

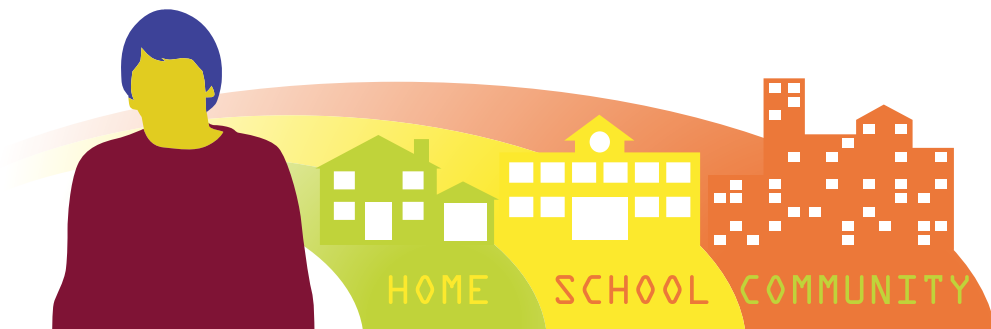
Minneapolis, Minnesota

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.

The youth who attended the Choose Respect events loved the bracelets and thought they would be a great way to promote the website. They also loved the bright and colorful graphics on the Choose Respect materials.

~ Danielle Kluz of the Minnesota Coalition for Battered Women, Lead Partner in Minneapolis

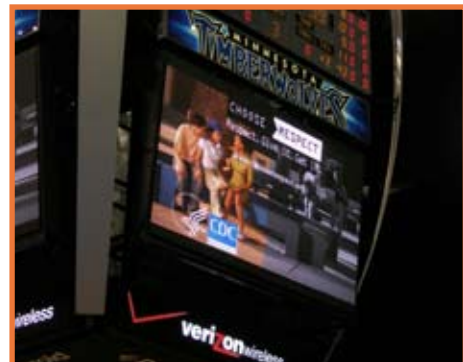


2006 Activities and Events

The Minnesota Coalition for Battered Women (MCBW) and the Minnesota Coalition Against Sexual Assault (MNCASA) were the lead community partners for the statewide implementation of the Choose Respect initiative. Youth from across Minnesota were exposed to the Choose Respect messages. Many accomplishments were achieved during 2006, including the following:

» Choose Respect Game Night

MCBW and MNCASA launched their Choose Respect initiative through a game night with their local WNBA team, the Minnesota Lynx. About 100 youth, parents, and organizational supervisors watched the game from the arena’s Choose Respect section. The game night included the opportunity for youth to attend a VIP dinner and to participate in various Choose Respect giveaways, all funded by MCBW and MNCASA’s partners Verizon Wireless and the Minnesota Lynx.



» Choose Respect Media Coverage

To publicize Choose Respect, MCBW, MNCASA, and their partners wrote newsletter articles and press releases, appeared on statewide radio, and sent personal invitations to partner organizations. Choose Respect radio public service announcements aired around the state.

» Choose Respect Partnerships

MCBW and MNCASA exceeded their recruitment goals twofold by bringing on 21 new Choose Respect partners, who attended the Choose Respect game night and held at least 35 other events for youth throughout the summer and fall. These partners were Advocates Against Domestic Abuse; Advocates for Family Peace; Alexandra House; Chrysalis; Crime Victim Services, Inc.; Dabinoo'Igan; Home Free; HOPE Center; Houston County Women's Resources; Lakes Crisis and Resource Center and the DOVE Program—White Earth Reservation; Mahnomon County Sheriff's Victim-Witness Service; Migrant Health Service; North Shore Horizons; Norman County Victim Assistance Program; Northwoods Coalition for Battered Women, Sexual Assault Program of Beltrami, Cass, and Hubbard Counties, and Girl Scouts—Land of Lakes Council; Range Women's Advocates and the Sexual Assault Program of Northern St. Louis County; Rape and Abuse Crisis Center of Fargo-Moorhead and the Women's Network of the Red River Valley; Shelter House; Someplace Safe; Southwest Crisis Center; and Victim Intervention and Recovery Program—Human Services, Inc. and St. Croix Family Medical Clinic/Portico Healthnet.

Through its existing relationship with Verizon Wireless, MCBW and MNCASA successfully formed a partnership with the Minnesota Lynx, which will pave the way for future collaborations. As a highlight, the Minnesota Lynx and Verizon Wireless donated \$5,000 to plan a Choose Respect Teen Leadership Summit, which has been a longtime goal for both coalitions. The February 2007 conference will equip youth to promote Choose Respect and work to end teen dating violence and sexual assault.

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» Choose Respect

Website: www.chooserespect.org

» CDC's National Center for Injury Prevention and Control

Website: www.cdc.gov/injury

