

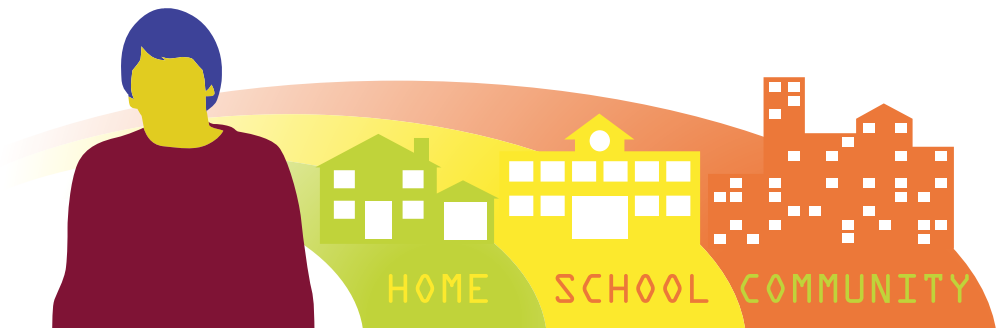
# Phoenix, Arizona

## The National Initiative

The Centers for Disease Control and Prevention (CDC) developed the Choose Respect initiative, a national effort to help youth form healthy relationships to prevent dating abuse before it starts. The initiative targets 11–14 year olds and the caring adults in their lives with the message that dating abuse is not just unacceptable, but also preventable by choosing respect. Launched in 10 sites in the United States in May 2006, the Choose Respect initiative was implemented as an integrated communications effort leveraging a mix of creative materials, media and public relations, promotional partnerships, community partnerships, training and technical assistance, and community events and activities. This comprehensive approach delivered positive relationship messages and skills to America's youth, their parents, and other influential adults. Central to the initiative was a national partnership formed with the Women's National Basketball Association (WNBA). The national launch celebrated numerous accomplishments, including reaching approximately 26 million people by print coverage, exposing 5.8 million people to the national media tour, and attracting more than 325,000 people to Choose Respect community events.

*Implementing Choose Respect was a lot of work, but I think it's a good initiative and we will continue it for a very long time.*

~ Carol Hensell of the Arizona Department of Health Services, Lead Partner in Phoenix



## 2006 Activities and Events

The Arizona Department of Health Services (ADHS) was the lead community partner for the statewide implementation of the Choose Respect initiative, with Casa—Center for the Prevention of Abuse & Violence serving as a copartner. Many accomplishments were achieved during 2006, including the following:

### » Choose Respect Game Nights

ADHS had an extremely positive experience working with the local WNBA team, the Phoenix Mercury, who was proactive and engaged in Choose Respect. ADHS organized three Choose Respect game nights attended by more than 400 youth and their parents who watched from the arena's Choose Respect section. Game nights included gift bags with Choose Respect t-shirts and informational materials and the opportunity for youth to talk with Phoenix Mercury players.

## » Choose Respect Media Coverage

The Choose Respect initiative garnered significant media coverage when Governor Janet Napolitano officially proclaimed June 6, 2006 as Choose Respect Day. The *Arizona Republic* newspaper provided media coverage for the official launch of the Choose Respect initiative, which occurred through the first game night. Media interviews ADHS held about the initiative also generated much awareness and resulted in many requests for Choose Respect presentations. In addition, ADHS secured monthly write-ups with reporters, which helped to publicize the Choose Respect initiative throughout the summer.



## » Choose Respect Workshops and Presentations

Guided by information on the Choose Respect website, ADHS partners in Phoenix, Tucson, Flagstaff, Casa Grande, Chinle, and Safford conducted Choose Respect workshops for youth, which were held 1 hour a day for 2 weeks. The goal of these workshop sessions was to expose youth to dating abuse prevention information and the online game. Furthermore, after one Choose Respect presentation, 17 youth from Safford expressed a desire to become teen mentors in dating abuse prevention.

## » Choose Respect Partnerships

Valuable ADHS partners participated in the Choose Respect game nights and community events, including Arizona State University. Overall, Choose Respect was very sustainable in Arizona because it fit well into local partners' existing programs for youth.

## Contact Information

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### » Choose Respect

**Website:** www.chooserespect.org

### » CDC's National Center for Injury Prevention and Control

**Website:** www.cdc.gov/injury

