, and Human Trafficking and the Massachusetts Department of Public Health, the campaign aims to shift attitudes and behaviors before harm occurs.

Originally focused on helping teens define what is, and isn't, a healthy relationship, RESPECTfully has evolved over the past five years to tackle topics like setting boundaries, navigating conflict, and managing breakups. Creative and strategy were informed by the RESPECTfully Youth Ambassador Group to ensure the campaign remains relevant to the challenges teens face in relationships today.

RESPECTFULLY BY THE NUMBERS

RESPECTfully has reached millions of youth in Massachusetts since its inception. But the impact goes beyond reach—campaign metrics show that our audience is engaged and enthusiastic about the mission and messages.



890,570

visits to webpages



175,623,324

impressions served across all media platforms



1,246,437

ad clicks



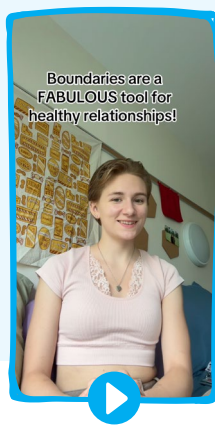
21,206,022

video completions



6,330

organic social reach on Instagram



CAMPAIGN GOALS

Created with extensive input at every stage of development from experts and youth, the campaign aims to combat interpersonal violence before it begins by increasing teens' understanding of healthy platonic and romantic relationships. The campaign's goals are to:

- Educate teens on the characteristics of healthy relationships using examples of healthy vs. harmful behaviors.
- Help teens identify 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.



YOUTH AMBASSADOR GROUP

Each phase of campaign strategy, direction, creative, and media placement is informed by the RESPECTfully Youth Ambassador Group, a cohort of young people from across Massachusetts. The Youth Ambassadors select concepts, help develop video scripts, guide animation voiceovers, review content and design, and create their own organic social media content. Their involvement not only enriches the campaign, but also enriches their own lives, providing an opportunity to meet a diverse group of teens, develop leadership skills, and get hands-on advertising and public health experience. The engagement of the group evolved over the years and has been key to the success of the campaign.

QUICK FACTS:

6 cohorts

87 members from 2019–2025

14 video scripts written

22 animated characters
voiced by teens

350 organic social content
created by ambassadors

RESPECTFULLY REQUIRED

Young people today face real pressures: mental health challenges, shifting social dynamics, and relationships that are hard to navigate. RESPECTfully was designed to meet them where they are and provide tools to build relationships that are respectful, safe, and healthy.

The impact runs deeper than the campaign itself. Youth Ambassadors have built on their involvement with opportunities like State House internships, meetings with the Governor and other state leaders, and speaking at events. Many continue to be ambassadors for the campaign for years after their involvement, championing it in their personal lives.

The campaign isn't only about reach. It's about healthy roots that help young people grow.

