



START STRONG: BUILDING HEALTHY TEEN RELATIONSHIPS

Teen Influencers

June 5, 2013

Welcome to the webinar! We will begin in a moment.

To listen to audio via phone:

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The slides and recording from today's webinar will be available to download at:

http://www.futureswithoutviolence.org/section/our_work/tweens_and_teens/6_5_13



Facilitators

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How to use this technology

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- Text chat
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What best describes
your organization?



Speakers

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START STRONG: BUILDING HEALTHY TEEN RELATIONSHIPS

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June 5, 2013



Start Strong: Building Healthy Teen Relationships

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- ❑ Four years: Nov 2008 – Nov 2012
- ❑ \$18 million investment in 11 communities
- ❑ Focus on 11-14 year old youth
- ❑ Four core components:
 - Educate and engage youth in & out of school
 - Educate and engage influencers
 - Change policy and environmental factors
 - Social marketing and social norms change

The Communities of *Start Strong*

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Idaho Coalition Against Sexual & Domestic Violence

Boise, ID

Family Violence Law Center

Oakland, CA

Los Angeles, CA

Peace Over Violence

Indiana University Health

Indianapolis, IN

Boston Public Health Commission

Bridgeport, CT

Boston, MA

Bronx, NY

Providence, RI

Sojourner House

RYASAP

Bronx-Lebanon Hospital

Wichita, KS

Atlanta, GA

Austin, TX

SafePlace

Catholic Charities

Jane Fonda Center, Emory University

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INFLUENCERS



Who are influencers
for young teens?



Introduction

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



Who Are Essential Influencers for Middle School Youth?

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- **Parents**
- **Older teens**
- **Health care providers**
- **School Personnel**
- **Others**



Other Influencers

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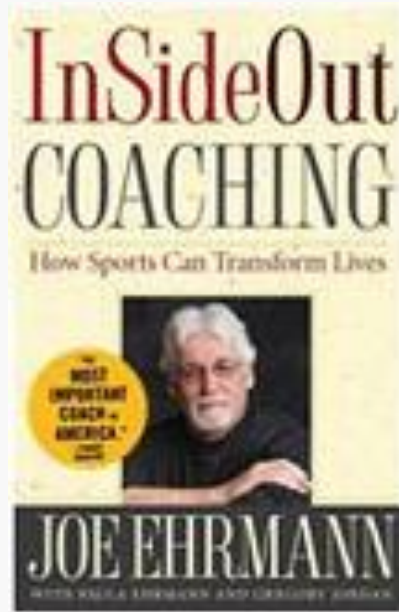
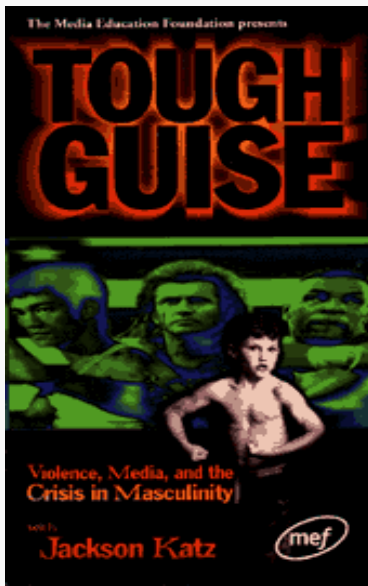
- **College students**
- **Community/Youth Organizations**
- **Clergy/Faith-based groups**
- **Coaches**



Resources for Coaches

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- Coaching Boys Into Men
- Inside Out Coaching MVP



Eat your vegetables.

Don't play with matches.

Finish your homework.

Respect women.



Violence against women is not part of our traditions. Harmony relies on our ability to respect, honor and nurture all our relatives. We must teach the boys in our life early and often that this is what it means to be a warrior and that violence never equals strength. A safer world is in their hands, help them grasp it.

www.endabuse.org

**Family Violence
Prevention Fund**



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A Few Key Points

- Empower Influencers to Take Action
- Choose a Comprehensive Approach
- Develop Cultural Competence



PARENTS

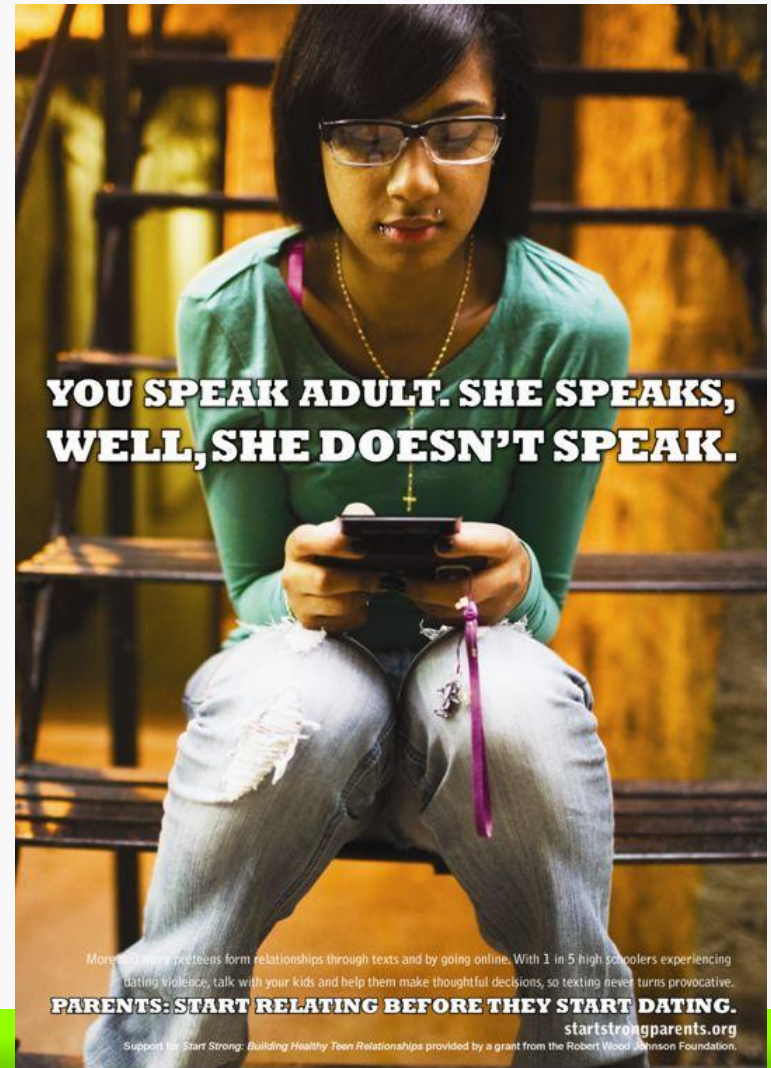
Why is it hard for
parents of middle
school students to
talk about healthy
relationships?



Start Relating Before They Start Dating

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- ❑ 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: Doing so can improve academic achievement.
 - ❑ Create space for an honest conversation. Listen.
 - ❑ Stay involved in your teen's life.



Start Strong Parent Concepts

You Speak Adult 1



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

More and more teens form relationships through texts and by going online – all without saying a word. Why not engage your children and ask them about texting? This could be your opportunity to talk with your kids and, hopefully, help them make thoughtful decisions, so texting never turns promiscuous. Be a parent that matters. For conversation starters go to startstrongparents.org.

PARENTS: START RELATING BEFORE THEY START DATING.
Support for Start Strong: Building Healthy Teen Relationships provided by a grant from the Robert Wood Johnson Foundation.

You Speak Adult 2



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

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Family Dinner (Spaghetti)

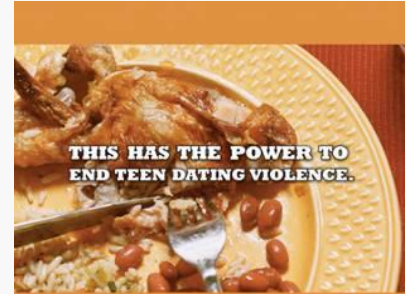


THIS HAS THE POWER TO END TEEN DATING VIOLENCE.

Family dinners offer one of the most effective opportunities to check in with your teens. Talk with them, listen to what your kids have to say, engage them. With 1 in 5 high schoolers experiencing dating violence, take time often as opportunity to talk with them about responsible choices, even if your kids aren't dating yet. See how easy, sugar can be for your child's future well-being. Find your recipe for conversation at startstrongparents.org.

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Family Dinner (Chicken)



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Status Update



ISN'T IT TIME HE UPDATED HIS STATUS WITH YOU?

The relationships your teens have with everyone else begin with their relationship with you. Talk with your kids about peer pressure online and off, even if they're not in a relationship yet. As a parent, you can help shape respectful relationships through conversations that are actually spoken, not typed. Be a parent that matters. Learn how at startstrongparents.org.

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Talk To the Hand




GO AHEAD, TALK TO THE HAND CAUSE THE FACE IS LISTENING.

Think your kids are into a bit these days? You're right, but even if they don't always show it, they want to hear from you. Talk with your teens about doing before they even start. With 1 in 5 high schoolers experiencing dating violence, you can help them create mutual respect in relationships. Be a parent that matters. Learn how to talk to the hand at startstrongparents.org.

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Bull



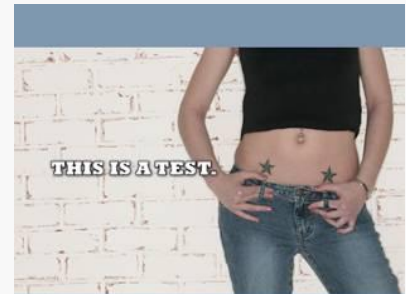
YOU.

YOUR PRETEEN.

Your preteen is under considerable peer pressure to make one last. Hang in there. With 1 in 5 high schoolers experiencing dating violence, the relationships they form now definitely affect those in the future. Engage your teen. Listen to what they have to say. Be a parent that matters. Their future self will thank you. Especially for conversation starters go to startstrongparents.org.

PARENTS: START RELATING BEFORE THEY START DATING.
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This Is A Test



THIS IS A TEST.

Your preteen's testing you again, just like these words here. But the conversation are bigger now. With 1 in 5 high schoolers experiencing dating violence this test is an opportunity to talk with your teens about responsible choices, even if they're not dating yet. Engage them, listen to what they have to say. Be a parent that matters. For conversation starters go to startstrongparents.org.

PARENTS: START RELATING BEFORE THEY START DATING.
Support for Start Strong: Building Healthy Teen Relationships provided by a grant from the Robert Wood Johnson Foundation.

Where and how do you reach parents?

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- **Schools are focal points**
- **Girl Scout Badges**
- **Performances:**
 - Slam Poetry
 - Theater
- **Family Dinner events**
- **Topics that interest parents (e.g. social media)**



Social Media Tutorials

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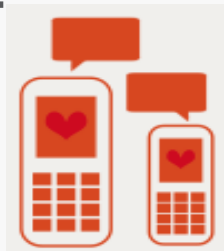
- Passport 2 Social Media (P2SM) helps parents learn how to negotiate, access and manage social media and empower their teens to keep it respectful in the digital and real world.
- Since 2009, P2SM has partnered with 9 local schools and reached over 650 parents and caregivers.



P2SM believes.....

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- Any adult who can teach their teen to be safe in the real world can teach their kid to be safe in the digital world.
- The values are the same just the surroundings are different.
- Parents should ask their teen if they are a good digital citizen. Is their digital self reflective of their real self?



Training for Parent Support Specialists

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



Middle School Transition Workshops

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- Engage parents at a time when they are involved with the school
- Address adolescent development, forecast social emotional needs, and build skills for parenting a teen
- Begin the conversation about healthy teen relationships
- Inform about school policy concerning bullying and dating violence
- Facilitate parent-teen dialogues



Middle School Transition Workshops



[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 →

 [search](#)

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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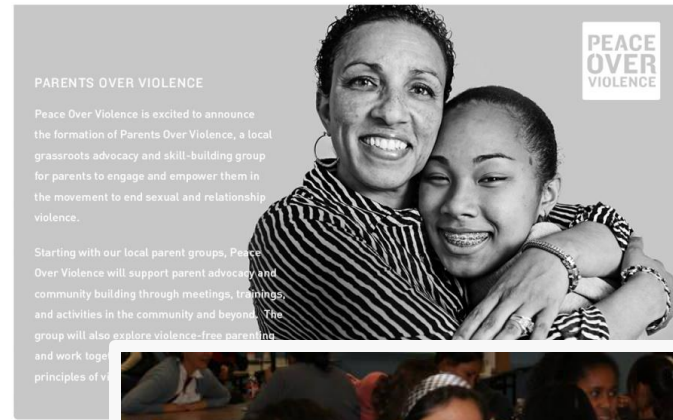
Empowering Parents

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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



Levels of Parent Engagement

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Awareness

Engagement

Leadership

Campaigns
Websites
Brochures
Information

Workshops
Conversations
House meetings

Parent coaches
Advocacy
Activism



How have you been
successful in engaging
parents?



Parents: Round-up of Key Learnings

28

- Middle School matters
- Connect with the community: go where the parents are
- Be aware of parents' values regarding teen dating
- Explore what draws parents in (e.g. social media, transition to middle school)
- Empower parents





HEALTH CARE



Have you worked with
health care providers to
reach teens?



Opportunities for Discussing Teen Dating Abuse in Health Care

31

Start Strong Bronx- Pediatric Residency Program

Six-session training curriculum for pediatric residents in the prevention of dating violence



- Parents look to pediatricians for guidance and information
- Universal screening and education on healthy relationships
- Help with how to talk to parents and caregivers about safe and healthy relationships in the 11- and 12-year-old visit.



Provide Tools for Pediatricians

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CONNECTED KIDS
SAFE STRONG FUTURE

EXPECT RESPECT: HEALTHY RELATIONSHIPS

Office of Adolescent Health

Home About Us OAH Initiatives Adolescent Health Topics

Healthy Relationships

During adolescence, young people learn how to form safe and healthy relationships with parents, teachers and romantic partners. Both boys and girls often try on different roles during this time, and relationships contribute to their development. Peers play a big role in identity formation, but relationships with caring adults — including parents and coaches — are also important for adolescent development. Often, the parent-child relationship is the one relationship that informs how a young person handles relationships.

MORE »

Do you
Try th
out Sex?
ly Texts

Hanging out or Hooking up?

School Health

- Train school nurses for screening, response & prevention
www.expectrespectaustin.org
- *Relationship Fitness Test*
- Collect local data--
Substance Use and Safety Survey
- Engage the School Health Advisory Council
- Update health curriculum



Coordinated School Health Model, CDC

Partnerships Build Capacity

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Dedicated to Building
Healthy Communities.

Ranked in the Top 5% of American Hospitals



Idaho's Only Children's Hospital



Health Care: Round-up of Key Learnings

35

- Health care providers viewed as trusted experts by parents
- School nurses often the first ones to know about dating abuse
- Training for nurses and pediatricians highlighting the impact of dating abuse on health
- Screening tools for nurses and pediatricians to be embedded in their routine
- Handouts and brochures in the office and waiting area





OLDER TEENS



What are the advantages
of using older teens to
reach younger teens?



Create Sense of Ownership through Leadership Opportunities

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- **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



Nurturing Youth Leaders

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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
- Provide incentives for youth to continue participation and expand responsibilities





Youth Culture

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...




▼ Hosts (2)

 Timmie Roach 
 Timmie Roach 2

► Presenters (0)

▼ Participants (19)

 Erin Scott

 Kate Hunte 2 
 Start Strong ATLANTA 
 Start Strong Austin

 Start Strong Bridgep...









 Start Strong Bronx

 Start Strong Bronx 2

 Start Strong Idaho

 Start Strong Indy 
 Start Strong LOS AN...

 Start Strong Oakland

 Start Strong RI & Bos... 
 Start Strong WICHITA 
 208xxx0419 
 401xxx1001 
 760xxx8888 
 Anonymous 
 Anonymous 2 
 Susie Gidseg 


Start Strong Bridgeport



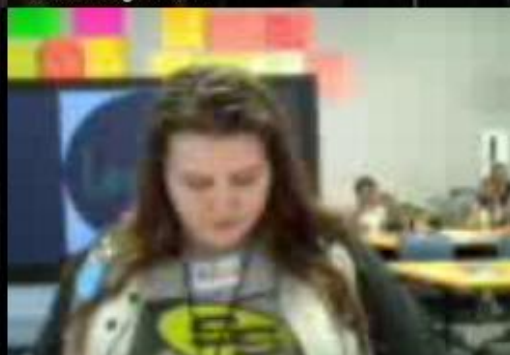
Start Strong Oakland



Start Strong Indy



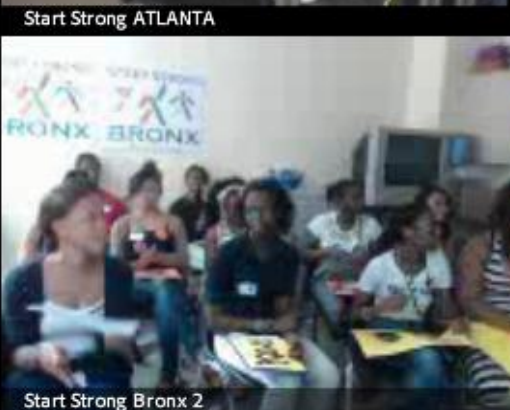
Start Strong ATLANTA



Start Strong WICHITA



Start Strong LOS ANGELES



Start Strong Bronx 2



Start Strong RI & Boston



Start Strong Idaho

Teens Tell Us Why They Stay Involved

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- 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



Using the Arts for Social Change

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- “Arts-based educational messages about critical thinking and making healthy choices created by and delivered by peers have a significantly greater change 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*).



Changing Lives Youth Theatre Ensemble

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- Start Strong Austin
- A collaboration between SafePlace and Creative Action (formerly Theatre Action Project)



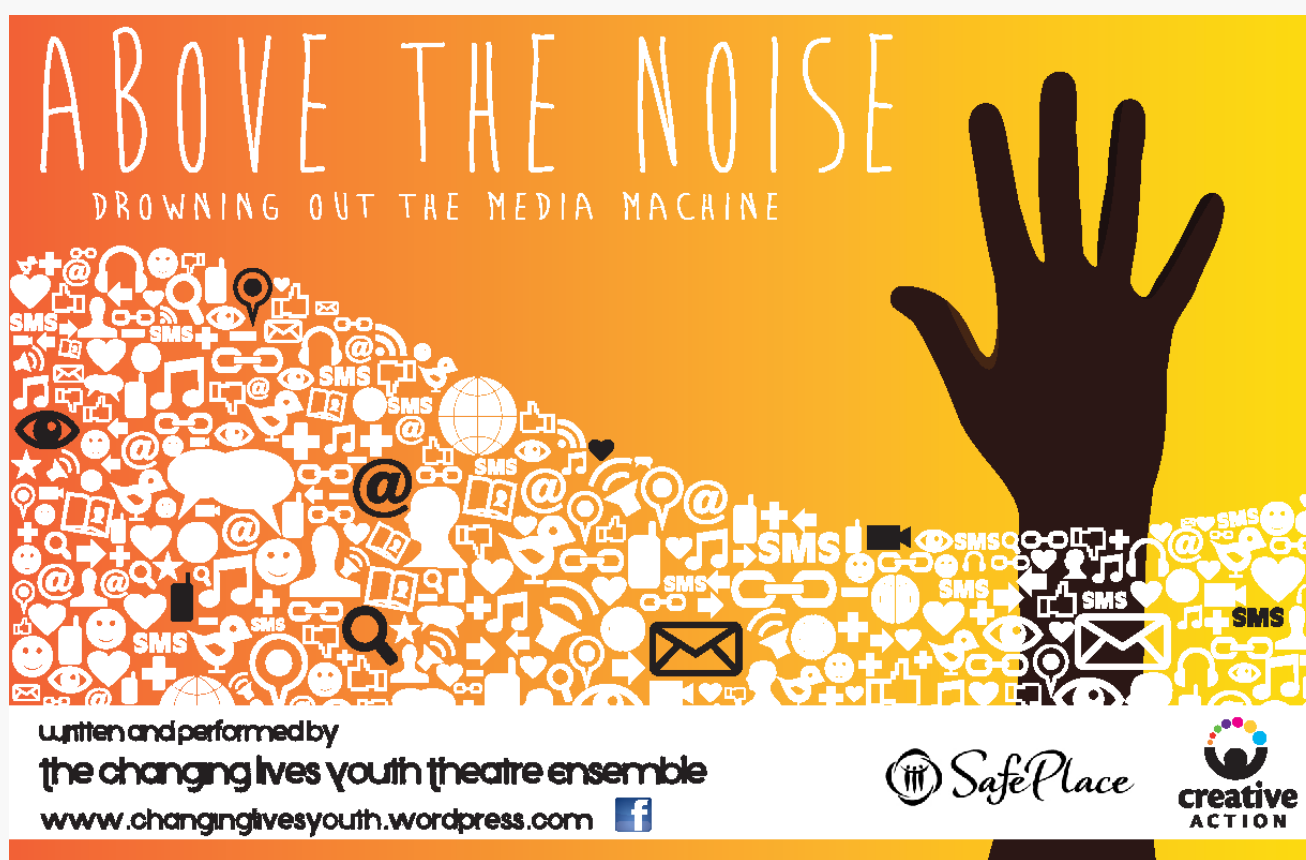
www.expectrespectaustin.org
changinglivesyouth.wordpress.com





- 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!





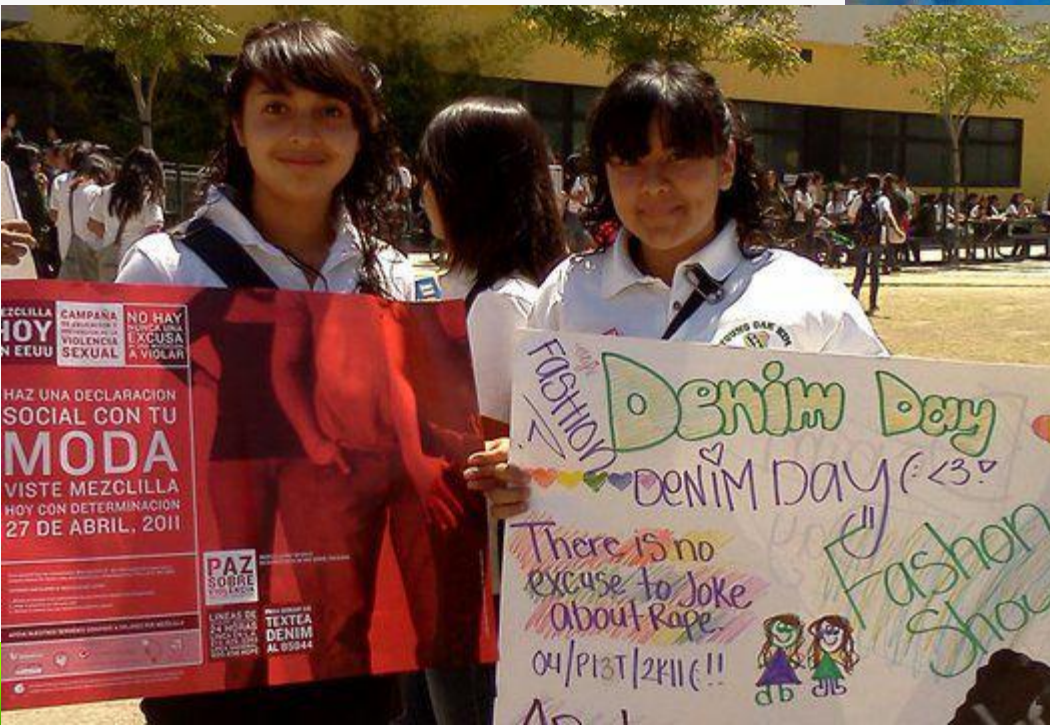
- 15 performances per school year in middle schools
- Attended by 2500 students
- Guide for teachers with follow up activities

Older Teens: Round-up of Key Learnings

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- Develop a structure that allows teens to take on more leadership responsibilities over time (retention of peer leaders)
- Allow teens to define the problem and develop the messages for their peers
- Don't put teen leaders on a pedestal—they are still teens. Education and training must be on-going.







What are you
planning to do?



Upcoming Webinars

Each 90 minute webinar will begin at 11 PT/12MT/1CT/2ET

June 26: Social Marketing and Communications

July 17: Educating and Engaging Youth In- and Out-of-School

August 7: Policy

TBD: Start Strong Evaluation

All webinars are recorded; recordings and registration information can be accessed at: www.StartStrongTeens.org/webinars

