



## National TDV Prevention Campaigns/Resources

### The Teen Dating Violence Prevention Project



The *Teen Dating Violence Prevention Project* is a collaborative national effort to raise public awareness, increase critical services and support efforts to build healthy relationships and prevent dating abuse. The [www.teendvmonth.org](http://www.teendvmonth.org) website is a centralized resource for Teen Dating Violence Awareness and Prevention Month, coordinated by [Break the Cycle](#). More information: [teenDVmonth@breakthecycle.org](mailto:teenDVmonth@breakthecycle.org).

### Start Strong: Building Healthy Teen Relationships



*Start Strong: Building Healthy Teen Relationships (Start Strong)* is the largest initiative ever funded to target 11- to- 14-year-olds and rally entire communities to promote healthy relationships as the way to prevent teen dating violence and abuse. The initiative brings together a wide variety of partners in 11 communities across the country to tackle this issue and to empower young people to support safe and healthy relationships and ensure that violence and abuse are never tolerated. The *Start Strong* website ([www.startstrongteens.org](http://www.startstrongteens.org)) includes resources on curricula, working with teen influencers, policy, social marketing, and engaging parents and caregivers.

### Break the Cycle



Break the Cycle (BTC) is a national organization with offices in Los Angeles and Washington, DC. BTC offers comprehensive services to reach youth from every direction, in every stage of their dating lives ([www.breakthecycle.org](http://www.breakthecycle.org)). They focus their efforts on providing preventive education, encouraging youth activism and fostering systemic change. Their website for teens ([www.thesafespace.org](http://www.thesafespace.org)) is one of the most comprehensive sites addressing dating violence.

### Loveisrespect.org National Teen Dating Abuse Helpline



loveisrespect, National Teen Dating Abuse Helpline was launched in February 2007 with help from founding sponsor, Liz Clairborne Inc. It is a national 24-hour resource that can be accessed by phone or the internet, specifically designed for teens and young adults. The

Helpline and [www.loveisrespect.org](http://www.loveisrespect.org) offer real-time one-on-one support from trained Peer Advocates.

### Family Violence Prevention Fund, DOJ Office on Violence against Women and the Advertising Council – That's Not Cool



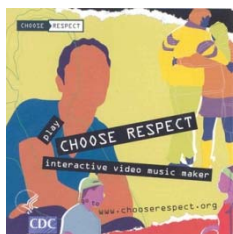
*That's Not Cool* ([www.thatsnotcool.com](http://www.thatsnotcool.com)) is a national public education initiative to prevent teen dating abuse that focuses on preventing controlling or abusive behavior occurring within the digital universe – online, via cellphone, etc. – and encourages teens to draw their own lines about what is, or is not, acceptable relationship behavior. Campaign tools ([www.thatsnotcool.com/tools/login.asp](http://www.thatsnotcool.com/tools/login.asp)) include ideas for Teen Dating Violence Awareness and Prevention Month. More information: listen to this PreventConnect web conference: [www.preventconnect.org/display/displayTextItems.cfm?itemID=318&sectionID=248](http://www.preventconnect.org/display/displayTextItems.cfm?itemID=318&sectionID=248) or contact: [thatsnotcool@endabuse.org](mailto:thatsnotcool@endabuse.org).

### MTV – A Thin Line



MTV's *A Thin Line* campaign ([www.athinline.org](http://www.athinline.org)) was developed to empower youth to identify, respond to, and stop the spread of digital abuse. The campaign is built on the understanding that there's a "thin line" between what may begin as a harmless joke and something that could end up having a serious impact on someone else. We know no generation has ever had to deal with this, so we want to partner with youth to help figure it out. On-air, online and on your cell, we hope to spark a conversation and deliver information that helps youth draw their own digital line.

### US Centers for Disease Control and Prevention – Choose Respect



*Choose Respect* ([www.chooserespect.org](http://www.chooserespect.org)) is designed to encourage positive action on the part of adolescents to form healthy, respectful relationships. *Choose Respect* reaches out to adolescents, ages 11 to 14, because they're still forming attitudes and beliefs that will affect how they are treated and how they treat others. The initiative also connects with parents, teachers, youth leaders and other caregivers who influence the lives of young teens. Choose Respect messages are supported by a variety of materials including eCards, posters, bookmarks, pocket guides, online games, television and radio spots, activity ideas, and clickable quizzes that inspire youth to choose respect.

### Liz Claiborne, Inc. – Love is Not Abuse



Through its *Love is Not Abuse* program, Liz Claiborne, Inc. provides information and tools that men, women, children, teens and corporate executives can use to learn more about the issue and find out how they can help end this epidemic. To order copies of Love is Not Abuse call 1-800-449-7867. Handbooks for adults, teens, and parents are also available about domestic or teen dating violence. Handbooks can be downloaded from the website at: [www.loveisnotabuse.com](http://www.loveisnotabuse.com).