



*jana's*  
CAMPAIGN™

***TEEN  
DATING VIOLENCE  
AWARENESS  
MONTH  
TOOLKIT***

# ***WELCOME!***

Jana's Campaign is proud to present this resource in honor of Teen Dating Violence Awareness Month taking place each February. With this resource, we hope to inspire others to join the movement and take action in support of creating safe and supportive communities and healthy relationships. It is so important for all of us to bring awareness to Teen Dating Violence. Statistics prove just how many teens are impacted by toxic relationships each year. For example, did you know....

One in three adolescents in the U.S. is a victim of physical, sexual, emotional, or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence ([loveisrespect.org](http://loveisrespect.org)).

It takes all of us – individuals, schools, and community organizations to promote healthy teen relationships. As a key player in this work, we are excited for you to join us in raising awareness to prevent teen dating violence this month and throughout February and the year.

It is our goal this packet of resources will help you incorporate Teen Dating Violence Awareness in your school/organization and encourage other students and staff to join the movement to end teen dating violence.

To learn more about our prevention education programs, please contact us at [janascampaign@gmail.com](mailto:janascampaign@gmail.com) or call 785-656-0324.



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# **TEEN DATING VIOLENCE AWARENESS AND PREVENTION MONTH**

## WHAT IS THE HISTORY OF TDVAPM?

In 2006, the national government officially recognized the first week in February as National Teen Dating Violence Awareness and Prevention Week. In 2010, Congress announced that the entire month of February would be deemed National Teen Dating Violence Awareness and Prevention Month(TDVAPM)..\*

TDVAPM is a month-long campaign dedicated to raising awareness about teen dating violence. Widely, it is known as Teen Dating Violence Awareness Month. One in three adolescents in the U.S. is a victim of physical, sexual, emotional or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence (loveisrespect.org).

This is a crucial time to talk openly about healthy and unhealthy relationships, warning signs, and what we can do to lessen the frequency of dating violence.

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## **ABOUT JANA'S CAMPAIGN**

Jana's Campaign is a national education and violence prevention organization with the single mission of reducing gender and relationship violence. In honor of the late Jana Mackey and other victims and survivors of gender-based violence, Jana's Campaign delivers educational programs that prevent domestic and dating violence, sexual assault, and stalking.

For more information about Jana's Campaign, visit [www.janascampaign.org](http://www.janascampaign.org).



\*The History of Teen Dating Violence Awareness and Prevention Month. (2019, February 1). Retrieved from <https://www.loveisrespect.org/content/history-teen-dating-violence-awareness-and-prevention-month/>

## ***TEEN DATING VIOLENCE DEFINED***

### WHAT IS TEEN DATING VIOLENCE?

According to the Centers for Disease Control and Prevention (CDC), "Teen dating violence (TDV) is a type of intimate partner violence. It occurs between two people in a close relationship."

Dating violence can take place in person or electronically. Unhealthy relationships can start early and last a lifetime. Teens often think some of these behaviors, like teasing and name-calling, are a "normal" part of a relationship—but many times, these behaviors can become abusive and develop into serious forms of violence. Many teens do not report unhealthy behaviors they experience because they are afraid to tell family and friends.

### ***COMMON "RED FLAGS" OF UNHEALTHY RELATIONSHIPS:***

#### ***Emotional & Verbal***

Putting you down.

Embarrassing you in public or threatening you in any way.

Telling you what you can and cannot do.

Controlling what you wear.

Accusing you of cheating or being jealous of your friendships.

#### ***Digital***

Sending threats via text, social media, or email.

Stalking or humiliating you on social media.

Forcing you to share passwords.

#### ***Sexual***

Pressuring or forcing you to do anything sexual without your consent like forcing you to have sex or perform sexual acts you are uncomfortable with.

Forcing you to watch pornography or participate in pornographic videos or sexting.

#### ***Physical***

Hitting

Slapping

Punching

Spitting

Shoving

Biting

Pushing

Strangulation

# **HEALTHY vs UNHEALTHY RELATIONSHIPS**

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## WHAT DOES A HEALTHY RELATIONSHIP LOOK LIKE?

- Look for someone who:
- Treats you with respect
- Enjoys activities you like or want to do
- Lifts you up with compliments
- Encourages you to spend time with your friends or family
- Is comfortable around your friends and family
- Listens to your ideas and compromises
- Is positive
- Shares some of your interests and supports you in pursuing what you love
- Shares their thoughts and feelings
- Respects your boundaries
- Encourages you to go places and visit people
- Is honest and trustworthy
- Encourages you to do well in school or at work
- Does not threaten or scare you

## WHAT DOES AN UNHEALTHY RELATIONSHIP LOOK LIKE?

- Checks cell phones, emails or social media accounts without permission
- Extremely jealousy or insecure
- Constant belittling or uses put-downs
- Has an explosive temper
- Isolates you from family and friends
- Makes false accusations
- Has constant mood swings towards you
- Physically inflicting pain or hurt in any way
- Possessiveness - acts like they own you
- Tells you what you can and cannot do
- Repeatedly pressures you to have sex, or partake in activities you do not want to

***Dating violence can happen to anyone, regardless of age, race, gender, sexual orientation, religion, or location.***

## ***TEEN DATING VIOLENCE STATISTICS***

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- 1 in 5 tweens – age 11 to 14 – say their friends are victims of dating violence and nearly half who are in relationships know friends who are verbally abused. 2 in 5 of the youngest tweens, ages 11 and 12, report that their friends are victims of verbal abuse in relationships.

(Tween and Teen Dating Violence and Abuse Study, Teenage Research Unlimited for Liz Claiborne Inc. and the National Teen Dating Abuse Helpline. February 2008).

- Nearly 1 in 4 teens have been victimized through technology, and nearly 1 in 2 teens in relationships report being controlled, threatened, and pressured to do things they did not want to do.

(Liz Claiborne Inc and The Family Fund. "Teen Dating Abuse 2009 Key Topline Findings).

- During the pre-teen and teen years, it is critical for youth to begin learning the skills needed to create and maintain healthy relationships. These skills include things like how to manage feelings and how to communicate in a healthy way.

(<https://www.cdc.gov/violenceprevention/intimatepartnerviolence/teendatingviolence/fastfact.html> -2017).

- 8% of high school students have experienced physical violence by someone they were dating and nearly 10% of students have experienced sexual violence, including non-consensual sex.

(According to the 2017 Youth Risk Behavior Surveillance Systems (YRBSS) conducted by the Centers for Disease Control).

- Lesbian, Gay, Bisexual (LGB) youth show significantly higher rates of all types of dating victimization and perpetration experiences, compared to heterosexual youth. Similarly, LGB youth reported higher rates of perpetration for physical, psychological, and cyber dating violence and abuse than heterosexual youth did.

(Dank, M., Lachman, P., Zweig, J.M. & Yahner, J. Dating Violence Experiences of Lesbian, Gay, Bisexual, and Transgender Youth. In Press: Journal of Youth and Adolescence).

- Teens typically don't talk to their parents or other adults in their lives about abuse - 80% of teens who've been in an abusive relationship have turned to a friend for help.

(Liz Claiborne Inc and The Family Fund. "Teen Dating Abuse 2009 Key Topline Findings).

A stylized graphic featuring two purple human-like figures with circular heads and curved arms, holding a large orange heart. The heart is the central focus, and the text is centered within it. The entire graphic is set against a white circular background with an orange border.

***RAISING  
AWARENESS***

# ***RAISING AWARENESS***

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## ***SPREAD THE WORD***

This February we challenge you to spread the word about teen dating violence. Plan small events for your friends and family or think larger and partner with your school, work, or other organizations to host community-wide events. Every step to spread awareness and educate others is a step towards preventing teen dating violence.

- Share the message about teen dating violence awareness month over a PA system, podcast, video, or at the beginning of a class or meeting.
- Create posters and signs, and include statistics and local resource contact information - post them around your school, organization, and on your social media accounts.
- Organize a "Real Talk."

## ***WHAT'S A "REAL TALK"?***

Real Talk is a signature event developed in 2016 by Break the Cycle. Real Talks are casual, fun, and engaging sessions, hosted in communities across the country, and create a space for young people to come together and discuss a variety of topics, including healthy and unhealthy relationships.

Real Talks not only allow young people to share their experiences, they also open the door for education and building healthy relationship skills. By teaching healthy relationship skills specifically based on what is shared during your Real Talk, facilitators can remain youth-centered and keep the information shared relevant to their group. Talking out relationship realities builds trust among young people that attend the Real Talk and the caring adults that often facilitate them.

## ***MAKE CONNECTIONS***

- Can you partner with your local domestic violence agency?
- Is there a partner/group you can reach out to?
- Reach out to Jana's Campaign
- Are you connected online? Can you use social media to promote your awareness efforts?

## ***RAISING AWARENESS***

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### ***ACTIVITIES FROM LOVE IS RESPECT.ORG***

Orange-Out for Teen Dating Violence Awareness Month: Encourage your peers and the faculty at your school to wear orange to signify unity, awareness, and prevention of abusive relationships.

Relationship Bill of Rights: Print the relationship bill of rights from this toolkit and encourage your peers to sign it. Signings can be done at lunches and could work in conjunction with an information booth.

Wall of Love: Print copies of the "Love is..." speech bubble template from this toolkit. Cut out the speech bubbles and write down what love means to them. Tape the bubbles throughout school or organization hallways. Be creative!

Relationship Spectrum: On a chalkboard or dry erase board, make three columns labeled: Healthy, Unhealthy and Abusive. Print and cut out the relationship behaviors in this toolkit. Determine which behaviors are healthy, unhealthy or abusive by taping or gluing them in the appropriate columns. This activity can be modified for a classroom, small group or individuals.

### ***OTHER ACTIVITIES***

- Post a sign on your school marquee for the community to see that February is Teen Dating Violence Awareness and Prevention Month.
- Ask the editor of the student newspaper to write a story on teen dating violence. Invite other students to submit poetry, drawings, song lyrics, etc. to accompany the article.
- Print Jana's Campaign posters from "Materials," later in this packet, and display them throughout school.
- Host an art competition - has students create art that illustrates healthy or unhealthy relationship behaviors.
- Be creative, if you have other ideas to raise awareness of teen dating violence, go for it!

***Be sure to share your projects with Jana's Campaign so we can share them on our social media pages!***

## ***RAISING AWARENESS***

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### ***HOW TO HELP A FRIEND OR PEER:***

- If you're concerned someone may be experiencing violence, say something. Talk to a trusted adult at your school, or church. Or contact the local domestic violence agency.
- Listen, support, believe: If a friend tells you about the violence they experienced, believe them. If they ask for your help, take it seriously and think about who they can get help from.
- Call in reinforcements - encourage your friend to talk to a domestic violence advocate about the experiences they have had.

### ***SAFETY PLANNING:***

#### **What is a Safety Plan?**

A safety plan is a practical guide that helps lower the risk of being hurt by your abusive partner. It includes information specific to you and your life that will help keep you safe. A good safety plan helps you think through changes that keep you as safe as possible in the places that you go on a daily basis.

#### **Why do I need a Safety Plan?**

Everyone deserves a relationship that is healthy, safe, and supportive. If you are in a relationship that is hurting you, it is important for you to know that the abuse is not your fault. It is also important for you to start thinking of ways to keep yourself safe from the abuse, whether you decide to end the relationship or not. While you can't control your partner's abusive behavior, you can take action to keep yourself as safe as possible.

***Contact your local domestic violence agency to create a safety plan that best fits your situation.***

A stylized logo featuring a large orange heart in the center. The heart is surrounded by purple, curved shapes that resemble arms or legs, suggesting a group of people or a community. The word "MATERIALS" is written in bold, black, italicized capital letters across the middle of the heart. The entire logo is set against a white background with a light orange border.

***MATERIALS***

## Social Media - Graphics - Free to Reuse

### February is Teen Dating Violence Awareness Month



One in three teens in the U.S. will experience physical, sexual, or emotional abuse by someone they are in a relationship with before they turn 18.

(Centers for Disease Control, 2017)

By joining together every February, we can spread awareness and stop the violence before it starts!



**THIS  
FEBRUARY,  
START TALKING ABOUT  
HEALTHY RELATIONSHIPS!**

**LOVE  
HAS MANY  
DEFINITIONS  
BUT ABUSE  
ISN'T ONE  
OF THEM.**

# MATERIALS

## Social Media - Graphics - Free to Reuse

"Where are you?"  
"Who are you with?"  
"Call me now."

"U R Mine"

"That dress makes  
you look fat."

"Shut up."

"I told you not to  
talk to him."

"Loser."

"Don't wear that."



# THIS ISN'T LOVE.

Control isn't loving. It is abuse. Abuse can take many forms and it is not always physical. When someone is controlling, possessive, or extremely jealous, it could be a sign of an unhealthy relationship.

If you or someone you know is experiencing violence in their relationship, contact your local domestic violence agency.

February is Teen Dating Violence Awareness Month.

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# ***MATERIALS***

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## ***Social Media - Graphics - Free to Reuse***

FEBRUARY IS TEEN DATING VIOLENCE  
AWARENESS MONTH.



1 in 4 teens report  
verbal, emotional,  
sexual, and stalking  
violence each year.

(CENTERS FOR DISEASE CONTROL, 2017)



EDUCATION *about* and PREVENTION *against* gender and relationship violence.

# **MATERIALS**

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## **Social Media - Graphics - Free to Reuse**

FEBRUARY IS TEEN DATING VIOLENCE  
AWARENESS MONTH.



1 in 10 teens report  
physical violence  
each year.

(CENTERS FOR DISEASE CONTROL, 2017)



EDUCATION *about* and PREVENTION *against* gender and relationship violence.

# ***MATERIALS***

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***Social Media - Graphics - Free to Reuse***

**FEBRUARY IS TEEN  
DATING VIOLENCE  
AWARENESS MONTH.**



*love is respect*

This February, let's start talking about healthy relationships.



**EDUCATION** *about* and **PREVENTION** *against* **gender**  
and relationship violence.

# ***MATERIALS***

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## ***Social Media - Graphics - Free to Reuse***

# CONSENT IS.....

**CLEAR** - Consent is active. It is expressed through words or actions that create mutually understandable permission. Consent is NEVER implied. The absence of no is not a yes.



**COHERENT** - People who are incapacitated by drugs or alcohol cannot consent. People who are asleep or in any vulnerable position cannot consent.

**ONGOING** - Consent must be granted EVERY time. Consent must be obtained at each step of intimacy. If someone consents to one sexual activity, they may not be willing to go further.

**WILLING** - Consent is never given under pressure. Consent cannot be obtained through physical/verbal violence or threats. Someone in an unbalanced power situation cannot give consent (i.e. someone who is under your authority).

February is Teen Dating Violence Awareness Month.



**Social Media - Graphics - Free to Reuse**

*Healthy Relationships Involve:*

**RESPECT**

**ACCOUNTABILITY**

**SUPPORT**

**OPEN COMMUNICATION**

**TRUST**

**AFFIRMATION**

**NEGOTIATION**

**COMPROMISE**

**UNDERSTANDING**

**HONESTY**

February is Teen Dating Violence Awareness Month.



## ***Social Media - Graphics - Free to Reuse***

### QUESTIONS TO ASK IF YOU ARE WORRIED ABOUT SOMEONE'S RELATIONSHIP

**What is an  
argument like  
between you  
and your  
partner?**

**How have things  
been lately?**

**Have you thought  
about talking to  
an advocate?**

**Do you feel safe?**

**Is there anything  
I can do to  
help you?**

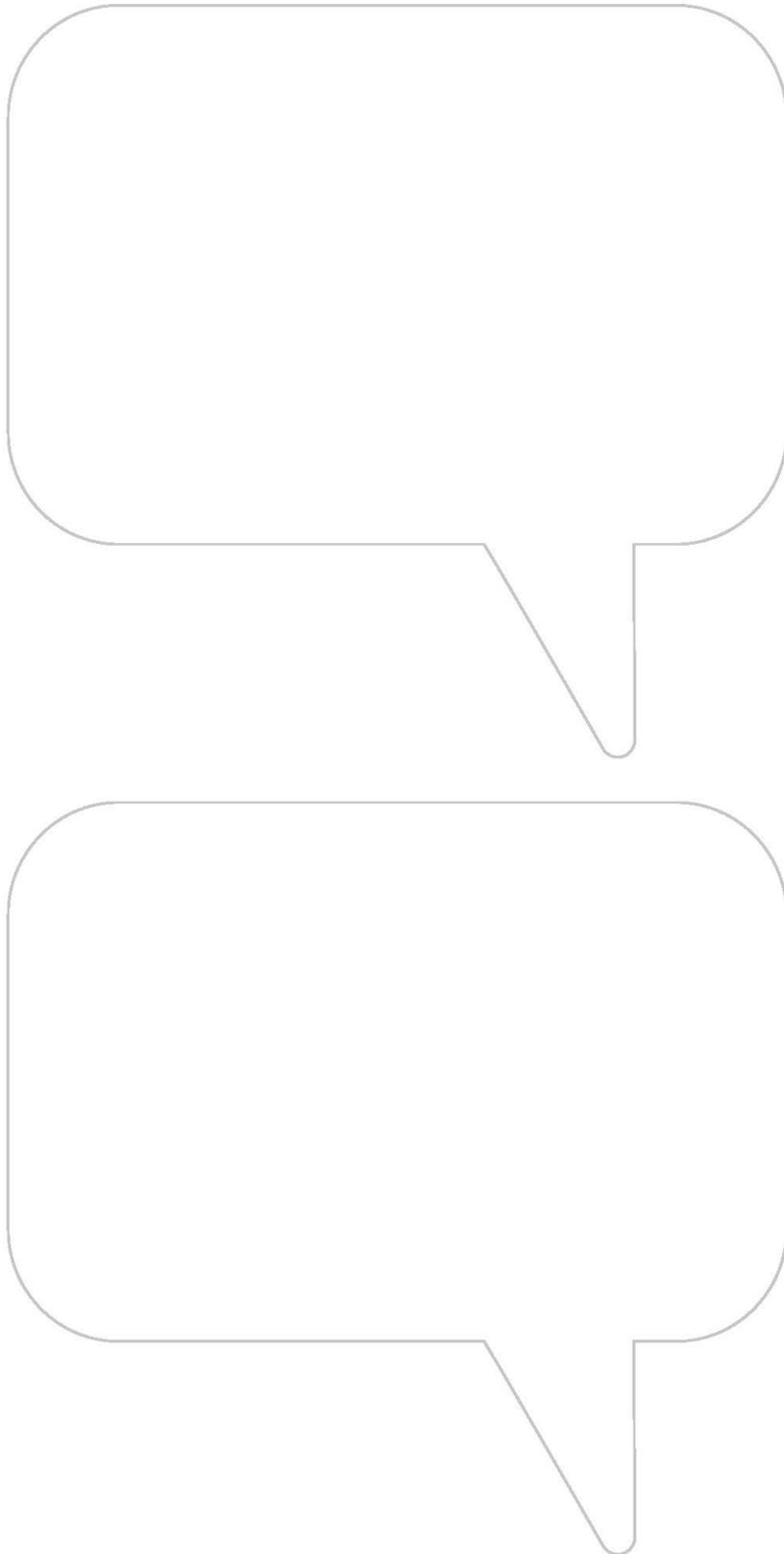
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**FEBRUARY IS TEEN DATING VIOLENCE AWARENESS MONTH.**

# MATERIALS

## ***"Love is..." Speech Bubble Template (activity from page 10)***

**"Love is..." Speech Bubble Template**

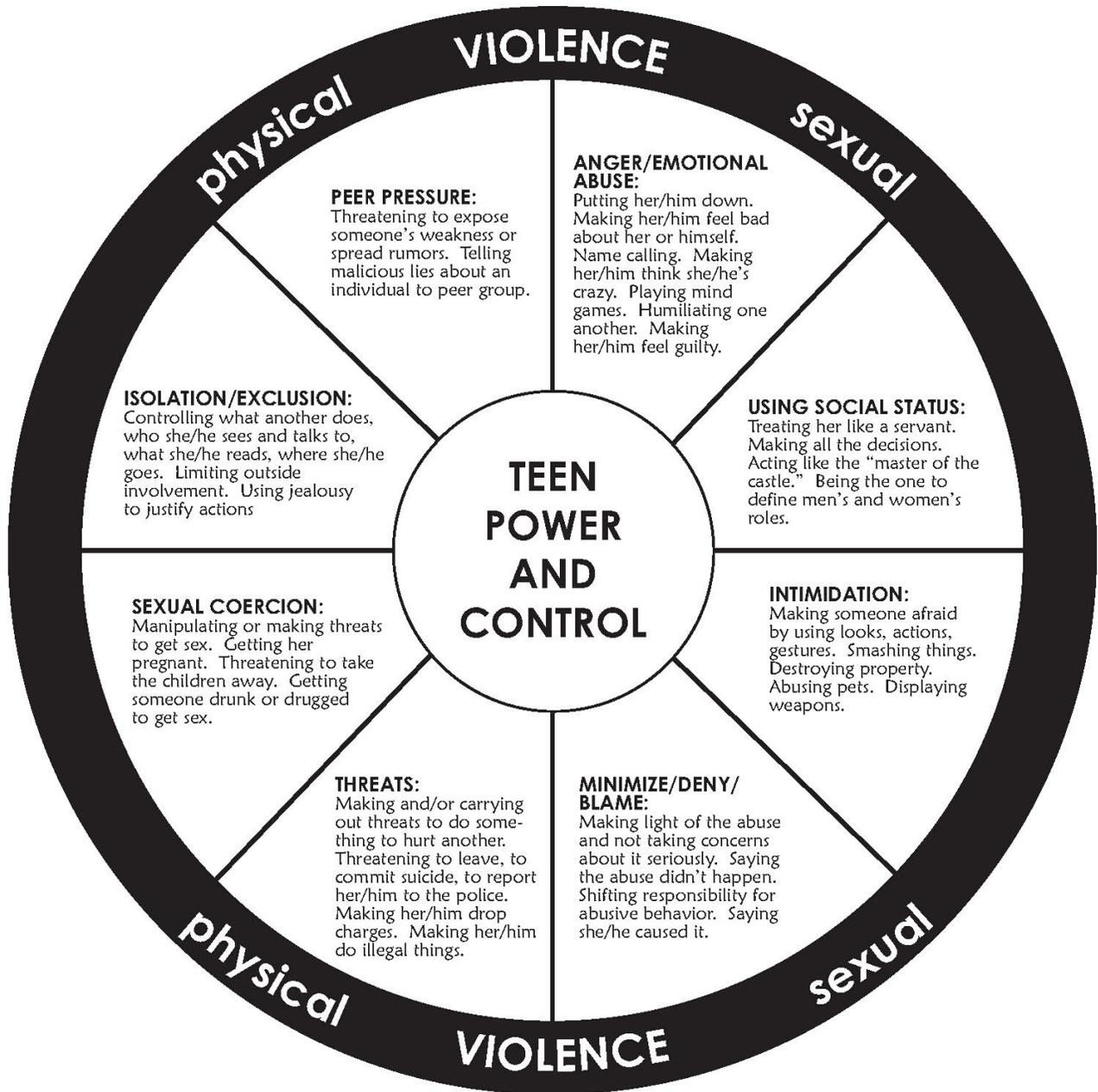




# MATERIALS

## Power and Control Wheel

# TEEN POWER AND CONTROL WHEEL



Produced and distributed by:

Developed from:  
Domestic Abuse Intervention Project  
202 East Superior Street  
Duluth, MN 55802  
218.722.4134



**NATIONAL CENTER**  
**on Domestic and Sexual Violence**  
*training • consulting • advocacy*  
4612 Shoal Creek Blvd. • Austin, Texas 78756  
512.407.9020 (phone and fax) • www.ncdsv.org

A stylized graphic featuring two purple silhouettes of human figures with their arms raised, holding a large orange heart. The word "RESOURCES" is written in bold, black, italicized capital letters across the center of the heart. The entire graphic is set against a white circular background, which is itself centered on an orange background.

***RESOURCES***

## ***ADDITIONAL RESOURCES***

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### ***WEBSITES:***

- Love is Respect ([www.loveisrespect.org](http://www.loveisrespect.org))
- Futures Without Violence ([www.futureswithoutviolence.org](http://www.futureswithoutviolence.org))
- GLBT National Help Center ([www.glbthotline.org](http://www.glbthotline.org))
- It Gets Better ([itgetsbetter.org](http://itgetsbetter.org))
- Thats Not Cool ([thatsnotcool.com](http://thatsnotcool.com))
- National Domestic Violence Hotline (1-800-799-7233)
- National Sexual Assault Hotline (1-800-656-4673)
- Safety Planning ([www.loveisrespect.org/for-yourself/safety-planning](http://www.loveisrespect.org/for-yourself/safety-planning))
- Teen Power and Control Wheel:  
([www.ncdsv.org/images/powercontrolwheelnoshading.pdf](http://www.ncdsv.org/images/powercontrolwheelnoshading.pdf))
- American Psychological Association  
([www.apa.org/images/love-teens\\_tcm7-48170.pdf](http://www.apa.org/images/love-teens_tcm7-48170.pdf))

### ***ADDITIONAL HELP:***

If you or someone you know has been the victim of dating violence, free and confidential help is available 24 hours a day through the National Dating Abuse Helpline.

***Call 1-866-331-9474 or TTY 1-866-331-8453.***

***Seek online support at [www.loveisrespect.org](http://www.loveisrespect.org) through the live chat feature or text 'loveis' directly to 22522 to begin a text chat with an advocate.***

# **CONNECT WITH US!**



***Jana's Campaign***



***@Jana'sCampaign***



***@Jana'sCampaign***



***Jana's Campaign, Inc.***

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