

INFLUENCERS

Start Strong: Building Healthy Teen Relationships

Introduction



Why was working with influencers identified as a key component of the Start Strong initiative?

Why Are Influencers Important?

- ❑ Youth look to certain adults and their older peers for guidance
- ❑ While in middle school, tweens are still accepting guidance from adults, while moving towards influences from their peers, popular culture, etc.
- ❑ Influencers serve as role models as younger teens establish their own behavior patterns and belief systems.

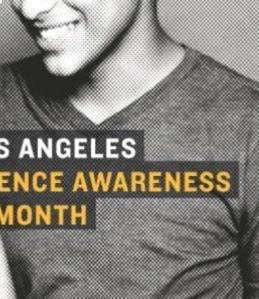
Who Are Essential Influencers for Middle School Youth?

- ❑ **Parents**
- ❑ **Older teens**
- ❑ **Healthcare providers**
- ❑ **Others**
 - ❑ School Personnel
 - ❑ College students
 - ❑ Community/Youth Organizations
 - ❑ Clergy



5

STRATEGIES: Common Principles Across Influencer Groups



START STRONG LOS ANGELES
TEEN DATING VIOLENCE AWARENESS
AND PREVENTION MONTH
FEBRUARY 2010

IT'S EVERYBODY'S BUSINESS:

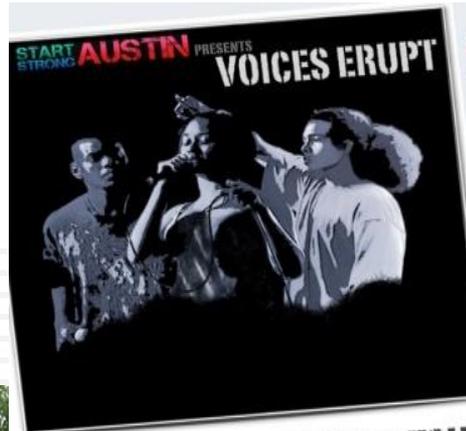
KNOW SOMEONE NEEDS HELP? GET HELP.

- If you have a friend who is being abused...
- Listen to your friend without judging
 - Tell friends to have a safety plan before leaving
 - Help your friend recognize that what's happening is not healthy
 - Encourage your friend's strength and courage
 - If your friend is able to end the abusive relationship, continue to be supportive of them once they are alone

Peace Over Violence Hotlines:
 213-626-0393 (Central Los Angeles)
 310-392-8381 (South Los Angeles)
 626-793-0386 (West San Gabriel Valley)

National Teen Dating Abuse Helpline:
 866-331-9474

Websites:
www.youthoverviolence.org
www.inovm.org
www.startstrong.org



RIOT THE SILENCE 2 END DATING VIOLENCE

FEB 7TH 2011 THE MARCHESA HALL & THEATRE 6-8 PM
 LINCOLN VILLAGE ACROSS FROM BORG AND HALL 6406 N. IH-35 SUITE 2001 AUSTIN, TX 78756

NATIONAL TEEN DATING VIOLENCE AWARENESS & PREVENTION MONTH
FREE! MUSIC SPOKEN WORD & MUCH MORE!

START STRONG
AWARENESS VIDEO CONTEST
 TO PREVENT TDV (TEEN DATING VIOLENCE)

We want **your** best ideas on video for a 60 second message about the realities & dangers of teen dating violence.

You don't have to be James Cameron. We just want your ideas!

CASH PRIZES

- 3RD PLACE \$100
- 2ND PLACE \$200
- 1ST PLACE \$300
- GRAND PRIZE \$500 + the grand prize winner's idea will be fully produced and broadcast throughout the state!

AS SEEN ON TV

Submission deadline is Oct. 15, 2010

CHECK OUT SSVIDEOCONTEST.COM FOR ALL THE DETAILS

Choose a Comprehensive Approach

hate crimes

bullying

pregnancy

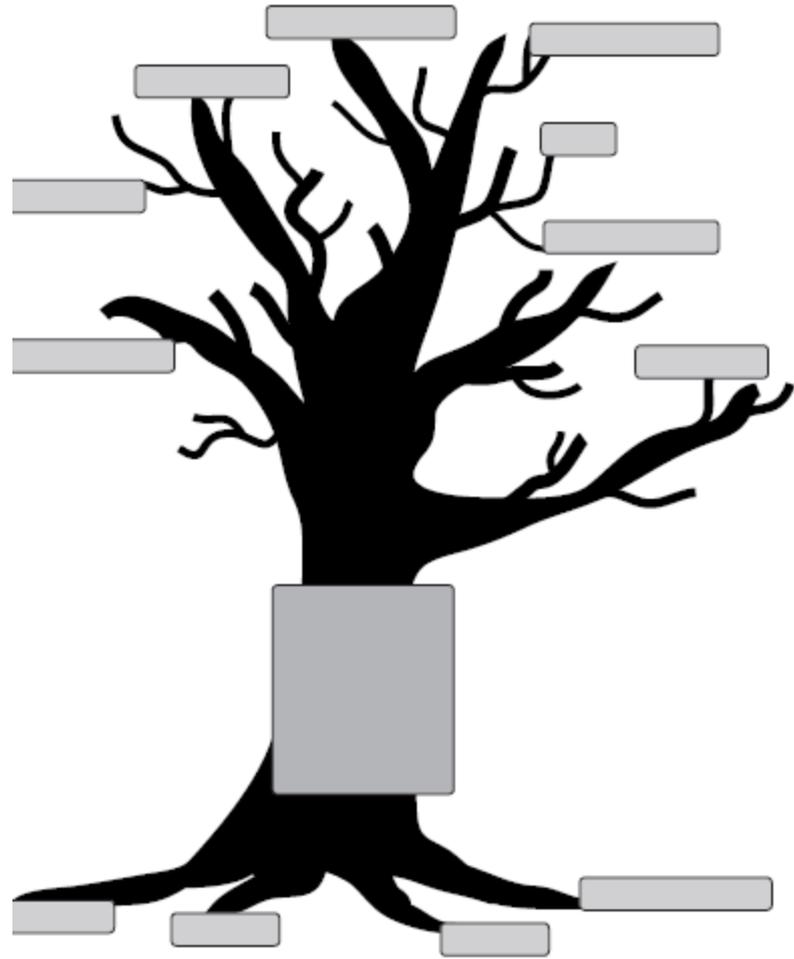
digital abuse

Healthy Teen Relationships

gang violence

teen dating violence

alcohol/tobacco/drugs



What Are Parents Most Concerned About?

- ❑ Children having sex too early (72%)
- ❑ Violence in the media (70%)
- ❑ Illegal drug use (63%)
- ❑ Online bullying, rumors, sexting (55%)
- ❑ Pressure to be in a relationship (53%)
- ❑ Gangs (49%)
- ❑ Depression (42%)
- ❑ Abusive relationship (37%)

Results from Hart Research, 2009

Develop Cultural Competence





IT ALL BEGINS... WITH A CHOICE.

CAMPAIGN FOR THE THIRD CHOICE

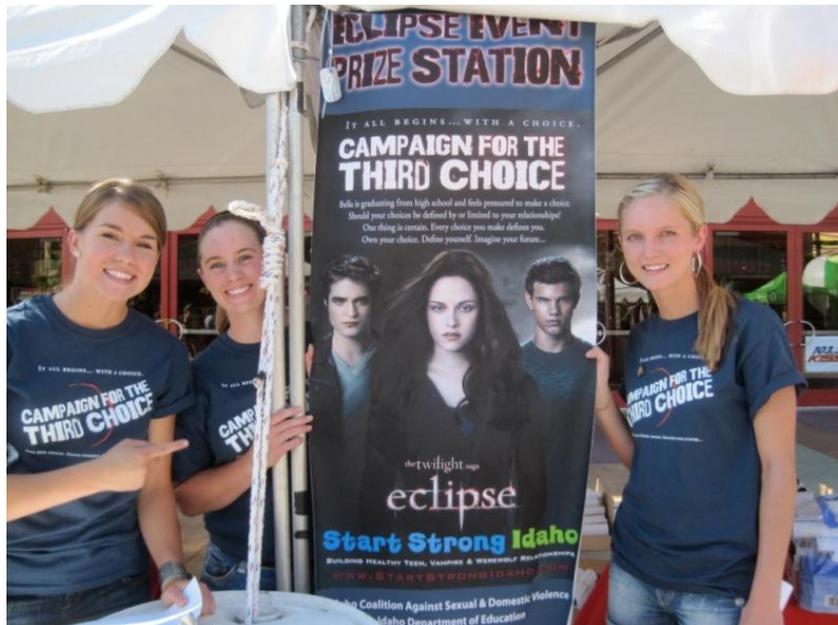
Bella is graduating from high school and feels pressured to make a choice.

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

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

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

Youth Culture



Sound Relationships



Cuzah, it's not even her birthday than
birthday)
But I wanna look like a birthday cake (oh)
like it to last in the world, who worst
want)
Don't want to blow out candles on
I want that cake, cake, cake

Nutritional Impact

Artist:

Song title:

Serving Size: Min:

Sec:

Amount per serving:	Present (X)	Intensity level (1-10)
Unhealthy Relationship Ingredients		
Drama		
Possession/obsession		
Disrespect		
Relationship = sex		
Manipulation		
Total Unhealthy		
Healthy Relationship Ingredients		
Fun/Enjoyable		
Support		
Respect		
Equality		
Trust		
Total Healthy		

The song may portray: **Drama:** a belief that making up/breaking up, yelling, bitter arguing, destroying property or a general sense that unhealthy conflict in the relationship is part of a normal relationship. **Possession/Obsession:** a belief that another person is an object to use for one's personal benefit. This could also include stalking, objectification, and controlling behavior. **Disrespect:** a belief that it is acceptable to disregard another person's feelings, ideas, opinions and wishes. This could include name calling, put downs, minimizing language, and cheating. **Relationship=sex** a belief that the main component or focus of the relationship is sex. **Manipulation:** a belief that it is acceptable to lie or use another person's emotions or vulnerabilities to get what is desired. This could include guilt trips, lying, and using alcohol to get sex. **Fun/Enjoyable:** a belief that relationships are enjoyable and fun. **Support:** a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. **Respect:** a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of positive or supportive words to describe the other person. **Equality:** a belief that both parties share in decision making and are free to choose what is right for them. One person does not have power over the other either in decision making or sex. **Trust:** a belief that the other person in the relationship has your best interest at heart. This could include being faithful and honest.

SOUND RELATIONSHIPS

Music, like food, can feed our brains and give us energy. But, it also can be filled with ingredients that can affect us negatively. Some music may even have an influence on our health and the health of our relationships. This instrument will help you evaluate the "nutritional" value of the music you might listen to. We want you to put on your headphones, turn up the volume and become a song lyrics nutritionist. Just follow these easy steps.

STEP ONE: Find a song

Select a song. Find the lyrics of the song either from the CD insert, or search for them online. Print out the lyrics, and read them to get a feel for the main themes in the song.

STEP TWO: Determine if the song has a relationship theme

Songs with a relationship theme describe an emotional or physical connection between two or more people and should support, celebrate or glorify the unhealthy or healthy characteristics of the relationship.

STEP THREE: Score the song lyrics

Carefully examine the song's title and all lyrics in the chorus and verses of the song. Now look at the Song Lyric Scoring Label to the left. Check the "PRESENT" box for each relationship ingredient that you find in the song. The definitions for each relationship ingredient are at the bottom of the label. Finally, for each ingredient that is present in the song, assign it a score from 1-10 in the "INTENSITY LEVEL"

box based on how much of that relationship ingredient you feel is in the song. A score of 1 would indicate that there is a very low level of that relationship ingredient in the song while a score of 10 would indicate a very high level of that relationship ingredient. When assigning an intensity score, consider how those particular lyrics impact the overall message of the song.

STEP FOUR: Total your numbers

Add up the scores from the intensity column in both the unhealthy and healthy sections. These totals indicate the unhealthy and healthy relationship "nutritional" value of the song's lyrics.

STEP FIVE: Balance your "lyrical" diet

Use this tool whenever you want to find out the relationship ingredients of a song. Just like with the food we eat, it is important to have a balanced "song" diet that includes lots of healthy relationship ingredients. Knowing the ingredients will help you make an informed decision about which songs will promote good relationship health.

Using the Arts for Social Change

- “Arts-based educational messages about critical thinking and making healthy choices created by and delivered by peers have a significantly greater chance of being heard and making an impact on young audiences.”
- (Cleveland (1997) cited in National Endowment for the Arts and SAMHSA Center for Substance Abuse (2007) *Art Works! Prevention Programs for Youth & Communities*).

Start Strong Bridgeport



MYOthello

Coming Soon...
July 5 – August 27
On the stage. On the screen. On the streets.

YOUthinc
ANALYZING
PROBLEMS
COLLABORATING
SOLUTIONS

**AMERICORPS
BRIDGEPORT**

BROUGHT TO YOU BY:
MYO-AmeriCorps Program. A committed team
of youth leaders, addressing the issue of teen
dating violence in Bridgeport.

Contact us at myothello@myapops.org for more information.

 facebook  twitter  youtube

Changing Lives Youth Theatre Ensemble

- Start Strong Austin
- A collaboration between SafePlace and Theatre Action Project

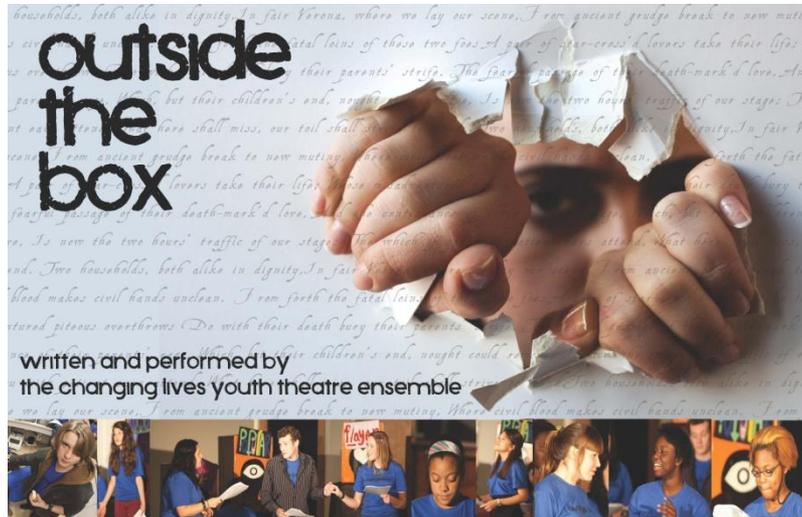
www.startstrongaustin.org
changinglivesyouth.wordpress.com





- ❑ Year-round theatre program by, for, & about youth.
- ❑ Diverse group of teens from across Austin Community:
 - ❑ *Devise original performances*
 - ❑ *Develop messaging*
 - ❑ *Perform in middle & high schools & in the community*
 - ❑ *Are paid!*
- ❑ Leadership development + creativity + theatre + peer education + community outreach = CLYTE!

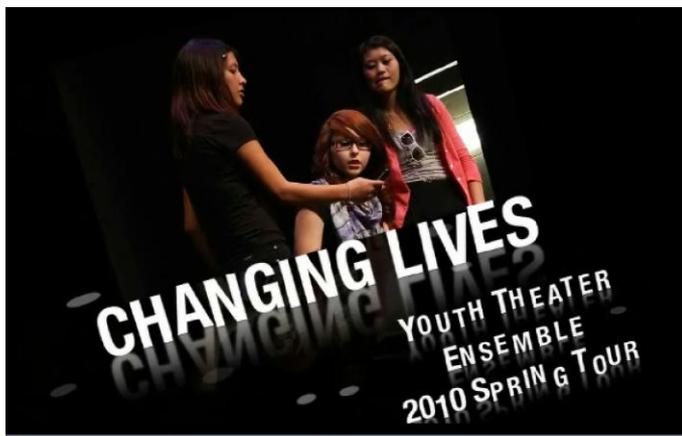
Motivating Peers to Take Action



**reach out/
speak up**

an original play by teens for teens

January 11th: Youth Launch Conference	March 24th: Del Valle Middle School
Feb 5th: PALS Conference	March 31st: Burnet Middle School
Feb 7th: Rise the Silence 2 End Dating Violence (6pm, Free)	April 14th: Voices Against Violence Collaboration
Feb 12th: Con Mi Madre Conference	April 19th: Travis High School (6:30pm, Free)
Feb 15th: Wallace Middle School	May 12th: Lamar Middle School
Feb 24th: Texas School for the Blind and Visually Impaired	May 21st: TAP Youth Arts Festival (Free)
March 1st/4th: Webb Middle School	



www.changinglivesyouth.blogspot.com



www.startstrongaustin.org

Changing Lives



Motivated Partners

- ❑ Fit healthy relationship education/TDV programming into organization's activities
- ❑ Bronx-Lebanon Hospital Center, community hospital in South Bronx, NY
 - ❑ Find out the partner's needs, limitations, concerns, priorities, time constraints, documentation, client tracking systems

Pediatric Residency Program



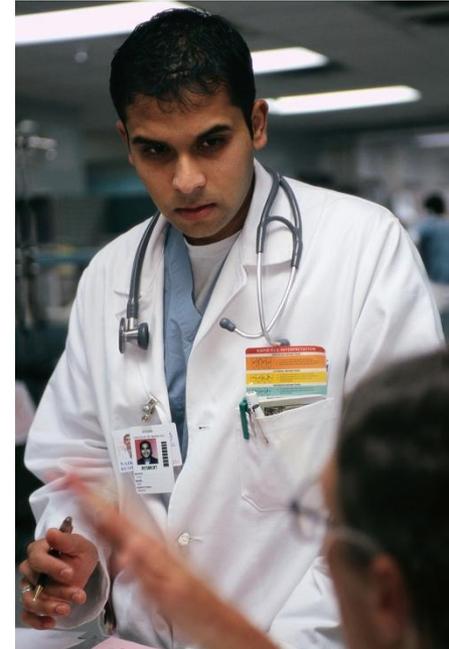
Opportunities for Discussing Prevalence of Teen Dating Violence

6-sessions

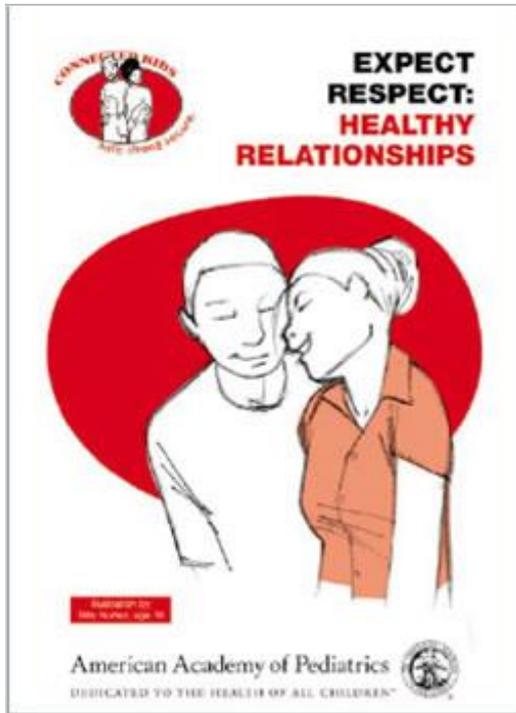
“Training curriculum for pediatric residents in the prevention of intimate partner violence”



Grand Rounds



Provide Tools



Brochure:

Expect Respect: Healthy Relationships

People involved in abusive relationships often believe this is the only kind of relationship available. This brochure emphasizes that it does not have to be that way and provides information about healthy dating relationships and how to recognize and prevent intimate partner violence. There is a checklist that helps teenagers assess their own relationships, and since it is written in gender-neutral terms, it underscores the fact that abusive and controlling behavior can occur in any kind of relationship and to anyone.

It is important to keep in mind that teenagers are still experimenting with intimate relationships. Therefore, they may be more amenable to change and improving the quality of their relationships than adults. This is why school-based programs designed to reduce dating violence appear to be somewhat effective.

Healthy Relationships

- ❑ Train nurses for screening, response and prevention
- ❑ Relationship fitness test - *Are You Date-able?*
- ❑ Collect local data-- *Substance Use and Safety Survey*
- ❑ Engage the SHAC--TX S.B. 736
- ❑ Update health curriculum



Coordinated School Health Model, CDC

Develop Relationships in the Community

- ❑ Network within your own organization for new opportunities
 - ❑ Bronx-Lebanon Hospital Center, South Bronx, NY
 - ❑ Grand Rounds
 - ❑ Training Programs
 - ❑ Hospital Fair
- ❑ Prevention programs on related issues
 - ❑ Connect 2 Protect - structural change objectives to prevent HIV among adolescent women through collaborative efforts of communities and local health researchers
 - ❑ Common Goal: Healthy Relationship Curriculum in Schools

Develop Relationships in the Community

Bronx Museum Family Affair Fun Day



Create Sense of Ownership through Leadership Opportunities

□ Teen Leaders

- Build healthy and effective youth-adult partnerships (not youth “tokenism”)
- Support youth voice
- Use creative media and participants’ talents (e.g. theatre, video, poetry, spoken word, multimedia performances)
- Make it personal
- Think outside the box
- Incentives?
 - *The biggest incentive is when participants trust that their voice counts and that they have the opportunity to make a meaningful contribution to the community*

Nurturing Youth Leaders

Continuum of Leadership Opportunities

- ❑ Provide leadership training
- ❑ Start in elementary & middle school with projects that impact immediate community
- ❑ Build skills for public speaking, dealing with media, facilitation of talk-backs after events

Youth as Policy Advocates



Leadership Youth Voices



Lesson: Teens Told Us Why They Stayed

- ❑ Listen to Us
- ❑ Value what we say - Make Us the Experts
- ❑ Build trust
- ❑ Give us responsibility to teach younger peers
- ❑ Have great expectations that we can meet
- ❑ Be nurturing and firm in equal measure
- ❑ Celebrate our differences



Outreach Educator Evelyn Alvarez and Teen Advisory Board Coordinator Jennifer Jacobs with Start Strong Bronx Teen Advisory Board

Levels of Parent Engagement



Awareness

Engagement

Leadership



Campaigns
Websites
Brochures
Information



Workshops
Conversations
House meetings

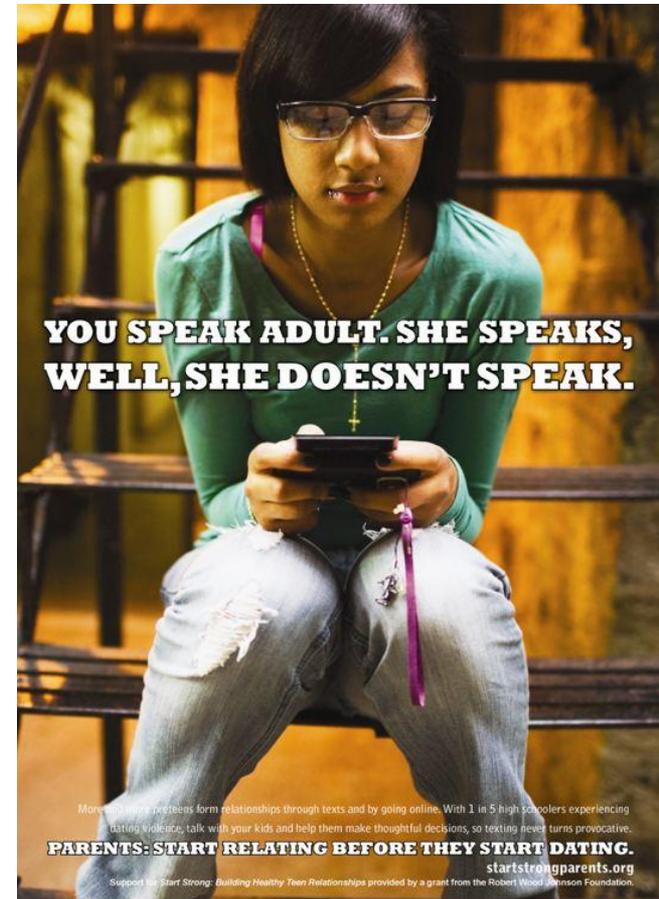


Parent coaches
Advocacy
Activism

Start Relating Before They Start Dating

www.startstrongparents.org

- ❑ The best time to prepare teens to develop healthy relationships is *before dating begins*
- ❑ Parents/Caregivers
 - ❑ Talk to your teens about their peer and dating relationships.
 - ❑ Create space for an honest conversation. Listen.
 - ❑ Stay involved in your teen's life.



Training for Parent Support Specialists

- ❑ Provide the link to the community
- ❑ Are sensitive to cultural values about dating
- ❑ Empower parents
- ❑ Create space for conversation
- ❑ Reduce parents' anxiety



Empowering Parents

Parent Advisors

- ❑ Help with understanding cultural values that influence how we talk about dating and relationships
- ❑ Increase buy-in, bring friends
- ❑ Transition to leadership roles co-facilitating workshops

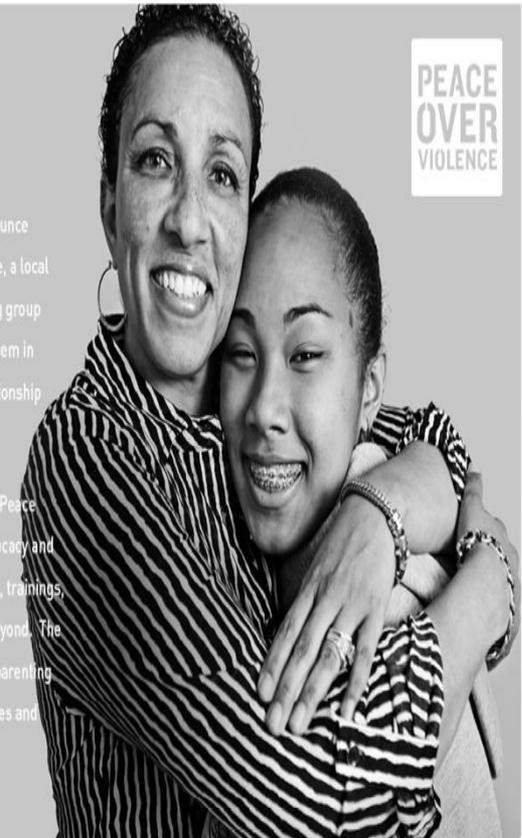


Parents Over Violence

PARENTS OVER VIOLENCE

Peace Over Violence is excited to announce the formation of Parents Over Violence, a local grassroots advocacy and skill-building group for parents to engage and empower them in the movement to end sexual and relationship violence.

Starting with our local parent groups, Peace Over Violence will support parent advocacy and community building through meetings, trainings, and activities in the community and beyond. The group will also explore violence-free parenting and work together to develop guidelines and principles of violence-free parenting.



Community Capacity Building



- ❑ Build capacity within partner organizations and within our own organization
- ❑ Courageously explore our individual and collective strengths and challenges
- ❑ As we build capacity in our partners, we are also learning from their effective strategies

Learning from Our Partners



[Home](#) [What We Do](#) [Our Community](#) [Newsletters and Events](#) [Get Involved](#)

Strengthening Families, Improving Education, Promoting Early Literacy

← A sincere thank you from The Austin Project

Family Resource Center Open House →

Spotlight on the Parent Transition Initiative

Posted on January 5, 2011 by amanda



As we move into the new year, The Austin Project would like to take the opportunity to highlight the progression of one of our major initiatives: the Middle School **Parent Transition Initiative**. The Parent Transition Initiative (PTI) is designed to address parents' concerns about the

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Partnerships Build Capacity

Dedicated to Building
Healthy Communities.

Ranked in the Top 5% of American Hospitals



Idaho's Only Children's Hospital

“Personally this has been a great opportunity for me to increase my skill set in working with this specific age group on healthy relationships. I have been teaching the puberty classes for years, and love working with this age group and their parents. I think this material has enhanced our classes and added a new dimension instead of just “biology” aspects of puberty and early adolescence. I’ve had the opportunity to become a 4th R instructor and I love the curriculum - it is a great enhancement to our health classes.”

Sherry Iverson, RN, Nursing Director, Prevention and Education

The Whole – A Sum of our Parts

Start Strong Sites and....

- ❑ The Austin Project's family resource centers
- ❑ Idaho and St. Luke's Children's Hospital
 - community and professional education
- ❑ Ada County Juvenile Justice and Health and Welfare
- ❑ Bronx Residency Program



Questions?