

DATINGMATTERS®

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

DATING MATTERS i2i YOUTH COMMUNICATIONS PROGRAM: AT-A-GLANCE

i2i: What R U Looking 4?® is the youth communications component of Dating Matters. i2i reinforces the lessons and messages contained in other components of Dating Matters with messaging designed especially for young people. The i2i brand and associated messages were developed specifically by and for youth based on findings from focus groups. The program uses a “near-peer” model in which high school students—i2i Ambassadors—deliver healthy relationship messages to younger students in middle school, offering an authentic voice and perspective. i2i materials can be tailored to resonate with youth in every community.

HOW WILL YOUTH BENEFIT FROM i2i?

i2i promotes healthy teen dating behaviors and positive social norms using teen-led communications strategies and messages that reach youth where they are. i2i represents the youth voice. It appeals to youth in their own words and in their own spaces. i2i also reinforces the messages about healthy relationships taught in the Dating Matters youth programs.

WHAT IS THE i2i YOUTH COMMUNICATIONS PROGRAM?

i2i is the youth communications component of Dating Matters. Reaching youth through multiple touchpoints, i2i seeks to promote and increase awareness of positive social norms about healthy teen dating behaviors. i2i includes the following components:

- i2i Program Materials
- i2i Digital Resources
- i2i Ambassadors
- i2i Partnerships

Each component complements the others and carries the i2i messages through multiple platforms to reach as many young people as possible wherever they are: offline or online, in their communities, or spending time with friends.

Dating Matters: Strategies to Promote Healthy Teen Relationships

is a comprehensive teen dating violence prevention model. Dating Matters focuses on 11- to 14-year-olds and is based on the best available evidence on what works to prevent teen dating violence. It includes multiple components that target individuals, peers, families, schools, and neighborhoods. These components work together to promote respectful, nonviolent teen dating relationships.

In addition to the i2i Youth Communications Program, the Dating Matters model also includes:

- Capacity Assessment and Planning Tool
- Parent Programs
- Youth Programs
- Guide to Informing Policy
- Training for Educators
- Guide to Using Indicator Data



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

Individual communities can fully customize i2i materials to ensure they resonate with local youth.

i2i Ambassadors leverage the power and influence of near-peers (youth aged 15-18) to make them champions of the communications campaign. Ambassadors share their experience and knowledge with younger youth who may see them as a trusted and credible voice. That association means youth in the program are more likely to adopt and identify with campaign messages and to share those messages with their own peer groups. In this way, Ambassadors help facilitate a shift in social norms related to healthy teen dating behaviors and experiences.

The social and digital media component of i2i involves using popular social media platforms to create content, moderate discussions, and promote content and events. This component was designed to engage youth online and reinforce messaging.

WHAT ARE THE GOALS OF THE i2i YOUTH COMMUNICATIONS PROGRAM?

- **Build Knowledge** by educating youth on:
 - healthy, unhealthy, and unsafe teen dating relationships;
 - excuses and warning signs for unhealthy teen dating behavior; and
 - the role of technology in teen dating (texting, social media, etc.).
- **Take Action** to promote the growth of healthy relationships and discourage engagement in unhealthy and unsafe relationships.
- **Empower Youth** by encouraging them to
 - trust in what they know;
 - listen to their inner voice instead of outside pressures; and
 - define their own healthy and safe boundaries and comfort levels in teen dating and relationships.
- **Access Resources** by directing youth to people who can help them navigate their teen dating relationships (e.g., trusted adults) and provide resources (e.g., hotlines, websites) for more information.

HOW IS i2i DELIVERED?

Time Required

Communities carrying out i2i are encouraged to host three i2i events per year, including one kickoff event. In addition, the i2i program facilitator will spend time training and supervising the i2i Ambassadors. The specific time involved in carrying out i2i will vary with the needs, interests, and resources of each community.

Materials

Guidance on how to start the i2i program is provided in the **i2i Community Action Guide** and the **i2i Program Facilitator Guide**, both available for free download from CDC's Dating Matters Toolkit website. Additional materials were designed to be professionally printed to maximize youth engagement and interest; these items are available for order or as downloadable files that can be sent to a local printer. The [Dating Matters Toolkit website](#) provides more information on how to obtain these materials.

STAFFING

The i2i Youth Communications Program is led by youth i2i Ambassadors who are trained and supervised by an i2i Program Facilitator. The key responsibilities for each of these roles are described below.

- **i2i Program Facilitator** is typically a staff member at the local health department, school, or other community organization who has experience working collaboratively with youth. The facilitator's role involves developing, supporting, and evaluating the i2i program, which includes recruiting, selecting, and training Ambassadors, as well as supervising and supporting the Ambassadors' participation in social media and in-person events. The i2i program facilitator might also serve as a Dating Matters Youth Program facilitator, coach, or fulfill other Dating Matters roles depending on the needs and resources of the staff and community.
- **i2i Ambassadors** are high school students selected and trained to implement i2i. This includes brainstorming, planning, and hosting events, and managing the i2i social media pages. i2i Ambassadors are volunteers but may receive a small incentive for their participation in the program.



PROGRAM MATERIALS

i2i Community Action Guide provides an overview of the i2i program for local health departments and includes capacity assessment tools for each component of i2i, including events and ambassadors, digital media platform management, and evaluation of i2i. The i2i Community Action Guide also provides guidance on developing key partnerships in communities.

- **i2i Toolkit** contains materials to help communities organize i2i events, train ambassadors, and engage youth, including:
 - Event Toolkit
 - i2i Fact Sheet for Youth
 - i2i Fact Sheet for Parents
 - PowerPoint Template for Ambassador Training
 - Paper Fortune Teller
 - Comic Book
- **i2i Program Facilitator Guide** provides guidance for the i2i program facilitators, including information on training ambassadors, providing guidance for social media engagement to ambassadors, and coordinating events.
- **Ambassador Handbook** provides guidance to near-peers on planning and hosting events for youth and managing social media.
- **iGuide** provides youth with information about healthy relationships, teen dating violence, and the i2i program in a fun and compelling way that generates excitement and raises awareness about the program and healthy teen dating relationships.
- **i2i Student iGuide** — Free print copies available from CDC
- **i2i Comic Book** — Free print copies available from CDC

FACILITY NEEDS

Communities can hold Dating Matters i2i ambassador training activities in a classroom setting. The i2i events can take place in a variety of community settings such as libraries, schools, community centers, etc.

COST

Costs associated with setting up the i2i Youth Communications Program will vary by community but are estimated below.

Type of Cost	Specific Costs	Estimated Cost
Staffing	i2i Program Facilitator	.5 full-time employee per community
Program Materials	i2i Community Action Guide	\$4.50 per facilitator (self-print, color)
	i2i Toolkit	Optional materials available for download; professional-printing required; prices will vary
	i2i Program Facilitator Guide	\$5 per facilitator (self-print, color)
	i2i Ambassador Handbook	Free print copies available from CDC
Events	3 community events per year	\$150-600 per year (estimated) depending on resources available and potential in-kind donations from community partners
Brand Ambassadors	Incentives	\$500 per year per ambassador (suggested)
Facilities	School classrooms	No additional cost
	Community venues	Varies

LEARN MORE ABOUT DATING MATTERS!

The Dating Matters Toolkit—with all of the materials, guidance, and tools you need to implement Dating Matters—is available on CDC’s VetoViolence website at vetoviolence.cdc.gov/apps/dating-matters-toolkit. The Toolkit is your one-stop-shop for everything Dating Matters.