

Strengthening our Movement's Voice through Strategic Communications

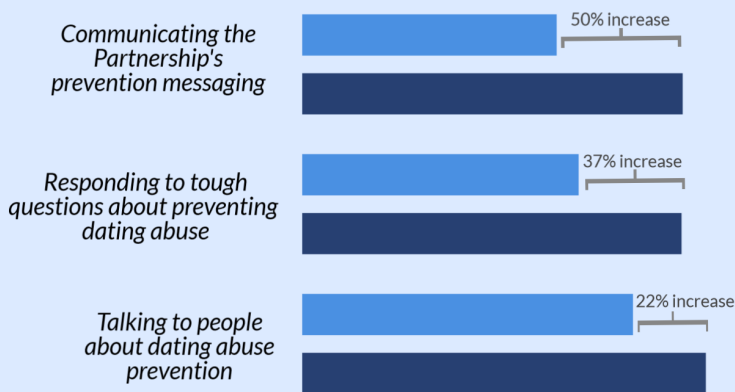
Together with Berkeley Media Studies Group, the Partnership conducted six workshops on Strategic Communications for Adolescent Dating Abuse Prevention in 2016-2017. The trainings equipped attendees to analyze common media portrayals of adolescent dating abuse, provided tools to craft new prevention-based narratives, and offered messaging strategies to engage education decision-makers -- all with the aim of promoting school policies and climates that support healthy relationships. Five follow-up webinars reinforced and expanded on the skills participants gained during the workshops.



110 Attendees at 6 In-person Workshops
+ 81 Participants at 5 Webinars

- DV/SV victim advocates
- Educators
- Prevention partners
- Justice system partners

Participants' confidence talking about dating abuse increased Pre to Post



* based on 95 retrospective pretest surveys completed at the conclusion of trainings

Taking the tools back to our work in the community

"How to make the pitch for prevention education. It is one thing to talk about and another to try it out."

"The reframing was really helpful. Our parents (survivors) are more open to have youth learning about healthy relationships."

"Right after the training I had a meeting with a school principal. Was useful to be able to practice what we learned."

"I like how they present it not as a survivor problem; it is a community issue."

**based on follow-up telephone interviews