



AMBASSADOR

HANDBOOK

the OFFICIAL GUIDE TO ALL THE
STUFF YOU NEED to KNOW



Centers for Disease
Control and Prevention
National Center for Injury
Prevention and Control

CONGRATS!



You've been selected to serve as an i2i Ambassador for i2i: What R U Looking 4?®.

i2i: What R U Looking 4? is a program created by teens like you to help tweens and teens, ages 11–14, have respectful, nonviolent dating relationships. Since you may know a thing or two about relationships, you can help shape their attitudes and perceptions about dating and relationships. As an i2i Ambassador, you'll help teach youth in your community how to form healthy and respectful relationships, how to be i2i with a person, and about the behaviors that could lead to dating violence. A lot of the program's success depends on how much you put into it. After all, dating and relationships can be fun, so why not have fun talking about them? If you're enjoying yourself, so will everyone else around you!





Having a BF or GF is awesome, but to keep it that way, two people have to be on the same level. That means being open and honest and doing their part to understand each other. Just like any good friendship. It's called being i2i.

INTRODUCTION

YOUR i2i AMBASSADOR RIGHTS AND RESPONSIBILITIES

What you'll be given:

- ◆ Training and support while you're an Ambassador
- ◆ Regular feedback and support from your Program Facilitator
- ◆ A list of schools within your community that you will be working with
- ◆ Proper incentives and rewards for your work as an Ambassador
- ◆ Respectful and professional treatment by program staff and peers

If you feel that you aren't getting any of these things or need additional support, speak with your Program Facilitator immediately.

What you'll be responsible for:

- ◆ Attending all trainings, meetings, and special events, unless you tell your Program Facilitator ahead of time
- ◆ Helping to plan and host at least three events, including a kick-off event
- ◆ Developing content for the community's i2i Facebook Page, and other social media pages, like Instagram, Twitter, Snapchat, etc.
- ◆ Monitoring and responding to social media posts
- ◆ Developing content for the Text Message Program
- ◆ Helping to monitor the success of the program
- ◆ Acting respectfully toward program staff, peers, and the public
- ◆ Other responsibilities as explained by your Program Facilitator

Your Program Facilitator will explain your rights and responsibilities in more detail during the training. They will also explain what will happen if you can't or don't meet the responsibilities of being an i2i Ambassador.



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CHAPTER 1

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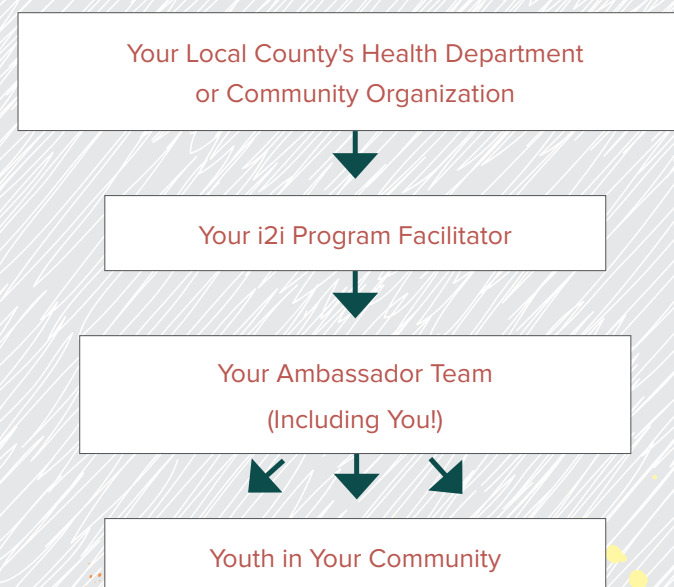
As you've probably figured out by now, relationships can be fun, but they can also be tricky. As an i2i Ambassador, you'll use your know-how to help youth understand the difference between a healthy, unhealthy, and unsafe relationship; signs of a healthy and unhealthy relationship; how to trust what they know; and what to do and where to turn if they have questions or doubts. Read on to learn more about healthy, unhealthy, and unsafe relationships. This information will help give you useful information to share with younger teens at i2i events, on social media pages, and through text messages.

WHAT IS A HEALTHY RELATIONSHIP?

Healthy relationships happen when two people are on the same page. It starts with a couple who is open, honest, and respectful with one another. In a healthy relationship, both people feel good about themselves individually and as a couple—with realistic expectations and reasonable boundaries.

Work with your Program Facilitator to think of examples of a healthy relationship.

As an *i2i* Ambassador, you play an important role! The organization chart below shows how you are part of a team of people responsible for spreading the word about healthy dating and relationships to teens in your community!



The words "youth," "tweens," and "teens" are all mentioned throughout your *i2i* Ambassador Handbook. These are all words to describe the 11–14 year olds in your community that you'll be talking to while you're an *i2i* Ambassador. Your Program Facilitator will explain more during your introduction training.

WHAT SHOULD YOUTH LOOK FOR IN A HEALTHY RELATIONSHIP?

- ◆ **Being true to yourself.** No one should change who he or she is just to be with another person or group. Everyone should be able to hang with their friends and keep doing the healthy and safe things they enjoy.
- ◆ **Respect.** Sure, respect is a concept tossed around so much that it may seem played out. But respect is a very important value in any relationship. When two people respect one another in a relationship, each person values the other as well as understands (and accepts) each other's limits. That's what makes for a healthy and happy relationship.
- ◆ **Talking openly** is important in a relationship, even if it's a casual one. When someone has something on their mind (no matter how silly it may seem), or questions or concerns, they should feel comfortable in sharing and talking it through with the person they are dating in a clear and respectful way. And they should respect their partner by giving them the same chance to talk openly. A major part of talking openly is trust and honesty. A person should choose to trust their partner and be honest with them and expect the same in return.
- ◆ **Making decisions together** is part of what makes couples a great team, whether it's plans for Friday night or how they communicate with each other. Making decisions together helps make relationships easier in the long run by helping avoid disagreements down the road.
- ◆ **Compromise.** No one gets his or her way 100% of the time. Same goes for relationships: each person brings different points of view and experiences to a situation. Part of a healthy relationship involves respecting your differences, and willingness to compromise. However, if a person is in an unhealthy and unsafe situation, compromise is never okay. Everyone should set and know their boundaries—especially in their relationships.

- ◆ **Anger and jealousy management.** Anger and jealousy are two of the most basic of human emotions. But how someone expresses their anger or handles their jealousy can affect all relationships—not just with family and friends, but especially with boyfriends or girlfriends. So it's important that everyone learns how to manage their anger and jealousy so that it doesn't lead to unhealthy behaviors or cause issues in your relationships. Knowing how to calm down and trust your partner, rather than be angry and jealous, will be healthy for everyone in the long run. And even if things get intense, taking out your anger and jealousy directly on that person just isn't cool.



what is an example of a healthy relationship?

- A. My girlfriend saw my Instagram Page on my screen, but asked me if it was OK to look at it or should she go ahead and log me out?
- B. My boyfriend knows that I play the violin, and he encourages me to practice so I can keep getting better.
- C. My friend wanted to see a scary movie last night, but knows I like funny movies better. So we talked about it and decided to see the comedy tonight and watch the scary movie another time.
- D. All of the above.



WHAT IS AN UNHEALTHY RELATIONSHIP?

Bad relationships aren't just in the news or for grown ups. Unhealthy relationships are a real issue in the teen world, no matter how casual or serious the relationship is. Unhealthy relationships happen whenever one person feels uncomfortable or even scared with what's happening in their relationship.

Some examples of **unhealthy** behaviors are:

- ◆ Making fun of or putting their partner down, even if they say it's just a joke.
- ◆ Checking their partner's phone and text messages without permission.
- ◆ Stealing their partner's password for email, Instagram, Twitter, etc.
- ◆ Getting jealous of their partner hanging out with their friends.

Work with your Program Facilitator to think of more examples of unhealthy behaviors.

WHAT ARE THE WARNING SIGNS OF AN UNHEALTHY RELATIONSHIP?

- ◆ **Jealousy:** When someone gets jealous of their partner's friendships and plans.
- ◆ **Control:** When someone tries to make all the decisions, telling their partner what to do, what to wear, or who to spend time with or how to speak. Like, if a person constantly gets mad when their BF/GF doesn't respond to texts, IMs, or emails and wants them to be in touch all the time.
- ◆ **Dependence:** If someone acts like they "can't live without" their partner, even threatening to do something bad if the relationship ends. This is a big warning!
- ◆ **Dishonesty:** Lying to a partner, or keeping important information to cover up their actions or hurt the other person.
- ◆ **Disrespect:** When someone makes fun of their partner or their opinions and what they like. It goes beyond teasing and even though they might say they were "just kidding" or "playing," if it makes the other person feel bad, it's not okay.

WHAT IS AN UNSAFE RELATIONSHIP?

There are several types of unhealthy behaviors that can occur between friends, between people who just know each other, and between people hooking up or in a dating relationship. Some unhealthy behaviors go so far over the line that they are not only unhealthy, but also unsafe. These are situations that may cause someone physical, sexual, or emotional harm, such as insults, using mean words, nasty putdowns, or other verbal abuse; jealousy, controlling behaviors, threats, or other emotional abuse; and hits, slaps, or other physical violence. In these situations, often the safest thing to do is to get out of the unsafe relationship, but knowing how to do that safely is something youth may need to talk with an adult about.

Some examples of unsafe behaviors are:

- ◆ Using force or hurting their partner to get their way.
- ◆ Not respecting their partner's sexual boundaries.
- ◆ Calling or texting someone repeatedly in a harassing way after they were told to stop.
- ◆ Threatening to kill themselves if their partner breaks up with them.

Work with your Program Facilitator to think of more examples of unsafe behaviors.

fill in the blank

If I get upset or angry, here's how I control my anger or deal with it:

WHAT ARE THE WARNING SIGNS OF AN UNSAFE RELATIONSHIP?

- ♦ **Intimidation:** When someone uses words to threaten or get what they want from his/her partner, it's a more intense form of control. They may try to keep the other person from friends and family, threaten violence, or break up if the person does not do what they want them to.
- ♦ **Destruction:** Once someone starts acting on threats of intimidation, it can lead to destructive or violent behavior. So, if a partner destroys things that belong to the other person, like a cell phone, or rips up a note from a friend, or hits things—this kind of destructive behavior can easily lead to a more serious situation.
- ♦ **Physical violence:** If a partner uses force or hurts the other person, like hitting, slapping, grabbing, or shoving their partner to get their way or challenge them, the relationship is unsafe. Someone in this situation may need help and support to end the relationship safely.
- ♦ **Sexual violence:** No one should become sexually active unless they are ready. And both people need to give consent before doing anything sexual. If someone pressures their partner or forces them into any sexual act that they don't want, that crosses the line. Any sexual touching of someone else without consent is a form of sexual violence.

While there are definite warnings that something might be wrong in a relationship, some of these behaviors are easier to recognize than others. But the **bottom line** is that anything that makes someone feel uneasy, uncomfortable, or unsafe is enough to speak up.

WHAT SHOULD A TEEN DO IF A RELATIONSHIP FEELS UNCOMFORTABLE?

If a person doesn't feel right in a relationship, it's important to do something about it, even if it means breaking up. People like to say that they have a girlfriend or boyfriend, but it's not worth it if the relationship is unhealthy or if someone feels bad when they are with their partner.

If a teen asks you about what they should do about their relationship, talk to them about the information in their iGuide for helpful tips on how to handle their situation. If it's serious or if they are in an unsafe relationship, tell them to talk with an adult and tell your Program Facilitator immediately. **For more tips about how to handle conversations like this one, read Chapter 6 of your Handbook.**

like or dislike?

- _____ My girlfriend told me that I wasn't allowed to go out last night with my friends.
- _____ We got in an argument today and decided to both take some time to think about our feelings before talking about it again.
- _____ My boyfriend made fun of me in front of all of our friends today for wanting to hold his hand.
- _____ If I don't meet my boyfriend after school today, he said he was going to get angry/mad and break up with me.

WHAT ABOUT TECHNOLOGY AND DATING?

With everyone always connected online and on cell phones, teens need to decide what feels comfortable for them when they're dating—Do they like when someone they're dating is writing on their timeline and texting them all day? How do they feel if their partner reads their text messages or reviews who they've been talking to online? What if their BF/GF wants their passwords to read private emails and messages?

Think about texting. We all want unlimited texting on our cell phones...but when it comes to how much a person texts or how much someone texts back, sometimes limits are good. It's important for teens to figure out what their limits are and talk openly (offline) with their partner about where they stand.

When defining their limits, teens should think about the consequences of these actions. For example, who is going to hear about their private emails? Is that personal picture they sent to their partner going to end up on Snapchat? Teens should feel comfortable that when they are with someone, it's okay to have things that are private and not to share, especially things like passwords. Once they've shared a password, they've shared everything that goes with it, like private messages, emails, and personal information.

The bottom line is that what's healthy and unhealthy still applies online and on someone's phone; when a partner is disrespectful or controls or pressures their BF/GF online, it's not okay. In a healthy relationship, teens should trust the person they're dating and do things on their own without having to check up on each other constantly through texts or social media. There's a difference between staying in touch and tracking every move.

And remember, it works both ways; teens should think about their actions and behaviors before they send that next text or chat. If they're acting obsessive or jealous, take a breather and think if what they're doing is respectful and healthy.

For more information about digital abuse, and a list of healthy versus unhealthy online behaviors visit:

www.loveisrespect.org/is-this-abuse/digital-abuse

WHO CAN GIVE ME ADVICE?

You have a big job ahead of you, but definitely one you are very capable of doing. However, if you ever need additional advice, talk with the Program Facilitator and other Ambassadors. Together as a team, you should be able to get the information you need.

Feel free to get advice from a person you trust—maybe a friend, parent or other relative, teacher, or coach. Of course, there is all sorts of information available online—both good and bad. But as with anything you read on the Internet, make sure the source has a good reputation. Here are a couple good places to start:

<http://www.loveisrespect.org>

<http://www.thatnotcool.com>

NOTES: 

[illegible]



CHAPTER 2

planning



AS AN i2i AMBASSADOR, YOU WILL BE ASKED TO ATTEND MULTIPLE TRAININGS AND REFRESHER SESSIONS—THE MOST IMPORTANT, OF COURSE, IS YOUR FIRST, INTRODUCTION TRAINING.

During the introduction training, you will learn about:

- ◆ The i2i: What R U Looking 4? communications campaign
- ◆ The iGuide and how to distribute it
- ◆ Your roles and responsibilities as an i2i Ambassador
- ◆ Healthy relationships versus unhealthy relationships
- ◆ How to handle tough situations or have challenging conversations
- ◆ What will happen if you can't or don't do your part as an i2i Ambassador
- ◆ How to create content for the community social media page
- ◆ How to monitor, and respond to, posts on the community social media pages
- ◆ How to develop and submit content for the Text Message Program
- ◆ How you will help monitor the success of the program
- ◆ Other important details from your Program Facilitator

You will also:

- ◆ Think of a cool name for you and your i2i Ambassador team
- ◆ Discuss how and when you will be rewarded for your time as an i2i Ambassador
- ◆ Sign a Participation Agreement at the end of the introduction training



During additional trainings and meetings, you will:

- ◆ Brainstorm ideas on events and activities for teens
- ◆ Create Content Calendars for social media (see Chapter 4 for more info)
- ◆ Continue training on i2i: What R U Looking 4?, healthy relationships, and unhealthy relationships

If you haven't received training on any of the above, please speak with your Program Facilitator.



Content is another term for anything that you write, upload, or link to on social media that fans can read, answer, and comment on. This will include posts, questions, polls, videos, photos, links to news stories, websites, blog posts, etc. The texts you'll write for the Text Message Program are also considered content.

Looking for more definitions?
Check out the Glossary, in the
back of your Handbook!



NOTES:



Dating violence is a serious problem in the United States. Many teens do not report it because they are afraid to tell friends and family.



CHAPTER 3

events/activities



AS THE **i2i** AMBASSADOR, YOU'LL BE ASKED TO PLAN AT LEAST 3 EVENTS IN YOUR COMMUNITY—1 KICK-OFF EVENT AND AT LEAST 2 OTHER EVENTS.

These will be organized using the iGuide, and with the help of your Program Facilitator, of course. These events will promote i2i: What R U Looking 4?, educate young people about healthy and respectful relationships, and encourage tweens and teens to make positive decisions in their own relationships. With you acting as a leader, the awesome activities that you plan for these events will keep your group entertained and interested, as well as encourage teamwork and promote healthy relationships. You already know how to have fun, so think of this like throwing a party with a purpose!

Here's an easy checklist of things for you and your team to go through while planning events, while you're at the event, and after the event.

Before the event, think about:

- ♦ **Date and Time** – When will the event be held?
- ♦ **Venue** – Where will the event be held?
- ♦ **Travel** – Can everyone get there?
- ♦ **Promotion** – How will you let everyone know about it?
- ♦ **Themes and Activities** – What will everyone do at the event? How will you make it fun? How will you make it an i2i event?
- ♦ **Giveaways** – Will you want to give anything away as a prize? If so, what will it be and how will you get it?
- ♦ **Food** – Should food be there? And where/who will it come from?
- ♦ **Other** – What else do you need to make this event happen?

During the event, think about:

- ♦ **Messages** – Is everyone understanding the i2i messages you're sharing? If not, what can you do to help?
- ♦ **Safety** – Is everyone being safe? If not, let your Program Facilitator know.
- ♦ **Handling Challenging Conversations** – Remember what your Program Facilitator told you to do if someone wants to have a difficult conversation about their relationship with you. **Read more about challenging conversations in Chapter 6.**
- ♦ **Fun!** – Is everyone having a good time? If not, what can you do to change things up?

After the event, think about:

- ♦ **The Good and the Bad** – Talk through all the great things that happened at the event. And talk about the things that could have gone better. This will help you plan your next event!
- ♦ **Follow Up** – Follow up with everyone who attended the event by saying “Thank you” or asking them to share ideas for the next event on social media.
- ♦ **Say Thank You** – Remember to say thank you to all of the people and businesses that helped you with the event. For example, send thank you notes to the group that provided food or entertainment for the event. Saying “thanks” helps you maintain good relationships and might convince them to support future events.

THE KICK-OFF EVENT

The kick-off event will introduce i2i: What R U Looking 4? and will be the time and place you work with your Program Facilitator to launch the program officially within your communities. At the kick-off event, you will be required to:

- ◆ Meet and talk with the teens in the schools in your community
- ◆ Introduce and explain the i2i: What R U Looking 4? program to the teens and get them excited about being involved
- ◆ Hand out the iGuide
- ◆ Help students sign up for the i2i Text Message Program
- ◆ Show students the i2i community social media page

Here is an example of a kick-off event to help get you thinking:

Sample Kick-Off Event

BEFORE THE EVENT	Work with your Program Facilitator to form a partnership with a local bowling alley to donate bowling lanes and food for the event. To promote the event, Ambassadors will create and disseminate flyers and post posters around schools. The flyers and posters will have language to get interest and drive students to the event.
DURING THE EVENT	Students arrive at the event and show their student ID to a “bouncer” who crosses their name off of a “VIP list.” Teams can be formed either by allowing students to form their own teams or by assigning teams as they arrive. Students then meet at their designated lane. Waiting for them is an i2i Ambassador who talks about teen dating violence and healthy relationships, and distributes materials (including iGuide and link to the social media page) and helps them sign up for the Text Message Program. The students enjoy music, free bowling, and food throughout the event, as well as other activities, including a “photo booth”—an area where students have their picture taken with a sign saying “I heart [blank]” or “I respect [blank].” They can either fill in another student’s name or something that they personally enjoy or respect.
AFTER THE EVENT	As the students leave, they are handed an i2i postcard asking them to visit the social media page, leave a comment on the event, and post ideas for future events. The Ambassadors choose the best idea and the winner is rewarded with a pair of free movie tickets.

See Appendix A for more events and activities ideas, both big and small.



ALL OTHER EVENTS

The other two (or more) events you plan can be as big or as small as you and your team think they should be. For example, you can host larger events for schools in your community or you can host smaller events at each school.

While you and your team are planning your events, here are some tips to keep in mind:

- ◆ Events will need to be in spaces large enough for the number of people. Think about the location, size, convenience, popularity, and atmosphere, among other things, when selecting the right place for your activity. Venues can include: YMCAs; community centers; churches or other faith-based venues; school auditoriums or gyms (after school); football fields; and public parks.
- ◆ People and organizations in your community can help you make an event successful by providing things that you would otherwise need to find and/or pay for yourselves. Identify organizations or businesses in your community that may be interested in supporting the i2i program and healthy teen dating relationships. Work with organizations and businesses to donate food, supplies, prizes, and other needs like transportation. Some things can be rented, too.
- ◆ Healthy relationship messages should be incorporated into each event, but don't need to overpower the event. The messages should be included without being too obvious so that the teens are having fun at the same time they are learning about i2i and healthy relationships.
- ◆ Feedback is always helpful to improve events and help plan future ones. Consider asking youth about what they would like to see or do at the next event; both positive and negative feedback can help you plan future events and activities.
- ◆ Remember to keep things fun and fresh. No one likes to be bored, right? Everyone can appreciate choices of things to do at a single event.

REMEMBER! YOU ARE THE i2i AMBASSADOR
AND YOU KNOW YOUR COMMUNITY BETTER
THAN ANYONE. WORK WITH YOUR TEAM
TO THINK OF EVENTS AND ACTIVITIES THAT
WILL MAKE THE YOUTH IN YOUR COMMUNITY
HAPPY AND EXCITED ABOUT THE *i2i: WHAT
R U LOOKING 4?* PROGRAM!



TEENS WHO ARE VICTIMS OF DATING
VIOLENCE IN HIGH SCHOOL ARE AT
A HIGHER RISK FOR VICTIMIZATION
DURING COLLEGE.



NOTES:

KEEP IT
100



CHAPTER 4

digital Media MANaGement





Chances are you already have social media accounts or a cell phone, so you know that social media and text messaging are some of the best ways to talk with all your friends. As an i2i Ambassador, you'll be asked to contribute to your community's social media page's and Text Message Program which shouldn't be a big deal for you, because you're already managing your social media life.

BUT NOW, YOU'LL BE SPEAKING ON BEHALF OF THE *i2i: WHAT R U LOOKING 4?* PROGRAM AND WORKING WITH YOUR TEAM OF AMBASSADORS TO SHARE IDEAS ABOUT HEALTHY RELATIONSHIPS AND RESPONSIBLE DATING.



SOCIAL MEDIA MANAGEMENT

As an administrator of your community's i2i social media pages, you will manage and monitor content and posts with your Ambassador team and your Program Facilitator. You will be trusted with full access to the social media pages, which can have many perks, like finding out how well your pages are doing. **It also means you will be posting as the community, not as yourself.**

As a social media page administrator, you will need to be online **at least once a day** to monitor and participate in the conversations on the social media accounts. Your team's weekly responsibilities will include creating the Conversation Calendar, posting the content to the social media pages, and moderating and starting the discussions on the Page.

As a social media Administrator, you will:

- Post as the community, not yourself.
- Log online at least once a day to check the social media activity.
- Work with your team to post once or twice a day.
- Work with your team to decide what to post.



CONVERSATION MANAGEMENT

The community's i2i social media pages will allow you to talk with the teens in your community. To help you and your Program Facilitator handle the social media pages, you'll use a Conversation Management system. The goal of the Conversation Management system is to create real conversations about healthy and unhealthy dating behaviors, encourage teens to talk with one another about dating and relationships, share updates about events and activities, and highlight i2i materials and giveaways.

There are two tools to help you manage your conversations and your administrator responsibilities: (1) conversation calendars, and (2) conversation guidelines.

Conversation Calendars

Conversation calendars will be used to plan and manage updates to the social media page(s). In other words, conversation calendars map out your ideas and when they will be posted. Before you post:

- ◆ Meet with your Ambassador team and Program Facilitator on a regular basis (like every two weeks or the beginning of every month) to discuss the conversation calendar, and to think of new update ideas you would like to post on the social media feed.
- ◆ **All posts should be drafted and reviewed by your Program Facilitator at least one week before anything is posted.**
**Remember:* Planning ahead means you won't have to think about what you want to post every day. This will make your job much easier!

It is recommended that you, as a group, post **at least once or twice a day**. However, to discourage social media use during school hours, updates should only be shared before or after school.

- ◆ Fans will not be able to post directly to the Page's timeline and will be limited to only responding to the updates that you share as a Page administrator (meaning that they can only comment on your posts). Because of this, it is important that you continue to keep content fresh and encourage them to visit the social media page a lot.

Here are some ideas:

- ◆ **Conversation Starters (about 3 times a week):** Updates designed to encourage your fans to share with one another on the social media feeds. Includes surveys, open-ended questions, cool facts, and trivia.
- ◆ **Resharing (about 2 times a week):** Post news articles, blog posts, or stories by others that you have found. Includes sharing links to other social media pages, important news, or blogs.
**Note:* If you find something and would like to post it right away, you can always replace the post you have scheduled for that day. Just be sure to tell your Ambassador team and Program Facilitator about it before you do!
- ◆ **i2i News (about 2 times a week):** Post new information about i2i, including details describing updates and links to news.
- ◆ **Feedback (about 3 times a week):** Encourage fans of the Page to share their experiences—like asking teens to post comments, photos, and videos if your Program Facilitator says it's okay to.



You can also post:

- ♦ **Responses:** You will be responsible for deciding whether or not to respond to posts, and what to say if you do respond. This shows that you are listening and you value different opinions and voices. **See Conversation Guidelines for more information about responses.**
- ♦ **Contests or Giveaway Details:** As an i2i Ambassador, you and your team may decide to hold a contest or a giveaway. The community social media is a great place to share details.
- ♦ **Events and Activities:** Share details about the next i2i event or activity on the social media page. And if it's okay with your Program Facilitator, you can post pictures from the latest i2i event or activity!
- ♦ **Videos and Comics:** Share short videos, comics, or other cool stuff given to you by your Program Facilitator. Learn more from the handout found in the pocket of your Handbook.
- ♦ **Text Message Program:** Post updates about the Text Message Program from your Program Facilitator. You can use the results to create polls or conversation starters.

TEENS WHO ARE VICTIMS OF DATING VIOLENCE ARE MORE LIKELY TO BE DEPRESSED AND DO POORLY IN SCHOOL, ENGAGE IN UNHEALTHY BEHAVIORS, HAVE EATING DISORDERS, AND THINK ABOUT OR ATTEMPT SUICIDE.

Finding Content

To create content for the conversation calendars and the social media pages, you'll need a good understanding of what tweens and teens are going through, and what they need to know about relationships. Your Ambassador team should work together to think of content ideas and share with each other what updates worked (e.g., had a lot of comments, likes, and shares) and which ones didn't. Keeping up with news regarding teen dating is one way to find ideas. For example, you can look for interesting or funny articles, blogs, and discussions that can be shared.

Can you think of something you saw in the news that would make a good social media post?

Conversation starters require you and your team to think of questions or stories that would interest readers of the Page and encourage them to respond. You can use examples from movies, music, local events, and even polls or quizzes as a conversation starter. Your Program Facilitator will also be providing you with new i2i information, such as videos or answers to questions asked.

To help stay current on dating issues and find content to share on social media, look on other social media sites, like Facebook, Instagram, Twitter, Snapchat, etc. You can even use Google Alerts to help you find news! You can also visit relevant websites like breakthecycle.org and loveisrespect.org.

After you've decided what you want to share on social media, fill in the conversation calendar (like the one found in the pocket of your Handbook) with your Ambassador team and Program Facilitator.

After your conversation calendar is complete, your schedule for the week should look something like this:

Google Alerts

Google Alerts are emails sent to you when Google finds new results—such as web pages, newspaper articles, or blogs — that match your search term(s). You can use Google Alerts to monitor anything on the web.

To set it up:

- Go to <http://www.google.com/alerts>
- Type in a search query (e.g., “teen dating advice”)
- For the Result Type box, select Everything
- For the How Often box, select Once a day
- For the How Many box, select All Results (change to Only the best results if you receive a lot of spam or irrelevant results)
- For the Deliver To box, put in your email address
- Then click on Create Alert
- Repeat these steps for as many search times as you like

Schedule for the Week

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1. How do you show someone you respect them? (Jen, AM)	1. Come to Screen on the Green on Dec 5! [Include link] (Michael, AM)	1. How do you tell someone nicely to give you some space? (Jen, AM)	1. Win movie tickets by posting your healthy dating tips! (Michael, AM)	1. Great turn out to Screen on the Green! (Jen, AM)	1. Are you a listener, a talker, or both? (Michael, AM)	1. Did you like the last i2i event? (Jen, AM)
2. Check out the latest video from ThatsNotCool.com! [Include URL] (Tom, PM)	2. Ask a friend to “like” this page today! (Nicole, PM)	2. Read about what Washington is doing to prevent dating violence. [Include link] (Tom, PM)	2. What’s your favorite part of the iGuide? [Include URL] (Nicole, PM)	2. How is Joe being a bad BF in the movie? (Tom, PM)	2. Check out photos from Screen on the Green! (Nicole, PM)	2. What are your ideas for the next event? (Tom, PM)

Conversation Guidelines

It's important to set up guidelines for how and when to respond to fan comments and questions. For example, these guidelines can tell you how to handle negative posts, when it's okay to respond to fans directly and what to say, and what types of comments and questions should be shared with your i2i Program Facilitator.

To the right is an example of conversation guidelines. It uses green, yellow, and red to show what kind of post deserves what kind of response. Work with your team to create conversation guidelines of your own!

MONITORING YOUR PAGE'S SUCCESS

Your Program Facilitator will be responsible for looking at reports that show the success of your social media page. They will share these reports with you, and you can use the results to see which types of posts are the most popular, which topics the fans are excited about, and what to avoid. The Program Facilitator will also be tracking the number of new likes to the Page, the number of post interactions (likes, comments, event RSVPs, etc.), and other information that shows how the Page is growing.

You can informally track how the Page is doing simply by looking at the number of likes, comments, and shares on each of your updates to the timeline. You can also look at the Admin Panel (located at the top of the page) for a snapshot of how the Page is doing.

Example Conversation Guidelines

LABEL	DESCRIPTION	EXAMPLE OF COMMENTS	PUBLIC RESPONSE examples of Ambassador responses
Green Flag	A positive comment or a simple question that the i2i Ambassador can easily respond to immediately.	"Thank you for posting this! I really love the helpful advice you share every week!"	"Thanks for the compliment! Please let us know if you find any more helpful advice we can share with everyone."
Yellow Flag	Comments or questions that require a response from an i2i Program Facilitator. Ambassadors should share these with Program Facilitators within 24 hours of the posting.	"Just saw this status update. I am a parent and want to know why you're telling my kid to date."	"It's nice to meet you and thank you for joining our page. I've asked my Program Facilitator to contact you to discuss any concerns you may have. Please expect a private message from them shortly."
Red Flag	Comments or questions that require a response from an i2i Program Facilitator. Ambassadors should share clearly negative or critical posts that definitely require a response both publicly and individually. Also includes any posts that raise alarm or may be an emergency. This should be brought to the attention of an i2i Program Facilitator as soon as possible. The i2i Program Facilitator will then take control of the conversation; in certain situations it's best that the conversation is continued away from the social media page.	"I've been in a relationship with my boyfriend for two months but he puts me down in front of our friends. What should I do?"	"Thanks so much for sharing your experience with us. I'm sorry to hear that you are feeling uncomfortable. It's important to feel good about yourself and feel good about your relationships. Expect a PM to talk about your situation. Hold your head up!" Talk with Program Facilitators within 24 hours of the posting.
Spam	Irrelevant or misleading links posted by fans.	"Yankees suck" "Visit my website..."	Delete.

It's important to remember that you should always talk to your Program Facilitator, in addition to referring to the guidelines, if you need advice or help with any challenging situation.

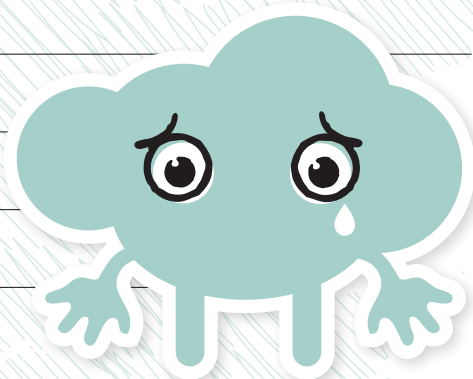
TEXT MESSAGE PROGRAM

As an i2i Ambassador, you may also be asked to work with your team and Program Facilitator to think of content for the Text Message Program. The program works together with social media. You will help teens sign up to receive text messages at the kick-off and other events. Once they are signed up, they will receive texts from i2i about the social media page, cool events, dating tips, and questions about relationships. You will be asked to make suggestions for text messages, which will be reviewed by your Program Facilitator. For example, you could suggest a text like this: "Unlimited texting! We want it on our phones...but when it comes to how much you text or how much someone texts you, sometimes, limits are good. – i2i Ambassador (name)." Feel free to use some of the texts to create status updates for the social media.

DATING VIOLENCE CAN TAKE PLACE IN PERSON OR ELECTRONICALLY, SUCH AS REPEATED TEXTING OR POSTING SEXUAL PICTURES OF A PARTNER ONLINE.



NOTES: 



About 10% of teens nationwide report being physically hurt by a boyfriend or girlfriend in the past 12 months.



CHAPTER 5

how to **u**SE the i**G**uiDe



A BIG PART OF *i2i: WHAT R U LOOKING 4?* IS THE PROGRAM *iGUIDE*, WHICH WILL HELP TWEENS AND TEENS UNDERSTAND HEALTHY RELATIONSHIPS. THE *iGUIDE* IS FOR THOSE WHO ARE HOOKING UP, DATING SOMEONE, OR SOMEWHERE IN BETWEEN, AND WANT TO LEARN MORE OR ANSWER QUESTIONS ABOUT RELATIONSHIPS.

The *iGuide* is a notebook that breaks down what tweens and teens need to know about dating. The *iGuide* has information on healthy and unhealthy behaviors, encourages teens to listen to what they know, and helps them to set boundaries. The *iGuide* also includes a list of resources and guidance, like the *i2i* social media page.

iGUIDE DISTRIBUTION

As the *i2i* Ambassador, it's your job to hand out the *iGuide* at the *i2i: What R U Looking 4?* kick-off event. It's also your job to excite teens about *i2i* and the *iGuide*.

After the kick-off event, think about how you can use the *iGuide* in other ways. Maybe it's at the next event, on social media, or through text messages. Remember, you know your community the best. Talk with your Ambassador team and Program Facilitator about ways to show off the *iGuide* to your community.

NOTES: 

A vibrant, abstract background featuring a dense pattern of yellow and orange geometric shapes, including triangles, circles, and lines, creating a dynamic and energetic visual effect. The composition is filled with various patterns like polka dots, stripes, and cross-hatching, all in shades of yellow and orange, set against a white background. The overall style is modern and graphic, with a strong emphasis on color and form.



U+ME=i2i?



CHAPTER 6

how to Have Challenging
cONVeRsAtions



As an i2i Ambassador, you will encourage positive, healthy, and happy dating relationships by spreading the messages of i2i: What R U Looking 4? But it's possible that some youth you meet will have had bad or confusing dating experiences. And teens may reach out to you to discuss experiences treating another person with disrespect or violence, or being treated with disrespect or violence themselves (see Chapter 2 for examples of dating behaviors that range from healthy to unhealthy to unsafe).

For example, a teen may talk to you at the kick-off event about her boyfriend saying mean things about her in front of friends, say that their girlfriend has stolen their Snapchat password and is writing inappropriate things to their friends, or ask you for information on getting help for a friend who has a controlling partner. These conversations can be challenging so it is important for you to know what to do and for you to feel comfortable with the next steps. Learning what's healthy and unhealthy/unsafe in relationships is important, but sometimes, you've also gotta trust your gut. And as an i2i Ambassador, it's important to encourage teens to trust their instincts. It's important to listen to their inner voice: if their gut tells them "This doesn't feel right," chances are it's not. They should trust that they know more than they give themselves credit for, and that they can make the right decisions.

During your introduction training, your Program Facilitator will tell you what to do if a teen talks to you about dating, relationships, dating violence, or something else. You will also learn about:

- ◆ Disclosures
- ◆ Referrals
- ◆ Distress

Read on to learn what these words mean, why they are important to you, and what to do in each type of situation.

ALWAYS REMEMBER YOUR 4-TS

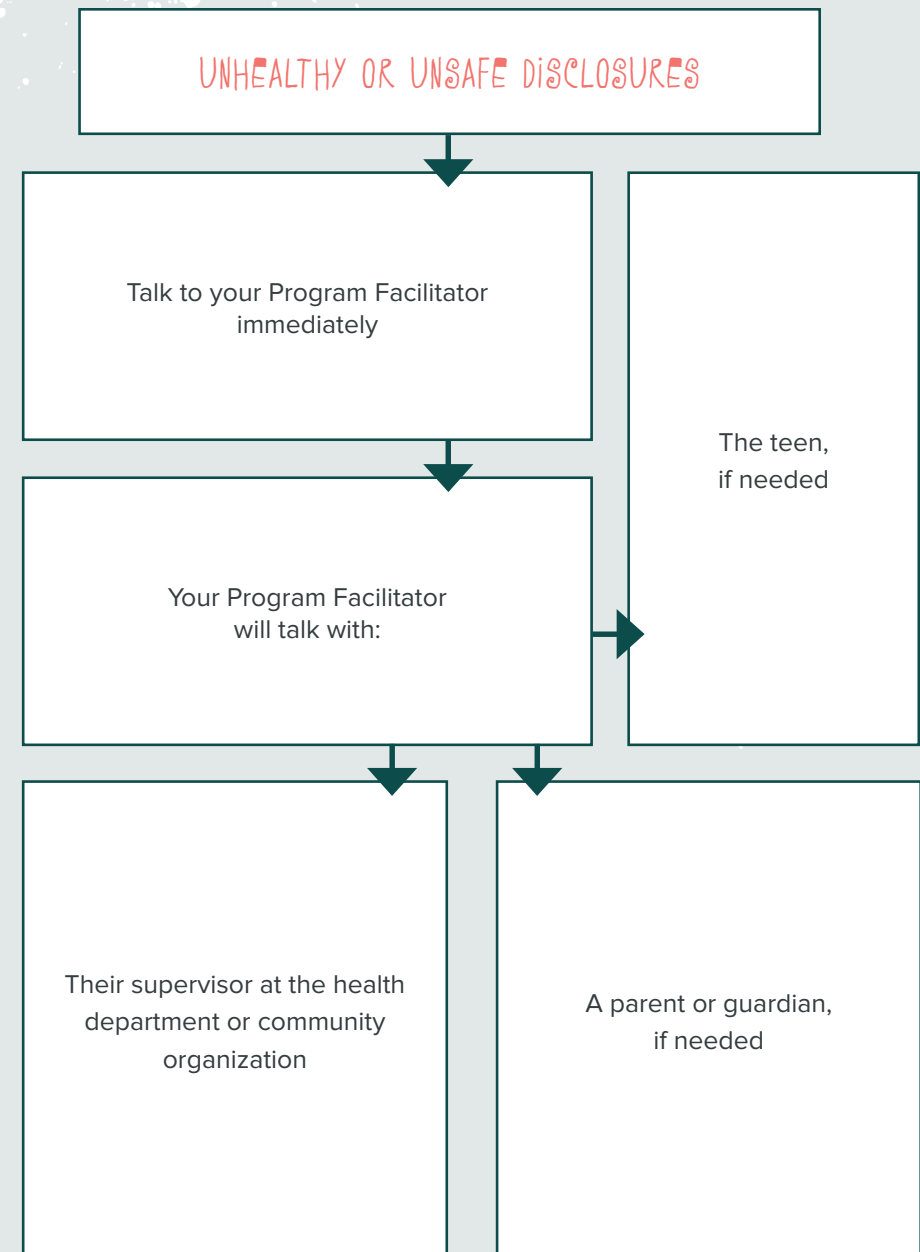
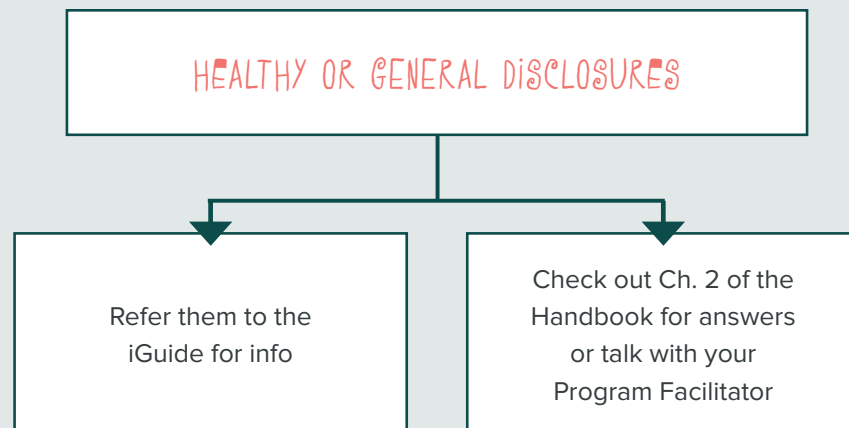
- ◆ **Trust** the resources and information you have been given. Remember that your Handbook has lots of information to help you find the answers you need. And if you need extra help, just ask your Program Facilitator! They are there to help!
- ◆ **Tell** them you are not allowed to keep a secret from the Program Facilitator, especially if they are being hurt or if they are feeling unsafe.
- ◆ **Tell** them to talk with an adult that they trust, like a family member, teacher, school counselor, or faith leader. There are people all around who can help.
- ◆ **Tell** your Program Facilitator. They are there to help not only you, but also the youth you are working with.

DISCLOSURES

A disclosure is when someone reveals or tells you something. For example, someone may tell you about a friend's controlling girlfriend, report that he's seen his parents hit each other, or share that she felt pressured to be intimate. The teen may or may not appear upset when talking to you, but that doesn't mean it's not a serious situation.

Every disclosure needs a different response. Your Program Facilitator will walk you through examples of disclosures and how to respond during your introduction training. Your Program Facilitator will also tell you what decisions you and others will need to make if someone discloses healthy information or unhealthy or unsafe information. Below are examples of these decisions.

It's important to note that in your conversations with the youth, a teen may also disclose something that has nothing to do with dating (like drugs or alcohol use). Your Program Facilitator will train you on how to handle those situations, but you should make the same decisions if it's unhealthy, unsafe, or even illegal.



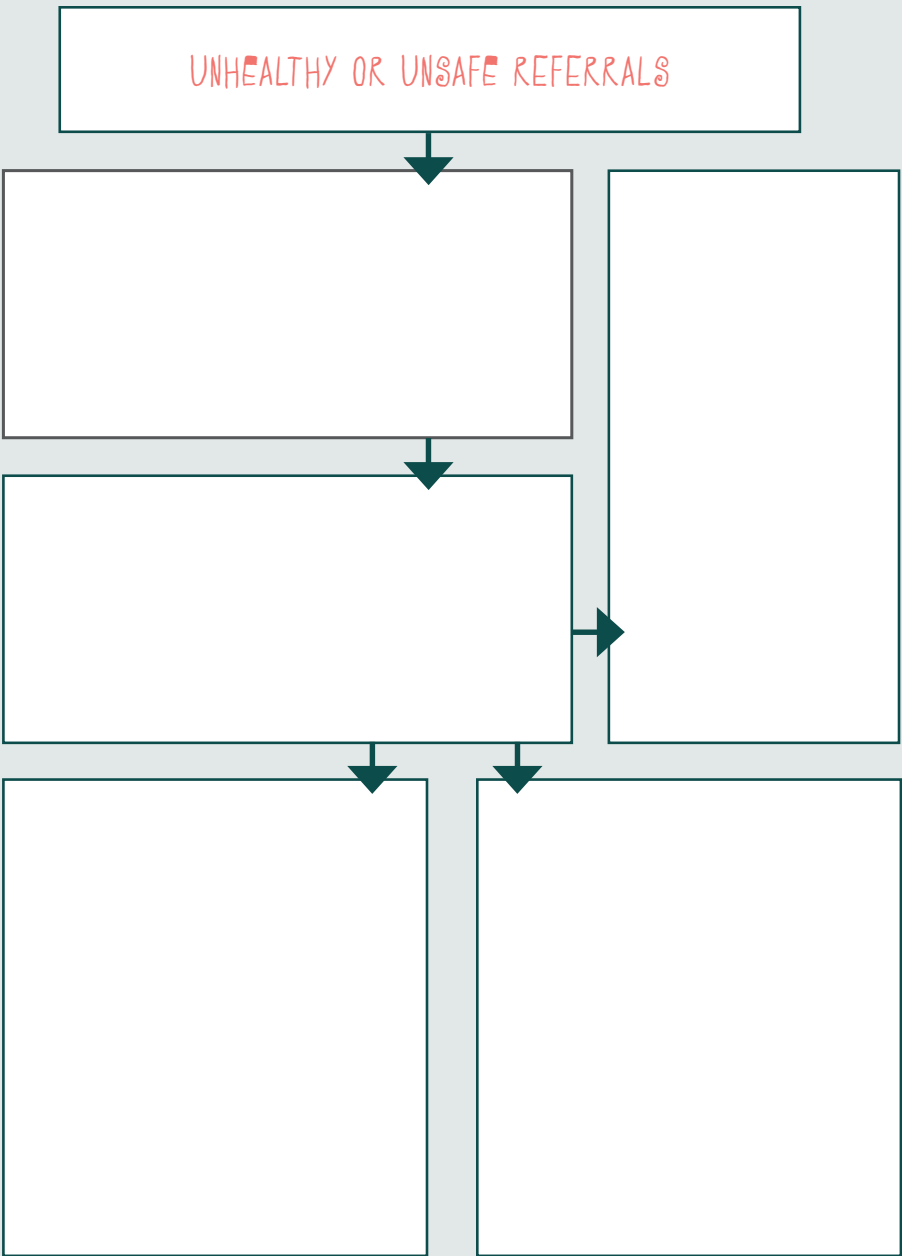
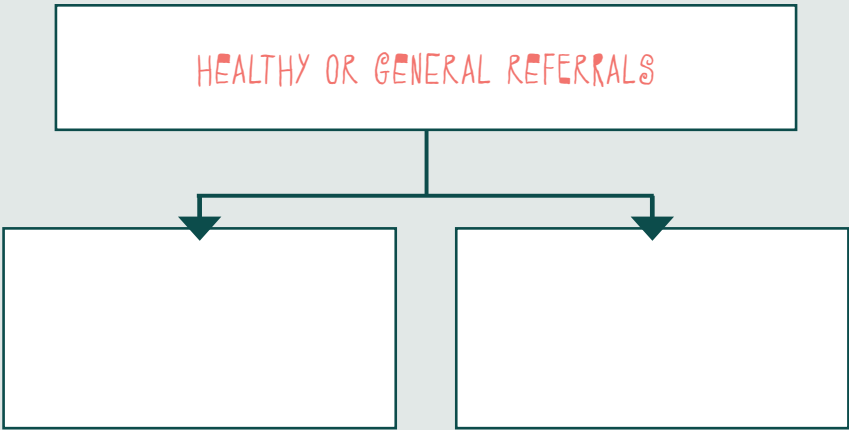


REFERRALS

A referral is when you help someone who asks you for information find what they need. For example, a teen may ask for more information with or without telling you anything about their situation. Like, “Can you tell me how I can find out more about dating abuse or helping a friend who has experienced it?” Again, the person may or may not appear upset when asking you, but that does not mean it’s not a serious situation.

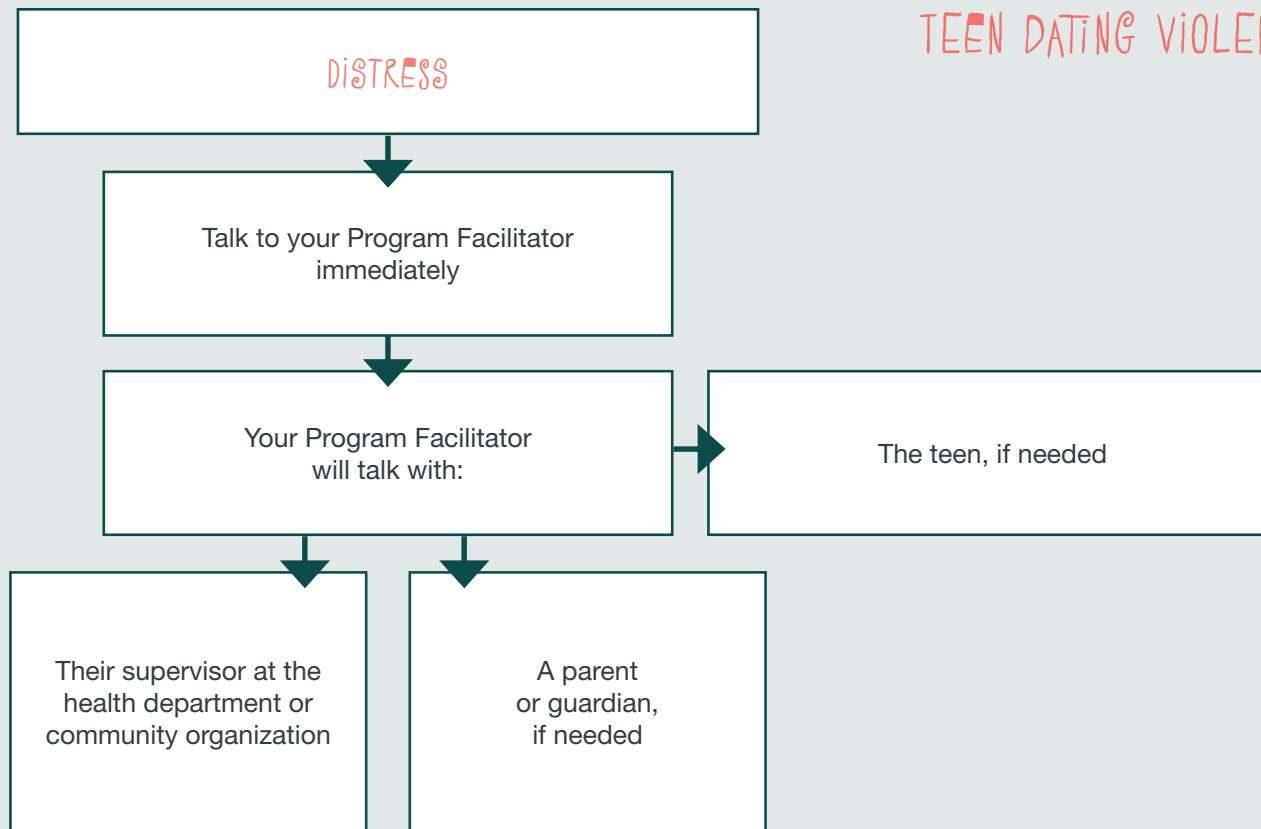
Like disclosures, every referral needs a different response. Your Program Facilitator will walk you through examples of referrals and how to respond to them during your introduction training. They will also tell you what decisions you and others will need to make if someone asks for you for information about healthy, unhealthy, or unsafe relationships.

Work with your team and Program Facilitator to complete this decision chart!



DISTRESS

Distress means to threaten or cause injury, worry, fear, or suffering. If someone is really upset or even kind of upset about their relationship or a friend's relationship, **tell your Program Facilitator immediately**. Unlike disclosures or referrals, there is no healthy or okay distress, so there is only one decision you need to make. See the chart below.



CHALLENGING CONVERSATIONS DON'T HAVE TO BE ABOUT UNHEALTHY/UNSAFE RELATIONSHIPS. SOMEONE MIGHT ASK YOU QUESTIONS ABOUT *i2i*, TEEN DATING VIOLENCE, OR YOUR ROLE AS AN AMBASSADOR. BE PREPARED! KNOW YOUR HANDBOOK AND YOUR STATS. ASK YOUR *i2i* PROGRAM FACILITATOR FOR THE PREVENTING TEEN DATING VIOLENCE FACTSHEET.

NOTES: 

[illegible]



APPENDIX



Examples of Big Events (for larger crowds):

Event #1 : At the Club

Before the event: With the help of their Program Facilitator, Ambassadors will find a large, music-friendly venue that will donate its space for the event. The team will also find organizations and businesses willing to donate food, beverages, and supplies. Since this event will feature music, the team will either find organizations and businesses to donate a sound system or decide to use their own. (Note: It does not have to be a sophisticated sound system. An MP3 player, [e.g., an iPod] and speakers will do.) If possible, the team will find a local DJ willing to donate their time and equipment for the event.

Promotion: To help build hype around the event, Ambassadors will create flyers, either on the computer or hand drawn, announcing the opening of a “new pop-up club.” Teens will be asked via text to post the songs featuring healthy relationships they’d like to hear at the event on the community’s social media timeline or share suggestions at Ambassador “comment stations” set up at after-school activities at comprehensive schools (pending school permission). (Note: The social media web page address or group name address should be on the promotional flyer or poster as a reminder). Appropriate radio edited songs will be chosen for the event’s playlist, and either given to a DJ or loaded onto a MP3 player. Ambassadors will create music posters and “tickets” to post and hand out at the schools.

Remember that not all teens will be on social media, so promote events in different ways.

During the event: Teens will enter the “club” and enjoy free food and beverages. In addition to dancing to the healthy relationship songs they have requested, they can also enjoy a variety of activities around the room including learning how to make cool, non-alcoholic drinks (recipes to be found by Ambassadors online); a songwriting station, where attendees can write their own healthy relationship song; and/or a dance lesson led by a high school teen or dance coach. The dance style should be one where the teens dance in pairs or as a group, so that teens can learn team work.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

Event #2 : Screen on the Green

Before the event: Ambassadors will decide on a movie that shows negative and positive relationships. The movie should be appropriate for tweens and teens and should showcase positive dating behavior, and how to address negative behavior. The team will view the movie together and discuss healthy versus unhealthy relationships shown in the movie. Then they will think of discussion questions, which will eventually be posted to the community’s social media page. Ambassadors and Program Facilitators will work together to find a location, preferably on a football field or park, to screen the movie. The screen and projector can be rented or loaned via partnerships.

Promotion: Ambassadors will create “movie posters,” either on the computer or hand drawn, for the event, listing the name of the event, date, location, and time. Ambassadors will post them throughout the schools, if they have been given permission to do so. The teens will also receive texts with details of the event created by the Ambassador team and Program Facilitator, and will be able to view details on the social media page.

During the event: Teens will arrive at the location (with blankets and chairs, if outside). Popcorn and other movie-appropriate food will be available through donations. Before the movie begins, the Ambassadors will make a short announcement about the movie, the i2i: What R U Looking 4? program, and relationships. They will also ask the teens to check the social media pages during and after the movie to answer short discussion questions about the movie and the relationships in it, which will be posted on the timeline.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

Event #3 : A Day in the Park

Before the event: Ambassadors will locate a community/public park close by. The Program Facilitator will look into any issues related to hosting an event in the space. The Ambassador team will plan for a variety of athletic and team-building activities to take place during the event. Ambassadors should also consider a variety of non-athletic events such as a cooking station or crafts station to keep all teens engaged and active like a field day or fair. Organizations and businesses that can donate food, beverages, supplies, and transportation should be found well in advance of the event.

Promotion: Ambassadors will post flyers (either created on the computer or hand drawn) around schools if they have been given permission to do so, share event details on the social media pages, and work with the i2i Program Facilitator to text information about the event to the teens. If allowed, Ambassadors could also dress in track suits or other athletic gear and make an announcement at the schools after school hours.

During the event: Teens will arrive at the park and separate into teams. Each team will go from station to station, which will each have an i2i: What R U Looking 4? theme. For example, attendees will pair up for a three-legged race to see how they need to cooperate and compromise to get across the finish line, or be quizzed on healthy behaviors versus unhealthy behaviors. They will receive points for games won or activities completed. Each game or activity should have its own volunteer to teach and judge the event. This person could be a teen or coach from the local middle or high school. Attendees should be given the option to not participate in the competition and to enjoy another activity like cooking or crafts instead. At the end of the event, Ambassadors tally up the points for each team, and the team that wins receives a prize donated by a community organization and/or business.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

Examples of Small Events (for smaller crowds):

If you like these ideas but don't expect a large crowd, you can easily scale each down to make them work for a smaller crowd. For example:

- **At the Club:** Reserve a smaller venue (e.g., classroom, room at the Y) and ask a local DJ to donate time to teach teens how to spin records. Or ask a dance coach or teacher to donate time to teach some simple dance moves to a group of teens. The songs that they spin or dance to should be about healthy relationships.
- **Screen a Scene:** Get permission to use a room that has a TV and DVD player, like a classroom or library. Screen an episode of a popular TV show that features teens in a relationship. Once the show is over, discuss any of the healthy or unhealthy dating behaviors shown with the attendees.
- **A Day in the Park:** Locate a community/public park close by. The Program Facilitator will look into any issues related to hosting an event in the space. Teens will participate in two or three events that are appropriate for a smaller number of attendees, like a bean bag toss. The events should each have an i2i: *What R U Looking 4?* theme.
- ◆ **An i2i poster contest.** The person(s) with the best design will have their picture posted on the social media timeline or shared at the next in-person event with the winning art and be awarded a prize donated by a community organization and/or business.
- ◆ **A video contest.** Ask teens to pair or team up and create a short video about healthy dating. The winner will have their video posted on the social media timeline, broadcast at the next in-person event, and be awarded a prize donated by a community organization and/or business.
- ◆ **A poetry slam.** Invite teens to participate in a poetry slam session. They can watch and/or participate in the session. If they choose to participate, they can either spend time to write poetry about dating at the event or bring their poetry to the event. One by one, the attendees will share their poetry aloud with others. Once the event is over, poetry can be posted to the social media timeline if the author is okay with it.

As an *i2i* Ambassador, you will encourage positive, healthy, and happy dating relationships by spreading the messages of *i2i: What R U Looking 4?*. But it's possible that some youth you meet will have had bad or confusing dating experiences, and may ask you for helpful resources like phone numbers or websites.

Here is a list of national resources you may want to give them, as well as a list of local resources that your Program Facilitator will help you complete. *But remember, if anyone comes to you in distress or in need of help, tell your Program Facilitator immediately.*

Work with your Program Facilitator to identify additional national and local teen dating violence resources.

National

- ♦ The National Domestic Violence Hotline: Call 1-800-799-SAFE (7233); TTY 1-800-787-3224 for the hearing impaired.
- ♦ Love Is Respect National Dating Abuse Helpline: Peer advocates are available 24 hours a day, seven days a week. Text "loveis" to 22552 or call 1-866-331-9474 or TTY 1-866-331-8453.
- ♦ Love Is Respect National Teen Dating Abuse IM Service: Visit www.loveisrespect.org and chat with someone live for assistance and support.

Additional resources can be found in the Dating Violence Factsheet. Ask your Program Facilitator for a copy.

Local

BF / GF

Stands for boyfriend/girlfriend and is another word for partner or someone a teen is dating, seeing, or hooking up with.

Content

Anything that you write, upload, or link to on social media pages that your fans can read, answer, and comment on. This will include posts, questions, polls, videos, photos, links to news stories, websites, blog posts, etc. The texts you'll write for the Text Message Program are also considered content.

Conversation Calendar

A document that i2i Ambassadors will keep to schedule daily social media posts. The calendar includes ideas for upcoming posts for the pages, such as questions, polls, videos, photos, websites, blog posts, or links to news stories.

Conversation Management

A system used to create real conversations about healthy and unhealthy dating behaviors; encourage teens to talk with one another about dating and relationships; share updates about events and activities; and highlight i2i materials and giveaways.

Conversation Starters

Posts that encourage teens to talk with one another on the social media pages. Examples include polls, surveys, open-ended questions, cool facts, and trivia.

Facebook

A social network that lets people connect with friends, family, organizations, and businesses. As of March 2017, there are 1.94 billion active users.

i2i Ambassador Program

A component of the i2i: What R U Looking 4? program led by the i2i Ambassadors ages 15–18 years old who spread messages to younger teens on how to form healthy and respectful relationships and recognize and address warnings that may lead to dating violence.

i2i Ambassador Team

The i2i Ambassador team includes you, your fellow i2i Ambassadors, and your i2i Program Facilitator. You and your team should work together to develop ideas for events, as well as support each other throughout the program, sharing issues, concerns, success stories, and challenges.

i2i: What R U Looking 4? Program

A program created by teens like you to help tweens and teens, ages 11–14, have respectful, nonviolent dating relationships.

i2i Program Facilitator

A supervisor who works with the i2i Ambassadors, advises you and your team, and manages the i2i Ambassador program. Any time you have a problem, question, or need general support, your Program Facilitator will be the first person on your go-to list. They will also help event planning, social media page administration, and the Text Message Program management.

iGuide

A notebook for younger teens that breaks down what tweens and teens need to know about dating. It includes information on healthy and unhealthy behaviors, encourages teens to listen to what they know, and helps them to set dating boundaries. The iGuide also includes a list of additional resources and guidance. The iGuide will be handed out at the kick-off event.

Insights

This section of the Admin Panel shows metrics on the performance of your Facebook Page (see image at the end of the Glossary).

Metrics

As a social media account administrator, you'll be able to track the "metrics," or how the page is doing (how many comments, likes, etc.).

Page Administrator

A person who creates and manages the social media page activity and conversations. For the i2i: What R U Looking 4? program, the administrators are the i2i Ambassador, like you, and the Program Facilitator.

Page Monitoring and Managing

As a social media administrator, you will be responsible for making sure that people are being respectful, that their questions are being answered, and that there is nothing inappropriate on the pages.

Partner

Another word for someone a teen is dating, seeing, or hooking up with.

Partnership

There are local businesses, organizations, and community leaders who would love to work with you and your team—for free—simply because i2i is such a good cause. Partnership is a voluntary agreement to work together between two or more people or groups to achieve something together. Partnerships will be an important part of the i2i program, and can help as you plan events by providing food or other requests, or help you get your message across or make your event a success, without taking money or resources out of your pocket. Your Program Facilitator will work with partners to support the i2i Ambassador team, but if you have ideas about a business or person in your community that you think would help you make the i2i program successful, please let your Program Facilitator know!

PM

Stands for Private Message, often used on social media platforms.

Promotion

When planning events, any "hype" that you generate to let more people know about them is promotion.

Resources

A source of support or information.

SMS

Short Message (or Messaging) Service is a system that lets mobile phone users send and receive text messages. The term SMS is another way to say “text messaging.” Text messaging is when two people share information between two mobile phones.

Teens

These are the primary audience of the communications program, or the younger teens (ages 11–14 years old) who you will be meeting and talking to about the i2i program.

Text Messaging

Sharing short written messages between two mobile phones over a network. The term SMS is used as a synonym for text messaging.

Tweens

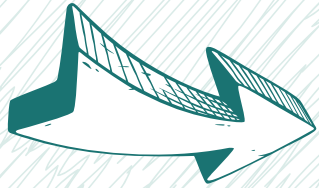
Guys and girls considered too old to be a child and too young to be a teenager. For the purpose of this Handbook, tweens are between the ages of 11 and 12.

Youth

Any time between childhood and adulthood. When you read “youth” in your Handbook, it means tweens and teens between the ages of 11 and 14.

NOTES: 

[illegible]



i2i AMBASSADOR INFO

This Ambassador Handbook belongs to: _____

My Program Facilitator is: _____

My Ambassador Team Name is: _____

My Teammates are: _____

