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**Teens 2 Teens**

Brooklyn, NY

Urban Action Academy

12th Grade

English

**ISSUE**

1 in 3 teens has faced some form of abuse when in a relationship. Although there are a few campaigns to educate youth about the signs of abuse and resources available for victims, these campaigns are not effectively reaching youth across NYC because they are not created and maintained by young people.

**QUESTION**

What components of a social media campaign do students recommend to increase youth & school participation in relationship abuse prevention?

* What does teen dating violence look in our community?
* Why are the misconceptions about healthy relationships?
* How can we raise awareness about teen dating violence for NYC teens and their families?

**COMMUNITY OF PRACTICE**

* Instructor: Ms. Coates
* Students: 12th Grade English, Periods 1 & 2
* Client(s): Mayor’s Office to Combat Domestic Violence
* Other Resources: Y-PLAN NYC Coordinator

**YOUTH DRIVEN DATA AND INSIGHTS**

SWOT Analysis of Existing Youth Campaigns

- *“Love is Respect”*

*- Office for the Prevention of Domestic Violence*

* **Strengths:** multilingual, clear slogans + catchphrases
* **Weaknesses**: hetero-normative, small and unclear writing
* **Opportunities**: gender neutral language, more languages, more inclusive demographics
* **Threats**: homophobia, stigmas that men are always the abusers

Workshop with MOCDV about Teen Dating Abuse

* Analyzed the Wheel of Equality and the Wheel of Power and Control
* Role-played and discussed different forms of abuse in intimate partner relationships

**RECOMMENDATIONS**

**SHORT-TERM (1-6 Months)**

Launch Teens 2 Teens campaign

**About Us:** The mission of Teens 2 Teens is to target the attention of the NYC youth community about teen dating abuse. We are working with the Mayor’s Office to Combat Domestic Violence to educate teens throughout NYC about the components of healthy and unhealthy relationships and build a culture of dating based on trust, equality, and respect.

**Mission*:*** We use the #LetThemKnow to encourage and strengthen teens to speak out about unhealthy or abusive relationships, so that we can build a safe and trusting community between teens. Made *for* teens *by* teens*.*

**LONG-TERM (1-3 Years)**

Teens 2 Teens on Social Media

* Promote #letthemknow on Snapchat, Facebook, Twitter, and Instagram.
* Use Facebook profile filters and Snapchat geot-filters to help the hashtag to go viral.
* Create youtube video about #letthemknow to explain our mission and encourage teens to share their stories on our social media platforms and website.
* Increase twitter activity of OCDV by using #letthemknow

Teens 2 Teens Webpage

The webpage will be a space where:

* Teens can post their stories (anonymously if they choose).
* Teens can learn about dating abuse through resources like the wheel of equity and the wheel of power and control.
* Teens can access services and hotlines offered by OCDV.

**NEXT STEPS AND SHARED ACCOUNTABILITY:**

* Budget and fund snapchat geofilters & facebook profile filters during the week-long launch of Teens 2 Teens
* Create a teen task force to run the social media profiles for Teens 2 Teens using #letthemknow, gather content for the website, and reach out to high schools across the DOE.
* Partner with DOE to spread the word about Teens 2 Teens across high schools in NYC, especially during the launch week.