

# That's Not Cool: Mobilizing Youth Communities for Teen Dating Violence Prevention & Education

## Presenters:

- **Eleanor Davis**, Program Assistant, Public Education Campaigns & Programs, Futures Without Violence
- **Yesenia Gorbea**, Program Specialist, Public Education Campaigns & Programs, Futures Without Violence

## Welcome to the Webinar

**We will begin at 11:00am (PT) / 2:00pm (ET).**

A recording will be available after the webinar.

Your line will be muted to cut down on background interference so please use the chat box to share your name, your organization, your location and any questions you have for our featured speakers.



# DEFENDING CHILDHOOD

**PROTECT HEAL THRIVE**



- **US Department of Justice**
  - Office of the Attorney General
  - Office of Justice Programs
    - Office of Juvenile Justice and Delinquency Prevention
    - Office for Victims of Crime
    - National Institute of Justice
  - Office on Violence Against Women
  - Office of Community Oriented Policing
  - Executive Office of US Attorneys
- **US Department of Health and Human Services**
- **US Department of Education**



- Prevent children's exposure to violence.
- Mitigate the negative effects experienced by children exposed to violence.
- Develop knowledge about and spread awareness of this issue.



- **Research and Evaluation**
- **Direct Action in Communities**
  - Comprehensive Demonstration Project
  - Safe Start Program ([www.safestartcenter.org](http://www.safestartcenter.org))
  - OVW Children Exposed to Violence grants
- **Training and Technical Assistance**
- **Attorney General's Task Force on Children Exposed to Violence**  
([www.justice.gov/defendingchildhood/cev-rpt-full.pdf](http://www.justice.gov/defendingchildhood/cev-rpt-full.pdf))
- **Action Partnerships with Professional Organizations**

# How to use this technology

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- 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:
    - Dial: **1-877-647-3411**
    - Enter the Participant Code: **914571#**
    - OR**
    - Dial: **1-719-867-0497**
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- 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.



# **MOBILIZING YOUTH COMMUNITIES FOR TEEN DATING VIOLENCE PREVENTION & EDUCATION**

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# Presenters

8

- **Eleanor Davis**

Public Education Campaigns and Programs

[edavis@futureswithoutviolence.org](mailto:edavis@futureswithoutviolence.org)

- **Yesenia Gorbea**

Public Education Campaigns and Programs

[ygorbea@futureswithoutviolence.org](mailto:ygorbea@futureswithoutviolence.org)



# Outline

9

- That's Not Cool: Then & Now
- Online Youth Organizing
  - Social Media Activation
  - Engaging Tools & Platforms
  - Online Community Management
- Youth-Driven Work
  - Respect Effect
  - That's Not Cool Summit / Youth Leadership Cohort



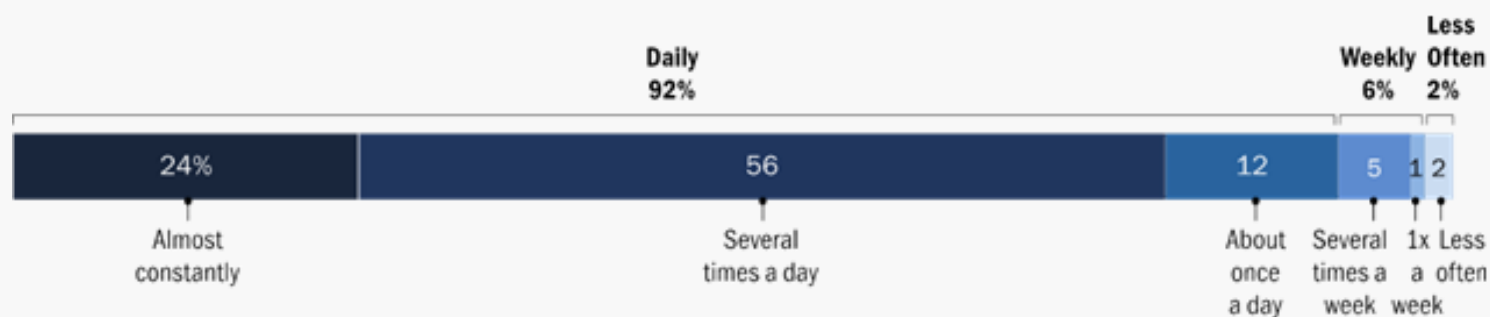
# Prevention Online? Why?

10

- ✓ Nearly **three-quarters** of teens have or have access to a Smartphone

## Frequency of Internet Use by Teens

*% of teens ages 13 to 17 who use the internet with the following frequencies*



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,016 teens ages 13 to 17).

PEW RESEARCH CENTER

# Prevention Online? Why?

11



# That's Not Cool: A History

12

- TNC focuses on providing Youth & Adult allies with the tools to prevent & identify **Teen Dating Violence** as it unfolds in the **Digital Space**.
  - **Power, Pressure, Control**
- Target audience of 13-18, including **“transitional teens”** that are just beginning to explore romantic relationships.



# What's up with **That's Not Cool?**

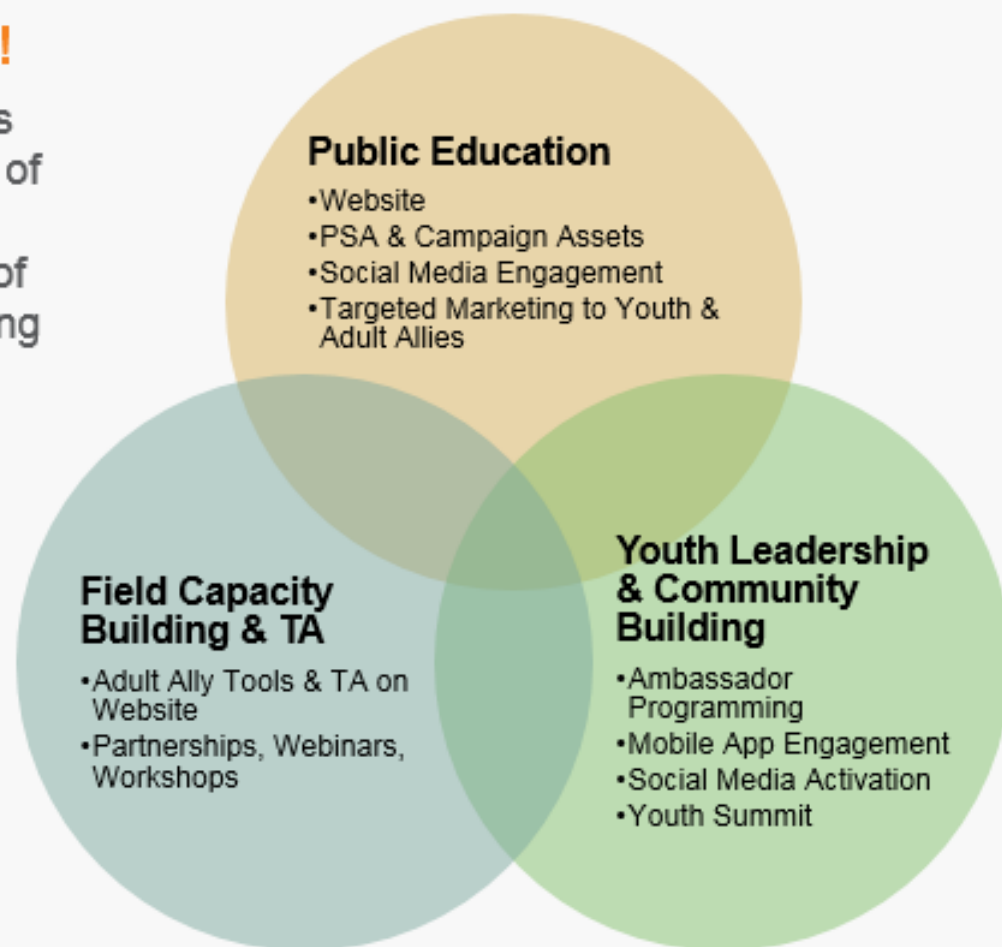
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## That's Not Cool is growing up!

Began as a PSA Campaign, and has since **matured** into a community of **youth leaders & adult allies** bringing awareness to the issue of Digital Dating Abuse & Teen Dating Violence.

## Revamping & Launching

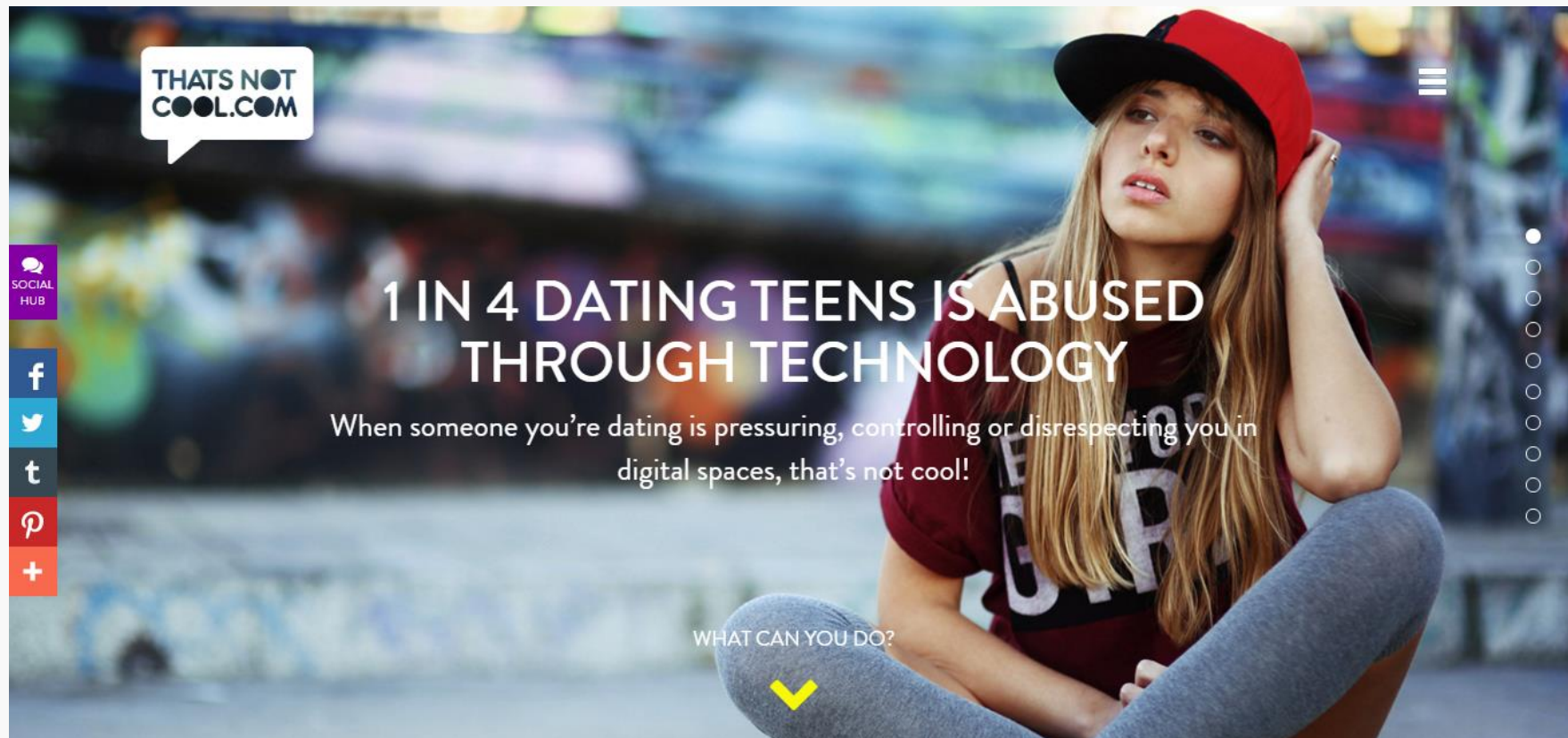
- Website
- Mobile Applications
- Ambassador Program
- Adult Ally TA Tools Section
- Social Media Optimization
- Youth Summit





# NEW TNC Website

14



# Online Youth Organizing

15

- Social Media Activation
- Engaging Tools
- Online Community Management



# Social Media Activation

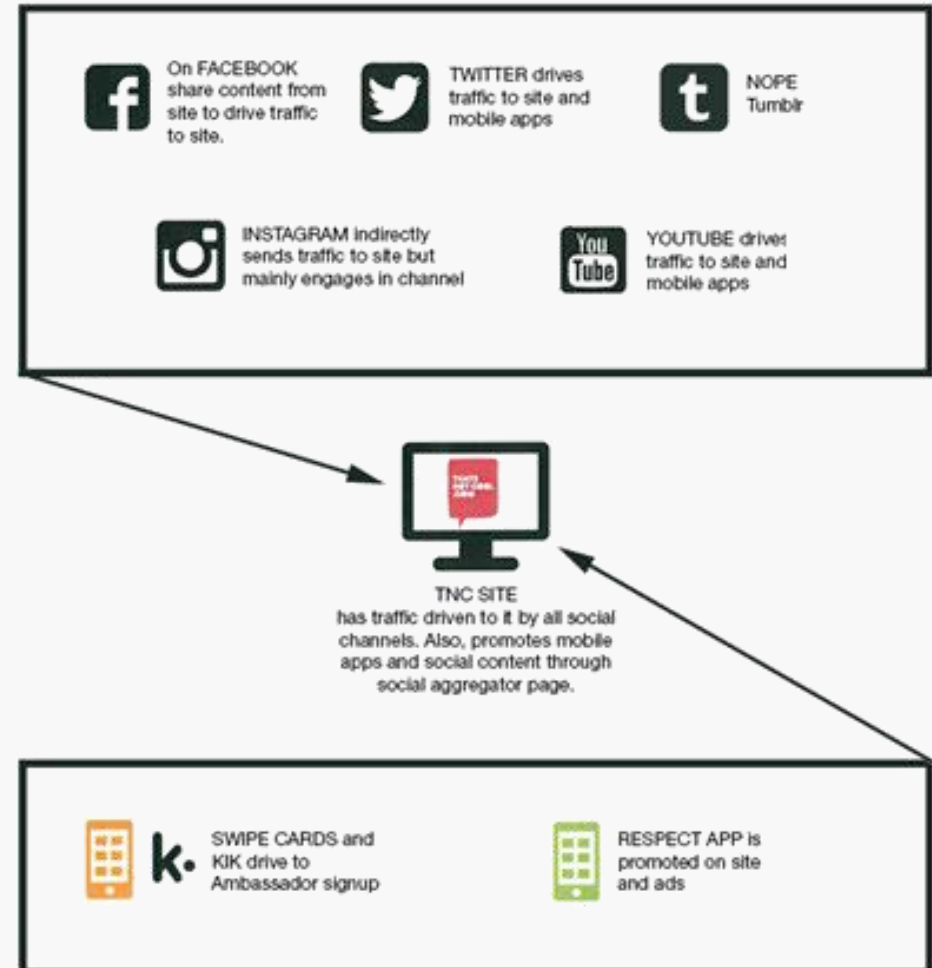
16

## Why:

- Build Engagement & Excitement

## Remember:

- ✓ Variety of Content
- ✓ Create a “Voice”
- ✓ Get Creative!





# Social Media Activation

17

## #PopCultureCallout



**Ashley Velazquez**

August 19

For the August challenge, I want to talk about the relationships on the show, "Girl Meets World", a spin off series of the show, "Boy Meets World". In this show, the characters are in middle school, which is the usual time to begin being interested in people in a romantic way. I love how the writers play off the romance in the show because they show healthy relationships between all the characters. In one episode, classmates pressured two of the characters to go out on a date and they aren't ready for it, it just makes everything awkward. Eventually they realize that relationships happen at their own pace and nobody should push you to make things happen too quickly. Throughout the rest of the show, their relationship moves at its own pace which is what I believe everyone needs to realize 😊



Like Comment

Melissa Elaine Mead, Jackie Rippon, Emily Pearl Holland and 9 others  
Seen by 87 like this.



**Elle Winchester** I haven't seen very much of this show but, the episodes I have seen I love and I agree it is a really good show with good messages



**Katie Lutz**

August 3 · Edited

Okay, so I saw this month's #Challenge post and I immediately thought of this song by Walk the Moon.

I just found the band not too long ago and I fell in love with them listening to my first song. So, it made me extremely to hear this song have positive relationship standards.

Example: (in the bridge of the song) "👉 But I'm not gonna take it from you unless you give it to me"

What does this exactly mean? Well, earlier in the song, the singer describes Jenny as having a body "just like a hourglass" and making other time - related puns. (Also why I'm a fan of this song.) They also talk about "taking it slow" (their relationship, perhaps) and other signs of respect. Yes, Jenny may be the most beautiful woman in the world, but she still deserves respect and the ability to consent.

You go, Walk the Moon! Rock those positive relationship qualities!

#ThatsNotCoolAmbassadors #TNCAmbassadorChallenge

#PopCultureCallout



### WALK THE MOON - Jenny (WALK THE MOON presents 7in7)

WALK THE MOON'S NEW ALBUM AVAILABLE  
HERE: <http://smarturl.it/WALKTHEMOON?iqid=yt7in7>  
"7in7" is a series of officially unofficial music...

YOUTUBE.COM

Like Comment Share

Seen by 99



**Sarah Hyde** Woah, I just looked up the lyrics and I love it! Nice one.

August 4 at 9:19am · Like · 1



Write a comment...



# Engaging Tools

18

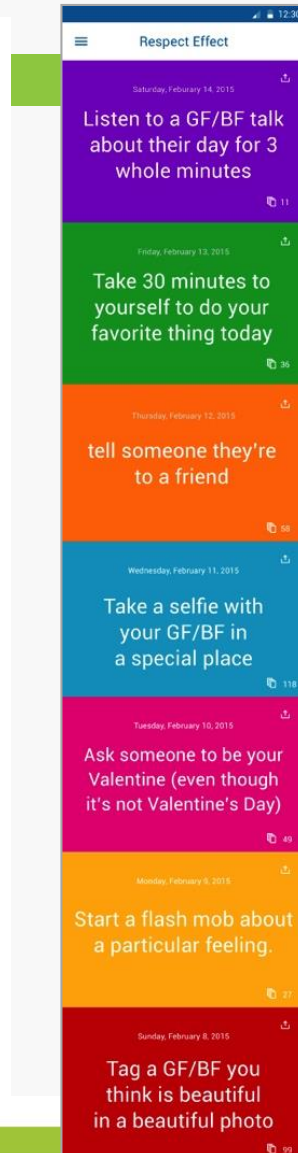
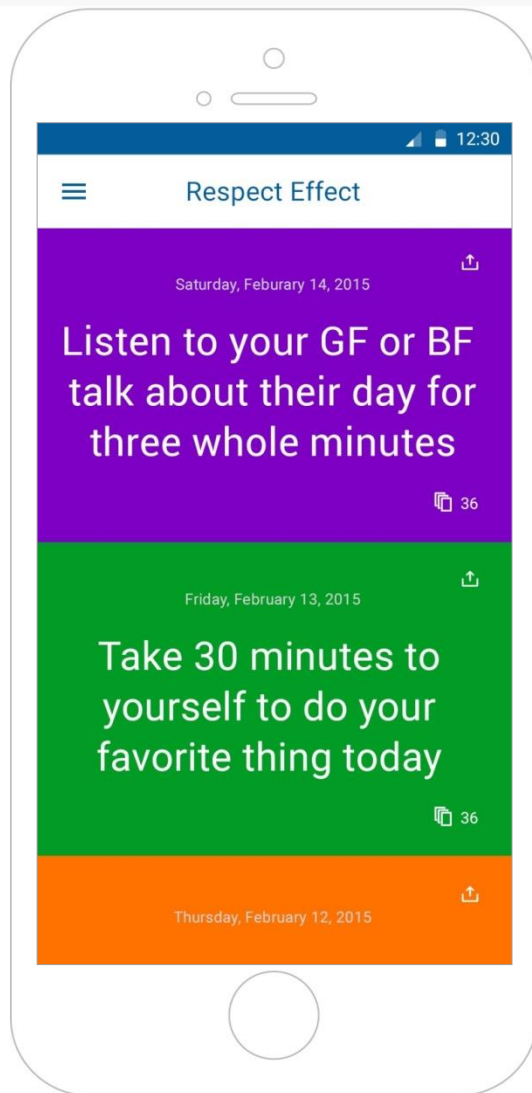
- Social Feeds & Share-able User Generated Content
- Visually Driven Content & Tools
- Messaging Apps
- Games
- Storytelling & Narrative



# TNC RespectEffect

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19



✓ Ongoing Community Engagement Tool

✓ Native iOS & Android App

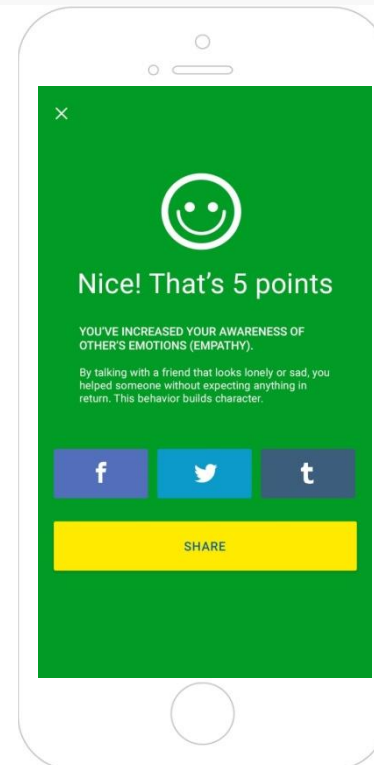
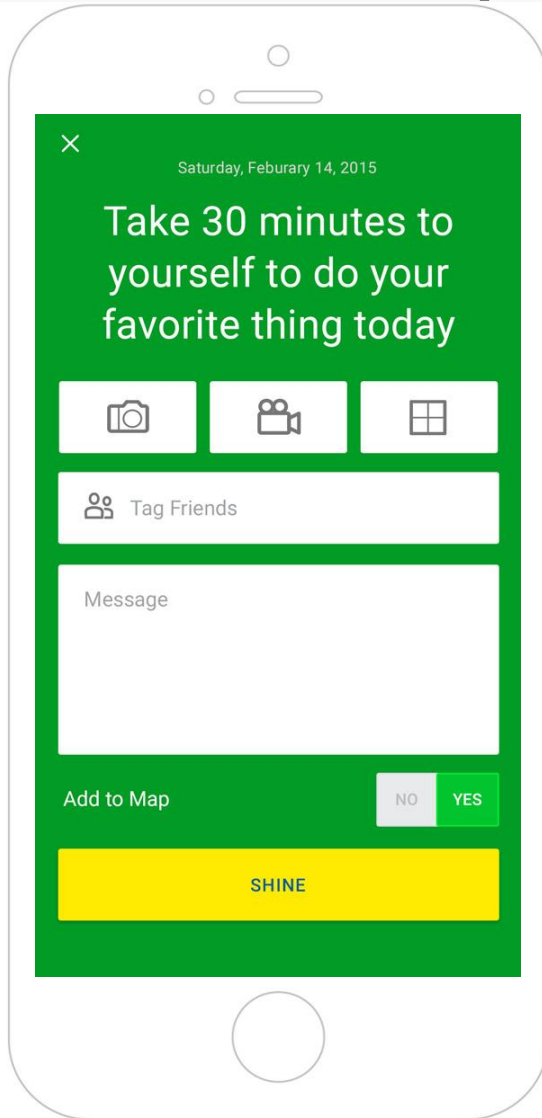
## Objectives:

- **Reclaim** the **positive** energy of the digital space
- Highlight and **amplify** actions that promote healthy, respectful relationships
- Make respect **COOL**
- Define healthy relationship skills & **encourage more** healthy relationship behaviors
- Build **teen leadership**

# TNC RespectEffect

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20



## CREATE

Users can share their challenge activity by taken a photo or video and writing a message. You can opt-in to sharing on a map, too.





# Daily Challenges as Relationship Skill Building

21

HEALTHY RELATIONSHIP SKILL	RespectEffect CHALLENGE
The ability to compromise and be flexible	Take 15 seconds to record a video of you and your partner making a compromise
Being aware of others' emotions (empathy)	Shoot a supportive text to a friend with a big day ahead of them
The ability to set boundaries for yourself	It's OK to say no! Post a video of you and your S.O./BFF saying "no" to each other.
Knowing how to take care of yourself (self Care)	Make a salad with your S.O./BFF and include as many colors as possible - aim for the full rainbow!
High self confidence	Post a selfie where you know you and your S.O./BFF are looking cute
Knowing who to go to for help	Tell your S.O./BFF about your day in ten words or less
Knowing where you feel safe	Post a selfie in a place that you can be yourself.
The ability to give compliments or acknowledgment	Give a social media shoutout to your S.O./BFF for something amazing they did.
Being a good listener	Ask your S.O./BFF why they like their favorite book or movie.
The ability to express your feelings	Sing along to a song that's vibing with how you're feeling lately.

# TNC CoolNotCool (Swipe Cards)

22

## ✓ Web-based Application

- Created in **Partnership** with messaging app, KiK

## Recruitment & Engagement:

- Narrative & Storytelling
- Gamification
- Visual Content
- Healthy relationship decision-making and skill-building



# Online Community Management

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23

- Creating Brave Space
- Consistent Engagement
  - Regular Activities & Updates
- Learning & Sharing Environment
- Conflict Management & Behavior Modification
- Resources & Disclosures



# Online Community Management




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24


How's your Wednesday? Hope there's been at least one thing today that made you glad to be you. :)

I'm wanting to learn more about the apps you all are using, aside from FB/Twitter/Insta/Snapchat....

Please take a second to let me know which one of these you use the most! You can also add options that I haven't included, or write a comment below.

<input type="checkbox"/>	Kik				+12
<input type="checkbox"/>	Vine				+11
<input type="checkbox"/>	Skype				10 votes +7
<input type="checkbox"/>	Pinterest				+6
<input type="checkbox"/>	Yik Yak				+4
<input type="checkbox"/>	Wattpad				+3
<input type="checkbox"/>	Sanytarium				+1
<input type="checkbox"/>	Tinder				+1
<input type="text" value="+ Add an option..."/>					

Like · Comment · Share

 Holly K. Majors and 7 others like this.



**Katie Lutz** I really don't use any of those...Skype is used occasionally.

August 5 at 12:20pm · [Unlike](#) ·  1

×



**Madeline Alexander**

September 12

I'm finally done with my September challenge. I've been working so hard for this and I think it's finally done. I did this all digitally with a drawing tablet. In the background is says hurtful words like: lame, stupid, fat, ugly, loser, and selfish. And over those are hate, abuse, cheating, betrayal, and distrust. I hope you see what this portrays to me. Hope you like it 😊 my Instagram is at the bottom btw.



 Like

 Comment

You, Melissa Elaine Mead, Jake Hyde, Ariana Torres and 17 others like this. ✓ Seen by 64 this.

View 3 more comments



**Margo Stanton** This is awesome!

[Like](#) · [Reply](#) · September 13 at 6:37am



**Madeline Alexander** Thanks 😊



# TNC Ambassador Program

25

Ambassadors are the heart of the TNC campaign! Ambassadors contribute their unique voices while helping to raise awareness about digital dating abuse in their schools and communities.

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

- Give young people a ROLE (Ambassador & Lead Ambassadors)
- Create a BRAVE Space to tell their stories
- Create COMMUNITY Online & Offline
- Provide LEADERSHIP tools
- Provide CONSISTENT follow-up
- Recognize & INCENTIVIZE



# Youth-Driven Work

26

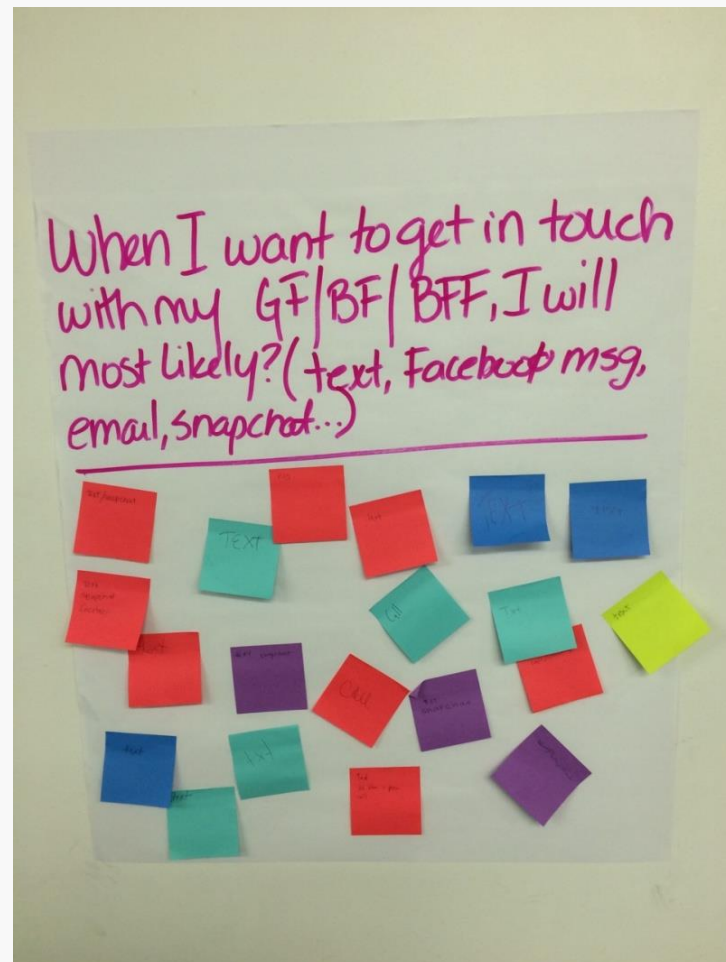
- Empowering Youth Leadership
- Youth as Consultants vs. Youth as Partners
  - Forging strong Youth and Adult Partnerships
  - “Adult Allies”
- Youth-informed development process



# TNC RespectEffect

27

- Multi-phase development process
  - Landscape Workshops: Digital behavior/relationships
  - Concept Design
  - Concept Testing
  - Content Building
- Youth Voices involved every step of the way
- Where Market Research meets Culturally Responsive Programming
  - Youth are the experts on their lives



## Youth Leaders Ending Dating Violence

- 14 teams of youth leaders and Adult Allies
- Youth present on work they are already doing to prevent violence in their communities
- Build and practice skills in campaign building and public education
- Teams create action plans for projects and campaigns they will implement in their schools or communities
- Adult Allies support the work and leadership of youth





# Thank you!

29

- **Eleanor Davis**

[edavis@futureswithoutviolence.org](mailto:edavis@futureswithoutviolence.org)

- **Yesenia Gorbea**

[ygorbea@futureswithoutviolence.org](mailto:ygorbea@futureswithoutviolence.org)



## That's Not Cool: Mobilizing Youth Communities for Teen Dating Violence Prevention & Education



Please take a moment to take a short survey regarding today's webinar and future webinars.

<https://www.surveymonkey.com/r/8FMB8HV>



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