



# What's the Dish?: Last Minute Call-to-Action Menu Featuring:



Because Everyone Deserves a  
Healthy Relationship



love is respect V org



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# Introductions:

- Name
- Role / Position
- Organization & Location
- Favorite social media platform



# Tech Housekeeping

- You can choose to connect via computer OR via telephone.
- **Should you choose computer**, please mute your computer microphone to avoid feedback.
- **Should you choose to dial in**, please follow the audio instructions on the screen or in the audio pop up.
  - To mute your line please dial \*6.
- Closed captioning is available below.
- There will be time for Q & A at the end of the presentation.
- Please enter any questions you have in the Public Text Chat box.
- A recording and PDF slides will be available after the webinar.



# Presenters:

## **Yesenia Gorbea**

Senior Program Specialist for Public Education Campaigns & Programs  
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Leadership and Engagement Manager - Youth Programs Coordinator  
Break the Cycle

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Communications Specialist  
National Domestic Violence Hotline, loveisrespect





# Agenda

- Break the Cycle
- loveisrespect
- That's Not Cool
- Q & A

# Break the Cycle

**Because Everyone Deserves a  
Healthy Relationship**



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- Teen Dating Violence Awareness efforts have grown since first being mentioned in the VAWA reauthorization act, 2005.
- Started with one week dedicated to awareness.
- 2010 marked the first ever Teen Dating Violence Awareness and Prevention month (teenDVmonth).
- Now, BTC maintains the spirit of community, in sounding the call to end dating abuse and supporting young people everywhere!

[www.breakthecycle.org](http://www.breakthecycle.org)

[info@breakthecycle.org](mailto:info@breakthecycle.org)



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# TeenDVMonth Community Organizations



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# TeenDVMonth: Menu of Activities

- Resource Guides
- Calendar of Action
- Community Map and Event Calendar

Search for teen DV month events near you and submit your own! [Add your event or activity here.](#)

[View Map](#) [View Calendar](#)

February 2017

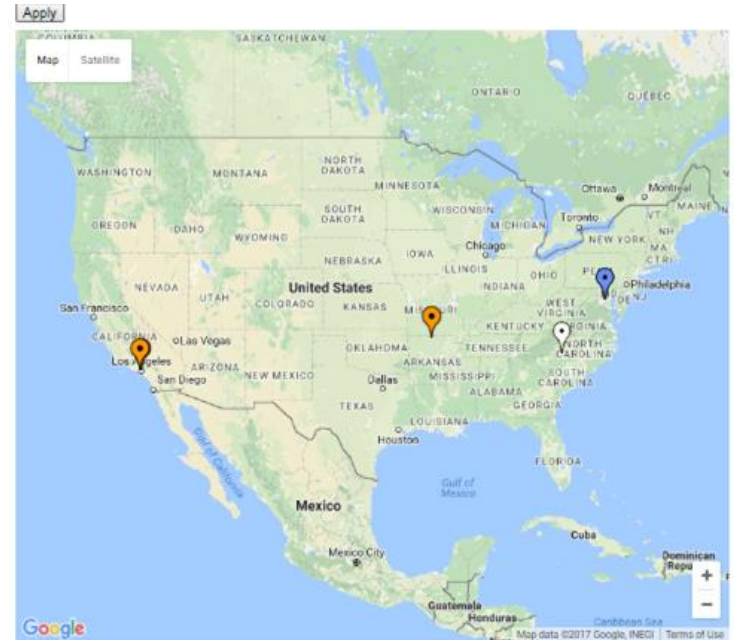
« Prev Next »

Find events near you!

Miles from

[Apply](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	3 It's Time To Talk Day	4	5
6 #daytochat	7	8	9	10	11 Forward 4 Love	12
13	14 Real Talk	15	16	17	18	19
20	21	22 Real Talk	23	24 Real Talk	25	26
27	28	1	2	3	4	5



[www.breakthecycle.org/teenDVmonth](http://www.breakthecycle.org/teenDVmonth)

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# National TeenDVMonth Thunderclap

- Thunder Clap Time!
- Let's get #teenDVmonth trending on Feb. 1st
- Join the Thunderclap by tonight!
- <http://tinyurl.com/teenDVmonth>

## Teen DV Month 2017

by Break the Cycle

category: Cause

**“February is Teen Dating Violence Awareness Month. Remember, everyone deserves a healthy relationship! #teendvmonth**  
<http://thndr.me/WP4UXv>”



Break the Cycle

EMBED  
</>

SUPPORTERS

**85 of 100**

85% of goal supported

SOCIAL REACH

**180,783**

People

TIME LEFT

**2 days**

Ends Feb 01, 12:00 PM EST

Support **Break the Cycle** in sharing this message.

support with  
**FACEBOOK**

support with  
**TWITTER**

support with  
**TUMBLR**

We will post this one-time message to your account on  
February 01 at 12:00PM EST. [About Support & Privacy](#)



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TEEN  
DATING  
VIOLENCE  
AWARENESS  
MONTH



#teenDVmonth

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# Why It's Time to Talk

*talking to young people about dating violence is the first step in ending abuse*

**To break down barriers to allow open,  
honest, and nonjudgmental discussions about  
dating, healthy relationships, and abuse**

**To shift the approach from talking to young  
people to talking with young people**

**Creating safer communities starts with  
relationships, and to start relationships,  
we've got to start talking!**

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# It's Time To Talk Calendar

theme days and social media information

2/1/17

## Openers & Firsts

Compare first crush  
and date stories  
with a young person

2/2/17

## Share Your Seconds

Discuss what happens  
when you start to get  
more serious

2/3/17

## The Third Wheel

Talk about isolation,  
helping a friend, and  
navigating hookup culture





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# Why We Chalk

*chalk is fun for young people and adults alike, just like dating is when done the right way*

**To raise awareness of teen dating violence as a public health epidemic**

**To involve people in the cause in a fun, community-driven way**

**Because everyone deserves a healthy relationship**



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# #ChalkAboutLove Calendar

*plan your event around these settings*

<p>2/6/17</p> <p><b>Office Party</b></p> <p>Use the break room to #ChalkAboutLove with your co-workers</p>	<p>2/7/17</p> <p><b>Middle/High School</b></p> <p>Set up a table at lunch or host a club activity to #ChalkAboutLove</p>	<p>2/8/17</p> <p><b>Public Spaces</b></p> <p>Coffee shops, public parks, wherever! Get permission &amp; set up a chalkboard</p>
<p>2/9/17</p> <p><b>College Campuses</b></p> <p>Connect with student orgs or leadership to host a chalking space &amp; spread awareness</p>	<p>2/10/17</p> <p><b>Online Party</b></p> <p>Chalk up social media. Tell everyone why you #ChalkAboutLove &amp; tag Break the Cycle</p>	





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# #ChalkAboutLove Materials

*the right supplies make all the difference*

- **One large chalkboard or several mini chalkboards**
- **Packs of chalk**
- **Erasers**
- **Phone or Camera to take photos**
- **Snacks!**
- **Materials on teen DV month and Break the Cycle**



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# Mark Your Calendar



## Wear Orange for Love Day

*raise awareness; stand in solidarity*



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#Orange4Love

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a movement by young people  
for young people, about relationships

**LBR**  
let's be real

[www.breakthecycle.org/lets-be-real](http://www.breakthecycle.org/lets-be-real)

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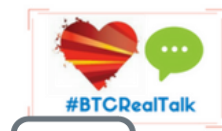
# Why We're Real

*let's be honest, being real is the only way to talk about relationships*

**Effective prevention talks about the good, the bad, and the ugly**

**As young people, we are the authorities on our own experiences**

**Because ignoring the issue of teen dating abuse won't make it go away**



# Real Week Calendar

Tag Break the Cycle and use #BTCRealTalk

<p>2/20/17</p> <p><b>Music Monday</b></p> <p>Create a playlist of songs that define you and healthy relationships.</p>	<p>2/21/17</p> <p><b>Talk It Out Tuesday</b></p> <p>Practice using the "I Feel...When" method to talk about your feelings.</p>	<p>2/22/17</p> <p><b>Wishlist Wednesday</b></p> <p>Make a wishlist of the qualities you want in a relationship or partner.</p>
<p>2/23/17</p> <p><b>Throwback Thursday</b></p> <p>Write a letter to an ex telling them things you learned and wished you could change about your relationship.</p>	<p>2/24/17</p> <p><b>Freaky Friday</b></p> <p>Talk about the realities of sex, boundaries, and consent when you're hooking up, hanging out, and dating.</p>	



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DATING  
VIOLENCE  
AWARENESS  
MONTH  
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# #BTCRealTalk Actions

*taking action is a major key*

- **Participate in Real Week activities**
- **Host a Real Talk**
- **Join Let's Be Real**
- **Recruit your friends to join Let's Be Real**
- **Share a post about teen dv**
- **Tweet a relationship truth with #BTCRealTalk**
- **Follow us on Snapchat: breakthecycledv**
- **Do a kind act for your partner or friend**
- **Write down your boundaries & stick to them!**



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# Need More info? Contact Us!

- Event Planning or Youth Engagement Requests:

[letsbere@breakthecycle.org](mailto:letsbere@breakthecycle.org)

- Resources, Downloads & Guides

[www.breakthecycle.org/teendvmonth](http://www.breakthecycle.org/teendvmonth)



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February is Teen Dating Violence Awareness Month.  
Learn more at [loveisrespect.org](http://loveisrespect.org).

Follow  
Us!



@loveisrespect



[facebook.com/loveisrespectpage](https://facebook.com/loveisrespectpage)



[loveisrespect.tumblr.com](http://loveisrespect.tumblr.com)



@loveisrespectofficial

**#teendvmonth | #loveisrespect**  
**[bit.ly/TDVAM2017](http://bit.ly/TDVAM2017)**

Loveisrespect's purpose is to engage, educate and empower young people to prevent and end abusive relationships.

Established in 2007 as a project of the National Domestic Violence Hotline, loveisrespect was the first national, 24-hour helpline for young people affected by dating abuse.

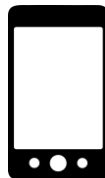
24/7 | Free | Confidential



1-866-331-9474  
1-866-331-8453 TTY



loveisrespect.org



"loveis" to 22522

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# On Twitter & Facebook

LOVE IS RESPECT,  
ONLINE AND OFF

Feb. 8, 6:30 – 7:30 p.m. CT | #teendvchat



LET'S TALK ABOUT  
RESPECT & SEX, BABY

Feb. 15, 7 – 8 p.m. CT | #teendvchat



“Like” us on Facebook  
for updates about our  
Facebook Live events!



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# #RespectWeek2017



**Wear Orange Day:** On Feb. 14, wear #orange4love to show your support of healthy relationships. RSVP to our Facebook event ([bit.ly/WearOrange2017](http://bit.ly/WearOrange2017)) and share your pics on social media using #orange4love!

**National Respect Announcement:** On Feb. 17, share the National Respect Announcement. Join our Thunderclap to let everyone know that love is not abuse, and that everyone deserves a safe, respectful relationship.

Need activity ideas for your school or community?

Download the 2017 Respect Week Guide!

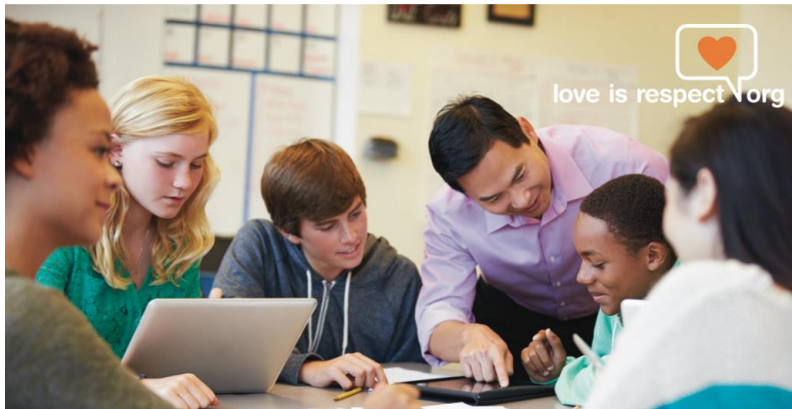
[bit.ly/TDVAM2017](http://bit.ly/TDVAM2017)





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# Educators Toolkits



**HEALTHY RELATIONSHIP  
MIDDLE SCHOOL  
EDUCATORS TOOLKIT**



**HEALTHY RELATIONSHIP  
HIGH SCHOOL  
EDUCATORS TOOLKIT**

Download these toolkits at [loveisrespect.org/educators-toolkits](https://loveisrespect.org/educators-toolkits)



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# Join Our Webinar

## Teens Helping Teens: Empowering Young People to Support Each Other

Thursday, February 23

3:30 – 4:30 p.m. CST

Registration link at [bit.ly/TDVAM2017](http://bit.ly/TDVAM2017)



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# Make an impact!

Join the National Youth Council to engage, educate and empower young people to prevent and end abusive relationships.



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**Applications are open through Feb. 28!**  
**Visit [loveisrespect.org](http://loveisrespect.org) to learn more and download an application.**

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TEEN DATING VIOLENCE AWARENESS  
MONTH

**That's Not Cool**  
Youth Leaders CAN end dating  
violence



# 1 IN 4 DATING TEENS IS ABUSED THROUGH TECHNOLOGY

When someone you're dating is pressuring, controlling or disrespecting you in digital spaces, that's not cool!

WHAT CAN YOU DO?



<http://www.urban.org/urban-wire/one-four-dating-teens-feels-abused-and-harassed-through-digital-technology>

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**YOUTH VOICES  
ARE WHERE DATING VIOLENCE ENDS  
& HEALTHY RELATIONSHIPS BEGIN.**

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**That's Not Cool is a  
community of youth  
leaders & adult allies  
bringing awareness to  
the issue of Digital  
Dating Abuse & Teen  
Dating Violence.**

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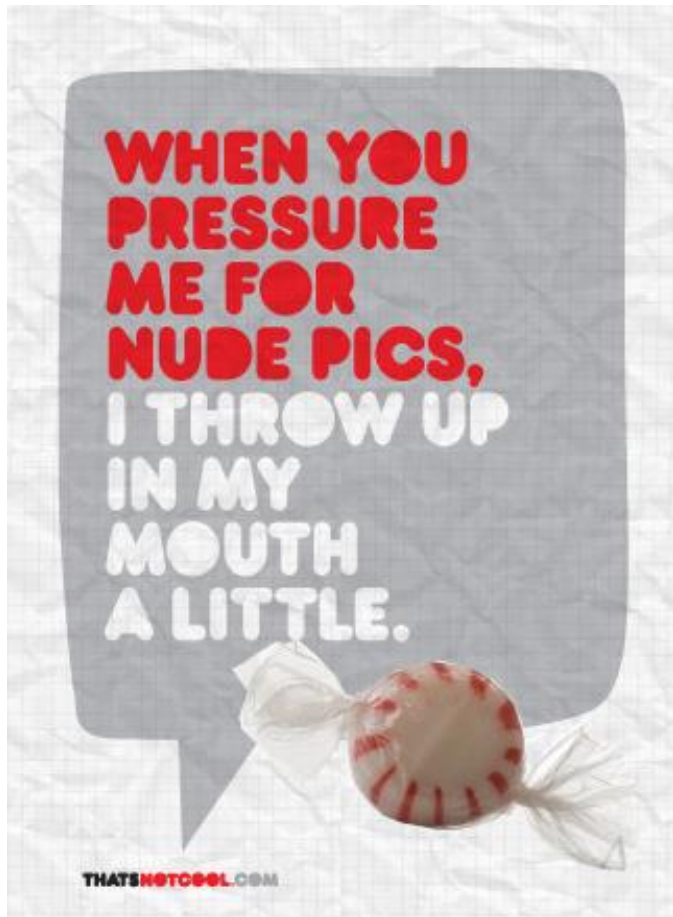
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# Digital Dating Abuse



When someone repeatedly **controls**, **pressures**, or **threatens** someone they're seeing or dating through their phone or online.

- **PRIVACY**
- **PRESSURE**
- **CONTROL**





# What We Do

That's Not Cool empowers young people to identify and prevent abuse both online and offline.

- **Educate**
  - Resources to learn, ask questions
  - Help people identify abuse
- **Organize**
  - Help people prevent abuse
  - Take Action!
- **Youth-Driven Violence Prevention**
  - Promote youth leadership & empowerment
  - Raise up youth voices



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# TNC Ambassador Program

The That's Not Cool Ambassador program creates opportunities for action, both online and offline:

- Gives young people a **PLATFORM**
- Creates a **BRAVE** Space to tell their stories
- Creates **COMMUNITY** Online & Offline
- Provides **LEADERSHIP** tools
- Provides **CONSISTENT** support
- Incentivized & **RECOGNIZED**



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# TNC TDVAM Calendar

#teenDVmonth

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Webinars</b> <b>Missions/Challenges</b> <b>Blog Post</b> <b>Social Media</b> <b>Movement Events</b>		31 <b>Webinar: How to Get Involved in TDVAM</b>	---Time-to-Talk-Week---1 <b>Mission 1</b> <b>Blog Post: What You Can Do during TDVAM</b>	-----#IT3W-----2	-----Time-to-Talk-Week-----3 <b>Weekend Challenge 1</b>	4
5	---Chalk-about-love-week6 <b>Mission 2</b>	-----#ChalkAboutLove-----7	-----#ChalkAboutLove-----8 <b>Twitter Chat w/ LIR: 'What's healthy/not healthy online?'</b>	-----#ChalkAboutLove-----9	Chalk-about-love-week- 10 <b>Weekend Challenge 2</b>	11
12	---Respect-Week---13 <b>Webinar: TBA</b> <b>Mission 3</b>	--Wear-Orange-Day-14 <b>#Orange4Love</b>	-----15	-----16	-----Respect-Week-----17 <b>Weekend Challenge 3</b>	18
19 <b>TBD 20-28: FB Live Event w/ BTC: Youth Activism and the Movement</b> <b>Blog Post: This is What Youth Activism Looks Like</b>	---Real-Talk-Week---20 <b>Mission 4</b> <b>Social Media Takeover Day</b>	-----#BTCRealTalk-----21	-----#BTCRealTalk-----22	-----#BTCRealTalk-----23	-----Real-Talk-Week-----24 <b>Weekend Challenge 4</b>	25
26	27 <b>Mission 5</b>	28				

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# Webinars

- Jan 31<sup>st</sup> – What's the Dish? Last Minute Call-to-Action Menu
- Feb 13<sup>th</sup> – TBA! Surprise!





# Ambassador Missions



## Feb 1 :

1. Watch **Audrie & Daisy** (a documentary available on Netflix) with a parent or other trusted adult and have a conversation.
2. Use the Audrie & Daisy discussion guide (available at: <http://www.audrieanddaisy.com/watch-and-discuss/discussion-guide-for-parents/>).
3. Be sure to post a photo on social media, tag That's Not Cool, and use the #teenDVmonth and #AudrieandDaisy hashtags.

## Feb 6 :

1. Host an event to chalk up on a sidewalk or other space at your school (be sure to get permission first!) with your ideas on what healthy relationships are, and what people need to make them possible. Be creative!
2. Post pictures of your chalk art on social media and tag That's Not Cool using the hashtags #ChalkAboutLove and #teenDVmonth

## Feb 13 :

1. Host a tabling event at your school and share the Teen Safety Card, Hanging Out or Hooking Up, (available at: <http://www.futureswithoutviolence.org/hanging-out-or-hooking-up-teen-safety-card/>) and other resources (find 'em on [thatsnotcool.com](http://thatsnotcool.com) in the Ambassador section – and ask for ideas!).
2. Share pictures of your fellow students and your teachers checking the card out and share on social media by tagging That's Not Cool and using the #teenDVmonth hashtag.

## Feb 20 :

1. Spread the word on social media about what Healthy Relationships mean to you by:
  1. Creating a playlist of songs that, to you, define healthy relationships
  2. Writing a letter to an ex telling them the things you learned and wished you could have changed about your relationship
  3. Hosting a discussion about boundaries and consent in relationships.
2. And, of course, share on social media! Tag That's Not Cool and use the hashtags #BTCRealTalk and #teenDVmonth.

## Feb 20 :

1. Host an Audrie & Daisy screening in your school! Talk with your teachers and administration about holding a screening at your school, sharing with them the discussion guides available online (<http://www.audrieanddaisy.com/watch-and-discuss/discussion-guide-for-screenings/>). Tips on holding the screening can also be found at this link.
2. As always, share on social media by tagging That's Not Cool and using the hashtags #teenDVmonth and #AudrieandDaisy





# Weekend Challenges!



## Feb 3:

1. Spark up a conversation with a parent or trusted adult on healthy relationships: what they are, what they mean, and how to create them.
2. Post a picture of you two talking on social media and tag That's Not Cool and use the hashtags #IT3W and #teenDVmonth.

## Feb 10:

1. Find a V-Day event in your area and attend! A complete list of events can be found at <http://vspot.vday.org/vday/events>.
2. Be sure to post on social media when you are there by tagging That's Not Cool and using the hashtags #teenDVmonth and #VDay. Learn more about V-Day at [www.vday.org](http://www.vday.org).

## Feb 17 :

1. Community Care weekend! You've been busy. Take care of yourself and others by doing an activity that rejuvenates your spirit and energy. Go for a hike, play in the snow, check out a movie, eat a delicious meal, have a tea party – whatever!
2. Just make sure you share how you take care of yourself and others on social media with the hashtag #teenDVmonth

## Feb 24 :

1. Create a list of the qualities you want in a partner and share it on social media by tagging That's Not Cool and using #teenDVmonth hashtag.



# Blog Posts

- **Feb 1** – How to Get Involved with TeenDVMonth
- **Week of Feb 20** – This is what an Activist Looks Like



# Social Media

- Feb 8 – Twitter Chat with #loveisrespect discussing “What’s healthy/not healthy online?”
- TBA w/o Feb 20 – BTC & TNC Facebook Live Event with young people discussing “This is What an Activist Looks Like”
- Feb 20: Ambassador Social Media Takeover Day







# Keep in Touch!

That's Not Cool

[www.thatshotcool.com](http://www.thatshotcool.com) or [thatshotcool@futureswithoutviolence.org](mailto:thatshotcool@futureswithoutviolence.org)



That's Not Cool



@ThatsNotCool



ThatsNotCool

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[www.breakthecycle.org](http://www.breakthecycle.org) email [letsbereal@breakthecycle.org](mailto:letsbereal@breakthecycle.org)



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## #loveisrespect



facebook.com/loveisrespectpage



@loveisrespect



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