



THATS NOT
COOL.COM

THAT'S NOT COOL AMBASSADOR TOOLKIT



Hi Ambassadors!

We created this toolkit especially for you – we wanted to give you tools and guidance to help you along as we campaign together to prevent teen dating violence.

There are different stages of the Ambassador Journey: **Novice, Captain, Leader, and Visionary**. Our hope is that you will graduate through these stages and eventually become a That's Not Cool Ambassador Alum.

This Toolkit describes how you navigate your way through the Ambassador Journey and gives you suggestions of cool activities and actions you can do at each stage to spread awareness around teen dating violence in your school and community.

If you think of an alternative activity or event that you would want to do, go right ahead! Just send us an email at thatsnotcool@futureswithoutviolence.org so we can hear what you're doing and support your work.

You are the heartbeat of the movement to end teen dating violence. It is our hope that this toolkit will help you in your journey as a That's Not Cool Ambassador.

You're a rock star!

-The That's Not Cool Team



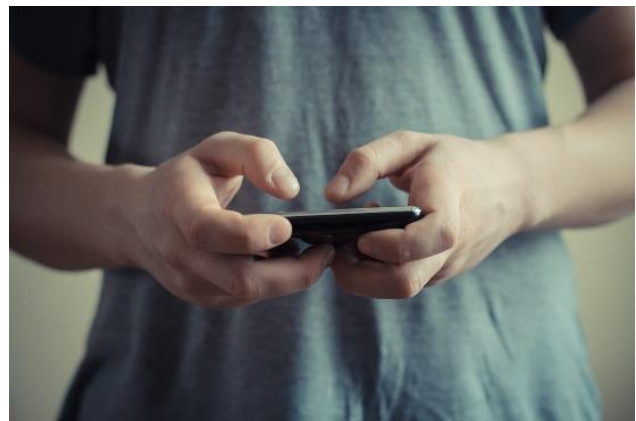
AMBASSADOR JOURNEY

Rules & Instructions

There are different stages of the **Ambassador Journey**. Each stage requires you to collect a certain amount of points before graduating to the next level. You collect points by **completing our monthly Ambassador Missions**. Every Mission is worth either 5, 10, or 15 points. The Missions are emailed to you and posted on That's Not Cool's social media accounts and [website](#) at the beginning of the month – keep your eye out! Once completed, [post your mission](#) on our website and share on social media using the hashtag #TNCAmbassador.

Ambassador Journey Stages:

- Novice, (0-20 points)
- Captain, (20-45 points)
- Leader (45-70 points)
- Visionary (70+ points)



Complete the Ambassador Missions posted each month and keep track of your total amount of points! When you have collected enough points to level up, reach out to us and we will move you to the next stage in your journey. Our hope is that you will graduate through the whole Ambassador Journey and eventually become a **That's Not Cool Ambassador Alum!**

LEVEL ONE: NOVICE

Tools and action suggestions

0-20 points

- Follow, “like,” repost, and comment on TNC social media
 - That means [Twitter](#), [Facebook](#), [Instagram](#), and [Tumblr](#).
- Share a story on the “Ambassador Stories” page of TNC’s website
 - Tell us what you’re doing to raise awareness about dating abuse [here!](#)
- Ask a question on the “Speak Up” page of TNC’s website
 - Have a question about dating or relationships? [Ask away!](#)
- Submit a gif related to teen dating violence to our [Tumblr](#)
 - We will repost it and give you a shout-out (using your first name only)
- **COMING SOON: Post to the Respect Effect app**
 - Complete daily respect challenges and share them with others.





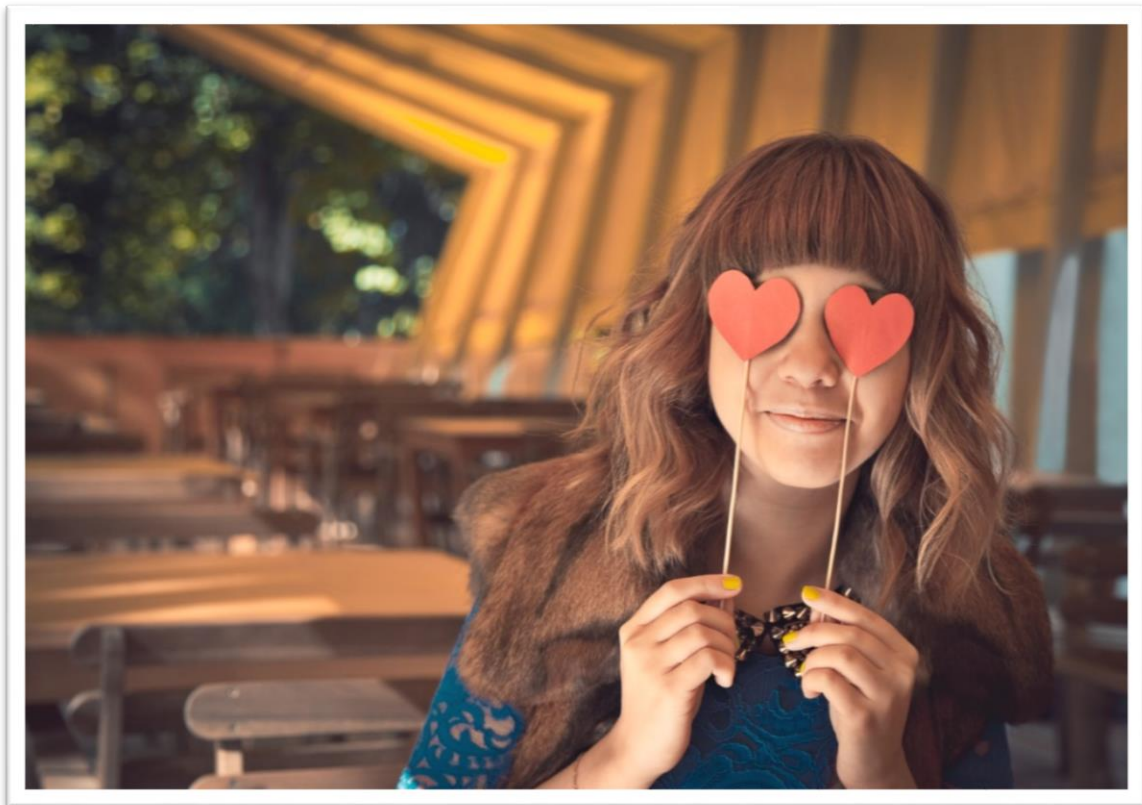
LEVEL TWO: CAPTAIN

Tools and action suggestions

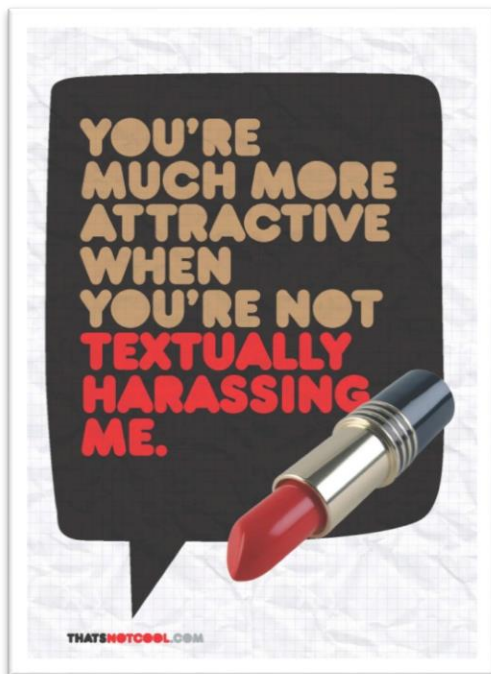
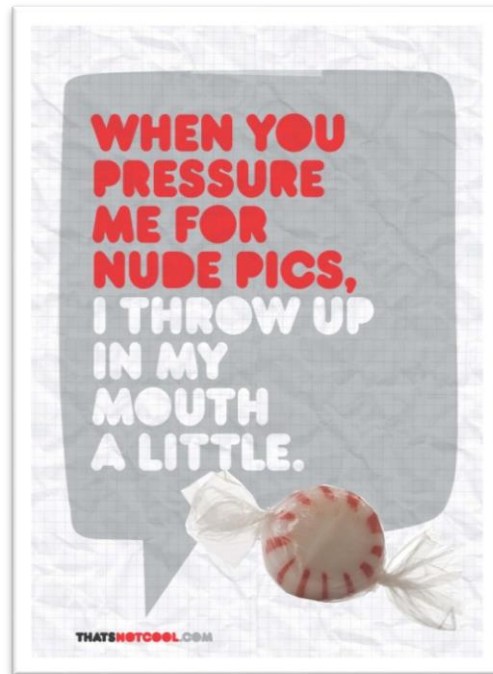
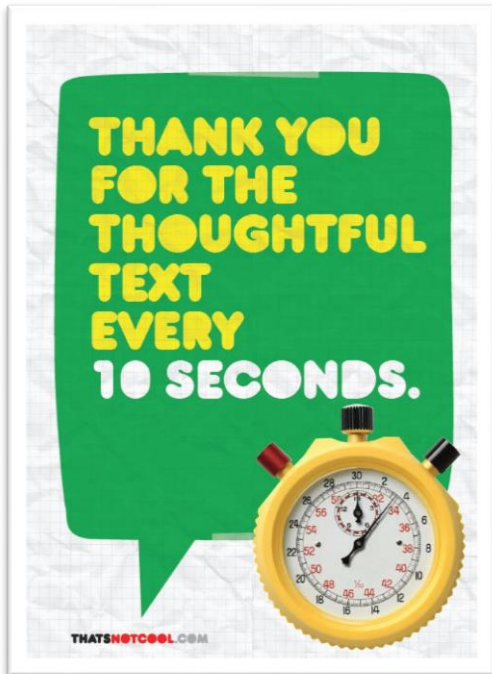
20-45 points

- **Give away Callout Card Stickers and Callout Cards**
 - Call out unhealthy behavior by giving a callout card to someone (found in this toolkit or under “Print and Share” in our online [Ambassador Toolkit](#))
 - You can also pass them out to friends, or at a school/community event (or your “My Digital Space” Table).
 - *Tell us about it on social media with #TNCAmbassador!*
- **Poster your school**
 - Download posters from the “Print and Share” section in our [online Ambassador toolkit](#) and take them to a nearby print and copy center to make more copies. Make sure to get permission from your school before you hang them.
 - *Post pics of your posters hanging up with #TNCAmbassador!*
- **Host a “That’s Not Cool” iron-on party**
 - Get your friends together to make “That’s Not Cool” shirts, bags, or anything else using the iron-on transfers provided in this kit.
 - *Post pics of making your shirts or wearing them at school with #TNCAmbassador!*
- **Post sample Tweets, Facebook Statuses & TNC Infographics**
 - Tweets and Facebook Posts: Use our examples (in this toolkit and on our [website](#) under “Take Action”) or write your own.

- [Share stats](#) about teen dating violence on Twitter, Facebook and/or Tumblr!
- **Challenge the adults in your community to share That's Not Cool resources – do any of the following:**
 - Ask your teacher to give the class an assignment: for every student to share one thing they learned about teen dating violence after visiting www.thatsnotcool.com and to discuss together as a class.
 - Ask your principal to send out a link to the [Adult Allies](#) section of That's Not Cool to all faculty and staff to ensure that all adults at your school have access to resources on teen dating violence.
 - Get adults in your community to share That's Not Cool on their social media accounts!



CAPTAIN TOOL: CALLOUT CARDS



CAPTAIN TOOL: IRON ON TRANSFER TEMPLATE



CAPTAIN TOOL: TWITTER STATUS UPDATES

Tweet them, Share them, Like them

Sample Tweets:

- Everyone has the right to be respected in their relationships. If you ever feel like someone is crossing your line, *that's not cool*. Check out www.ThatsNotCool.com
- Congrats! With that last text you've achieved Stalker Status! Find ways to draw your digital line at www.thatsnotcool.com.
- Think pressure from your S.O. isn't cool? Take a stand and sign the pledge here: [***bit.ly/1UxpSxx***](http://bit.ly/1UxpSxx)



- Help stop teen dating violence by logging out of controlling relationships! www.thatsnotcool.com
 - Over the over-texting? Take a stand against digital abuse by signing our pledge here [***bit.ly/1UxpSxx***](http://bit.ly/1UxpSxx)
 - When does caring become controlling? Find more info about teen dating violence at www.thatsnotcool.com
- It's National Teen Dating Violence Prevention month! Pledge to show respect in all your relationships by signing here [***bit.ly/1UxpSxx***](http://bit.ly/1UxpSxx)

CAPTAIN TOOL: FACEBOOK STATUS UPDATES

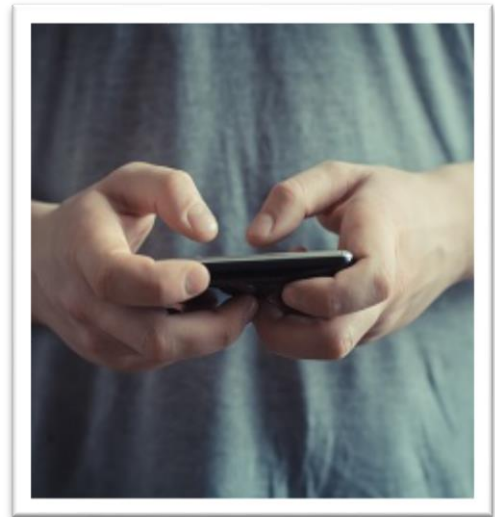
Post them, Share them, Like them

Sample Facebook Status Updates:

○ 1 in 3 teens say they have been text messaged up to 30 times an hour by a partner wanting to know where they are, what they're doing, or who they're with. Need help drawing your digital line? Check out bit.ly/1POBpcs

○ Ever been pressured by a S.O. to send a revealing photo? That's not cool! Stand up against online dating abuse by pledging to show respect in your relationships. Sign here!

bit.ly/1UxpSxx



Valentine's Day and National Teen Dating Violence Prevention Month posts:

○ February is National Teen Dating Violence Prevention Month. If you have a friend who you think may be in an unhealthy relationship; get help here bit.ly/1POBo8B

○ Happy Valentine's Day! Take a stand against teen dating violence and show your support for healthy, respectful relationships by signing this pledge bit.ly/1UxpSxx

○ In honor of #TDVAM, start a conversation with your friends about what's okay and not okay when it comes to relationships. Then, take a stand against abuse and sign the pledge here! bit.ly/1UxpSxx

○ It's National Teen Dating Violence Prevention & Awareness month! Like this post if you stand with survivors.



LEVEL THREE: LEADER

Tools and action suggestions

45-70 points

- “My Digital Space” Table
 - Set up a table at a school event to hand out That’s Not Cool materials and answer questions as people walk by. Instructions in this toolkit or found [here](#) on our website.
 - *Post a picture of your table on social media!*
- **Videos, Podcasts and Discussions:** Host a viewing and discussion of videos related to That’s Not Cool and teen dating violence at an after-school club (with school permission). Post a pic of your group watching the videos with #TNCAmbassador!

For high school upperclassmen:

- [#ThatsNotLove Campaign \(01:12\) – Because I Love You](#)
 - Discussion guide in this packet
- [Durham Academy - Lost in the Game \(09:59\) : A Musical Story of Relationships, Sex and Gender Politics](#)
 - Discussion guide in this packet
- [“The Halls” mini-series \(8 episodes, about 10-15 minutes each\)](#)
 - Discussion guide
- [Radio Rookies Podcasts: Seeking to End Cycles of Abuse \(08:00\)](#)

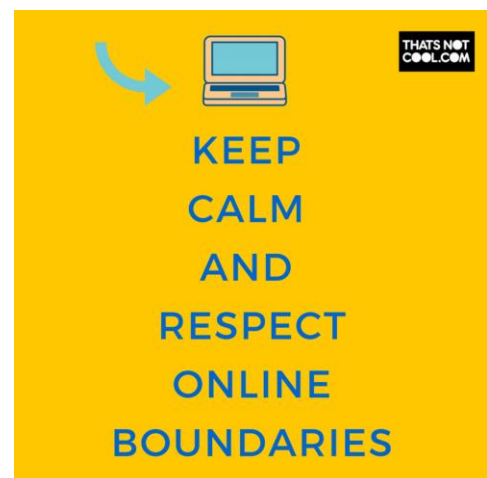


For high school freshman and sophomores:

- Durham Academy - Lost in the Game (09:59) : A Musical Story of Relationships, Sex and Gender Politics
- “The Halls” mini-series
- Radio Rookies: Living Both Sides of Abuse (04:00)

For high school Ambassadors to use with middle schoolers:

- Pic Pressure: Boyfriend’s Story - [Intro](#), [Answer A](#), [Answer B](#) and [Answer C](#)
- “That’s Not Cool Pledge” statement
 - With your school’s permission, hang a large piece of poster paper on a prominent wall in your school.
 - Write the “[That’s Not Cool pledge](#)” on the top of the banner.
 - Provide pens for people to sign their name below the pledge on the paper. The more signatures you can get the better!
 - *Take a picture of your school’s TNC pledge banner and post on social media with #ThatsNotCoolPledge!*
- Table Talk
 - Host a casual discussion during lunch at school with your friends – get the conversation going about dating and healthy relationships. Use the Table Talk Guide in this packet for prompts and instructions!
 - *Post a picture of your crew on social media!*



LEADER TOOL: “MY DIGITAL SPACE” TABLE

Set up your own “My Digital Space” table at your school (in the hallway at lunch, outside a school dance, etc.)! Here are our ideas for giveaways and suggestions on how to make your table interactive. Got other ideas for how to make your table a rockin’ good time? Let us know!



Giveaways (i.e. things to have on hand and pass out at your table):

- Callout Card Stickers (included in your Toolkit)
- Valentine’s Day Callout Cards (if on or before Valentine’s Day)

Table decorations/activities:

- Make a large banner or poster that reads “My Digital Space.” Make sure it’s bright and colorful, and then adhere it to the front of your table or on a wall behind your table.
- Print out your favorite posters from www.thatsnotcool.com/tools (you will have to create an account) and adhere them to the front of your table or on the wall behind your table. You can also download the poster PDF’s from the tools website and put them on a flash drive. Then, bring your flash drive to a local copy center to make large scale posters! Or, obtain permission from your school to make copies of the posters we provide for you and hang them all around the front of your table!
- If you have access to a computer and internet, you can access two of our video games on www.thatsnotcool.com/games.aspx. Set up the computer on your table (or near it) and invite people to play with our CoolNotCool cards, “Nude-e-Calls” and “TEXT INVDRS.”

LEADER TOOL: THAT'S NOT COOL PLEDGE

Take a stand against digital abuse

I, _____, pledge the following:

- I will show respect in all my relationships, in person and online.
- I will identify and maintain my personal digital boundaries.
- I will act as an upstander when I witness abusive behavior, online or off.
- I will have the courage to get help if I need it.
- I will have the compassion to give help to others in abusive situations.
- I will not pressure, control or coerce others online or in person.
- I will encourage those around me to develop healthy relationship habits, and will speak up when I see signs of abuse.
- I am committed to ending teen dating violence and digital abuse and will continue to work towards the goal of healthy relationships for all.

LEADER TOOL: VIDEO DISCUSSION GUIDE “BECAUSE I LOVE YOU (DELETE)”



1. What did you think of the video? How did it make you feel?
2. When you love someone, is it okay to ask them to do something they shouldn't do or don't want to do? Why or why not?
3. Is it ever okay for your S.O. to control who you see or text? Why or why not?
4. Is it okay for someone's S.O. to ask for their passwords or to read their texts? Why or why not?
5. What can you do if you or someone you know is experiencing relationship abuse or digital abuse?
6. How can you build relationships that are respectful and healthy in the digital world?

LEADER TOOL: VIDEO DISCUSSION GUIDE - "LOST IN THE GAME: A MUSICAL STORY OF RELATIONSHIPS, SEX AND GENDER POLITICS"



1. In the opening scene, some sexist song lyrics are featured. How does pop culture influence behavior?
2. In Act Two, a young couple processes their relationship separately. At the end, the young woman asks, "But will you love me tomorrow?" What do you think about hooking up? What is positive about hooking up? What is negative about hooking up?
3. In Act Three, characters sing about their fears and desires about love and relationships. The scene transitions and they are on a brightly lit rooftop. They sing about being "bent not broken" and learning to love again. In your experiences, what are the factors that make people fearful of relationships? What makes people hopeful about them? How can friends support one another in the good times and the bad times of their dating relationships?
4. What do you think about the arts-based approach to community organizing? Does this musical film do a good job of getting a message to the public in an engaging way? How?

LEADER TOOL: TABLE TALK EXERCISE (20 MINUTES)

Instructions: This is a casual, conversation-based activity you can do at your school. If you want to, you can advertise it at school beforehand (with your school's permission) to engage people you might not know. However, you can also just use this as a conversation starter at lunch! The purpose of the Table Talk is just to have a dialogue about issues related to teen dating violence – this gets people to think about their role in the movement. Feel free to choose which of these questions you want to ask! You don't have to get through all of them.



Questions and Conversation Prompts:

- What's the culture like at your school in regards to dating? What do you think is positive about it? What would you change?
- What attitudes or assumptions related to gender do you think people might have when it comes to dating?
- Have you ever known someone who experienced dating abuse? What was it like to witness?
- What is your opinion about sexting? What is uncool to do, and what is acceptable?
- When do you feel safest, healthiest and most supported in your close relationships (dating or otherwise)? What can those people do to encourage these positive feelings? What can you do?
- What is it like to talk about dating with adults in your life?
- Has there been a time when you have felt disrespected by a S.O., online or offline? How did you respond?
- What are some ways that people can be more respectful of one another in relationships?



- Why do people ghost each other suddenly after talking for a while? Is that okay with you? How should people respectfully handle a situation where they're no longer interested in continuing the relationship?

- What is it like for you when you notice that a friend's S.O. is not treating them well? What do you do?

Resources to mention to your friends: thatsnotcool.com & [Loveisrespect.org](https://loveisrespect.org)





LEVEL FOUR: VISIONARY

Tools and action suggestions

70+ points

- **Teen Dating Violence Awareness Month - PA Announcement Scripts**
 - Script provided below with four different announcements related to Teen Dating Violence Prevention and Awareness to read over your school's PA system 1x/week – great for a month-long campaign in February, for Teen Dating Violence Awareness Month.
 - Pro tip: You can also use the announcements (or smaller parts of them) as social media updates. 😊
- **“Interruptive Stunt” scripts and Instructions**
 - Perform [these](#) interruptive stunts with your school's drama club, at a school assembly or in the classroom, or with an after school club (or other venue!)
 - *Take pictures, video footage or tell us about your performance via social media – don't forget to use #TNCAmbassador!*
- **“Just Kidding, Just Fine and Other Lies” viewing, script reading or performance**
 - JKJFOL is a story written by students about teen dating violence, high school friendships, and bullying. There are 3 ways you can incorporate JKJFOL into your activism...
 - Host a viewing and discussion of the film in class, in a club, or at your house (film found [here](#)).



- Get your theatre department to put on a performance and host a discussion after about dating violence, gender equality, and respect.
- If you aren't able to put on a full performance, host a live reading of the script. This could be in a class (get your health, psychology, or English teacher on board!), in a school assembly, with a club, or even at your house.
- ** Script and production requirements found [here](#).

VISIONARY TOOL: TEEN DATING VIOLENCE AWARENESS MONTH - PA ANNOUNCEMENTS SCRIPT

WEEK ONE (Feb 1th-5th 2017):

“February is National Teen Dating Violence Prevention and Awareness Month. All this month we will be providing you with information on teen dating violence and how you can promote respect in your relationships.

Fact: One in three teens in the U.S. is a victim of physical, sexual, emotional or verbal abuse from someone they're dating.

Another type of abuse common to teens is **digital abuse** which includes unwanted, repeated calls or text messages, breaking into email or social networking accounts, or being pressured to send private or embarrassing pictures or videos.

Everyone has the right to feel respected and comfortable in their relationships. Check out all the That's Not Cool posters hanging up around the school for more ideas on how you can communicate where your digital line is. If you ever feel like someone is crossing your line, That's Not Cool.”

WEEK TWO (Feb 6th-12th 2017):

“It’s the second week of National Teen Dating Violence Awareness & Prevention month. This week is Valentine’s Day and on Thursday we will have a “My Digital Space” table set up (state where) where we will be handing out stickers, healthy relationship Valentine’s and other cool giveaways all related to Teen Dating Violence Prevention. Come check us out!

Some facts about digital abuse:

- One in three teens say they have been text messaged 10, 20 or 30 times an hour by a partner wanting to know where they are, what they’re doing, or who they’re with.
- One in four teens in a relationship have been called names, harassed or put down by a partner through cell phones and texting.



It’s important to trust your instincts about what you are and are not comfortable with in your relationships. Everyone has the right to feel respected by the person they’re dating and to have space outside of their relationships.

Remember, if you ever feel like someone is crossing your line, That’s Not Cool.”

WEEK THREE (Feb 13th-19nd 2017):

“Hey everyone, it’s the third week of National Teen Dating Violence Awareness & Prevention month. *[If you are having an assembly or after- school DVD viewing, mention it here].*

Fact: 73% of teens say they would turn to a friend for help if they were ever in an unhealthy relationship.

If you have a friend who you think may be in an unhealthy or disrespectful relationship, you can help. Listen and support your friend and try not to be judgmental. Encourage your friend to seek help and find a trusted adult they can talk to like a parent, teacher, family friend or counselor. You and your friend can also call **Love Is Respect at 1-866-331-9474** for anonymous and confidential help.

Everyone has the right to be respected and feel comfortable in their relationships. And remember, if you ever feel like someone is crossing your line, **That's Not Cool.**"

WEEK FOUR (Feb 20th –28th 2017):



“This week marks the end of National Teen Dating Violence Awareness & Prevention Month. Thank you to everyone who participated in helping spread knowledge of Teen Dating Violence and how to stop it.

To finish off the month, let's take a stand together against Teen Dating Violence. All this week you will have a chance to sign our **That's Not Cool Pledge** hanging on the wall [state where]. If you are ready to take the pledge to have healthy, respectful relationships free from violence, then grab a pen and sign the banner! Let's see how many signatures we can get!

Remember, everyone has the right to be respected and feel comfortable in their relationships. Trust your instincts about what feels okay and what doesn't feel okay. It's important to talk to someone you trust (friends, parents, or a teacher or counselor at school) if you ever feel pressured, threatened or controlled.

And remember, if you ever feel like someone is crossing your line, **That's Not Cool.**"

WHERE TO FIND US



That's Not Cool website: www.thatsnotcool.com



Facebook: <https://www.facebook.com/ThatsNotCool/>



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



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



Tumblr: <http://nope-thatsnotcool.tumblr.com/>



YouTube: <https://www.youtube.com/user/thatsnotcool>

CoolNotCool Quiz: www.coolnotcoolquiz.org

Email: thatsnotcool@futureswithoutviolence.org

ADDITIONAL RESOURCES

TNC Ambassador Toolkit: <http://thatsnotcool.com/ambassador-toolkit/>

TNC Adult Allies Resources: <http://thatsnotcool.com/adult-allies/>

GET HELP

TNC Need Help? Page: <http://thatsnotcool.com/need-help/>

Love is Respect: If you or someone you know is experiencing abuse, you can find resources and help at www.loveisrespect.org or by calling 1 (866) 331-9474.