



2017 UTAH

DATING

VIOLENCE



AWARENESS

MONTH

MEDIA

TOOLKIT



2017 Utah Dating Violence Awareness Month Media Toolkit

Greetings!

This toolkit is a creation of the Utah Department of Health Violence & Injury Prevention Program, with collaboration from the Utah Healthy Relationships Taskforce.

February is Teen Dating Violence Awareness Month, or, as we prefer to call it, Healthy Relationships Month! Dating violence affects almost 30% of Utah youth who are in dating relationships. Dating violence can have a negative effect on health throughout the lifespan and teens who experience dating violence are at higher risk for other adverse experiences and behaviors, such as mental health concerns and substance abuse. Because our focus is on primary prevention – or stopping violence before it ever takes place – we wanted to bring some prevention messaging and resources to you this month.

Primary prevention of teen dating violence, sexual violence, and youth violence, including bullying, involves promoting healthy relationship skills and empowering bystanders to speak out or do something when they witness another person experiencing harm, violence, or oppression (which means unfair or cruel treatment or control of one person or group of people by another person or group of people.) For this month's toolkit, you'll notice many of the messages are geared towards bystander behaviors and intervention. We are promoting this strategy because we want everyone, every Utahn, to learn how they can play a role in violence prevention in their schools and communities.

This toolkit was created for community- and school-based professionals, as well as parents/caregivers of young people. However, primary prevention concerns us all and if you are interested in sharing prevention messaging during the month of February, we encourage you to use this toolkit and join us in this effort.

Should you have any questions related to this toolkit, please contact the Violence & Injury Prevention Program at (801) 538-6864.



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Awareness Messages

These messages can be used to develop social media posts, news releases, newspaper articles, etc. The messaging has been developed for community members, parents/caregivers, professionals, schools, and youth.

Community Members

- Violence is preventable and everyone has a role to play. **#BeAnUpstander**
- Active bystanders can make a difference in preventing violence in their communities and schools. Do something before, during, or after you witness harm!
- Bystander intervention is simple, but it's not easy. Get a group together to intervene to help someone else. **#StrengthInNumbers**
- Practice your bystander intervention skills by speaking up when you hear someone tell a harmful joke. **#SpeakOutUtah**
- Question your own attitudes and actions and work to change them if your behavior perpetuates sexism and violence.
- Follow up with someone you see who experiences harm. Ask if they're OK and if they need help. **#SpeakOutUtah**
- Bystander intervention can be indirect or direct, but should always be safe for you. Find ways you can be an active bystander at nomore.org.
- Recognize and speak out against homophobia and racism – discrimination and violence have direct links to sexism.
- A norm is like a rule of behavior that a group or society considers acceptable. Some of them can be harmful when they force people to be a certain way or shun people, or groups of people, when they don't follow the norms. Work to replace harmful norms around masculinity and femininity with more equitable norms. **#StandUpUtah**
- Set a good example in your community by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others. **#BeAnUpstander**
- Increasing neighborhood support and cohesion may help deter violent behavior and improve compassionate response to victims.
- Take safe action when you see someone being harassed, whether you know them or not. Be direct, use distraction, or delegate if needed. This comic is a great example of how you can intervene to help a stranger: mic.com/articles/153212/artist-marie-shirine-yener-made-a-comic-for-bystanders-who-witness-anti-muslim-harassment#.pshpp939p.

Parents/Caregivers

- Help your kids feel confident to stick up for others when they're being bullied, in person and online. This takes practice! Talk about safe ways for your kid to be an active bystander.
- Talk to your child often so you know what's going on in their life and remind them that you're always available to listen.
- Have open conversations with your kids about what respectful behaviors and relationships look



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like and help them to recognize when relationships may be harmful.

- Set good examples for your kids by treating all people with respect and avoiding gossip, jokes, and opinions that cut others down. **#BeAnUpstander**

Professionals

- When teaching about healthy relationships, always include information on how to help others. Engaging in respectful relationships extends to friends and peers. **#BeAnUpstander**
- Bystander intervention is simple, but it's not easy. Consider possible barriers and solutions to intervention, and always prioritize safety.
- Set a good example in your community by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others. **#BeAnUpstander**
- Replace harmful norms around masculinity and femininity with more productive, equitable norms.

Schools

- Set good examples for your students by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others. **#BeAnUpstander**
- Let students know that your school does not tolerate violence or harm, and take action when it happens. **#SpeakOutUtah**
- Be a trusted resource for students who are seeking help. Let them know they can come to you for support.
- Help your students feel valued and welcome. A sense of belonging and connectedness is a protective factor against violence.
- Always communicate that students who are bullied are not at fault and provide resources to students who bully.
- Pay attention to the students you interact with everyday. If you see something off, check in. **#BeAnUpstander**

Youth

- If it feels safe for you, consider saying something when you see bullying. One small comment can make a difference. **#SpeakOutUtah**
- Sometimes it's hard to know what to say when you see someone being bullied or harmed by another person. You could say things like, "Hey, that's not cool," and you can always interrupt by changing the subject. **#SpeakOutUtah**
- We sometimes think we're the only ones who feel the way we do. Find friends to help intervene when you see someone being bullied or hurt by someone else. **#StrengthInNumbers**
- Put your phones away and get help from a trusted adult! Be an active bystander when you see someone being bullied or hurt by someone else. **#SpeakOutUtah**
- Stick up for others when they're being bullied – in person and online! Don't stay silent.
- Know what makes a healthy relationship and learn to identify the signs of an unhealthy relationship so you can help friends in need! Visit loveisrespect.org for information on healthy relationships.
- Recognize that language can be harmful and do not tolerate language from your friends that cuts down others. **#SpeakOutUtah**

Statewide Efforts

Bystander Intervention Curriculum

The UDOH VIPP is in the process of creating a bystander intervention curriculum for the state of Utah. We are incorporating feedback from prevention and youth-serving professionals to develop a quality pilot project. Our long-term vision for this project is to assist every community in the implementation of bystander intervention, whether it be a middle school, high school, college campus, youth group, community group, workplace, etc. If a bystander intervention strategy is of interest to you, your school, or your community, or if you just want to learn more about it, please contact the Utah Department of Health at **(801) 538-6864** or **vipp@utah.gov** for more information on their efforts to create a curriculum.

Media Contest

The Utah Healthy Relationships Taskforce is hosting the annual Healthy Relationships Media Contest. The theme of this year's contest is Bystander Intervention. A bystander is someone who witnesses another person or group being harmed or hurt verbally, physically, emotionally, or culturally. We have all been bystanders at some point in our lives. Bystander intervention is about being more than a witness to harm and violence. It is when someone takes action, or does something, to help someone else who they witness experiencing harm, violence, or need; someone can take action before, during, or after the harm or violence has happened. Some examples of what someone might do to be an active bystander include: interrupting an argument between friends or partners; telling someone not to bully or criticize another person; supporting a friend who has experienced harm or violence; or getting help for someone who is being harmed or victimized. Your media pieces should show how we can be an active bystander, or upstander, in preventing harm and violence in our schools and communities.

The contest is open to Utah youth ages 11-18. Projects will be accepted until February 28, 2017. There are three major categories: Written Works, Visual Arts, and Film/Video. Participants may choose to work individually or as a group (individual and group entries will be judged separately). Prizes will be awarded to the top entries in each category. A consent form is required for all participants. For more information and to download the consent form visit: **health.utah.gov/vipp/teens/dating-violence/**.

Healthy Relationships Week Toolkit

If your school or community is interested in planning a healthy relationships or bystander intervention week during the month of February and you are looking for ideas to kickstart your project, please refer to the linked document, "Promoting Healthy Relationships: Planning an Awareness Week for Your School."

In this guide you will find:

- A how-to on organizing your Healthy Relationships Week
- Educational information on healthy and unhealthy relationships
- Tips and ideas for making your week a success
- Possible activities that you could host during your week
- A list of resources for more information

Social Media

Plan to post consistently throughout the month, whether that is once a week or once a day. Include multi-media (pictures, videos, links, etc.) to posts throughout the month.

The Violence and Injury Prevention Program will post messages throughout the month and local programs are encouraged to share those posts. For more information on social media best practices visit: www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf.

Hashtags

When it comes to social media, the hashtag (aka the pound sign #) is used to draw attention, to organize, and to promote. We encourage you to use the four hashtags below in your social media posts:

- #BeAnUpstander
- #SpeakOutUtah
- #StandUpUtah
- #StrengthInNumbers

Below are some posts to use when posting to your social media pages. These images can be downloaded at www.health.utah.gov/vipp/teens/dating-violence.



Public Relations

When working with the media, it is important to be prepared with the correct documentation. This toolkit provides examples of three types of media documents that can be used to promote dating violence awareness month.

News release example

**ADD AGENCY LOGO
HERE**

News Release

For Immediate Release:

Add date

Media Contact:

Add agency media liaison name

Add agency media liaison title

Add agency media liaison phone (w)

Add agency media liaison cell (c)

Utah Teens Get Creative to Prevent Dating Violence

One in eight report being in an abusive relationship

(Murray, UT) – The Utah Department of Health (UDOH) recognized several Utah teens for their efforts to bring attention to dating violence during a “Healthy Relationships” rock concert today at Murray High School. The students participated in a multimedia art contest as part of Utah’s 2012 Teen Dating Violence Prevention and Awareness Month, which is observed across the country each February.

Ashlee Bambrough, urged concert goers to take dating violence seriously and to get help if they or someone they know is in an abusive relationship. Bambrough was nearly killed six months ago after her boyfriend pushed her out of a vehicle going 65 miles per hour.

Data from the 2011 Youth Risk Behavior Survey (YRBS), a national survey conducted every two years in public high schools throughout Utah, show that nearly 12% of high school students, or one in eight, said they were hit, slapped, or physically hurt on purpose by their boyfriend or girlfriend. While many people think of dating violence as physical abuse, it also includes verbal and emotional abuse.

Kolten Cooke, a student from Murray High School, won the YouTube video category for his entry. “We made this video in order to spread awareness of teen dating abuse in what we hoped wasn’t a cheesy way. We wanted to stick with the facts and leave a memorable impression.”



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The contest invited 7th – 12th grade students from across Utah to create a visual art project, YouTube video, or written work that educates teens about dating violence. Grand prize winners were:

- Molina Phear, Hunter High, West Valley City, Visual Arts Category
- Kolton Cooke, Murray High School, Murray, YouTube Video Category
- Emir Sabic, Valley Junior High School, Salt Lake City, Written Works Category

Honorable mentions were also given to Sierra Moosman, a student at Alta High School in Sandy, and Whitney Staples, a student at Cedar City High School in Cedar City, for their written works entries. Each winner received two suite tickets to a Utah Grizzlies game, a plaque, and a visual arts, film production, or writing class valued at \$190-\$300 from the Visual Arts Institute, Spy Hop Productions, and Higher Ground Learning Center. The winning entries can be viewed at <http://health.utah.gov/vipp/datingviolence/awarenessweek.html>.

“Our hope in doing this contest each year is to get teens and parents talking about dating violence and how to build healthy and respectful relationships,” said Katie McMinn, UDOH Violence and Injury Prevention Program.

Help is available for victims of dating violence by calling the toll-free, 24-hour Rape and Sexual Assault Crisis and Information Hotline at 1-888-421-1100 or the Utah Domestic Violence Link Line at 1-800-897-LINK (5465).

For resources on dating violence, visit [/health.utah.gov/vipp/datingviolence/overview.htm](http://health.utah.gov/vipp/datingviolence/overview.htm) or join the Utah Teen Dating Scene Facebook page at www.facebook.com/UtahTeenDatingScene.

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News advisory example

**ADD AGENCY LOGO
HERE**

Add date

For more information contact:

Add agency media liaison name

Add agency media liaison title

Add agency media liaison phone (w)

Add agency media liaison cell (c)

News Advisory

Utah Teens Get Creative to Prevent Dating Violence

One in eight report being in an abusive relationship

WHAT: The Utah Department of Health will host a concert to announce the winners of the Teen Dating Violence Prevention and Awareness art contest.

The contest invited 7th-12th grade students from across Utah to create a visual art project, YouTube video, or written work that educates teens about the impact dating violence has on their communities.

WHY: Nearly 12% of 9th-12th graders in Utah reported being hit, slapped, or physically hurt on purpose by their boyfriend or girlfriend in 2011.

WHO: Speakers include:

- AshLee Bambrough, dating violence survivor
- Shelby Saxton, Peer Leadership Team, Murray High School
- Hannah Wills, contest winner from 2010

WHEN: Tuesday, February 21, 2012
6:30 p.m.

Speakers will be available for interviews until the concert begins at 7:00 p.m. The media is welcome to stay for the duration of the concert. Grand prize winners will be announced during the concert.

WHERE: Murray High School
5440 South State St.
Murray, UT

The press conference will be held in the commons area.

#

Talking points example

- 22.7% of Utah students reported being verbally or emotionally harmed one or more times by a dating partner. Females (19.2%) were more likely to report verbal and emotional abuse compared to males (11.7%) (2013, YRBS).
- 10.7% of Utah students reported being forced to do sexual things they did not want to by a dating partner. Females (15.0%) were more likely to report sexual abuse compared to males (6.3%) (2013, YRBS).
- 6.9% of Utah students reported being physically hurt on purpose one or more times by a dating partner (2013, YRBS).
- 21.9% of Utah students were bullied on school property and 16.8% were being electronically bullied (2013, YRBS).

How to involve your local media in your event

Who to contact

Create a list of newspapers, TV and radio stations, magazines, community or city newsletters, news related websites, event calendars and blogs in your community. Find phone numbers and email addresses for reporters covering events, local news stories, and any beats or topics related to your event. Compile this information into a press or media contact list.

When and how to contact local media

One week before your event

Email your media advisory to the contacts on your press or media contact list. Make follow-up calls to confirm it's been received. Pitch a story to the primary news outlets that would run in advance of the event, such as a profile on an interesting speaker or even just a preview of the event.

Two to three business days before your event

Resend the news advisory to make sure that your event is still on their radar. Make another round of follow-up calls and ask if they plan to cover the event so your media liaison will know to look for them.

The day of your event

Email your news release to your press or contact list on the morning of your event. Be sure to have several copies on hand so you can give them directly to journalists as they arrive. If you have enough material, create a press kit with brochures and other pertinent information.

Tips for speaking with the media

How to prepare

- Develop talking points.
- Practice by responding to the toughest and best questions you think the reporter will ask.
- Dress professionally and appropriately for TV. Wear solid colors, nothing with patterns. Pastels work well on camera and blue is the safest color on camera. Don't wear white.

During the interview

- Be prepared and be yourself.
- Keep your talking points nearby.
- Be positive, honest, and straightforward. Think of the interview as a good conversation, not a debate.
- Use personal stories to illustrate your points and analogies when possible to clarify your points.
- Use everyday language. Don't use jargon.
- Admit when you don't know the answer to a question; never say, "No comment."
- Listen. Empathize. Pause to gather your thoughts and don't allow words to be put in your mouth.

Speaker contact list:

This is a concern for local programs who may not be able to work with the media on a certain topic for a variety of reasons. Have a list of speakers who are neutral and can address the media with your message. The following agencies have staff who are experts in violence prevention and who are available to help you with media inquiries.

Utah Coalition Against Sexual Assault

801-746-0404

info@ucasa.org

Utah Domestic Violence Coalition

801-521-5544

admin@udvc.org

Utah Department of Health Violence and Injury Prevention Program

801-538-6864

vipp@utah.gov

Resources

Bystander Revolution – Take the Power Out of Bullying

bystanderrevolution.org

This website offers actionable advice about simple things that individuals can do to help defuse bullying and harassment, and help shift our culture and communities to be safe and healthier.

Love Is Respect

loveisrespect.org

Love Is Respect offers quality and comprehensive educational and support resources on healthy relationships geared toward young people.

Utah Department of Health, Violence & Injury Prevention Program

health.utah.gov/vipp/teens/dating-violence/

Find Utah-specific data and resources related to teen dating violence.

Local Programs

Cache & Rich Counties:

- **CAPSA**

(435) 753-2500

www.capsa.org

- **The Family Place**

(435) 752-8880

www.thefamilyplaceutah.org

Box Elder County:

- **New Hope Crisis Center**

(435) 723-5600

www.newhopecrisiscenter.org

Weber & Morgan Counties:

- **Your Community Connection (YCC)**

(801) 394-9456

www.ycchope.org

- **Weber State University Women's Center**

(801) 626-6090

www.weber.edu/womenscenter

Davis County:

- **Davis Applied Technology College**

datc.edu

- **Safe Harbor Crisis Center**

(801) 444-3191

www.safeharborhope.org

Salt Lake County:

- **Boys & Girls Clubs of Greater Salt Lake**

(801) 322-4411

www.gslclubs.org

- **Centro de la Familia**

(801) 521-4473

www.cdlfu.org

- **Pacific Island Knowledge 2 Action Resources**

(801) 793-4639

www.facebook.com/PIK2AR/?hc_ref=SEARCH



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- **Rape Recovery Center**

(801) 467-7282
raperecoverycenter.org

- **South Valley Services**

(801) 225-1095
svsutah.org

- **Talk to a Survivor**

(801) 450-4187
talktoasurvivor.org

- **Urban Indian Center of Salt Lake**

(801) 486-4877
www.uicsl.org

Utah County:

- **Centro Hispano**

(801) 655-0258, centrohispanouc.org

- **Center for Women and Children in Crisis**

(801) 227-5038, cwcic.org

Summit & Wasatch Counties:

- **Peace House**

(435) 658-4739
peacehouse.org

Duchesne, Daggett & Uintah Counties:

- **Tricounty Health Department**

Vernal: (435) 247-1177
Roosevelt: (435) 722-6300
tricountyhealth.com

Carbon & Emery Counties:

- **Carbon County Family Support Center**

(435) 636-3739
www.carbon.utah.gov/Services/Family-Support-CJC

Grand County:

- **Seekhaven Family Crisis & Resource Center**

(435) 259-2229
seekhaven.org

Sevier, Sanpete, Millard, Piute & Wayne Counties:

- **New Horizons Crisis Center**

(435) 896-9294
centralutahcrisisintervention.org

Iron, Beaver & Garfield Counties:

- **Canyon Creek Women's Crisis Center**

(435) 867-9411
ccwcc.org

Washington & Kane Counties:

- **DOVE Center**

dovecenter.org

San Juan County:

- **Utah Navajo Health System**

(435) 651-3291
www.unhsinc.org

Tribal:

- **The Confederated Tribes of the Goshute Reservation**

www.facebook.com/goshute/

Statewide:

- **Prevent Child Abuse Utah**

(801) 532-3404
www.preventchildabuseutah.org/

- **Restoring Ancestral Winds**

(435) 279-7071
www.restoringancestralwinds.org

- **Utah Coalition Against Sexual Assault (UCASA)**

(801) 746-0404
ucasa.org

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