



## TEXT CHAT CONTENTS

### WEB CONFERENCE

A New *That's Not Cool Campaign* Tools Website for Local Teen Dating Abuse Prevention Efforts

Wednesday, January 27, 2010

Session One: 11:00 AM – 12:00 PM Pacific

### Presenters

Catherine Pierce and Nadine Neufville,  
United States Department of Justice, Office on Violence Against Women

Brian O'Connor, Sara Fewer, and Belinda Sirha  
Family Violence Prevention Fund

### Host

David Lee, Prevent Connect,  
California Coalition Against Sexual Assault

*Participant names have been removed from this chat record, unless provided by the participant in text.*

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**David Lee:** Welcome we will start at the top of the hour

**David Lee:** Please write in who you are , the name and location of your organization

Rona Solomon

Family Justice Center, Tampa, FL

Kelly Schneider

Cathy Ritter, Women's Help Center, Johnstown, PA

Sue Wright, Abuse Alternatives, Inc., Bristol, TN

Donna Dickman, Partnership for Violence Free families, Lima, Ohio

Glenda Freel, The Support Center, Okanogan County, WA

KC Wagner, Cornell

Waterloo Ontario, Waterloo Region Crime Prevention Council

Rona Solomon: Center Against DV, NYC

CONNECT to end violence, Martha's Vineyard, MA

Chris Rodrigues, Family Crisis Center of the Big Bend Alpine, Texas

Molly Schultz, from Childhelp. My office is in Cartersville, GA

Dana Rolfness, Women's Center High Desert, Ridgecrest CA

Elissa Malter Schwartz - Jewish Coalition Against Domestic Abuse, Rockville, MD

Kelly Schneider Bridgeway Sexual Assault Center St. Charles, MO

Koree Claxton, Carrie Marsh prevention educators St. Louis, MO

Sandra Stevens: Crook County Family Viiolence

jennie huling, Cayuga Seneca Action Agency, Auburn NY

Jessica Dorr, Abused Women's Advocacy Project, Franklin County, ME

MaRhonda Echols, Newport News Commonwealth's Attorney Office

Jane Benzschawel, CAP Services- Inc. Family Crisis Center and Sexual Assault Victim Services,  
Victim Advocate

Peter Pollard Moving Forward Northampton MA

Nan Vance-kankakee, IL Domestic Violence Agency

Nichole Sloss: Oil City, PA, PPC Violence Free Network

Waldo Nambo, City of Shoreline, Teen Program Assistant

Stevens Point, WI

Bette Davis

Hi David. Lisa Breen Strickland, San Jose, CA

Lozen Parker Pittman - My Sister's House, Inc., Nashville, NC

Family Violence Prevention & Community Development Coordinator, Prince Edward Island, Canada

Jazmin Robles, Santa Barbara Rape Crisis Center, CA

Angie Makomenaw, Nami Migizi Nangwhiigan, Saginaw Chippewa Indian Tribe of Michigan

Alison Cathro RN, SANE-A Harborview Center for Sexual Assault & Traumatic Stress, Seattle, WA

Mary McGrath, LCSW, from Norfolk, VA. Child/Family Counselor with Navy Fleet and Family Support Services

Terri MacDonald- Another Way, Inc. Florida

Margaret's Place- Domestic Violence Prevention Program, White Plains, NY

Krista Sheridan - Domestic Violence Crisis Center Minot, ND

Sharon Spinks, Dept of Human Services - Victim Services Unit - Springfield, IL

Bette Davis - BAWAR

Kevin Amado Richmond City Health District VA

Amy Torchia, Children's Advocacy Specialist/Contractor, Vermont Network Against Domestic and Sexual Violence, Montpelier, VT

Amir Thornell, Margaret's Place Coordinator/WJCS/Joe Torre Safe At Home, Peekskill Middle

Tammy Ries, Freedom House, Princeton, IL

Patti Brown: Child Advocate, United Services Domestic Violence Program Danielson, CT

TaShana Braxton, VDH-Richmond City Health District, Richmond, VA

Cecelia Berry - Mitchell County SafePlace, Spruce Pine, NC

Becki Kielaszek- Northwest Assistance Ministries- Houston, TX

Kris Camenzind, Crisis Support Network, Raymond, WA

Thea DuBow, Westchester County, New York

Courtney Riffer, Victim Outreach Intervention Center, Butler, PA

Alison Tudor, Mountain Crisis Services, Mariposa, CA

Marni Greenberg, Psy.D. Jewish Family Service, San Diego, CA

Brooke Couch, Sheltering Wings, Danville, IN

Diane Mills, Care Lodge Domestic Violence Shelter, Meridian, MS

Michael Rodriguez, Valley Oasis - Sexual Assault Response Service, Lancaster, Ca

Maury County Health Department, Columbia, TN

Pat Koppa, Public Health Consultants, LLC, Stillwater, MN

Lynne Feldman, Network of Victim Assistance, Jamison, PA

Patricia Parma, Counselor and Assoc. Prof. of Student Development, Palo Alto College, San Antonio, TX

Pam DeCamp, Virginia Legal Aid Society, Farmville VA

Kathy Johnson,

SAFE, Inc. (Sheltered Aid to Families in Emergencies), Wilkesboro, NC

Amber, Family Crisis Center, Farmington, NM

Portsmouth Teen Pregnancy Prevention

Molly Baldrige, Health Educator, Alameda Family Services, Alameda, CA

Hodac, Inc., Warner Robins, GA

Alexandria Office on Women, Alexandria, VA

State Council Coordinator, Illinois Family Violence Coordinating Councils

Liz Todaro, The YWCA of Nashville & Middle Tennessee

Kate Bathon, Community & Law Enforcement Liaison, Domestic and Sexual Abuse Services, Three Rivers, MI

Tiffany Hays Children's Program Coordinator ~ Alternatives to Domestic Violence (ADV)  
Riverside CA

Alice Belcher, Pastor/Establishmentarian: Christian Women Perspective Ministries and Isaiah's Coalition for Women & Children, Milwaukee, WI

Outreach Services Coordinator, Kodiak Area Native Association, Kodiak, Alaska

Harbor House DV agency, Kankakee, IL

Hello to all from Family Services, Inc. Safe Relationships Division in Winston-Salem, NC

Putnam County Health Department-Palatka, FL- Violence Intervention and Prevention Program

Anyone from VA

**David Lee:** Welcome. Please call in for audio.

I'm from Newport News, VA

Start Strong Indianapolis: Building Healthy Teen Relationships, Indianapolis, IN

Kathy, we serve VA and TN, Bristol

Portsmouth,VA

Alesa Gulley, Family Crisis Center, Rexburg, Idaho

Great subject! I love the site!

Thanh Bui, Sexual Assault Advocate, New Horizons Shelter and Women's Center, Whitehall, WI

Alexandria, VA

G from (currently murky) Olympia, WA.

Sexual Violence Prevention Specialist, Wyoming Coalition Against Domestic Violence and Sexual Assault

Education and Prevention team from SAFEHOME - DV agency in Johnson County Kansas

The Center for Women and Families, intimate partner abuse and sexual assault prevention agency, Louisville, KY

Salem Academy & College, Winston-Salem, NC

Denise Scotland and Tracy Griffith, PA Coalition Against DV

Terry Stewart, Blackburn Center, Greensburg, PA

Close to Home: Domestic and Sexual Violence Prevention Initiative, Boston, MA.

Hi Laurie at Salem College

Donna McDonald, Violence Prevention Coordinator, Anoka County Community Health, MN

and Kim Anderson-Moen Someplace Safe, Fergus Falls MN

Cathy Brown, Program Manager for Domestic and Sexual Abuse Services Three Rivers, MI

Hi Caroline Caspar, Circle of Hope in North Georgia

Melissa Gifford: Teen Dating Violence Team Coordinator, Four Points, Inc. LaFayette GA

Sexual Violence Center, Minneapolis, MN

Risk Reduction Specialist, SOS of the Family Justice Center of St. Joseph County, Indiana

Diana Dowell from Interval House Domestic Violence Shelter

Cynthia Wilkerson, Research Manager, Jane Doe Inc., Boston MA

Robin Hanson, Rural Coordinator for the Coeur d'Alene Women's Center

Debbie Tanaka -- State of Nevada Division of Child and Family Services -- Carson City, NV

Ashely Maier and Cliff Leek - Oregon Sexual Assault Task Force

Devann Nolan - STOP Domestic Violence/BHSN, Westport, NY

Brianne DeRosa from Womansplace Crisis Center, MA

Sexual Assault and Crime Victims Assistance Program for Rensselaer County, Troy, NY

Kable Dale and Angela failor in Waynesburg, PA.

Amanda Hanner in for Rachel Olive at Nebraska Domestic Violence Sexual Assault Coalition

Joan Knies from Crisis Connection, Indiana [www.crisisconnectioninc.org](http://www.crisisconnectioninc.org)

Jessica Marini and Rosanna Canino from Susan B. Anthony Project in Torrington, CT

Is there something going on on the phones? I don't hear anything.

Yes, dial into the conference number at the top

Betty Dell Williams, Belinda Vaughn and Dawn Sanford from The Refuge in Vidalia, GA

Lori Grassgreen, Alaska Network on Domestic Violence and Sexual Assault

Thanks Jessy -- I did, but I had a phone glitch -- resolved now!

yes

Alisson Wood and Paige Nelson, Start Strong Bridgeport, CT- RYASAP

Christie and Ashley from Southern Crescent Sexual Assault Center

no

no

I like this

hey Amir!

Hey LIZ

Angela Whitfield yes

Susan and Julie from NC...Family Service of the Piedmont

my page is not working, we have been on a web conference

This will be posted on preventconnect right?

yes, I did

Jefferson County Family Violence Coordinated Community Response, Birmingham, AL

yes..many but i cannot vote on line...page is greyed out?

Do I need to be on the phone?

Amanda I have heard that this will b available for others to hear later

Sex assault agency

i can't vote either

how do you initiate mute?

Sandy Stevens, we lost the connection for the powerpoint

seems fixed now

dual dv and sa agency - Juneau AK

dual agency but I do not see the voting screen

Sexual assault, Domestic Violence, CVSC homelessness program....

DV

Can we pick more than one?

Sexual Assault, DV

community volunteer

family violence prevention

Legal Aid

DV/SA/General Crimes

consultant across several

center for court innovation

Local Government

AG's Task Force

We're a Dual SASP/DV as well as youth shelter

Training Center for Teen home visiting programs

Federal government

State Government

Office for Women,

state government

Teen Pregnancy Prevention

Westchester Jewish Community Services partnered with Joe Safe At Home

DV Program at hospital

sorry I did not see the dual domestic violence/sexual assault

We are a faith based domestic violence prevention agency

Should our name appear on this list?

child abuse prevention and intervention



Teen Pregnancy Prevention

**Chad Sniffen:** The slides for this presentation are available at [www.preventconnect.org](http://www.preventconnect.org)

Denise Tatum are you from VA

anyone from Safe Horizon here

yes Kathy

Hi Kathy

Hi Amir

Jersey right

Where do you go on the website to get the slides?

I thought you were a social worker Ms. Tatum

No. Im a Health Educator

Oh. I've seen your name before..

Really, Where do you work?

I work at the Portsmouth Community Health Center. I run the Teen Pregnancy Prevention program.

oh. ok. Im out of Petersburg

I have still seen your name. Can't put my finger on it..

We may have been to some meetings together

Yes. I believe so...

making healthy boundaries

**David Lee:** What are the unique issues facing teens in relationships?

acceptance

peer pressure

Getting mixed messages

limited resources

Lack of relationship experience

reduced access to resources

Poor adult role models

peer pressure

technology

peer pressure

legal barriers, adults minimizing the relationship

Wanting to be loved...sometimes at any cost

Not knowing what a healthy relationship is

need for independence

technology

Lack of positive role models

don't want to admit their parents were right about the partner, so they won't tell

technology and relationship

Lack of experience

technology

facebook

culture

technology

unequal relationships w/older partners

use of technology

Teens talk to me about "hooking up" instead of dating

Lack of experience in managing differences/disagreements

lack of knowledge

Older men pressuring them for sex

not being believed

not knowing what a relationship is

inexperience, not trusting adults, haze of hormones

self-esteem

don't get adequate sex education, or information about healthy relationships

being in school settings

social pressure

Desensitization to control tactics used with technology

the rebellion phenom

texting

adults undermine their feelings of love

cell phones..

messages about masculinity

no adult to talk to about issues

false sense of security

media influence

lack of HEALTHY role models!

No prior experience, need to fit in

shame that we put on sex as a society and gender socialization

pressure from peers about sex

texting

fear of talking to parents about dating violence

mass media influence / pressure

inability to get out of situations (must go to school with dating partner)

peer influence

adults' control over activities

parents won't talk to them about sex

societal pressure

lack of information on what healthy relationships look like

this is why we should be commandeering technology in a positive way

classroom exposure to abuser

bad boy/bad girl behaviors

bullying and pressuring

norms

sexualization of culture

significant media influence

lack of education in school..

educated by youtube, porn and internet sites

social norms

mixed messages about gender

finding identity

drugs/alcohol

separate identities

influence of media

Missing parent

freedom discuss AODA issues

Never taught how to date safely.

SEX

media

Believing no one understands their feelings

insecurity and homophobia

Media exposure if unhealthy relationships

Targeted by mass media

lack of community resources

desire to maintain secrecy from adults

being gay, lesbian, and finding safe places to talk

not enough face to face honest communications with adults

Gender role pressures

cultural messages

normalization of violence in culture

celebrities

underaged drinking and drugging

isolation in "teen world"

unhealthy examples of relationships in the media

sexualization of kids and teens, starting younger and younger

inundated with violent and gender stereotypical media

varying laws from state to state regarding age of majority/age of consent

had a teen tell me they play sex games with violence

self esteem

media that encourages violence in relationships

technology taking the personal interaction out of relationships

Who are the adults they feel like they can trust?

low self-esteem issues, wanting to be needed or wanted

confusion about role in society

navigating the ability to draw safe boundaries

more media savvy than adults

Teen girls are being pressured into sex by older men. Those men are abusive because they are so young.

no one to talk to others comfortably about their issues

the bar on what is considered risky is WAY high

dual safety issues with parent/guardians AND partner

peer pressure, lack of adult supervision

stereotypical gender roles

healthy conflict resolution

Depression factors

twilight

lack of safe dating practices

technology moving things FAST!

lack of parental involvement

yes, twilight

belief in no consequences

commercial sexual exploitation and prostitution of children

Month not week right?

yes

It's officially been made a month

In Michigan, it is a month

Twilight? The books? The movies? The actors? The hype?

What week in Feb is it?

This is the first year that it was a month I though?

It IS a month!!

Something is off with the audio on the conference call. Anne sounds significantly louder than David.

**David Lee:** Senate Resolution 373 passed on Monday making it a month  
<http://www.govtrack.us/congress/bill.xpd?bill=sr111-373>

Rona -- doesn't that speak to our lack of accountability as adults, parents, educators, etc.? That we allow them to feel as though there are no consequences?

yeah for month long activities

whoo-hooo!

yeah-the team jacob/team edward phenomenon has been interesting and adult women finding it romantic

Why are we using the term dating? Teens don't really date. In San Diego, we use TRV..teen relationship violence

Great so I have time to keep planning for my event at a middle school..

Marge -- that's interesting. That's one of the first questions I pose to teens: "If I use the term 'date,' what does that really mean to you? What is your language for it? What are the behaviors?"

Marge, good point!

Good question, Marge. What speaks to youth?

I think "relationship" might imply we're including peer violence like bullying.

yeah, that says something about developing safe and healthy relationships

dating is where it starts

will there be a national resource list of participants here as well as speakers

agreed jessy. relationship allows for inclusion of other "relationships:teens are having

But how do we define "dating"?

staff of participating agencies programs etc. on the site

I hope so. I would love to invite some of you to speak to my teen groups.

**David Lee:** Anthony Piscitelli: I'm not sure who to direct this question to but if we are interested in promoting that'snotcool.com in Waterloo Region who should we talk to? I've spoken with my co-workers and we really like the site and would like to encourage students to visit the website in September. If we do that though we would like permission to piggy back on the marketing and we were hoping that we could get access to monthly/weekly statistics on the number of visitors from Waterloo Region to the website. We would be open to negotiating to pay for this access.

Teens define dating as SEX SEX SEX

"we" don't define dating. allow your audience to do this

Sabrina -- that's what I'm saying -- we have to allow the teens to tell us what their definitions are, what their language is.

unfortunately that is right Kathy J

We had already planned activities for the entire month of February.

**David Lee:** Anthony -- this web conference will show how you can use the materials

I asked that at my last group and that's what they said. They thought dating was just sex

i disagree...i think that many of the teens in relationships believe their love for each other is real

where are the downloadable tools

that is why we need to redefine and promote "safe dating" behavior

Bess -- definitely. Many of them really feel deeply for one another. They just don't know what to do with their feelings.

My teens take dating violence very seriously.

Definitely. I am married to the girl I fell in love with at 15 and am now 30 with three children.

Kable, I think that's more common than many adults believe it is.

Definitely... sorry.



Do you know average age group accessing website?

That is also true. But I deal with teens that have broken homes and domestic violence issues. To them, they think dating is an escape from all of that.

I'm so excited about this - it fits neatly into our adolescent pregnancy prevention work!

a lot of teens think that violence is just hitting they don't realize its also emotional....ect...

True Kasey

my favorite are the "call out" cards. They're fantastic

second that rachel

Yes. I like the little skits..@ Lindsey

Tird that RO

When saying "reach teens early," is that implying 13 or that 10-12 demographic that is also certainly "seriously" dating and/or having "serious" relationships?

I think it's potentially harmful to our work to want to have the knee-jerk reaction of dismissing or delegitimizing teens' emotional lives within relationships. Understanding the emotional context behind the escapism, the romanticism, and the emotional abuse and acknowledging the force of those feelings is really important to making them feel safe with us and our message.

why not go that low in age??? prevention works right.

I'd say the earlier this information reaches the teens, the better.

75% of 11-14 yr. olds say they have "dated"

I agree Molly, the earlier the better for all of our prevention efforts.

Why not even younger? Why not model good relationships and talk about values within romantic relationships with elementary kids?

Sue..where did that data come from? Were they asked specifically about dating?

teaching MUTUAL RESPECT is key to prevention

Liz Claiborne Love Is Not Abuse campaign has good info.

Does anyone already do a "healthy relationships" or "dating violence" prevention program already with the 10-14 age group?

the girls in our area are out of control with sexting

Yep -- we do. And we're working on ways to go younger.

we do also

i run a healthy relationships class with 13 year olds

Brianne where are you?

MA

Sabrina- ChooseRespect.org is aimed at 11-15 year olds

We start "healthy relationships" in 5th grade

we do healthy relationships in middle and high school

We are using the Safe Dates program with 7th graders in Indianapolis

We use "Safe Dates" for Middle School and High School

Yes, we do. Safe Dates curriculum is good. We also use chooserespect.org

Center Against DV has developed a curriculum for elementary school kids - relationships are elementary - It's in its second year of testing

We start with prevention programming in head start.

the dove real beauty has some interesting things for women of all ages

goes pretty well...use a lot of differ curricula

I do sexual abuse prevention education for pre-K through 6th.

One of our programs works with 5th graders

call 2 men for boys, men

my sone gets inappropriate messages from girls that like him all the time

WE start with sexual harassment in 6th grade; healthy and unhealthy relationships in 8th; all included in our sex ed programs

Safe Dates isn't bad. Safe T is good too. But we generally do our own programs, tailored to the needs of the group.

We have used "Love...All That and More" for 8th graders.

Girls on the Run for 8 - 12 year olds healthy boundaries, body image, communication

Is the Safe date good? i have it but never used it yet

giverespect.org is great to incorporate parents as well

with "girls on the run" there is a "boys on track" they both work well

Schools in my area are won't let us start w/ our youth until 7th grade...I keep asking for earlier but South Bend, Indiana hasn't been very open to that idea.

With Safe Dates, just read it first and keep your message and population in mind. It doesn't cover some things that we like to cover.

I love the Safe Dates curriculum - currently using it with 6th & 8th grade groups

Sabrina we have violence prevention groups where we talk about these issues. starting in 4th grade on up

Are these programs effective? Are these teens engaged and having fun in these programs?

thanks

Our students have responded well to Safe Dates--very activity oriented

Hello Bess: I would like your info. on your program for girls age 13. My name is Bette Davis BAWAR, Oakland, CA. 510-430-1298 or email me at d5bet@aol.com

more of the dating violence later on 6th and up.

I've been asked to start sexual harassment talks with the 2nd graders in my town and am working on that

Peace Over Violence is good for al ages, genders, etc. good break down of vilolence in broad sense

Sabrina -- we approach it as "how to relate to everyone in your life" and go through family, friends, peers, community first. That's how we get in. After a year or so of good buy-in with that, then we can push to add dating.

I missed the first part--what exactly are "call-out cards?"

We've been with successful with schools earlier by approaching it initially as relational aggression or anti-bullying

sexual harassment in the 2nd grade you go!!!

**David Lee:** You will see "call out" cards very soon

Have you partnered with any specific musicians?

Kelly Bremer- I would like to get in touch with you, I am starting Safe Dates in Hendricks Co. schools next month

I was surprised, I thought there'd be a lot of push back, but they were all for it

Wonderful ideas everyone! Thank you!

**David Lee:** <http://www.thatsnotcool.com>

We are doing a teen dating essay contest in all of the local high school and giving 100 saving bond and two 50 saving bonds

Oh great, my e-mail is kbremer@clarian.org. I'd be happy to talk.

I have a 3rd grade daughter, it is a very real issue!

Great anti-bullying too: [www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov)

If you look at the research about sexualized bullying, it's absolutely an issue in the very young grades.

wow amie where r u

My daughter started 6th grade at 10, so I feel you Erin.

In Oklahoma

very cool> incentive helps motivate futures

incentives as investment in future

We just got approved to do the essay contest in 3 local high school we are excited. We are doing it the first week of Feb.

Do any of these websites have activities to do, I know teens like to do activities

Childhelp has parent support packages for in-home providers or parent educators, to help adults with resources for sexual abuse prevention for young children [www.childhelp.org/gtbt](http://www.childhelp.org/gtbt)

good luck

wow

My daughter does a lot to help me stay aware of what's happening around her which helps when I go into other schools

Thanks

Where is the mobile app? I have never seen that before.

mobile app is free? what is it?

or how get mobile app

**Brian O'Connor:** we can cover the mobile app at the end. Thanks!

thanks brian

awesome e cards can be used for awareness month for our org's facebook page!

Brian: Can we download the call-out section?

Rebekah -- I was just thinking the same thing! Our whole effort this Feb. is going to be focused around social networking, so this is great.

I missed how to download these slides

Do you have full time staff to monitor these discussions?

does everybody's SA/DV organization have Facebook??

**Brian O'Connor:** Yes ... we monitor in 30 minute intervals eight times a day.

yes

**David Lee:** down load slides at [www.preventconnect.org](http://www.preventconnect.org)

no ours does not

I'd like to know more about how they are monitoring the conversation too.

yes we have a facebook page

Thanks david

Brian, who does that? A FT person, a team?

**Brian O'Connor:** we heavy up monitoring during the afterschool time period ... and less while people are probably asleep.

We do not have face book

Yes, we do.

we do not have a facebook page

we have fb causes page and fan page, and we are on myspace

**Brian O'Connor:** A service we contract with.

Ferry County-Connections has a facebook-become a fan

<https://www.facebook.com/pages/republic-wa/FerryCounty-Connections/181053236692>

no facebook but we have a web site

need to get facebook pages folks, new technology and teens will be your friends

THANKS

Our agency has a facebook and twitter account as well

Is there a link on FB to help teens get to that live chat easier?

Get a formspring page too!

I'm not a face-booker. How much time does it take to monitor it everyday?

**Brian O'Connor:** very occasionally, something gets through (e.g., an obscenity) ... but the longest it could ever stay up is 2 hours.

We don't find that twitter is necessary for SA/DV, but Facebook is essential!

we don't have facebook , yet, but we do have a website and myspace page

Our policy is that we can't be on social networking sites. Our program has a myspace page but we are not able to check it at work

Guideline: 4 hours per week minimum per tech application

we have asked about creating a facebook account & were told to come up with examples of other agencies who have it & reasons why we should get it

Liz

Is the Need help section tools available to Canadians?

Michelle -- check out idealware -- they do trainings on this stuff and they are very compelling!

Yes

Thank you

Michelle, I've been asked the same question--do we really need it? But I'm thinking we DO!

instead of an account, try starting with a fan page

How old are these ambassadors? Older high school kids?

What was the store?

It's a great way to get connected - with so many orgs all over the US

If you are trying to reach teens/tweens and college students, social media interaction is essential--great way to promote services, programs and events as well

Warped is a great idea. You can get on your local warped pretty easily.

i agree i think that so many people use it & if we have an account or something on it to provide info we may reach more people

where did the money come from to do such a huge event?

In one day of passing out t shirts and hot chocolate at local high schools, we got over 100 Facebook fans.

wow!

**David Lee:** What has been your experience using social marketing? Have you used That's Not Cool?

That is an awesome idea!

Yes, we are in the infancy of our Facebook page; please become a fan: Crisis Connection. And our website is: [www.crisisconnectioninc.org](http://www.crisisconnectioninc.org)

Planning to now!

yes

Ys I have and I LOVE it!

no on both

Yes - the kids love the texting and sexting videos!

not yet, but I am excited to use Thats Not Cool

not yet but I am very impressed with what I am seeing thus far

yes

No to both questions

It is awesome

I've been to the site but haven't used it much

We have linked That's Not Cool on our webpage.

I love That's Not Cool, and teens really like it too

We are in the beginning stages of using social marketing as an agency

would like to use social marketing but don't have staff and resources

we use facebook fan pages

my teens actually told me about the site... and we use it on our teen facebook page all the time

We have not used social marketing, this is new to our agency

Not yet

have not used

No to both

NE has That's not cool as a link on our FB page

Facebook!

Have not used it yet, but plan on using it with a pilot community program

Yes!!

We brought in a teen intern over the summer to help us become more social networking savvy and to get us on FB, Myspace, twitter, youtube, etc.

Have not used, first experience w/Prevent Connect.

Communications usually take over.

yes especiall in trainings on technology

we are not able to use social marketing but would like to



social marketing has been very effective for HAVEN; we have gotten the word out about upcoming events, making connections with a wide range of groups

I haven't used That's Not Cool but will definitely visit it and share it with our programs

Shown it to community groups

CONNECT to end violence uses a facebook fan page as well as twitter to get information out about current events and our agencies events

We have Facebook fan site that isn't really used by teens (rural area?) but we use online campaigns for ideas and our own campaigning in peer ed groups

we've been sending teens to the site for a while and they love it!

Yes I've used That's Not Cool. The videos are my fave. There have been some technical difficulties with the videos.

i just checked thatsnotcool.com out today. It is a great site! We currently don't have a facebook page, but are looking at starting one

We have a fb fan page and a text messaging line for teens

No to both.

no first time i heard about it

I use Facebook but never for social marketing

We have Facebook, Myspace and want to integrate this into our Facebook

we have neither

Would like to have That's Not cool more on ground with our agency

I have used the loveis respect.com

We only have our website

BUT, I can't wait to use That's Not Cool with my teen clients!!!

our teen prevention site has been great: [www.awarenow.org](http://www.awarenow.org)

Schools are very leery of the use

not sure how to set up an account.

Tracy -- it's not as scary or intensive as you think. Also, think interns! Volunteers! College kids! Community service learning classes!

not yet, but looks great- cool

how is this being evaluated?

not, really, but looking into implementing during TDVAPM

i've used the website in classrooms before with the students right there

we have the world's fewest facebook fans.

No I have not used That's Not Cool.

I have used the 2-sided That's Not Cool videos in my middle school visits and it is their favorite part of the presentation

when you use That's Not Cool in the classroom, do you take a laptop and actually go on during class?

We create social marketing campaigns with the community each year. Our youth program makes use of facebook and twitter too.

and sustaining afterwards

I've sent it to the high school action group and they have used it

as a State Govt agency - we have some issues working on public social media sites.

We've increased teen following thru Facebook, MySpace, YouTube, etc, and in promoting our cause/campaigns...great response!

Rona -- how many?

No. I would like to

I haven't used That's Not Cool, but 'looking forward to oppty to do so!

can't wait to use it even more

We just have a website, and this is the first I've heard of That's Not Cool

we are beginning to use media with our teen pregnancy prevention work - we've visited That's Not Cool, but that's it for now

We used that's not cool in our focus group discussions with you while developing a statewide campaign

I have not used social marketing. I am looking forward to using it.

Can we put a link for that'snotcool on our website????

I work at a School-Based Health Center so the school filters have reduced our ability to use facebook but we have posted through the school website

We have a FB page and post info for our high school club on it. Have used TNC.

we do not currently have a facebook or myspace page, but do have twitter

Haven't used That's Not Cool (yet)

We want this to be a part of our youth conference

haven't used that's not cool, plan to use e-call out card

discuss and give website out during unhealthy relationship topic

Private/Christian schools are a good place to contact for bullying and TDV

I've also used it in presentations with adults who work with teens

Is it ok if we use the web address for some of our material as reference?

Jane -- we do some parent-teen work -- I think you just gave me an idea for some things we can do with them!

Excellent!

I have had great luck working with Girl Scout councils...many of their programs easily integrate.

Community Groups in our local area have been introduced to this website and seem to really like it as well.

did you see the article recently re sexting reaching the us appeals court for free speech

David Lee: [www.thatsnotcool.com/tools](http://www.thatsnotcool.com/tools)

Joan -- I used to work for Girl Scouts. Just make sure you check your particular local council's pulse first, folks!

Are we able to add [www.thatsnotcool.com](http://www.thatsnotcool.com) to our website as a link?

this looks fantastic! I'm excited about using it with a new teen girls group

I love this ad

Yes its nice

Can the PSA's be used on the high school television programs?

Great

Ohh -- good question, Jane!

Sometimes places don't have internet access to view the videos. Can the videos be downloaded to the computer to be used for times when internet is not available?

**Brian O'Connor:** yes - they can provided that the air time is donated/free

Thanks, Brianne. Excellent.

Awesome!

who Belinda Oakland

For high school television programs, it would probably have to be approved by your local school board

Did you hire writers for the cards and skits? Were they focus grouped? Sorry if you've answered that.

website or email link for poetry

**Brian O'Connor:** Hi Sarah - we can talk about that later ... or offline ... you can give us a call.

Go Stepehen from Vermont!

One of our high schools just vets the content of programs through the yearbook advisor.

if you're working with schools, start with the local parent group - parents are powerful!

good question about being able to download. Our local schools block most videos online.

Okay. Thanks, Brian. I'll call.

**David Lee:** StartStrong Oakland is doing poetry slams  
<http://www.startstrongteens.org/communities/oakland>

Some principals in our area have freedom to do certain things in individual schools

David will we be able to have access to the questions from the attendees, there are some I'd like to talk with

Thanks David

Has there been any data on whether using the callout cards and sending them to "friends" escalates the conflict?

**David Lee:** Mary McGrath: I would love to talk with you all about beginning a campaign in the military community - I work with the Navy, in the family violence program, as a child/family counselor. What do you think, and how should I proceed with this??

Thank you Sarah for asking that question. We have the same problem

Good thought, Nancy. I was just pondering that.

what about getting everyone's email?

David, I would also like some info on using this with military. I work with NE Army/Air National Guard

good point Nancy L! Thinking same thing

How can we use this information in rural and poverty stricken areas where teens don't have access to this technology?

are the scripts available for public use?

Hi brian, could I get your telephone #, email I want to talk with you

**David Lee:** [www.thatnotcool.com/contest](http://www.thatnotcool.com/contest) starts Feb. 2, 2010

**David Lee:** I mean Feb 4, 2010

It would be great for youth to talk about what is cool as well.

how do i get to the campaign tools?

**David Lee:** What elements of the That's Not Cool Campaign would work best in your community? How will you implement them?

<http://www.thatnotcool.com/tools/login.asp>

we could present them to our Teen Advisory Council

**Audrey Sperano:** tools can be found at [thatnotcool.com/tools](http://thatnotcool.com/tools)

I don't think I can answer that fully without examining the pieces carefully, but I really do think the callout cards are the most practical at the moment.

good point, Ashley

Ashley good point some might not know what is the right behavior

thank you!

I just sent one of the callout cards to myself to test it and realized that if I was sending it to someone that was abusing me - it could create a bigger problem for the victim. Not sure this is the way to confront the abuser.

I would like to use all aspects in my community specifically the posters and cards

PSAs, call out cards, and social networking talk it out sections

call out cards added to our facebook page

campaign resources and tools for sure!

i'd love to integrate the callout cards into our existing lessons

Call out cards help generate examples of relationship issues at their HS --- already generating their own way to get "red flag" messages out there

We can use the callout cards on fb

promoting in community presentation about technology abuse

As a community educator all elements would be beneficial for our students

I like the comprehensive nature of this.

**David Lee:** What elements of the That's Not Cool Campaign would work best in your community? How will you implement them?

linking it to our agency website

I am going to ask the young people I am working with. What they think would work best.

how do/will we know this is effective in teen dating violence prevention? evaluation?

I like all the elements and they can all be helpful in some form.

With the callout cards I would just like to post them in the schools everywhere

i like the contest idea because it gives an opportunity to inspire involvement in our teens

The skits are a great idea to engage many different people

psa for next month, are psas available for written media?

Getting our students to be more involved in these programs...peer mentors to a degree

**David Lee:** [www.thatsnotcool.com/tools](http://www.thatsnotcool.com/tools)

I think the callout cards would be particularly effective in our community, I would love to introduce them to our local middle schools and high schools!

Excellent answer, Glenda

We would work with our community collaborative task forces to get them out.

i feel like the posters and cards would be a great addition to healthy relationships talks and the facebook

psa's / facebook link

I'd also be interested in using the skits during our TDV presentations at the high schools during lunch periods

How do we get our state coalitions on board with this campaign? Is there scientific data?

The callout card will definitely be an asset.

we've added a whole lesson to our curriculum to address technology... TNC was a fabulous resource for developing the lesson!

Introducing them to youth programs in our community

would someone be willing to review our website and how we can connect them to that's not cool?

Using the TNC tools for outreach in schools, give to teen clients as a reference

**Audrey Sperano:** regarding effectiveness, we have a variety of monitoring systems in place

can you download videos from toolkit?

**Audrey Sperano:** we'll share results as we have them

good idea kimberly

I am going to put information on my own Facebook page so that others can know about the campaign plus pass it on to the parents I know so they can access it for their kids and schools

psa on contest to increase interest

Have you gotten any negative feedback about the sarcasm in the callout cards.

Kate I thought about coming downstairs to get you.

have issues at some schools access web, etc.

We want to saturate our 31 schools with the ads, posters, have our leadership groups at each school do the skits, and use TNC for our February Teen Dating Violence Awareness and Prevention Month activities.

We can help local communities implement.

**Audrey Sperano:** yes, videos can be downloaded

Through Coaching Boys to Men campaign we've connected with coaches/ teams and will promote web site & contest at a Feb. 12 high school basketball game where we plan to have information on teen relationships.

Having a TNC-South Bend on FB that links to the main page would be awesome

great

Contest, post callout cards,

adding the tech piece to our current presentations to schools

teens need all of this information - and I'd like to ask teens in a local area group how they'd like to use it in our community

There's a lot of great resources that I wasn't aware of. I think there are quite a few different activities our programs can do

I'm very excited about the contest! I am currently working with a very creative group of teen girls that I think would be very interested.

Data? Evaluation?

I like the basketball game contest.

I will share tools with community partners that work primarily with youth.

discussion about the content of the sock puppet video - some seem very violent.



Is this also about date rape drugs?

we can see this working for our adolescent substance abuse groups...still character building but not fully substance abuse focused...also we will pass this information on to all our college interns and our high school jr.guild to get the word out...then if folks want to get organized around interruptive stunts and posters...we can help them organize...i like the face book idea a lot but I am not savy enough to think of how to link all that together...

In Kootenai County Idaho we are using the 2-sided videos in our healthy relationship presentations on digital technology and the response has been very positive

Are the posters on-line or do we need to order them?

some 1-800 numbers are not available from Canada

psa for written media?

need to engage youth in the discussion before pressing further so we really make the best use of what is available while taking into account our limited resources.

share the information with our programs, especially those that work with teens, and provide support around creating a campaign for their communities

How can we obtain a that's not Cool Kit and at what Cost?

**Chad Sniffen:** Can someone in Canada try the number and let us know if it works?

download posters and print them yourself

**Audrey Sperano:** Rebekah, do you mean an ad for print?

Good call Alice

**Audrey Sperano:** we don't have an ad specific for mags/newspapers

ad and psa to let local media now of that's not cool

**Audrey Sperano:** but if you have an opp for donated media we can work with you to figure out a solution

Kits could be really useful for high school groups that may want to do peer work

Is it possible to make a quick list of directions for students to know how to get the callout cards on their phones. My students love the idea but have trouble knowing how to get them to their phones. . .

**Audrey Sperano:** yes, we DO have letters for local media to alert them to the campaign

How do you reach out to teens who are not on youth councils, leaders in the community, clubs, etc?

**Audrey Sperano:** on the tools site

Waldo -- go through the guidance department at schools

mobile site looks like this: <http://img129.yfrog.com/i/ut3q.jpg/>

I'm hearing a lot about donated airtime from media. If I just wanted to download these and play at a school, could I?

I haven't seen many teens with iphones yet.

also church youth groups

good question

good question

We get in through the Health, family and consumer sciences, & interpersonal relationship teachers in our schools

Brianne....these teens are out of the loop at school, activities.

**Belinda Sirha:** Hi Kitty, these PSAs can be played at school for educational purposes, however, if the PSA is broadcast in anyway, the media space must be donated

**Audrey Sperano:** Kitty, YES. As long as its OK with school

**Belinda Sirha:** for example, your org cannot pay a radio station to play the PSA

thanks.

Waldo -- that's why I said guidance. Our guidance departments know which kids need help and are not engaged. They help us recruit those kids to make them part of the campaign.

I see them on the streets but I hear through other teens that they are being very aggressive..

That's a different question then. Where do they hang out? Even the most disenfranchised kids have a place where they hang out.

Brianne...Are you guidance allowed to share information regarding those teens? Our guidance in schools are not helpful.

I'm able to see Planned Parenthood videos at our site. No youtube.

Speakers: could u all put your role and what u do; so we know who to contact for- on the Slide Show

Houses...abusing drugs, alcohol.

Brian, it may be blocked because of the chat feature

what about contacting substance abuse prevention or counseling programs for teens

Waldo -- they can't share confidential information, but they can help us connect with the kids. I don't have to know what a kid's diagnosis is to be able to get to know him and enlist his help with something.

Waldo, does your town have an alternative school or GED program? That might be a way to reach these kids.

good question

I'm concerned with that as well... any follow up available??

Waldo -- what do they like to do? Play basketball at the local court sometimes? Go to a pool hall? Do they have lunch at the same McD's every day? get them there.

Patti -- we've had a great experience with alternative schools.

excited to get started and use materials, thanks for the info

Patti...yes we have a couple but they are not supportive. I still try and connect with them

great idea about alternative school!!

awareness/education tool not as a way to confront abuser

is thats not on itune

I like the idea to get local fast food restaurants involved

I just started working with the alternative schools and it has been fantastic!

are they sharing these to increase awareness, or because they

That makes sense. It creates a language for teens to express, rather than a solution to a particular situation...

re funny- a joke

Waldo, I don't know, obviously, but it sounds like you feel that almost every door is getting slammed in your face. Might it be an issue of approach?

Brianne...we are a recreation program so I use these sports to get messages across. My youth council are on top their game but some teens i really worry about.

Waldo, how about trying to engage them as a "bystander"?

can U all end with emails and phones to reach U???

**David Lee:** [www.thatsnotcool.com/contest](http://www.thatsnotcool.com/contest)

Brianne...exactly...I am trying to find some information in getting teens into programs to get this message across.

How can we get the t-shirts?

Thank you all. I am happy to share as a Parent Education Liaison with my list serve these resources.

Terry...that is how I try and get some teens

**Brian O'Connor:** thatsnotcool@endabuse.org

waldo: do you use the MVP strategies "playbook" it is gender violence prevention ed an training.

Thank you.

gtbtmolly@aol.com office ph: 770-607-9111

**Brian O'Connor:** 415-252-8900

Waldo, have you heard of coaching bosal into men? another program through FVPF

Thanks again David and all presenters!

**Brian O'Connor:** THANKS!

Engage others throughout the community, in unexpected places. It's not always about being in established programs.

THANKS!

Where will we be able to find the transcript of this chat?

Thank you very informative

Can't wait to explore, thanks

Lindsey...I have not heard of that

**Brian O'Connor:** thatsnotcool@endabuse.org

Great webinar

thank you

Thank you!

Kelley..yes

Wonderful program!

YES! the coaching boys into men program looks great!

Thank you

**Audrey Sperano:** Thank you all!

Thank you for your presentation!

Thanks great information!

THANKS!

**Audrey Sperano:** Great feedback / insights

Thanks so much everyone!

Thank you

Thank you all so much!

thanks

thanks!

Where will we be able to find the transcript of this user chat?

Thanks!

awesome!

Thank you!!!!

Love the resources from FVP!

An hour well spent, thank you

Very informative, thank you!

yes need transcript of chat???

thank you great information

it was developed by jackson katz through the MVP program as a way to engage youth through sports

**Audrey Sperano:** i think you get the transcript on preventconnect.org

Great information...Thanks for the opportunity!

wnambo-ojeda@shorelinewa.gov....here is my email address. I would like some information regarding the MVP program

Thanks Audrey

**Audrey Sperano:** np

This campaign is really exciting, thank you so much!

**Belinda Sirha:** Thanks so much everyone!

Thanks for "cool" tools to engage youth!!!

**Chad Sniffen:** The transcript will be available in a few days, along with the recording.

Audrey S:your phone and or email

FYI. I can view the videos with the school filter. Thank you!

please

**Belinda Sirha:** Amir, please feel free to call the FVPF at (415) 252-8900

**Belinda Sirha:** or email thatsnotcool@endabuse.org

**Belinda Sirha:** or belinda@endabuse.org

**Belinda Sirha:** Thanks!

THANK U