

The Office of Student Life Communications (SLC) provides creative solutions to maximize initiatives that serve our students. SLC does not have any student-facing programs of their own. Instead, their efforts are put toward supporting the student learning outcomes of the departments within Student Life.

One example of how Student Life Communications supported student learning outcomes was through hazing prevention messaging. SLC partnered with the Hazing Prevention Team by reestablishing a [hazing prevention website](#) centered around 3 pillars; identifying behaviors that could be hazing, taking action on known instances of hazing, and taking measures to prevent hazing.

Identifying hazing was a student learning objective of strategic messaging campaigns, focused on key questions students can ask themselves when they're unsure if an activity is hazing. These questions highlight some of the red flags that could occur in a hazing situation.

IS THIS ACTIVITY HAZING?

If the answer is “yes” to any of these questions, the activity is **probably hazing.**

HAZINGPREVENTION.UTK.EDU

- Is this activity illegal? Or would I get in trouble if it was made public?
- Am I being asked to keep this a secret?
- Is this activity causing emotional and/or physical distress to myself or others?
- Do members defend this as “tradition?”
- Is this activity pointless/adding no value to the organization?

The infographic features a blue header with the title, a white box with an orange border containing the explanatory text and a magnifying glass icon with an exclamation mark, and a dark blue footer with the website URL. The right side has a light blue background with a faint image of a person and the five questions listed.

The strategic approach in 2020 built off of that foundation, and focused on common misconceptions that students have about hazing behavior and developed calls to action that help students plan safe and healthy activities.

Even if it's voluntary,
it may still be hazing.



! Plan voluntary activities that have a positive impact for all participants.

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Even if it's well intentioned,
it may still be hazing.



! Consider the potential impact and consequences of an activity.

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Even if it's tradition,
it may still be hazing.



! Start new traditions that celebrate and support the organization's values.

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Even if it's not physical,
it may still be hazing.



! Question whether an activity may be mentally or emotionally harmful.

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Additionally, we looked at some of the common values that student organizations aspire to, and outlined what healthy representations of those values could be. Values were paired with questions to help students examine if their activity might be hazing.

Volunteering
should be a positive experience for everyone.



! Is a voluntary activity potentially harmful to participants? It might be hazing.

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Impact
should match the intention of an activity or behavior.



! Are there negative consequences to a well-intentioned activity? It might be hazing.

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Traditions
celebrate and support the values of an organization.



! Do members defend a questionable activity as tradition? It might be hazing.

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Community
supports the physical, mental, and emotional well-being of its members.



! Could an activity do physical, mental, or emotional harm? It might be hazing.

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Thank you to the Hazing Prevention Team for their expertise and partnership.