

# Ideas That Matter

Sappi Ideas That Matter is a global initiative that awards grants to graphic designers for the development of creative print-based communications campaigns to promote social, environmental and humanitarian causes close to their hearts. Langton Cherubino Group provided design, writing and strategic positioning on a pro bono basis for The Northern Westchester Shelter's STAR (Students Terminating Abusive Relationships) program and was awarded a \$10,000 grant to cover the printing of the "Love Should Not Hurt" handbook.

## Intelligence

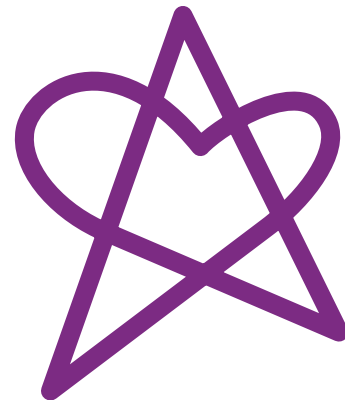
"Love Should Not Hurt" is the theme and the name of the 24/7 hotline for domestic violence prevention. This project featured a new logo for STAR and production of a handbook for teens that includes critical information about victim abuse, date rape and domestic violence.

## Inspiration

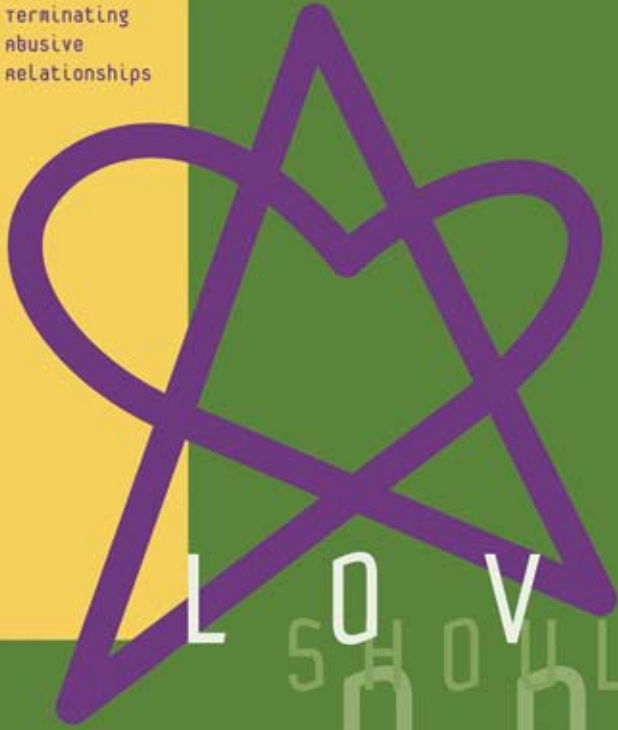
The 12-page handbook is designed to be folded in half so that it may be discretely tucked into a pocket or purse. "Most teens don't exactly want to show off their victim's abuse brochure," says Gloria Sgrizzi, Director of Outreach and Development for the The Northern Westchester Shelter. The inside has bold colors and easy-to-read sections on "what is dating abuse" and "what to do if you know someone is being abused." The handbook is now used in presentations to students at middle and high schools throughout Westchester County in New York.

## Langton Cherubino Group

Design Intelligence / Design Inspiration  
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STAR  
students  
Terminating  
Abusive  
Relationships



LOVE  
SHOULD  
NOT  
HURT

breaking the silence  
about abuse  
in dating relationships

love shouldn't hurt



The truth is, one in about five teenage girls will be abused before she graduates from high school. As a founding member of STAR (Students Terminating Abusive Relationships), I have pledged to help end this cycle of abuse...and to break the silence."  
Patricia, North Haven High School

"For the guys reading this booklet, it is you who have the greatest ability to spread the message about what teen abuse looks like and to spread the message about why abuse needs to stop now. You hold a large portion of the key to stopping abuse before it starts. Don't let that gift slip away."  
Dan, Northaven High School

"Feeling scared, humiliated or controlled is not the way you should feel in a truly loving relationship. Everyone deserves to feel safe, supported, understood and loved."  
Sean, Northaven High School

CONCEPTS

- 1 what is dating abuse
- 2 signs of abuse
- 3 why doesn't she just break up with him
- 4 let's ask a different question
- 5 a friend to trust
- 6 if someone gets hurt is an abuser
- 7 what if you are being abused
- 8 help and abuse — June 2008

If you want to help someone you care about, don't tell her what to do, but keep asking questions that can help her understand what is happening in her relationship. Hang in there and try not to bail out on her. If you're not sure how to bring up the subject, call the Hotline (914-238-2800) for information.

Don and Don's

Don started the conversation by letting her know that you care about her and are worried for her safety. Ask her to be private and keep what she says confidential. Before he said no he knew it's not her fault. Help her to recognize the signs of abuse — remember it doesn't have to be physical. Encourage her to seek help from a trusted adult or to call the hotline. Help her to recognize the reasons the abuser won't justify his behavior. Ask about other loving and healthy relationships and the hotline.

DO NOT

- 1 confront the abuser. He may become angry that she confided in you and it could put her, or you, in danger.
- 2 judge her or criticize her for staying.
- 3 make her feel embarrassed or that it's her fault for not leaving.
- 4 use ultimatums — "It's him or me!"

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There are some recommendations help you plan for your safety. Remember that even if the relationship is over, it doesn't mean the risk violence is over.

you can do:  
a record of incidents of abuse, harassment, stalking, and phone calls, pages or emails. This may be helpful if you decide to take action against your abuser.  
a plan, tell your parents about going on, especially if you will leave by your home. Can they screen your phone calls, e-mails?

it is still weird with a friend — something you can use to get things are getting dangerous and you want her to report the help.

Encourage her to seek help from a trusted adult or to call the hotline. Help her to recognize the reasons the abuser won't justify his behavior. Ask about other loving and healthy relationships and the hotline.

Have questions or need help, call the hotline (914-238-2800). It is free, confidential and available 24/7, so they can help you in planning a plan for your safety.

HELP  
you can do:  
a record of incidents of abuse, harassment, stalking, and phone calls, pages or emails. This may be helpful if you decide to take action against your abuser.  
a plan, tell your parents about going on, especially if you will leave by your home. Can they screen your phone calls, e-mails?

Northern Westchester Shelter logo



The Northern Westchester Shelter, Inc.  
A Safe Haven for Victims of Domestic Violence