

# Back to School Rally

Strengthen your partnerships by cosponsoring this fun back-to-school event, which brings parents and youth together to learn about Choose Respect.

## Why?

Parents strongly influence their children's ideas about relationships, so it is important for both parents and youth to talk with each other about Choose Respect messages. This event teaches parents and youth information about healthy relationships and gives parents tools to help them talk to their kids about this topic. This is an indispensable step in creating a community that chooses respect.

## Where and When?

Hold this play in a convenient and accessible community venue that families frequent such as a school, community center, or faith-based organization. Choose a time and date that is convenient for both youth and parents, such as an evening or weekend, around the beginning of the school year.

## How?

A *Choose Respect Pledge Card* and the *Choose Respect Parent Wallet Card* can be found in the Zone 3 resources on the USB Flash Drive that comes with this Playbook. This card can help parents start a conversation with their kids about respect and healthy behavior.

## Plan the rally.

Determine which activities will be available for parents and their children, and locate Choose Respect Activity Stations throughout the venue. This will not only be fun, it will also introduce parents and youth to Choose Respect activities planned for the rest of the school year.

Activities to consider:

- Choose Respect tattoo application
- Flag football—parents and kids form a team, share a flag, and work together to avoid being tagged by other parent and kid teams
- Choose Respect mural—parents and kids draw images of what a respectful family looks like



## Plays in Action:

### Community: Indianapolis Back to School Rally

In August of 2007, more than 1,500 local youth and their parents took part in the second annual Back to School Rally in Indianapolis. The rally was jointly sponsored by the Indiana Coalition Against Sexual Assault and Marion County Commission on Youth in partnership with Choose Respect and the City of Indianapolis. Twenty community partners collaborated to spotlight positive messages, educate and interact with the attendees, and have youth sign a pledge for respect. Rally participants who visited each booth at the rally and signed the pledge received free school supplies.

- Jump rope contest—parent and kid teams compete to jump rope for the longest time. Use jump ropes long enough to accommodate both an adult and child.

Other ideas to consider in your planning efforts include:

- Recruit entertainers such as hip hop dancers, jugglers, etc. to perform at the rally
- Invite the school cheerleading team to develop a cheer and perform for Choose Respect
- Play Hoops for Respect (may be found in Zone 1)

## Create a Pledge

Ask youth and parents to pledge to be respectful this school year (and beyond). You can include separate statements for parents and their kids, such as:

### For parents:

- I will model respect for my kids.
- I will be fully attentive to my kids whenever they would like to talk.
- I will monitor how and where my kids spend time.
- I will know my kids' friends.

### For youth:

- I will be honest with my parents about the friends I hang out with.
- I will respect boundaries that my parents set for my friendships and relationships.
- I will talk with my parents about concerns I have at school or with friends.

Also include statements parents and kids could pledge together, such as:

- We will respect each other's viewpoints and listen to each other without interrupting.
- We will develop family rules about friendships and relationships.

You can also create your own pledge statements. Print copies for parents and youth to sign at the rally. The *Family Pledge* included in the Zone 3 resources on the USB Flash Drive that comes with this Playbook can be customized.

## Want to Do More?

A single organization may sponsor the *Choose Respect Back to School Rally*. You can also use this event as a springboard for partnering with other organizations. This will expand its reach to more youth in your community. See the *Define It* play for suggestions on developing successful collaborations with other organizations.

## Resources Needed:

- |                          |   |                          |  |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | Event venue                                       | <input type="checkbox"/> | Choose Respect Zone 1 plays and appropriate resources required for each play |
| <input type="checkbox"/> | <i>Choose Respect Pledge for Parents and Kids</i> | <input type="checkbox"/> | Parent Wallet Cards  |

# Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 3 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 3 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Organizational Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 3 Evaluation Tools contain a feedback form to help you do this.

A Back-to-School Rally  
Pledge to Choose Respect

We pledge to give and get respect.

We will listen without interrupting.

We will make family rules about friendships  
and relationships.

We will talk it out and compromise to  
solve conflict.

We will step in when others are mistreated.

\_\_\_\_\_  
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