

Choose Respect Game Night



Take youth to a sporting event where a team member promotes respectful and healthy relationships.

Why?

When athletes speak, kids listen. Many athletes take their status as a role model very seriously and are willing to talk with youth about respect and relationships. Since youth often go to sporting events with their families, *Choose Respect Game Night* is also a good way to reach parents.

Where and When?

Weekends, holidays, or the summer months are probably best for a *Choose Respect Game Night*. The setting and amount of time needed will depend on the game you choose to attend.

How?

The *Choose Respect Press Kit* can be found in the Materials section on the USB Flash Drive that comes with this Playbook.

Pick a sports team with Respect

You don't have to live in a city with professional sports to have *Choose Respect Game Night*—all you need is a team that plays games in your community. It can be a high school, junior college, college/university, community league, or semiprofessional team. *Choose Respect Game Night* can be a great public relations boost to both the team and Choose Respect.

Make game-night plans with the team.

Contact the school or league office to check out the possibility of scheduling a game night with the team to support Choose Respect. This should include a number of free or reduced tickets for youth and parents, a section to sit together, and a player or players who are willing to speak with youth.

Agree on the game to attend and make plans for the player(s) to meet with the youth before or after the game. Most important, make the activities fun and plan for interaction with the youth. You'll also need to:

- Arrange a time and place for pre- or postgame activities
- Designate where your group will sit during the game. Label this area with colorful posters about Choose Respect and "Respect. Give It. Get It."
- Send a follow-up letter with the information about the game night and specifications for the event. You may want to develop a contract to obtain written commitment for the event.

Get the player(s) ready for the game.

Game Night is a chance for kids to talk to role models about the importance of healthy relationships and why abuse in a relationship is not acceptable. It's more fun when there is an opportunity for informal give and take between the youth and player(s).

Schedule a time to meet with the team representative and player(s) to finalize plans, talk about expectations for the event and players, and answer any questions.

- Give players the background materials and messages from the USB Flash Drive that comes with this Playbook to bring them up to speed on Choose Respect.

Send a follow up letter to the team representative to confirm the date of the game night. A few days before the event, call the team representative to confirm the game night activities and answer any questions.

Outfit your group with Choose Respect gear

- Agree on who will provide any refreshments or giveaways like t-shirts or gift bags.
- Buy Choose Respect T-shirts or other items for everyone to wear to the game. You might be able to find a sponsor to provide funds to purchase T-shirts, silicone bracelets, or temporary tattoos.
- Create a plan for distributing gear to your group—you could put a small gift bag in each seat in the designated section or give out T-shirts when youth arrive at the game.

Resources Needed:

Tickets to the game

Choose Respect T-shirts, silicone bracelets, temporary tattoos, gift bags

Choose Respect posters

Choose Respect Press Kit

Want to Do More?

Here are a few suggestions for expanding your event. Select one or more depending on your interest, time, and budget.

- Serve food and beverages before the game or at pre- or postgame activities and show the 13-minute Choose Respect video, *Causing Pain: Real Stories of Dating Abuse and Violence*, while everyone is eating.
- Arrange to display Choose Respect signs wherever the game is played.
- Broadcast the Choose Respect *Friends* PSA at the event—this 60-second PSA shows how friends can help youth have healthy and safe relationships. The sports team can add its logo to the last screen of the PSA.
- Work with the sports team and your sponsors (if applicable) to develop cobranded Choose Respect materials, such as posters, pocket guides, bookmarks, T-shirts, and signs. Refer to the Choose Respect Style Guidelines for instructions on cobranding and details about the Choose Respect color palette. Files for the Choose Respect materials can be found on the enclosed CD.

Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 3 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 3 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Organizational Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 3 Evaluation Tools contain a feedback form to help you do this.