

That's Not Cool

A National Initiative to Prevent Teen Dating Abuse



***That's Not Cool* uses digital examples of controlling and abusive behavior online and by cell phone to help teens draw their own line about what's okay, or not okay, in their relationships.**

Developed by Futures Without Violence in partnership with the Department of Justice's Office on Violence Against Women and the Advertising Council, ***That's Not Cool*** is an award winning national public education initiative speaking to youth about healthy relationships and helping them recognize, avoid, and prevent dating violence in their lives.

One in three adolescent girls in the U.S. is a victim of physical, emotional, or verbal abuse from a dating partner (National Council on Crime & Delinquency, 2008). That far exceeds victimization rates for other types of violence affecting youth and it can set the stage for domestic violence that continues well into one's adult years.

Digital communication is central to teens' lives and relationships but these new technologies have created a landscape in which personal boundaries and ways to promote safety are far from clear. Digital abuse is a growing form of abuse, particularly among teens, which can include:

- unwanted, repeated calls or text messages,
- privacy violations such as breaking into email or social networking accounts,
- and pressure to send nude or private pictures or videos.

By using digital examples of controlling and abusive behavior, ***That's Not Cool*** helps teens draw their digital line on what's okay, or not okay, in their relationships. This comprehensive initiative includes a state-of-the-art REVAMPED website (launching in October 2015), www.ThatsNotCool.com which features our NEW mobile apps, the ambassador program portal, a social media hub, our popular "Call Out Cards", a speak up forum, videos, creative games, adult ally tools portal, and resources for help.

Among many venues, the campaign collaborates with teens and their adult allies (educators, counselors, and violence prevention advocates working with teens everyday) at national leadership conferences, school collaborations and presentations, and a variety of digital and social media platforms ([Facebook](#), [Instagram](#), [Tumblr](#), [Kik](#), [Twitter](#)). ***That's Not Cool's*** Ambassador program inspires teens to take action to prevent teen dating abuse in their own communities by spreading awareness around abusive digital behaviors and promoting healthy relationships.

Bring *That's Not Cool* to your Community with the Adult Ally Tools!

That's Not Cool has an Adult Ally Tools Website for teachers, youth mentors, violence prevention activists, and other community leaders to bring teen dating violence prevention to their community. The Adult Ally Tools Website provides free and immediate access to all campaign materials, videos, research, and instructional documents.

Share flyers at your community health fair or school dance, or print posters for your school hallways, classrooms, and counseling offices. Use our digital dating abuse scripts with a student theater group. Download video files and lesson plans to use in classrooms. Organize teens in your community to lead a ***That's Not Cool*** activity!

Create a free account and explore more ways to bring *That's Not Cool* to your community! Visit www.ThatsNotCool.com/Tools.

That's Not Cool Overview

TARGET:	“Transitional Teens” or 13-18 year old teens in middle school and high school who are just starting to date and enter intimate relationships and are building their own opinions about what is/is not acceptable in a relationship.
STRATEGY:	Draw your digital line. Your phone and social media accounts are a digital extension of your life. When someone you're dating is controlling, disrespecting, or pressuring you in those spaces, that's not cool.
INSIGHT:	Cell phones and the internet are prime environments for reaching teens and controlling, damaging behavior using these technologies is often not recognized by them. <ul style="list-style-type: none">• 1 in 3 teens say they have been text messaged 10, 20 or 30 times an hour by a partner wanting to know where they are, what they're doing, or who they're with. (Technology and Teen Dating Abuse Survey, 2007, conducted by Teen Research Unlimited and Liz Claiborne).• 1 in 4 teens in a relationship have been called disparaging names, harassed or put down by a partner through cell phones and texting.• More than half of teen girls (51 percent) say pressure from a guy is a reason girls send sexy messages or images, and 18 percent of teen boys say pressure from a girl is a reason (Sex and Tech Survey, conducted by the National Campaign to Prevent Teen and Unplanned Pregnancy, 2008).

Campaign Elements:

- **WEBSITE:** www.ThatsNotCool.com is an online hub “for teens, by teens” that prompts conversation and encourages interactions to help teens identify for themselves what's okay or not okay.
 - “Callout Cards” that can be shared with friends and significant others to raise awareness.
 - A “Speak Up” online forum that connects peers on the issue.
 - Custom games “Txt_Invdrs” and “Nude-E Calls” teach about the issue in a fun way.
- **MOBILE APPS**
 - [CoolNotCool](#) mobile quiz asks users to label dating scenarios “cool” or “not cool.”
 - **Respect Effect** app gives users daily respect challenges to complete and share for points.
- **AMBASSADOR PROGRAM**
 - That's Not Cool Ambassador Program mobilizes teens across the country to raise awareness of digital dating abuse in their schools and communities.
- **MARKETING & PUBLIC EDUCATION MATERIALS**
 - Advertising elements including television and radio ads, web banners, and posters/print.
- **EVALUATION**
 - Extensive campaign evaluation and monitoring.
- **SOCIAL MEDIA COMMUNICATIONS**
 - Interactive pages on Facebook, Twitter, Tumblr, Instagram, and Kik.
- **ADULT ALLY TOOLS**
 - Supports adult leaders in bringing teen dating prevention into their communities.
- **YOUTH SUMMIT**
 - Bring Ambassadors together to learn how to use technology to activate their communities.
- **PARTNERSHIPS**
 - We work in partnerships with youth-serving orgs, tech-focused orgs, violence-prevention orgs and social media platforms.

For more information: contact Futures Without Violence by email at thatsnotcool@futureswithoutviolence.org or by phone at (415) 678-5500.

