

SANTA CLARA COUNTY TEEN DATING VIOLENCE AWARENESS MONTH (TDVAM) 2016 TOOLKIT



Santa Clara County
PUBLIC HEALTH
SafeDatingSCC.org

SANTA CLARA COUNTY
TEEN DATING VIOLENCE AWARENESS MONTH TOOLKIT 2016
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ABOUT THE VIOLENCE PREVENTION PROGRAM

The Santa Clara County Public Health Department Violence Prevention Program aims to prevent violence before it occurs through strategic collaboration, community mobilization, and evidence-based programming. Our strategies focus on promoting healthy relationships, fostering positive social connections, and expanding policies and practices that reduce risk factors and increase protective factors at the individual, family, institution and neighborhood levels, especially within communities most affected by violence. To learn more, visit ViolenceFreeSCC.org, email violencefreesc@phd.sccgov.org or call (408) 793-2724.

WHAT IS TEEN DATING VIOLENCE AWARENESS MONTH?

Teen Dating Violence Awareness Month (TDVAM) is a national effort to raise awareness about teen dating violence and healthy teen relationships and promote strategies that prevent and address teen dating violence.

WHAT WILL YOU FIND IN THIS TOOLKIT?

The Teen Dating Violence Awareness Month (TDVAM) Toolkit was prepared to equip everyone at all levels and settings in Santa Clara County, with practical ways to participate in Teen Dating Violence Awareness Month this February. The toolkit includes simple strategies and activities that youth and adults can implement to play a role. The goal of TDVAM is to raise awareness about teen dating violence and promote healthy relationships. To download the complete Teen Dating Violence Awareness Month Toolkit and access locally produced *Love Is...* videos, dating violence prevention fact sheet, and resources, visit SafeDatingSCC.org.

The toolkit is an adapted version of the Respect Week Guide, which was developed by the loveisrespect.org National Youth Advisory Board.

All the materials are meant to be reproduced and shared.

WHY GET INVOLVED?

Dating violence is more common than many people think. One in three teens in the U.S. will experience physical, sexual or emotional abuse by someone they are in a relationship with before they become adults.¹ The good news is dating and domestic violence can be prevented. We need your help to spread awareness about dating abuse and to let everyone know that they deserve a safe and healthy relationship.

¹ [Liz Claiborne Inc. and The Family Violence Prevention Fund. \(2009\) "Teen Dating Abuse 2009 Key Topline Findings."](#)

SIGNIFICANT TDVAM DATES

Respect Week 2016: February 8–12

The Loveisrespect.org National Youth Advisory Board hosts Respect Week every year as a special way for young people to raise awareness during Teen Dating Violence Awareness Month (TDVAM).

February 9th: Wear Orange 4 Love Day

Get Respect Week started at your school or organization on February 9th by getting as many people as you can to wear something orange in honor of TDVAM and promote respect and healthy relationships! You can wear orange shirts, nail polish, hats, scarves, hair ties, etc. Tell everyone you know at school, work, neighbors, place of worship, and community centers why you are wearing orange and post pictures and updates **on Instagram, Twitter, or Facebook** using the hashtags **#Orange4Love** and **#RespectWeek2016**

- o **Sample Tweets/Posts:**

- "Today I am wearing my **#orange4love** to take a stand!
- "Name, Groups, Organization, etc. are wearing **#orange4love** today to promote respect and healthy relationships!"

February 12th: National Respect Announcement 2016

Help all of your friends learn about healthy relationships this Valentine's Day! Here are a few ways you can distribute the National Respect Announcement on **February 12, 2016**:

1. **In Person:** Ask your school's administration for permission to read the National Respect Announcement during the morning public announcements, before each class period or at your youth group or club meeting.
2. **Visually:** Create, print, and post the flyer around campus, dorm bulletin boards, health offices or any other place people will see it.
3. **Online:** Type the text of the announcement in your Facebook or Instagram posts or tweets.

National Respect Announcement



With Valentine's Day Around The Corner, We'd Like To Remind You That Everyone Deserves A Safe And Healthy Relationship. Remember, Love Has Many Definitions, But Abuse Isn't One Of Them. If You Or Someone You Know Has A Question About A Relationship, Healthy Or Unhealthy, Visit SafeDatingSCC.Org.

ACTIVITY IDEAS

The following activities are easy to implement by students, school staff, medical providers, parents, policymakers and anyone who works with youth. Use the calendar on page 11 as a guide to plan for TDVAM!

FOR EVERYONE

Host an information Table:

Setting up a table with information and resources is an effective way to reach out to many different communities—from teens, to parents to other adults. Here are some basic tips that will help make your tabling activities a success.

What Do I Do?

1. Download the **2016 TeenDVMonth Toolkit** at SafeDatingSCC.org.
2. Choose a date and time when people will be present.
3. Make a checklist of all the materials (including the quantity of each) you'll be bringing with you to a tabling event.
4. Print out any handout or resources included in the toolkit.
5. Promote healthy relationships and safe dating.
6. Teens who have questions about their relationships can visit Loveisrespect.org, text "Loveis" or to 22522, or call 1-866-331-9474 to receive free, confidential help from trained peer advocates, who are available 24/7.

What Handouts Should I Use?

Download and print handouts, palm cards, bookmarks, and posters from the [Resources](#) page on LoveisRespect.org

1. Facts About Dating Abuse
2. Healthy Relationship Pledges for both teen and parents
3. Relationship Spectrum and Types of Abuse
4. Posters promoting Teen Dating Violence Prevention Month
5. In addition to finding Palm Cards, Bookmarks, Posters, and Handouts on loveisrespect.org, you can find more resources on the following websites:
 - a. [Santa Clara County Office of Women's Policy Resources](#)
 - b. [Futures Without Violence](#): Free PDF Downloads or Order Hard Copies (Add over 1,000 items to your cart for \$0 plus a \$10 Shipping Fee) of posters, safety cards, and resource manuals
 - c. [LGBTQ Youth Space](#): Community drop-in center and mental health program for lesbian, gay, bisexual, transgender, queer, questioning and ally youth and young adults ages 13-25 who live in Santa Clara County.

What Should I Say?

Memorize some of these facts and information to share with people stopping by your table:

1. Did you know that 1 in 3 teens nationwide experiences some form of abuse in their relationships?
2. Did you know there are local resources in Santa Clara County like SafeDatingSCC.org or text "Loveis" to 22522 to receive free, confidential help?
3. In Santa Clara County, 6% of 11th graders reported being slapped, hit or physically hurt by a boyfriend or girlfriend².

FOR MIDDLE & HIGH SCHOOLS STUDENTS

1. **Awareness Display:** Create a TDVAM awareness display on teen dating abuse statistics, warning signs, what love is, and resources. Use the Talk Bubble Template found on Appendix B.



2. **Road to Healthy Relationships Hallway:** Construct a pathway of road signs or components of a road to symbolize necessary characteristics of a healthy relationship using resources from SafeDatingSCC.org or Loveisrespect.org.
3. **Flyer and Posters:** Create and hang posters, banners or flyers at your school, community center, place of worship, and bathrooms. Download materials from SafeDatingSCC.org, LoveisRespect.org and Futures Without Violence.
4. **Candy Grams:** Attach information of healthy relationships and Loveisrespect.org website if your school sells candy grams or carnations during RESPECT WEEK.



² [Santa Clara County Public Health Department. \(2012\). Violence Profile 2012 \(p. 33\). San Jose.](http://Santa Clara County Public Health Department. (2012). Violence Profile 2012 (p. 33). San Jose.)

FOR EDUCATORS, COUNSELORS & COACHES

1. **Roundtable Discussion:** Facilitate a discussion during a staff meeting on teen dating violence on campus, review disciplinary policies on this issue, understand best practices and policies and what educators can do if they suspect abuse and share resources.
2. **Request a Healthy Teen Relationships Workshop:** Contact Vanessa Bolton, Health Education Associate at (408) 793-2787 or Vanessa.Bolton@phd.sccgov.org.
3. **Public Service Announcements:** Ask students to read teen dating violence statistics, warning signs, advice and tips on building healthy relationships, and list of resources over the intercom during morning announcements or beginning of class time.
4. **Dating Matters:** Participate in the Centers for Disease Control and Prevention's (CDC) [Dating Matters 60-minute online training](#) to learn strategies to promote healthy teen relationships.

FOR SCHOOL DISTRICT POLICY MAKERS

1. **Dating Matters Capacity Assessment and Planning Tool (DM-CAPT):** Assess and monitor local health departments and their school and community partners' capacity for implementing a comprehensive teen dating violence initiative by using the Centers for Disease Control and Prevention's (CDC) [Dating Matters Capacity Assessment and Planning Tool \(DM-CAPT\)](#).
2. Request technical assistance from Public Health's Violence Prevention Program to support a capacity assessment in your school district. Contact Vanessa Bolton, Health Education Associate at (408) 793-2787 or Vanessa.Bolton@phd.sccgov.org

FOR PARENTS, CAREGIVERS & TRUSTING ADULTS

1. It's important to have an open and honest discussion about teen dating violence and healthy relationships. Find the right moment to talk to your teen then start the conversation by asking these 10 questions found here: [A Parent's Guide To Teen Dating Violence](#).
2. Be a role model for healthy relationships. Remember that youth watch and learn from adult behaviors and attitudes.

FOR MEDICAL PROVIDERS (HOSPITALS, SCHOOL & COMMUNITY CLINICS)

1. **Love Is... Videos:** Show the locally produced *Love is...* videos on TV monitors in waiting rooms, lobbies, classrooms and other common areas. To access the videos, visit SafeDatingSCC.org.
2. Utilize [Hanging Out or Hooking Up: Clinical Guidelines on Responding to Adolescent Relationship Abuse](#) – Futures Without Violence has developed clinical guidelines that focus on the transformative role of the adolescent health care provider in preventing, identifying and addressing adolescent relationship abuse. These guidelines are applicable to providers working in a range of settings serving adolescents, including adolescent health, pediatrics, family planning clinics, and school-based health centers.
3. Provide palm cards, pamphlets and hang posters in patient exam rooms, waiting rooms, lobbies, mobile clinics and bathrooms.

SOCIAL MEDIA

Using social media is a great way to play a role in TDVAM and spread the message of healthy relationships and safe dating.

1. **Follow the Santa Clara County Public Health Department (SCCPHD) social media accounts** to view and share TDVAM messages and *Love Is...* videos.

Twitter: [@HealthySCC](https://twitter.com/HealthySCC)

Instagram: [scc_publichealth](https://www.instagram.com/scc_publichealth)

Facebook: [Santa Clara County Public Health Department](https://www.facebook.com/SantaClaraCountyPublicHealthDepartment)

YouTube: [SCCPublicHealth](https://www.youtube.com/SCCPublicHealth)

2. **Use the hashtags** - **#SafeDatingSCC** **#TeenDVmonth** when you share and post something about safe, healthy relationships
3. **Share the *Love Is...* YouTube videos** featuring teens from Santa Clara County who discuss dating, relationships and breakups. Use the description of each video as a caption when you post the videos.
 - **Friends First**– *Being friends first helps build a strong foundation for a safe, healthy relationship.*
 - **Finding Common Ground**–*Finding common ground and compromise are steps to building healthy relationships.*
 - **How Do You Know**–*If they cannot accept you for you, they must not be that one.*
 - **Relationships Take Work**– *Relationships take work and sometimes healthy relationships come to an end as life changes.*
 - **Overview Video**
4. **Use ready-made social media messages** - Copy and paste the sample tweets/posts below. Don't forget to use the national hashtag #TeenDVmonth and/or local hashtag, #SafeDatingSCC.

February is Teen Dating Violence Awareness Month #TeenDVmonth! Visit www.SafeDatingSCC.org for resources to start the conversation! #SafeDatingSCC

Join #SafeDatingSCC in raising awareness about teen dating violence & promote healthy teen relationships throughout the month of February. #TeenDVmonth.

Everyone deserves to be in a safe and healthy relationship this Valentine's Day.

What is dating abuse? Destructive pattern of behaviors used to exert power & control over a dating partner. #TeenDVmonth #SafeDatingSCC

Visit <http://www.loveisrespect.org/is-this-abuse/> to learn about the warning signs of dating violence. #TeenDVmonth #SafeDatingSCC

Dating violence can happen to anyone, regardless of age, gender, race, sexual orientation or socioeconomic status. #TeenDVmonth #SafeDatingSCC

Learn about the types of dating violence: emotional, physical, financial, sexual, and cyber abuse at <http://www.loveisrespect.org/is-this-abuse/types-of-abuse/> #TeenDVmonth

If you or someone you know is in an abusive relationship, call, text or chat on @loveisrespect's helpline at <http://www.loveisrespect.org/for-yourself/contact-us/>

A healthy relationship is a healthy relationship regardless of your sexual orientation.

Signs of a healthy LGBTQ relationship can be found at <http://www.loveisrespect.org/healthy-relationships/healthy-lgbtq-relationships/> #TeenDVmonth #SafeDatingSCC

One in three teens experience some form of relationship abuse & two thirds of them never tell anyone. Visit www.loveisrespect.org today. #TeenDVmonth #SafeDatingSCC

If you are unsure if your relationship is healthy, take the *Healthy Relationships Quiz* at <http://www.loveisrespect.org/for-someone-else/is-my-relationship-healthy-quiz/>

Worried about your child's relationship? Check out ways to help: <http://www.loveisrespect.org/for-someone-else/help-my-child/> #TeenDVmonth

Talk with your teen about healthy relationships—
<http://healthfinder.gov/HealthTopics/Category/parenting/healthy-communication-and-relationships/talk-with-your-teen-about-healthy-relationships> #TeenDVmonth

Sex & Relationships: In a healthy relationship, your partner respects your decisions, even when they don't like them. #TeenDVmonth #SafeDatingSCC

#SafeDatingSCC wants you to take the *How Would You Help? Quiz* to find out how ready you are to help your child, friend, coworker, or parent in an abusive relationship—
<http://www.loveisrespect.org/how-would-you-help-quiz/> #TeenDVmonth

Learn how to promote healthy teen relationships by participating in the CDC's Dating Matters 60-minute online training—<http://vetoviolenace.cdc.gov/apps/datingmatters/>

RECOMMENDED RESOURCES

- 1. Santa Clara County Public Health Department - Violence Prevention Program**
Download the complete Teen Dating Violence Awareness Month Toolkit, access locally produced *Love Is...* videos, dating violence prevention fact sheet, and resources.
SafeDatingSCC.org
- 2. Love is Respect**
Highly-trained peer advocates offer support, information and advocacy to young people who have questions or concerns about their dating relationships. Visit the resources page to access the complete Respect Week Guide, handouts, posters, and other educational materials.
<http://www.loveisrespect.org/>
- 3. Santa Clara County Executive's Office - Office of Women's Policy**
Provides a list of domestic violence agencies in Santa Clara County. The Office of Women's Policy partners with many local agencies that provide direct services to women and girls within the county.
<https://www.sccgov.org/sites/owp/Pages/owp.aspx>
- 4. Futures Without Violence**
Provides groundbreaking programs, policies, and campaigns that empower individuals and organizations working to end violence against women and children around the world. Explore Futures Without Violence Resources-including brochures, safety cards, posters, and more.
<http://www.futureswithoutviolence.org/>
- 5. Start Strong - School Climate and District Policies:**
These model policies were created to prevent teen dating violence and abuse before it starts, and were developed as models for school districts throughout the U.S. as part of the national Start Strong: Building Healthy Teen Relationships Initiative.
<http://startstrong.futureswithoutviolence.org/>
- 6. Centers for Disease Control and Prevention: Intimate Partner and Teen Dating Violence Prevention**
Explore the CDC's Division of Violence Prevention to understand the health impacts of, data, and prevention strategies of Intimate Partner and Teen Dating Violence.
<http://www.cdc.gov/violenceprevention/intimatepartnerviolence/index.html>
- 7. Centers for Disease Control and Prevention: Dating Matters® Initiative**
A comprehensive teen dating violence prevention initiative that focuses on 11- to 14-year-olds in high-risk, urban communities. It includes preventive strategies for individuals, peers, families, schools, and neighborhoods.
<http://vetoviolence.cdc.gov/index.php/dating-matters/>
- 8. MTV's A Thin Line**
MTV's pioneering campaign to fight bullying, abuse and discrimination in the digital age. Do you have digital drama? Take our quiz, get the facts, watch videos and share your story with A Thin Line.
<http://www.athinline.org/>

TEEN DATING VIOLENCE AWARENESS MONTH 2016 CALENDAR

Use the calendar as a guide to plan ahead for TDVAM!

January 2016

January 25 – 29, 2016

- ❖ **Social Media Post:** Join #SafeDatingSCC in raising awareness about teen dating violence & promote healthy teen relationships throughout the month of February.
#TeenDVMonth
 - ❖ **Friday, January 29, 2016:** Make an announcement on the upcoming Teen Dating Violence Awareness Month (TDVAM) at a staff meeting, during school morning announcements, or start a conversation with a friend or family member about teen dating violence and healthy relationships.
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February 2016

February 1 – 5, 2016

- ❖ **Social Media Post:** This February is Teen Dating Violence Awareness Month #TeenDVMonth! Visit SafeDatingSCC.org for resources to start the conversation.
 - ❖ Host an information table, decorate a display board, or place education materials in bathrooms, waiting rooms, classrooms, and anywhere else.
 - ❖ Participate in the Centers for Disease Control and Prevention's (CDC) [Dating Matters 60-minute online training](#).
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Respect Week 2016

February 8 – 12, 2016

- ❖ **February 8th:** Share the Public Health *Love Is...* video, **Friends First**, and use the caption, *Being friends first helps build a strong foundation for a safe, healthy relationship.*
#SafeDatingSCC
 - ❖ **February 9th:** Wear **Orange 4 Love Day**
-

- ❖ **February 9th: Social Media Posts - Orange 4 Love**
 - I wear *#orange4love* because I believe in happy and healthy relationships for all!
 - Today I'm wearing my *#orange4love* to take a stand!
 - "Name, Groups, Organization, etc. are wearing *#orange4love* today to promote respect and healthy relationships!"

 - ❖ **February 12th: National Respect Announcement 2016**
 - **Facebook Post:** *With Valentine's Day Around The Corner, We'd Like To Remind You That Everyone Deserves A Safe And Healthy Relationship. Remember, Love Has Many Definitions, But Abuse Isn't One Of Them. If You Or Someone You Know Has A Question About A Relationship, Healthy Or Unhealthy, Visit SafeDatingSCC.org.*

 - **Tweet:** *Everyone deserves to be in a safe and healthy relationship this Valentine's Day. #TeenDVMonth #SafeDatingSCC*

 - ❖ Buy/Sell candy grams for your friends, coworkers, partner, and family members and attach information on healthy relationships and Loveisrespect.org and SafeDatingSCC.org website.
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February 15 – 19, 2016

- ❖ **February 15th:** Share the Public Health *Love Is...* video, ***Finding Common Ground*** and use the caption, *Finding common ground and compromise are steps to building healthy relationships.* #SafeDatingSCC

 - ❖ **Request a Healthy Teen Relationships Workshop:** Contact Vanessa Bolton at (408) 793-2787 or Vanessa.Bolton@phd.sccgov.org.
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February 22 – 26, 2016

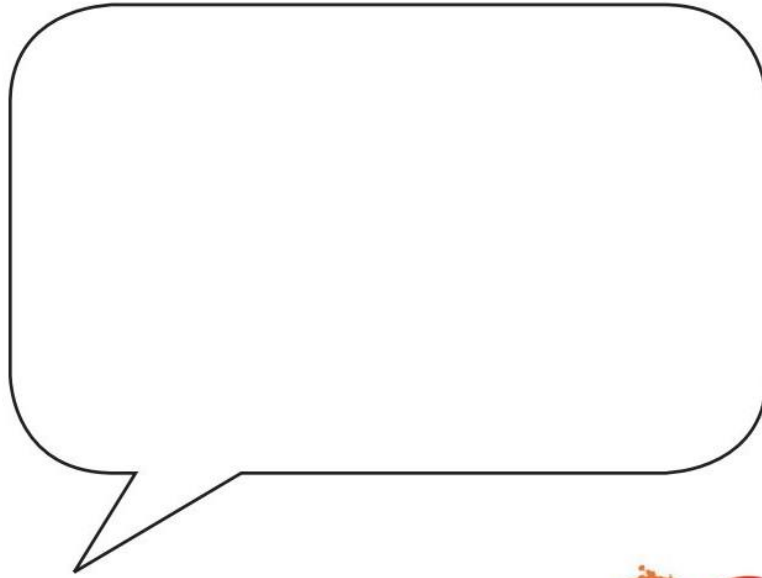
- ❖ **February 22nd:** Share the Public Health *Love Is...* video, ***Relationships Take Work***, and use the caption, *Relationships take work and sometimes healthy relationships come to an end as life changes.* #SafeDatingSCC

 - ❖ Be a role model and have an open, honest discussion about teen dating violence and healthy relationships.
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Continue To Raise Awareness About Teen Dating Violence And Promote Healthy Relationships

A Healthy Relationship Is...Talk Bubble Template

A healthy relationship is...



#TeenDVMonth

#SafeDatingSCC

Santa Clara County
PUBLIC HEALTH
SafeDatingSCC.org




love is respect **org**
National Teen Dating Abuse Helpline
1-866-331-9474 1-866-331-8453 TTY