



# 2023 Teen Dating Violence Prevention & Awareness Month **Planning Guide**



U.S. AIR FORCE



## Contents

How to Use This Guide .....	3
Planning an Effective Health Communication or Social Marketing Campaign.....	5
Resources for a Successful Teen Dating Violence Prevention & Awareness Month.....	6
Toolkits, Shareable Graphics, and Other Resources.....	10
Posters .....	10
Toolkits .....	10
Social Media Graphics and Posts .....	13
Virtual Messaging Calendar .....	14
Helping Resources .....	16



\*THE APPEARANCE OF HYPERLINKS OR REFERENCES IN THIS DOCUMENT TO NON-DOD RESOURCES DOES NOT CONSTITUTE ENDORSEMENT BY THE DEPARTMENT OF DEFENSE OF NON-U.S. GOVERNMENT SITES OR THE INFORMATION, PRODUCTS, OR SERVICES CONTAINED THEREIN.

# 2023 Teen Dating Violence Prevention and Awareness Month Planning Guide

## HOW TO

To support your implementation of Teen Dating Violence Prevention and Awareness Month (TDVPAM) activities and outreach, the Air Force Personnel Center's Integrated Resilience Division has created the 2023 TDVPAM Planning Guide, which includes materials and suggestions for executing outreach initiatives during the month of February and beyond.

This document contains hyperlinked web addresses throughout. When using a government laptop, right click on the link, copy link address and paste it in a browser to visit each site.

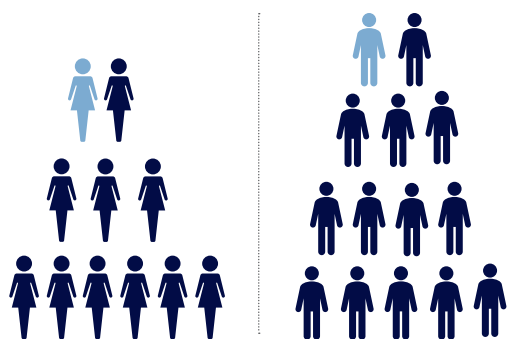
### What is teen dating violence?

Teen dating violence is a form intimate partner violence that affects millions of teens in the U.S. each year. It occurs between two people in a close relationship and includes: physical violence, sexual violence, psychological abuse, and stalking that may occur either online or offline. To recognize the signs of teen dating violence and to learn more about intimate partner violence, visit the Centers for Disease Control and Prevention's Violence Prevention webpage.

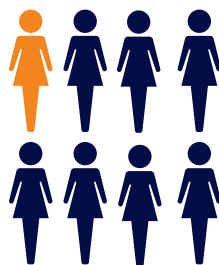
<https://www.cdc.gov/violenceprevention/intimatepartnerviolence/>

### Why do we focus on preventing Teen Dating Violence (TDV)?

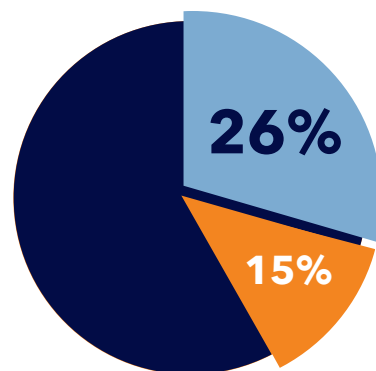
According to the Centers for Disease Control (CDC), TDV is common - affecting millions of teens in the U.S. each year.



Nearly **1 in 11** female teens and nearly **1 in 14** male teens reported experiencing physical dating violence in the last year.



About **1 in 8** females and **1 in 26** male high school students reported experiencing sexual dating violence in the last year.



**26%** of women and **15%** of men experienced intimate partner violence for the first time before age 18.

We know supporting the development of healthy, respectful, and nonviolent relationships has the potential to reduce the occurrence of TDV and prevent its harmful and long-lasting effects on individuals, their families, and the communities where they live.

### Learn More

<https://www.cdc.gov/violenceprevention/intimatepartnerviolence/teendatingviolence/fastfact.html>

## Who Should Use This Guide?

Anyone planning their installation, unit, or other community TDVPAM observance activities can use this guide when designing or producing their campaign and activities.

## How Should This Guide Be Used?

This guide provides recommendations to support planning a successful installation TDVPAM. Individuals you might consider part of your target audience include: Airmen, Guardians, civilian employees, and families (i.e. parents, teen dependents, and individuals that work directly with families and youth dependents). The goal is for you to consider the suggestions and resources in this guide, but not to limit your creativity. If you have any questions or need support using this guide, please contact your MAJCOM's VPPM.

## Integrate, Collaborate, and Implement YEAR ROUND

While February is designated as the month we focus on awareness and prevention of teen dating violence, we encourage you to take steps year-round to integrate your efforts. As we all work together to reduce risks and increase protective factors around this issue, we make it less likely that youths in our communities are impacted. Your prevention and awareness month planning should be included in your Community Action Team (CAT) meetings to ensure all key stakeholders are invested in a comprehensive strategy. Please join all Air Force and Space Force prevention personnel during the month of February and beyond by making the prevention of TDV a priority in your community.





# Planning an Effective Health Communication or Social Marketing Campaign



## Describe the Problem

This will help you keep the main goal of your social marketing effort in mind. The problem description section clarifies what the public health problem is, who is affected, and what you propose to do to address it.



## Identify Your Target Audience

Who is your target audience (there may be more than one)? Take time to “enhance your understanding of the target audience’s characteristics, attitudes, beliefs, values, behaviors, determinants, benefits and barriers to behavior change in order to create a strategy for social marketing programs.” (CDC, 2011)



## Define Your Strategy

This is the action plan for implementation during the month of February and all year long. It encompasses the target audience segment(s), specific desired behavior change goal, and interventions to influence or support behavior change that you plan to include.



## Develop Interventions

The CDC defines interventions as methods used to influence, facilitate, or promote behavior change. Here are some examples: i. Holding a class for parents on how to talk to their teen about healthy relationships ii. Implementing a bystander intervention Community Mobilizing Initiative (CMI) for teens at the Youth Center.



## Evaluate Your Plan

Part of your overall strategy should include steps to evaluate whether components were implemented as you intended (process measures) and whether changes occurred as a result of your effort (outcome measures).



## Implement Your Plan

Implementation is the point when all your team’s planning comes together. Among the activities critical to your program’s success are planning the launch (when will you kick off?), publicizing your messages (what platforms will you use?), taking advantage of unexpected opportunities (e.g. Commander’s Calls, special events on base, etc.), and defusing potential threats to your efforts.

CDC Guide for creating effective social marketing plans  
<https://www.cdc.gov/healthcommunication/pdf/CDCynergyLite.pdf>

# Resources for a Successful Teen Dating Violence Prevention & Awareness Month

There are many ways to spread prevention messages and invite community members to practice associated pro-social behaviors during February and throughout the year. Below are various resources to help you plan out your strategy, increase awareness, and engage your community to act and help prevent teen dating violence.

## How Do We Plan a Successful Teen Dating Violence Awareness and Prevention Month?

The goal of the TDVPAM is to engage Air and Space Force communities to take action to reduce violence experienced by youth and young adults in dating relationships. This can be accomplished by increasing awareness around this issue, educating communities on support and services available, and creating cultures where reactive and proactive bystander behaviors are common. The following ideas, resources, tools, and activities represent just a few ways that everyone can engage in this important work.

Here you will find resources to help you build a local implementation plan, including articles, posters, fact sheets, webinars, and more:

### Military OneSource

- **Preventing Teen Dating Violence Fact Sheet**

<https://www.militaryonesource.mil/products/preventing-teen-dating-violence-fact-sheet-334/>



## Centers for Disease Control and Prevention

- **Dating Matters**

Provides a comprehensive teen dating violence prevention model developed by CDC to stop teen dating violence.

<https://www.cdc.gov/violenceprevention/intimatepartnerviolence/datingmatters/index.html>

## Penn State Clearinghouse for Military Family Readiness

- **Teen Dating Violence Initiatives in Military Communities: Rapid Literature Review**

[https://militaryfamilies.psu.edu/wp-content/uploads/2020/03/](https://militaryfamilies.psu.edu/wp-content/uploads/2020/03/Teen_Dating_Violence_Prevention.pdf)

[Teen\\_Dating\\_Violence\\_Prevention.pdf](https://militaryfamilies.psu.edu/wp-content/uploads/2020/03/Teen_Dating_Violence_Prevention.pdf)

## Youth.gov

U.S. government website helping create, maintain, and strengthen effective youth programs. Included are youth facts, funding information, and tools to help assess community assets, generate maps of local and federal resources, search for evidence-based youth programs, and keep up-to-date on the latest youth-related news.

### Learn more

<https://youth.gov/feature-article/teen-dating-violence-awareness-and-prevention-month>

## Teen DV Month Website

Find information on nationwide efforts to educate young people about dating violence, healthy relationship skills, and preventing the devastating cycle of abuse.

### Learn more

<https://www.teendvmonth.org/resources/>

## LoveIsRespect

A project of the National Domestic Violence Hotline offering information, support, and advocacy to young people between the ages of 13 and 26 who have questions or concerns about romantic relationships. They also provide support to concerned friends and family members, teachers, counselors, and other service providers through free and confidential services via phone, text, and live chat. Love Is Respect releases an annual toolkit.

### Learn more

<https://www.loveisrespect.org/talk-about-it/>

<https://www.loveisrespect.org/supporting-others/support-a-friend-or-roommate/>

<https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/>



## Have a Conversation: Talk to Parents and Teens

Talking with teens about issues like violence, sex, and intimacy can be uncomfortable for some adults, however, we can prepare and empower young people to make their own healthy decisions through supportive conversations about healthy relationships, resulting in more positive outcomes as they mature into adults. Encourage adults in your community who interact with teens in their work or personal lives (e.g., Parents, FAP Providers, Youth Center staff) to stand against TDV by engaging in conversations.

## #TalkAboutIt

First and foremost, encourage everyone to make a positive connection to this issue by talking about the characteristics of healthy relationships and not just abusive ones.

Consider sharing “Conversation Starters” with parents and teens to help them start talking about healthy and unhealthy relationships. Here are a few examples already created by various community organizations:

### **Futures Without Violence**

- **Dating Abuse Conversation Starter**  
<https://www.futureswithoutviolence.org/talk-teens-teen-dating-violence/>
- **5 Signs of a Healthy Teen Relationship**  
<https://www.futureswithoutviolence.org/talk-teens-teen-dating-violence/>

### **Rhode Island Coalition Against Domestic Violence**

- **Real Talk Cards**  
[https://www.nationalpublicsafetypartnership.org/clearinghouse/Content/ResourceDocuments/Real%20Talk%20Teen%20Conversation%20Cards\\_web.pdf](https://www.nationalpublicsafetypartnership.org/clearinghouse/Content/ResourceDocuments/Real%20Talk%20Teen%20Conversation%20Cards_web.pdf)





Have a discussion about how the media portrays healthy and unhealthy relationships. For example, many popular movies, TV shows, commercials, books, and magazines portray stalking as romantic or harmless when it is actually very dangerous. Here are some tips:

- **New Jersey Coalition Against Sexual Assault**

<https://njcasa.org/news/media-we-can-love-and-like/>

Teens can be active bystanders, too! Consider adapting resources from the 2020 Wingman and Leader Intervention toolkit or using other community resources, like I Am Courageous, to have conversations with teens about how to intervene when they are concerned about a friend or peer.

- **2020 Wingman and Leader Intervention Toolkit**

<https://usaf.dps.mil/sites/afpc-home/DPF/DPFZ/2020%20Wingman%20and%20Leader%20Intervention%20Toolkit/Forms/AllItems.aspx>

- **I Am Courageous - Be an Upstander**

<https://www.iamcourageous.org/be-upstander>

Discuss the warning signs

- **love is respect: Types of Abuse**

<https://www.loveisrespect.org/resources/types-of-abuse/>

Intimate partner violence can be considered a learned behavior. These resources help shape a perspective of unlearning negative relationship behaviors:

- **Across the Lifespan Prevention Toolkit**

<https://www.nyscadv.org/what-we-do/prevention-toolkit/across-the-lifespan.html>

Find a way to turn the conversation into action! You can do this by asking teens to commit to something they will do in the next 24 hours or by the end of the week to be proactive with their peers.



# Engage Key Stakeholders and Community Members

Consider how you can engage members of your community as allies in building a strong strategy to end TDV. The installation Community Action Team will be instrumental in your success. Here are a few ideas for how to leverage key partners in your community to get you started:

## Collaborative Team

Identify Issues, Develop Recommendations



### Community Support Coordinator

*Example: Host a resilience skills workshop for teens and explain how they can use these skills in maintaining healthy relationships.*

### Family Advocacy Officer & Family Advocacy Intervention Specialist (FAIS)

*Example: Partner with family advocacy experts to create a local bystander intervention campaign for teens.*

### Military and Family Life Counselors

*Example: Request MFLCs support small group discussions with teens at the installation Youth Center after school one day.*

### Airman and Family Readiness Center Staff

*Example: Partner with Family Work/Life Consultant to talk to parents about signs of healthy teen dating relationships.*

### Public Affairs

*Example: Work with Public Affairs at your installation to write an article about healthy teen dating relationships.*

### **Child & Youth Staff and Volunteers**

*Example: Request support for an after-school event promoting healthy relationships through education and engaging activities.*

### **School Liaison Officer (SLO) / Community and DoDEA School Staff**

*Example: Collaborate with the SLO to reach out to local schools on/off installation and host activities in partnership.*

### **Chaplains**

*Example: Partner with Chaplains to host an in-person or virtual lock-in and teach healthy relationship skills to military-connected youth.*

### **Spouse Mentors and Key Spouses**

*Example: Ask Key Spouses to partner with Community Action Team to share information about the Teen Dating Violence prevention campaign and activities that are planned.*

### **Installation Youth Dependents**

*Example: Encourage and support youth-led events and projects on your installation*



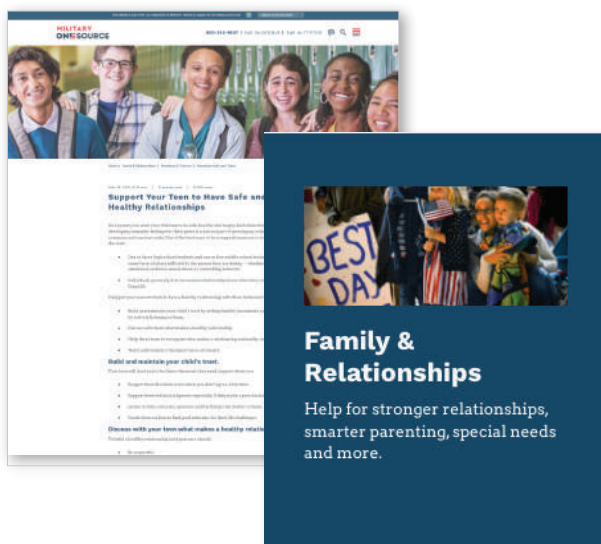
# Toolkits, Shareable Graphics & Other Resources

## Posters

Download and print campaign posters from various organizations to share throughout your community.

- **Military OneSource**

Click on images below for more information  
<https://www.militaryonesource.mil>



## Fact Sheets

Fact sheets can be used to raise awareness or drive discussion on relevant issues. You may consider sharing facts with members of your community and encouraging proactive behaviors, such as re-sharing information on their personal social media or with their peers.

- **Military OneSource**

<https://www.militaryonesource.mil/products/preventing-teen-dating-violence-fact-sheet-334/>

## Toolkits

Consider using resources and ideas from the toolkits provided to enhance your efforts. While not all have been updated for 2023, there are still a lot of great ideas you can glean here.

- **That's Not Cool**

That's Not Cool is an award-winning national public education initiative that partners with young people to help raise awareness and bring educational and organizing tools to communities to address dating violence, unhealthy relationships, and digital abuse.

<https://thatsnotcool.com/>

- **Vermont Network Against Domestic and Sexual Violence - Consent Campaign Guidebook**

A tool for middle and high school educators and students, with lesson plans for 7th/8th and 9th/10th grade audiences that address the core concepts of consent through a health promotion framework.

[https://www.vtnetwork.org/wp-content/uploads/2017/08/ConsentCampaignGuidebook\\_2ndEd.pdf](https://www.vtnetwork.org/wp-content/uploads/2017/08/ConsentCampaignGuidebook_2ndEd.pdf)

- **Start Strong Toolkit**

Provides resources and tips on healthy relationships programming, including, strategies for using popular culture to engage youth, how to leverage social media in healthy relationship education, creative ways to engage parents and other youth influencers, and information about why middle school matters for preventing teen dating violence.

<https://startstrong.futureswithoutviolence.org/>

- **CDC - Dating Matters Toolkit: Strategies to Promote Healthy Teen Relationships**

A comprehensive, evidence-based teen dating violence prevention model developed by the CDC to stop teen dating violence before it starts. It includes prevention strategies for individuals, peers, families, schools, and neighborhoods.

<https://vetoviolence.cdc.gov/apps/dating-matters-toolkit/explore-component#/>



- **Take a Stand for Healthy Relationships**

A program from the National Coalition Against Domestic Violence (NCADV) and Discovery Education that teaches students how to understand and build healthy relationships.

<https://www.teens4healthyrelationships.com/#block-about>.

## Social Media Graphics and Posts

Use the below resources and virtual messaging calendar to share images and messages on teen dating violence prevention across your social media platforms, including Facebook, Twitter, and Instagram.

### Shareable Graphics

Shareable graphic ideas for you to use or to fuel your creativity below:

- **How Big is the Problem**

<https://www.cdc.gov/violenceprevention/intimatepartnerviolence/teendatingviolence/fastfact.html>

- **Selfie Sign**

Take a selfie! Use the #2023TDVPAM Selfie Sign template to encourage others to “Talk About It” and share on social media using the hashtags #2023TDVPAM and #TalkAboutIt.

- **Facebook Frame**

A Facebook frame is a way individuals can easily show support for a cause on their Facebook profile. Encourage others in your community to add a frame to their profile picture to show support for Teen Dating Violence Prevention and Awareness Month. Find frames by clicking your profile picture and selecting “Add Frame” and then type “Teen Dating Violence” or “TDVAM” in the search box.

### Virtual Messaging Calendar

Virtual messaging calendars help you plan and organize the content you want to share throughout a campaign or specified time frame. You will save time by organizing your plan in advance. Having a virtual messaging calendar will also ensure you engage on social media platforms consistently; this makes it more likely your content will be seen.

Please use the virtual messaging calendar included in this guide to help plan your social media posts throughout the month. Feel free to get creative and add your own local content as well.



## Virtual Messaging Calendar Template

Use this virtual messaging calendar to share images and messages on teen dating violence prevention across your social media platforms, including Facebook, Twitter, and Instagram.

Feb 1

Know the facts about teen dating violence  
**#TDVPM #TalkAboutIt**



<https://www.liveyourdream.org/media/action-resources/TDV/TeenDatingViolenceInfographic.pdf>

Feb 4

How would you know if your child is in an abusive relationship? *Talk About It!* Know the signs of abuse and intervene when necessary.

**#TDVPAM #TalkAboutIt #LOVEIS**

<https://www.loveisrespect.org/resources/what-to-look-for/>

Feb 7

*Talk About It* with your teen! Resources are available to discuss preventing or leaving abusive relationships. Reach out to Family Advocacy, MFLCs, Chaplains, Military OneSource or EAP to learn more.

**#TDVPAM #gethelp #TalkAboutIt**

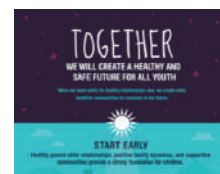


<https://www.resilience.af.mil/Get-Help-24-7/>

Feb 10

As a parent, you have a lead role in helping your child develop healthy relationships and supporting them to leave bad ones. Complete this phrase in the comments below "I support my child in developing healthy relationships by..."

**#TDVPAM #TalkAboutIt #BeProactive #LOVEIS**



<https://www.cdc.gov/violenceprevention/communicationresources/infographics/teendatingviolence-infographic.html>

Feb 12

How would you help a friend in an abusive relationship? *Talk About It!* Help teens identify ways to intervene with friends in crisis. This quiz will help them prepare.

**#TDVPAM #TalkAboutIt #DAFPrevention**

<https://www.loveisrespect.org/quiz/how-would-you-help-someone-in-an-abusive-relationship/?%3E>

Feb 14

In honor of Valentine's Day, let's *Talk About It*: the beauty of a healthy relationship! Comment below 1 thing you love about your relationship. Learn more here.

#TVDPAM #ValentinesDay #LOVEIS #TalkAboutIt



<https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/how-to-set-boundaries/>

Feb 18

The best way to help your child escape an abusive relationship is to love them unconditionally, be present for them, and *Talk About It*. Read more here.

#TDVPAM #LOVEIS #TalkAboutIt

<https://www.loveisrespect.org/resources/how-to-help-child/>

Feb 22

Where does your relationship fall on the Relationship Spectrum? Love is Respect developed a resource to help you figure it out. See below.

#TDVPAM #TalkAboutIt #LOVEIS



<https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/relationship-spectrum/>

Feb 25

Social media and texting are common methods of communication for young people in relationships, making it important to talk to teens about safe online and digital communication. *Talk About It!* Learn about safe and respectful texting and digital boundaries.

#TDVPAM #LOVEIS #TalkAboutIt

<https://www.loveisrespect.org/personal-safety/online-safety-while-dating/>

Feb 28

Teen dating violence prevention is about more than one month. *Talk About It* all year round. Remember that you're not alone. Reach out and learn about healthy relationships.

#LOVEIS #TalkAboutIt



<https://www.loveisrespect.org/>

## Helping Resources

### Military OneSource

For non-crisis concerns, such as relationship, family, or financial challenges, Military OneSource provides 24/7 service to all Service members, including National Guard and Reserve members and eligible family members. Arrange a face-to-face, phone, online, or video counseling session via the contacts below.

Phone: 800-342-9647

Chat: [livechat.militaryonesourceconnect.org/chat](https://livechat.militaryonesourceconnect.org/chat)

[www.militaryonesource.mil](https://www.militaryonesource.mil)

### 911

In an emergency, dial 911 or your local emergency number immediately. An emergency is any situation that requires immediate assistance from the police, fire department, or an ambulance.

[www.911.gov](https://www.911.gov)

### Love Is Respect

If you know of a teen or parent that could benefit from speaking to a caring, well-trained peer advocate, please connect them with the National Dating Abuse Helpline, a project of the National Domestic Violence Hotline.

Phone: 1-866-331-9474, TTY: 1-866-331-8453

Text: Text "loveis" to 77054

Chat: [www.loveisrespect.org](https://www.loveisrespect.org)

### Installation Family Advocacy Program

The Family Advocacy Program (FAP) is dedicated to domestic and child abuse response support, education, reporting, investigation, intervention, and treatment. The Air Force and Space Force provide a variety of services to Airmen, Guardians, and their families to enhance relationship skills and improve quality of life. This mission is accomplished through a variety of groups, seminars, workshops, and counseling and intervention services. Installation FAP contact info:

Chaplain

Military and Family Life Counselor

School Counselor

This guide was developed by the AFPC Integrated Resilience Division for use by MAJCOM and Installation prevention experts to support planning of 2023 Teen Dating Violence Prevention and Awareness Month outreach and activities.

\*THE APPEARANCE OF HYPERLINKS OR REFERENCES IN THIS DOCUMENT TO NON-DOD RESOURCES DOES NOT CONSTITUTE ENDORSEMENT BY THE DEPARTMENT OF DEFENSE OF NON-U.S. GOVERNMENT SITES OR THE INFORMATION, PRODUCTS, OR SERVICES CONTAINED THEREIN.





# INTEGRATED ACTIVITY/EVENT PLANNING CHECKLIST

This document contains hyperlinked web addresses throughout. When using a government laptop, right click on the link, copy link address and paste it in a browser to visit each site.

**PRIMARY FOCUS AREA:** ☐ Teen Dating Violence ☐ Sexual Violence ☐ Bullying ☐ Domestic Abuse  
☐ Child Abuse/Maltreatment ☐ Self-Harm/Suicide ☐ Other\_\_\_\_\_

## COLLABORATIVE CAT/CAB PARTNERS:

Name	Office	Tel Number	Name	Office	Tel Number
Meredith Jones	EEO	565-1537			

**CURRENT CAT/CAB PRIORITY?** ☐ Yes ☐ No If yes, included in CAP? ☐ Yes ☐ No If yes, **GTO Tool**? ☐ Yes ☐ No

**ASSOCIATED RISK/PROTECTIVE FACTORS:** \_\_\_\_\_

## POINTS OF INTERSECTION/INTEGRATION:

Per **CDC's Connect the Dots Tool**, other forms of violence impacted by addressing these risk/protective factors:

☐ Teen Dating Violence ☐ Sexual Violence ☐ Bullying ☐ Domestic Abuse  
☐ Child Abuse/Maltreatment ☐ Self-Harm/Suicide ☐ Other\_\_\_\_\_

Identify where you would like to focus efforts within the **socio-ecological model**:

☐ Individual ☐ Relationship ☐ Community ☐ Society

Identify areas of **Comprehensive Airman Fitness** that could also be considered/addressed in planning:

☐ Mental ☐ Physical ☐ Social ☐ Spiritual

Do you have local data (quantitative/qualitative) to understand and express the context of this issue at your location?

(Y/N) \_\_\_\_ If so, list data sources: \_\_\_\_\_

## POSSIBLE ACTIVITY(IES) LIST:

Activity Name	Brief Description	Target Audience	Date/time	Location	Est. Cost	Funding Source
Parent/Teen Round Table	Facilitate Discussion about Teen Dating Violence	Teens, age 13-19 and Parent	24 Jan 22 730 pm	Teen Center	\$1,234	FAP

## EVALUATION:

Desired Short-Term Outcome(s): \_\_\_\_\_

Desired Long-Term Outcomes(s): \_\_\_\_\_

Potential Methods to Assess Outcome(s): \_\_\_\_\_

## PLANNING FOR AFTER ACTION:

How will you show that goals were met? \_\_\_\_\_

Feedback from activity participants was \_\_\_\_\_

☐ Would you recommend this activity to others? If so, submit to DPFZ as a recommended activity.

