

CHOOSE

RESPECT

# San Antonio, Texas

## 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.

*I think Choose Respect gives us a lot of credibility and you can't buy credibility. And some of those unintended consequences are so powerful.*

~ Lynn Blanco of The Rape Crisis Center for Children and Adults, Lead Partner in San Antonio



## 2006 Activities and Events

The Rape Crisis Center for Children and Adults (RCC) and Family Violence Prevention Services, Inc. (FVPS) were the lead community partners for the implementation of the Choose Respect initiative. Participating in the Choose Respect initiative and gaining local notoriety for distributing high-quality Choose Respect informational materials raised the profile of RCC/FVPS. Many accomplishments were achieved during 2006, including the following:

### » Choose Respect Game Nights

RCC/FVPS partnered with their local WNBA team, the San Antonio Silver Stars, to plan 10 Choose Respect game nights. More than 1,000 youth and their parents watched the games from the arena's Choose Respect sections. Youth received Choose Respect gift bags with awareness bracelets, bookmarks, game cards, pocket guides, and t-shirts.

Respect. Give It. Get It.

## » Choose Respect Media Coverage

Choose Respect was publicized on the San Antonio Silver Stars radio station and Jumbotron.

## » Choose Respect Presentations

RCC/FVPS conducted Choose Respect presentations at all of the game nights as well as at local nonprofit agencies, a safety health fair, the Houston street fair, a USAA meeting, and the Fox Technical School. In addition, presentations were and are being done in 10 different school districts and After School Programs. Multi-sessions are being facilitated as well as Choose Respect support groups through Communities in Schools.



## » Choose Respect Partnerships

A successful partnership with the San Antonio Silver Stars led to multiple Choose Respect game nights and funding to support other events. Spurs Sports & Entertainment, which includes the Spurs, Silver Stars, and Rampage hockey teams, organized a golf tournament that raised money to support Choose Respect game nights. The Choose Respect initiative also helped to solidify ongoing collaborative activities with San Antonio's local partners: University of Texas at San Antonio, Greater San Antonio After-School All-Stars, Spurs Sports & Entertainment, City of San Antonio Parks and Recreation, Davis Scott YMCA, Planned Parenthood (independent), Edgewood Independent School District, and Wrenn Middle School.

## 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

