

Reach Out



Reach Out is a four-step method to find potential partners and narrow your efforts to the top prospects.

Why?

Shared values and a clear picture of mutual benefits can be the beginning of a fruitful partnership. Use *Reach Out* to find the right external partners and start the conversation with them.

Where and When?

After your own organization has embraced Choose Respect, you can begin to look for outside partners.

How?

The experience of communities across the country has revealed a wide range of allies for Choose Respect. Resources for the community can be found in the Zone 3 resources on the USB Flash Drive that comes with this Playbook.

Narrow the field.

Based on what we know about dating abuse, allies might include groups already working to:

- Improve parenting skills and home environments
- Decrease youth use of alcohol and drugs
- Address general behavior/conduct problems
- Improve academic performance
- Decrease risky sexual behavior
- Assist victims of sexual harassment
- Address family conflict
- Decrease contact with weapons and violence within the community
- Increase involvement in religious or spiritual activities

Take the time on the front end to get to know possible partners in the community and to let them know the awesome potential of Choose Respect. Possible allies include:

- Youth groups
- PTO
- Teachers
- Parents/families
- Parent groups
- Organizations that serve youth
- Faith-based groups
- Service organizations
- Neighborhood associations
- Schools/education system
- Social service agencies like women's shelters and rape crisis centers
- Local sports organizations like youth athletic leagues and professional sports teams
- Health organizations like physicians groups and health clinics
- Municipal government
- Law enforcement
- Juvenile justice system

Identify the right person.

Talking to the right person is the key to getting your message heard. Your contact at an organization must either have the power to make decisions or have access to decision makers. Many groups will have one person designated for Community Outreach. When you call a group, ask for their help in finding the key contact.

Share the message of Choose Respect.

This is your chance to learn about potential partners and to get them excited about the Choose Respect initiative. Your key points should emphasize:

- You are looking for your natural partners in the community
- Your goal is to expand the reach of Choose Respect and prevent dating abuse
- The values that are shared by Choose Respect and the organization
- How pooling resources can benefit both partners
- Examples of Choose Respect activities and success in other communities

An example introduction might be:

"Hello, my name is ___ from ___ and I am calling to see if you might be interested in partnership on a new initiative from the CDC. It is called Choose Respect and encourages healthy relationships in youth 11 to 14 years old. We are hoping to make this a community wide effort and your expertise in _____ (example working with parents, working in schools, etc) is exactly what we are looking for. Choose Respect has worked in other communities and I would like to schedule a time to speak with you more about making it a success in our community as well."

Your contact may need to take your message back to his/her colleagues and gauge their interest in becoming partners on Choose Respect. Offer to present Choose Respect to decision-makers if necessary.

Decide on the next step.

You've had a chance to explore potential allies and introduce them to Choose Respect. The final steps of this play are: decide to partner and agree on a clear next step. This step may range from sharing Choose Respect materials and resources with the organization, sponsoring a single event together, or becoming part of a core group who will take the lead on Choose Respect in the community.

Some specific ideas for partners include:

Distribute Choose Respect materials

- Hold a screening/discussion session with *Causing Pain: Real Stories of Dating Abuse and Violence*
- Complete a play from Zone 1 to target youth
- Complete a play from Zone 2 to target parents or other adults
- Help plan an event play from Zone 3
- Participate in Policy/Advocacy Plays from Zone 4
- Write a grant/secure funding to support Choose Respect
- Lead or help with media/public relations for Choose Respect

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.