



An international volunteer organization working to improve the lives of women and girls, in local communities and throughout the world.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Soroptimist Teen Dating Violence Awareness Day

I. Introduction

The following information on teen dating violence is from the Soroptimist Teen Dating Violence white paper, which is available in its entirety at: http://www.soroptimist.org/whitepapers/wp_teendating.html.

As many as one-third of teens experience some form of abuse in their romantic dating relationships, including verbal, emotional, physical and/or sexual abuse. Moreover, females ages 16-24 are more vulnerable to intimate partner violence than any other age group. These statistics are especially alarming because we know that teen dating violence is typically not a one-time incident, but rather an established pattern of cyclical abuse that occurs over and over again—and can be very difficult to stop once it has begun.

As teens form their first romantic relationships, they often are unclear about what constitutes a healthy relationship. And for those who find themselves in an abusive relationship, very few know how to stop the behavior or where to go for help.

The consequences of teen dating violence are dire, often leading to self-harming coping strategies such as substance abuse, eating disorders, risky sexual behaviors and even suicide. For the targets of abuse, seeking help and/or ending the relationship can be extremely difficult.

Studies have shown that when teens, especially boys, are encouraged to examine and challenge discriminatory and sexist views that can lead to violence against women and girls, they are less likely to be part of an abusive dating relationship. Raising awareness about teen dating violence can therefore be an effective tool in its prevention.

To this end, SIA has created a model program kit titled: *Soroptimist Teen Dating Violence Awareness Campaign: Because Teens Have the Right to be in Safe and Healthy Relationships*. The full version of the model program kit can be found in the program section of the members' area of the SIA website at <http://www.soroptimist.org/members/program/SoroptimistLocalClubProjects.html>. What follows here is a mini version of the model program kit that focuses exclusively on one of the projects included in the kit: The Soroptimist Teen Dating Violence Awareness Day.

The Soroptimist Teen Dating Violence Awareness Day is designed to be implemented at any community location where teens congregate, such as shopping malls, movie theaters, teen centers, school events, dances, sports events, music events or community festivals or fairs. These are only some examples; each club will need to identify the best place in their community to conduct a teen dating violence awareness day.

The Soroptimist Teen Dating Violence Awareness Day can take place at any time of the year. Clubs may want to consider conducting the campaign in November to coincide with the International Day for the Elimination of Violence Against Women (November 25). In 2010, the United States' Senate unanimously passed Resolution 373 which designates the entire month of February as Teen Dating Violence Awareness and Prevention Month. For this reason coupled with Valentine's Day, clubs may also choose to conduct the event during the month of February. In general, any time the club can tie the campaign into an already established event the better; as this will increase the chances of media attention.

II. Understanding Outcomes-Based Project Evaluation

One of the most crucial steps in preliminary project planning should be determining the intended outcomes. It is therefore important for clubs to understand outcomes-based project evaluation before setting goals and objectives and before determining the inputs and structure of the Teen Dating Violence Awareness Day.

What is project evaluation?

Simply put, outcomes-based project evaluation is the assessment of how well a project is meeting its goals. Outcomes-based evaluation is the regular, systematic tracking of the extent to which project participants experience benefits or changes to their lives as a result of the project. This type of evaluation:

- allows clubs to verify accomplishment of their goals.
- ensures that the correct activities are being conducted to bring about the impact needed by project beneficiaries.
- measures the benefit or change to beneficiaries as a result of the project.
- allows clubs to state the impact of its projects.
- enables clubs to make well-informed decisions about continuing, ending or revising a project.

Clubs that conduct outcomes-based evaluation are able to speak more specifically about the impact of their work in the community to improve the lives of women and girls. Outcomes-based evaluations do not need to be complex or lengthy. The scope of the evaluation should match the complexity of the project.

Why do Soroptimist clubs need to institute outcomes-based evaluation?

Today many not-for-profits claim their projects are making a difference in the lives of others. Non-profits are facing increased scrutiny and the most successful organizations are those that can demonstrate a measurable impact on their beneficiaries. The needs of the women and girls SIA serves are increasing at the same time that funding and support is decreasing. Clubs must be able to demonstrate the local-level impact on project beneficiaries. Outcomes-based evaluations are needed to ensure that Soroptimist clubs are serving their targeted beneficiaries efficiently and effectively. Evaluations will also serve as a feedback loop and can be used for project improvement.

For frequently asked questions, detailed instructions for implementing outcomes-based evaluation, and an example evaluation, please read *Outcomes-Based Project Evaluation for Soroptimist Clubs* available on the SIA website: <http://www.soroptimist.org/members/program/SoroptimistLocalClubProjects.html>.

III. The Soroptimist Teen Dating Violence Awareness Day

The goal of the Soroptimist Teen Dating Violence Awareness Day is simple: to educate both teens and their parents about teen dating violence and to inspire them to take action. With the guidance of this model program kit, the club and its partners will need to determine the objectives, inputs, and outcome targets of the project.

Outreach to teens is particularly important because they may feel alone and believe that no one else could possibly understand what they are going through. They may also feel they wouldn't be believed even if they did tell someone. In addition, should a teen in an abusive relationship decide to seek help, they may not know where to find it. Outreach to teens will let them know they are not alone and there are people and services they can turn to for help.

Though 82 percent of parents feel confident that they could recognize if their teen was experiencing dating violence, more than half of these parents could not correctly identify the warning signs of abuse. Furthermore, less than one-third of teens surveyed had talked to their parents about dating abuse in the past year, whereas more than six out of ten teens had a conversation with a parent in the past year about drugs, alcohol, and/or sex. Yet parents play a powerful and critical role in providing life-saving support should their teen become involved in an abusive dating relationship. Outreach to parents will give them the information they need to identify the early warning signs of teen dating abuse and provide them with the tools to help their teen.

As part of an awareness day, clubs can set up a literature table and distribute the following three handouts:

Teen Dating Violence: What is it?

Teen Dating Violence: Just for Parents

Teen Dating Violence: Just for Friends

These handouts are included at the end of this document.

In addition, clubs can also distribute Soroptimist Teen Dating Violence bookmarks. One side of the bookmark contains a list of warning signs, while the other side contains a list of teen dating rights and qualities of a healthy relationship. The bookmarks are available in a writeable PDF form so that clubs can personalize them and print as many as needed. The bookmark, along with easy instructions for customizing and printing, can be found in the program section of the members' area of the SIA website at the following link:

http://www.soroptimist.org/members/program/Program_TDV.html. The writeable bookmarks are available in all SIA languages.

Bookmarks may also be purchased from the Soroptimist Store on the SIA website at the following link:

<http://bit.ly/PWqtLU>. The bookmarks come in packs of 50 for US\$6. They are available for purchase in English and Japanese only.

When setting up a literature table, clubs should make the table as eye catching as possible: hang a banner, set up an easel, tie balloons, etc. To attract the attention of teens, clubs may wish to partner with a middle and/or high school student group, and have them help distribute materials. Clubs may also consider some form of entertainment to draw an audience, such as performances by a school chorus or band, or perhaps students from the drama department could perform a skit.

In other words, be as creative and inventive as possible in drawing people to the table and getting the information into the hands of teenagers and their parents. Please keep in mind that when distributing materials, club members may need to reach out to hand the materials to the teens directly rather than wait for teens to approach to the table.

IV. Publicizing the Event

Publicizing the event is especially important, not just for the success of the event, but also to help raise awareness of the issue as well as the profile of Soroptimist. To support your publicity efforts, SIA has developed a writeable sample news release for clubs to personalize and send to local media. Please find this resource at the end of this document, following the above noted handouts.

When planning your publicity, it will be helpful to ask: How can we best attract the media's attention? One way is to identify internet, radio and/or television news reporters sympathetic to issues relating to women and/or girls and cultivate a professional relationship with them. Send the news release directly to them and follow up to see if they need any further information.

V. Reaching Out to Potential New Club Members and Live Your Dream Supporters

When planning your event, remember to reach out to potential new members. Inviting potential members to help with a hands-on community project is much more engaging than inviting them to a social event. Women decide to become Soroptimists because of their interest in the mission. Inviting potential members to participate in the awareness day event is an excellent opportunity to demonstrate the value of Soroptimist membership. For member recruitment materials, please visit the membership section of the members' area of the website at: <http://www.soroptimist.org/members/membership/membershiphome.html>.

Your club may also wish to reach out to Live Your Dream supporters by posting about your awareness day on the Live Your Dream Facebook page: <https://www.facebook.com/LiveYourDream.Org>. Supporters in your area that see the post may wish to participate in the event and lend a helping hand.

VI. Reporting on the Event

After the event, share your club's success with Soroptimist headquarters and other Soroptimist clubs by submitting a:

- Soroptimists Celebrating Success! entry
- *Best for Women* magazine article
- Program Focus Report

Instructions for submitting a Soroptimists Celebrating Success! entry can be found in the program section of the members' area of the website at:

<http://www.soroptimist.org/members/program/SoroptimistProgramInfo.html>; while information for submitting an article for the *Best for Women* magazine can be found in the public awareness section of the members' area of the website at: <http://www.soroptimist.org/members/bestforwomen/bestforwomen.html>. To enter a Program Focus Report, please visit <http://reports.soroptimistinternational.org> to submit directly into the online

database. For access to the database, the username is: sia and the password is: philadelphia. Please note that both the username and password must be in lower case characters.

VII. Event Handouts and Sample News Release

Following are three handouts and a sample news release for use when planning and conducting a Soroptimist Teen Dating Violence Awareness Day.

Also, remember to visit the Soroptimist Store to purchase Soroptimist Teen Dating Violence bookmarks: or go to the program section of the members' area of the SIA website for instructions on how to print your own.

Soroptimist Store Link: <http://bit.ly/PWqtLU>

Teen Dating Violence resources: http://www.soroptimist.org/members/program/Program_TDV.html.

Teen Dating Violence: *What is it?*

Teen dating violence is any controlling or abusive behavior in a romantic relationship. It can happen in straight or gay relationships. It can include verbal, emotional, physical and/or sexual abuse.

Controlling behavior may include:

- ✓ Not letting you hang out with your friends
- ✓ Telling you what to wear
- ✓ Frequently calling or texting to find out where you are, who you are with, and what you are doing

Verbal or emotional abuse may include:

- ✓ Calling you names
- ✓ Jealousy
- ✓ Threatening to hurt you, or someone in your family, if you don't do what your partner wants

Physical abuse may include:

- ✓ Shoving
- ✓ Punching
- ✓ Slapping
- ✓ Kicking
- ✓ Hair pulling

Sexual abuse may include:

- ✓ Unwanted touching or kissing
- ✓ Forcing you to go further sexually than you want
- ✓ Not letting you use birth control

If You are a Target of Dating Violence, You Might....

Feel angry, sad, lonely, depressed or confused

Feel helpless to stop the abuse

Feel threatened or humiliated

Feel like you can't talk to family or friends

Be afraid of getting hurt more seriously

Feel protective of your boyfriend or girlfriend

Think that it is your fault

Getting Help...

Being a target of dating violence is **not your fault**. Nothing you say, wear or do gives anyone the right to hurt you. If you think you may be in an abusive relationship, get help immediately. Talk to someone you trust, like a parent, teacher, school principal, counselor or nurse—or text/call the number below...

Provided Compliments of:



"loveis" to 77054



1-866-331-9474 or
1-866-331-8453 TTY

Teen Dating Violence Awareness Campaign: *Because Teens Have the Right to be in Safe & Healthy Relationships*

For more information, visit www.soroptimist.org and www.liveyourdream.org (Source: www.ncvc.org)

Teen Dating Violence: Just for Parents

As a parent who wants only the very best for your teen, just thinking about the possibility that he/she could be in an abusive relationship can be very upsetting and frightening. However, as a parent, you play a powerful and critical role in providing life-saving support for your teen should you discover he/she is in an abusive relationship.

Early Warning Signs

Dropping school activities that used to be important.

Falling grades.

Dramatic changes in appearance, such as weight, dress or personal hygiene.

Significant decrease in time spent with other friends.

Excessive time spent on the phone or text messaging.

Changes in body language, such as slouching, fingernail biting or avoidance of eye contact.

Unexplained bruises or injuries, with an explanation that doesn't make sense.

Sudden emotional changes, such as mood swings, depression, anger or crying.

Physical signs of stress, such as headaches or stomachaches.

Apologizing for his/her boyfriend/girlfriend's behavior and making excuses for the behavior.

What You Can Do to Help Your Teen

Let your teen know you are concerned for his/her safety and well-being.

Point out that what is occurring in the relationship isn't healthy.

Give examples of a healthy relationship and let your teen know this is what you want for him/her.

Listen carefully—be supportive and understanding, make no judgments.

Let your teen know that the abuse is not her fault, and that no one deserves to be abused.

Remain calm when talking with your teen.

Focus on what your teen needs.

Offer to arrange professional support for your teen, such as counseling.

Identify support information and resources, and share them with your teen.

What You Can Say to Your Teen

Thank you for talking with me about your relationship.

How can I help you?

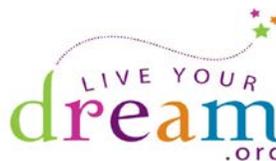
I believe you.

I support your decisions.

I love you



Provided Compliments of:



Teen Dating Violence Awareness Campaign: *Because Teens Have the Right to be in Safe & Healthy Relationships*

For more information, visit www.soroptimist.org and www.liveyourdream.org (Source: www.ncvc.org)

Teen Dating Violence: *Just for Friends*

What would you do if you thought your friend was in an abusive relationship?

Dating violence often takes place when a couple is alone. Since it may be hard to know if your friend is in an abusive relationship, listed below are some **warning signs** to look for:

- Their boyfriend/girlfriend is constantly checking up on them demanding to know where they are.
- Your friend often cancels plans at the last minute for reasons that don't seem true.
- Their boyfriend/girlfriend acts extremely jealous when your friend talks to others.
- Your friend's weight, appearance or grades have changed dramatically since the relationship began.
- Their boyfriend/girlfriend loses their temper easily and is prone to break things when angry.
- Your friend is always worried about upsetting their boyfriend/girlfriend.
- Your friend has unexplained injuries or gives explanations that don't make sense.

What You Can Do to Help a Friend

When you know, or even suspect, that a friend is in an abusive relationship, you can help your friend by talking with him/her about their relationship. Since it may be hard for you to know what to do or say, or how to say it, here are some suggestions:

Helpful Things to Say:

"I am glad you feel comfortable talking with me."

"Nothing you did (or didn't do) makes the abusive behavior your fault."

"How can I help you?"

"I'll support your decisions."

DO

- Stay calm and listen attentively.
- Talk in a private, safe place.
- Tell your friend why you are concerned—be specific.
- Ask your friend to share how she/he feels about the relationship.
- Suggest talking to others who may help, such as a counselor, teacher or other trusted adult.
- Let your friend know you are available to talk again.
- Offer to find support information and resources for your friend.

DON'T

- Try to have all the answers.
- Be judgmental.
- Ask too many questions; give your friend a chance to talk.
- Pressure your friend to make a decision.
- Confront your friend's boyfriend/girlfriend—*this could have negative and possible dangerous effects for your friend or you.*

Provided Compliments of:



Teen Dating Violence Awareness Campaign: *Because Teens Have the Right to be in Safe & Healthy Relationships*

For more information, visit www.soroptimist.org and www.liveyourdream.org (Sources: www.loveisrespect.org, www.abanet.org, www.ncvc.org)

Soroptimist International
of (Type Club Name Here)
Type Address Here
Type Address Here
Type Address Here



(Type Phone Number Here) PHONE
(Type Fax Number Here) FAX
(Type Email Address Here) E-MAIL
(Type Website Address Here) URL

NEWS RELEASE: Soroptimist Teen Dating Violence Awareness Day

Soroptimist International of CLUB NAME Launches Teen Dating Violence Awareness Day

Women's group to distribute literature at EVENT LOCATION.

DATE

Contact: NAME
PHONE NUMBER AND EMAIL ADDRESS

CITY, STATE-- Teenagers always want to know who, among their peers, is dating whom. What they don't know is that some of their peers are victims of dating violence. On DATE, Soroptimist International of CLUB NAME, an international volunteer organization for business and professional women will hold a "Teen Dating Violence Awareness Day" at EVENT LOCATION to educate the public about this hidden epidemic.

The club will distribute literature for teens and parents that present facts about teen dating violence; provides warning signs; and gives information on where to go for help.

"Dating and being in an intimate relationship is a normal part of being a teenager. Unfortunately, some teenagers become involved with a partner who is physically, sexually, or mentally abusive," said CLUB PRESIDENT NAME, president of Soroptimist International of CLUB NAME. "It is important that teens recognize the signs of an unhealthy relationship—whether it is their own relationship or that of a friend—and know where to go for help before it is too late."

As many as one-third of all teenagers have experienced some form of abuse in their dating relationships. In addition, girls ages 16 to 24 are the most vulnerable to intimate partner violence. To shed light on this topic, Soroptimist headquarters in Philadelphia has developed a white paper about teen dating violence that provides an in-depth look at many of the abuse issues teenagers face. It is available at: http://www.soroptimist.org/whitepapers/wp_teendating.html.

Soroptimist International of CLUB NAME is part of Soroptimist International of the Americas. Headquartered in Philadelphia, Pennsylvania, USA, Soroptimist offers programs that improve social and economic conditions for women and girls. Programs include the Soroptimist Women's Opportunity Awards, which provides cash grants for head-of-household women seeking to improve their lives with the help of additional education and training. Each year, more than \$1.5 million is disbursed through this award-winning program. Soroptimist also sponsors LiveYourDream.org, an online volunteer network of self-motivated individuals who wish to support women and girls in their quest to lead better lives, while gaining inspiration in their own lives. For more information on how Soroptimist improves the lives of women and girls, visit www.Soroptimist.org and www.LiveYourDream.org. For more information about the club, contact CLUB PRESIDENT at CLUB CONTACT INFORMATION.

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