

CHOOSE

RESPECT

# Annual Report 2006-2007





## Welcome to Choose Respect!

Since the Centers for Disease Control and Prevention's successful national launch of Choose Respect in May 2006, the initiative has continued to flourish. So much has happened in this exciting project to promote healthy relationships and prevent dating abuse among youth ages 11-14, the possibilities seem limitless! Communities across the country have embraced Choose Respect and made it their own, blending the Choose Respect messages and materials into local events and programming and creating major initiatives based on the positive themes of respect and healthy relationships.

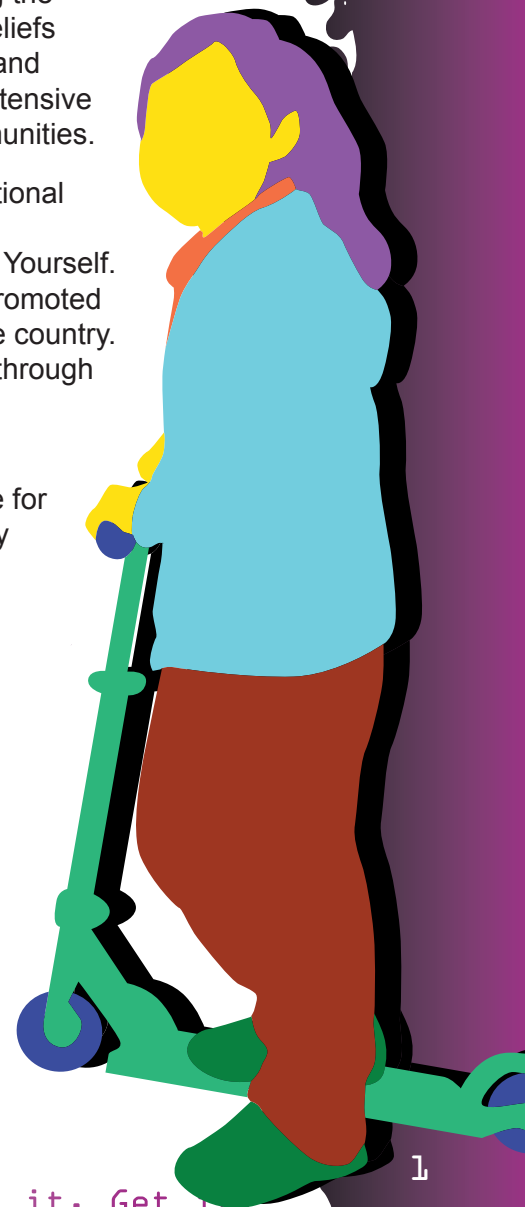
To support community efforts, we are now developing and testing resources and tools based on the practical experience of top youth advocates from across the country. Representatives from academia, community-based organizations, state and national agencies, and national advocacy organizations convened in March 2007 to network and contribute their expertise toward the development of fresh, practical strategies communities can use. With this input, CDC is building the Choose Respect *Playbook*, a guide that goes beyond targeting youths' beliefs and attitudes about how to treat others. It will also focus on the physical and social settings that help youth make healthy relationship choices daily. Extensive stakeholder review and testing of these plays has already begun in communities.

A major accomplishment of the past year has been Choose Respect's national partnership with the Women's National Basketball Association (WNBA) Enterprises and participation in the WNBA Be Tour: Be Smart-Be Fit-Be Yourself. Through interactive events and positive messaging, the WNBA Be Tour promoted fitness, health, and self-confidence among youth in 13 markets across the country. Choose Respect reached 122,850 new fans during 2007 Be Tour events through this strategic partnership with the WNBA.

The CDC invites you to share our excitement about the innovative new resources and energizing events of the past year. Now is the perfect time for youth to prepare for a healthy future by learning the relationship skills they will need for the rest of their lives.

**CHOOSE RESPECT**

Respect. Give It. Get It.

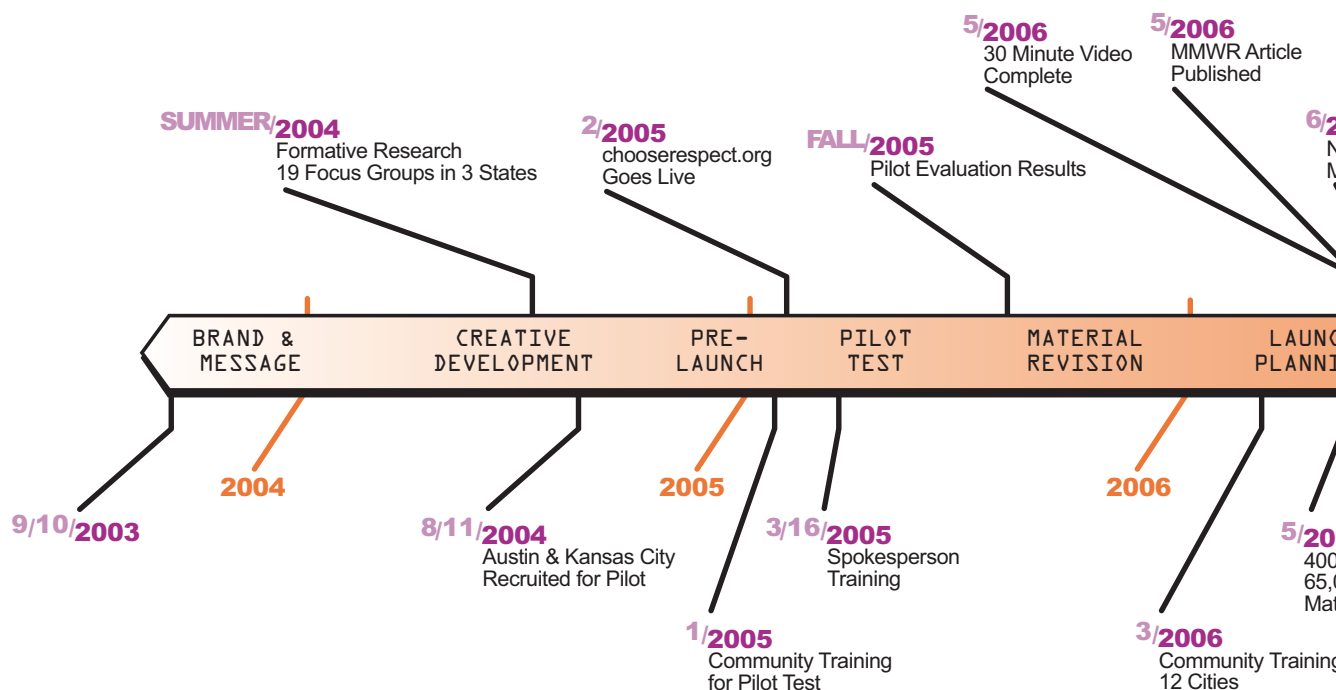


## The Purpose of Choose Respect

Research for the Choose Respect initiative found most youth have positive, healthy attitudes about their relationships with others. Choose Respect seeks to reinforce and sustain these positive attitudes among youth as they get older and begin to enter dating relationships by:

- » Providing effective messages for youth, parents, teachers, and other supportive adults that encourage them to establish healthy and respectful relationships
- » Creating opportunities for youth and communities to support healthy and respectful relationships

## Direct to Consumer



## Community Implementation

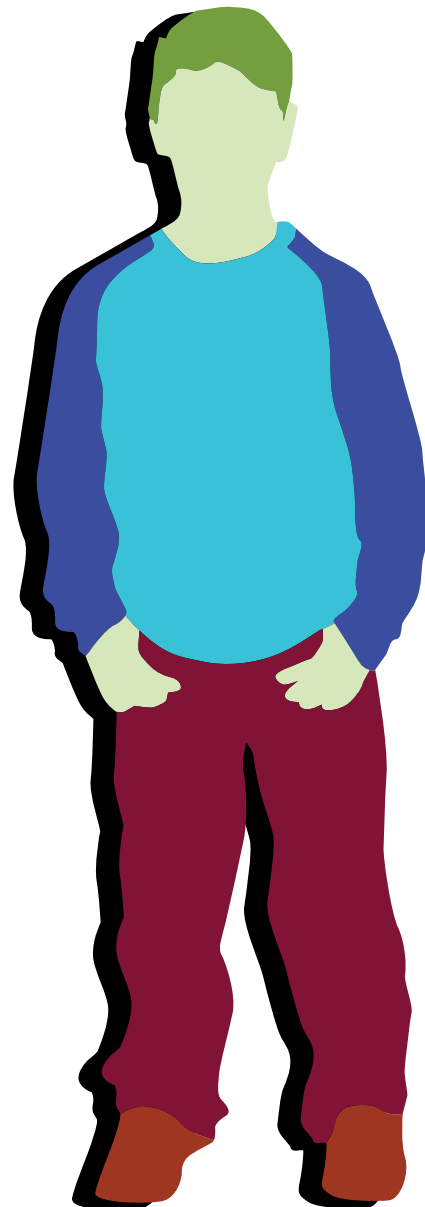
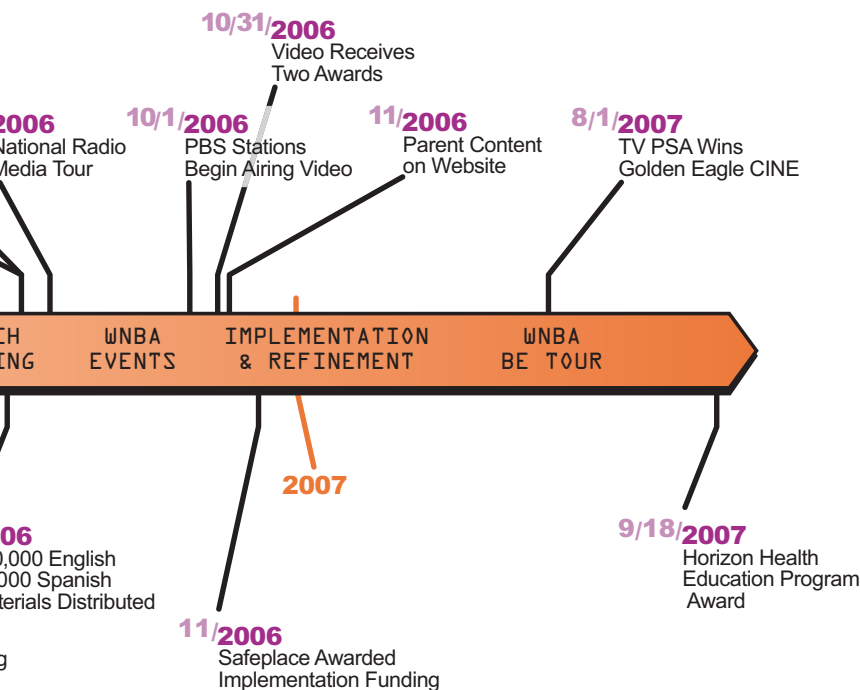


## The Need for Choose Respect

Healthy relationships are built on respect, and knowing how to give and get respect is important. Because the groundwork for forming healthy adult relations is laid during adolescence, CDC created the Choose Respect initiative. Choose Respect reaches out to youth ages 11–14 and helps them challenge harmful beliefs about dating abuse and learn to treat others respectfully as they want to be treated. The goal is to prevent abuse before it starts.

Development of the Choose Respect Initiative was prompted by the disturbing facts about dating abuse.

- » According to recent research from the CDC, 1 in 11 youth reports being a victim of physical dating abuse.
- » Dating abuse is becoming increasingly prevalent in the United States.

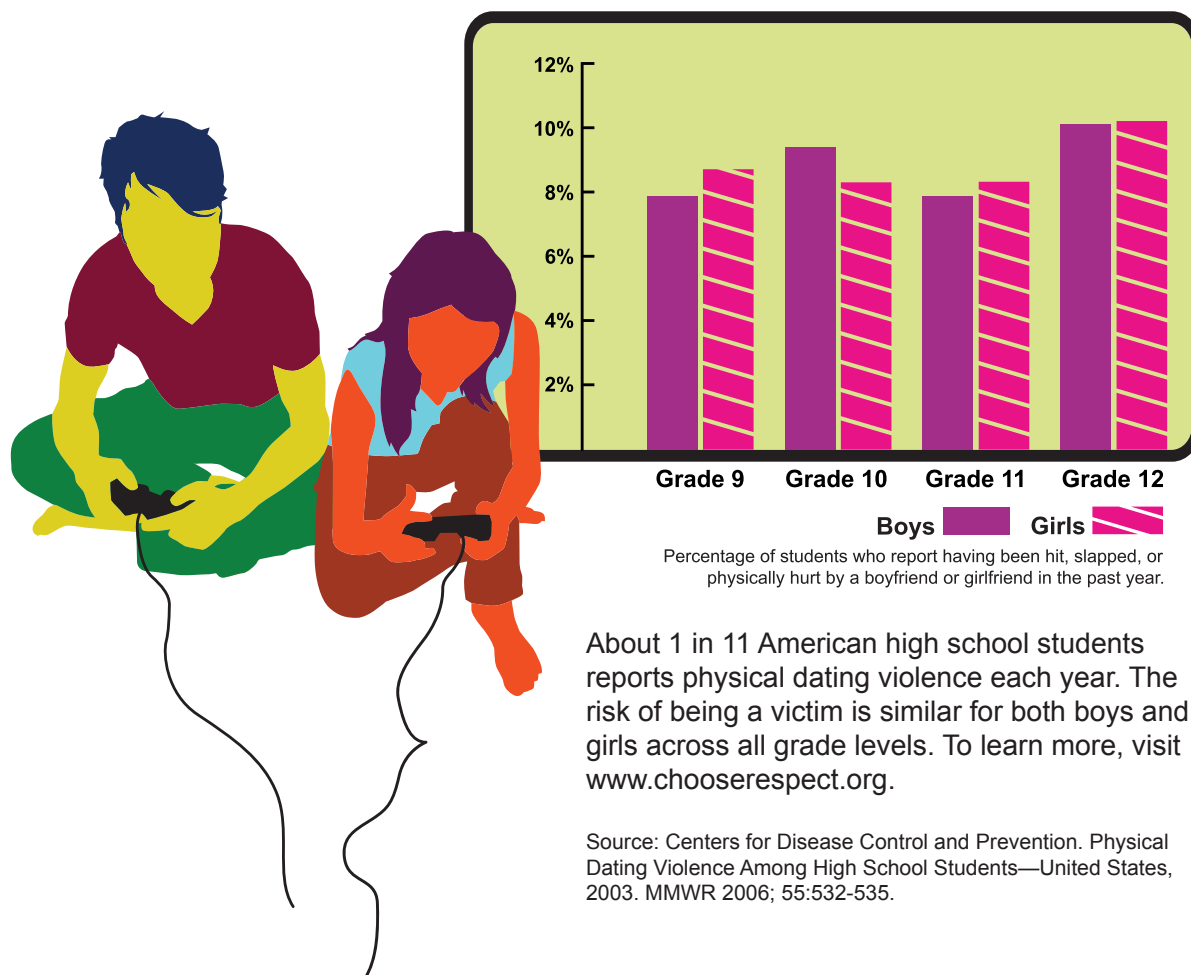


Even more startling, youth who experience dating abuse are also more likely to report binge drinking, suicide attempts, physical fighting, and current sexual activity.

***Dating abuse is a pattern of unhealthy behavior  
—physical, emotional, or sexual—  
by one partner in a dating relationship by the other partner.***

Yet many kids and their parents do not recognize dating abuse when they see it, and don't understand how widespread it is. Several studies suggest that youth also do not recognize the negative consequences of dating abuse in their friends' lives. Thirty-one percent of youth report having at least one friend who is in an abusive relationship. Acceptance of dating abuse among friends is one of the strongest links to future involvement in dating abuse.

The years from 11–14 represent a “window of opportunity” for youth to prepare for a healthy future by learning skills such as negotiation, compromise, and conflict resolution. Kids need to talk with parents, teachers, and other supportive adults now about the importance of choosing respect and developing healthy relationships.



About 1 in 11 American high school students reports physical dating violence each year. The risk of being a victim is similar for both boys and girls across all grade levels. To learn more, visit [www.chooserespect.org](http://www.chooserespect.org).

Source: Centers for Disease Control and Prevention. Physical Dating Violence Among High School Students—United States, 2003. MMWR 2006; 55:532-535.

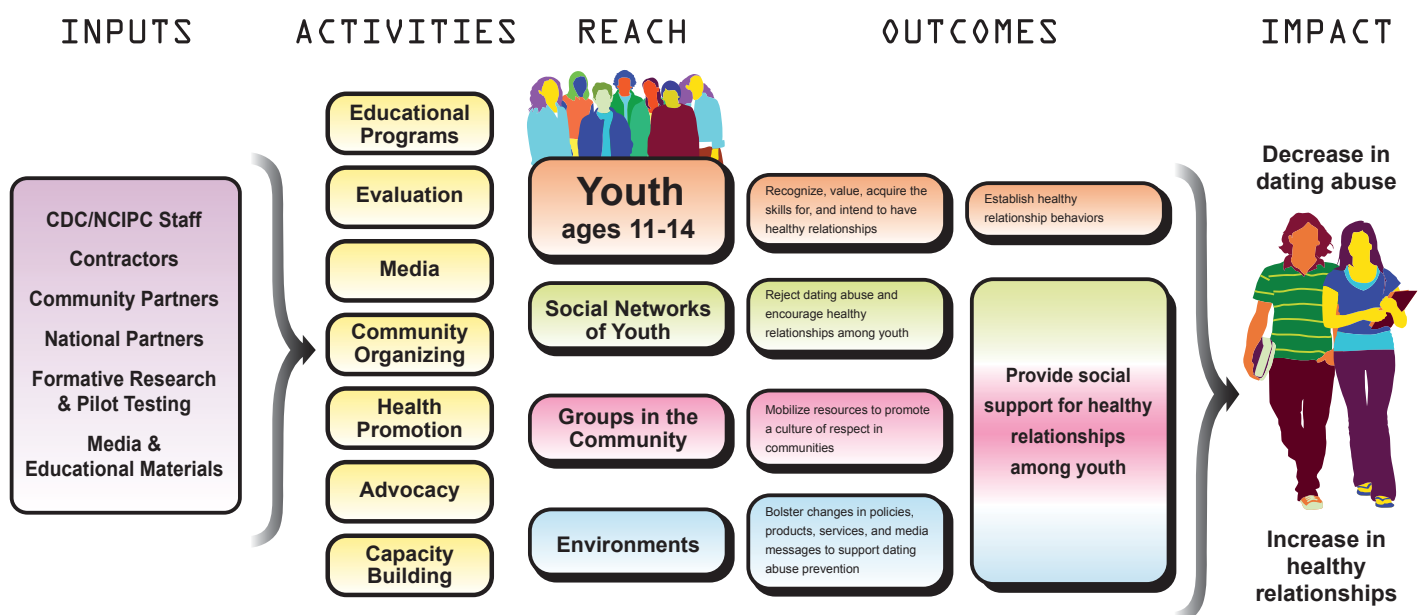
## Background

To assure a safe and healthy future, youth need to believe that the golden rule—treat others as you want to be treated—is the best foundation for relationships between friends, family, and dating partners. Youth also need the skills to give and get respect and an environment that fosters respect. The Choose Respect initiative was conceived as a comprehensive, long-term strategy to promote healthy relationships and prevent dating abuse. There have been three phases of Choose Respect.

The initial phase used data from focus groups, a literature search, expert interviews, and a national youth survey to inform the concept, message development, and communication strategy of the initiative. A variety of appealing materials were created using the “Choose Respect” theme because youth stated that maturity and respect were very important to them. The initiative was piloted in two sites to identify the components that are instrumental to reaching Choose Respect goals.

Based on the results from the pilot, Choose Respect began its second phase, the national launch, and took the message of respect to 10 major cities. The launch was an integrated communications effort, using a mix of creative materials, media and public relations, promotional partnerships, community partnerships, training and technical assistance, and community events and activities. Activities were as diverse as the cities themselves—community wide walks, game nights, and Choose Respect week—all spread the messages of respect to a broader audience.

## CHOOSE RESPECT LOGIC MODEL



## CHOOSE RESPECT

Respect. Give it. Get it. Respect.

Outcomes of the national launch provided direction for the next phase of Choose Respect. The third phase of the initiative has moved beyond awareness to focus on the relationship of youth and their environment. Part of preventing dating abuse is teaching kids about healthy relationships and encouraging them to make good choices. The social environment they live in also influences their behavior and health choices.

To assist communities in implementing Choose Respect, CDC began to develop a “*Playbook*” that will guide communities through planning and implementation of Choose Respect activities across four “zones” or levels of influence. The most effective way to prevent dating abuse is to coordinate efforts at all levels: with youth, with adults, in the community, and through policy and advocacy.

The *Playbook* includes tools, and resources that can be easily adapted according to community needs and capacity.

Top achievements of the past year have enabled Choose Respect to:

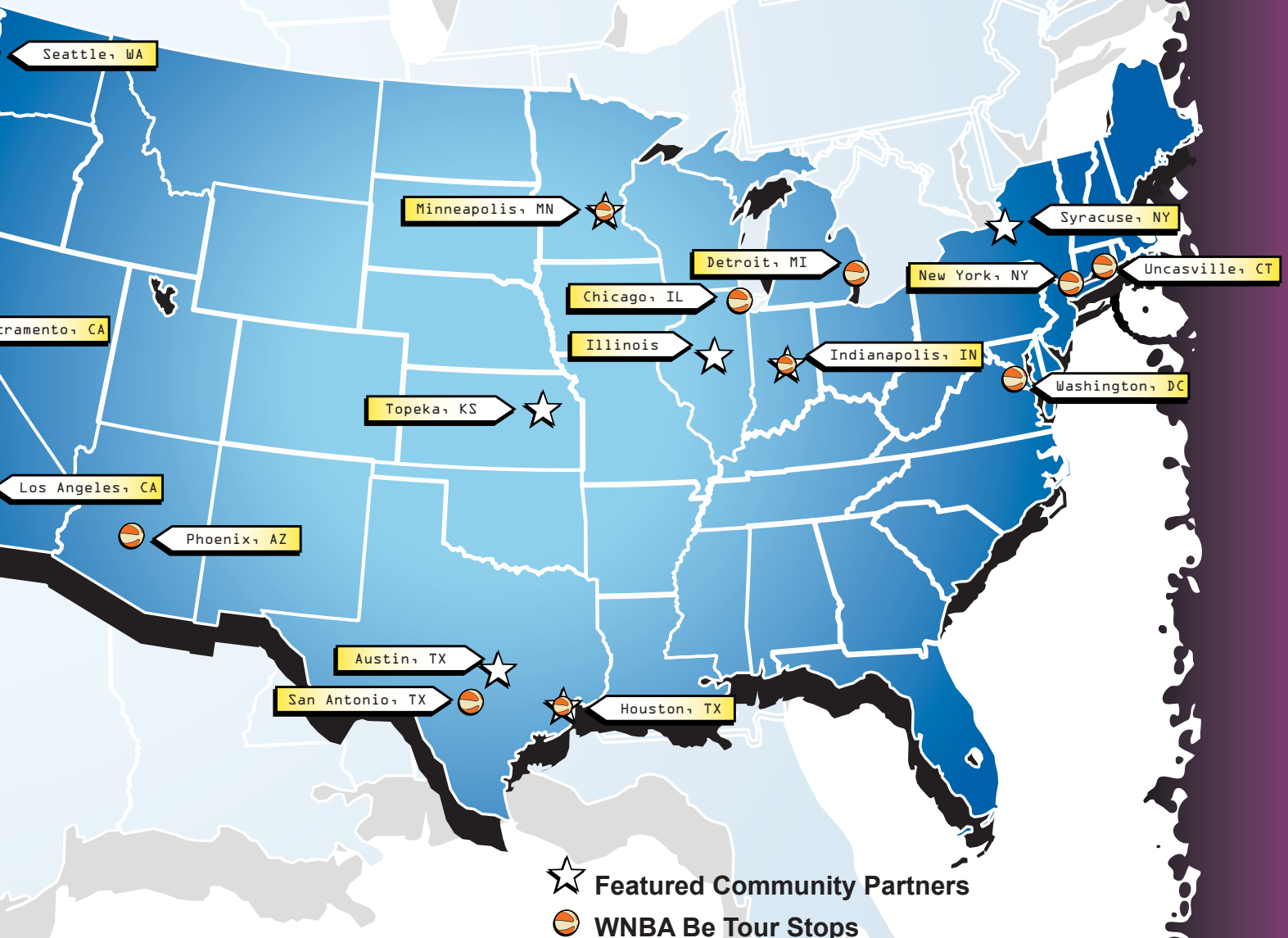
- » **Create national interest** – Choose Respect has gained national media outreach through a partnership with the WNBA and the Be Tour.
- » **Create capacity development resources** – Choose Respect is working with community partners to develop and test the *Playbook*. The Video Discussion Guide is an exciting new resource designed for use with adult or youth audiences in conjunction with Choose Respect’s award-winning video, *Causing Pain: Real Stories of Dating Abuse and Violence*.
- » **Build the evidence** – SafePlace, a community partner in Austin, Texas is working closely with CDC to test the *Playbook* tools and resources for building partnerships, gaining media coverage, and working with schools and community organizations. This funded partnership will produce an extensive evaluation of Choose Respect tools and resources. In addition, the Choose Respect *Playbook* will include evaluation tools that can easily be used by any community group.



## Community Partners

CDC is excited to highlight the innovative accomplishments of selected community partners during the past year. As you will see, each story is different and inspiring. It is amazing to see how each community was able to start with the Choose Respect materials and resources and take off from there. Many of those included said that the Choose Respect Web site and materials provided a great entrée to the subject of healthy relationships, and kids loved them!

With the exception of SafePlace in Austin, Texas, which was funded this year to assist with evaluation of Choose Respect, each of these partners volunteered to continue and expand Choose Respect in their community. With the support of additional tools in the upcoming *Playbook*, we hope to make it even easier to become a Choose Respect partner. Next year we anticipate even greater accomplishments from communities across the country!





## Austin, TX

## SafePlace

Since 2004, SafePlace has been an active partner in developing, pilot testing, and implementing Choose Respect. With its strong history of involvement, SafePlace is uniquely positioned to assist with the development of the Choose Respect initiative in 2007. To coordinate efforts in Austin with state and national efforts, SafePlace hired the very first full time Choose Respect Coordinator. During the past year, CDC partnered with SafePlace to build on its efforts to implement Choose Respect in the Austin area through school, media, and community-based engagement; coordinate Choose Respect activities with state and national events and efforts; and provide both process and outcome evaluation data on their implementation.



### SafePlace and Choose Respect in Austin Schools

– In preparation for Teen Dating Violence Awareness and Prevention Week in February 2007, the Choose Respect video, *Causing Pain: Real Stories of Dating Abuse and Violence* and a teacher's guide were included in the Texas Teen Dating Violence Awareness and Prevention Toolkit that was sent to 200 schools and organizations. SafePlace used Choose Respect messages and materials to assist four middle schools in developing and implementing daily activities for the Teen Dating Violence Awareness and Prevention Week.

In Spring 2007, SafePlace worked directly with schools to train staff and provide seminars for parents, as well as giving technical assistance to classroom teachers. SafePlace conducted an initial

implementation of the Choose Respect initiative at O'Henry Middle School. This included a teacher training, viewing of the video with a teacher-led discussion for students, and pre-post surveys for 7th and 8th grade teachers and students. Evaluation data from O'Henry indicates that Choose Respect, when implemented in this manner, seems to demonstrate a positive influence on student's knowledge, attitudes and behavioral intentions regarding interpersonal relationships.

SafePlace also connected with 74 student members and adult sponsors of STAR (Students Taking Action for Respect) during the STAR Conference in June 2007.

Efforts to raise awareness of dating abuse have been so successful that legislators passed a bill that requires all Texas school districts to adopt official dating abuse policies, training for all faculty and administration, counseling for all affected students, and awareness education for all students and parents. SafePlace is currently collaborating with the Texas Teen Dating Violence Prevention Team, established by Texas Governor Rick Perry, to provide technical assistance and resource materials to all Texas school districts. Choose Respect materials are featured as a primary resource in the Texas Teen Dating Violence Awareness and Prevention Toolkit sent to another 250 schools and organizations in Fall 2007 and available at: <http://www.governor.state.tx.us/divisions/women/work/violence/toolkit>.

With assistance from SafePlace, six additional middle schools signed on to implement Choose Respect during the 2007–08 school year and evaluate the impact of the initiative with students. Participating schools will receive a package of services, including a 1-hour

faculty orientation, a 1-hour facilitator training for all staff implementing the initiative, a 1-hour parent seminar, technical assistance and support for teachers to use the Choose Respect Video Discussion Guide as well as other print and broadcast materials with students and parents as appropriate on each campus. Each participating school will be required to appoint a campus leadership team to aid in the implementation process. This team will vary by school, but will include a mix of administrators, counselors, teacher representatives, parent representatives, and student representatives. Campus leadership teams will be an integral part of ensuring a successful implementation on each campus. Evaluation is a core component of SafePlace's school implementation of Choose Respect, and SafePlace will conduct both process and outcome evaluation to determine whether activities have been effective. Each campus will conduct pre-post surveys with students and teachers and post-implementation focus groups with parents.

**SafePlace and Choose Respect in the Community** – Within Austin, SafePlace reached out to other community organizations and agencies whose goals are aligned with Choose Respect to bring them into the initiative. New partners include the Changing Lives Youth Theatre Company and School Resource Officers of Travis County. Members of the retail community have also supported Choose Respect by displaying Choose Respect posters during First Thursday on SoCo, a monthly music and art event. Community partners of SafePlace helped to pilot test activities from the *Playbook* and to create a Choose Respect Summer Showcase, featuring spoken word poetry, scenes, monologues, PSAs, and visual art on the subject of dating abuse and healthy relationships.

*Changing Lives uses Choose Respect as its platform and creates an interactive theatrical event that tours local schools and community groups to educate youth on the subject of teen dating violence and promoting healthy relationships. We, as humans, learn how to treat other humans at a very early age through observing other people's relationships (parents, siblings, etc.) and then later through experimentation in our own relationships with parents, friends, teachers, etc. We then take what we have learned and apply that to new relationships - including dating relationships.*

- Ted Rutherford, Choose Respect Coordinator

**SafePlace in the Media** – As part of the Teen Dating Violence Awareness and Prevention Week, SafePlace collaborated with the Texas Council on Family Violence, Texas Association Against Sexual Assault, the Women's Advocacy Project, and the Texas Governor's Commission for Women to organize a statewide press conference. Choose Respect was featured prominently in the press conference and materials were distributed to members of the press attending the event. In conjunction with the awareness week, PBS affiliate, KLRU aired the 30-minute *Causing Pain: Real Stories of Dating Abuse and Violence* three times in January and March 2007.

Activities in each of these areas have combined to create tremendous energy and enthusiasm for Choose Respect and environments that foster safe, healthy relationships among youth.





## New York State

### New York State Fair

Choose Respect was at the heart of a highly successful collaboration between the New York State Fair and the CDC's National Center for Injury Prevention and Control (NCIPC) at the 161st Annual New York State Fair in August 2007. This unique partnership made it possible for CDC to place an interactive exhibit at the forefront of the Hall of Health near the main entrance of the State Fair Grounds in Syracuse New York.

The exhibit's location and the timing of the fair were perfect—educators, coaches, kids, and parents were out in force and “gearing up” for the start of the new school year. A team of New York State and CDC staff shared Choose Respect messages, talking with visitors about healthy, respectful relationships and the factors behind dating abuse and introducing them to Choose Respect materials and resources. Exhibit staffers applied “Respect. Give it. Get it.” temporary tattoos on kids, handed out silicone wristbands, parent magnets, Choose Respect window clings, and shared the Choose Respect promotional kit with teachers and community members. All activities were geared to encourage people to visit [www.chooserespect.org](http://www.chooserespect.org) and take advantage of the many activities and resources available through the website.



CDC's Teri Barber reported, “The Choose Respect message really resonated with families—we saw lots of positive interactions occur between parents and their kids as they selected Choose Respect materials to take home.” The exhibit provided the opportunity for CDC to initiate a number of new collaborations across the state in New York. Approximately 24,000 people visited the CDC exhibit during the 12 day fair, with fairgoers taking home more than 29,000 Choose Respect materials.

## Illinois

### Illinois Violence Prevention Authority

The Choose Respect *Playbook* Meeting in March 2007 sparked an ambitious new partnership to spread the message about healthy relationships. When Barbara Shaw, director of the Illinois Violence Prevention Authority (IVPA), attended the *Playbook* Meeting, she knew immediately that Illinois would be a great site for the Choose Respect initiative.

A one-of-a-kind state agency, IVPA awards grants to community and state level organizations for the prevention of all forms of interpersonal violence. The Youth-Led Mini Grants Program provides grants up to \$5,000 to support projects designed, implemented, and led by youth with adult support—a perfect fit for Choose Respect.

The IVPA Board has committed \$150,000 for the next three years to develop and implement a Choose Respect initiative in five sites across the state, including Chicago; an outlying Chicago county; middle-sized, small, and rural communities. In each site, IVPA will partner with a youth-serving organization, a school, and a faith-based youth organization to coordinate a youth-led Choose Respect program for youth ages 11–14. Each of these three community partners will implement activities from the Choose Respect *Playbook*. In addition, the partners will coordinate their activities and conduct at least one joint Choose Respect activity during the first year.

IVPA plans to award the first set of Choose Respect grants in January 2008. The first few months of each grant will be devoted to training and planning. IVPA and the CDC Choose Respect Team will train grantees to use the Choose Respect *Playbook* and additional tools and resources and provide more in-depth information on building healthy relationships and dating abuse prevention. Because IVPA has a rich history of working with youth-led programs, kids from 15–21 will likely play a role in promoting Choose Respect with the target audience.



## Houston, TX

### Houston Area Women's Center, Communities in Schools, Houston Independent School District

One thing Houston middle school kids like about Choose Respect is that it spotlights healthy, positive relationships. "We already know about unhealthy behaviors," said youth from the Independent School District.

During the last school year, the Houston Area Women's Center (HAWC) partnered with Communities in Schools and the Houston Independent School District to bring Choose Respect to middle school students who have high risk of getting involved with dating abuse. As part of a nine week mini-course, Community Specialists used the Choose Respect video,

It's the best I have seen, kids notice whether a video is up to date. Students loved the video because it uses real high school kids to tell the Choose Respect story.

- Shara Johnson, HAWC

*Causing Pain: Real Stories of Violence and Dating Abuse* to break the ice and help kids recognize instances of physical and mental abuse. "

HAWC ended each 9-week session with a Choose Respect poster contest.

- "We let them do what they wanted on the posters—it's a great way to close the course." Some schools posted the artwork outside the Communities in Schools office in the middle schools.
- Other posters will become part of the Houston Area Women's Center newsletter.

Based on their success, the Women's Center has trained another Houston domestic violence group to use the Choose Respect materials and shared the video with them.



## Minneapolis, MN

### Alexandra House Shelter, Minnesota Coalition of Battered Women

When the Minnesota Coalition of Battered Women introduced Choose Respect, staff from the Alexandra House Shelter recognized a great opportunity right away. They took Choose Respect to a peer mediator group of six students at Northdale Middle School. The original purpose of this school-based group of middle school students was to help resolve conflicts between individuals at Northdale Middle School. Choose Respect had such a positive impact on the peer mediator group that other students wanted to volunteer. The peer mediation group outgrew its space, and sponsors had to turn kids away.

To allow more kids to be part of Choose Respect, Alexandra House connected with the Northdale After School Program and formed a Choose Respect peer educator group that expanded to 35 students last year and evolved from a conflict resolution group to a peer education group promoting healthy relationships.

Another secret to their success is that Choose Respect at Northdale is “kid-driven.” Using the Choose Respect materials as a springboard, the peer educators have written a song and performed it at a school pep fest and on the Good Morning, Northdale closed circuit TV show; they do Choose Respect morning announcements; they have written a Choose Respect skit; and they created a Choose Respect Jeopardy game. Peer educators took their own Choose Respect messages into sixth grade health education classes, reaching 1,400 students at Northdale.



Local businesses have been so impressed with the work of the peer educators that they co-sponsored a Choose Respect banner and covered registration costs for 40 kids in the “Walk for Hope,” which supports violence intervention and prevention for youth.

During the summer, Alexandra House took Choose Respect to kids living in mobile home parks in the area. After learning about Choose Respect and participating in the WNBA Be Tour in Minneapolis, the group was excited to become part of the initiative. They will form the core of Choose Respect Peer Educator groups in two additional middle schools this fall. The expansion of this initiative will enable Choose Respect to reach up to 5,000 middle school students in Anoka County, an area just north of Minneapolis, in 2007-2008. Choose Respect is a “great tool, and we’re very excited about it,” said Dawn Rutt. It allows kids to “talk about it before they have relationships.”



## Topeka, KS

## Kansas Department of Health and Environment (KDHE), KTWU Public Broadcasting Service Station

Collaboration between the Kansas Coalition Against Sexual and Domestic Violence and CDC was the catalyst for a statewide contest to develop a Choose Respect “Express Yourself” Podcast. In addition to airing *Causing Pain: Real Stories of Dating Abuse and Violence* on the local PBS affiliate, the Kansas coalition partnered with CDC to put on a Choose Respect workshop in March to get the word out to schools and communities across the state. Over 50 workshop participants committed to take Choose Respect materials and videos back to their communities.

The workshop also kicked off the contest for kids—those who wrote an essay about how they choose respect in their lives received a free iPod Shuffle and the chance to have their essay become part of a Choose Respect Podcast. Teachers took Choose Respect banners back to their schools and incorporated Choose Respect into their lesson plans. The Podcast contest was also publicized through a press release, the Department of Education Listserve, and online newsletters to schools and communities. Teachers in some schools decided to use the contest as an assignment and sent in essays from their classes. A new partner, the Kansas Library Association, signed on to promote the Podcast contest to libraries across the state. Eleven finalists were chosen from over 50 applicants, and the Podcast script is now in development. Winners of the contest will get to be part of the actual Podcast.

KDHE also supplied libraries across the state with more than 800 Choose Respect-branded mouse pads to place by community computers, bookmarks, and copies of the *Causing Pain* video.

Upcoming projects include the conversion of Choose Respect pocket guides into audio, large print, and Braille for vision impaired youth and parents. The Kansas City School for the Blind adopted the Choose Respect initiative as the result of attending the Choose Respect Workshop. Visitors to the KDHE Website will soon be able to link to a Choose Respect page with pictures and highlights of Choose Respect activities.



## Indianapolis, IN

### Indiana Coalition Against Sexual Assault (INCASA)

During the past year, the Indiana Coalition Against Sexual Assault (INCASA) focused its efforts on continued expansion of Choose Respect throughout the state of Indiana and building Choose Respect into ongoing events. Two highlights of the year were the Indiana Black Expo and the Back to School Rally.

Indiana Black Expo is an annual, national, weeklong event that celebrates African culture through festivals, motivational speakers, and a youth empowerment summit. Choose Respect was one of three featured workshops for youth at the Expo. During the workshop, kids viewed the *Causing Pain* video, discussed issues related to respect, and played "Battle of the Sexes," based on real life scenarios taken from the Choose Respect web site and materials. The Expo reached 300 youth from ages 12-17 with Choose Respect messages.

Over 1,500 local youth and parents attended the second annual Back to School Rally in August 2007. Spearheaded by INCASA and Marion County Commission on Youth (MCCOY) and partnered by The City of Indianapolis as well as Choose Respect, the event brought together over 20 community partners whose mission paralleled the goals of the event—to spotlight positive messages, educate, and interact with attendees while having youth sign a pledge for respect.



INCASA also expanded the reach of Choose Respect by assisting with training 100 peer helpers who act as role models and are designated as peers kids can go to for help in the Indianapolis public schools.

A key volunteer in 2007 was a final contestant for the Miss Indiana Scholarship Pageant, Emily Lynch, whose platform was Choose Respect. As a contestant, she spoke out for healthy relationships and good decisions across the state at workshops at churches, schools, and Boys and Girls Clubs.

The INCASA/Choose Respect target for the future is the continuation of Choose Respect activities throughout the community. INCASA has reached out to Family Service Society, Inc. in Marion, IN and Crisis Connection in southern Indiana to provide them with materials, support, and technical assistance for delivering Choose Respect to kids and families.

#### INCASA/MCCOY/Choose Respect Community partners for the Back to School Rally included:

Indiana Fever (WNBA)  
Changemakers

Marion County Commission on Youth (MCCOY)  
21st Century Scholarship Program  
Emergent Leadership Institute

Indiana University-Purdue University  
Indianapolis (IUPUI)  
IUPUI Black Student Union

Indiana Coalition Against Domestic Violence  
(ICADV)

Indianapolis Metropolitan Police Department  
Indy Metro Leadership academy  
Indy Parks

Julian Center  
Kool Smiles  
Marion County Prosecutors Office

Peace Learning Center  
Project Safe Neighborhoods  
Stopover, Inc.  
Right To Be Safe  
Radio Now  
Radio 1  
Indiana Music Channel  
Repro Graphix

## Science Ambassador Program Features Choose Respect

For the first time in 2007, CDC's Science Ambassador Program featured Choose Respect in its annual summer workshops. The Science Ambassador Program is a summer internship program in which current and future teachers of middle and high school students visit CDC and participate in presentations by CDC scientists on a broad range of public health topics. In addition to interacting with Rita Noonan, science officer from the Choose Respect team, the Science Ambassadors toured CDC facilities and received training in planning and delivering effective lesson plans from Georgia Learning Connections (GLC) professionals.



The Science Ambassadors then used their expertise to develop relevant lesson plans on healthy relationships and dating abuse prevention for their students. In effect, the Science Ambassadors collaborated with CDC scientists and learning specialists to take the message of respect back to their students.

Teachers may apply to attend one of two five-day Science Ambassador Program workshops at CDC each summer. The Science Ambassador Program is a free internship that allows CDC to reach out to teachers, introduce students to key issues in public health at a very young age, and nurture the development of future public health professionals.



## Materials

In addition to the existing resources available to community and promotional partners, the CDC created a variety of new resources to support local and national efforts. Over 62,000 print items in English and 17,000 print items in Spanish were distributed to community and promotional partners. Additionally, over 400 Choose Respect electronic media pieces, such as radio and TV public service announcements, promotional kits and DVDs, were distributed. Visitors to [www.chooserespect.org](http://www.chooserespect.org) downloaded over 100,000 items from the website.

### PHF Public Health Foundation

For the first year, the Public Health Foundation (PHF)—a prime learning resource for health care, public health, and allied health professionals—offered Choose Respect materials through their catalogs and website. In addition to materials distributed by the CDC team and Constella Group, Inc., the PHF distributed more than 25,000 print items in English and more than 6,500 print items in Spanish to community and promotional partners. Additionally, approximately 200 Choose Respect electronic media pieces, such as radio and TV public service announcements, promotional kits and DVDs, were distributed.



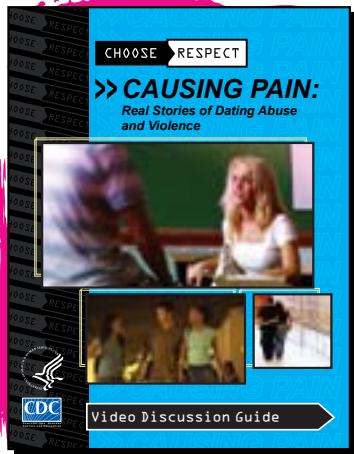
**Parent Wallet Card** – Every parent can do two things to help kids learn about respect: be a role model and talk to their kids—early and often. The Choose Respect Parent Wallet Card gives parents tips for talking with kids and a list of warning signs for kids in abusive relationships. The lessons kids learn now about respect will last a lifetime, and parents are in the position to build relationship skills.



**Promotional Kit** – the Choose Respect Promotional Kit opens the door to the Choose Respect initiative. Consisting of a CD and jacket insert, the kit provides a concise summary of the entire range of available materials and resources and contains master print files of print and promotional materials.



# Materials cont.



## Video DVD and Discussion Guide Package

– Choose Respect’s award-winning educational video, *Causing Pain: Real Stories of Dating Abuse and Violence* has been incredibly well received by youth, parents, and the supportive adults who work with kids. This video features 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.

- » The 30-minute version targets adults
- » The 13-minute version targets youth

New this year is a 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 CD 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. The guide also provides leaders with the facts about dating abuse and directs the Discussion Leader in presenting Choose Respect to a group. A third section of the guide includes six choices for a discussion format based on the target audience and needs and time available.

Format	Target Audience	Leader	Size of Group	Session Time
<b>Format A</b>	Youth, 11–14	<b>Adult</b> or <b>youth age 15 and above</b> with some skill and experience in group leadership	5–40 youth	2 hours
<b>Format B</b>	Youth, 11–14	<b>Adult</b> with skill and experience in group leadership	20–25 youth, divided into groups of 4	2 hours
<b>Format C</b>	Parents and/or other caring adults	<b>Adult</b> with skill and experience in group leadership	5–40 adults	2 hours
<b>Format D</b>	Youth, 11–14	<b>Adult</b> or <b>youth age 15 and above</b> with some skill and experience in group leadership	5–20 youth	1 hour
<b>Format E</b>	Parents and/or other caring adults	<b>Adult</b> with skill and experience in group leadership	5–20 adults	1 hour
<b>Video Q&amp;A</b>	Youth, 11–14 Parents and adults	<b>Adult</b> or <b>youth age 15 and above</b> with some skill and experience in group leadership	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.



**Banner** – Hang the Choose Respect Banner in your school or community organization or co-brand with partner logos for outside events such community-wide walks.

## Just for Kids

Choose Respect also introduced these new favorites at the New York State Fair:

### Temporary Tattoos

– “Respect. Give it. Get it.” It’s as simple as that, and kids loved these temporary tattoos that let them “wear” the Choose Respect logo right on their skin.



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



**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.



www.chooserespect.org



In June 2007, Choose Respect launched a newly redesigned and expanded version of the website, [www.chooserespect.org](http://www.chooserespect.org). It has the same great games, tools, information, and resources, but it's now organized for our primary audience—youth ages 11–14. With the new navigation set up, kids go straight to the features that are just for them. Parents, too, can easily click right to the materials and resources they want to reach.

Last year's e-cards were such a hit on the website that Choose Respect also added three new e-cards to the website. Kids or parents choose the music, pick the Choose Respect images, and send a personalized message to friends and family.

The new website also linked users straight to the WNBA Be Tour website, where visitors could learn about the Be Tour, see pictures from Be Tour events, and view the schedule for Choose Respect/Be Tour events in 13 cities. Even if kids weren't able to participate in the Be Tour traveling fitness expo, they could enter the WNBA Sweepstakes by voting on the WNBA player who best showed respect in her life.

Traffic to the website increased more than 60% from June 2006 to July of 2007.



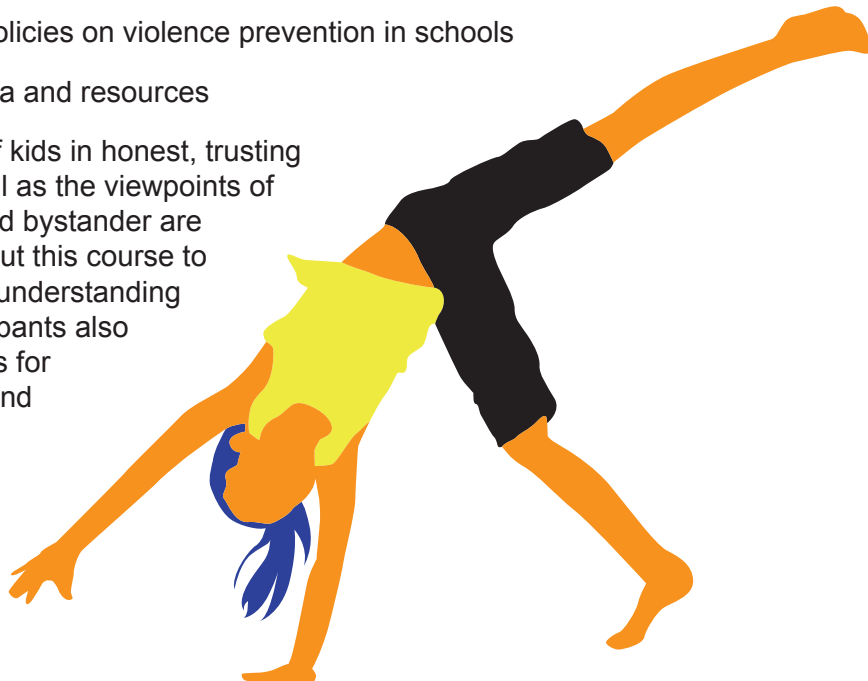


## Partnerships: Growing in Strength

Building on experience, the Choose Respect initiative broadened and extended its reach through carefully chosen strategic partnerships in the past year.

- » CDC convened a national meeting of key contributors from a broad range of youth serving organizations to partner in the development of a Choose Respect *Playbook*. This resource will help communities establish a supportive environment for youth and their families.
- » Choose Respect gained national attention and exposure through a partnership with WNBA Cares joining the WNBA Be Tour to 13 major cities in the U.S.
- » The CDC partnered with the Public Broadcasting Service to promote Choose Respect's award winning video, *Causing Pain: Real Stories of Dating Abuse and Violence*.
- » In partnership with Liz Claiborne, CDC is developing theo®, a new Choose Respect e-Learning course on healthy relationships and dating abuse prevention for educators. This fully accredited, interactive course will provide comprehensive information on how to promote positive, safe relationships; dating abuse; compelling video; and valuable, accessible resources in a user-friendly, engaging presentation. The purpose of the program is to provide training to professionals from all aspects of education so they can know and understand:
  - Skills for giving and getting respect
  - The overarching concepts of dating abuse
  - The role of healthy relationship behaviors in the prevention of dating abuse
  - Specific state policies on violence prevention in schools
  - Existing curricula and resources

The perspectives of kids in honest, trusting relationships as well as the viewpoints of a victim, abuser, and bystander are presented throughout this course to ensure a balanced understanding of the topic. Participants also learn specific tactics for responding safely and with confidence to suspicions or instances of abuse.



# The Choose Respect Playbook Meeting

Blue Shield of California Foundation  
 Columbia University, School of Public Health  
 Boys and Girls Club of America  
 Muskegon County Health Department  
 University of Southern California Violence Prevention Program  
 Banyan Communications  
 Kansas Department of Health and Environment  
 Institute for Youth Development  
 National Recreation and Park Association  
 Family Violence Prevention Fund  
 SafePlace  
 U.S. Department of Justice, Office on Violence Against Women  
 Alexandra House Women's Shelter  
 Communities in Schools of Georgia  
 Robert Wood Johnson Foundation  
 African American Advocacy, Support-Services & Survival Institute (AmASSI)  
 Illinois Violence Prevention Authority  
 Florida Department of Health, TRUTH Campaign  
 Danya International  
 American Youth Soccer Organization  
 Indiana Coalition Against Sexual Assault  
 Domestic Violence Prevention Enhancement and Leadership through Alliances (DELTA)  
 – Kansas Coalition Against Sexual and Domestic Violence

A highlight of the year for the initiative was the Choose Respect *Playbook* Meeting, held at the CDC Global Communications Center on March 29–30. The *Playbook* itself was conceptualized as a tool to help communities establish an environment that supports healthy, safe relationships among youth. When completed, the *Playbook* will enable communities to plan, execute, and evaluate a comprehensive multi-level Choose Respect effort across four “zones” of the socio-ecological model—Youth, Adults, Community, and the Environment.

Participants were carefully chosen in order to bring together a broad and diverse array of individuals to review the *Playbook* concept and provide input based on their extensive experience. The group included representatives from pilot sites and persons with little or no background in the Choose Respect initiative, but all had deep expertise in youth development and passionate dedication to protecting and promoting the health of youth. Among the meeting participants were representatives from the New York State Education Department, Blue Shield Foundation, Columbia University School of Public Health, Boys and Girls Club of America, county health departments, community-based organizations, and state departments of health.



# Annual Report

## 2006-2007

The two-day Choose Respect *Playbook* meeting gave these experts the opportunity to shape the development of the *Playbook* by:

- » Sharing their success stories with youth activities
- » Identifying the elements that are essential to successful youth activities
- » Providing input on the *Playbook* design, layout, and content
- » Advising CDC on the use of the zone and *Playbook* concepts



Input from this mix of new friends and proven ideas has fueled rapid progress on the *Playbook* and created opportunities for thorough stakeholder review and testing of the elements of the *Playbook*. Both new and experienced partners stepped forward to pilot activities in communities. The completed *Playbook* will include a wealth of support tools and resources—everything a community needs to implement Choose Respect activities throughout their community:

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

The success of the *Playbook* Meeting underscores the initiative's commitment to provide communities with the support they must have to make Choose Respect successful.





## The WNBA Be Tour

In 2006, Choose Respect and the WNBA celebrated respect through local promotional partnerships at game nights and other events. This year, they took the relationship to a whole new level, forming a national partnership between Choose Respect and WNBA Cares.

The centerpiece of the partnership was the Be Tour, the WNBA's premier traveling mobile fitness expo featuring Jennifer Azzi, Olympic gold medal winner and WNBA legend. A hit with girls, guys, and parents, the Be Tour promoted fitness, health, and self-confidence among youth in 13 markets during the WNBA season. Choose Respect aligned with the WNBA Tour in an effort to promote healthy relationships among youth and prevent dating abuse before it starts. Diet Ocean Spray®, Craisins®, and adidas®, and Discover Card also partnered with the WNBA and Choose Respect in this celebration of health and fitness.



*The WNBA is delighted to promote healthy relationships among youth and prevent dating abuse before it starts. The initiative fits perfectly with the WNBA's sense of responsibility as the preeminent women's professional sports league with powerful role models to deliver important messages and programs related to the areas of health, fitness, nutrition, and self esteem. Together, we have been able to promote a unique, viable, and sustainable educational effort.*

- Women's National Basketball Association

In each of the Be Tour's locations, kids could enter a special area set aside for fun, interactive activities. As they entered, each youth received an official WNBA credential that entitled them to "Take the Choose Respect Challenge," through recording a demo "Rap for Respect," playing "Hoops for Respect," signing the "Wall of Respect," or placing a "Vote for Respect" for the WNBA player who had the best interpretation of respect.

### Hoops for Respect

*Hoops for Respect* took kids to Center Court in the Be Tour area to shoot baskets and answer questions in a fun game that shared key concepts of Choose Respect. The kids who scored the most points received a Choose Respect branded knapsack—but the real winners are the 228 kids who now know how to choose respect in their relationships.



### Girl Power

I'm beautiful, intelligent  
Elegant, Supercool  
An educated girl

I got power

Being there for one another  
Like Family; all sisters all colors

Girl Power

We're beautiful, intelligent  
Elegant, super cool  
All educated girls

We empower

Always there for each other  
We're family, all sisters all colors

### Rap for Respect

At the Be Tour recording booth, kids chose from three sets of rap lyrics and actually recorded their own Rap for Respect. As they exited the activity, each Choose Respect recording artist received a code they could enter on the "rapdemo" section of the WNBA Be Tour website to download their recording.

The website also served as a data collection point, requiring each participant to answer questions about awareness and participation prior to downloading their rap. By the fourteenth week of the Be Tour, 3,435 kids had become Choose Respect Rappers through the Be Tour Rap for Respect.

### Wall of Respect

All kids who entered the Be Tour area were invited to sign the "Wall of Respect," a mural where they could write their thoughts about respect. Each of the 13 event sites had a unique mural design, featuring the Choose Respect logo and the city with the WNBA team logo. At the end of the event, each completed mural was showcased in the arena of the WNBA team. Over 21,000 participants signed murals on the 13 city stops.



### Vote for Respect Sweepstakes

The Vote for Respect Sweepstakes invited kids to find out what respect means to WNBA players. They got to vote for the WNBA player they thought had the best interpretation of respect for a chance to win a trip to the 2007 WNBA Finals. Over 1,000 fans entered the Sweepstakes contest.

One lucky fan scored a trip for two including round-trip transportation, hotel, accommodations, 2007 WNBA Finals tickets, and a meet and greet with a WNBA player. Kids who did not attend the Be Tour were able to vote online through a link on the [www.chooserespect.org](http://www.chooserespect.org).



### Love Ya Back

Love me and I will love you back  
Respect me and I'll respect you back ...

## Yell Yeah

Life gives back what you give to it  
So I choose to give myself respect  
—I thought you knew it  
I go to school to get my education  
Because I know one day I might  
lead the nation

Somebody yell	yell	yeah
(YEAH!!!)		
Somebody yell	yell	yeah
(YEAH!!!)		
Somebody yell	yell	yeah
(YEAH!!!)		



## Be Tour Event Schedule

By participating in the Be Tour, kids learned more about positive relationship behaviors, the power of choice, and how they can take steps to form healthy respectful relationships with others.

<b>Phoenix, AZ</b>	May 25	Phoenix Mercury Game
	May 27	Desert Ridge Marketplace
<b>Houston, TX</b>	June 2–3	Kemah Boardwalk
<b>San Antonio, TX</b>	June 8–10	Texas Folklife Festival
<b>Minneapolis, MN</b>	June 16–17	Mall of America
<b>Chicago, IL</b>	June 23	Chicago Sky Game
	June 30–July 1	Ford City Mall
<b>New York City, NY</b>	July 7–8	South Street Seaport
<b>Washington, DC</b>	July 14–15	WNBA All Star Game
<b>Seattle, WA</b>	July 21–22	Bite of Seattle
<b>Sacramento, CA</b>	July 28–29	Arden Fair Mall
<b>Los Angeles, CA</b>	August 4–5	Orange County Fair
<b>Indianapolis, IN</b>	August 11–12	Indiana State Fair
<b>Uncasville, CT</b>	August 19	Connecticut Sun FanFest
<b>Detroit, MI</b>	August 24–26	Michigan State Fair
<b>Phoenix/Detroit</b>	September 5–16	WNBA Finals





### Choose Respect Be Tour Exposure

- » **122,850 fans** – overall attendance at Be Tour events
- » **20,386 credentials** issued for kids to participate in Be Tour events
- » **21,435 signatures** on Choose Respect/WNBA Wall of Respect Murals
- » **4,739 DVDs** of *Causing Pain: Real Stories of Dating Abuse and Violence* distributed during Be Tour events

### Finals Celebrate Choose Respect and WNBA Read to Achieve Initiatives

The WNBA and Choose Respect partnership scored a slam dunk during the season finals between the Phoenix Mercury and Detroit Shock with the library project, an exciting, new link between Read to Achieve and Choose Respect. The WNBA completely refurbished a school library in Detroit and Phoenix, making each library a welcoming, fun place for kids to gather. An important aspect of the WNBA Be Smart – Be Fit – Be Yourself Tour is the Read to Achieve program.

WNBA players and coaches visited the two schools for the ribbon cutting ceremony, giving their time to interact with students. “The WNBA Read to Achieve library events were a fun, exciting way to get kids interested in Choose Respect. Students were enthralled with the players taking time to come to school. When the players talked, the kids really took their words to heart,” said CDC Choose Respect team member Marie Boyle. “It’s a great way to get kids together and start talking about respect.”



During the event, WNBA stars read to students from books that emphasize the core values of Choose Respect and discussed how the stories relate to their lives. Coaches emphasized the value of taking time out during conflicts to get back on track. Over 300 students participated in the library event in Detroit, and 150 kids took part in the Phoenix celebration. The schools also received Choose Respect materials for use in the classroom as a follow up to the library events.

### Read to Achieve Book Topics

Anger Control  
Problem Solving  
Negotiation and Compromise

Fighting Fair  
Understanding  
Listening

Being a Role Model  
Compassion  
Respect

## Public Broadcasting Service (PBS)

Mountain Lake PBS in Plattsburg, New York, awarded grants to ten PBS affiliates in major markets as a strategy to reach new markets with the messages in the Choose Respect video, *Causing Pain: Real Stories of Dating Abuse and Violence*. In addition to airing the award-winning video, the stations committed to outreach and promotion activities that went far beyond broadcasting the video. These PBS Stations initiated local partnerships with schools and organizations whose mission aligns with Choose Respect. Together they hosted on air discussions of the video and community-wide discussions; and created supporting web resources for teachers, students, and their families. Other stations partnered with schools to train peer counselors to promote respectful relationships and assist with dating abuse situations, initiated Choose Respect pledge card campaigns, and distributed copies of *Causing Pain*. CDC supported Mountain Lake PBS in implementing this effort.

In addition to these grantees, *Causing Pain: Real Stories of Dating Abuse and Violence* was uplinked to all PBS stations for broadcast on individual stations.



Mountain Lake  
PBS

WMHT, Troy, NY  
KAMU-TV, College Station, TX  
WNED, Buffalo, NY  
UNCTV, North Carolina  
WNPT, Nashville, TN  
UEN-TV, Salt Lake City, UT  
WCTE, Cookeville, TN  
KLRN-TV, San Antonio, TX  
WXXI, Rochester, NY  
WFWA, Fort Wayne, IN



## CINE Golden Eagle Award

Choose Respect's *Just Talk* TV ad received the CINE Golden Eagle Award this year for excellence in filmmaking and production. Aimed at parents, *Just Talk*, explains why parents need to start a conversation with their kids about healthy relations between friends and dating partners. Stay tuned—*Just Talk* is now nominated for CINE's competitive awards, which will be awarded in Spring 2008. View or download the 30-and 60-second versions of *Just Talk* on [www.chooserespect.org](http://www.chooserespect.org).

With these mutually beneficial partnerships, Choose Respect adds expertise, experience, and the synergy that comes from joining forces and pooling resources.

## Horizon Health Education Program Award

The Choose Respect initiative has been selected to receive a 2007 Horizon Health Education Program Award by CDC! Choose Respect qualified for the Horizon Award because:

- » The initiative was developed in collaboration with CDC.
- » The Choose Respect initiative has been in existence for 2-4 years.
- » Choose Respect shows significant potential to improve the practice of health education.

Brigette Ulin accepted the Horizon Health Education Program Award on behalf of the Choose Respect initiative at the 9th Annual Health Education Day on October 19th, at the CDC Tom Harkin Global Communications Center at Roybal Campus.

## Choose Respect Honored by PR News

We are excited to announce that Choose Respect has been named a finalist in PR News' Nonprofit PR Awards program in the Public Service Campaign category. As a finalist, the Choose Respect initiative will be honored with an award, either as the Winner or an Honorable Mention, at the PR News Nonprofit Awards Luncheon at the National Press Club in Washington, DC on December 4, 2007. PR News is a monthly publication that has supported public relations work in the private and public sectors for 61 years.

## The Choose Respect Challenge

Great things are happening across the country with Choose Respect. And as news of partner accomplishments comes to CDC, we learn from these important experiences how to continue the enrichment and improvement of the initiative.

Two exciting opportunities are on the horizon for Choose Respect and our community partners during the next year:

- » As we pilot test the Choose Respect *Playbook*, we are working with community partners across the country to define a Choose Respect Challenge. The Challenge will be an opportunity for individuals or organizations to qualify as a Choose Respect Ambassador by implementing plays from the *Playbook*. Recognition and special support will be key elements of the Challenge.
- » We will soon share with you strategies and tools for promoting Choose Respect and spreading the message of respect in your community. Stay tuned for details!

We look forward to sharing with you the new Choose Respect *Playbook* and working with you to take Choose Respect to the next level in your community.





## Choose Respect Initiative

Centers for Disease Control and Prevention  
National Center for Injury Prevention and Control  
[www.cdc.gov/injury](http://www.cdc.gov/injury)