WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

START STRONG:

LESSONS LEARNED FROM A FOUR-YEAR INITIATIVE TO PROMOTE HEALTHY RELATIONSHIPS AND PREVENT TEEN DATING VIOLENCE





Website: preventconnect.org
Facebook: www.facebook.com/PreventConnect

PreventConnect
Twitter: Follow @PreventConnect

Twitter: Follow @PreventConnect

Twitter: Follow @PreventConnect

Twitter: Follow @PreventConnect

Flickr: www.flickr.com/people/preventconnect

Sacramento, CA 95814

YouTube: www.youtube.com/CalCASAVideo

Email Group: http://groups.yahoo.com/group/Prevent-Connect/

Email: info@preventconnect.org

eLearning: learn.preventconnect.org

FLICKR CONTACT FACEBOOK TWITTER VIDEO

A Project of CALCASA

How to use this technology



- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



2013 Web Conferences

Preventing Sexual and Domestic Violence: Learning from the evidence of practice to create community action

- Friday, May 10: Understanding Evidence: A Demonstration of CDC's Interactive Tool to Support Evidence-Based Decision Making for Technical Assistance Providers
- Wednesday, May 15: Start Strong: Lessons learned from a four-year initiative to promote healthy relationships and prevent teen dating violence
- Thursday, June 20: Shifting Boundaries: Lessons Learned from Implementing a Sexual Violence Prevention Program
- Tuesday, July 9: Primary Prevention in the context of a traumatized community
- Tuesday, July 16: Understanding Evidence: An Interactive Web Resource for Evidence-Based Decision Making in Sexual Violence and Intimate Partner Violence Prevention
- Tuesday, July 30: Gender Transformative Programs: Lessons Learned from HIV Prevention and other health program
- Tuesday, September 17: Bystander Intervention: Continuing Discussion



PreventConnect

- Domestic violence/Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners



Learning Objectives

- Discuss strategies to help teens build healthy relationships utilizing Start Strong's approach to teen dating violence prevention: engaging school personnel, parents and students; and affecting community-wide social norms change.
- Discuss lessons learned in creating healthy schools, including the role of in-school curriculum; importance of a model school policy and positive school climate.
- Identify key components of a model school prevention policy that addresses teen dating violence and healthy relationship promotion.









Start Strong: Building Healthy Teen Relationships









Debbie Lee
Futures Without Violence
dlee@futureswithoutviolence.org

Paige Nelson

RYASAP/Start Strong Bridgeport

pnelson@ryasap.org

Lisa Sohn
Futures Without Violence
Isohn@futureswithoutviolence.org

Nancy Carroll
Start Strong Wichita
Ncorkins.carroll@gmail.com







What We Know

- Approximately 1 in 3 adolescent girls in the United States is a victim of physical, emotional or verbal abuse from a dating partner.
- 1 in 3 teens said his/her partner had text messaged them up to 30 times/hour to check on what they were doing, where, and who with.
- Teens experiencing teen dating violence are more likely to suffer long-term negative behavioral and health consequences, including suicide attempts, depression, cigarette smoking and marijuana use.





What We Know

- Adolescent girls in physically abusive relationships were
 3.5 times more likely to become pregnant than non-abused girls.
- Students, both male and female, who reported that they had perpetrated physical dating violence were nearly five times more likely to report perpetrating physical peer violence.
- One in ten 15-year-old girls who dated someone within the past six months reported experiencing sexual coercion by a dating partner.





Start Strong: Building Healthy Teen Relationships

- Four years: Nov 2008 Nov 2012
- \$18 million investment in 11 communities
- Funded by: Robert Wood Johnson Foundation and Blue Shield of California Foundation
- Focus on 11-14 year old youth

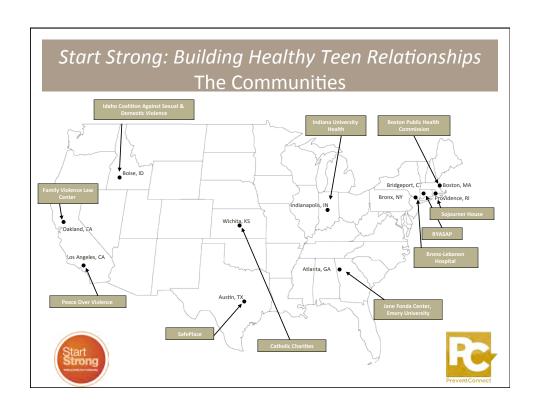


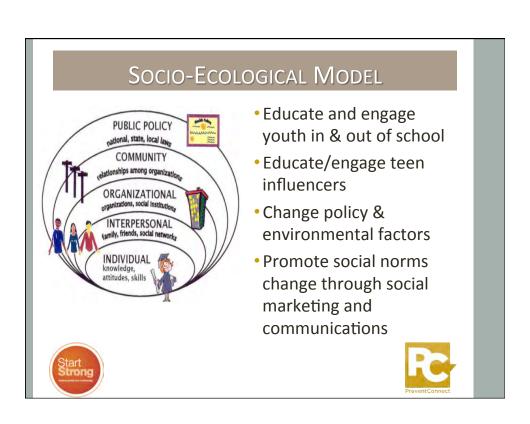














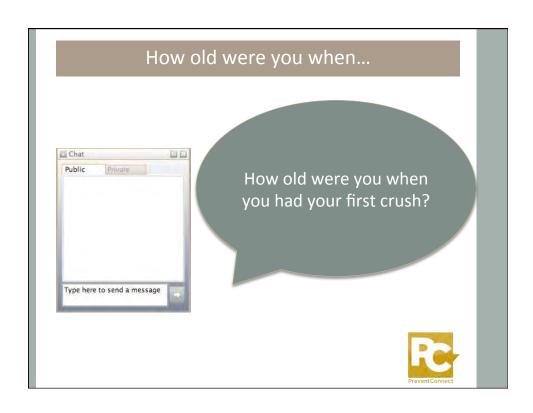
11-14

AVERAGE AGE OF
START STRONG PROJECT LEADER:

35







Generational Differences

Then



Now



Go on a date

Dating was private

Sex was sex

Teens at 13

Older sibling's influence

Dating by network

Nothing is private

Hooking up, "friends with benefits"

Teens at 10

Media's influence



Digital Generation Gap



facebook







- Internet since birth and cell phones from age 11 • 59% of 12-14 year olds have a cell phone
- 70% use social networking sites
- 68% use instant messaging
- Online persona is a continuation of their offline self
- Hesitant to express concern b/c of threat of losing phone/computer privileges
- Parents unfamiliar and thus uncomfortable with technology, and unequipped with knowledge of how to handle today's youth dating scenarios



Source: Pew Internet Research, 2009



Start Strong Strategic Direction



- Schools are Focal Points for Youth
- Youth-Informed Social Marketing is Crucial
- Social Media and Mobile Technology are Key









Start Strong Strategic Direction



 Early adolescence is an important time to instill healthy relationship skills



- Identifying and Utilizing Influencers is Key
- Bullying Intervention

 May Be Key Entry

 Point







EDUCATING AND ENGAGING YOUTH



Educating and Engaging Youth in and out of School

In-School: Two evidence-based, interactive curricula tracked to state curriculum goals

Safe Dates

- Teachers or prevention specialists
- 9 lessons

Fourth R

- Teachers Only
- 7 healthy relationships lessons with 14 addressing other risk behaviors

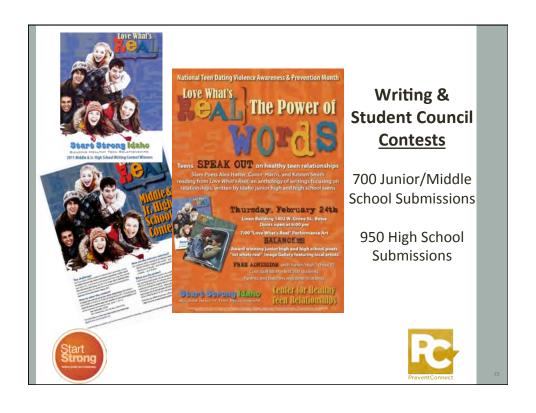
Out of School:

Neighborhood community centers, Boy & Girl's Clubs and Girl Scouts



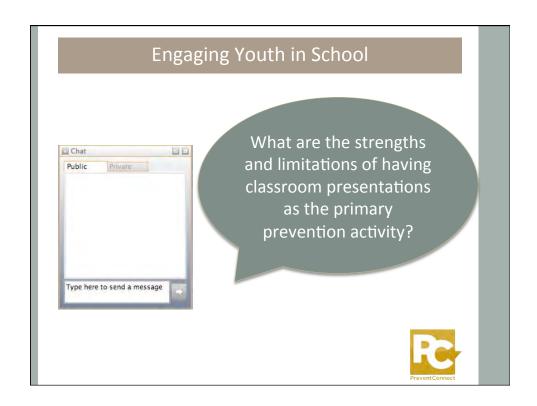












CHANGE POLICY



Change Policy & Environmental Factors

School Prevention and Intervention Policy:



- For schools
- For school districts

Includes:

- Model policy
- Toolkit for implementation
- Advocacy guide for adoption



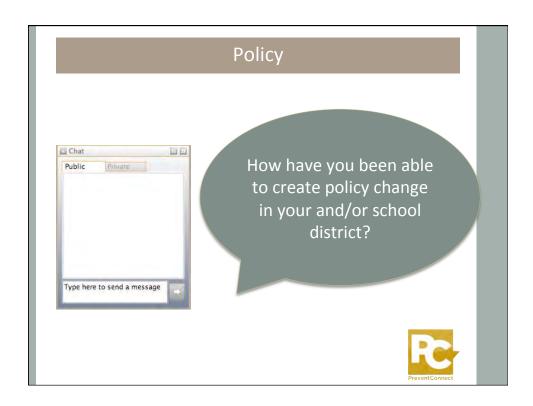


Start Strong Model School and District Policy

- Creating a positive school climate
- Prevention Education for Students
- Training for Staff
- Parent/Caregiver Engagement
- Response to Abuse
- Program Monitoring



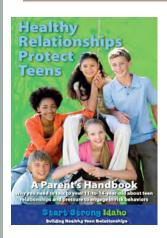




ENGAGE INFLUENCERS



Educate/Engage Influencers



- Older Teens
- Parents
- Counselors and other school staff, health care professionals, coaches, teachers, after-school staff, and faith leaders

Coaching Boys INTO MEN







Influencers: Parents



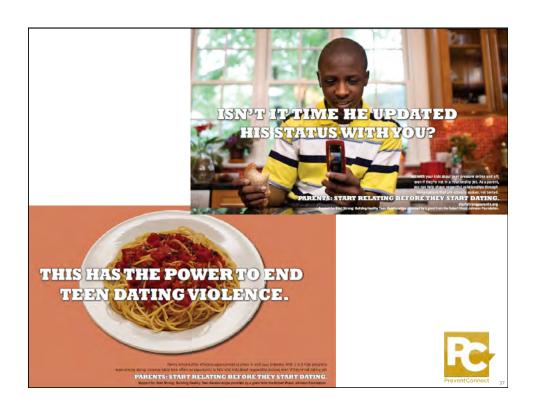


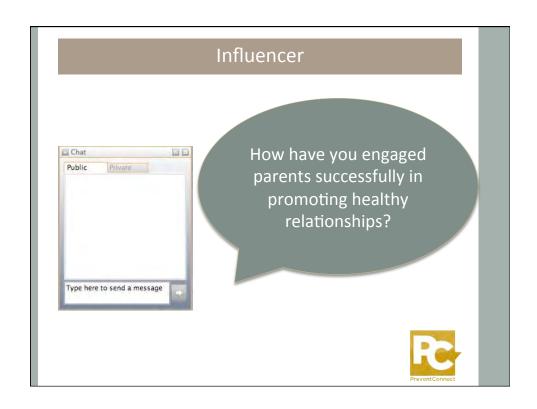












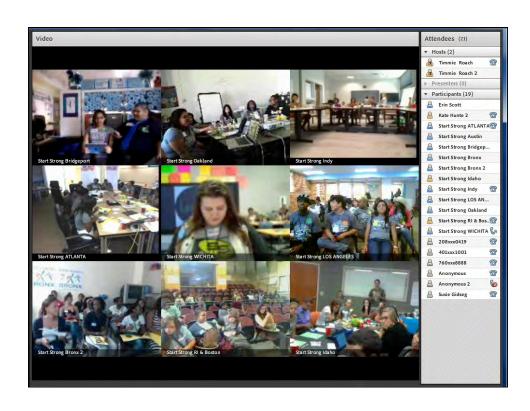
Older Teens as Influencers



Train teens
to be
young experts
and advocates
on the issue







Older Teens as Influencers



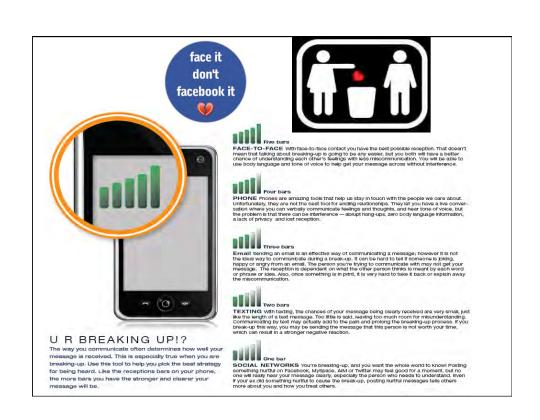
Involve teens in the ongoing process of developing programming, materials, and advocacy

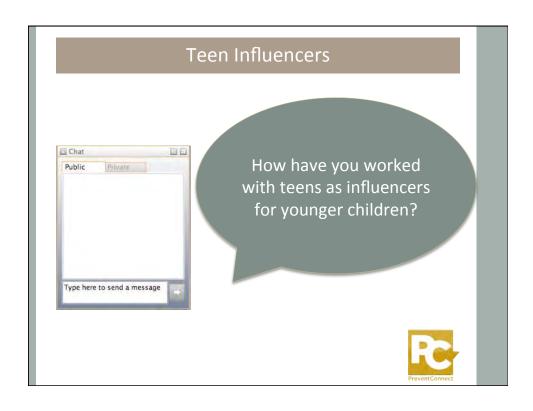




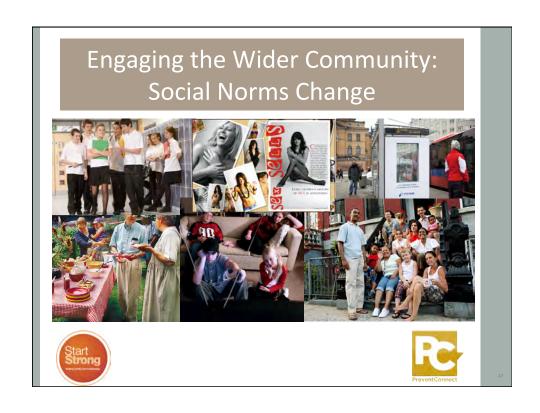








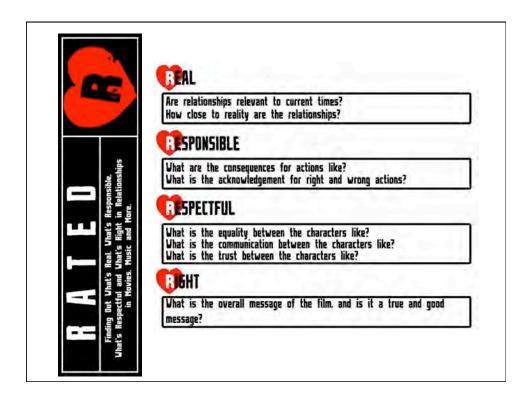
SOCIAL MARKETING





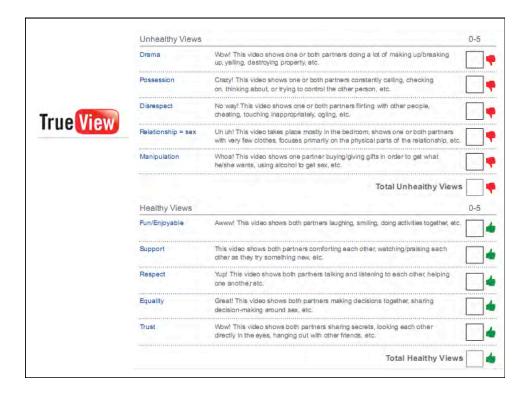






Sound Relationships Nutrition Label

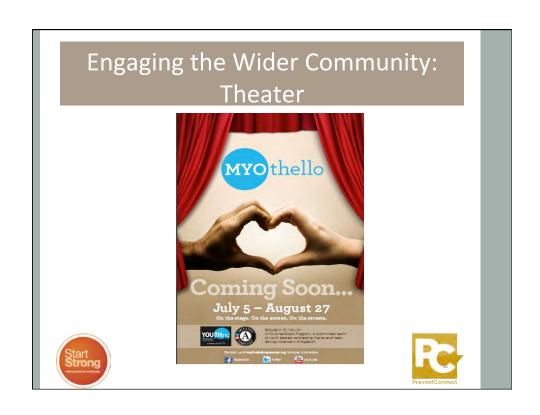
Amount per serving:	Present (X)	Intensity level (1-10)
Unhealthy Relationship Ingredients		
Drama	1	
Possession/obsession		
Disrespect	1	
Relationship = sex		
Manipulation		
Total Unhealthy		
Healthy Relationship Ingredients		-
Fun/Enjoyable		
Support	1	
Respect		
Equality		
Trust		
Total Healthy		
The song may portrary: Drama: a belief that making destroying property or a general sense that unhealthy normal relationship. Possession/Obsession: a belief the for one's personal benefit. This could also include stails behavior. Disrespect: a belief that it is acceptable to discs, opinions and wishes. This could include name guardenship is sex. Manipulation: a belief that it is acceptable to discussion or with the distribution of the disolated distribution of the distribution of the distribution of t	conflict in the relating that another person and, objectification, disregard another calling, put downs the main componen ceptable to lie or us could include guj relationships are e up the other person to make hear not totally agree. If i recognized for the or supportive word or indexision makit of the control or make the area of the control of the	onship is part of a is an object to use and controlling person's feelings, minimizing lan- t or focus of the se another person It trips, lying, and njoyable and fun. or's confidence ar try decisions to respect: a belief eir ideas, thoughts to describe the ng and are free to



As much as things change...

Formal of the control of the control







IT ALL BEGINS... WITH A CHOICE.

CAMPAIGN FOR THE THIRD CHOICE

Bella is graduating from high school and feels pressured to make a choice.

Should your choices be defined by or limited to your relationships?

One thing is certain. Every choice you make defines you.

Own your choice. Define yourself. Imagine your future...



We would like your opinion about true love and the relationships in New Moon. Please answer the following questions:

Age:_____ Gender: M

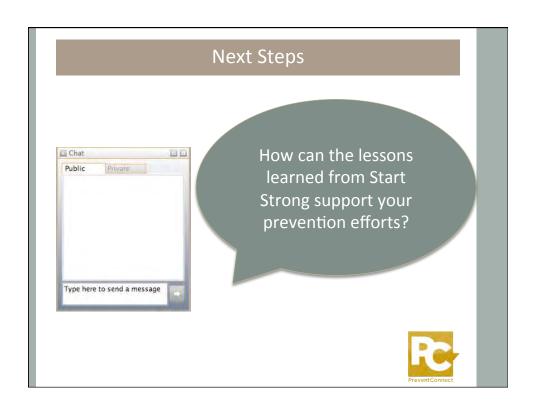
Edward is very protective and controlling of Bella, like getting angry when she spends time with friends he doesn't approve of and deceiving her dad.
 True Love Not True Love

- Bella jumps off the cliff and rides a motorcycle too fast just to hear Edward's voice.
 True Love Not True Love
- Bella will drop whatever she's doing, whoever she's with, to run to be with Edward.
 True Love Not True Love

57







LEARN MORE ABOUT Start Strong: Building Healthy Teen Relationships

Upcoming Webinar Series

Each 90 minute webinar will begin at 11 PT/12MT/1CT/2ET

June 5: Educating and Engaging Teen Influencers (ie Parents, Older

Teens, Coaches, Nurses)

June 26: Social Marketing and Communications

July 17: Educating and Engaging Youth In- and Out-of-School

August 7: Policy

www.StartStrongTeens.org/webinars







Questions?

Start Strong: Building Healthy Teen Relationships

www.StartStrongTeens.org www.StartStrongParents.org

Debbie Lee
Futures Without Violence
dlee@futureswithoutviolence.org

Lisa Sohn
Futures Without Violence
lsohn@futureswithoutviolence.org

Paige Nelson
RYASAP/Start Strong Bridgeport
pnelson@ryasap.org

Nancy Carroll
Start Strong Wichita
Ncorkins.carroll@gmail.com





Website: preventconnect.org

Facebook: www.facebook.com/PreventConnect

Twitter: Follow @PreventConnect

Twitter: Follow @PreventConnect

Twitter: Follow @PreventConnect

Flickr: www.flickr.com/people/preventconnect

YouTube: www.youtube.com/CalCASAVideo

Email Group: http://groups.yahoo.com/group/Prevent-Connect/

Email: info@preventconnect.org

eLearning: learn.preventconnect.org

FLICKR CONTACT FACEBOOK TWITTER VIDEO

A Project of CALCAS A