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

PreventConnect
1215 K Street
Suite 1850
Sacramento, CA 95814

Website: preventconnect.org
Facebook: www.facebook.com/PreventConnect
Twitter: Follow @PreventConnect
Flickr: www.flickr.com/people/preventconnect
YouTube: www.youtube.com/CalCASAVideo
Email Group: http://groups.yahoo.com/group/PreventConnect/
Email: info@preventconnect.org
eLearning: learn.preventconnect.org
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.
Lessons learned from a four-year initiative to promote healthy relationships and prevent teen dating violence

START STRONG

Start Strong:
Building Healthy Teen Relationships

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
What do we know about teen dating violence?

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
**Start Strong: Building Healthy Teen Relationships**

The Communities

- Idaho Coalition Against Sexual & Domestic Violence
- Family Violence Law Center
- Peace Over Violence
- SafePlace
- Sojourner House
- Indiana University Health
- Bronx-Lebanon Hospital
- Jane Fonda Center, Emory University
- Catholic Charities
- Oakland, CA
- Boise, ID
- Wichita, KS
- Austin, TX
- Los Angeles, CA
- Boston, MA
- Providence, RI
- Bronx, NY
- Bridgeport, CT
- Indianapolis, IN
- Atlanta, GA
- Bronx, NY
- Boston Public Health Commission
- Wisconsin University Health
- Portland, OR

**SOCIO-ECOLOGICAL MODEL**

- Educate and engage youth in & out of school
- Educate/engage teen influencers
- Change policy & environmental factors
- Promote social norms change through social marketing and communications
AGE OF START STRONG
TARGET POPULATION:

11-14

AVERAGE AGE OF
START STRONG PROJECT LEADER:

35

How old were you when...

How old were you when you had your first crush?
Generational Differences

<table>
<thead>
<tr>
<th>Then</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go on a date</td>
<td>Dating by network</td>
</tr>
<tr>
<td>Dating was private</td>
<td>Nothing is private</td>
</tr>
<tr>
<td>Sex was sex</td>
<td>Hooking up, “friends with benefits”</td>
</tr>
<tr>
<td>Teens at 13</td>
<td>Teens at 10</td>
</tr>
<tr>
<td>Older sibling’s influence</td>
<td>Media’s influence</td>
</tr>
</tbody>
</table>

Digital Generation Gap

- 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
Writing & Student Council Contests

700 Junior/Middle School Submissions

950 High School Submissions

PSA Contests

Middle and High School Submissions
http://realrobothigh.com

Engaging Youth in School

What are the strengths and limitations of having classroom presentations as the primary prevention activity?
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

Policy

How have you been able to create policy change in your and/or school district?
ENGAGE INFLUENCERS

Educate/Engage Influencers

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

How do we help parents start the conversation?
Start Strong Parent Concepts

You Speak Adult 1
You Speak Adult 2
Family Dinner (Spaghetti)
Family Dinner (Chicken)

Status Update
Talk To the Hand
Bull
This Is A Test

You Speak Adult 1
You Speak Adult 2
Family Dinner (Spaghetti)
Family Dinner (Chicken)

YOU SPEAK ADULT. SHE SPEAKS, WELL, SHE DOESN'T SPEAK.

USTED.

SU PREADOLESCENTE.
How have you engaged parents successfully in promoting healthy relationships?
Train teens to be young experts and advocates on the issue
Involve teens in the ongoing process of developing programming, materials, and advocacy.
distance and anonymity gives youth
digital courage

face it don't facebook it

U R BREAKING UP!
This way you communicate often determines how well your message is received. This is especially true when you are breaking-up. Use this tool to help you pick the best strategy for being heard. Like the red bars on your phone, the more bars you have the stronger and clearer your message will be.
Teen Influencers

How have you worked with teens as influencers for younger children?

SOCIAL MARKETING
Engaging the Wider Community: Social Norms Change

KIDS CREATE THE CONTENT
(With some help from adults)
teens submit their relationship stories here

and vote on whether other stories describe healthy or unhealthy relationships here

http://www.thatsnotcool.com
Sound Relationships Nutrition Label

**REAL**
- Are relationships relevant to current times?
- How close to reality are the relationships?

**RESPONSIBLE**
- What are the consequences for actions like?
- What is the acknowledgement for right and wrong actions?

**RESPECTFUL**
- What is the equality between the characters like?
- What is the communication between the characters like?
- What is the trust between the characters like?

**RIGHT**
- What is the overall message of the film, and is it a true and good message?

---

**Nutritional Impact**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song title</th>
<th>Serving Size</th>
<th>Min</th>
<th>Sec</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Amount per serving:</th>
<th>Percentage (%)</th>
<th>Intensity Level (1-10)</th>
</tr>
</thead>
</table>

**Unhealthy Relationship Ingredients**
- Drama
-Possession/Violence
-Disrespect
-Relationship = sex
-Manipulation

**Total Unhealthiness**

**Healthy Relationship Ingredients**
- Fun/Enjoyable
-Support
-Warmth
-Equality
-Trust

**Total Healthiness**

---
As much as things change...
Engaging the Wider Community: Theater

Engaging the Wider Community: Theater

Coming Soon...
July 5 – August 27

Start Strong

MYOthello

Start Strong

RC

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

Age: ________

<table>
<thead>
<tr>
<th>Gender</th>
<th>M</th>
<th>F</th>
</tr>
</thead>
</table>

1. 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

2. Bella jumps off the cliff and rides a motorcycle too fast just to hear Edward's voice.
   - True Love
   - Not True Love

3. Bella will drop whatever she's doing, whoever she's with, to run to be with Edward.
   - True Love
   - Not True Love
Next Steps

How can the lessons learned from Start Strong support your prevention efforts?
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

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

Lisa Sohn
Futures Without Violence
lsohn@futureswithoutviolence.org

Nancy Carroll
Start Strong Wichita
Ncorkins.carroll@gmail.com
PreventConnect
1215 K Street
Suite 1850
Sacramento, CA 95814

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