

Start Strong Idaho

BUILDING HEALTHY TEEN RELATIONSHIPS

EVENT: Start Strong Idaho Teens conducting a survey on “True Love” at the midnight premiere of *New Moon*
DATE: Thursday, November 19th 10:00 PM – 12:00 AM
LOCATION: Edwards Downtown Boise, 760 Broad St., Boise
Majestic Theatre, 2140 East Cinema Drive, Meridian
Edwards Nampa, 2001 N. Cassia St, Nampa

Organizational Partners

Idaho Coalition Against Sexual & Domestic Violence

Idaho Department of Education

St. Luke's Regional Medical Center

Collaborating Partners

Academy of American Pediatrics
– Idaho Chapter

Boys & Girls Clubs of Ada County

Boys & Girls Club of Nampa

Central District Health Department

Centers for Disease Control, Prevention
Division of Violence Prevention

FACES

Idaho Department of Health & Welfare

Idaho Health Educator

Idaho Legal Aid Services

Men Today/Men Tomorrow

Nampa Family Justice Center

Silver Sage Girl Scout Council

Treasure Valley Family YMCA

FOR IMMEDIATE RELEASE

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BUILDING HEALTHY TEEN, VAMPIRE, AND WEREWOLF RELATIONSHIPS ***Southwest Idaho teens spark innovative approach to promoting healthy relationships***

Boise, ID (November 18, 2009) – At the midnight premiere of *New Moon* on Thursday, November 19th, high school teens with *Start Strong Idaho* will be conducting a survey of teens on true love and teen, vampire, and werewolf relationships. The “Twilight” series and the first movie “Twilight” were devoured by preteens and young teens and their moms. The first “Twilight” movie generated in \$384 million and the books by Stephanie Meyers have sold over 70 million copies. In upcoming movie *New Moon*, vampire-boyfriend Edward leaves Bella because he is afraid he will hurt her. Bella turns to soon-to-be-werewolf friend Jacob for support, and then engages in self-destructive behaviors like riding motorcycles too fast and jumping off a cliff, sure that if she is at risk of death, Edward will return.

““New Moon” is a pop-culture tsunami,” said Julia Sharkey from Parma, a Start Strong Idaho Teen Council member. In schools throughout Idaho, tweens and teens are wearing “Team Edward” or “Team Jacob” t-shirts. “We are going to wear “Team Respect” t-shirts to the premiere and give out Team Respect buttons,” said David Trompke, Start Strong Idaho teen from Boise. “It’s a cool way to talk to younger teens about healthy relationships.”

“Teens with *Start Strong Idaho* see “New Moon” as a great opportunity to talk to pre-teens and young teens about healthy and unhealthy relationships,” said Kelly Miller, Project Director Start Strong Idaho. “It is also a teachable moment for parents and their pre-teens and young teens. Teens will talk to each other about relationships, but are less likely to talk to their parents about their crushes or ask their advice about that boy or girl that they’re involved with.” The movie “New Moon” offers a way to talk about relationships without invading your pre-teen or young teens privacy.

Start Strong Idaho was recently chosen as 1 of 11 sites from over 500 organizations nationwide to receive \$1 million in funding as part of Robert Wood Johnson Foundation’s *Start Strong: Building Healthy Teen Relationships*, the largest prevention initiative ever funded to find new breakthrough ways to empower 11 – 14 year olds to break the cycle of violence. *Start Strong Idaho* is a unique partnership of the Idaho Coalition Against Sexual & Domestic Violence, St. Luke’s Children’s Hospital, the Idaho Department of Education, and youth programs, health care providers, and teen dating abuse service providers.

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Here are some things parent can talk to their pre-teens and young teens about relationships and “New Moon”:

- Ask what your pre-teen or young teen thinks are the characteristics of a healthy relationship? (Characteristics of healthy relationships are respect, safety, support, individuality, fairness & equality, acceptance, honesty & trust, and communication.)
- Who has a healthier relationship – Bella and Jacob or Bella and Edward? Why?
- What qualities do you see in their relationships? (The relationship between Bella and Jacob has more fairness and equality.) (Edward “protects” Bella – but does Bella really feel safe with Edward? Is Edward doing more than “protecting Bella.” Is he obsessively controlling her? Is that healthy?)
- Edward is portrayed as the perfect boyfriend -- totally devoted, utterly protective, completely loving. But there’s also a bit of obsession and even some controlling behavior. What do you think of that?
- Bella is smart, independent, and relatively self-assured. But she also always seems to need rescuing. Bella is also accident-prone nature is part of what appeals to Edward? Does he get to play the hero?
- Edward and Bella draw the line at kissing. How realistic do your kids think that is for 17-year-olds? And in New Moon, Bella would rather be turned into a vampire than get married to Edward? What does that say?

For more information on Start Strong Idaho and promoting healthy pre-teen and young teen relationships, contact Kelly Miller at the Idaho Coalition Against Sexual and Domestic Violence 208 384-0419.

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About the Idaho Coalition Against Sexual & Domestic Violence:

The Idaho Coalition Against Sexual & Domestic Violence is a statewide non-profit dual coalition that advocates on behalf of victims of domestic violence and sexual assault. Incorporated in 1980, the Idaho Coalition Against Sexual & Domestic Violence has grown to become a statewide membership network of shelter programs, counseling programs, law enforcement agencies, victim witness units, prosecutors, and allied professionals – all advocating for the safety and rights of victims of domestic violence and sexual assault. The Idaho Coalition Against Sexual & Domestic Violence is governed by a Board of Directors elected by the membership and consists of representation from each region in Idaho.

About Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation’s largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years we’ve brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime. For more information visit www.rwjf.org.