



DATINGMATTERS[®]

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

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Division of Violence Prevention

NCIPC Board of Scientific Counselors

July 17, 2019

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Teen Dating Violence is a Public Health problem

1 in 5 

1 in 10 

high school youth
physically and/or
sexually victimized
by a dating partner
in last year





Defining Teen Dating Violence (TDV)

- ✓ Physical
- ✓ Sexual
- ✓ Emotional/Psychological
- ✓ Stalking

- Current or former partners
- Short, casual or serious, long-term relationships
- Electronically or in-person perpetration



Need Early Intervention to Stop TDV Before it Starts

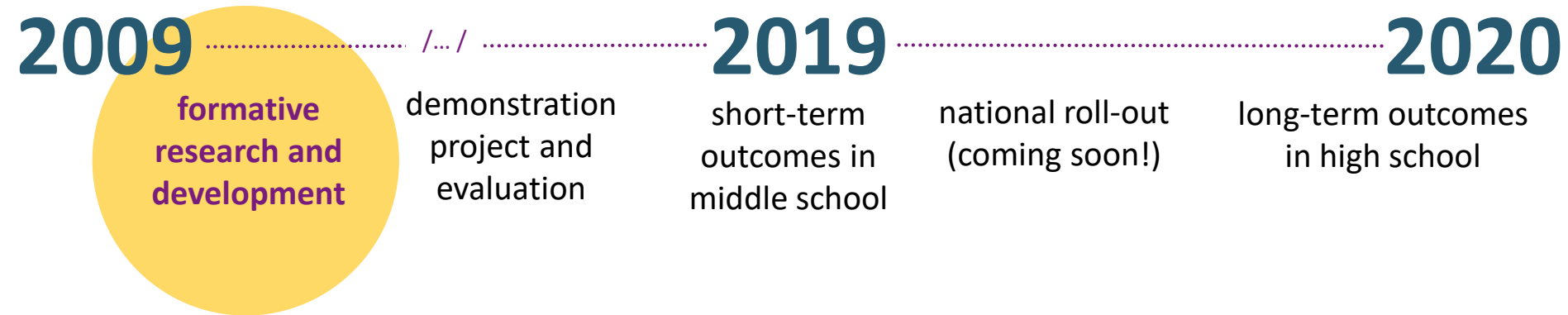


**Negative mental
and physical
health effects**

- ✓ subsequent victimization and perpetration
- ✓ poor academic achievement
- ✓ depression/anxiety
- ✓ substance use
- ✓ injury
- ✓ sets the stage for problems in future relationships, including IPV/SV

Comprehensive Prevention

...from Development to Dissemination



DATINGMATTERS®



A Comprehensive Teen Dating Violence Prevention Model

- Multiple, coordinated prevention strategies across the social ecology
- Reduce the risk for teen dating violence and promote healthy teen relationships
- Engages local public health sector as leaders
- Builds on evidence-based and evidence-informed interventions

Youth Programs

- ✓ Classroom-based in middle school
- ✓ Social-emotional learning
- ✓ Healthy relationship skills-based
- ✓ Health Educator or Teacher-Facilitated



Dating Matters

CDC-developed

6th Grade (7 sessions)

- General healthy relationship skills

7th Grade (7 sessions)

- Dating relationships
- Social media/technology
- Sexual coercion
- Substance use

Safe Dates

Evidence-based

8th Grade (10 sessions)

- Effective for dating violence at 4 years follow-up

Parent Programs

- ✓ Community-based facilitators
- ✓ In-person or at-home sessions
- ✓ Parent-child communication
- ✓ Positive parenting
- ✓ Dating violence education and safety



Parents Matter! for Dating Matters

Evidence-based, CDC-Adapted

6th Grade (6 sessions)

- In-person groups

Dating Matters for Parents

CDC-Developed

7th Grade (6 sessions)

- 3 in-person sessions
- 3 at-home sessions

Safe Dates for Families

Evidence-based

8th Grade (6 booklets)

- Mailed home to parents
- Effective for physical dating violence

Educator Training

- Free, online TDV training
- Teachers, school staff, coaches, mentors, other youth-serving professionals
- CEUs available

DATING MATTERS[®]

UNDERSTANDING TEEN DATING VIOLENCE PREVENTION

Launch Training

DATING MATTERS[®] is a free, online course available to educators, school personnel, youth mentors, and others dedicated to improving teen health. Follow a school administrator throughout his day as he highlights what teen dating violence is and how to prevent it through graphic novel scenarios, interactive exercises, and information gathered from leading experts.



WHAT YOU'LL LEARN

COURSE HIGHLIGHTS

Available now:

<https://vetoviolence.cdc.gov/>

i2i YOUTH COMMUNICATIONS PROGRAM

- Reinforces messages with near-peer ambassador program
- Social media
- Community events

i2i
FACEBOOK
PAGE

- Videos (optional)
- Graphics (optional)
- Material Selection
- Status Updates
- Info Tab
- Photographs
- Additional Videos
- Additional Graphics

i2i TEXT
MESSAGE
PROGRAM

- i2i Text Message Program
- Message selection
- Keywords
- Promotion

i2i
MATERIALS

- iGuide
- Posters
- Fortune Teller
- Stickers
- Thought-starter Notebook
- Distribution
- Promotion
- Additional Materials

i2i
PARTNERSHIPS

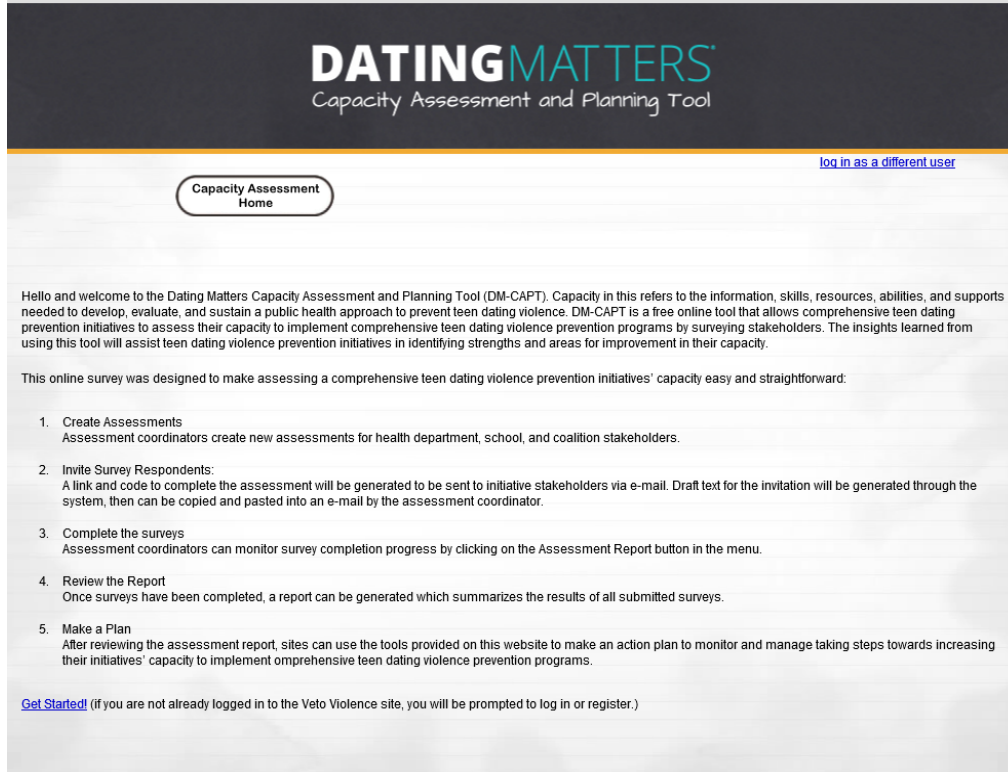
- Organizations Engaged
- Role of Partners
- Partner Relationship Management

i2i
AMBASSADOR
PROGRAM

- Ambassador Handbook
- Training
- Events (3)
- Number of Ambassadors
- Training Approach
- Event Type and Details

- Green Text = Provided by CDC
- Red Text = Customizable
- ★ = For 13-14 year olds

Capacity Assessment and Planning Tool



The screenshot shows the homepage of the Dating Matters Capacity Assessment and Planning Tool (DM-CAPT). At the top, the logo reads "DATING MATTERS" in white and teal, with "Capacity Assessment and Planning Tool" below it. A navigation bar contains a "Capacity Assessment Home" button and a "log in as a different user" link. The main content area features a welcome message and a list of five steps for using the tool.

DATING MATTERS
Capacity Assessment and Planning Tool

[log in as a different user](#)

Capacity Assessment Home

Hello and welcome to the Dating Matters Capacity Assessment and Planning Tool (DM-CAPT). Capacity in this refers to the information, skills, resources, abilities, and supports needed to develop, evaluate, and sustain a public health approach to prevent teen dating violence. DM-CAPT is a free online tool that allows comprehensive teen dating prevention initiatives to assess their capacity to implement comprehensive teen dating violence prevention programs by surveying stakeholders. The insights learned from using this tool will assist teen dating violence prevention initiatives in identifying strengths and areas for improvement in their capacity.

This online survey was designed to make assessing a comprehensive teen dating violence prevention initiatives' capacity easy and straightforward:

- 1. Create Assessments**
Assessment coordinators create new assessments for health department, school, and coalition stakeholders.
- 2. Invite Survey Respondents:**
A link and code to complete the assessment will be generated to be sent to initiative stakeholders via e-mail. Draft text for the invitation will be generated through the system, then can be copied and pasted into an e-mail by the assessment coordinator.
- 3. Complete the surveys**
Assessment coordinators can monitor survey completion progress by clicking on the Assessment Report button in the menu.
- 4. Review the Report**
Once surveys have been completed, a report can be generated which summarizes the results of all submitted surveys.
- 5. Make a Plan**
After reviewing the assessment report, sites can use the tools provided on this website to make an action plan to monitor and manage taking steps towards increasing their initiatives' capacity to implement comprehensive teen dating violence prevention programs.

[Get Started!](#) (if you are not already logged in to the Veto Violence site, you will be prompted to log in or register.)

helps communities...

- ✓ assess their capacity to implement Dating Matters by surveying stakeholders
- ✓ identify strengths and areas for improvement in capacity

Available now: <https://vetoviolence.cdc.gov/>

Interactive Guide on Informing Policy

helps local health departments...

- ✓ assess existing policies related to TDV prevention
- ✓ address local policy gaps
- ✓ enhance relevant existing policies

DATING MATTERS
INTERACTIVE GUIDE ON INFORMING POLICY

One important component of a comprehensive approach to teen dating violence prevention is ensuring that the best available data, evidence, and practice are included in policy development, implementation, and evaluation. The Dating Matters Guide to Informing Policy provides a framework for evaluating Teen Dating Violence (TDV) and TDV-related policies and synthesizing the information to inform policy.

OVERVIEW
Describes policy as a mechanism for TDV prevention

KEY CONSIDERATIONS FOR INFORMING POLICY
Important considerations to keep in mind when informing policy

RESOURCES AND TOOLS
Worksheets, tools and resources related to policy efforts, reaching consensus, evaluation, and partnership building

THE POLICY PROCESS

Policy development is not a linear process. Often the phases of the policy cycle overlap or occur out of order.

Problem Identification | **Policy Analysis**

Strategy and Policy Development | **Policy Enactment**

Policy Implementation | **Evaluation**

Stakeholder Engagement and Education

1. Problem Identification

2. Policy Analysis

3. Strategy and Policy Development

4. Policy Implementation

5. Policy Evaluation

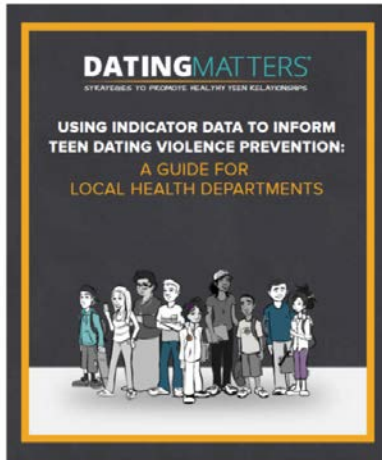
Evaluation

Dating Matters comprehensive prevention model is an initiative designed to promote healthy, respectful, nonviolent dating relationships among youth in high-risk urban communities. The initiative supports communities' efforts to implement prevention strategies in schools, with families, and in neighborhoods. CDC recognizes the National Association of County and City Health Officials (NACCHO) for developing the Dating Matters Guide to Informing Policy and for their assistance in developing the web-based Dating Matters Policy Tool.

Available now: <https://vetoviolence.cdc.gov/>

Using Indicator Data to Inform Teen Dating Violence Prevention: A Guide for Local Health Departments

helps local health departments...



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

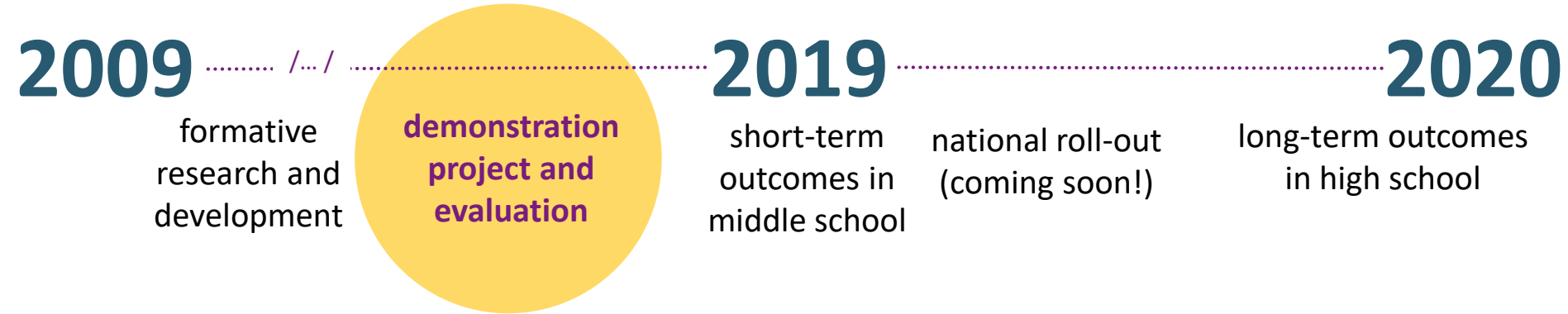
NACCHO
National Association of
County and City Health Officials

- ✓ identify and use publically-available indicator data
 - ✓ to track local trends in teen dating violence
 - ✓ to identify needs and strengths
 - ✓ conduct program evaluation

Coming Soon! <https://vetoviolence.cdc.gov/>

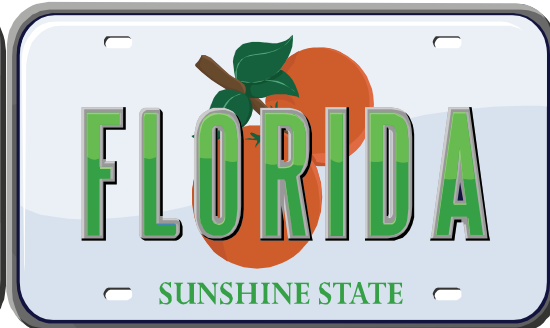
Comprehensive Prevention

...from Development to Dissemination



DATINGMATTERS®

The Dating Matters Demonstration Project

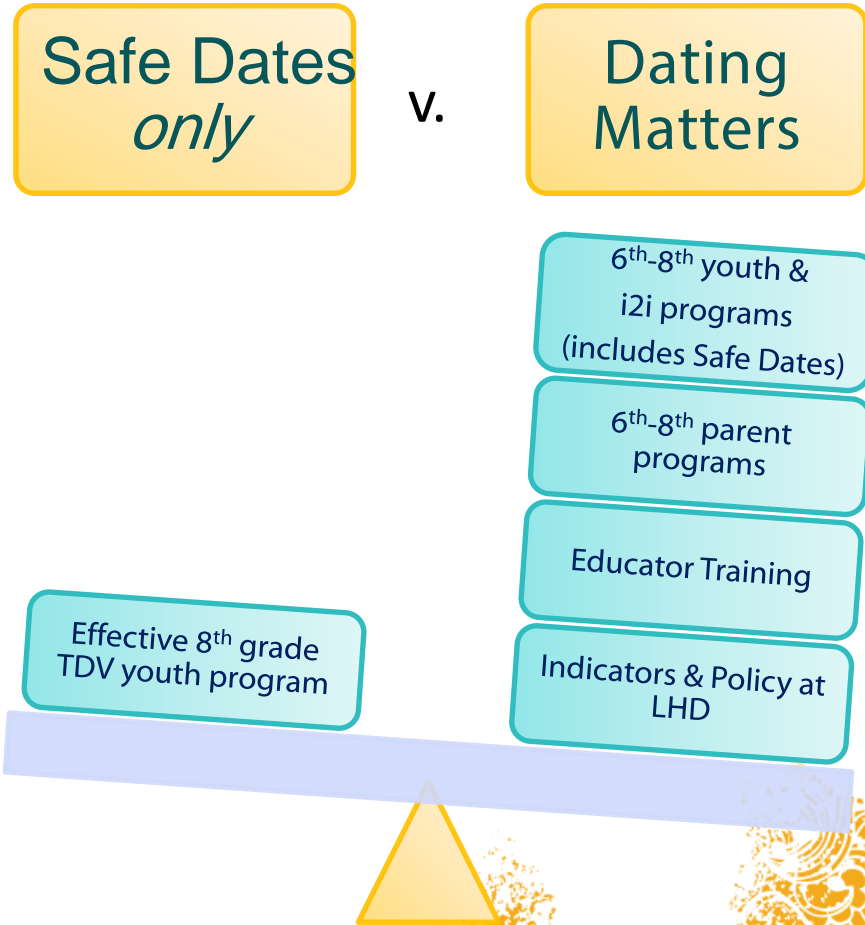


- Implemented in middle schools in four high-risk, urban communities from 2011-2016



Evaluating **DATING**MATTERS®

- 46 schools in high-risk, urban neighborhoods randomized
 - Comparison condition received effective *standard-of-care* intervention
 - Longitudinal--through 10th/11th grade
-
- ✓ Implementation, completed 2016
 - ✓ Middle school data, completed 2016
 - ✓ High school data, completed 2018



Comprehensive Prevention

...from Development to Dissemination

2009

formative
research and
development

/.../
demonstration
project and
evaluation

2019

short-term
outcomes in
middle school

national roll-out
(coming soon!)

long-term outcomes
in high school

2020

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Examining Middle School Outcomes

- Student surveys in Fall/Spring in 6th, 7th, and 8th
- Focused on 2 full-exposure cohorts
- Primary Outcomes: Published (May 2019)
 - TDV and Relationship Behaviors
- Secondary Outcomes: Under Review
 - Peer Violence (e.g., bullying)
 - Delinquency and Related Risk Factors
 - Peer Sexual Violence/Harassment



Analytic Sample

- Two “full-exposure” cohorts who had opportunity to participate in Dating Matters (DM) in 6th, 7th, and 8th grade
- Full Sample N= 3,301
 - 53% female
 - 50% non-Hispanic black
 - 31% Hispanic
 - *M* age = 12
- For TDV Outcomes, only “daters” incl., N = 2,349



Statistical Analysis



- Imputed missing data
- Multiple Group Structural Equation models
- Eight group design [Cohort (2) x Sex (2) x Condition (2)]
- 6 time points examined, 6th grade fall to 8th grade spring
- Results shown as average relative risk reduction across groups and time points
 - % improvement on outcome for DM condition relative to comparison condition



Study 1: Primary Outcomes

- Assess effects of Dating Matters compared to the standard-of-care condition among middle school students on:
 - TDV victimization and perpetration
 - Use of Negative Conflict Reduction Strategies
 - Use of Positive Relationship Behaviors

Lead: Phyllis Holditch Niolon, PhD





Teen Dating Violence Perpetration



Teen Dating Violence Victimization



GIRLS

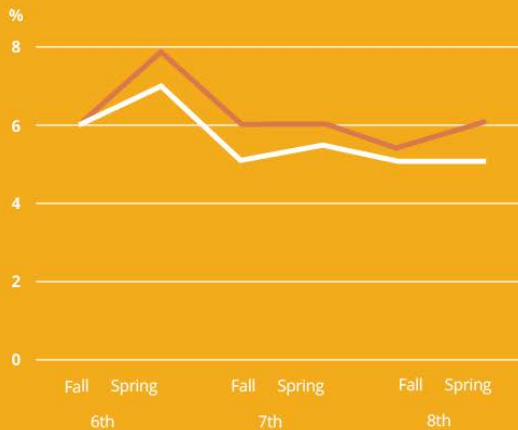
YEAR 1 COHORT



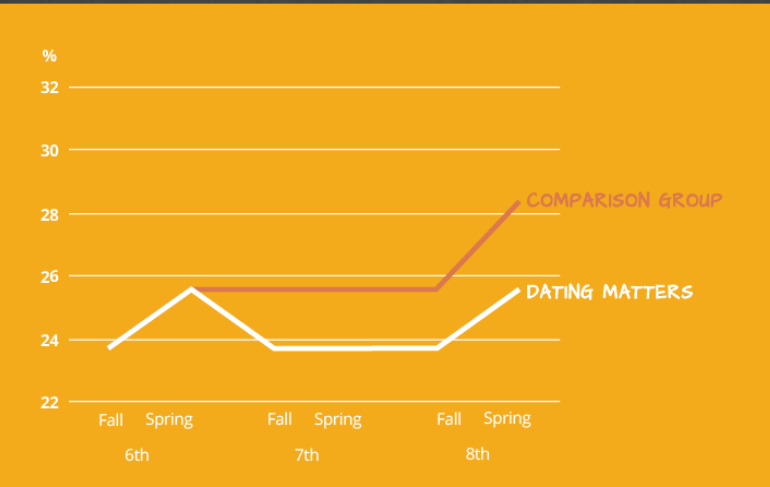
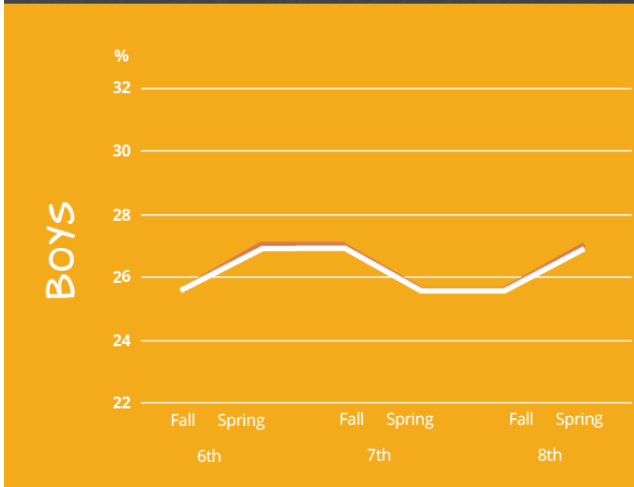
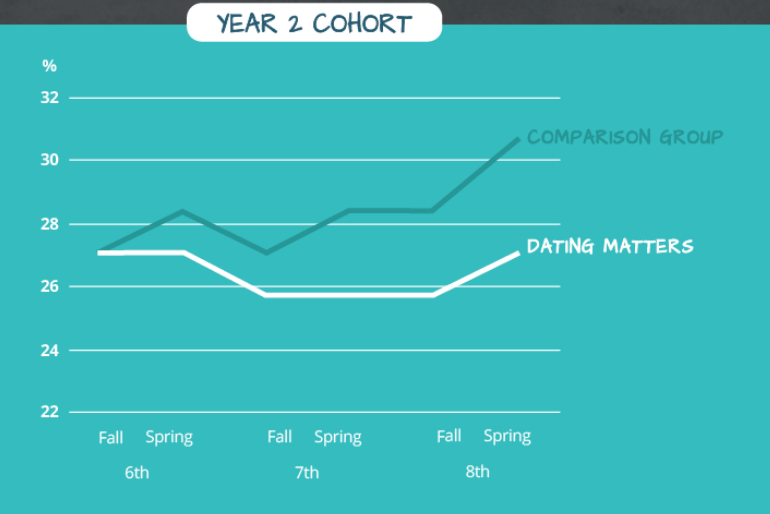
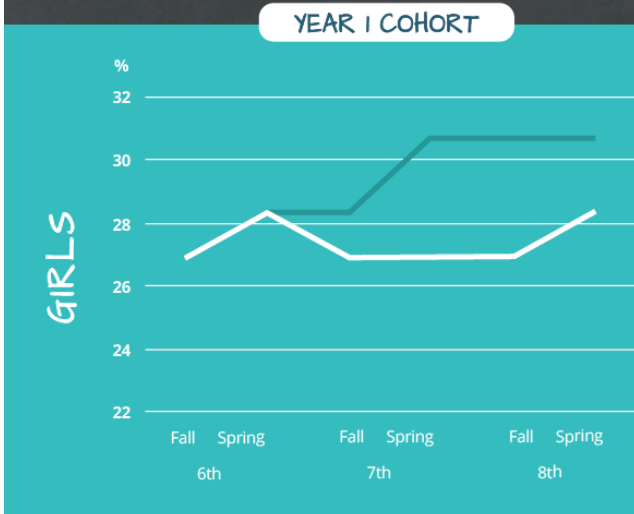
YEAR 2 COHORT



BOYS



Use of Negative Conflict Resolution Strategies



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STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

TEEN DATING
VIOLENCE
PERPETRATION



TEEN DATING
VIOLENCE
VICTIMIZATION



NEGATIVE
CONFLICT
BEHAVIORS



Dating Matters® reduced risk for **teen dating violence and related behaviors** by 6 to 10%, on average, compared to the effects of another evidence-based program.

Studies 2, 3, 4: Secondary Outcomes

- Assess effects of Dating Matters compared to the standard-of-care condition among middle school students on:
 - Bullying victimization/perpetration
 - Cyber bullying victimization/perpetration
 - Physical violence victimization/perpetration
 - Weapon carrying
 - Alcohol and substance use
 - Other delinquent behaviors
 - Sexual harassment/violence victimization/perpetration

Leads: Alana Vivolo-Kantor, PhD; Lianne Estefan, PhD;
Sarah DeGue, PhD





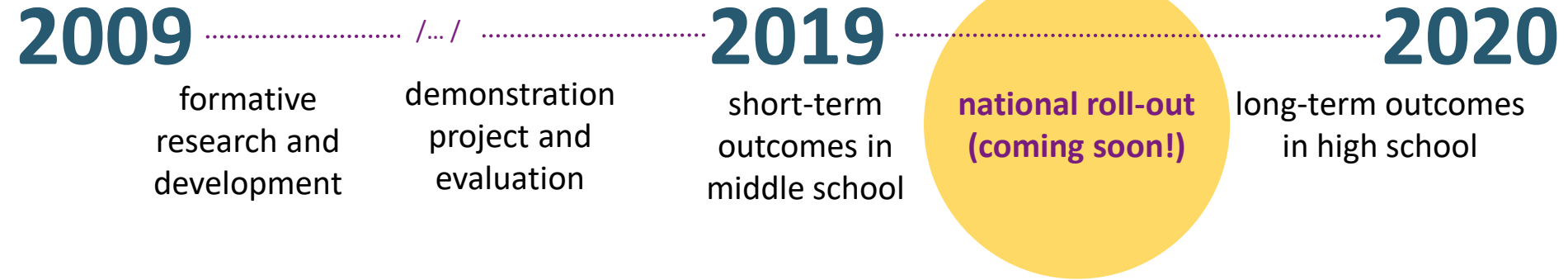
Dating Matters is Effective!

- *Dating Matters* model **has small but significant effects** compared to standard-of-care for **primary and secondary outcomes**
 - Short-term follow-up; high school data to come!
 - Low base rates in this age group
- **Connecting the Dots**
 - Evidence-based strategies that address multiple health outcomes may be more cost-effective and sustainable for communities



Comprehensive Prevention

...from Development to Dissemination



DATINGMATTERS®

The Dating Matters Toolkit

- ✓ comprehensive implementation guidance
- ✓ reduces costs, increases sustainability and fidelity
- ✓ available to all communities in 2019



Dating Matters Web Portal

Guide to Implementation

Online Facilitator Training

Access to Youth/Parent Programs

Coaching Manual for Supervisors

Guide to Using Indicator Data

Online Community of Practice

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STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

Welcome to the Dating Matters Toolkit! This site has everything you need to implement Dating Matters. You'll find trainings, implementation guidance, access to the program materials, and many other resources here - the tools you need to promote respectful, healthy, and nonviolent relationships among teens in your community and to prevent dating violence.

Dating Matters: Strategies to Promote Healthy Teen Relationships is a comprehensive teen dating violence prevention model developed by the CDC to stop teen dating violence before it starts. Dating Matters is based on the current evidence of what works to prevent teen dating violence. It focuses on teaching 11-14 year olds healthy relationship skills. The model includes prevention strategies for individuals, peers, families, schools, and neighborhoods.



[EXPLORE Dating Matters](#)

EXPLORE
DATING MATTERS

By Component ▾



Parent Programs



Youth Programs



i2i Youth
Communications
Program



Training for Educators



Capacity and Planning
Tool



Guide to Using Indicator
Data



Guide to Informing Policy

By Role ▶

Welcome to our town! Use the icons on the map - at home, school, or in the community - or choose from the menu on the left to explore each of the program components and roles that make up Dating Matters.



DATING MATTERS®

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS



Youth Programs

What are the Dating Matters Youth Programs?

The Dating Matters youth programs provide middle school students—aged 11- to 14-year-olds—with the knowledge and skills they need to have healthy, safe relationships. Research shows that supporting healthy social and emotional development can prevent a variety of negative outcomes, including teen dating violence. Research also shows that healthy relationship attitudes and behaviors start developing early. Each program focuses on supporting teens' social-emotional health, encouraging positive nonviolent attitudes and behaviors, and fostering the development of healthy, safe relationships. The programs are designed to be delivered in school by teachers or prevention educators, and include:

- Dating Matters for 6th Graders
- Dating Matters for 7th Graders
- Safe Dates for 8th Graders



To learn more about the Dating Matters programs and what it takes to get started, check out Youth Programs At-A-Glance [PDF].

[Download Youth Programs At-A-Glance \[PDF\]](#)



[Download Accessible PDF](#)

Ready to get started?

Dating Matters youth programs are led by trained **Youth Program Facilitators**.

[Learn more about Youth Program Facilitator role](#) >

Dating Matters Training

DATINGMATTERS[®]

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

TRAINING FOR FACILITATORS



INTRO

MODULE

PARENT

MODULE

YOUTH

MODULE

○ Rundown of Dating Matters Youth Programs

▶ Why are the Dating Matters Youth Programs Important?

Getting to Know Dating Matters

○ Lesson 1: Leading Students Through the Youth Programs

○ Lesson 2: Interceptions and Post Game Recap

TRAINING PROGRESS | %

You must be logged in with VetoViolence in order to track your training progress.

Why are the Dating Matters Youth Programs Important?



TEAM UP! FOR DATING MATTERS®

- Online community of practice for peer-to-peer TA
- Free mobile/desktop app
- Ask the Expert forum



Topics for Discussion

- Increasing reach and uptake at launch
- Balancing improvements with adherence to model, as evaluated
- Opportunities for future research
 - Implementation research
 - Low-cost RCT
- Understanding the implications of cost and cost-effectiveness



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STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

**Let's Talk about
Dating Matters!**

Sarah DeGue, Ph.D.
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CDC's Division of Violence Prevention

datingmatters@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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