The Need for New Messaging
- Although adolescent dating abuse is common, with one in four adolescents experiencing adolescent dating abuse each year, it rarely appears in the news.
- Between 2012 and 2014, only one story per month appeared in California papers and fewer than 10 substantive articles appeared in education journals in that same timeframe.
- When adolescent dating abuse is covered in the media, there is little discussion of solutions beyond awareness raising.
- Better communication about adolescent dating abuse will lead to improved school environments and policies that support and nurture healthy relationships.

What We Created
The Partnership developed and advocates for the usage of four messaging themes that promote the prevention of adolescent dating abuse. These messaging themes highlight:
- Schools as a part of the solution that need to support young people
- How educational outcomes are affected (in terms of attendance records, test scores, drop out rates, etc.) when adolescent dating abuse is not addressed
- Adolescent dating abuse prevention as an investment in the future
- Inviting allies and communities to talk about healthy relationships and participate in prevention solutions and policies.
- Connecting solutions to adolescent dating abuse with work on related policies or issues.

The four messaging themes include:
- Schools have a responsibility to give students the skills they need to succeed in the classroom and in life.
- Healthy relationships are the foundation for a strong and healthy community.
- Students can't learn if they're hurting or don't feel safe.
- Together we can prevent teen dating violence.

Methods and Materials

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<th>What was assessed?</th>
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<td>48 California newspapers</td>
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<table>
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<th>What was covered?</th>
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<tr>
<td>85% of articles about adolescent dating abuse were news or feature stories (85%)</td>
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| Articles from education journals that reach California school administrators |

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<th>Who was represented?</th>
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<td>25% of speakers were domestic violence advocates</td>
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<td>School representatives appeared in 10% of articles</td>
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<td>Other speakers included: government officials, survivors and criminal justice representatives</td>
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<td>47% of articles focused on one-time events</td>
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Shifting the Frame
We know many stories focus on individual “portrait” stories that detail the individual profiled. This portrait view evokes:
- A system of personal responsibility, along with punishment and criminalization
- Suggestions that the solutions to adolescent dating abuse lie with greater personal responsibility

Far fewer stories pull back to show the “landscape” surrounding individuals. This landscape view focuses on:
- The systems, including schools, businesses, government, or other institutions, that impact and surround individuals
- Solutions that involve all societal structures playing a role in prevention

Portrait (Individual) vs. Landscape (Community)

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DELTA FOCUS
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