



PreventConnect.org



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

U.S. Department of Justice
OVW
Office on Violence Against Women
Working Together to End the Violence

January 27, 2010

**Family Violence
Prevention Fund**
www.endabuse.org

Welcome to the web conference.
We will begin in a moment.

PreventConnect.org

- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
- Twitter: [@preventconnect](https://twitter.com/preventconnect)
- Blog: <http://calcasa.org>
- [Facebook.com/PreventConnect](https://www.facebook.com/PreventConnect)
- Prevent-Connect Email Group
- Newsletters

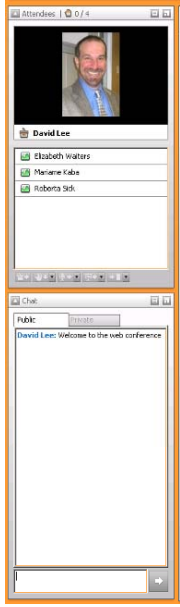
David Lee
david@calcasa.org

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chad@calcasa.org

(888) 922-5227





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How to use this technology

- **Raise Hand**
- **Q&A**
- **Text Chat**
- **PowerPoint Slides**



- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510
- Call CALCASA at (888) 922-5227 ext. 315

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

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.

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



January 27, 2010



Agenda

- Introductions
- *That's Not Cool* Campaign Insights
- *That's Not Cool* Campaign Elements
- *That's Not Cool* Campaign Tools Website



Objectives

- To understand digital dating abuse and strategies to engage teens in teen dating abuse prevention.
- To learn to use the tools of the *That's Not Cool* campaign to raise awareness with teens about digital dating abuse and teen dating abuse.
- To learn to integrate the *That's Not Cool* campaign tools into Teen Dating Violence Prevention Month activities and other prevention efforts

U.S. Department of Justice

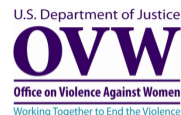
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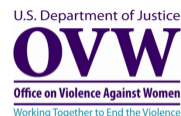
Anne Hamilton
Program Specialist,
Office on Violence Against Women
United States Department of Justice
www.ovw.usdoj.gov

OVW: Combating Teen Dating Violence



- In 2005, VAWA Reauthorization Act added dating violence to all OVW Grant Programs and created new Youth centered programs
- New Programs include: Services to Advocate and Respond to Youth Program; Engaging Men and Youth Program; and Teen Education and Protection Program
- Formed partnerships with organizations that work primarily with youth such as Break the Cycle, Texas Council, and the Family Violence Prevention Fund

Teen Dating Violence (TDV)



We recognize the need to *engage youth early* while they are developing their relationships.

Teens are especially vulnerable

- Nationally, approximately **1 in 3 teen girls** is a victim of physical, emotional, or verbal abuse from a dating partner.
- **1 in 3 teens** reports *knowing a friend or peer* who has been hit, punched, kicked, slapped or physically hurt by a partner

Sources at:

http://www.endabuse.org/userfiles/file/Teens/Teens_Sept_09_FINAL.pdf

Risks of Teen Dating Violence

What are the unique issues facing teens in relationships?

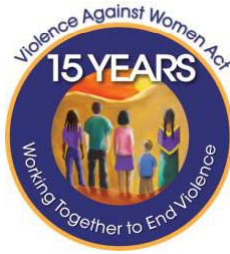


Use chat to answer



A Significant Time

U.S. Department of Justice
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Office on Violence Against Women
Working Together to End the Violence

- 15th anniversary of the passing of the Violence Against Women Act of 1994 (VAWA)
- February 2010: National Teen Dating Violence Awareness and Prevention Week



Violence Against Women Act
15 YEARS
Working Together to End Violence



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Family Violence Prevention Fund

www.endabuse.org

Brian O'Connor
Sara Fewer
Belinda Sirha
Audrey Sperano

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**Family Violence
Prevention Fund**
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That's Not Cool Campaign

- Partners:
 - Family Violence Prevention Fund
 - The Advertising Council
 - R/GA: The Agency for the Digital Age
- Employed New Media to Reach Teens
- Research-Driven Campaign
 - Both primary & secondary qualitative





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Campaign Insights

- Must reach teens early
- Internet is shaping their lives
- Friends are their most important relationships

Campaign success in Year 1 shows teens are open to and interested in our message



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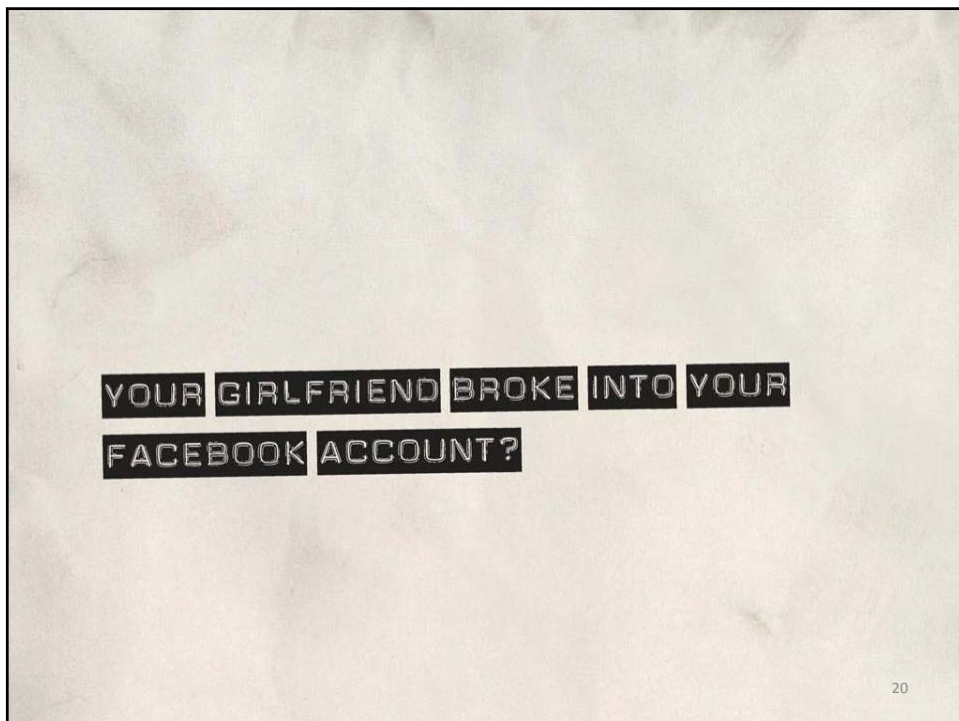
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That's Not Cool Campaign
Launched January 2009

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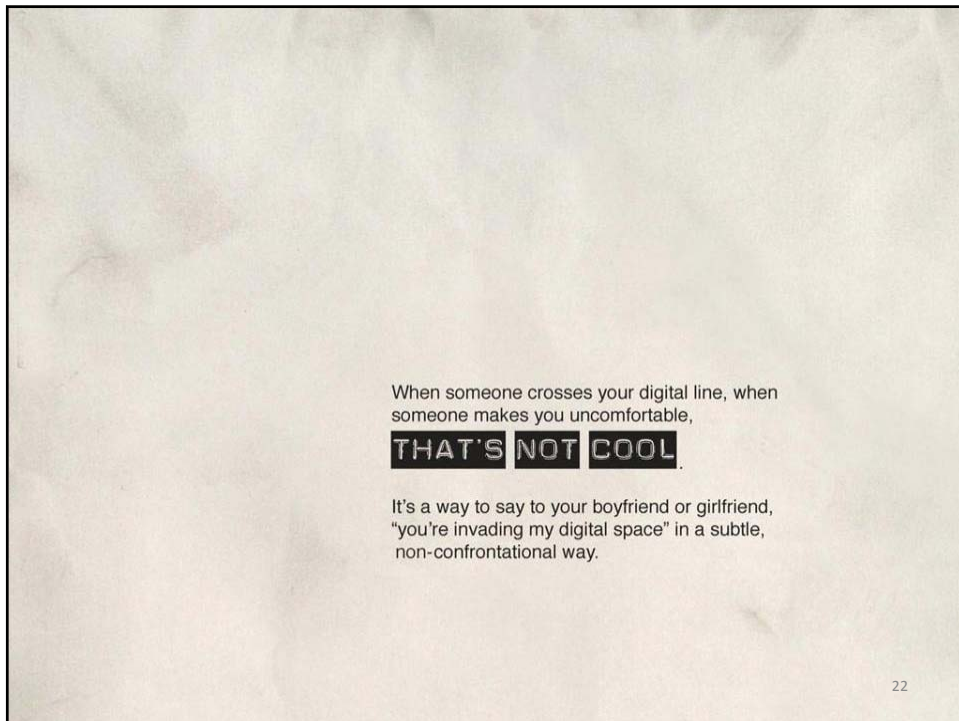
IS YOUR BOYFRIEND CONSTANTLY
TEXTING YOU?

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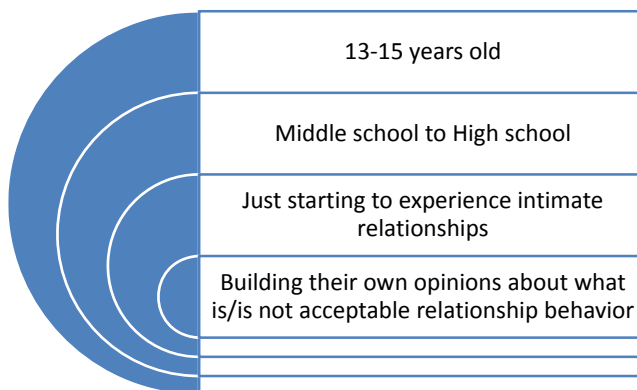
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Target: Transitional Teens



Digital Dating Abuse IS Abuse

- Unwanted and/or repeated calls/text messages
 - **1 in 4 teens** in a relationship have been called names, harassed or put down by their partner through cell phones and texting.
- Breaking into social networking account
- Pressure to share embarrassing or private pictures/videos
 - **51% of teen girls** say pressure from a guy is a reason girls send sexy messages or images and **18% of teen boys** say pressure from a girl is a reason

Sources at:

http://www.endabuse.org/userfiles/file/Teens/Teens_Sept_09_FINAL.pdf

Campaign Objective



That's Not Cool uses examples of *control, pressure, or abuse* that occur in the digital world to help teens **draw their own line on what is okay, or not okay**, in their intimate relationships.

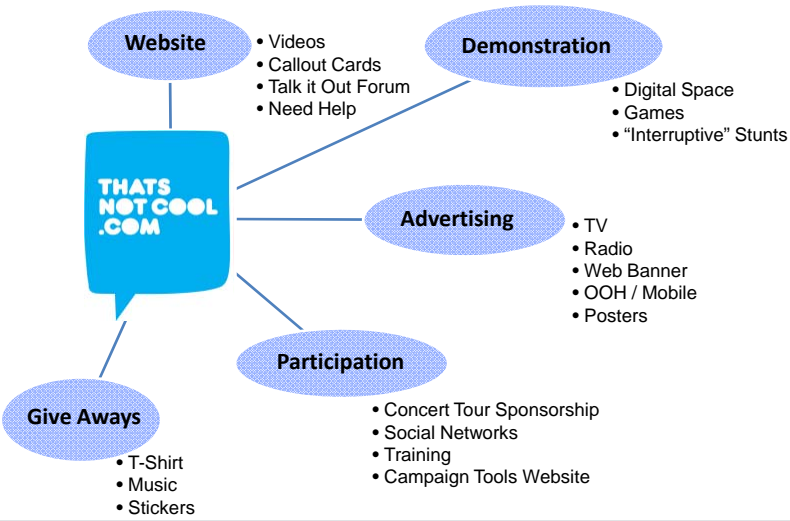


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Campaign Tools at a Glance



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- Website**
 - Videos
 - Callout Cards
 - Talk it Out Forum
 - Need Help
- Demonstration**
 - Digital Space
 - Games
 - "Interruptive" Stunts
- Advertising**
 - TV
 - Radio
 - Web Banner
 - OOH / Mobile
 - Posters
- Participation**
 - Concert Tour Sponsorship
 - Social Networks
 - Training
 - Campaign Tools Website
- Give Aways**
 - T-Shirt
 - Music
 - Stickers

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Online Videos

*The 2-Sided Story videos and
You Tube Guest Videos have received
over 435,000 views*



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Callout Cards

Nearly 12,000 Callout Cards have been shared by email, Facebook or MySpace.



NEW & IMPROVED!

VIDEOS CALLOUT CARDS **TALK IT OUT** NEED HELP? 7 SIDED STORIES

TALK IT OUT

TELL US WHAT YOU THINK
SHARE COMMENTS, ASK QUESTIONS, JOIN THE DISCUSSION

THE TOPICS:
Top Topics
Textual Harassment
Communicating Clearly
Pic Pressure
Constant Messaging
Privacy Problems
Rumors Rumors
Friend Needs Help

T It seems that everybody's talking about sending/asking for dirty pics. Why has this become such a big deal these days?

More Comments Less Comments Latest Comments **POST A COMMENT** **SUBMIT SOMETHING**

My girlfriend never trusts me. She makes me give her all my e-mail addresses and passwords to check them, like MySpace. I love her to death, and I just can't leave her. Help me!

More Comments Less Comments Latest Comments **POST A COMMENT** **SUBMIT SOMETHING**

privacy is a huge aspect of a relationship! without it there is no point

CALLOUT CARDS
THE EASY WAY TO LET SOMEONE KNOW THEY'VE CROSSED THE LINE

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VIDEOS CALLOUT CARDS TALK IT OUT **NEED HELP?**

NEED HELP?

GET SERIOUS HELP, RIGHT NOW

Sometimes things in a relationship can get pretty heavy. If you need to talk to someone right now, someone who's trained to help, the National Teen Dating Abuse Helpline is available 24 hours a day, 365 days a year. All calls and chats are anonymous and confidential. You can call 1-866-338-3473 or chat online from 4pm-12am CST. You can launch the live chat by clicking here:

LIVE CHAT ON

IS THIS ABUSE?

Not sure if a situation is abusive or not? Ask yourself if your boyfriend or girlfriend:

- Is overly jealous or possessive?
- Puts you down or criticizes you?
- Threatens or scares you?
- Hits, slaps, pushes, or kicks you?
- Controls where you go, what you wear, or what you do?
- Tries to stop you from seeing or talking to friends and family?
- Tries to force you to have sex?

WHAT CAN YOU DO...

- ▶ If you're being abused?
- ▶ If you think you're being abusive?
- ▶ If your friend is being abused?
- ▶ If your friend is abusive?

ADDITIONAL RESOURCES

If you need more help than you're finding on this site, please reach out to the following organizations:

If you or someone you know is in immediate danger, **call 911**

Youth & Teen Organizations
National Teen Dating Abuse Helpline
Break the Cycle

Lesbian, Gay, Bisexual, Transgendered and Queer Youth (LGBTQ) Organizations
National Union of LGBT Professionals Growth & Adult Life Sciences Day & Lesbian Center

National Victim Services Organizations
National Center for Victims of Crime - Crime Victims

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In-Person Teen Organizing



Feedback

What has been your experience using social marketing?

Have you used *That's Not Cool*?



Use chat to answer

That's Not Cool...In Your Community

- Leverage the national campaign research and brand
- Create a *That's Not Cool* movement in your community
- Easy-to-implement, 360° campaign elements for local use



Campaign Tools Website

www.thatshotcool.com/tools

- Includes all campaign marketing materials as well as background information and instructional documents for immediate download and use
 - Background & Research
 - Resources & Support
 - TV / Radio / Online Ads
 - Print & Art Elements
 - Videos
 - Youth Organizing
- Highly user-friendly and easily accessible once an account is created

THATS NOT COOL .COM CAMPAIGN TOOLS

www.thatsnotcool.com/tools

RESOURCES & SUPPORT

BACKGROUND & RESEARCH TV/RADIO/ONLINE ADS PRINT & ART ELEMENTS VIDEOS YOUTH ORGANIZING

Welcome to the That's Not Cool Campaign Tools Website! On this website, you can download many of the That's Not Cool campaign materials, including creative files for our TV and print PSAs, information about the research we've conducted, and tips on social media outreach. Use the categories below to find the files you need to bring That's Not Cool to your community!

BACKGROUND & RESEARCH
Learn more about the research that shapes the initiative.
Visit Background & Research

RESOURCES & SUPPORT
Find news articles, press materials, and more.
Visit Resources & Support

TV/RADIO/ONLINE ADS
View and download public service ads.

PRINT & ART ELEMENTS
Download Callout Cards and other graphics.
THANKS FOR HELPING ME EXCEED MY TEXT MESSAGE LIMIT.

VIDEOS
View and download the online videos.

YOUTH ORGANIZING
Create a That's Not Cool community.

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Awareness Building Tools – TV and Radio Ads

The campaign includes:

TV Ad, "Textual Harassment"

2 Radio Ads, "Angry Robot" and "Excuses, Excuses"



Awareness Building Tools – Outdoor Posters



Youth Organizing - “Interruptive” Stunts

- Created 3 short scripts created to “interrupt” a crowd and bring the digital dating issues to life:
 1. Invasion of privacy
 2. Pressuring to send private pics
 3. Controlling behavior
- Actors involve the crowd as the script progresses and engage them after the stunt
- Teens in your community can use these scripts, or create their own, to act out in a school assembly or public venue

Youth Organizing - Digital-Themed Flyers



Youth Organizing - Social Networking Sites

- That's Not Cool is optimizing its presence on the main social networking sites
- Join our groups or create your own local page/group under the larger campaign umbrella
 - Recruit TNC supporters
 - Announce local TNC events
 - Take polls of your own
- The Campaign Tools website includes a [Social Media Guide](#) to help you get started.



Youth Organizing - Callout Card Contest

- Campaign launching first-ever contest to coincide with National Teen Dating Violence Awareness and Prevention Week
- Teens design an original callout card idea to win prizes donated by the National Football League Players' Association
- Contest structure can be duplicated in local markets with prizes as simple as a TNC t-shirt!



Teens can visit www.thatshotcool.com/contest to enter!
Contest starts February 4, 2010

Next Steps

What elements of the *That's Not Cool* Campaign would work best in your community?

How will you implement them?



Use chat to answer



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