

TEEN DATING VIOLENCE PREVENTION: BUILDING A COMMUNITY- BASED RESPONSE

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Boston Public Health Commission

When you were 16...

What were you watching on TV?

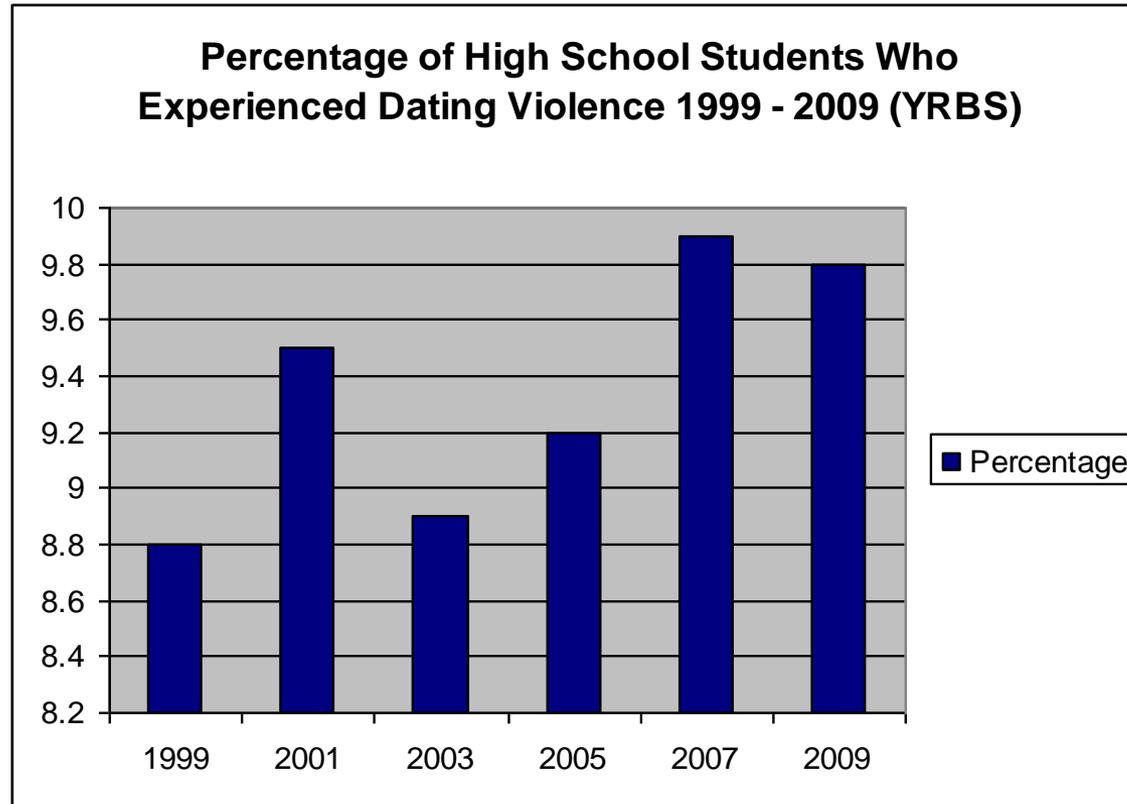
What music were you listening to?

Who were your friends?

What were you wearing?

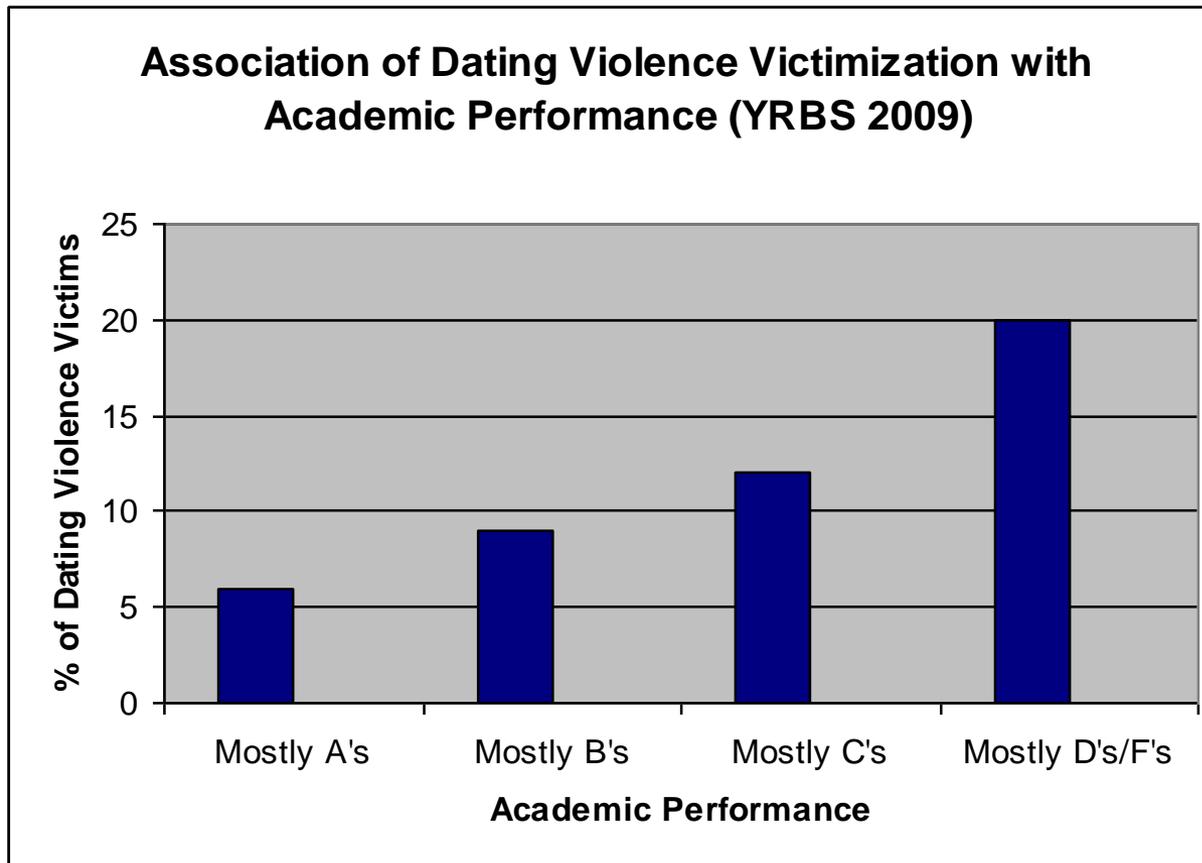
Who were the adults you trusted?

An Increasingly Prevalent & Serious Problem

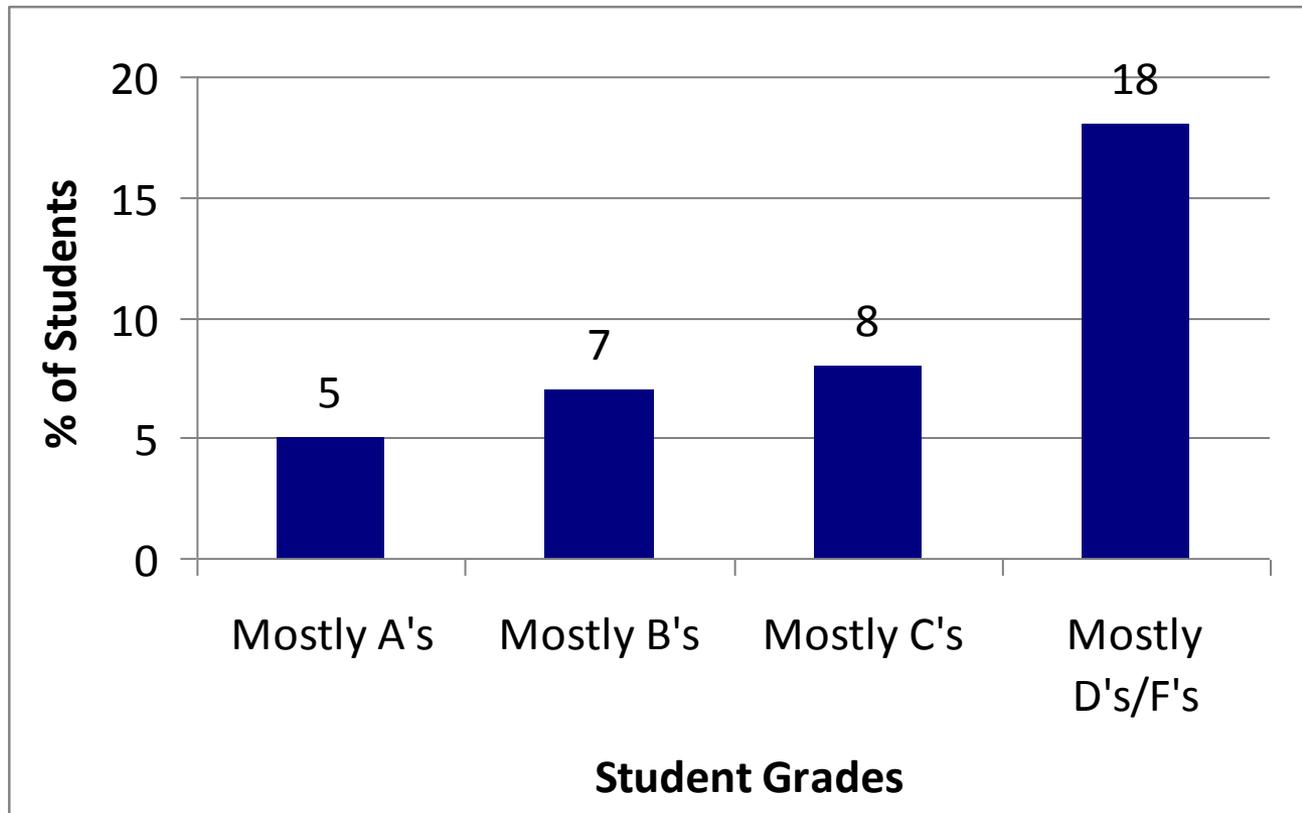


The percentage of high school students who experienced physical dating violence defined as "hit, slapped, or physically hurt on purpose by their boyfriend or girlfriend during 12 months before the survey." [National Youth Risk Behavior Survey](#), CDC, 1999-2009

Dating Abuse Related to Poor Academic Performance (YRBS, 2009)



Sexual Coercion Related to Poor Academic Performance (YRBS, 2009)



Risk Factors for TDV

- ❑ **Child maltreatment**
(Wolfe et al., 1998)
- ❑ **Exposure to interparental violence**
(Wolfe et al., 1998, 2001)
- ❑ **Social norms** (Reitzel-Jaffe & Wolfe, 1998; Pelligrini, 2002; Stein, 1995)
 - ❑ Belief that its OK to use threats or violence
 - ❑ Friends in abusive relationships



Risk Factors cont.

- Youth exhibiting bullying behaviors are
 - ▣ more likely to sexually harass same- and opposite-sex peers
 - ▣ more likely to be physically aggressive with their dating partners (Pepler et al., 2006; Williams, Conolly, Pepler, Craig, & Laporte, 2008; Brendgen, Vitaro, Tremblay, & Wanner, 2002).
- Bully-victims are at the greatest risk for social maladjustment and dating violence victimization (Espelage & Holt, 2007).

Public Health believes that prevention is the best medicine



Socio-Ecological Model



Researchers in the field of violence prevention have increasingly turned to a definition of prevention that focuses on the target group of interest. This definition categorizes interventions as:

- **Universal interventions - approaches aimed at groups or the general** population without regard to individual risk; examples include violence prevention curricula delivered to all students in a school or children of a particular age and community-wide media campaigns.
- **Selected interventions—approaches aimed at those considered at heightened** risk for violence having one or more risk factors for violence); an example of such an intervention is training in parenting provided to low-income, single parents.
- **Indicated interventions - approaches aimed at those who have already** demonstrated violent behavior, such as treatment for perpetrators of domestic violence.

A community response can be evidence-based and -informed



Asset Based Vs. Deficit Based

"In our desire to rear healthy productive youth, our policies and actions should not be restricted to prevention or cures but should include cultivating skills and meeting needs"

Pittman & Cahill, 1992

A community-based example



Start Strong Initiative

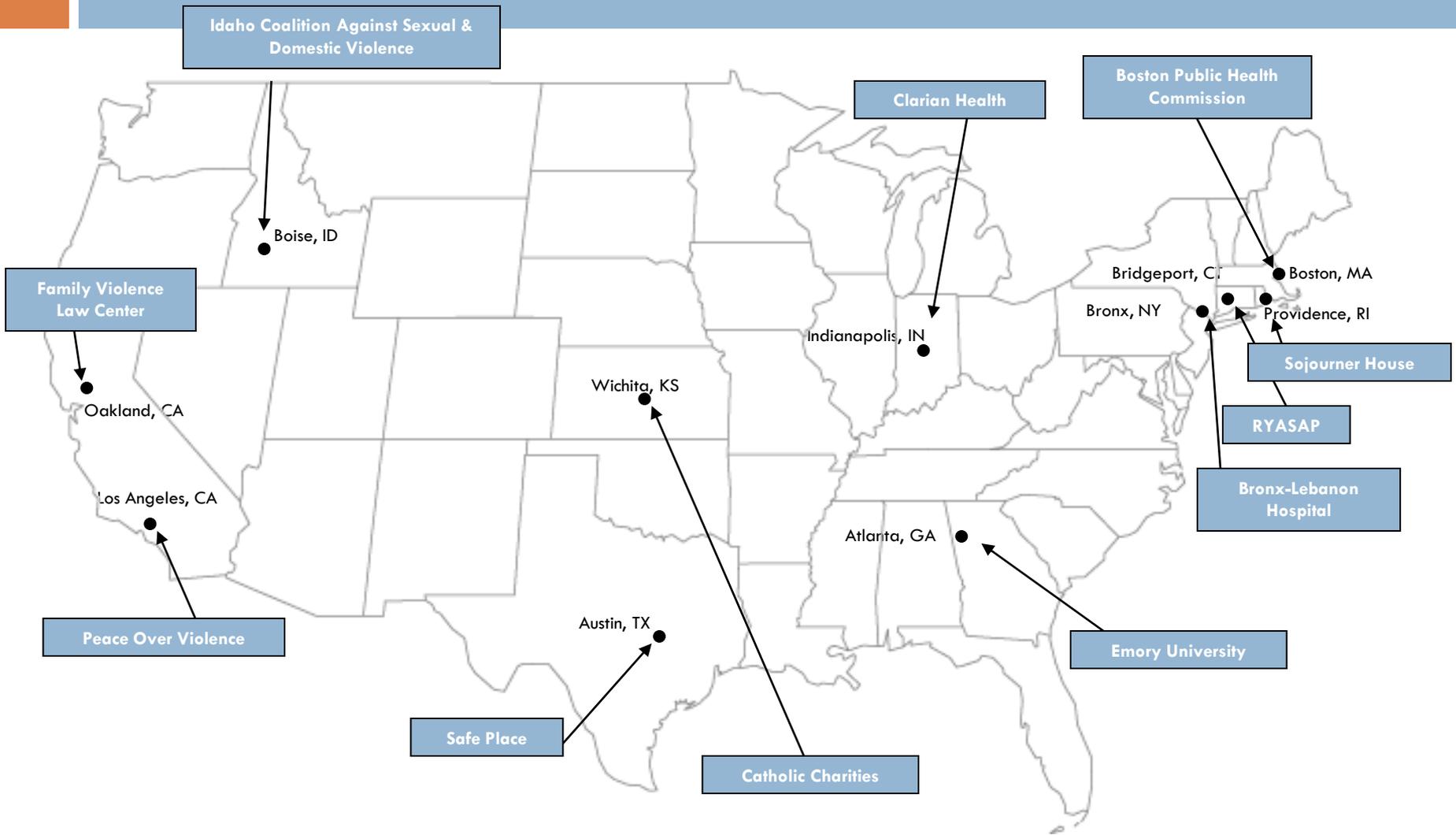
□ Robert Wood Johnson Foundation Initiative

To promote development of healthy relationships and prevent adolescent dating abuse of 11- to 14-year-olds through:

- Educating youth in schools and in out-of-school settings.
- Educating and engaging teen influencers to support these youth
- Changing policies and environmental factors
- Implementing communications strategies and social marketing



Start Strong: Building Healthy Teen Relationships The Communities



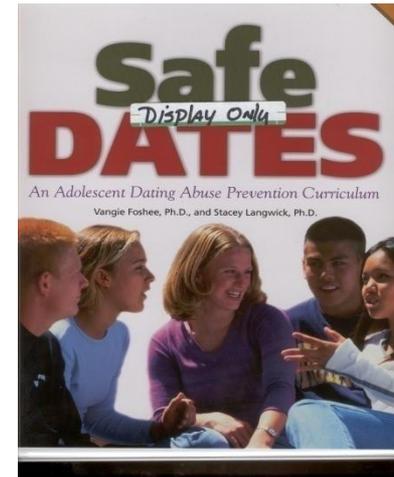
In School



SAFE

DATES

**An Adolescent Dating Abuse
Prevention Curriculum**



Highly engaging and interactive, **Safe Dates** helps teens to recognize the difference between caring, supportive relationships and controlling, manipulative, or abusive dating relationships.

Older Teens

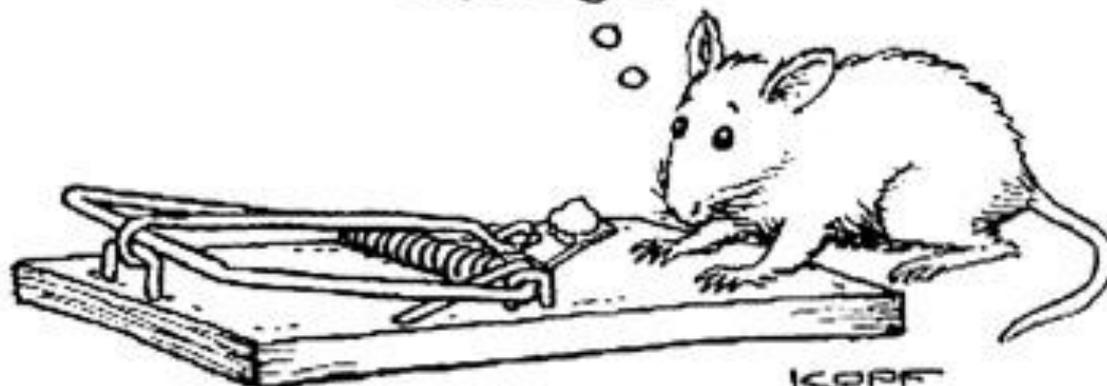


Adolescents vs. Adults

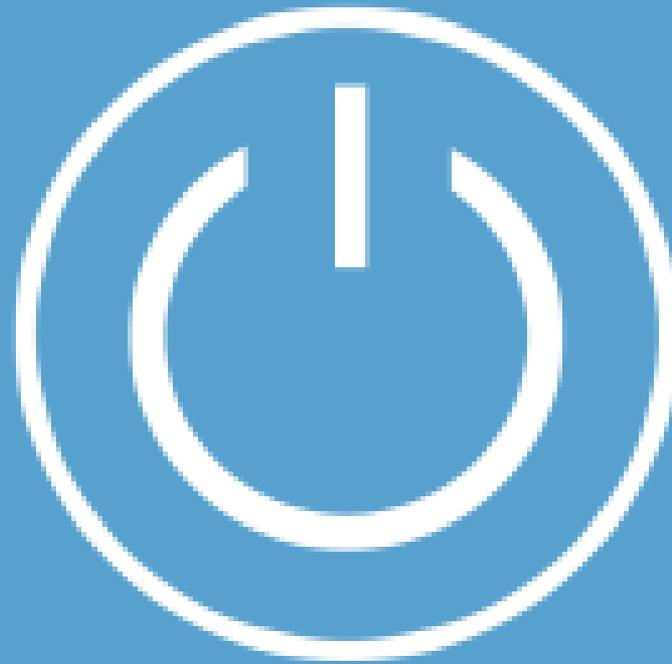


TEEN-AGE MOUSE

I CAN TOTALLY
GET AWAY
WITH THIS!



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phone: 216.371.8600 / email: ft@funnytimes.com



Empower

Start Strong Peer Leaders

- ❑ 25 older teen influencers
- ❑ Placed in community centers in VIP neighborhoods of Boston:
- ❑ Target Audience: Youth ages 11-14
- ❑ Workshops: healthy relationship promotion and teen dating violence prevention, media
- ❑ Activities: role playing, stories, fun and cooperative games

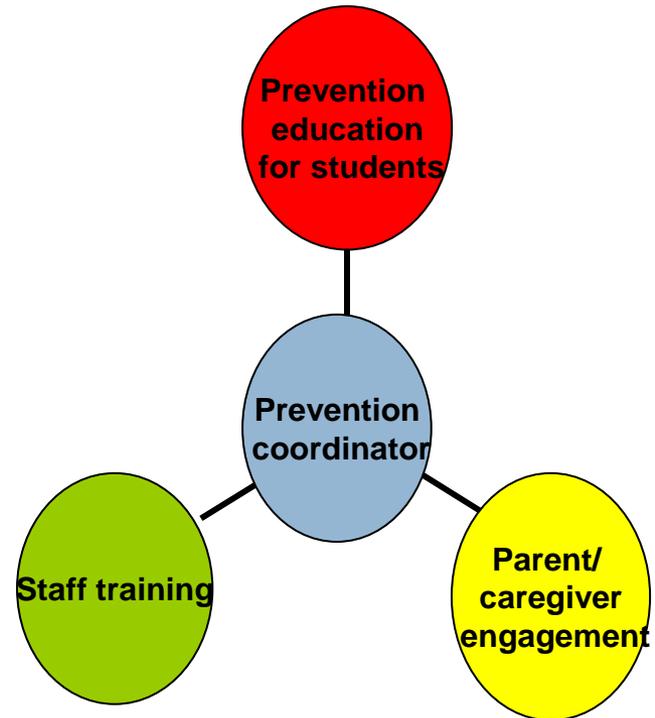
Policy



Start Strong Model School Policy

24

- ❑ Engage school personnel, students & parents
- ❑ Integrate prevention, early intervention & response
- ❑ Provide support system
- ❑ Reporting and monitoring



Creating Success...

25



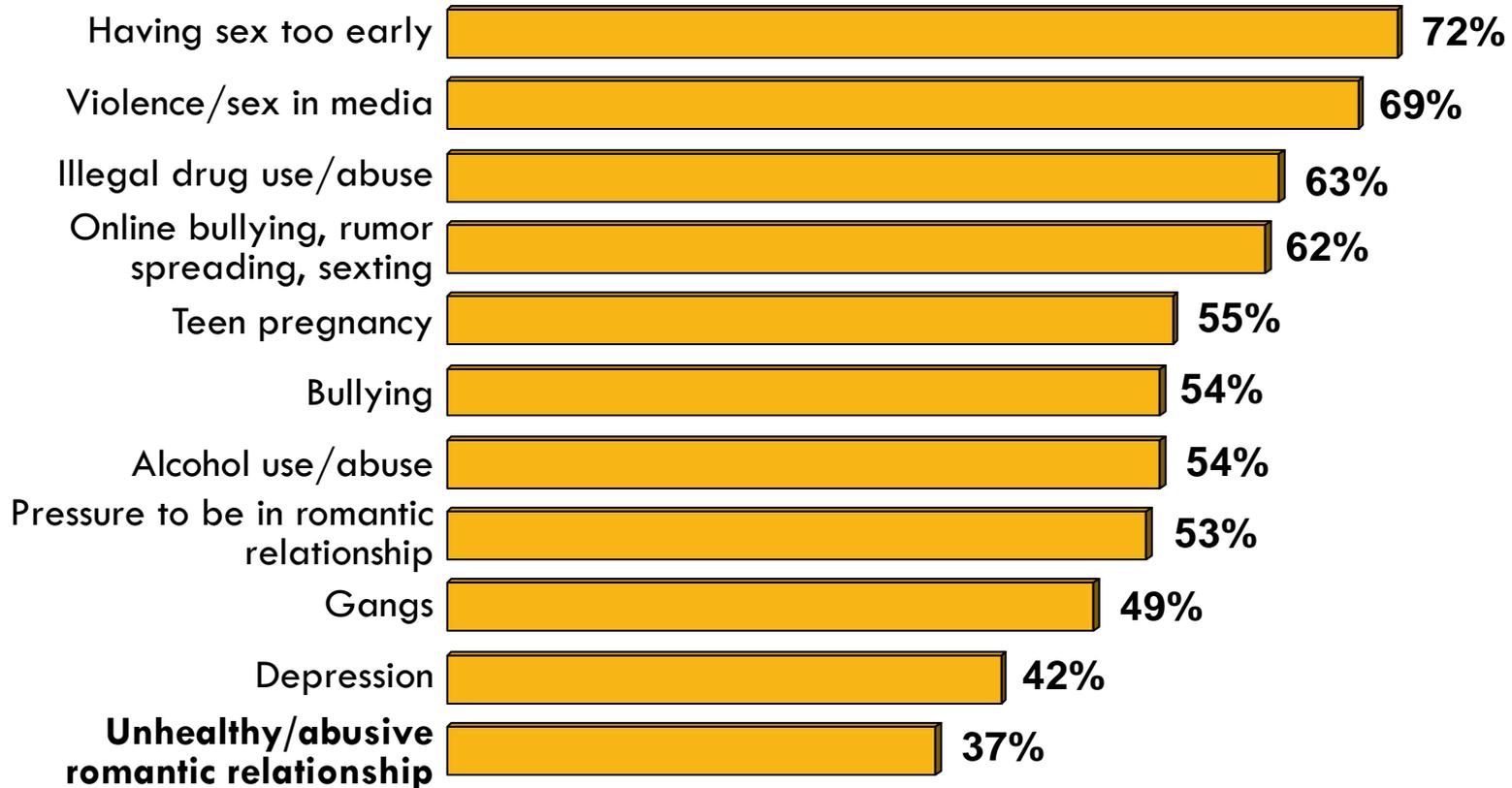


Unhealthy/Abusive Romantic Relationships Are Seen As Less Of A Problem For Preteens Than Are Other Related Issues

27

% rating each as a very big problem for adolescents/preteens*

Start Strong communities



*8-10 ratings on zero-to-10 scale

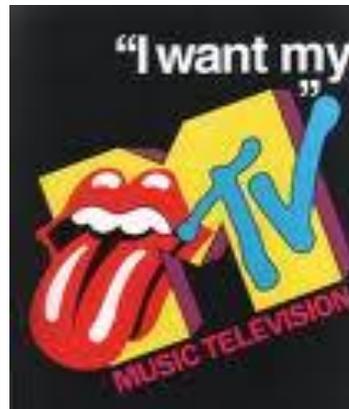
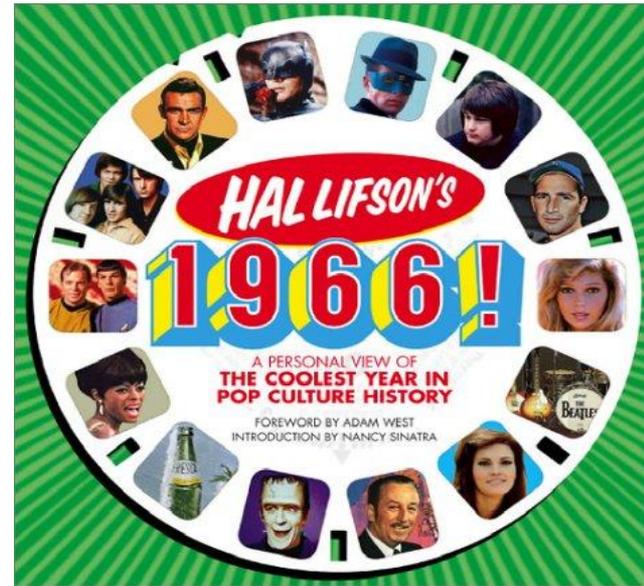
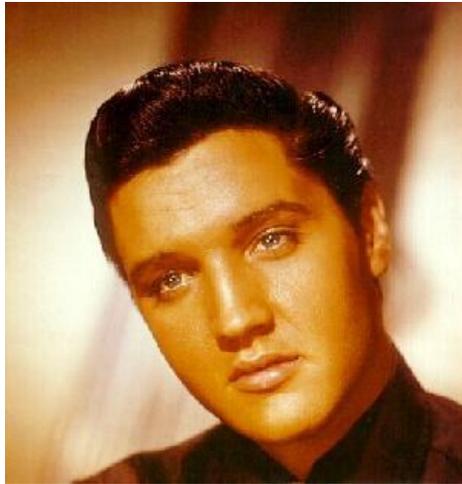
Expanding our definitions



For teens, “pop culture” is real culture



Pop culture through the ages...



Pop Culture Pathways



Evolution



Applied Examples

1. Seizing an opportunity



Chris Brown and Rihanna Survey

- In public health, information dissemination is not sufficient.
- What made Chris Brown/Rihanna survey matter
 - Current
 - Kids were talking about already
 - Relevant to their lives
 - Surprising to adults, who then talked to teens

Survey Findings

**46% said
Rihanna was
responsible for
the incident**

**51% said Chris
Brown was
responsible for
the incident**

**52% said both
individuals were
to blame for the
incident**

**52% said the
media were
treating Chris
Brown unfairly**

**35% said the
media were
treating Rihanna
unfairly**

**44% said
fighting was a
normal part of
a relationship**

**71% said
arguing was a
normal part of
a relationship**

What are the rumors about what happened during the incident?

“That Chris Brown was cheating on Rihanna and Rihanna gave Chris Brown a disease”

“She gave him herpes and he beat her up”

“Rihanna had herpes and didn't tell him so he reacted in a violent manner”

“Rihanna gave Chris Brown herpes. Chris Brown was defending himself”

“Everything but I'm not sure if it's true or not so I don't know”

“ She gave Chris Brown some disease and she was messing with some other boy.”

What advise would you give Rihanna?

"Do not come in contact with Chris brown"

"Don't piss of your man, you never know what might happen"

"To speak the truth and tell what happened"

"To be your own person. Don't let a man define who you are."

"I can't give her advice because she didn't do anything wrong."

"Don't test Chris Brown"

"Stop getting herpes and go to the free clinic and get checked out once a month"

"You're not ready for a serious relationship"

"Don't take control of his life and don't be giving people diseases."

"Don't hold on...just forgive him"

"Don't take control of his life and don't be jealous. He's a celebrity!"

"Break up with Chris. Do not give other people diseases"

"Hit him back twice as much"

"Never check a man's phone because you never know"

"Next time you have something like HIV or herpes tell someone"

"Leave Chris Brown's name and his image alone and go fix your herpes"

"Never spread herpes and don't stay with Chris"

"Never get your boyfriend mad"

What advice would you give Chris?

“Bob and weave”

“For him to go to anger management classes”

“Smack her some more”

“Learn that hitting women is wrong”

“Stop just stop hitting women it gives a bad image for him”

“Next time do not let a woman get you mad enough to make you act out of character”

“Try and repair you image by saying the truth, they may not like it but they'll see that you're an honest man which should give you some credibility.”

“You still should've never hit her”

“If you love her, love her”

“Man up and don't hit girls”

“Go to angry class. Do not date people who have diseases.”

“First study the person before being with them.”

“It would be to say I'm very very sorry and get her some flowers”

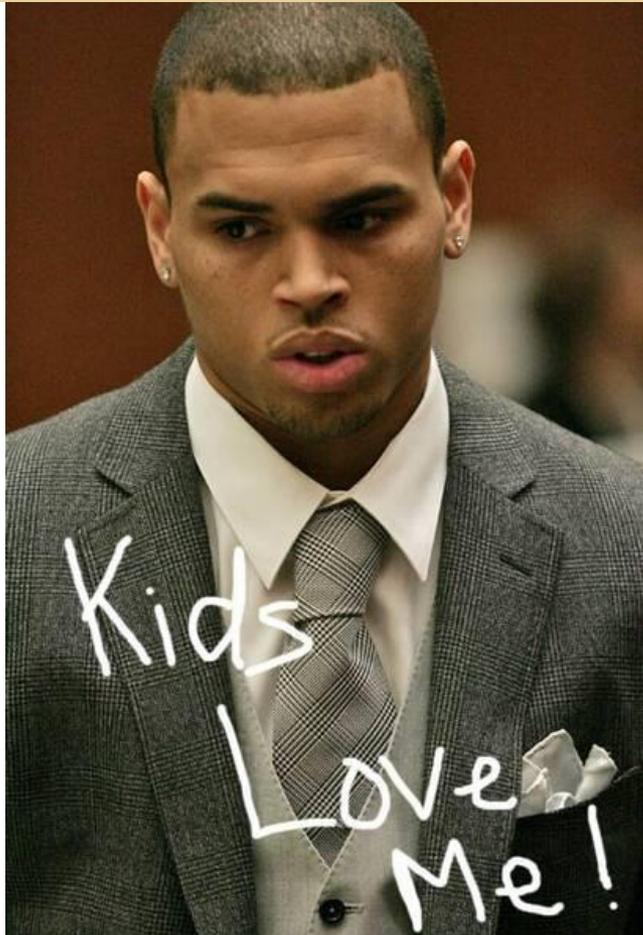
“Go take some anger management classes”

“Take it easy calm down, throw a few slaps but not too much, talk a little”

“Learned to control your anger and please don't be like your stepfather..when is your next song coming out?”



Boston Teens Misguided, Blame Rihanna for her Attack



Applied Examples

2. Listening to teens

~~Reactive~~

Proactive







AAP ADVOCATES FOR SAFER MEDIA AND MUSIC LYRICS



“On average, American youth listen to music from 1.5 to 2.5 hours per day, and an analysis of at-risk youth revealed they listen up to 6.8 hours per day. Studies have shown that a preference for certain types of music or music videos with explicit references to drugs, sex or violence can be associated with negative effects on schoolwork, behavior and emotions. Heavy metal and hard rock music have also been associated with increased suicidal risk, depression and delinquent behavior.”

Sound Relationships





Billboard

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.

Mario: “Break-Up”

When I kiss you so good, Why would you wanna break up? When this loving is so good, Why would you wanna break up?

When I hit that so good, Why would you wanna break up?

When this feeling is so good, Why would you wanna break up?

Loving you, loving you, loving you, when I'm, when I'm loving you, loving you. Why would you wanna break up? Do anything for you why would you wanna break up? See I been driving through your hood why would you wanna break up?

Now baby girl just dumped me, she no longer wants me, I'm no longer hired

She says that I've been fired

On to the next one

More fish in the sea

Girls are like buses

Miss one, next 15 one comin'

Gucci Mane crazy and his ice game stunnin'

Swag so stupid still the bitch straight dumped me

Over, no more smokin' doja

Baby girl went AWOL

She used to be my soulja

Bing Crosby: Baby It's Cold Outside

I really can't stay - But baby it's cold outside

I've got to go away - But baby it's cold outside

This evening has been - Been hoping that you'd drop
in

So very nice - I'll hold your hands, they're just like ice

My mother will start to worry - Beautiful, what's your
hurry?

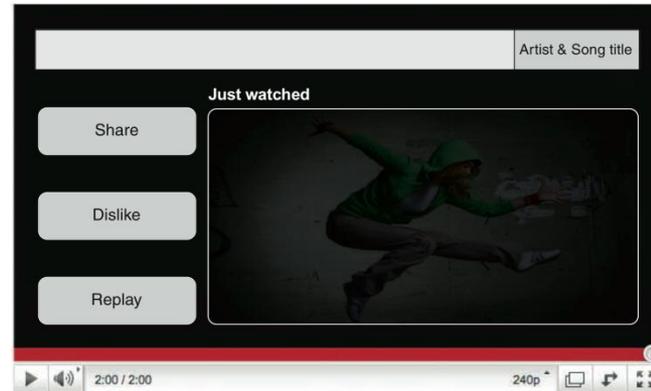
My father will be pacing the floor - Listen to the
fireplace roar

So really I'd better scurry - Beautiful, please don't
hurry

The Whole Picture

The songs we listen to affect us. The songs we listen to and watch may have an even greater impact. Since music videos can have an influence on our health and the health of our relationships, it is especially important to be a critical viewer.

Take these steps to help you discover if the music videos you watch are portraying healthy or unhealthy relationships. Get comfortable, get online, and get the whole picture.



Unhealthy Views		0-5
Drama	Wow! This video shows one or both partners doing a lot of making up/breaking up, yelling, destroying property, etc.	<input type="checkbox"/>
Possession	Crazy! This video shows one or both partners constantly calling, checking on, thinking about, or trying to control the other person, etc.	<input type="checkbox"/>
Disrespect	No way! This video shows one or both partners flirting with other people, cheating, touching inappropriately, ogling, etc.	<input type="checkbox"/>
Relationship = sex	Uh uh! This video takes place mostly in the bedroom, shows one or both partners with very few clothes, focuses primarily on the physical parts of the relationship, etc.	<input type="checkbox"/>
Manipulation	Whoa! This video shows one partner buying/giving gifts in order to get what he/she wants, using alcohol to get sex, etc.	<input type="checkbox"/>
Total Unhealthy Views		<input type="checkbox"/>
Healthy Views		0-5
Fun/Enjoyable	Awww! This video shows both partners laughing, smiling, doing activities together, etc.	<input type="checkbox"/>
Support	This video shows both partners comforting each other, watching/praising each other as they try something new, etc.	<input type="checkbox"/>
Respect	Yup! This video shows both partners talking and listening to each other, helping one another, etc.	<input type="checkbox"/>
Equality	Great! This video shows both partners making decisions together, sharing decision-making around sex, etc.	<input type="checkbox"/>
Trust	Wow! This video shows both partners sharing secrets, looking each other directly in the eyes, hanging out with other friends, etc.	<input type="checkbox"/>
Total Healthy Views		<input type="checkbox"/>

Directions

Step One: Find a music video

Select a music video of a song you enjoy. Watch the video on YouTube, iTunes, or TV. Begin with just getting a feel for the main themes of the images and behaviors of the people in the video.

Step Two: Determine if the music video has a relationship theme

Decide if the music video has a relationship theme. Look for two or more people with an emotional or physical connection. This connection should support or celebrate the healthy or unhealthy characteristics of the relationship.

Step Three: Score the music video

Watch the music video carefully, looking for images that give you information about the relationship. You may need to watch it more than once.

Look at the TrueView scoring tool to the left. For each healthy or unhealthy "view" that is present in the music video, assign a score. A score of **0** indicates that there is none of that relationship element present while a score of **5** indicates a very high level of that relationship element.

Step Four: Total your numbers

Add up the scores in both the unhealthy and healthy comment sections. These totals indicate the unhealthy and healthy relationship "views" contained in the music video.

Step Five: Replay, Dislike or Share

Based on your scores, choose one of the three choices in the video screen:

Circle SHARE if you think the overall message about relationships is something you admire and would like to share with others.

Circle DISLIKE if you think the overall message celebrates or glorifies unhealthy relationships.

Circle REPLAY if you are unsure of the overall message conveyed about the relationship. If you circle this choice, you may want to view the video again alone or with another person who might be able to help you evaluate it.

Use this tool whenever you want to find out the relationship views of a music video.

“Lady Gaga is Musical Junk Food”

-AP



Breakup Summit



_____ is no longer listed as “in a relationship”

The “Face-to-Face” breakup



U R Breaking-Up?!



U R BREAKING UP!?

The way you communicate often determines how well your message is received. This is especially true when you are breaking-up. Use this tool to help you pick the best strategy for being heard. Like the reception bars on your phone, the more bars you have the stronger and clearer your message will be.



Five bars

FACE-TO-FACE With face-to-face contact you have the best possible reception. That doesn't mean that talking about breaking-up is going to be any easier, but you both will have a better chance of understanding each other's feelings with less miscommunication. You will be able to use body language and tone of voice to help get your message across without interference.



Four bars

PHONE Phones are amazing tools that help us stay in touch with the people we care about. Unfortunately, they are not the best tool for ending relationships. They let you have a live conversation where you can verbally communicate feelings and thoughts, and hear tone of voice, but the problem is that there can be interference — abrupt hang-ups, zero body language information, a lack of privacy and lost reception.



Three bars

Email Sending an email is an effective way of communicating a message; however it is not the ideal way to communicate during a break-up. It can be hard to tell if someone is joking, happy or angry from an email. The person you're trying to communicate with may not get your message. The reception is dependent on what the other person thinks is meant by each word or phrase or idea. Also, once something is in print, it is very hard to take it back or explain away the miscommunication.



Two bars

TEXTING With texting, the chances of your message being clearly received are very small, just like the length of a text message. Too little is said, leaving too much room for misunderstanding. Communicating by text may actually add to the pain and prolong the breaking-up process. If you break-up this way, you may be sending the message that this person is not worth your time, which can result in a stronger negative reaction.



One bar

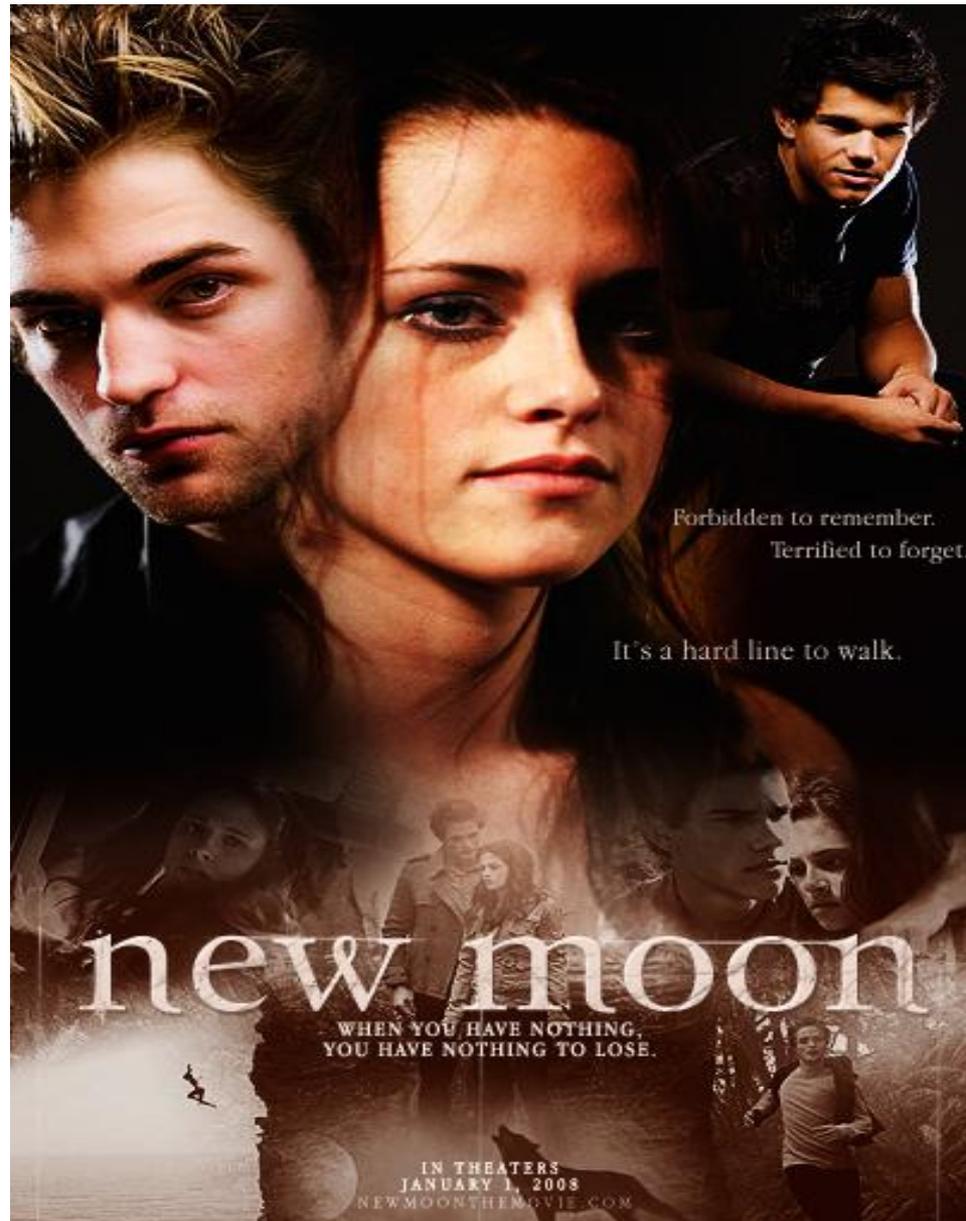
SOCIAL NETWORKS You're breaking-up, and you want the whole world to know! Posting something hurtful on Facebook, MySpace, AIM or Twitter may feel good for a moment, but no one will really hear your message clearly, especially the person who needs to understand. Even if your ex did something hurtful to cause the break-up, posting hurtful messages tells others more about you and how you treat others.

**face it
don't
facebook it**



Applied Examples

3. Teens, vampires, werewolves, and healthy relationships



Forbidden to remember.
Terrified to forget.

It's a hard line to walk.

new moon

WHEN YOU HAVE NOTHING,
YOU HAVE NOTHING TO LOSE.

IN THEATERS
JANUARY 1, 2008
NEWMOONTHEMOVIE.COM

New Moon

- “*New Moon* is a pop-culture tsunami.”
 - ▣ Julia Sharkey, *Start Strong Idaho Teen InterACTivist*
- At the midnight premiere of *New Moon* on November 19th, *Start Strong Idaho* teens conducted a survey at theaters in the Boise area.

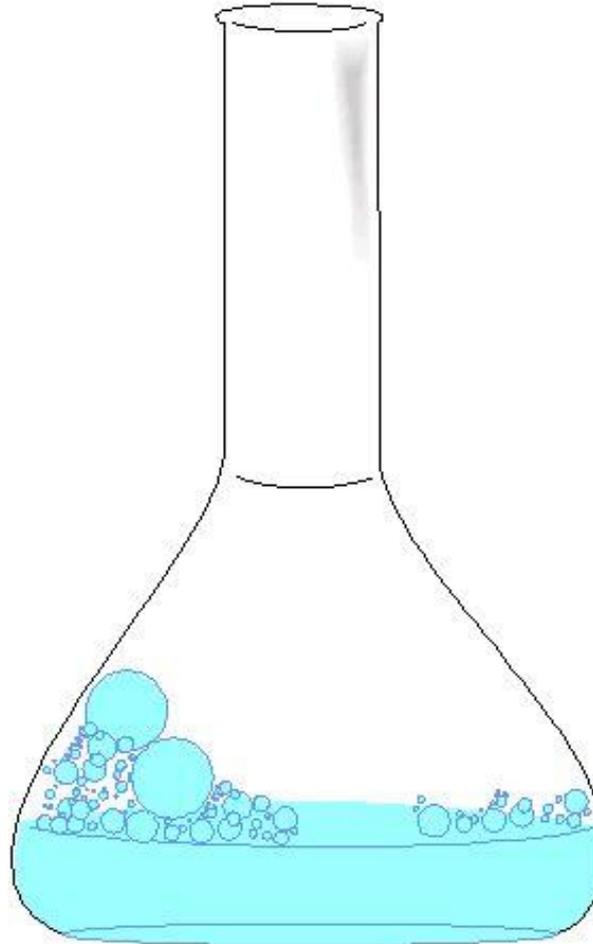


New Moon – Opportunities to Talk



- Teachable moment for parents and their pre-teens and young teens on building healthy teen, vampire, and werewolf relationships.
- A way to talk about relationships without invading a pre-teen or young teen's privacy.

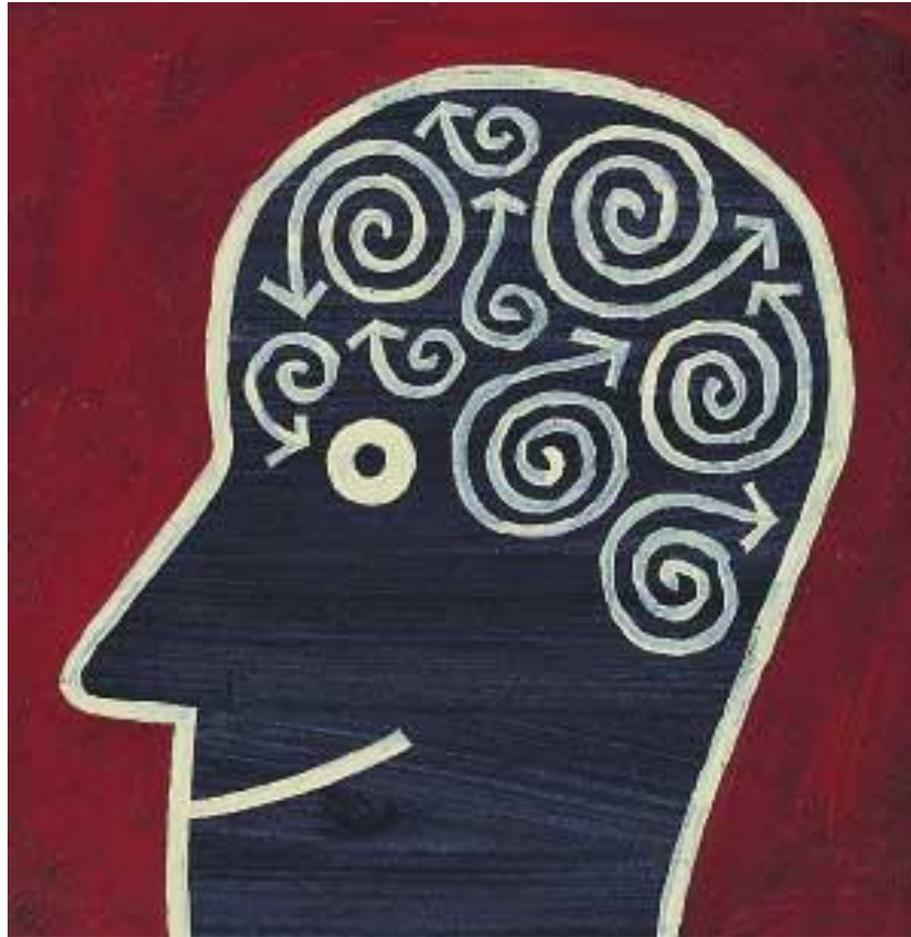
The “magic formula” is...



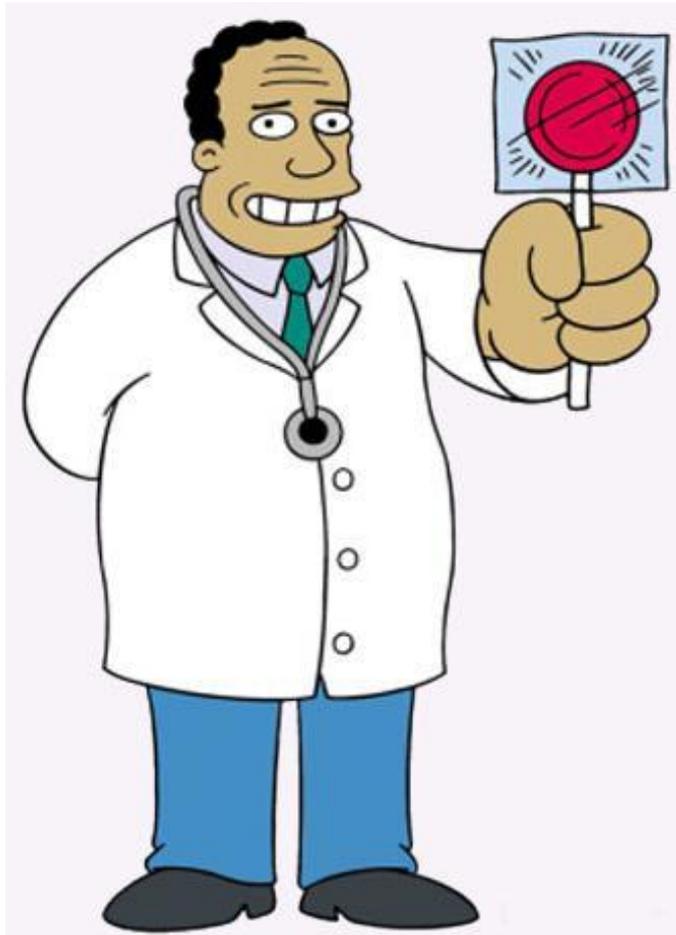
Know what's making news



Involve creative people



Be a credible messenger



Move at their speed



Be innovative (and take risks)



It's in the packaging



Luck



Build relationships and be collegial



Be innovative (and take risks)



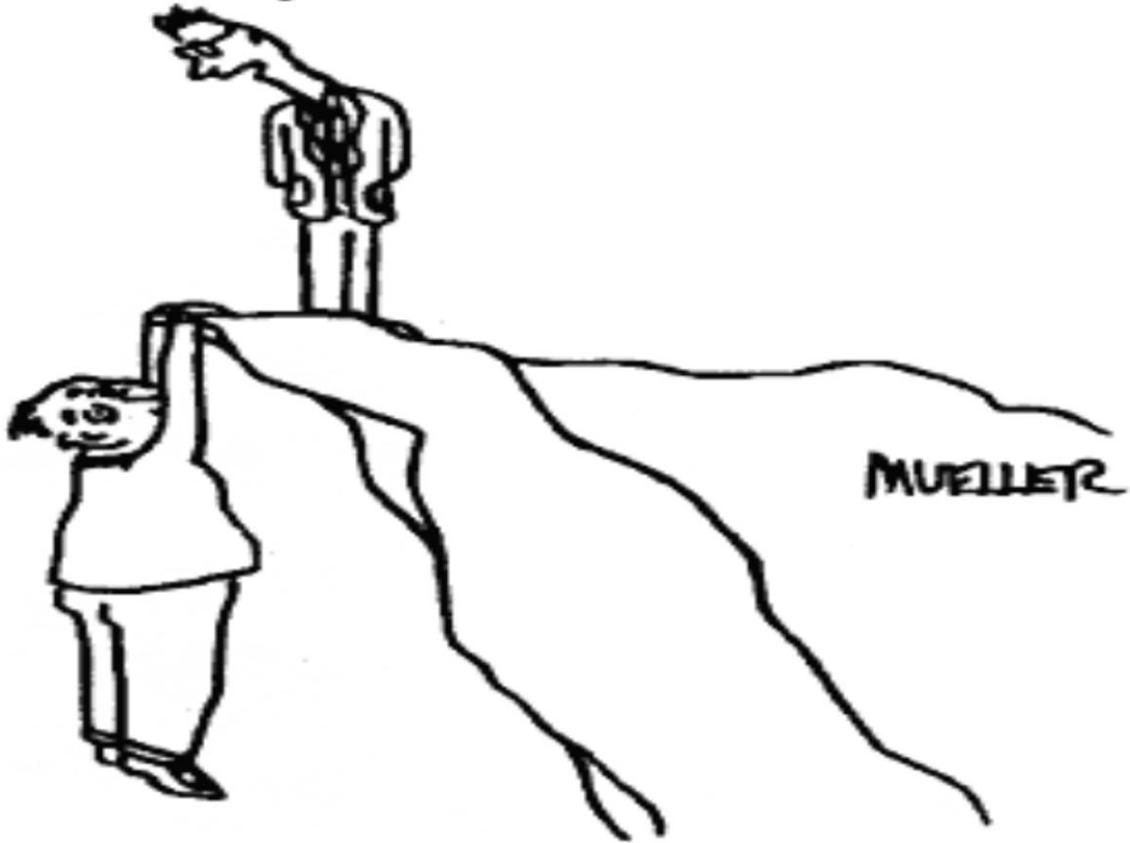


↑ Opportunity

Geosocial sites and application



DON'T WORRY. TECHNOLOGY
WILL SAVE YOU.





Thank You!

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