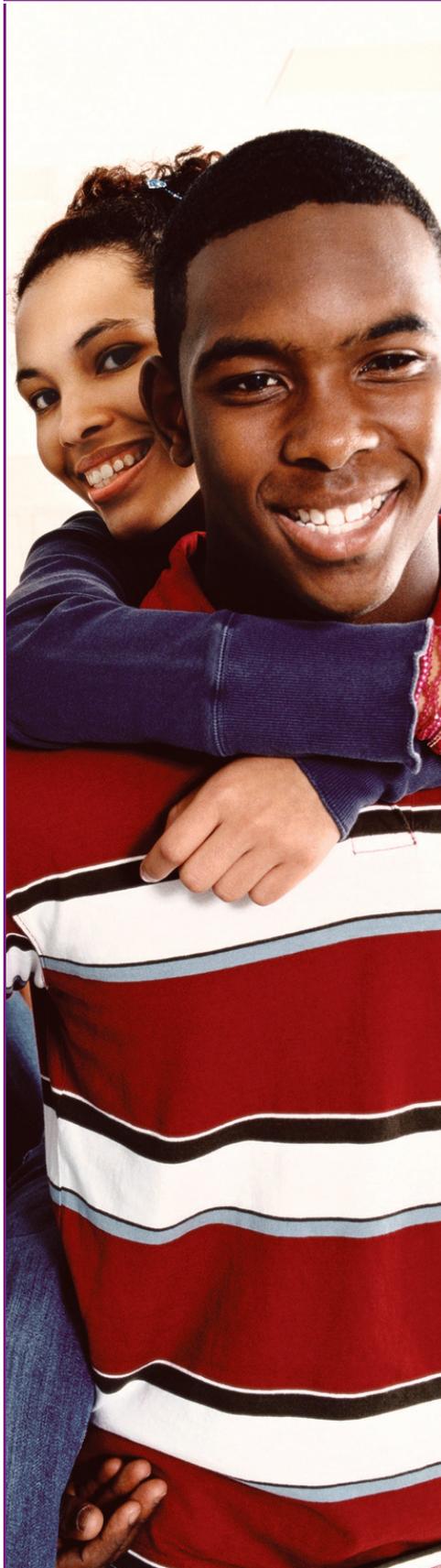


Dating Matters™: Strategies to Promote Healthy Teen Relationships



Teen dating violence is a preventable public health problem. It requires a comprehensive community approach to stop it before it starts.

- One in 10 high school students has experienced physical violence from a dating partner in the past year.
- Among adult victims of rape, physical violence, and/or stalking by an intimate partner, 22.4% of women and 15.0% of men first experienced some form of partner violence between 11 and 17 years of age.
- Across studies, 15-40% of youth report perpetrating some form of violence towards a dating partner.
- Risk factors for teen dating violence include individual, peer, partner, parent, and neighborhood influences.
- Perpetrating dating violence in adolescence increases the risk of perpetrating violence toward a partner in adulthood.
- Exposure to dating violence significantly affects a range of mental and physical health problems.

Three significant gaps exist in teen dating violence prevention:

- Little is known about what works to prevent dating violence among youth in urban communities with high crime and economic disadvantage.
- Local public health agencies often are not the primary agents for dating violence prevention programming in communities.
- A lack of local data on teen dating violence limits communities' ability to monitor and track the problem.

To address these issues, the Centers for Disease Control and Prevention developed **Dating Matters™: Strategies to Promote Healthy Teen Relationships**, which aims to:

- **Develop, implement, and evaluate a comprehensive approach** to promote respectful, nonviolent dating relationships and decrease emotional, physical, and sexual dating violence among youth in high-risk urban communities
- **Build local public health capacity** to implement evidence-based and evidence-informed violence prevention strategies across the social ecology
- **Identify and validate community level indicators** of teen dating violence



Dating Matters™: Strategies to Promote Healthy Teen Relationships employs a comprehensive approach to violence prevention at each level of the social ecology.

Dating Matters™ Comprehensive Strategy

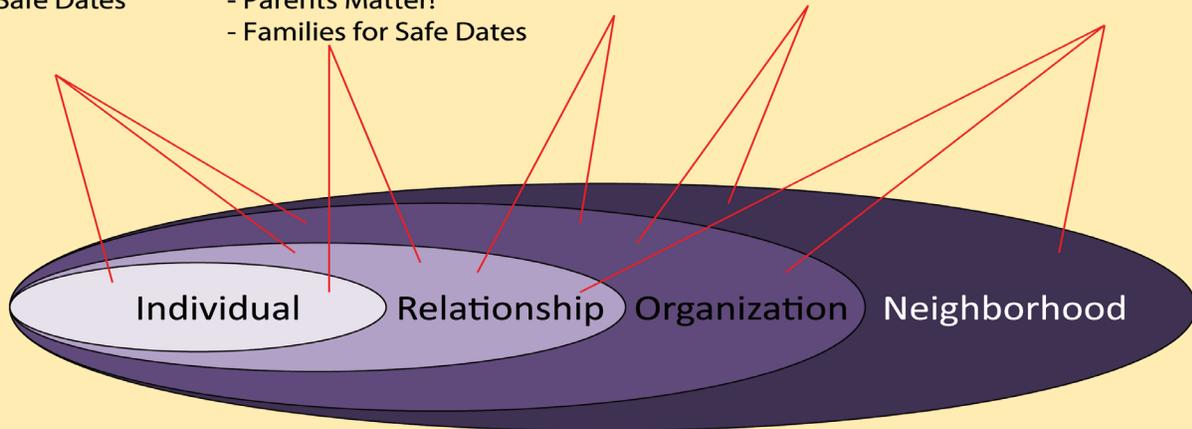
Evidence - Based Student Programs including:
- Safe Dates

Evidence - Based Parents Programs including:
- Parents Matter!
- Families for Safe Dates

Dating Matters™ Educator Training

Informing Local Policy

Communications Strategies including:
- Social Networking
- Brand Ambassadors



Intensive Technical Assistance to Local Public Health Department

Cross-Site Outcome, Process, Implementation Evaluation and Cost Analysis

The first phase of Dating Matters (2011-2015) is a five-year demonstration phase during which CDC examines the cost, feasibility, sustainability, and effectiveness of a comprehensive approach to teen dating violence in up to four high-risk urban communities.

After the demonstration phase, it is anticipated that the following products developed for *Dating Matters™* will be publicly available and free of charge:

- CDC-Developed Teen Dating Violence Prevention Curricula Package*
- Teen Dating Violence Prevention Youth and Parent Curricula Adaptation Package
- Teen Dating Violence Prevention Communications Package
- Teen Dating Violence Prevention Policy Package
- Online Organizational Capacity and Readiness Assessment
- Teen Dating Violence Community-Level Indicators Package
- Teen Dating Violence Outcome Evaluation Package

**if effective in evaluation*



Dating Matters™ Educator Training—Dating Matters™: Understanding Teen Dating Violence Prevention—was developed in partnership with Liz Claiborne Inc. and is available at www.vetoviolence.org

It's Everyone's Responsibility to Stop Dating Violence