

CHOOSE

RESPECT

Respect. Give it. Get it.



Playbook

A Toolkit for Making the Choose Respect
Initiative Work in Your Community

Foreword

The National Center for Injury Prevention and Control of the Centers for Disease Prevention and Control (CDC) is pleased to share with you the Choose Respect Playbook, the centerpiece of our national initiative to help youth form healthy relationships and prevent dating abuse before it starts.

CDC developed the Choose Respect initiative in response to alarming reports of physical, verbal, emotional, or sexual dating abuse from youth across the country. These reports demonstrated a pressing need for interventions that foster healthy relationships among youth and prevent abuse. The initiative focuses on youth ages 11–14 years old because their attitudes and behaviors are being shaped during this stage of growth. Choose Respect helps youth identify the differences between healthy and unhealthy behavior and gives them skills to choose respectful relationships with friends and dating partners.

To motivate youth to make healthy choices, it is not enough to concentrate on youth alone. Parents and caring adults, groups in the community, and policies all influence the choices youth make. For this reason, Choose Respect focuses on four levels or “zones” of a community. The Choose Respect Playbook is designed to guide communities in planning, implementing, and evaluating a coordinated, community-wide approach to Choose Respect across the four zones.

The heart of the Playbook is a series of “plays,” or activities designed to bring about changes in youth and their social environment. The Playbook also contains a wealth of support tools and resources—everything a community needs to implement the Choose Respect initiative successfully, including:

- Background and introduction to the Choose Respect initiative
- Detailed instructions for activities for each target audience
- Guidance for building and maintaining successful community partnerships
- Suggestions for engaging the media and promoting Choose Respect
- Evaluation tools

We are very excited to share this Playbook with you. Your support and collaboration will be invaluable to the success of the Choose Respect initiative, and we look forward to working with you to implement Choose Respect in your community. Thank you for joining us in supporting this important effort to promote healthy, respectful relationships!



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Resources

The Choose Respect Playbook and Resources, including all the Choose Respect materials, are included on a USB Flash Drive that comes with this Playbook. The resources provide tools for successfully planning and promoting, implementing and evaluating Playbook activities.

General Tips and Tools

The General Tips and Tools section contains planning and resource documents not included elsewhere in the Playbook. General Tips & Tools include: an Organizational Assessment Worksheet, a Choose Respect Zone Worksheet, Guidelines for Promoting Your Plays, a Resource List and Literature Cited.

Zone 1: Youth

This section includes detailed play descriptions, play-by-play resources, and evaluation tools for Zone 1.

Zone 2: Parents and Other Caring Adults

This section includes detailed play descriptions, play-by-play resources, and evaluation tools for Zone 2.

Zone 3: Community

This section includes detailed play descriptions, play-by-play resources, and evaluation tools for Zone 3.

Zone 4: Policy Education and Advocacy

This section includes detailed play descriptions, play-by-play resources, and evaluation tools for Zone 4.

Evaluation Tips and Tools

The Evaluation Tips and Tools section contains resource documents and tools for evaluating your Choose Respect activities. Evaluation Tips and Tools include: general evaluation guidance as well as Zone process and outcome evaluation tools.

Chapters 1–4



What Is Choose Respect?



Healthy Relationships: A Community Priority

Healthy relationships are built on respect. This means that both people can talk openly, honestly, and freely to each other—without feeling pressure to act or think in a certain way. They support each other, take turns making decisions, and talk things through to make sure both people are heard.

Knowing how to have healthy relationships is important. This is true especially for children as they grow up into young adults and start forming attitudes and beliefs about friendships and relationships. Many of them look forward to dating. Dating can be a positive experience, but it also has its risks. Dating abuse—verbal, mental, physical, or sexual abuse—can start early and is a major concern among youth.

The Numbers Behind Dating Abuse

- 1 in 11 youth reports being a victim of physical dating abuse—that's nearly 1.5 million high school students each year.¹
- 1 in 4 youth reports verbal, physical, emotional, or sexual abuse each year.¹

The consequences of dating abuse can be severe and ultimately affect the healthy development of youth. Those who have been abused are more likely to:

- Binge drink
- Get into fights
- Report current sexual activity
- Get lower grades
- Have low self-esteem
- Be depressed
- Commit suicide
- Be victimized again
- Abuse their future dating partners

It's clear that dating abuse is a serious issue and needs attention. Choose Respect is an initiative designed to promote healthy relationships among youth ages 11-14 years old in order to prevent dating abuse before it starts.

¹ Centers for Disease Control and Prevention. Physical Dating Violence Among High School Students—United States. 2003. MMWR 2006, 55:532-535. Article available at the following URL: www.cdc.gov/mmwr/PDF/wk/mm5519.pdf

Why Does Choose Respect Focus on 11-14 Year-Olds?

Because adolescence is the basis for forming healthy adult relationships, the Centers for Disease Control and Prevention (CDC) created the Choose Respect initiative to prevent negative behaviors before they start. While dating abuse rarely occurs among youth ages 11-14 years old, their attitudes and behaviors are being shaped during this stage of growth. Name calling, pinching, shoving, and other verbal and physical abuse may signal risk for abuse later in life. Choose Respect reaches out to youth ages 11-14 years old to help them identify the differences between healthy and unhealthy relationships and give them skills to prevent dating abuse. Since youth are influenced by the people around them and the places where they live, study, and play, Choose Respect also targets the social and physical environments to support healthy dating relationships. It is important to promote and support healthy relationships among youth in order to prevent dating abuse.

What Can You Do to Promote Healthy Relationships Among Youth?

Our environment shapes who we are, including our values, attitudes, and behaviors. For youth, the environment includes their closest social circles—peers and friends, parents and family, other adults, and their communities. All of these can influence the ways they view dating relationships and the choices they make in relationships. For example, youth whose peers believe that healthy relationships should be the norm are more likely to think the same way.

You and others in your community can help prevent dating abuse among youth before it starts. How? You can teach youth how to have healthy relationships. And you can create social, cultural, and physical environments in your community that support healthy relationships among youth and help them make the right choices—to give and get respect.

If you are interested in the health and well-being of youth, there is a role for you in the Choose Respect initiative. Your involvement in Choose Respect will have many benefits. These include stronger relationships and networks, enhanced resources, more empowered communities, and improved lives.



How Will This Playbook Help?

The Choose Respect Playbook brings together an introduction to the Choose Respect initiative, activities designed for use with various audiences, and tools to help you plan and evaluate single activities or a comprehensive initiative—all in one place.

With this Choose Respect Playbook, you can create a powerful movement for promoting healthy relationships in your community. The Playbook offers activities (plays) that you can carry out in your community to promote healthy relationships among youth. The Playbook also provides specific resources and tools to help you implement your activities.

Playbook Terms

Let's get to know some key terms used in the Playbook.

Zones: Fields of Influence

Who/What we want to influence to bring about change in youth. The Zones are explained in detail in Chapter 2.

Plays: The Activities

Plays are the activities provided in this Playbook that your community will carry out in the Choose Respect Zones to create a supportive environment for youth.

Who Can Use This Playbook?

The success of Choose Respect depends on the efforts of many individuals and groups. The intended users include youth, parents, teachers, health professionals, businesses, community groups, and government officials. To create an environment that helps youth make positive relationship choices, we need to get everyone involved. Any person or group interested in promoting safe and healthy youth and communities can use the Playbook.

How Do You Use This Playbook?

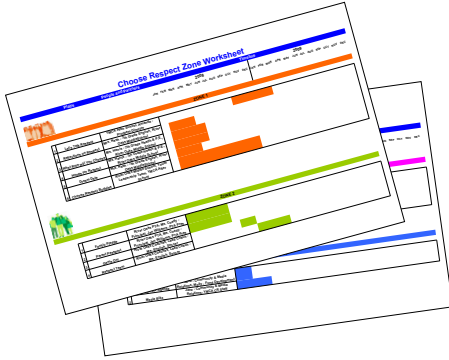
The following provides an outline of how this Playbook is organized and some instructions on how to use it. It may be helpful for you to skim the Playbook content before reading each chapter in depth.

Chapter 2: Taking the Choose Respect Challenge

This chapter provides more details on the concepts of the Choose Respect Zones and Plays featured in the Playbook and what is involved in implementing Choose Respect in your community.

Chapter 3: Planning for Success

Chapter 3 presents an overview of the planning process. Before you start developing or implementing plays, your group may want to complete an Organization Assessment Worksheet. The results of the Worksheet will help you gauge your group's readiness to plan, carry out, and evaluate Choose Respect.



Chapter 4: Putting a Game Plan in Place

This chapter helps you decide which plays (from Chapters 5–8) to implement in your community. You will learn about the Choose Respect Zone Worksheet, which will help you identify and plan your Choose Respect plays.

Chapters 5 Through 8—Choose Respect Zone Plays

Chapters 5–8 provide a concise summary of each Choose Respect play (short version). The summary highlights what each activity is, why a community should choose the play and what the play requires. Detailed versions of each Choose Respect play that provide all you need to plan, implement, and evaluate your activities are included on a USB flash drive that comes with this Playbook.



Appendices

The appendices provide detailed background information about the Choose Respect initiative. You may find the appendices useful in gaining a more complete understanding of the initiative.

Playbook and Resources on a USB Flash Drive



The Choose Respect Playbook and Resources, including all the Choose Respect initiative materials, are included on a USB Flash Drive. The Playbook Resources provide general tips for successfully planning and promoting plays and tools specific to the plays you select. A more detailed description of each play (long version) and key resources needed for each play are included to ensure you have everything you need to implement and evaluate each play.

Are you ready to get involved? Let's get started!

Have further questions or need
more information?

Visit www.chooserespect.org

Respect Zones—A Coordinated, Community-wide Approach

The Choose Respect initiative is based on the understanding that there is no single solution to prevent dating abuse among youth. It is clear that efforts must target the many influences that help shape and sustain healthy relationships among youth.

Choose Respect goes beyond just targeting youth's attitudes, beliefs, and relationship skills and behaviors. It also focuses on other people and the physical and social environments that influence the choices youth make from day to day. Youth development is influenced by many individuals, groups and circumstances, so Choose Respect is built around Respect Zones. Respect Zones are specific fields of influence that promote healthy relationships (see Figure 1). In order to have the largest impact on the relationship behavior of youth, we challenge you to work across all four zones. Efforts to promote healthy relationships are more likely to be successful when comprehensive approaches that focus on a range of influences are implemented.

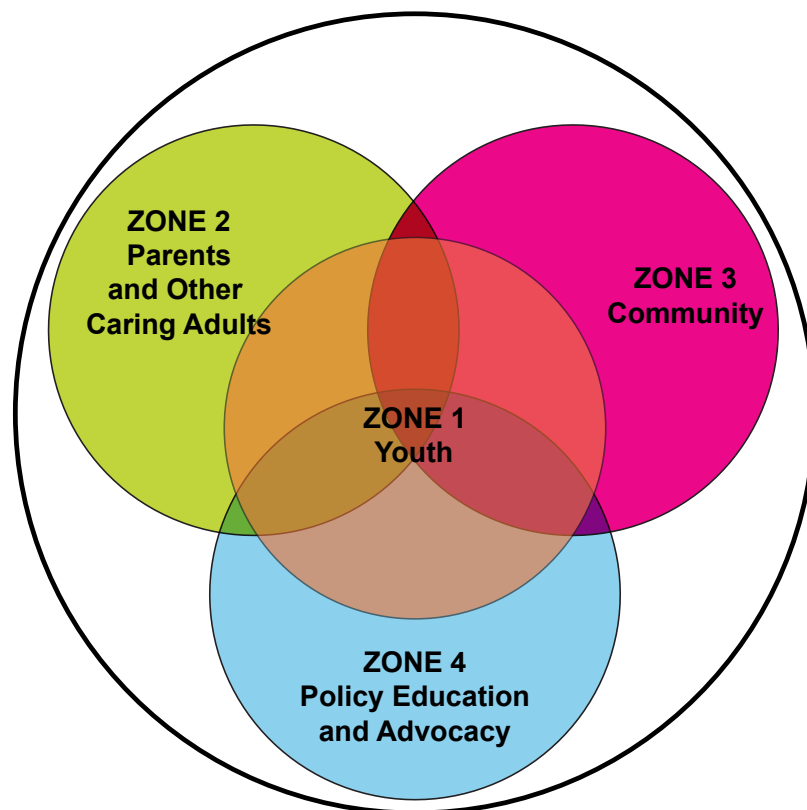


Figure 1. Fields of Influence to Promote Healthy Relationships Among Youth

The Respect Zones and Plays

The Choose Respect initiative is based on a model for health promotion that focuses efforts on both individual and social environmental factors. The Choose Respect initiative has goals and objectives. A goal is a broad, long-term aim while an objective is a specific, quantifiable target that helps to assess accomplishments over time. Choose Respect goals and objectives are based on certain risk and protective factors identified by scientific research on teen dating abuse. The goals and objectives are included in Appendix A. In the Choose Respect initiative, risk factors are associated with a greater likelihood of unhealthy relationship behavior. They are contributing factors and may or may not be direct causes. Not everyone who is identified as “at risk” becomes involved in an unhealthy relationship. Protective factors may lessen the likelihood of unhealthy relationship behavior by buffering against risk. These factors can exist at individual, relational, community, and societal levels. A summary of the literature review is included in Appendix B.

Scientific Research

Relationship Risk and Protective Factors

Goals

Objectives

Plays

The objectives of the Choose Respect initiative link directly to the Zones/levels of influence: youth, parents and other caring adults, community, and policy education and advocacy. Plays in each of the Zones were developed with these objectives in mind, and each play is designed to work as a stand-alone activity or as part of a broader Choose Respect initiative in a community. An overview of each Zone is presented below and more details are provided in Chapters 5–8.



Zone 1 - Youth

Zone 1 presents a series of fun, instructive plays specially designed for youth ages 11–14 years old. Through Zone 1 plays, young people learn the skills to recognize, value, and plan for healthy relationships. Zone 1 plays:

- » Share the concept of healthy relationships with kids
- » Foster support for healthy relationships among peers
- » Help kids learn the skills they need to build healthy relationships and to intervene to prevent dating abuse

Zone 2 - Parents and Other Caring Adults

Zone 2 focuses on parents, families, and other caring adults who work with youth in a volunteer or professional role. Some of these plays can also be used by older youth or mentors. Zone 2 plays bring parents and other supportive adults into the Choose Respect initiative to help set up environments that foster respectful, healthy relationships. Zone 2 plays:

- » Share the concept of healthy relationships with adults
- » Alert parents and other caring adults to the warning signs of abusive relationships
- » Show parents and other caring adults how they can be role models for healthy relationships
- » Help parents and other caring adults know how to talk to kids about healthy relationships and keep the dialogue going

Zone 3 - Community Groups

Zone 3 plays are designed for community groups. There are two sets of Zone 3 plays. The first set of plays—Building the Partnership—focuses on building support for Choose Respect within a community organization and establishing an alliance of community organizations who want to work together to promote Choose Respect. This set of plays is appropriate for communities who are just beginning to partner for Choose Respect.

The second set of plays—Putting the Partnership to Work—is designed for communities that already have an established Choose Respect partnership. Implementing these complex, community-wide plays will help a group of partners strengthen their alliance and broaden their impact. Zone 3 plays:

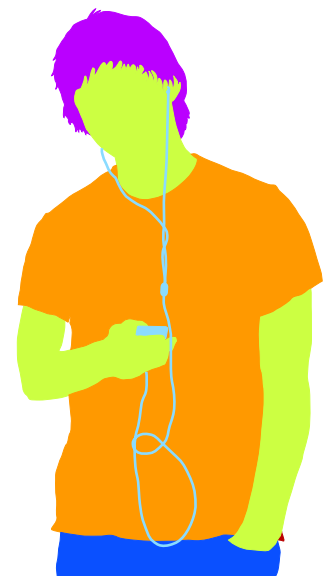
- » Help establish healthy relationships as an important concept in the community
- » Help ensure that Choose Respect plays are widely implemented throughout the community

Zone 4 - Policy Education and Advocacy

Zone 4 plays focus on establishing an environment that fosters healthy relationships, an essential piece of a community-wide Choose Respect initiative. Zone 4 plays help you analyze current policy and provide examples of policies. Zone 4 plays also describe how to educate decision-makers about policies and services that support healthy relationships. This includes how to create an up-to-date and useful directory of services and resources. Services and resources that support Choose Respect include programs that teach facts about healthy behavior and the skills needed to prevent dating abuse. Plays in this Zone also offer guidance on how to engage the media to spread messages of respect to all members of the community. Zone 4 plays:

- » Help establish, implement, and enforce policies and laws that promote healthy relationships and prevent dating abuse
- » Help assure that products and services are available to support dating abuse prevention efforts
- » Help saturate the community with clear and consistent messages about healthy behavior and respect

There are some limitations. Most state and federal laws and rules bar the use of government funds for lobbying by grantees. However, they do not restrict the right of grantees or contractors to undertake these activities with private resources.





Making the Decision to Implement Choose Respect

Before you start to use the Choose Respect Playbook, we suggest that you assess your group's ability to plan, carry out, and evaluate the Choose Respect plays outlined in this Playbook. Using a single play—or multiple plays across the Choose Respect Zones—requires resources (staff, time, facilities, equipment, supplies, materials, and money). If your group does not have enough resources to use Choose Respect plays as described in this Playbook, consider identifying interested sponsors to help support your efforts, working with other groups to share the costs, and/or adapting the plays to fit what you can do.

The Organization Assessment Worksheet in the General Tips and Tools section on the USB Flash Drive will help you get started. This worksheet can be changed to meet your needs. It may be completed by one individual or used as a tool for discussion by a team of staff. Once your organization has made the decision to use the Choose Respect Playbook to promote healthy relationships among youth in your community, continue with the planning activities listed below.



Deciding What to Do

Planning helps to ensure that resources are well utilized. This is especially important when you have limited resources. Planning helps you spend resources wisely and achieve positive results. Your planning should cover at least the areas listed below.

1. Planning Team

Form a team of at least 2–6 people to plan and oversee Choose Respect activities for your group.

2. Goals and Objectives

Once your team is formed, your first task will be to decide exactly what you want to accomplish. The Respect Zones for the initiative were presented in the previous chapter and the goals and objectives are highlighted at the beginning of each Zone chapter and in Appendix A. Begin thinking about which goals and objectives you would like to work toward and how implementing plays can help in that effort. As you make your decisions, begin thinking right away about how you will know whether you are successful in achieving the goals and objectives you select.

3. Target Audiences

Part of deciding what you will do involves deciding which target audience(s) you want to reach. Generally, you'll want to target groups you have access to and with whom you have some experience. When you work with a specific population, make sure to adjust your approach to be culturally relevant and appropriate. You can modify the language or structure of the activities to fit your audience. For example, the playbook uses the terms “girlfriend” and “boyfriend,” but you may want to adjust the term to “dating partner” to suit your audience's preference. There are also

additional images that may better represent your audience included as a resource in the General Tips and Tools section on the USB Flash Drive that comes with this Playbook.

4. Activities (Plays)

Promoting healthy relationships requires a coordinated effort covering all fields of influence. We encourage you to take the Choose Respect challenge and implement plays from each Respect Zone.

However, we understand that not every group can carry out plays from all zones at the same time. Focus on what you can do. Part of your planning will involve deciding exactly which plays you can implement now and which you can implement later. Chapter 4 provides more details about selecting plays from each zone.

Another option is to find other groups with whom you can work. Each group might focus on a particular zone. In this way, four groups can work together to cover all the Respect Zones.

5. Make Choose Respect Thrive in Your Community Through Partnerships and Sponsorships

To increase your success in carrying out the Choose Respect Playbook, we encourage you to work with other groups to achieve the Respect Zone goals and objectives. This is a cost-effective way to enhance the reach of your Choose Respect efforts. The benefits of forming partnerships include:

- Access to an intended audience
- More credibility for your message or program
- Greater number of Choose Respect plays that your program can carry out
- Additional resources
- Added expertise
- Co-sponsorship and support of Choose Respect plays

You may partner with one or a few groups to achieve specific Choose Respect plays. Other communities might create a coalition to make your plays work. Chapter 7, or Zone 3, focuses on forming partnerships.

Local sponsors can also support your Choose Respect efforts. Sponsorship can be either a monetary or in-kind donation (non-cash gifts such as goods or services). Many events can be done at no cost through in-kind gifts from community sponsors. To identify sponsors, ask yourself, “Which group has a deep interest in promoting healthy relationships among youth?” Create a list and contact them to solicit their support for your efforts (a play in Chapter 8, or Zone 4, will help you with this task).

In addition, when you work with a specific population, make sure to approach culturally relevant businesses. Their support is a sign of approval to the group you are targeting.

6. Evaluation

We encourage you to evaluate your Choose Respect activities. Choose Respect tracking tools are recommended for everyone using the Playbook. Tracking tools can help you to:

- Keep track of the number of people who participated in activities
- Note the number and type of materials and resources you used
- Think through successes and future changes in implementation

Choose Respect feedback tools are recommended if you implement multiple plays. Feedback tools can help you to:

- Find out how audiences reacted to a series of Choose Respect activities
- Gauge audiences' changes in knowledge from Choose Respect activities
- Assess how audiences or key stakeholders view the Choose Respect initiative as a whole

Tracking and feedback tools are included for each zone on the USB Flash Drive. Be sure to include evaluation in your planning process.

Putting a Game Plan in Place

4

It is now time to begin the Choose Respect challenge and select the plays you plan to use from the Playbook. Include your planning team and partners in this important decision. Refer to your completed Organizational Assessment Worksheet to help you determine how much you and your partners can handle. We encourage you to select at least one play per zone. By including plays from each Respect Zone in your plan, you are more likely to:

- Reach greater numbers of people
- Create and maintain an environment supportive of healthy and respectful relationships
- Sustain momentum for the Choose Respect initiative
- Achieve greater success in working toward the overall aim of promoting healthy relationships and preventing dating abuse among youth

As part of your game plan, you and your partners will now complete a Zone Worksheet included in the General Tips and Tools section on the USB Flash Drive included with this Playbook. Completing this Zone Worksheet will help ensure that your planning efforts are well thought out and include essential people and partners, primary tasks, and a realistic timeline.

Completing your Zone Worksheet

The Choose Respect Zone Worksheet is a tool that helps you identify the key elements to plan and implement each play. Open the Choose Respect Zone Worksheet template found in the General Tips and Tools section on the USB Flash Drive that comes with the Playbook. Follow these steps:

1. WHAT?

- Click on “Zone 1 Tasks and Timeline” at the bottom of the spreadsheet.
- Click on “Start Here” under “Select Your Plays,” then open the drop-down list to the right.
- Scroll through the selection of plays for Zone 1 (11 possible plays).
- Click on the name of each play you plan to complete. Chapters 5–8 of the Playbook contain a concise summary of each play: what it is, why you should do it, and what it requires.

Tips for using an Excel Spreadsheet:

1. Use “Tab,” the direction arrows, or “Enter” to move around in the spreadsheet.
2. If you don’t plan to implement every play, you can delete empty rows for a cleaner look. Select the row, right click on it, and select delete.

2. BY WHOM? Tab over to the “People and Partners” column. List key individuals and groups who will need to be involved in carrying out or implementing the play. Be sure to include any partners with whom you will be working.

3. TASKS? Tab over to the “Enter Primary Tasks” column. Enter up to nine primary tasks or major milestones. You may want to list in parentheses who is responsible for the task.

4. WHEN? Fill in the “Timeline” for each task (milestone) you have listed. When you type an “X” in a cell, it will automatically fill with the cell color for Zone 1.

5. Tab to the “Populate for the entire Play” row. Populate cells from the starting task through the final task for the play. For example, if tasks on a play begin in March and end in November, each month from March to November should be filled in.

6. Repeat these steps for each play you wish to use for each zone.

7. When you have finished filling in all plays, partners, and timelines for each zone, return to the menu across the bottom of the spreadsheet.

- Click on “Your Zone Map” at the bottom left hand corner of the spreadsheet. The spreadsheet will automatically incorporate all zones.
- Go to “Print Preview” to view a preview of your Zone Map.

8. Print your Zone Map and post it on the wall or bulletin board.


- Save your Excel file of the Worksheet. You can return to the file to revise or update your Zone Map.
- You may need to adjust the Excel Worksheet for printing by adding or deleting lines or adjusting the size of rows. Use your Excel “Help” index for assistance with Excel formatting.

Not an Excel User?

1. Complete and print an alternative Zone Worksheet included in the General Tips and Tools Folder that comes with this Playbook. Or, print a blank alternative Zone Worksheet included in the General Tips and Tools Folder that comes with this Playbook and complete by hand.
2. List out your plays, partners and tasks by zone and then create a timeline for the completion of plays per zone.

The **Choose Respect Zone Worksheet** will help you map out the key elements to successfully complete each Choose Respect play your community will carry out in each Respect Zone.

Choose Respect Zone Worksheet



Plays

People and Partners

Timeline

2008

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2009

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

ZONE 1

1	Let's Talk Respect	YMCA After School, Amanda - Program Director	
2	Reflections on Respect	Mrs. Nash - 7th Grade English, River Oaks MiddleSchool	
3	What Role will You Choose	Ms. Harris - 7th Grade Health & P.E., River Oaks Middle School	
4	Hoops for Respect	Ms. Harris - 7th Grade Health & P.E., River Oaks Middle School	
5	Dream Date	Mrs. Nash - 7th Grade English, River Oaks MiddleSchool	
6	Choose Respect Buddies	River Oaks Middle School, Youth Leadership Team, YMCA After School	



ZONE 2

1	Family Pledge	River Oaks PTA, Ms. Coady - Principal, Jan Williams- PTA Pres	
2	Parent Passport	River Oaks PTA, Ms. Coady - Principal, Jan Williams- PTA Pres	
3	Game On!	River Oaks Coaches, Lead Coach - Ms. English, Soccer	
4	Respect Team	River Oaks Coaches, Lead Coach - Ms. English, Soccer	

Plays	People and Partners	Timeline
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ZONE 3

ZONE 4

1	Get It on the Agenda	Jane - Community & Media Relations, Molly - Fund Development	
2	Media Blitz	Jane - Community & Media Relations, YMCA CR Staff	

Plays for Youth





Zone 1 presents a series of fun, instructive plays specially designed for youth between ages 11–14 years old. Each play in Zone 1 works as a stand-alone activity or as part of a broader Choose Respect initiative in a community.

Implementing one or more Zone 1 plays with 11–14 year olds helps:

- Share the concept of healthy relationships with kids
- Foster support for healthy relationships among peers
- Kids learn the skills they need to build healthy relationships and to intervene to prevent dating abuse

In Zone 1 plays, young people learn the skills to recognize, value, and plan for healthy relationships.

Who can use Zone 1 plays?

Zone 1 plays may be used by any individual, organization, or group of partners who wish to promote healthy relationships among youth.

Where can you use Zone 1 plays?

Most of the Zone 1 plays are designed for use with established groups of kids such as a school class, a faith-based youth group, or an after-school program. Zone 1 plays are also appropriate for venues such as a recreation center, library, or a mall where kids gather. It is important to note that it does not matter where Zone 1 plays are completed, but that you connect with youth through these activities.

How do you use Zone 1 plays?

Read through the short descriptions in this chapter and select plays you think would work with your group. Choose a Zone 1 play that introduces the messages of respect and follow up with other Zone 1 plays to help kids learn the skills they need to Choose Respect. A detailed description and specific resources for each Zone 1 play are included on the USB Flash Drive that comes with this Playbook.

How are Zone 1 plays related to the Goals and Objectives?

Each play in the Playbook maps directly to at least one of the risk or protective factors related to dating abuse. For example, one category of factors is Relationship Skills. Protective factors include communication, conflict management, and regulating emotions.

Objective 1.4 in Zone 1—“Youth have the ability/skills to constructively manage emotions and relationship conflicts”—relates directly to this protective factor.

Plays that build skills for communication, relationship management, and regulating emotions include:

- *Get Into the Act*
- *Dream Date*

Different plays address the objectives through a variety of activities. No single play can enhance all of the protective factors or eliminate all risk factors from the lives of youth in your community. However, implementing a thoughtfully chosen selection of plays that are well-suited for your particular agency, audience, and setting can help you work towards achieving specific objectives. The following chart maps the relationship of Zone 1 plays to the objectives for the zone.

Zone 1 Goals and Objectives												
Goal: Youth ages 11-14 years old establish healthy relationship behaviors		Express Yourself	Let's Talk Respect	Reflections on Respect	Okay or No Way	Get Into the Act	What Role Will You Choose	Dream Date	Choose Respect Trivia Night	What You See Is What You Get	Hoops for Respect	Choose Respect Leaders
Goal: Friends, family, and caring adults provide social support for healthy relationships among youth												
Objective 1.1	Youth recognize the characteristics of healthy relationships and those of unhealthy relationships	X	X	X	X	X	X	X	X	X	X	X
Objective 1.2	Youth recognize the signs of victimization and perpetration of dating abuse	X	X	X	X	X	X	X	X	X	X	X
Objective 1.3	Youth believe that any kind of abuse in a relationship is not acceptable	X	X	X	X	X		X	X			X
Objective 1.4	Youth have the ability/skills to constructively manage emotions and relationship conflicts		X			X						X
Objective 1.5	Youth intervene to prevent, report, or stop dating abuse when suspected, reported, or observed		X			X			X			X

Key Messages



It is important to use consistent messages when you implement the plays in the Choose Respect Playbook. Each play may give you additional details of how to present the ideas, but these messages can be used in any play for Zone 1.

KEY MESSAGE:

Choose Respect is designed to promote healthy relationships.

Healthy relationship behaviors should start early and last a lifetime. Choose Respect is designed to motivate youth to take steps to form respectful and healthy relationships and challenge harmful beliefs about dating abuse.

KEY MESSAGE:

Respectful relationships are healthy relationships.

Choose Respect teaches youth what it means to be in a respectful and healthy relationship with friends and partners. It also shows examples of what it means to be in a disrespectful and unhealthy relationship to help youth identify warning signs in their own relationships or in relationships around them.

KEY MESSAGE:

Youth can help their friends choose healthy relationships.

Choose Respect teaches youth the warning signs that a friend might be in an unhealthy relationship and shows how to help the friend make healthy choices.

KEY MESSAGE:

Healthy relationships can help maintain a healthy body.

Choose Respect teaches youth that unhealthy relationships affect all areas of their lives. Victims of dating abuse are more likely to report binge drinking, suicide attempts, poor grades, and many other consequences.

Kids and Their Peers... Here's What You Can Do!



Express Yourself!

What is it:

Express Yourself is a chance to let the artist inside of kids come out. The kids choose the medium—music, art, drama—and send a message of respect their friends understand.

Why you should do it:

Creative expression is an innovative way for kids to acquire new knowledge and skills—it's learning by doing. It's also a great way to spread the Choose Respect messages, because when a friend creates a mural, video, or rap about respect, other kids pay attention. They “get it” because they speak the same language.

What it takes:

The activity requires a meeting space and some basic supplies, depending on how the kids plan to express themselves. This can be very simple—a poster, a temporary tattoo, or a banner. Or the kids can take the message of respect to the world with an Internet blog, public service announcement, or a podcast. The only limit is the kids' imagination!



Kids and Their Peers... Here's What You Can Do!



Let's Talk Respect

What is it:

Let's Talk Respect uses a talk show format and audience participation to get a lively debate going. The talk show host and “guests” present dating scenarios to the audience. The audience and the guests discuss relationships—what’s healthy, what’s not—and learn what to do if a friend is in an abusive relationship. The talk show host guides the conversation and delivers the Choose Respect messages.

Why you should do it:

Since we all don’t get the chance to be on a talk show, here is a chance to use this popular format to get kids talking—and listening to messages about respect.

What it takes:

We provide the scenarios, solutions, and set up instructions. You provide a meeting space, a talk show host with some Choose Respect training, and kids to play the roles of audience and guests.



Kids and Their Peers...
Here's What You Can Do!



Reflections on Respect

What is it:

Reflections on Respect introduces kids to Choose Respect, then gives them time to write down their thoughts. Instead of talking in front of a group, they get to write about how a dating partner should act—and how they will choose to act with friends and dates.

Why you should do it:

Some kids between the ages of 11 and 14 don't really want to talk about dating, but they are willing to write down their thoughts. Expressing their thoughts is a key step forward in learning about respectful relationships. Then kids will be better prepared for the next step—forming a healthy, positive relationship with a dating partner when they're ready.

What it takes:

You'll need a leader to show the Choose Respect video. The only other requirements are a meeting space and writing supplies—that's all it takes.

Kids and Their Peers... Here's What You Can Do!



OK or No Way

What is it:

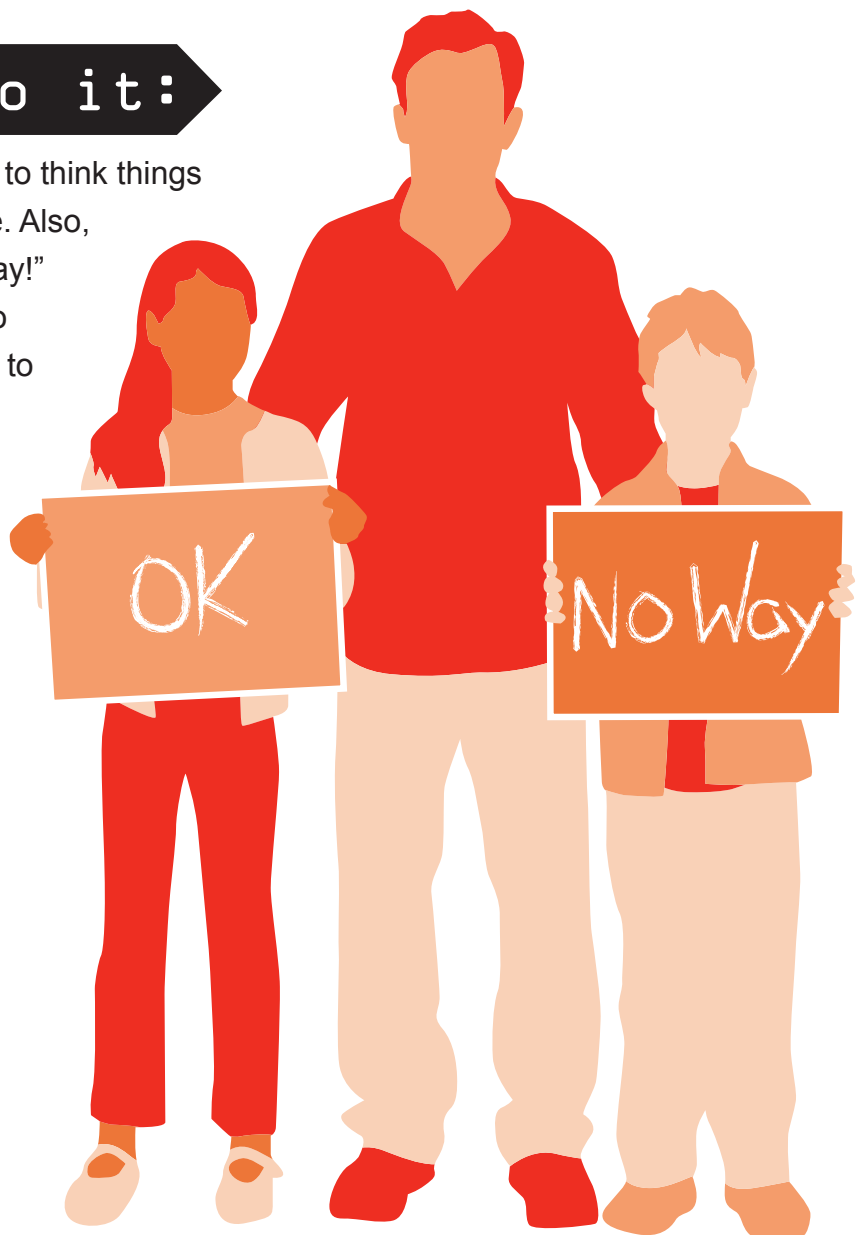
OK or No Way is an active game you can play with a group of kids. They learn about respect from a video, then they get to take sides on dating behavior—is it OK? Or would they say, “No way!”

Why you should do it:

It's just a game, but it gives kids a chance to think things through, and that's the first step to change. Also, kids need to hear their friends say, “No Way!” to disrespect. Since they have a chance to practice making choices, they'll know how to choose respect when the time comes.

What it takes:

You'll need meeting space and a leader to show the Choose Respect PSAs, give out pocket guides, and present dating scenarios. The only other requirements are “OK” and “No Way” signs and a bunch of kids who like to have fun.



Kids and Their Peers... Here's What You Can Do!



Get into the Act

What is it:

Get into the Act sets up dating and friendship scenarios and lets kids act them out with guidance from an adult or older youth leader. They talk about what behavior is acceptable, what's not, and how to choose respect.

Why you should do it:

Kids often learn best by doing. Making good choices takes some practice, and *Get into the Act* gives kids a chance to polish their skills before putting them to the test.

What it takes:

We give you the Choose Respect video, scenarios, and tips for leading the discussion. All you provide is a meeting space and a group of kids who are ready to learn about respect.



Kids and Their Peers... Here's What You Can Do!



What Role Will You Choose?

What is it:

What does it mean to be a “strong” guy? What does it mean to “act like a lady?” The customary roles for guys and girls may not be the best model for respectful dating relationships. *What Role Will You Choose?* lets kids take a look at stereotypical roles and decide what being a “strong,” respectful person really means.

Why you should do it:

Relationship roles don't have to be narrowly defined. *What Role Will You Choose?* helps kids examine stereotypical roles and redefine the traits of a strong person they can respect.

What it takes:

A small group of kids, newsprint and markers, and an adult leader with skills for leading a discussion—that's all it takes.

Kids and Their Peers... Here's What You Can Do!



Dream Date

What is it:

"Single, respectful female seeks a guy who is a good listener, likes me for who I am, and discusses problems calmly." Kids learn about healthy relationships and write a personal ad for the guy or girl they will look for when they are ready to date.

Why you should do it:

Kids need to know what to look for in a date. As they move into the dating scene, they may make better choices if they've had a chance to learn what healthy relationships look like.

What it takes:

We've put together a video, a leader's worksheet, and fact sheets that give kids the info they need to choose healthy relationships. They'll use this background to describe the date of their dreams.



Kids and Their Peers... Here's What You Can Do!



Choose Respect Trivia Night

What is it:

Choose Respect Trivia Night is a familiar game show format in which all the questions focus on relationships. The game teaches kids what's healthy and what's disrespectful. It also helps them learn how to help a friend who's in an abusive relationship.

Why you should do it:

Disrespect is anything but trivial, but the trivia team format is a perfect vehicle to get the Choose Respect messages across. You ask the questions that get kids thinking, and you supply the concepts that can help kids choose respect in all their relationships.

What it takes:

We've created Choose Respect trivia questions and an electronic game board you can show on an LED screen. You can also make your own game board on poster board and create your own set of trivia. All you need is a meeting space and you're ready to take the game on the road!



Kids and Their Peers... Here's What You Can Do!



What You See Is What You Get

What is it:

What You See Is What You Get shows kids how to dig below the surface of popular media images of relationships between friends and boyfriends or girlfriends. Kids analyze trend-setting music, magazines, videos, and other media to figure out what they are seeing and why advertisers use these images. Kids come out of *What You See Is What You Get* with the understanding that they can choose respect in their own lives.

Why you should do it:

Kids are surrounded by media—ads, movies, music, video games, and the Internet and they love it! They also like to talk about it. The media show the good, the bad, and the ugly of relationships, and it's important for kids to understand how the media influences their behavior.

What it takes:

We supply a guide and talking points for the leader—you supply a meeting place. You and the kids choose the media you will analyze.

Kids and Their Peers... Here's What You Can Do!



Choose Respect Leaders

What is it:

Choose Respect Leaders builds a group of peer leaders who help to create a climate where healthy, respectful relationships are the norm. By the time they finish the training, the leaders can facilitate activities with a group of peers.

Why you should do it:

Kids pay attention to their friends, and *Choose Respect Leaders* uses peer power to deliver the messages about positive, healthy relationships. The Choose Respect peer leaders learn how to set the standards among their peers, and they show kids how to choose respect in their relationships.

What it takes:

We provide all the training materials and guidance for the adult leader. The kids who become Choose Respect Leaders have already had a good experience with Choose Respect. Either they've taken part in a Choose Respect activity or seen and discussed the video. Training requires a meeting space and takes about 4 hours.



Kids and Their Peers... Here's What You Can Do!



Hoops for Respect

What is it:

Hoops for Respect combines shooting baskets and answering questions in a fun game that shares key concepts of Choose Respect. The winners in this game are the kids who know how to choose respect in their relationships.

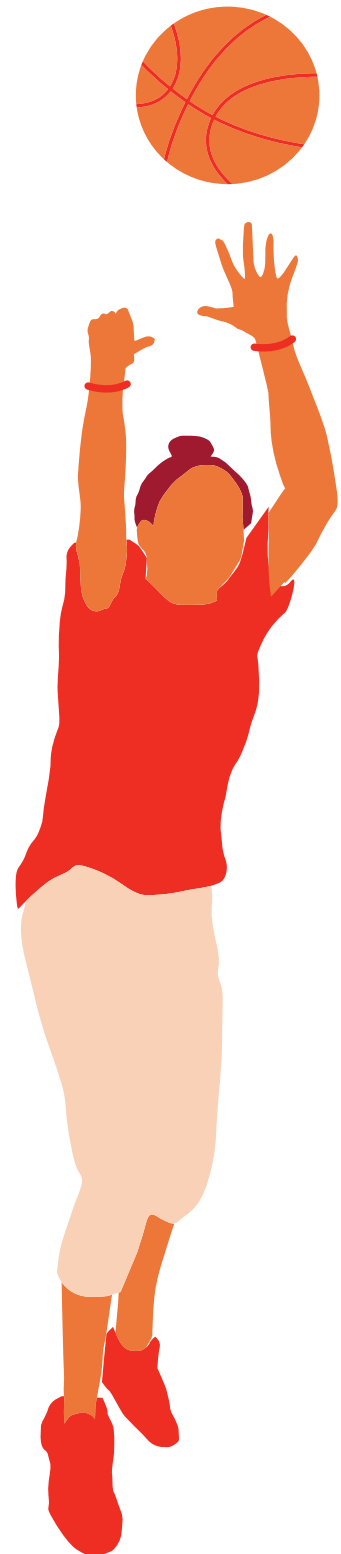
Why you should do it:

The name of the game says it all. Playing games helps kids learn life lessons, and *Hoops for Respect* gets the lessons of Choose Respect across. Players learn to recognize disrespect and how to have healthy relationships with friends and dating partners.

What it takes:

All it takes is kids, basketballs, and a basketball court—inside or out. We show you how to set up the court and run the game. It's a Choose Respect slam dunk!

RESPECT



Plays for Parents and Caring Adults



Zone 2:

Parents and Other Caring Adults



Zone 2 focuses on parents, families, and other caring adults who work with youth in a volunteer or professional role. Some of these plays can also be used by older youth or mentors. Each play in Zone 2 works as a stand-alone activity or as part of a broader Choose Respect initiative in a community.

Implementing one or more Zone 2 plays with parents and other supportive adults helps:

- Share the concept of healthy relationships with adults
- Alert parents and other caring adults to the warning signs of abusive relationships
- Show parents and other caring adults how they can be role models for healthy relationships
- Parents and other caring adults know how to talk to young people about healthy relationships and keep the dialogue going

Zone 2 plays bring parents and other supportive adults into the Choose Respect initiative to help encourage healthy relationships among youth and reject dating abuse.

Who can use Zone 2 plays?

Zone 2 plays may be used by an organization or group of partners who want to reach out to parents and other supportive adults to promote healthy relationships among youth and step in and help with conflict management. Older youth who serve as peer leaders or mentors can also use Zone 2 plays.

Where can you use Zone 2 plays?

Your organization can use most of the Zone 2 plays with families or parents of the youth in your organization. Other Zone 2 plays are also designed for use with other caring adults such as teachers, coaches, and youth leaders. It is important to note that it does not matter where Zone 2 plays are completed, but that you connect with supportive adults through these activities.

How do you use Zone 2 plays?

Read through the short descriptions in this chapter and select plays you think would work with the families and parents of the youth in your organization or caring adults who work with kids in other roles. Choose a Zone 2 play that introduces the messages of respect and follow up with other Zone 2 plays to guide parents, caring adults, and older youth and mentors in talking about respect with young people. A detailed description and specific resources for each Zone 2 play are included on the USB Flash Drive that comes with this Playbook.

How are Zone 2 plays related to the Goals and Objectives?

Each play in the Playbook maps directly to one of the risk or protective factors related to adolescent dating abuse. For example, one category of factors is Family Influences. Protective factors include parental support, affection, and supervision.

Objective 2.3 in Zone 2—“Parents and caring adults monitor youth behavior and choice of friends and set boundaries for healthy relationship and dating patterns” —relates directly to this protective factor.

Plays that address adult or parental support, affection, and supervision include:

- *Game On!*
- *Parent Passport*
- *Ringside Coach*
- *Respect Team*

Different plays address the objectives through a variety of activities. No single play can enhance all of the protective factors or eliminate all risk factors from the lives of youth in your community. However, implementing a thoughtfully chosen selection of plays that are well-suited for your particular agency, audience, and setting can help you work towards achieving specific objectives. The following chart maps the relationship of Zone 2 plays to the objectives for the zone.



Zone 2 Goals and Objectives

Goal: Friends, family, and caring adults provide social support for healthy relationships among youth		Family Pledge	Ringside Coach	Parent Passport	Know How Now	Next Question, Please	Game On!	Respect Team
Objective 2.1	Parents and caring adults recognize the characteristics of both healthy and unhealthy relationships	X	X	X	X	X	X	X
Objective 2.2	Parents and caring adults recognize the signs of victimization and perpetration of dating abuse	X	X	X	X		X	
Objective 2.3	Parents and caring adults monitor youth behavior and choice of friends and set boundaries for healthy relationship and dating patterns		X	X	X		X	X
Objective 2.4	Parents and caring adults talk with, teach, and give counsel to youth about healthy relationships	X	X	X	X	X	X	X
Objective 2.5	Parents and caring adults recognize the value of modeling healthy relationships to encourage and support healthy relationships	X	X	X	X	X	X	X
Objective 2.6	Parents and caring adults recognize the importance of a supportive family environment to encourage healthy relationships	X	X	X	X		X	
Objective 2.7	Parents and caring adults intervene to prevent, report, or stop dating abuse when suspected, reported, or observed		X		X		X	X

Key Messages



It is important to use consistent messages when you implement the plays in the Choose Respect Playbook. Each play may give you additional details of how to present the ideas, but these messages can be used in any play for Zone 2.

KEY MESSAGE:

Choose Respect is designed to promote healthy relationships.

Healthy relationship behaviors should start early and last a lifetime. Choose Respect is designed to motivate youth to take steps to form respectful and healthy relationships and challenge harmful beliefs about dating abuse.

KEY MESSAGE:

Parents can help youth choose healthy relationships.

Parents are a big influence on their kids. Parents need to understand that they can promote healthy relationships among youth by modeling healthy relationship behavior, having open communication, and understanding the warning signs of unhealthy relationships.

KEY MESSAGE:

Adults in the community can help youth choose healthy relationships.

Adults (such as coaches, teachers, pastors, troop leaders and other family members) also have influence on youth. Just like parents, these adults need to understand that they can promote healthy relationships among youth by modeling healthy relationship behavior, having open communication, and understanding the warning signs of unhealthy relationships.

KEY MESSAGE:

Respectful relationships are healthy relationships.

Choose Respect teaches what it means to be in a respectful and healthy relationship with friends and partners. It also shows examples of what it means to be in a disrespectful and unhealthy relationship to help adults and peers identify the warning signs.

KEY MESSAGE:

Being in an healthy relationship can help at school and with youth's health.

Choose Respect teaches that unhealthy relationships affect several areas. Victims of dating abuse are more likely to report binge drinking, suicide attempts, poor grades, and many other consequences of unhealthy relationships.

Parents and Adults Who Care About Kids... Here's What You Can Do!



Choose Respect Family Pledge

What is it:

Choose Respect Family Pledge is a planned opportunity for families to spend special time together. The family time includes food, fun, and a focus on the messages of Choose Respect. Parents and their kids talk from the heart about relationships in the family and with friends and pledge that their family will choose respect.

Why you should do it:

Parents may think that respect already rules in their family. However, setting aside the time to be together and write a family pledge lets kids know just how important respect is. This is a great way for families to start talking honestly and to set up their own standards for behavior with dating partners and friends.

What it takes:

We've put together a video, questions to start the conversation, and a sample pledge. Families set the stage with a favorite meal and some family fun, then work out their own rules for respect.

For parents:

- We will listen without interrupting.
- We will make family rules about friendships and relationships.
- I will model respect for my child.
- I will monitor where my child spends his/her time and with whom.

Name _____

Parents and Adults Who Care About Kids...
Here's What You Can Do!

Ringside Coach



What is it:

Anyone who works with kids has seen it—a conflict starts, and before you know it the situation is out of hand. What's an adult bystander to do? *Ringside Coach* trains parents and others who care about kids to intervene and coach kids to a respectful resolution of problems.

Why you should do it:

Strong feelings happen when kids disagree, but the conflict doesn't have to turn into abuse or disrespect. Adults who live or work with kids need the skills to step in and help. Kids can learn how to disagree respectfully and look for the win-win outcome.

What it takes:

We've created *Ringside Coach* scenarios and solutions and skill-building exercises for parents and others who work with kids—all that's needed is a group of willing adults.

Parents and Adults Who Care About Kids... Here's What You Can Do!



Choose Respect Parent Passport

What is it:

Choose Respect Parent Passport is a simple way to encourage parents to learn how to talk to their kids about respect. Parents earn prizes and stamps in their Choose Respect Passport when they complete a certain number of learning activities on their own and with their kids.

Why you should do it:

Two reasons—lots of parents need help getting the conversation about respect started. They also need to know the right words to say. As they complete a *Choose Respect Parent Passport*, kids and parents learn about the world of respect.

What it takes:

We've created a sample passport, Choose Respect stamps, and all the “travel guides” parents and their kids will need to make a successful journey to respect.



Parents and Adults Who Care About Kids...
Here's What You Can Do!

Get Choose Respect Know How Now!



What is it:

Get Choose Respect Know How Now trains parents and adults who work with kids how to talk the talk and walk the walk of respect. Not only do they learn the right things to say to kids, they learn how to be role models for the kids in their lives.

Why you should do it:

Kids learn about dating and respect from watching their parents and other grownups. Most parents are doing the best they know how to do, but what if they don't have the skills to talk to their kids?

Get Choose Respect Know How Now puts it all together for the parents and youth leaders who serve as role models—the information, the skills, and the conversation starters.

What it takes:

Get Choose Respect Know How Now pulls all the pieces together in one place—the stats on dating abuse, warning signs of abuse, how to talk to kids, and specific things adults can do to help kids choose respect. Add the parents and this can be a real respect success!

Parents and Adults Who Care About Kids... Here's What You Can Do!



Next Question, Please

What is it:

Next Question, Please lets an organization schedule an interview session between kids and their parents. Each parent and child pair off and ask each other what qualities they look for in a friend or dating partner. Parents have a chance to talk honestly about what it means to give respect and how to get it from friends. In this group setting the parent/child pairs can also learn from the experiences of other families.

Why you should do it:

How much do parents really know about their kids' friends? How much do kids know about their parents' friendships? Knowing what a parent looks for in a friend and what qualities are desirable in a dating partner can help kids make good choices. Respect—it's worth talking about!

What it takes:

We've put together suggested interview questions and tips for starting the conversation. We also have guides for talking about sensitive issues and staying involved in a young person's life. All that remains is scheduling a meeting place and setting aside time to make the conversation happen.



Parents and Adults Who Care About Kids... Here's What You Can Do!

Game On!



What is it:

Game On! is training just for coaches of school or youth sports. Coaches learn strategies to support healthy relationships among players on the field and on the streets.

Why you should do it:

Coaches are a huge influence in the lives of many kids. They are role models for their teams, and they can play a key role in building a supportive, healthy environment.

What it takes:

You'll need buy-in from the school or league administration first. Then schedule a 90-minute training for coaches prior to the season. *Game On!* uses the Choose Respect video and sports-based role playing drills to fine tune coaches' relationship skills.

Parents and Adults Who Care About Kids... Here's What You Can Do!



Respect Team

What is it:

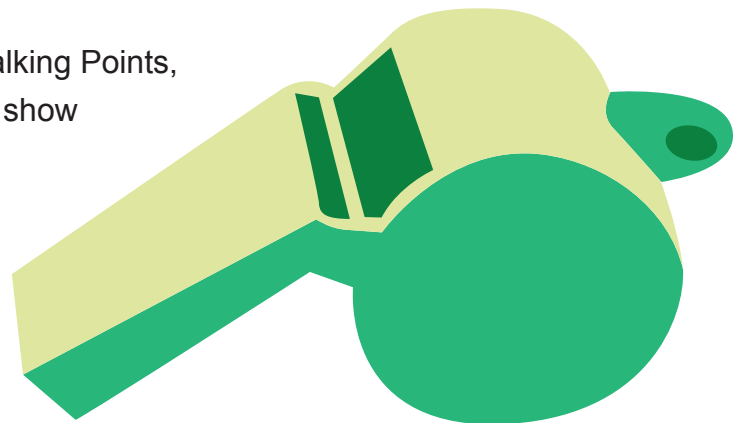
Coaches of community, recreation league, or school teams set a tone of respect for the team, creating a team climate where healthy, respectful relationships are the norm—on and off the field. *Respect Team* lets kids score points for the way they react to referees, how they handle anger on the playing field, and how they show respect to teammates and opponents.

Why you should do it:

Kids' sports are all about learning skills. Bringing respect into drills, games, and relationships on the playing field can help kids off the field, too. Kids may not play team sports forever, but the lessons of respect can last a lifetime.

What it takes:

We provide you with a game plan, Coaches' Talking Points, posters, and a Respect Team pledge. We also show you how you can reward players for respectful behavior. On the Respect Team, every kid has the potential to be the MRP—Most Respectful Player.



Plays for Community Groups



Zone 3:

Community Groups



Zone 3 plays are designed for community groups. A community is not only a group of people living in the same locality and under the same government, but also a group of people who have common interests or form a distinct segment of society. There are two sets of Zone 3 plays. The first set of plays—**Building the Partnership**—focuses on building support for Choose Respect within a community organization and establishing an alliance of community organizations who want to work together to promote Choose Respect. This set of plays is appropriate for communities who are just beginning to partner for Choose Respect.

The second set of plays—**Putting the Partnership to Work**—is designed for communities that already have an established Choose Respect partnership. Implementing these complex, community-wide plays will help a group of partners strengthen their alliance and broaden their impact.

Implementing one or more Zone 3 plays with community groups helps:

- Establish healthy relationships as an important concept in the community
- Ensure that Choose Respect plays are widely implemented throughout the community

Zone 3 plays help like-minded organizations mobilize resources to promote a culture of respect throughout the community.

Who can use Zone 3 plays?

The Building the Partnership set of plays includes one play to introduce Choose Respect within an organization and motivate the organization to adopt the goals and values of Choose Respect. The remaining plays in this set are for an organization that wishes to take the lead on establishing a group of partners to work together and champion the cause of Choose Respect in a community.

The Putting the Partnership to Work set of plays are appropriate for an established Choose Respect partnership or like-minded alliance.

Where can you use Zone 3 plays?

Building the Partnership plays can be used with youth-supporting organizations in your community.

Your group of community partners can use the Putting the Partnership to Work plays to reach out to the rest of the community.

How do you use Zone 3 plays?

You decide which set of plays is most appropriate to your community and level of readiness. Read through the short descriptions in this chapter and select the plays that will help you build a Choose Respect partnership or use your existing partnership to take the messages of respect to the broader community. A detailed description and specific resources for each Zone 3 play are included on the USB Flash Drive that comes with this Playbook.

How are Zone 3 plays related to the Goals and Objectives?

Each play in the Playbook maps directly to one of the risk or protective factors related to adolescent dating abuse. For example, one category of factors is Relationship Perceptions, Attitudes, and Beliefs. Risk factors include believing violence is acceptable in relationships and having the perception that violence is a demonstration of love.

Objective 3.1 in Zone 3—“Groups incorporate Choose Respect messages into their existing activities, events, and programs”—relates directly to this risk factor.

Plays that teach youth about the traits of healthy relationships and clarify that violence is not acceptable in relationships include:

- *Reach In*
- *Reach Out*
- *Share the Vision*

Different plays address the objectives through a variety of activities. No single play can enhance all of the protective factors or eliminate all risk factors from the lives of youth in your community. However, implementing a thoughtfully chosen selection of plays that are well-suited for your particular agency, audience, and setting can help you work towards achieving specific objectives. The following chart maps the relationship of Zone 3 plays to the objectives for the zone.

Zone 3 Goals and Objectives

Goal: Groups in the community promote healthy relationships among youth	Reach In	Reach Out	Share the Vision	Define It	Plan It	Choose Respect Week	Back to School Rally	Fame Is the Name of the Game	Game Night	Retreat	Grow It
Objective 3.1 Groups incorporate Choose Respect messages into their existing activities, events, and programs.	X	X	X			X			X		
Objective 3.2 Groups engage other organizations* to incorporate Choose Respect messages in their activities, events, and programs.		X	X	X	X	X	X	X	X	X	X
Objective 3.3 Groups form effective partnerships and collaborations with other community groups to establish “Choose Respect Zones” within their communities.		X	X	X	X	X	X	X	X	X	X

* Ideally this would include organizations dealing with known dating abuse risks/protective factors, such as improving parenting skills and home environments supportive of healthy and respectful relationships, use of alcohol and drugs, general behavior/conduct problems, poor academic performance/low grades, risky sexual behavior, victims of sexual harassment, family conflict and aversive communication, exposure to weapons and violence within the community, and less involvement in religious activities.



Key Messages



It is important to use consistent messages when you implement the plays in the Choose Respect Playbook. Each play may give you additional ways to present the ideas, but you can use these messages in any Zone 3 play.

KEY MESSAGE:

Community organizations have a role to play in Choose Respect.

Choose Respect needs the support of a variety of organizations. All community organizations can support Choose Respect and make a difference. Choose a role that fits—join or start a coalition, support or sponsor an event, advocate for legislation, educate about healthy relationships, or provide services to those affected by dating abuse.

KEY MESSAGE:

Support healthy relationships within your organization and throughout your community.

Examine your organizational policies—does your organization have policies in place to encourage healthy relationships and discourage disrespectful behavior? Do other organizations in the community have these policies? Consider schools, YMCA, churches, and health departments.

KEY MESSAGE:

Choose Respect is designed to promote healthy relationships and help prevent dating abuse before it starts.

Healthy relationship behaviors should start early and last a lifetime. Choose Respect is designed to motivate youth to take steps to form respectful and healthy relationships and challenge harmful beliefs about dating abuse.

KEY MESSAGE:

Respectful relationships are healthy relationships

Choose Respect teaches what it means to be in a respectful and healthy relationship with friends and partners. It also help adults and peers identify the warning signs of a disrespectful and unhealthy relationship.

KEY MESSAGE:

An unhealthy relationship can cause problems at school and with your health.

Being in an unhealthy relationship can affect several areas of your life. Victims of dating abuse are more likely to report binge drinking, suicide attempts, poor grades, and many other consequences.

Community Groups Building the Partnership... Here's What You Can Do!



Reach In

What is it:

Reach In helps one Choose Respect champion spread the message to everyone else inside a community organization.

Why you should do it:

Choose *Reach In* because you are excited about sharing Choose Respect with your peers and finding ways to use the great materials and resources in your work. *Reach In* can help change the culture of your organization!

What it takes:

We provide a five-part worksheet that takes you through each step of *Reach In*. You start by learning how closely your organization aligns with Choose Respect. You generate excitement among your peers, show them the Choose Respect tools, and recruit them to put Choose Respect to work in your setting.



Community Groups Building the Partnership... Here's What You Can Do!



Reach Out

What is it:

Now that your organization is committed to Choose Respect, *Reach Out* is a tactic to bring the community partners you need on board.

Why you should do it:

You're going to need some help to make real, lasting change in your community. Many others in your community share your goal of healthy, safe relationships for kids. Working together saves resources and increases your impact.

What it takes:

Reach Out spotlights areas of synergy with other organizations that serve kids and gives you a checklist of partners to contact. You contact the right person and share how Choose Respect can help in their work. Since Choose Respect sells itself, asking them to partner is easy!



Community Groups Building the Partnership... Here's What You Can Do!



Share the Vision

What is it:

Share the Vision takes you through the all important “first date” for community partners. In this first meeting, you establish the basis for a shared vision of respect in the community.

Why you should do it:

The whole is greater than the sum of its parts. Each partner brings unique needs and gifts to the table. It may be experience, access to an audience, resources, or a great newsletter. Getting the partnership off to a solid start increases the chance that great things will happen!

What it takes:

Share the Vision covers meeting logistics and agenda and helps you create a picture of your partnership’s potential. By the time the meeting is over, you’ll have a strong core group of partners and a shared menu of goals and objectives.

Community Groups Building the Partnership... Here's What You Can Do!



Define It

What is it:

Define It takes a core group of Choose Respect partners through the exercise of prioritizing goals and activities and deciding how the partnership will function.

Why you should do it:

Working with partners can be tough—partner needs and turf issues can get in the way. Who's responsible for what? How will you communicate? Who has the final say in decisions? Choosing goals and working out the ground rules together can make your partnership smooth sailing.

What it takes:

Define It requires that the Choose Respect core partners sit down and work through the elements of a partnership together.



Community Groups

Putting the Partnership to Work

Here's What You Can Do!



Plan It

What is it:

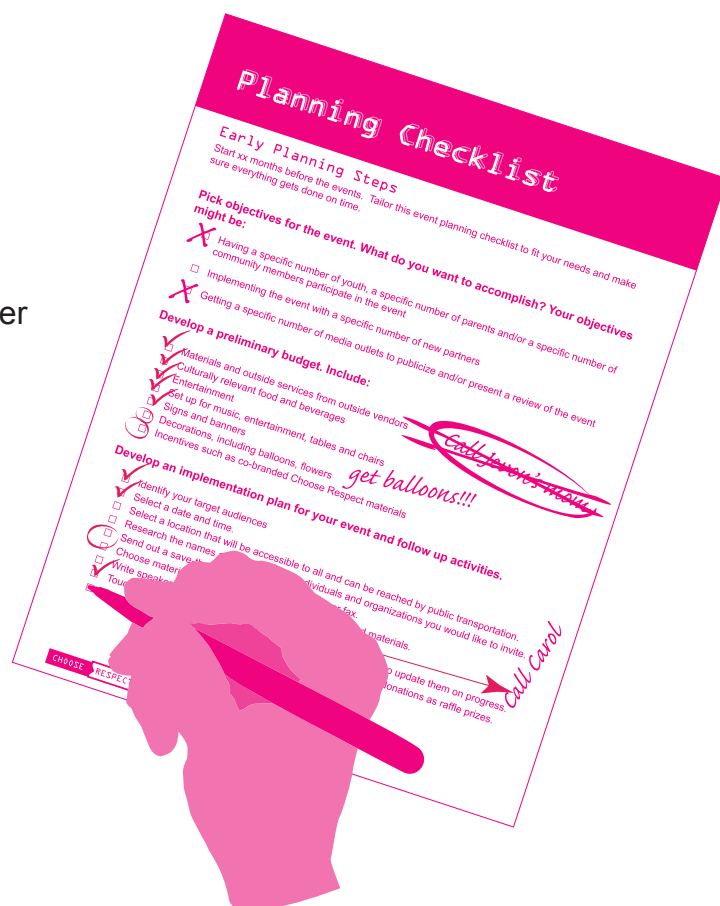
Plan It is a template for planning and managing a Choose Respect event of any size.

Why you should do it:

You want your event to be a hit and your partnership to be successful. *Plan It* highlights the important roles in event planning and shows you how to make the most of the event.

What it takes:

You'll need an event team, the venue, and resources for the event you've chosen. We provide a checklist that will help you remember every detail for your event.



Community Groups Putting the Partnership to Work... Here's What You Can Do!



Choose Respect Week

What is it:

Choose Respect Week pairs fun activities with Choose Respect plays and allows you to get deeper into Choose Respect with a group of kids.

Why you should do it:

Having a series of events spread throughout a week gives kids a richer exposure to Choose Respect. Not only do they learn to recognize healthy relationships and warning signs of dating abuse, they have the chance to practice skills they need. *Choose Respect Week* also allows time for kids to get creative with Choose Respect messages.

What it takes:

Choose Respect Week requires a group of kids who are regularly scheduled to attend a setting like summer camp or an after-school program. You'll schedule fun events and pair them with Choose Respect plays from Zone 1. Community partners would be a plus in scheduling this event.

Community Groups

Putting the Partnership to Work

Here's What You Can Do!



Back to School Rally

What is it:

Back to School Rally kicks off the school year with a community event that combines games, entertainment, and Choose Respect activities for kids and their parents.

Why you should do it:

Back to School Rally can set the stage for Choose Respect activities throughout the school year. It's also a great time to reach parents with Choose Respect messages and give them the tools they need to talk with kids about relationships and respect.

What it takes:

We provide you with suggestions for activities and a Choose Respect pledge template. You schedule the venue and invite kids and their parents. Community partners would be a plus in scheduling this event.



Community Groups Putting the Partnership to Work... Here's What You Can Do!



Fame Is the Name of the Game

What is it:

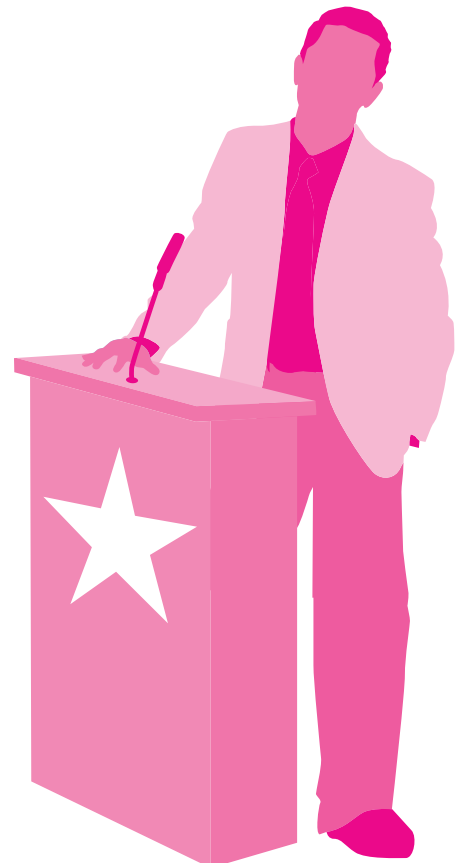
Fame Is the Name of the Game is a community event that features a local celebrity who champions Choose Respect.

Why you should do it:

Kids will show up to see a local sports hero or DJ, and they will listen to what they have to say. A celebrity can not only deliver the Choose Respect messages, but also share personal stories about respect.

What it takes:

We provide photo release forms and tools to help you publicize the event and coach the celebrity to talk about respect. You'll need to schedule the venue, invite the celebrity, and gather giveaway items. Community partners would be a plus in scheduling this event.



Community Groups

Putting the Partnership to Work

Here's What You Can Do!



Choose Respect Game Night

What is it:

Choose Respect Game Night enlists an athlete to be a Choose Respect cheerleader at a sporting event. Before or after a game, the athlete interacts with kids and answers their questions about respect.

Why you should do it:

Athletes are superstars to many kids and can be great Choose Respect role models. Also, kids often attend games with their parents, so Choose Respect Game Night is a chance to reach the whole family.

What it takes:

We tell you how to set up the event and provide you with tips for coaching the athlete to talk about respect and a photography release form. You'll need to recruit the athlete, obtain tickets and designated seating, set up transportation to the game, and arrange for Choose Respect giveaway gear. Community partners would be a plus in scheduling this event.



Community Groups Putting the Partnership to Work... Here's What You Can Do!



Choose Respect Retreat

What is it:

Choose Respect Retreat In is a one-night retreat that combines games and fun with an in-depth focus on Choose Respect.

Why you should do it:

A retreat gets kids away from the normal routine and distractions. It gives you an uninterrupted block of time to introduce Choose Respect, have lots of fun, and take respect to the next level.

What it takes:

We provide the structure for the retreat and suggest fun plays to help kids get the message about respect. You schedule the lock in setting, plan the food, and invite the kids. Community partners would be a plus in scheduling this event.

Community Groups Building the Partnership... Here's What You Can Do!



Grow It

What is it:

Grow It presents options for expanding Choose Respect into a comprehensive partnership effort in your community that covers all four zones: kids, adults, community, and policy.

Why you should do it:

A comprehensive effort is more likely to yield lasting change in individual kids and in their environment. As you and your partners work together, you save resources, cut out overlapping services, and exchange new ideas.

What it takes:

We provide a set of tools to make sure you've covered all zones and suggest three options to expand Choose Respect in your community. Your partners are out there waiting to help.



Plays for Policy Education & Advocacy



Zone 4:

Policy Education and Advocacy



Zone 4 plays focus on establishing an environment that fosters healthy relationships, an essential piece of a community-wide Choose Respect initiative. Zone 4 plays help you analyze current policy and provide examples of policies. Zone 4 plays also describe how to educate decision-makers about policies and services that support healthy relationships. This includes how to create an up-to-date and useful directory of services and resources. Services and resources that support Choose Respect include programs that teach facts about healthy behavior and the skills needed to prevent dating abuse. Plays in this Zone also offer guidance on how to engage the media to spread messages of respect to all members of the community.

Implementing one or more Zone 4 plays in your organization, community, or state helps:

- Establish, implement, and enforce policies and laws that promote healthy relationships and prevent dating abuse
- Assure that products and services are available to support dating abuse prevention efforts
- Saturate the community with clear and consistent messages about healthy behavior and respect

In Zone 4, organizations and individuals bolster changes in policies, products, services, and media messages to support healthy relationships.

Who can use Zone 4 plays?

Most of the Zone 4 plays are appropriate for a coalition or group of partners to undertake together. A single organization can use the plays geared toward analyzing and changing internal policies, developing a resource guide, and gaining media coverage. There are some limitations. Most state and federal laws and rules bar the use of government funds for lobbying by grantees. However, they do not restrict the right of grantees or contractors to undertake these activities with private resources.

Where can you use Zone 4 plays?

It depends on your readiness to take on policy education and advocacy. You can start with the policies of your own organization. You might also link with other groups for the purpose of addressing laws and regulations at the local or state levels. Along with plays from Zones 1–3, Zone 4 plays should be part of the work of an established partnership or alliance.

How do you use Zone 4 plays?

We recommend that you work through the plays in sequence as you and your partners are ready. Even an organization new to Choose Respect can work to assure its own policies support healthy relationship behavior. Decide with your partners the most appropriate level—institution, local level, or state level—to take on as a group. A detailed description and specific resources for each Zone 4 play are included on the USB Flash Drive that comes with this Playbook.

How are Zone 4 plays related to the Goals and Objectives?

Each play in the Playbook maps directly to one of the risk or protective factors related to adolescent dating abuse. For example, one category of factors is Peer Influences. Risk factors include the perception that violence is considered acceptable by peers and pressure to conform to peer norms (fear of being different).

Objective 4.1 in Zone 4—“Choose Respect partners enact and enforce policies and procedures that articulate expectations for healthy relationships and sanctions against dating abuse within their organization”—relates directly to this risk factor.

Plays to help your organization enact policies that establish healthy relationships as the norm include:

- *Respect Bill of Rights*
- *Get It on the Agenda*

Different plays address the objectives through a variety of activities. No single play can enhance all of the protective factors or eliminate all risk factors from the lives of youth in your community. However, implementing a thoughtfully chosen selection of plays that are well-suited for your particular agency, audience, and setting can help you work towards achieving specific objectives. The following chart maps the relationship of Zone 4 plays to the objectives for the zone.

Zone 4 Goals and Objectives

Goal: Bolster changes in policies, products, services, and media messages to support healthy relationships		Choose Respect Bill of Rights	Get It on the Agenda	Analyze It	Promote It	Media Blitz	Resource Guide	Fund It
Objective 4.1	Choose Respect partners enact and enforce policies and procedures that articulate expectations for healthy relationships and sanctions against dating abuse within their organization	X	X					
Objective 4.2	Choose Respect partners institutionalize evidence-based learning and skill-building activities about healthy relationships within the structure and programming of their organization		X			X	X	X
Objective 4.3	Choose Respect partners educate decision-makers about policies and procedures that articulate expectations for healthy relationships and sanctions against dating abuse		X	X	X			
Objective 4.4	Choose Respect partners educate decision makers about the importance of healthy relationships and Choose Respect's ability to promote healthy relationships		X	X	X			
Objective 4.5	Choose Respect partners promote an environment of respect by disseminating a variety of Choose Respect media products throughout the community		X			X		
Objective 4.6	Choose Respect partners provide guidance to the community on local resources available to promote healthy relationships and address dating abuse					X	X	
Objective 4.7	Choose Respect partners seek out resources to support local programming		X	X	X			X

Key Messages



It is important to use consistent messages when you implement the plays in the Choose Respect Playbook. Each play may give you additional ways to present the ideas, but these messages can be used in any play for Zone 4.

KEY MESSAGE:

A “healthy” environment helps to support “healthy” relationships among youth.

Environment is more than “things.” Environment does include physical structures (things), but it also includes social structures (laws and policies), products and services (programs and resources), and the messages that pass through our culture and media. Creating a healthy environment means ensuring that each of these supports healthy relationships among youth.

KEY MESSAGE:

Messages spread throughout our culture and media should model and promote healthy relationships among youth.

Messages spread throughout our communities—through the radio, TV, Internet, the visual and performing arts, magazines and newspapers, barber shops and hair salons, grocery stores, malls, schools, workplaces, faith-based organizations—can have a profound influence on behavior. Media and cultural messages can model and recommend attitudes, beliefs and practices that either promote or undermine healthy relationships. Creating a healthy environment means increasing messages that promote and cutting out messages that detract from healthy relationships among youth.

KEY MESSAGE:

Products and services are key to enhancing efforts to promote healthy relationships among youth.

We think of products and services as essential to maintaining physical health. For example, toothbrushes, toothpaste, floss, and regular dental check-ups are necessary to maintain good dental hygiene. But we may overlook the important role that products and services can play in promoting healthy relationships among youth. Creating a healthy environment means developing products and delivering services to promote healthy relationships among youth and to help youth who are the victims or perpetrators of dating abuse. For example, youth need to learn the traits of a healthy relationship and the skills for resolving conflict. A program that teaches youth these things is a product or service that supports healthy relationship behavior. This is especially important for professionals and organizations that serve youth, such as schools, recreation centers and clubs, pediatricians, counselors, and faith-based organizations.

KEY MESSAGE:

Laws and policies can be used to encourage healthful actions and discourage unhealthful actions in relationships among youth.

Laws and policies are regularly used in our society to promote desirable actions and to apply sanctions against undesirable actions. Laws and policies reflect the values and standards supported by a community. Creating a healthy environment means establishing and enforcing laws and policies that uphold the value we place on healthy relationships among youth.

KEY MESSAGE:

Safety must be an important feature of the places where youth spend their time.

Youth spend time in many places within the community. Creating a healthy environment means ensuring that these are safe places for youth. Limiting access to these places, providing proper adult supervision, and ensuring that physical structures support safety through adequate lighting and other measures, are some of the steps that make safe places for our youth.



Respect Bill of Rights

What is it:

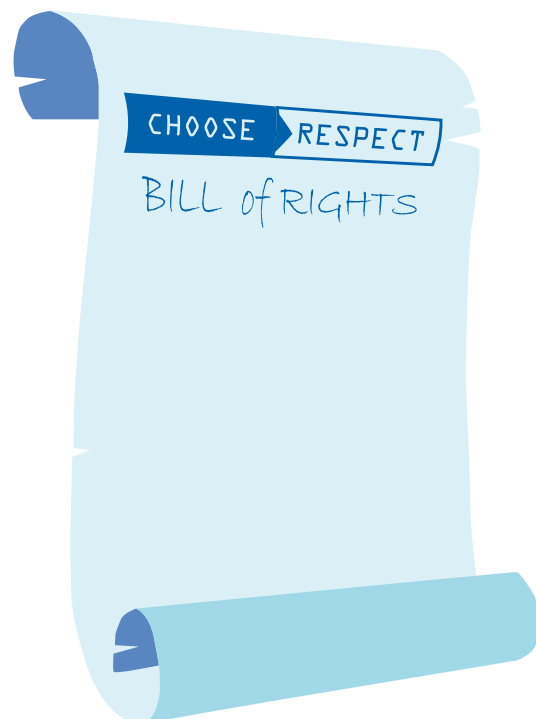
Choose Respect Bill of Rights shows you how to compare your organization's policy and procedures that govern behavior to an ideal set of ground rules and make any necessary improvements.

Why you should do it:

If your group has policy in place, people know what to expect. They know what behavior is accepted, what is not, and what to do in case a member of your organization acts disrespectfully to another member. Policy that affirms healthy relationships sets up a positive environment in your setting.

What it takes:

You provide your existing policy and a team to review and develop policy. *Choose Respect Bill of Rights* gives you sample policy, takes you through a review of your group's policy, and lists the steps of adopting a Choose Respect Bill of Rights.



Policy Education and Advocacy... Here's What You Can Do!



Analyze It

What is it:

Analyze It focuses on public rather than community organization policy. Use this play to work through the process of reviewing public policy and identifying gaps in laws and regulations at the local, county, or state level.

Why you should do it:

A key factor in setting up a safe and healthy environment is having laws and regulations in place. *Analyze It* describes the elements of policy, helps you identify gaps, and discover how well public policy is implemented.

What it takes:

You'll need access to your public laws and regulations and a team to review these policies. We provide sample policies, suggestions for key components of strong policy, and tips for ensuring that policy is enforced.

Policy Education and Advocacy...

Here's What You Can Do!



Promote It

What is it:

Promote It builds on *Analyze It*. After reviewing public policy, *Promote It* directs your policy and advocacy activity toward educating others about policies in the community. You can direct your efforts to other community organizations, companies or institutions, or systems like public schools.

Why you should do it:

Educating decision makers about healthy relationships is part of creating an environment that supports safe and healthy behavior. By promoting policy change in local agencies and organizations, you can influence the behavior of those who live in the community.

What it takes:

You identify the key decision makers and your potential supporters. We provide tactics and sample e-mail/letters for you and your supporters to use in your education.



Policy Education and Advocacy... Here's What You Can Do!



Get It on the Agenda

What is it:

Get It on the Agenda describes how to increase awareness of decision makers in the community about the link between policy and safe, healthy behavior.

Why you should do it:

The leaders in your community might not even be aware of the incidence of dating abuse among youth. They need to know, so they can work for laws and regulations that protect youth. Policy that supports a safe and healthy environment is a win-win accomplishment. Kids are safer and the decision maker has done a good thing for constituents.

What it takes:

Get It on the Agenda gives you talking points and instructs you how to approach decision-makers. We also provide a sample proclamation that can easily be coordinated with other Choose Respect activities.



Choose Respect Media Blitz

What is it:

Choose Respect Media Blitz explains how to reach your target audience and blanket your community with Choose Respect messages through traditional and electronic media.

Why you should do it:

Media outlets reach people you can't access in other ways. With the right coverage, you can put out consistent messages about respect throughout the year.

What it takes:

You identify the media outlets in your market and develop a list of contacts. We supply a *Media Access Guide* that covers everything you need to get exposure and track the results of your efforts.





Choose Respect Resource Guide

What is it:

Choose Respect Resource Guide takes you through the steps of building and updating a local list of services and resources to prevent or respond to dating abuse. The guide is for kids and their families or other organizations that serve youth.

Why you should do it:

Chances are your organization doesn't supply every service that might be needed to respond to dating abuse. Having a centralized, accurate, and up-to-date guide will help you connect kids to the resources they need. The process of developing the guide can also alert you to duplication of services in the community.

What it takes:

We provide a step-by-step guide to compiling a guide. You define your needs, set up criteria for inclusion, gather and manage the data, and distribute the guide. You'll need Internet access, a local telephone directory, and an individual or team to coordinate the process.



Policy Education and Advocacy • • • Here's What You Can Do!



Fund It

What is it:

Fund It gives you the tools to approach potential donors and recruit them to support your events with in-kind or financial contributions.

Why you should do it:

You and your partners may not have enough funds to do all the Choose Respect activities you want, but many businesses and individuals in the community believe in the messages of Choose Respect. By supporting your efforts, they get recognition for being good citizens in the community and kids learn about safe, healthy relationships.

What it takes:

Fund It provides a sample donor letter and describes how to locate and engage sponsors. You develop a list of potential donors and make the call.



Appendices



Goals and Objectives for the Choose Respect Initiative

The Choose Respect initiative is based on a socio-ecological model for health promotion that focuses interventions on both individual and social environmental factors. According to this model, changes in the social environment promote changes in individuals.¹ The people and places framework for public health influence describes using communications and marketing to shape these fields of influence. The framework proposed by Edward Maibach, et al.² explains how the health of individuals is influenced at multiple levels:

1. Attributes of individuals, such as knowledge, attitudes, and skills
2. Individuals' interactions with social networks, such as friends, family, and mentors
3. Individuals' interactions with the community, including social norms and culture
4. Individuals' interactions with the environment, including laws, policies, and media messages

For these reasons, the Choose Respect initiative focuses on not only the individual level (i.e., youth ages 11–14 years old), but also on the social networks, communities, and policies that influence youths' abilities to have healthy relationships.

1. YOUTH

GOAL

Youth ages 11–14 years old establish healthy relationship behaviors

Objectives

- 1.1 Youth recognize the characteristics of healthy relationships and those of unhealthy relationships
- 1.2 Youth recognize the signs of victimization and perpetration of dating abuse
- 1.3 Youth believe that any kind of abuse (verbal, emotional, physical, or sexual) in a relationship is not acceptable
- 1.4 Youth have the ability/skills to constructively manage emotions and relationship conflicts

GOAL

Friends, family and caring adults provide social support for healthy relationships among youth

Objective

- 1.5 Youth intervene to prevent, report, or stop dating abuse when suspected, reported, or observed

¹ McLeroy KR, Bibeau D, Steckler A, Glanz K. An ecological perspective on health promotion programs. *Health Education Quarterly*. 1988. 15;4:351-377.

² Maibach EW, Abrams LC, Marosits M. Communication and marketing as tools to cultivate the public's health: a proposed "people and places" framework. *BMC Public Health*. 2007 May 22;7:88.

2. ADULTS

GOAL

Friends, family, and caring adults provide social support for healthy relationships among youth

Objectives

- 2.1 Parents and caring adults recognize the characteristics of both healthy and unhealthy relationships
- 2.2 Parents and caring adults recognize the signs of victimization and perpetration of dating abuse
- 2.3 Parents and caring adults monitor youth behavior and choice of friends and set boundaries for healthy relationship and dating patterns
- 2.4 Parents and caring adults talk with, teach, and give counsel to youth about healthy relationships
- 2.5 Parents and caring adults recognize the value of modeling healthy relationships to encourage and support healthy relationships
- 2.6 Parents and caring adults recognize the importance of a supportive family environment to encourage healthy relationships
- 2.7 Parents and caring adults intervene to prevent, report, or stop dating abuse when suspected, reported, or observed

3. COMMUNITY

GOAL

Groups in the community promote healthy relationships among youth

Objectives

- 3.1 Groups incorporate Choose Respect messages into their existing activities, events, and programs
- 3.2 Groups engage other organizations* to incorporate Choose Respect messages in their activities, events, and programs
- 3.3 Groups form effective partnerships and collaborations with other community groups to establish “Choose Respect Zones” within their communities

* Ideally this would include organizations dealing with known dating abuse risks/protective factors, such as improving parenting skills and home environments supportive of healthy and respectful relationships, use of alcohol and drugs, general behavior/conduct problems, poor academic performance/low grades, risky sexual behavior, victims of sexual harassment, family conflict and aversive communication, exposure to weapons and violence within the community, and less involvement in religious activities.

4. POLICY EDUCATION AND ADVOCACY

GOAL

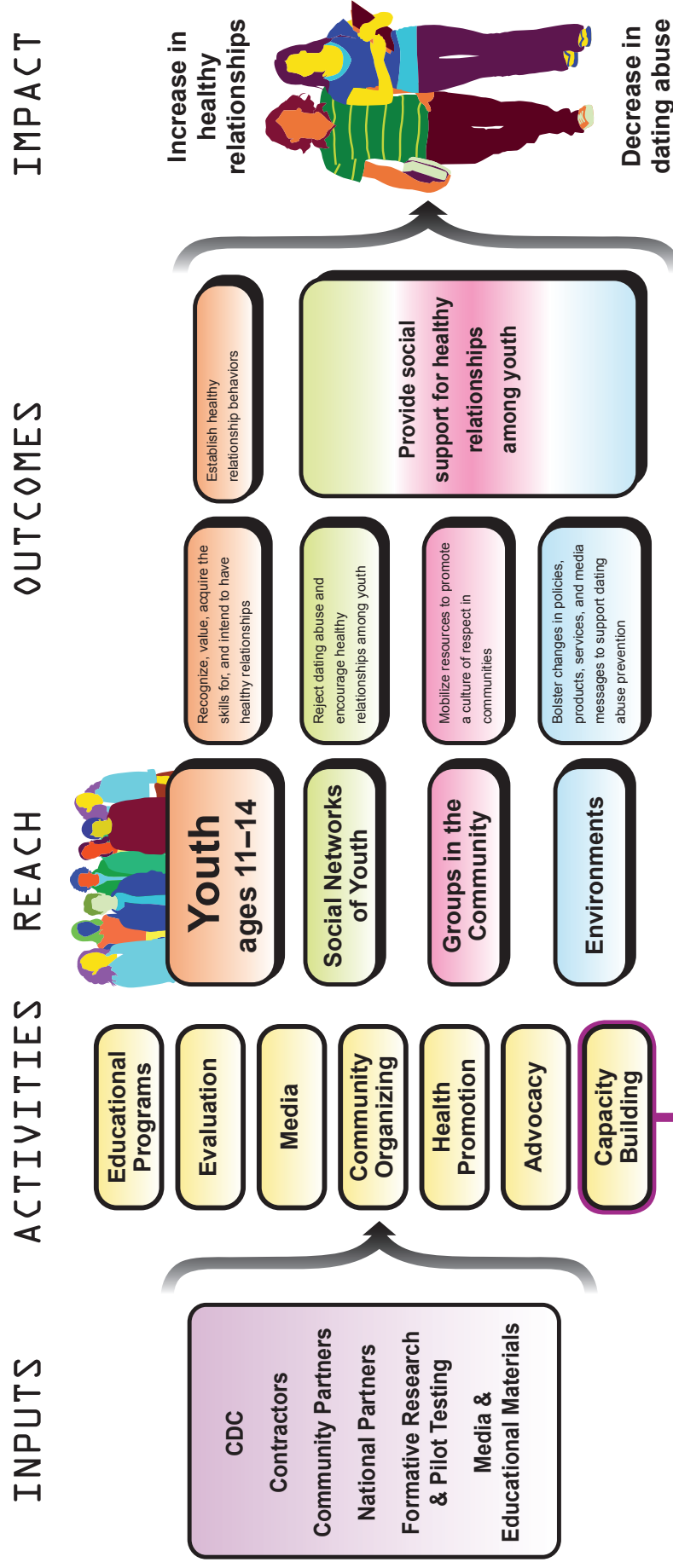
Organizations take actions to create environments that are conducive to healthy relationships among youth

Objectives

- 4.1 Choose Respect partners enact and enforce policies and procedures that articulate expectations for healthy relationships and sanctions against dating abuse within their organization
- 4.2 Choose Respect partners institutionalize evidence-based learning and skill-building activities about healthy relationships within the structure and programming of their organization
- 4.3 Choose Respect partners educate decision-makers about policies and procedures that articulate expectations for healthy relationships and sanctions against dating abuse
- 4.4 Choose Respect partners educate decision-makers about the importance of healthy relationships and Choose Respect's ability to promote healthy relationships
- 4.5 Choose Respect partners promote an environment of respect by disseminating a variety of Choose Respect media products throughout the community
- 4.6 Choose Respect partners provide guidance to the community on local resources available to promote healthy relationships and address dating abuse
- 4.7 Choose Respect partners seek out resources to support local programming

Logic Model for the Choose Respect Initiative

The Choose Respect Logic Model is based on the goals and objectives for the initiative and outlines the inputs and activities that are necessary to achieve the outcomes and ultimate impacts of the initiative.



The Playbook enhances community capacity to provide social support for healthy relationships among youth through effective partnerships and collaboration and by incorporating Choose Respect into existing programs to create Choose Respect Zones.

What Influences Dating Abuse? A Summary of the Research

Planning for the Choose Respect Playbook began with a review of the literature to assess the risk and protective factors related to adolescent dating abuse. This review, conducted in early 2007, included primary and secondary sources of information published within the past 10 years that were applicable to boys and girls 18 years of age and younger. The findings from this literature review identified potential risk factors for both dating abuse perpetration and victimization. These factors serve as the basis for the goals and objectives selected for the Choose Respect initiative. Although the scope of the initiative does not permit targeting every risk and protective factor identified in the literature, every goal and objective selected targets a factor that was identified in the literature review.

Two broad conclusions may be drawn from the research. First, no single cause accounts for dating abuse. Rather, a combination of factors influence whether or not a youth will be a victim or perpetrator of dating abuse. The second conclusion follows logically from the first. Efforts to prevent dating abuse are more likely to be successful when a community takes a comprehensive approach that focuses on the range of relevant risk and protective factors.

The risk and protective factors that form the basis for the goals and objective of Choose Respect fall into several categories:

Category	Risk Factor
Relationship Perceptions, Attitudes, and Beliefs	Acceptance of traditional gender roles Believing violence is acceptable in relationships Having a perception that violence is a demonstration of love
Relationship Skills	Lack of skills related to communication, conflict management, and regulating emotions Lack of awareness of long-term consequences of relationship conflicts and issues Low sense of emotional security Inability to handle strong negative emotions
General Behavior/Conduct	Bullying and aggressive relationships with peers, friends, and parents
Dating Relationship Experiences	Past relationship violence or dating abuse An imbalance of power in a current relationship (e.g., large age difference)

Family Influences	Dysfunctional family environment Lack of parental support, affection, and supervision Overly punitive methods of discipline Youth reluctance to include adults in life decisions
Peer Influences	Perceptions that violence is considered acceptable by peers Peers in a current or past dating violence situation Pressure to conform to peer norms (fear of being different) Negative friendships with same-sex friends
Other influences	Lack of bystander involvement Exposure to unhealthy relationship behavior Inability or un-willingness to seek help from adults

A list of relevant references is included in the General Tips and Tools Folder on the USB Flash Drive that comes with this Playbook.



Print and Promotional Materials

These print and promotional materials are available in the Materials section on the USB Flash Drive that comes with this Playbook. They are easy to use in a wide variety of settings, whether you represent a school, a religious organization, nonprofit organization, government agency, or community group. In an EPS format, the files allow you to add your organization's logo to the materials. Where the print and promotional materials are recommended or referenced in plays, you will find a hyperlink that will take you directly to that item.



Promotional Kit

Make a difference in the lives of youth by spreading the message of respect in your community. This Promotional Kit helps you achieve success in promoting Choose Respect with a CD of print and promotional materials, electronic media, and media resources.

Guys' and Girls' Pocket Guides

Two colorful pocket guides help guys and girls learn about what choosing respect means. Each pocket guide features a different quiz that tests how users rate on the respect scale. Each pocket guide is 4.75" x 4.75".



Game Card

Game cards that look like CD inserts promote the interactive music video maker game and encourage people to visit chooserespect.org and play the game. Each card is 4.75" x 4.75".

Bookmark

Colorful bookmarks feature the Choose Respect logo and website. Each bookmark emphasizes the Choose Respect message and points users to chooserespect.org. The bookmark is 2" x 7".





Magnetic Picture Frame

The magnetic picture frame contains easy-to-read warning signs to help parents teach their kids how to give and get respect. It allows parents to showcase their child's photo and reminds them to start the discussion about what it means to choose respect. The picture frame is 6.7" x 5.25".

Four Choose Respect Postcards

Four colorful postcards can be used to publicize Choose Respect in your area. Each postcard carries a different message inviting community members, parents, and youth to attend your event. The postcards are 6" x 4".



Banners

The Choose Respect banners are perfect hanging in schools or community organizations or for co-branding with partner logos for outside events such community-wide walks. The banners may be printed in nearly any size.

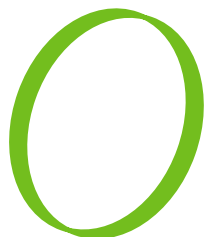
Window Clings

These 11" x 14" plastic clings look exactly like the original Choose Respect Posters—except that kids can place them on their bathroom mirrors or a window to remind them to choose respect. When it's time to remove the clings, simply peel them off and use them in a new location.



Wallet Card

This wallet card encourages parents to teach their kids to give and get respect in all their relationships. Parents can find out what makes a healthy relationship and how to recognize the signs of an unhealthy or abusive relationship. The easy-to-read card also features a quiz for parents to complete with their kids. The wallet card is 3" x 4.25" folded.



Silicone Awareness Bracelet

Eye-catching awareness bracelets with "Choose Respect" debossed on them can be made with this file by a promotional vendor. The suggested color for the awareness bracelets is lime green, PMS color 382.

Temporary Tattoos

"Respect. Give it. Get it." It's as simple as that, and kids love these temporary tattoos that let them "wear" the Choose Respect logo right on their skin. The tattoos are 3.25" and 1", with application directions.



Posters

These six posters feature different scenarios in which youth face a choice: they can choose harmful, unhealthy behaviors or they can choose respect. The posters are available in 11" x 14" or 15" x 19" sizes.

iPod Nano Skins

Plastic covers for an iPod Nano are perfect for putting the Choose Respect logo where the music is.



Electronic Media

Radio and television public service announcements (PSAs), an educational video, and cinema slides can be used to spread the Choose Respect messages through popular media avenues.

Radio PSAs

Voices targets parents and encourages them to learn about dating abuse, talk to their kids about how dating abuse can happen, and teach their kids how to choose respect in all their relationships. *Voices* is available in English and in lengths of 60, 50, and 30 seconds. To create a customized 60-second spot, you can add a 10-second local tag to the 50-second version.

Split Second targets youth ages 11–14 years with the message that sometimes decisions about choosing respect need to be made quickly. *Split Second* is a 60-second spot that is available in five different music styles, including Spanish, hip hop, country, alternative, and techno, for appropriate station placement.



Television PSAs

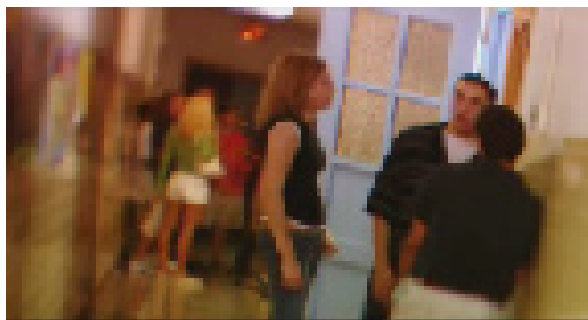
Just Talk targets parents and encourages them to talk to their kids about relationships and dating abuse before they start dating. In English, *Just Talk* is available in lengths of 60 and 30 seconds.

Friends targets youth ages 11–14 years with the message that any type of dating abuse is inappropriate and empowers youth to step in and help their friends. The English version is available in lengths of 60, 30, 20, and 15 seconds. The Spanish version is available in lengths of 60, 30, and 20 seconds.

Educational Video

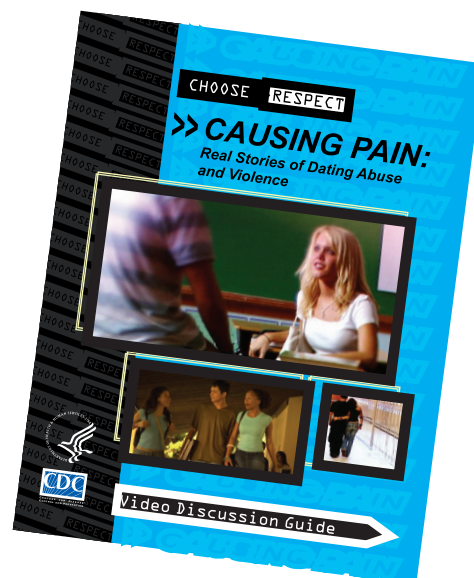
Causing Pain: Real Stories of Dating Abuse and Violence

This award-winning video contains true stories of youth, parents, and professionals who have been in or witnessed abusive relationships. The video describes their experiences and insights so that youth and parents can recognize and prevent dating abuse in their own lives or in the lives of their friends. Available in English, the 13-minute version targets youth while the 30-minute version targets adults.



Video Discussion Guide (to accompany the *Causing Pain* video)

The discussion guide provides instruction for group leaders to introduce the video and lead Choose Respect discussions with a variety of audiences. The Guide comes complete with instructions for facilitating group discussions, short answers, and interactive activities. The discussion guide underscores the importance of kids learning about healthy relationships during the middle school years. If they learn how to give and get respect at an early age, their adult relationships are more likely to be positive and safe. The guide also provides leaders with the facts about dating abuse and directs the Discussion Leader in presenting Choose Respect to a group. The guide describes how to get things going with an icebreaker and ground rules for discussion. A third section of the guide includes five choices for a discussion format based on the target audience and needs. A 30-minute Video Q&A for shorter presentations is also included in Appendix A.



Format	Target Audience	Leader	Size of Group	Session Time
Format A	Youth, 11–14	Adult or youth age 15 or older	5–40 youth	2 hours
Format B	Youth, 11–14	Adult	20–25 youth, divided into groups of 4	2 hours
Format C	Parents and/or other caring adults	Adult	5–40 adults	2 hours
Format D	Youth, 11–14	Adult or youth age 15 or older	5–20 youth	1 hour
Format E	Parents and/or other caring adults	Adult	5–20 adults	1 hour
Video Q&A	Youth, 11–14 Parents and adults	Adult or youth age 15 or older	5–20 youth or adults	30 minutes

The discussion guide package also offers PowerPoint slides to help with the discussion, ideas for promoting and extending the reach of Choose Respect, and appendices with handouts and fact sheets.

Cinema Slides

Two cinema slides; *Tense Situation* and *Give Respect, Get Respect*; are available for use in any public theater. Provided in English and in two different sizes, the slides can be placed as a paid advertisement or as a PSA.



Website

Choose Respect's website, [chooserespect.org](http://www.chooserespect.org), offers youth and adults a creative mix of interactive learning tools, including online games, streaming video, eCards, clickable quizzes, buddy icons, and a screensaver. It also includes a Community Action Kit, which can help you develop activities that reinforce the importance of forming healthy, respectful relationships.



Media Resources

Media resources will help you engage the media and leverage influence in your efforts to promote Choose Respect.

Media Access Guide

The Media Access Guide will help you work with media in your community. The guide offers step-by-step guidance for staging a media event and includes templates for press releases, letters to the editor, opinion/editorials, and other publicity materials.



Media Kit

The Choose Respect Press Kit contains materials that you can use to promote Choose Respect. The Press Kit includes: "Choose Respect Overview," "Dating Abuse Fact Sheet," "Dating Abuse: Risk Factors and Warnings Signs," "Developing Healthy Relationships: A Role for Youth," "Developing Healthy Relationships: A Role for Adults," "Safety Tip," and "About CDC's National Center for Injury Prevention and Control." Both English and Spanish versions are provided.



Branding Choose Respect

The Choose Respect Style Guidelines and related files on the USB Flash Drive that comes with this Playbook will help your organization develop co-branded Choose Respect materials.

Choose Respect Style Guidelines

These style guidelines will help you and your partners maintain consistency and integrity of the Choose Respect brand. The guidelines provide information regarding the Choose Respect logo standards, color palette and fonts, and co-branding Choose Respect materials.



Font and Logo Files

Use the font and logo files to brand your organization's materials with Choose Respect or to create new Choose Respect promotional materials. The logo is available in English and Spanish.



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Production Date: May 12, 2008

Choose Respect Initiative

Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
www.cdc.gov/injury