

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

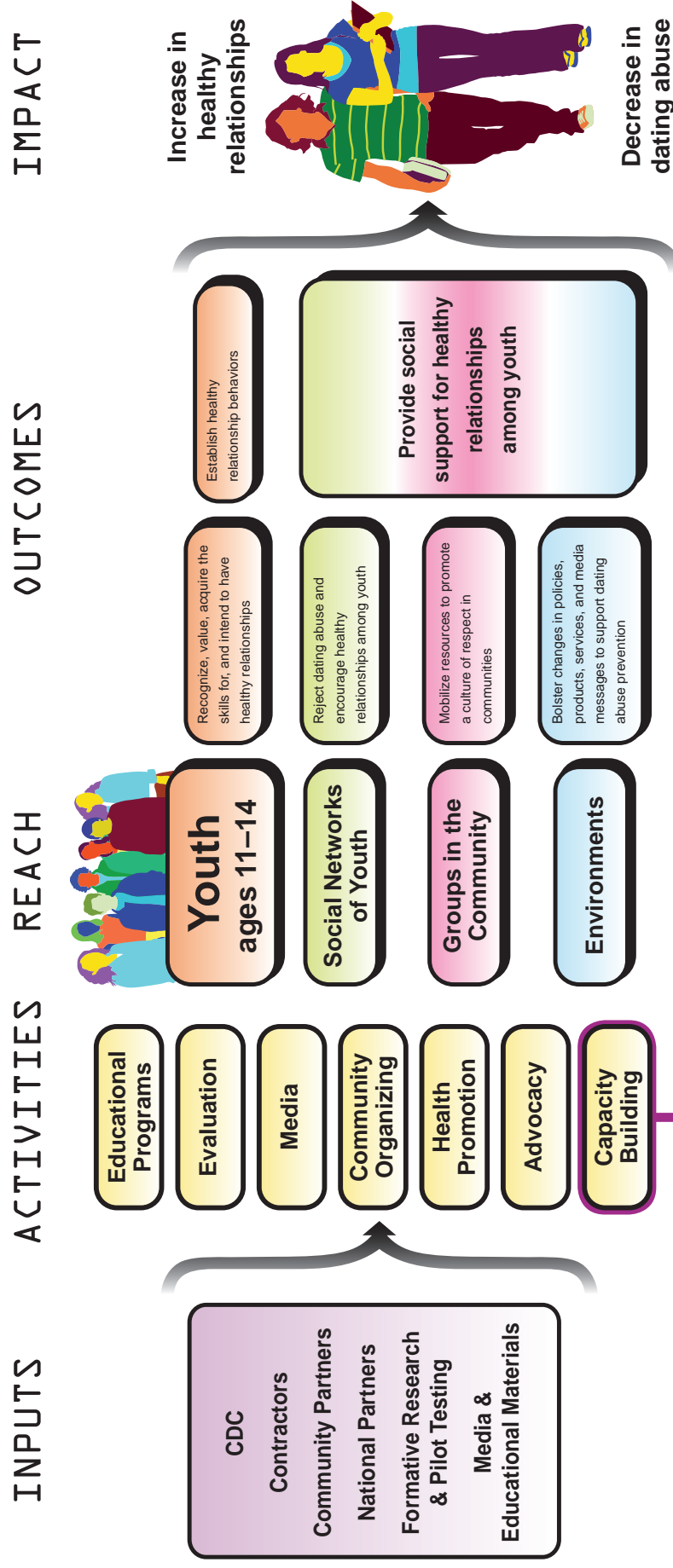
Organizations take actions to create environments that are conducive to healthy relationships among youth

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.