



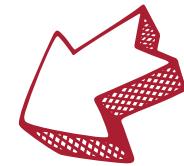
i2i AMBASSADOR HANDBOOK

the OFFICIAL GUIDE TO ALL THE
STUFF YOU NEED to KNOW



U.S. CENTERS FOR DISEASE
CONTROL AND PREVENTION

CONGRATS!



You've been selected
to serve as an
i2i Ambassador
for the i2i Youth
Communications
Program.

i2i is a program created by teens like you to help tweens and teens, ages 11–14, have respectful, nonviolent relationships. Since you may know a thing or two about relationships, you can help shape their views on dating and relationships. As an i2i Ambassador, you'll help teach youth in your community how to form healthy and respectful relationships, how to be i2i with a person, and about the behaviors that could lead to dating violence. A lot of the program's success depends on how much you put into it. After all, dating and relationships can be fun, so why not have fun talking about them? If you're enjoying yourself, so will everyone else around you!





INTRODUCTION

YOUR i2i AMBASSADOR RIGHTS AND RESPONSIBILITIES

What you'll be given:

- ◆ Training and support while you're an Ambassador
- ◆ Regular feedback and support from your Program Facilitator
- ◆ A list of schools within your community that you will be working with
- ◆ Proper incentives and rewards for your work as an Ambassador
- ◆ Respectful and professional treatment by program staff and peers

If you feel that you aren't getting any of these things or need additional support, speak with your Program Facilitator immediately.

What you'll be responsible for:

- ◆ Attending all trainings, meetings, and special events, unless you tell your Program Facilitator ahead of time
- ◆ Helping to plan and host at least three events, including a kick-off event
- ◆ Developing content for your group's i2i social media pages
- ◆ Monitoring and responding to social media posts
- ◆ Helping to monitor the success of the program
- ◆ Acting respectfully toward program staff, peers, and the public
- ◆ Other responsibilities as explained by your Program Facilitator

Your Program Facilitator will explain your rights and responsibilities in more detail during the training. They will also explain what will happen if you can't or don't meet the responsibilities of being an i2i Ambassador.

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CHAPTER 1

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- As you've probably figured out by now, relationships can be fun, but they can also be tricky. As an i2i Ambassador, you'll use your know-how to help youth understand the difference between a healthy, unhealthy, and unsafe relationship; signs of a healthy and unhealthy relationship; how to trust what they know; and what to do and where to turn if they have questions or doubts. Read on to learn more about healthy, unhealthy, and unsafe relationships. This information will help give you useful information to share with younger teens at i2i events, on social media pages, and through text messages.

WHAT IS A HEALTHY RELATIONSHIP?

Healthy relationships happen when two people are on the same page. It starts with a couple who is open, honest, and respectful with one another. In a healthy relationship, both people feel good about themselves individually and as a couple—with realistic expectations and reasonable boundaries.

Work with your Program Facilitator to think of examples of a healthy relationship.

As an i2i Ambassador, you play an important role! The organization chart below shows how you are part of a team of people responsible for spreading the word about healthy dating and relationships to teens in your community!



The words "youth," "tweens," and "teens" are all mentioned throughout your i2i Ambassador Handbook. These are all words to describe the 11-14 year olds in your community that you'll be talking to while you're an i2i Ambassador. Your Program Facilitator will explain more during your introduction training.

WHAT SHOULD YOUTH LOOK FOR IN A HEALTHY RELATIONSHIP?

- ◆ **Being true to yourself.** No one should change who they are just to be with another person or group. Everyone should be able to hang with their friends and keep doing the healthy and safe things they enjoy.
- ◆ **Respect.** Sure, respect is a concept tossed around so much that it may seem played out. But respect is a very important value in any relationship. When two people respect one another in a relationship, each person values the other as well as understands (and accepts) each other's limits. That's what makes for a healthy and happy relationship.
- ◆ **Talking openly** is important in a relationship, even if it's a casual one. When someone has something on their mind (no matter how silly it may seem), or questions or concerns, they should feel comfortable in sharing and talking it through with the person they are dating in a clear and respectful way. And they should respect their partner by giving them the same chance to talk openly. A major part of talking openly is trust and honesty. A person should choose to trust their partner and be honest with them and expect the same in return.
- ◆ **Making decisions together** is part of what makes couples a great team, whether it's plans for Friday night or how they communicate with each other. Making decisions together helps make relationships easier in the long run by helping avoid disagreements down the road.
- ◆ **Compromise.** No one gets his or her way 100% of the time. Same goes for relationships: each person brings different points of view and experiences to a situation. Part of a healthy relationship involves respecting your differences, and willingness to compromise. However, if a person is in an unhealthy and unsafe situation, compromise is never okay. Everyone should set and know their boundaries—especially in their relationships.

◆ **Anger and jealousy management.** Anger and jealousy are two of the most basic of human emotions. But how someone expresses their anger or handles their jealousy can affect all relationships—not just with family and friends, but especially with boyfriends or girlfriends. So it's important that everyone learns how to manage their anger and jealousy so that it doesn't lead to unhealthy behaviors or cause issues in your relationships. Knowing how to calm down and trust your partner, rather than be angry and jealous, will be healthy for everyone in the long run. And even if things get intense, taking out your anger and jealousy directly on that person just isn't cool.

what is an example of a healthy relationship?

- A. While watching a video on my phone, my girlfriend saw a notification that a friend messaged me. She handed me my phone back and let me know that they had reached out. She really respects my privacy!
- B. My boyfriend knows that I play the violin, and he encourages me to practice so I can keep getting better.
- C. My friend wanted to see a scary movie last night, but knows I like funny movies better. So we talked about it and decided to see the comedy tonight and watch the scary movie another time.
- D. All of the above.

WHAT IS AN UNHEALTHY RELATIONSHIP?

Bad relationships aren't just in the news or for grown ups. Unhealthy relationships are a real issue in the teen world, no matter how casual or serious the relationship is. Unhealthy relationships happen whenever one person feels uncomfortable or even scared with what's happening in their relationship.

Some examples of **unhealthy** behaviors are:

- ◆ Making fun of or putting their partner down, even if they say it's just a joke.
- ◆ Checking their partner's phone and text messages without permission.
- ◆ Stealing their partner's password for email, Instagram, Twitter, etc.
- ◆ Getting jealous of their partner hanging out with their friends.

Work with your Program Facilitator to think of more examples of unhealthy behaviors.

WHAT ARE THE WARNING SIGNS OF AN UNHEALTHY RELATIONSHIP?

- ◆ **Jealousy:** When someone gets jealous of their partner's friendships and plans.
- ◆ **Control:** When someone tries to make all the decisions, telling their partner what to do, what to wear, or who to spend time with or how to speak. Like, if a person constantly gets mad when their partner doesn't respond to texts or messages and wants them to be available all the time.
- ◆ **Dependence:** If someone acts like they “can’t live without” their partner, even threatening to do something bad if the relationship ends. This is a big warning!
- ◆ **Dishonesty:** Lying to a partner or keeping important information to cover up their actions or hurt the other person.
- ◆ **Disrespect:** When someone makes fun of their partner or their opinions and what they like. It goes beyond teasing and even though they might say they were “just kidding” or “playing,” if it makes the other person feel bad, it’s not okay.

WHAT IS AN UNSAFE RELATIONSHIP?

There are several types of unhealthy behaviors that can occur between friends, between people who just know each other, and between people hooking up or in a dating relationship. Some unhealthy behaviors go so far over the line that they are not only unhealthy, but also unsafe. These are situations that may cause someone physical, sexual, or emotional harm, such as insults, using mean words, nasty putdowns, or other verbal abuse; jealousy, controlling behaviors, threats, or other emotional abuse; and hits, slaps, or other physical violence. In these situations, often the safest thing to do is to get out of the unsafe relationship, but knowing how to do that safely is something youth may need to talk with an adult about.

Some examples of unsafe behaviors are:

- ◆ Using force or hurting their partner to get their way.
- ◆ Not respecting their partner's sexual boundaries.
- ◆ Calling or texting someone repeatedly in a harassing way after they were told to stop.
- ◆ Threatening to kill themselves if their partner breaks up with them.

Work with your Program Facilitator to think of more examples of unsafe behaviors.

fill in the blank

If I get upset or angry, here's how I control my anger or deal with it:



WHAT ARE THE WARNING SIGNS OF AN UNSAFE RELATIONSHIP?

- ◆ **Intimidation:** When someone uses words to threaten or get what they want from his/her partner, it's a more intense form of control. They may try to keep the other person from friends and family, threaten violence, or break up if the person does not do what they want them to.
- ◆ **Destruction:** Once someone starts acting on threats of intimidation, it can lead to destructive or violent behavior. So, if a partner destroys things that belong to the other person, like a cell phone, or rips up a note from a friend, or hits things—this kind of destructive behavior can easily lead to a more serious situation.
- ◆ **Physical violence:** If a partner uses force or hurts the other person, like hitting, slapping, grabbing, or shoving their partner to get their way or challenge them, the relationship is unsafe. Someone in this situation may need help and support to end the relationship safely.
- ◆ **Sexual violence:** No one should become sexually active unless they are ready. And both people need to give consent before doing anything sexual. If someone pressures their partner or forces them into any sexual act that they don't want, that crosses the line. Any sexual touching of someone else without consent is a form of sexual violence. Pressuring someone to send sexual pictures, videos, or messages is also a form of sexual violence, and may be illegal.

While there are definite warnings that something might be wrong in a relationship, some of these behaviors are easier to recognize than others. In general, anything that makes someone feel uneasy, uncomfortable, or unsafe should be a sign that they should speak up.

WHAT SHOULD A TEEN DO IF A RELATIONSHIP FEELS UNCOMFORTABLE?

If a person doesn't feel right in a relationship, it's important to do something about it, even if it means breaking up. People like to say that they have a girlfriend or boyfriend, but it's not worth it if the relationship is unhealthy or if someone feels bad when they are with their partner.

If a teen asks you about what they should do about their relationship, talk to them about the information in their iGuide for helpful tips on how to handle their situation. If it's serious or if they are in an unsafe relationship, tell them to talk with an adult and tell your Program Facilitator immediately. For more tips about how to handle conversations like this one, read Chapter 6 of your Handbook.

like or dislike?

- _____ My girlfriend told me that I wasn't allowed to go out last night with my friends.
- _____ We got in an argument today and decided to both take some time to think about our feelings before talking about it again.
- _____ My boyfriend made fun of me in front of all of our friends today for wanting to hold his hand.
- _____ If I don't meet my boyfriend after school today, he said he was going to break up with me.

WHAT ABOUT TECHNOLOGY AND DATING?

With everyone always connected online and on phones, teens need to decide what feels comfortable for them when they're dating—Do they like when someone they're dating is messaging them all day? How do they feel if their partner reads their messages or checks who they've been talking to? What if their partner wants their passwords for their phones or private accounts?

It's important for teens to figure out what their boundaries are and talk openly (offline) with their partner about what feels right to them. When defining their boundaries, teens should think about possible things that could happen. For example, is it okay for their partner to send a personal picture to someone else? Do they want to share their location with their partner? Teens should feel comfortable telling their partner what is okay and not okay with them. It's also okay to have things that are private, and teens should never feel pressured to share things they don't want to. For example, passwords—once they've shared a password, they've shared everything that goes with it, like private messages, photographs, and personal information.

What is healthy and unhealthy still applies online and on someone's phone; when a partner is disrespectful or controls or pressures the person they're dating online, it's not okay. In a healthy relationship, teens should trust the person they're dating and do things on their own without having to check up on each other constantly through texts or social media. There's a difference between staying in touch and tracking every move.

For more information about setting digital boundaries visit,
www.loveisrespect.org/resources/digital-boundaries

WHO CAN GIVE ME ADVICE?

You have a big job ahead of you, but definitely one you are very capable of doing. However, if you ever need additional advice, talk with the Program Facilitator and other Ambassadors. Together as a team, you should be able to get the information you need.

Feel free to get advice from a person you trust—maybe a friend, parent or other relative, teacher, or coach. Of course, there is all sorts of information available online—both good and bad. But as with anything you read on the Internet, make sure the source has a good reputation. Here are a couple good places to start:

<http://www.loveisrespect.org>

<http://www.thatsoncool.com>

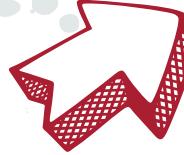
NOTES:





CHAPTER 2

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AS AN i2i AMBASSADOR, YOU WILL BE ASKED TO ATTEND MULTIPLE TRAININGS AND REFRESHER SESSIONS—THE MOST IMPORTANT, OF COURSE, IS YOUR FIRST, INTRODUCTION TRAINING.



During the introduction training, you will learn about:

- ◆ The i2i Youth Communications Program
- ◆ The iGuide and how to distribute it
- ◆ Your roles and responsibilities as an i2i Ambassador
- ◆ Healthy relationships versus unhealthy relationships
- ◆ How to handle tough situations or have challenging conversations
- ◆ What will happen if you can't or don't do your part as an i2i Ambassador
- ◆ How to create content for the community social media page
- ◆ How to monitor, and respond to, posts on the community social media pages
- ◆ How you will help monitor the success of the program
- ◆ Other important details from your Program Facilitator

You will also:

- ◆ Think of a cool name for you and your i2i Ambassador team
- ◆ Discuss how and when you will be rewarded for your time as an i2i Ambassador
- ◆ Sign a Participation Agreement at the end of the introduction training

During additional trainings and meetings, you will:

- ◆ Brainstorm ideas on events and activities for teens
- ◆ Create Content Calendars for social media (see Chapter 4 for more info)
- ◆ Continue training on i2i, healthy relationships, and unhealthy relationships

If you haven't received training on any of the above, please speak with your Program Facilitator.



Content is another term for anything that you write, upload, or link to on social media that fans can read, answer, and comment on. This will include posts, questions, polls, videos, photos, links to news stories, websites, blog posts, etc.

NOTES:



Dating violence is a serious problem in the United States. Many teens do not report it because they are afraid to tell friends and family.



CHAPTER 3

events/activities

AS THE i2i AMBASSADOR, YOU'LL BE ASKED TO PLAN AT LEAST 3 EVENTS IN YOUR COMMUNITY—1 KICK-OFF EVENT AND AT LEAST 2 OTHER EVENTS.

These will be organized using the iGuide, and with the help of your Program Facilitator, of course. These events will promote i2i, educate young people about healthy and respectful relationships, and encourage tweens and teens to make positive decisions in their own relationships. With you acting as a leader, the awesome activities that you plan for these events will keep your group entertained and interested, as well as encourage teamwork and promote healthy relationships. You already know how to have fun, so think of this like throwing a party with a purpose!

Here's an easy checklist of things for you and your team to go through while planning events, while you're at the event, and after the event.

Before the event, think about:

- ◆ **Date and Time** – When will the event be held?
- ◆ **Venue** – Where will the event be held?
- ◆ **Travel** – Can everyone get there?
- ◆ **Promotion** – How will you let everyone know about it?
- ◆ **Themes and Activities** – What will everyone do at the event? How will you make it fun? How will you make it an i2i event?
- ◆ **Giveaways** – Will you want to give anything away as a prize? If so, what will it be and how will you get it?
- ◆ **Food** – Should food be there? And where/who will it come from?
- ◆ **Other** – What else do you need to make this event happen?

During the event, think about:

- ◆ **Messages** – Is everyone understanding the i2i messages you're sharing? If not, what can you do to help?
- ◆ **Safety** – Is everyone being safe? If not, let your Program Facilitator know.
- ◆ **Handling Challenging Conversations** – Remember what your Program Facilitator told you to do if someone wants to have a difficult conversation about their relationship with you. [Read more about challenging conversations in Chapter 6.](#)
- ◆ **Fun!** – Is everyone having a good time? If not, what can you do to change things up?

After the event, think about:

- ◆ **The Good and the Bad** – Talk through all the great things that happened at the event. And talk about the things that could have gone better. This will help you plan your next event!
- ◆ **Follow Up** – Follow up with everyone who attended the event by saying "Thank you" or asking them to share ideas for the next event on social media.
- ◆ **Say Thank You** – Remember to say thank you to all of the people and businesses that helped you with the event. For example, send thank you notes to the group that provided food or entertainment for the event. Saying "thanks" helps you maintain good relationships and might convince them to support future events.

THE KICK-OFF EVENT

The kick-off event will introduce i2i and will be the time and place you work with your Program Facilitator to launch the program officially within your communities. At the kick-off event, you will be required to:

- ♦ Meet and talk with the teens in the schools in your community
- ♦ Introduce and explain i2i to the teens and get them excited about being involved
- ♦ Hand out the iGuide
- ♦ Show students the i2i community social media page

Here is an example of a kick-off event to help get you thinking:

Sample Kick-Off Event

BEFORE THE EVENT	Work with your Program Facilitator to form a partnership with a local bowling alley to donate bowling lanes and food for the event. To promote the event, Ambassadors will create and disseminate flyers, post posters around schools, and publicize the event online. The promotional materials will have the language to get youth interested and drive students to the event.
DURING THE EVENT	Students arrive at the event and show their student ID to a “bouncer” who crosses their name off a “VIP list.” Teams can be formed by allowing students to form their own teams or assigning teams as they arrive. Students then meet at their designated lane. Waiting for them is an i2i Ambassador who talks about teen dating violence and healthy relationships and distributes materials, including iGuide and a link to the social media page. The students enjoy music, free bowling, and food throughout the event, as well as other activities, including a “photo booth”—an area where students have their picture taken with a sign saying “I heart [blank]” or “I respect [blank].” They can either fill in another student’s name or something that they personally enjoy or respect.
AFTER THE EVENT	As the students leave, they are handed an i2i postcard asking them to visit the social media page, leave a comment on the event, and post ideas for future events. The Ambassadors choose the best idea and the winner is rewarded with a pair of free movie tickets.

See Appendix A for more events and activities ideas, both big and small.



ALL OTHER EVENTS

The other two (or more) events you plan can be as big or as small as you and your team think they should be. For example, you can host larger events for schools in your community or you can host smaller events at each school.

While you and your team are planning your events, here are some tips to keep in mind:

- ◆ Events will need to be in spaces large enough for the number of people. Think about the location, size, convenience, popularity, and atmosphere, among other things, when selecting the right place for your activity. Venues can include: YMCAs; community centers; churches or other faith-based venues; school auditoriums or gyms (after school); football fields; and public parks.
- ◆ People and organizations in your community can help you make an event successful by providing things that you would otherwise need to find and/or pay for yourselves. Identify organizations or businesses in your community that may be interested in supporting the i2i program and healthy teen dating relationships. Work with organizations and businesses to donate food, supplies, prizes, and other needs like transportation. Some things can be rented, too.
- ◆ Healthy relationship messages should be incorporated into each event, but don't need to overpower the event. The messages should be included without being too obvious so that the teens are having fun at the same time they are learning about i2i and healthy relationships.

- ◆ Feedback is always helpful to improve events and help plan future ones. Consider asking youth about what they would like to see or do at the next event; both positive and negative feedback can help you plan future events and activities.
- ◆ Remember to keep things fun and fresh. No one likes to be bored, right? Everyone can appreciate choices of things to do at a single event.

REMEMBER! YOU ARE THE i2i AMBASSADOR AND YOU KNOW YOUR COMMUNITY BETTER THAN ANYONE. WORK WITH YOUR TEAM TO THINK OF EVENTS AND ACTIVITIES THAT WILL MAKE THE YOUTH IN YOUR COMMUNITY HAPPY AND EXCITED ABOUT THE i2 YOUTH COMMUNICATIONS PROGRAM!





TEENS WHO HAVE EXPERIENCED DATING VIOLENCE IN HIGH SCHOOL ARE AT A HIGHER RISK FOR VICTIMIZATION DURING COLLEGE.

NOTES:





CHAPTER 4

digital Media MANaGement



Chances are you already have social media accounts or a cell phone, so you know that social media and text messaging are some of the easiest ways to talk with all your friends. As an i2i Ambassador, you'll be asked to contribute to your community's social media pages, which shouldn't be a big deal for you because you're already managing your social media life.

BUT NOW, YOU'LL BE SPEAKING ON BEHALF OF THE i2i YOUTH COMMUNICATIONS PROGRAM AND WORKING WITH YOUR TEAM OF AMBASSADORS TO SHARE IDEAS ABOUT HEALTHY RELATIONSHIPS AND RESPONSIBLE DATING.



SOCIAL MEDIA MANAGEMENT



As an administrator of your community's i2i social media accounts, you will manage and monitor content and posts with your Ambassador team and your Program Facilitator. You will be trusted with full access to the social media accounts, which can have many perks, like finding out how well your pages are doing. **It also means you will be posting as the community, not as yourself.**

As a **social media page administrator**, you will need to post content regularly and monitor any comments to the content to ensure appropriateness and respond as needed.

As a social media Administrator, you will:

- Post as the community, not yourself.
- Log in to check the social media activity.
- Create and post content regularly.
- Work with your team to decide what to post.



When you're crafting content, here are some things to keep in mind:

- ◆ Who am I trying to reach?
- ◆ What is my goal with the content?
- ◆ What is the best platform to achieve this goal?

Below are some objectives you may have when developing content, and some recommendations and resources to go along with them.

1. Advertise upcoming in-person and virtual events

Have an event coming up? You need to let youth know it's happening! Create an event on a platform like Eventbrite, Evite, or RSVPify so that youth can find details about the event, and you can collect metrics on attendance. Then share publicly! Work with youth at a particular school or community center? Post flyers up around youth centers to let them know about the event.

2. Educate the broader youth community about healthy relationships to shift norms.

This will probably be the bulk of your posts. We have some sample posts you can share or use as inspiration to create your own!

Feel free to pull content from your i2i materials and share those messages with the broader community. Consider what you have learned about how to create and expect healthy, safe relationships, and find creative ways to share that knowledge with your peers!

3. Create a place for moderated discussion and dialogue around healthy dating.

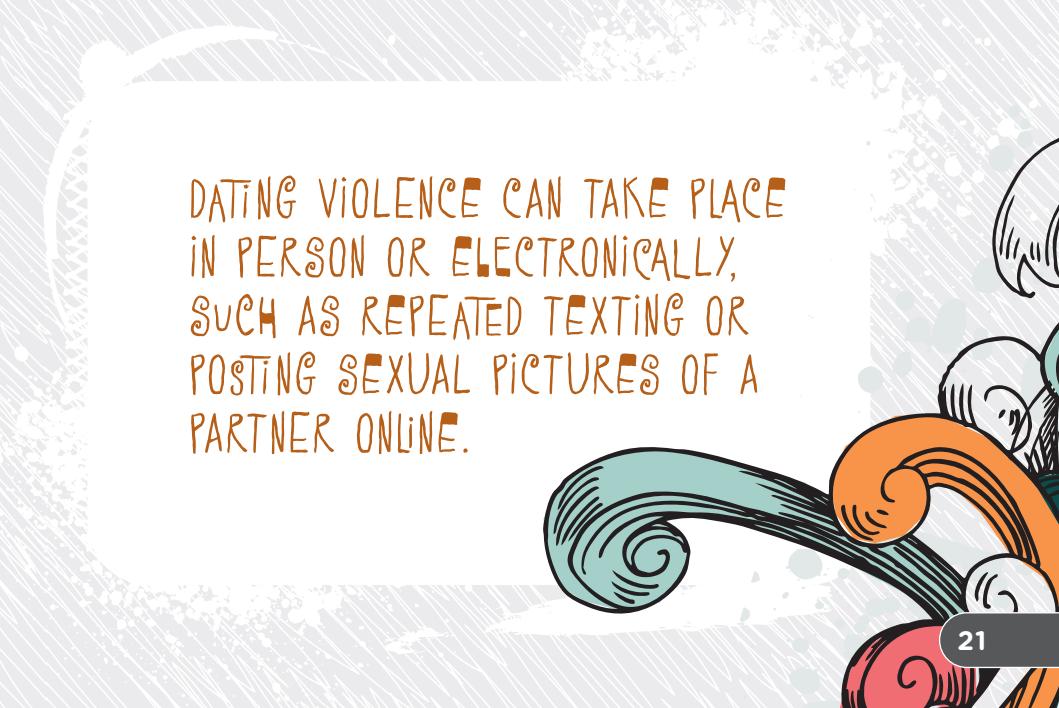
An important piece of this work is to ensure that youth know who and how to ask for and provide help if they are or someone they know is in an unhealthy relationship. We've created some sample graphics to encourage help seeking behaviors and share ways to

support a friend in need. Feel free to share these graphics or use them as inspiration for your own! Think about ways to create a safe space for participants, including moderation by the i2i Ambassadors and Program Facilitator.

4. Drive engagement around high-profile relevant news/media.

There will likely be news stories about healthy or unhealthy relationships that come up. You may want to prompt a discussion about it. Help youth in your community process what is going on, identify the unhealthy behaviors, and share healthy relationship examples or ask probing questions.

Sample graphics and posts are available on the Healthy Relationships Toolkit website. Your Program Facilitator can share these with you for inspiration or to share.



DATING VIOLENCE CAN TAKE PLACE IN PERSON OR ELECTRONICALLY, SUCH AS REPEATED TEXTING OR POSTING SEXUAL PICTURES OF A PARTNER ONLINE.

Creating Content

Creating content for the conversation calendar and, ultimately, the i2i social media accounts, requires a strong understanding of what teens are experiencing and need to know about healthy dating relationships. The i2i Ambassadors and i2i Program Facilitator should work together to brainstorm content ideas and share their content successes and failures (e.g., had a lot of comments, likes, and shares) so that the content can be continually improved for the duration of the i2i Youth Communications Program.

Feel free to use the iGuide as inspiration for types of messages to share on social media. What did you read or learn about in the iGuide that inspired or interested you? Share those messages, or ask your followers questions based on the iGuide, your own observations, or interesting topics in the media!

Conversation starters require you and your team to think of questions or stories that would interest readers of the Page and encourage them to respond. You can use examples from movies, music, local events, and polls or quizzes as a conversation starter. Your Program Facilitator will also provide you with new i2i information, such as videos or answers to questions.

TEENS WHO HAVE EXPERIENCED DATING VIOLENCE ARE MORE LIKELY TO BE DEPRESSED AND DO POORLY IN SCHOOL, ENGAGE IN UNHEALTHY BEHAVIORS, HAVE EATING DISORDERS, AND THINK ABOUT OR ATTEMPT SUICIDE.

Don't forget to help your followers understand and work through any relevant news stories. Is there a celebrity couple demonstrating healthy relationship behaviors? Ask your followers what they admire about the relationship! If there is a news story that demonstrates unhealthy or abusive behaviors, prompt your followers to think about what kind of relationship they would want to be in.

Can you think of something you saw in the news that would make a good social media post?



Conversation Guidelines

It's important to set up guidelines for how and when to respond to fan comments and questions. For example, these guidelines can tell you how to handle negative posts, when it's okay to respond to fans directly and what to say, and what types of comments and questions should be shared with your i2i Program Facilitator.

To the right is an example of conversation guidelines. It uses green, yellow, and red to show what kind of post deserves what kind of response. Work with your team to create conversation guidelines of your own!

MONITORING YOUR ACCOUNT'S SUCCESS

Keeping track of how your posts perform can help you determine what content to continue using and what to refine or eliminate. Consider what kind of engagement you're hoping for with different posts:

- ◆ Do you want people to attend an event?
- ◆ Respond to a discussion question?
- ◆ Share a post?

Keep your eye out for which posts create the type of engagement you want, and don't be afraid to try new things!

Example Conversation Guidelines

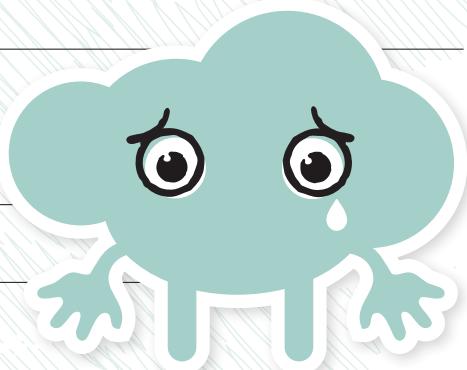
LABEL	DESCRIPTION	EXAMPLE OF COMMENTS	PUBLIC RESPONSE examples of Ambassador responses
Green Flag	A positive comment or a simple question that the i2i Ambassador can easily respond to immediately.	"Thank you for posting this! I really love the helpful advice you share every week!"	"Thanks for the compliment! Please let us know if you find any more helpful advice that we can share with everyone."
Yellow Flag	Comments or questions that require a response from an i2i Program Facilitator. Ambassadors should share these with Program Facilitators within 24 hours of the posting.	"Just saw this status update. I am a parent and want to know why you're telling my kid to date."	"It's nice to meet you and thank you for joining our page. I've asked my Program Facilitator to contact you to discuss any concerns you may have. Please expect a private message from them shortly."
Red Flag	Comments or questions that require a response from an i2i Program Facilitator. Ambassadors should share clearly negative or critical posts that definitely require a response both publicly and individually. Also includes any posts that raise alarm or may be an emergency. This should be brought to the attention of an i2i Program Facilitator as soon as possible. The i2i Program Facilitator will then take control of the conversation; in certain situations, it's best that the conversation is continued away from the social media page.	"I've been in a relationship with my boyfriend for two months but he puts me down in front of our friends. What should I do?"	"Thanks so much for sharing your experience with us. I'm sorry to hear that you are feeling uncomfortable. It's important to feel good about yourself and feel good about your relationships. Expect a DM to talk about your situation". Talk with Program Facilitators within 24 hours of the posting.
Spam	Irrelevant or misleading links posted by fans.	"Yankees suck" "Visit my website..."	Delete.

It's important to remember that you should always talk to your Program Facilitator, in addition to referring to the guidelines, if you need advice or help with any challenging situation.

NOTES:



A light blue cloud character with large white eyes and a single tear, looking worried. The background is a light blue with faint horizontal lines, suggesting a sky or water texture.



About 10% of teens nationwide report being physically hurt by a boyfriend or girlfriend in the past 12 months.



CHAPTER 5

how to USE THE iGUIDE



A BIG PART OF i2i IS THE PROGRAM iGUIDE, WHICH WILL HELP TWEENS AND TEENS UNDERSTAND HEALTHY RELATIONSHIPS. THE iGUIDE IS FOR THOSE WHO ARE HOOKING UP, DATING SOMEONE, OR SOMEWHERE IN BETWEEN, AND WANT TO LEARN MORE OR ANSWER QUESTIONS ABOUT RELATIONSHIPS.

The iGuide is a notebook that breaks down what tweens and teens need to know about dating. The iGuide has information on healthy and unhealthy behaviors, encourages teens to listen to what they know, and helps them to set boundaries. The iGuide also includes a list of resources and guidance, like the i2i social media page.

iGUIDE DISTRIBUTION

As the i2i Ambassador, it's your job to hand out the iGuide at the i2i kick-off event. It's also your job to excite teens about i2i and the iGuide.

After the kick-off event, think about how you can use the iGuide in other ways. Maybe it's at the next event, on social media, or through text messages. Remember, you know your community the best. Talk with your Ambassador team and Program Facilitator about ways to show off the iGuide to your community.

NOTES:



A yellow notepad with horizontal ruling lines. The background features a repeating pattern of large, stylized tropical leaves in a lighter shade of yellow. The leaves have intricate vein patterns and some small, dark spots. The notepad is oriented vertically, with the lines running horizontally across the page.





CHAPTER 6

how to Have Challenging
conVeRsAtions



As an i2i Ambassador, you will encourage positive, healthy, and happy dating relationships by spreading the messages of i2i. But it's possible that some youth you meet will have had bad or confusing dating experiences. And teens may reach out to you to discuss experiences treating another person with disrespect or violence, or being treated with disrespect or violence themselves (see Chapter 2 for examples of dating behaviors that range from healthy to unhealthy to unsafe).

For example, a teen may talk to you at the kick-off event about their boyfriend saying mean things about them in front of friends, say that their girlfriend hacked their social media account and is sending manipulating messages to their friends, or ask you for information on getting help for a friend who has a controlling partner. These conversations can be challenging so it is important for you to know what to do and for you to feel comfortable with the next steps. Learning what's healthy and unhealthy/unsafe in relationships is important, but sometimes, you've also gotta trust your gut. And as an i2i Ambassador, it's important to encourage teens to trust their instincts. It's important to listen to their inner voice: if their gut tells them "This doesn't feel right," chances are it's not. They should trust that they know more than they give themselves credit for, and that they can make the right decisions.

During your introduction training, your Program Facilitator will tell you what to do if a teen talks to you about dating, relationships, dating violence, or something else. You will also learn about:

- ◆ Disclosures
- ◆ Referrals
- ◆ Distress

Read on to learn what these words mean, why they are important to you, and what to do in each type of situation.

ALWAYS REMEMBER YOUR 4-TS

- ◆ **Trust** the resources and information you have been given. Remember that your Handbook has lots of information to help you find the answers you need. And if you need extra help, just ask your Program Facilitator! They are there to help!
- ◆ **Tell** them you are not allowed to keep a secret from the Program Facilitator, especially if they are being hurt or if they are feeling unsafe.
- ◆ **Tell** them to talk with an adult that they trust, like a family member, teacher, school counselor, or faith leader. There are people all around who can help.
- ◆ **Tell** your Program Facilitator. They are there to help not only you, but also the youth you are working with.



DISCLOSURES

A disclosure is when someone reveals or tells you something. For example, someone may tell you about a friend's controlling girlfriend, report that he's seen his parents hit each other, or share that she felt pressured to be intimate. The teen may or may not appear upset when talking to you, but that doesn't mean it's not a serious situation.

Every disclosure needs a different response. Your Program Facilitator will walk you through examples of disclosures and how to respond during your introduction training. Your Program Facilitator will also tell you what decisions you and others will need to make if someone discloses healthy information or unhealthy or unsafe information. Below are examples of these decisions.

It's important to note that in your conversations with the youth, a teen may also disclose something that has nothing to do with dating (like drugs or alcohol use). Your Program Facilitator will train you on how to handle those situations, but you should make the same decisions if it's unhealthy, unsafe, or even illegal.

HEALTHY OR GENERAL DISCLOSURES

Refer them to the iGuide for info

Check out Ch. 2 of the Handbook for answers or talk with your Program Facilitator

UNHEALTHY OR UNSAFE DISCLOSURES

Talk to your Program Facilitator immediately

The teen, if needed

Your Program Facilitator will talk with:

Their supervisor at the health department or community organization

A parent or guardian, if needed

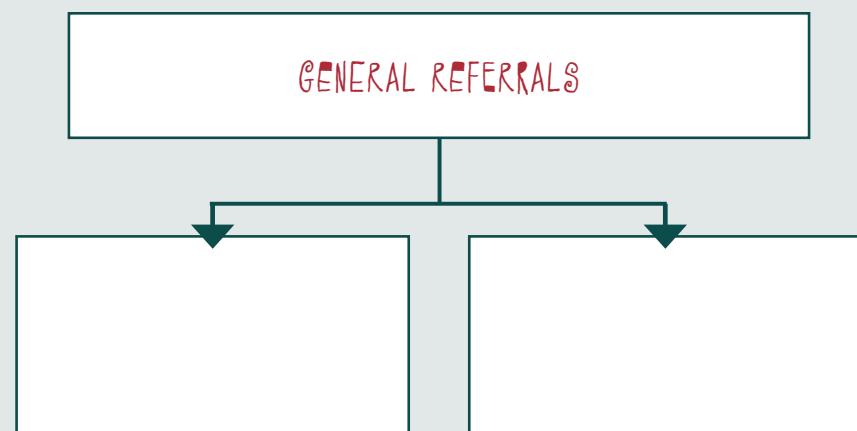


REFERRALS

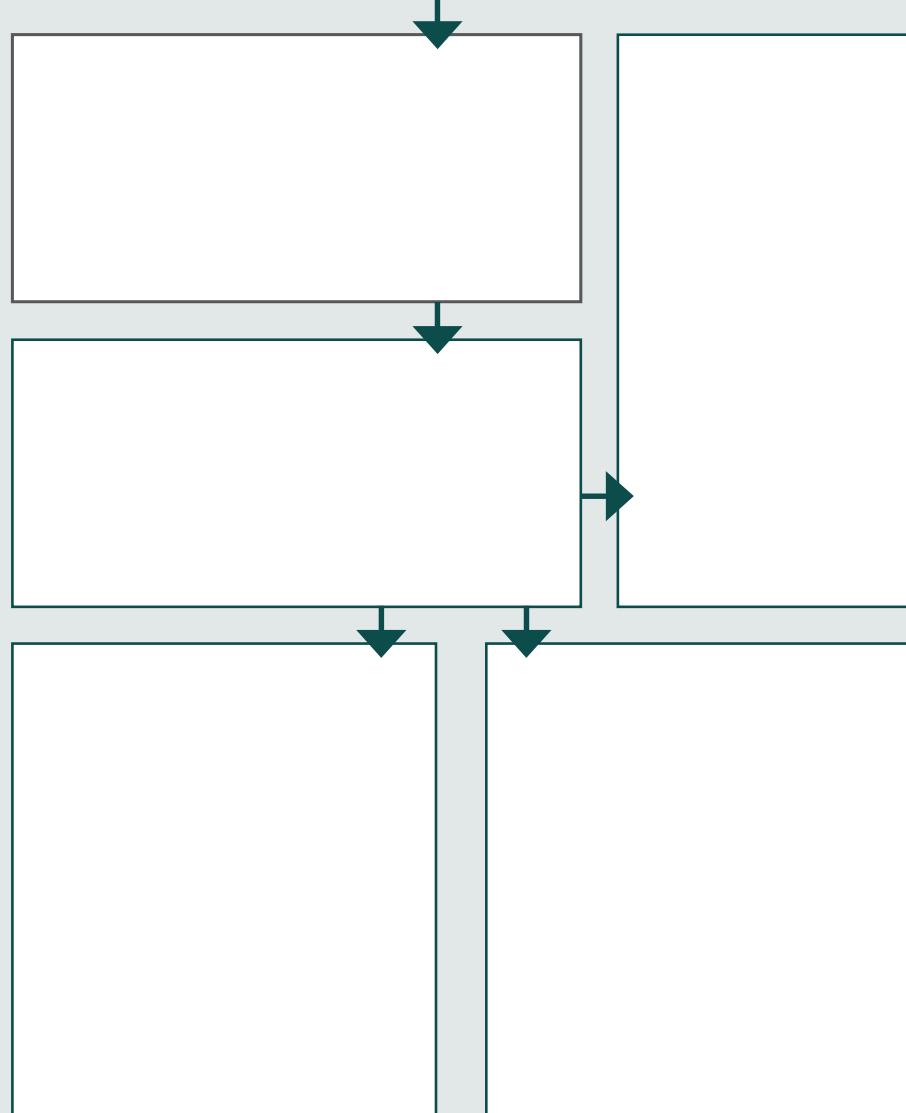
A referral is when you help someone who asks you for information find what they need. For example, a teen may ask for more information with or without telling you anything about their situation. Like, “Can you tell me how I can find out more about dating abuse or helping a friend who has experienced it?” Again, the person may or may not appear upset when asking you, but that does not mean it’s not a serious situation.

Like disclosures, every referral needs a different response. Your Program Facilitator will walk you through examples of referrals and how to respond to them during your introduction training. They will also tell you what decisions you and others will need to make if someone asks for you for information about healthy, unhealthy, or unsafe relationships.

Work with your team and Program Facilitator to complete this decision chart!



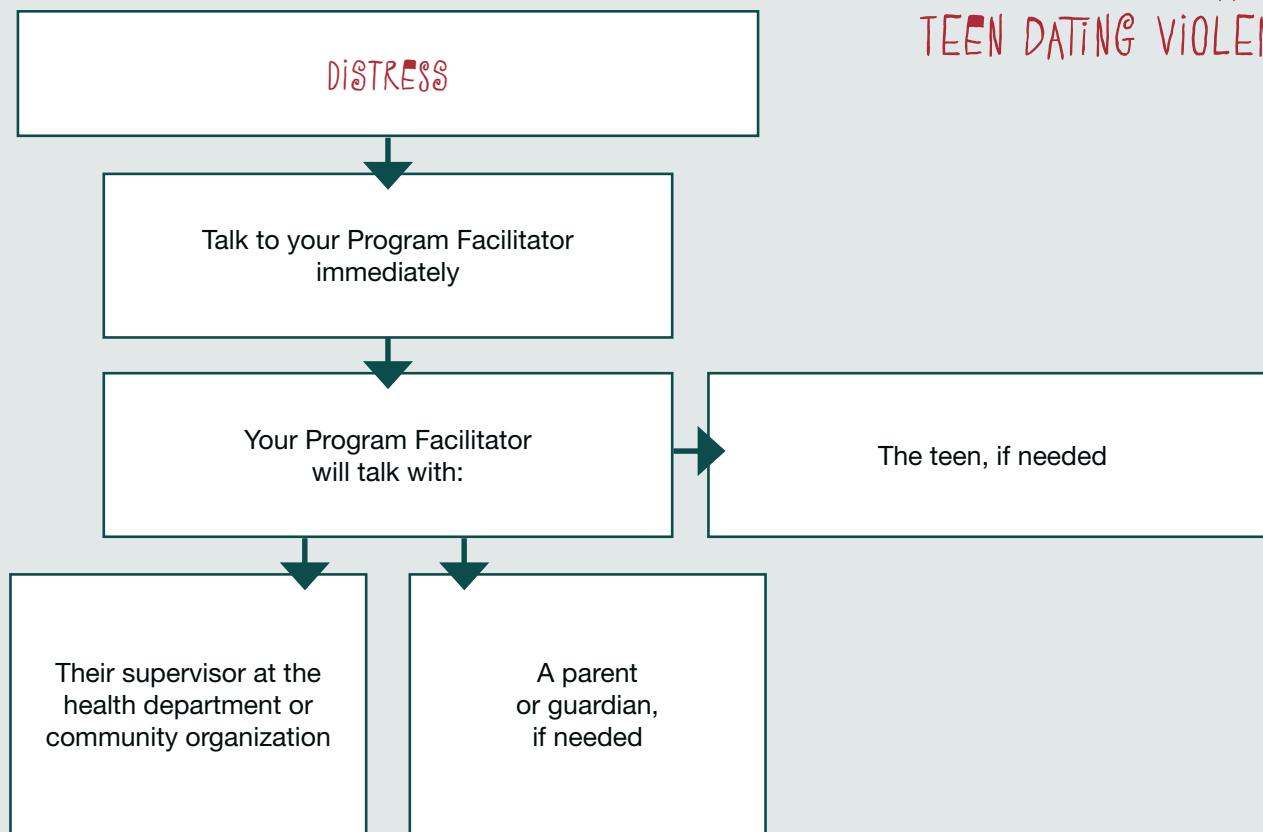
REFERRALS FOR UNHEALTHY OR UNSAFE SITUATIONS





DISTRESS

Distress means to threaten or cause injury, worry, fear, or suffering. If someone is really upset or even kind of upset about their relationship or a friend's relationship, **tell your Program Facilitator immediately**. Unlike disclosures or referrals, there is no healthy or okay distress, so there is only one decision you need to make. See the chart below.



CHALLENGING CONVERSATIONS DON'T HAVE TO BE ABOUT UNHEALTHY/UNSAFE RELATIONSHIPS. SOMEONE MIGHT ASK YOU QUESTIONS ABOUT i2i, TEEN DATING VIOLENCE, OR YOUR ROLE AS AN AMBASSADOR. BE PREPARED! KNOW YOUR HANDBOOK AND YOUR STATS. ASK YOUR i2i PROGRAM FACILITATOR FOR THE PREVENTING TEEN DATING VIOLENCE FACTSHEET.



NOTES:



APPENDIX ➤

Examples of Big Events (for larger crowds):

Event #1 : At the Club

Before the event: With the help of their Program Facilitator, Ambassadors will find a large, music-friendly venue that will donate its space for the event. The team will also find organizations and businesses willing to donate food, beverages, and supplies. Since this event will feature music, the team will either find organizations and businesses to donate a sound system or decide to use their own. (Note: It does not have to be a sophisticated sound system. An audio player, such as a phone, and speakers will do.) If possible, the team will find a local DJ willing to donate their time and equipment for the event.

Promotion: To help build hype around the event, Ambassadors will create flyers announcing the opening of a “new pop-up club.” Ambassadors will post these flyers in areas where teens gather: at school, a local youth center, a public library, etc. Ask teens on your social media page to post their favorite songs featuring healthy relationships. Appropriate radio edited songs will be chosen for the event’s playlist and either given to a DJ, played through a Bluetooth device or downloaded. Ambassadors will use this template [link] to create an easy-to-edit image to advertise the event, which they will use in their online promotions.

Remember that not all teens will be on social media, so promote events in different ways.

During the event: Teens will enter the “club” and enjoy free food and beverages. In addition to dancing to the healthy relationship songs they have requested, they can also enjoy a variety of activities around the room including learning how to make cool, non-alcoholic drinks (recipes to be found by Ambassadors online); a songwriting station, where attendees can write their own healthy relationship song; and/or a dance lesson led by a high school teen or dance coach. The dance style should be one where the teens dance in pairs or as a group, so that teens can learn team work.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

After the event: Make sure that everyone who attends the event has a way to stay in touch! Collect attendees’ contact information, and ensure that everyone follows your social media pages to learn about other upcoming events.

Event #2 : Screen on the Green

Before the event: Ambassadors will decide on a movie that shows negative and positive relationships. The movie should be appropriate for tweens and teens and should showcase positive dating behavior, and how to address negative behavior. The team will view the movie together and discuss healthy versus unhealthy relationships shown in the movie. Then they will think of discussion questions, which will eventually be posted to the community’s social media page. Ambassadors and Program Facilitators will work together to find a location, preferably on a football field or park, to screen the movie. The screen and projector can be rented or loaned via partnerships.

Promotion: To help build hype around the event, Ambassadors will create “movie posters” advertising the event. Ambassadors will post them in areas where teens gather: at school, a local youth center, a public library, etc. Ambassadors will also share the movie posters on their social media accounts, including an event site like Eventbrite. Ambassadors can create a graphic or post to advertise the event, which they will use in their online promotions.

During the event: Teens will arrive at the location (with blankets and chairs, if outside). Popcorn and other movie-appropriate food will be available through donations. Before the movie begins, the Ambassadors will make a short announcement about the movie, the i2i program, and relationships. They will also ask the teens to check the social media pages during and after the movie to answer short discussion questions about the movie and the relationships in it, which will be posted on the timeline.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

After the event: Make sure that everyone who attends the event has a way to stay in touch! Collect attendees' contact information, and ensure that everyone follows your social media pages to learn about other upcoming events.

Event #3 : A Day in the Park

Before the event: Ambassadors will locate a community/public park close by. The Program Facilitator will look into any issues related to hosting an event in the space. The Ambassador team will plan for a variety of athletic and team-building activities to take place during the event. Ambassadors should also consider a variety of non-athletic events such as a cooking station or crafts station to keep all teens engaged and active like a field day or fair. Organizations and businesses that can donate food, beverages, supplies, and transportation should be found well in advance of the event.

Promotion: Ambassadors will post flyers around schools and community centers if they have been given permission to do so and share event details on the social media pages (including an event site like Eventbrite, Evite, or RSVPify, if appropriate). Using an online event management website or app to manage RSVPs not only makes coordinating the event easier but also provides metrics about attendance.

During the event: Teens will arrive at the park and separate into teams. Each team will go from station to station, which will each have an i2i theme. For example, attendees will pair up for a three-legged race to see how they need to cooperate and compromise to get across the finish line, or be quizzed on healthy behaviors versus unhealthy behaviors. They will receive points for games won or activities completed. Each game or activity should have its own volunteer to teach and judge the event. This person could be a teen or coach from the local middle or high school. Attendees should be given the option to not participate in the competition and to enjoy another activity like cooking or crafts instead. At the end of the event, Ambassadors tally up the points for each team, and the team that wins receives a prize donated by a community organization and/or business.

Once the event has concluded, they are given an i2i flyer with information about the next event or asking them to comment on the event on the social media page.

After the event: Make sure that everyone who attends the event has a way to stay in touch! Collect attendees' contact information, and ensure that everyone follows your social media pages to learn about other upcoming events.

Examples of Small Events (for smaller crowds):

If you like these ideas but don't expect a large crowd, you can easily scale each down to make them work for a smaller crowd. For example:

- **At the Club:** Reserve a smaller venue (e.g., classroom, room at the Y) and ask a local DJ to donate time to teach teens how to spin records. Or ask a dance coach or teacher to donate time to teach some simple dance moves to a group of teens. The songs that they spin or dance to should be about healthy relationships.
- **Screen a Scene:** Get permission to use a room that has a TV and DVD player, like a classroom or library. Screen an episode of a popular TV show that features teens in a relationship. Once the show is over, discuss any of the healthy or unhealthy dating behaviors shown with the attendees.
- **A Day in the Park:** Locate a community/public park close by. The Program Facilitator will look into any issues related to hosting an event in the space. Teens will participate in two or three events that are appropriate for a smaller number of attendees, like a bean bag toss. The events should each have an i2i theme.
- ◆ **An i2i poster contest.** The person(s) with the best design will have their picture posted on the social media timeline or shared at the next in-person event with the winning art and be awarded a prize donated by a community organization and/or business.

- ◆ **A video contest.** Ask teens to pair or team up and create a short video about healthy dating. The winner will have their video posted on the social media timeline, broadcast at the next in-person event, and be awarded a prize donated by a community organization and/or business.
- ◆ **A poetry slam.** Invite teens to participate in a poetry slam session. They can watch and/or participate in the session. If they choose to participate, they can either spend time to write poetry about dating at the event or bring their poetry to the event. One by one, the attendees will share their poetry aloud with others. Once the event is over, poetry can be posted to the social media timeline if the author is okay with it.

As an i2i Ambassador, you will encourage positive, healthy, and happy dating relationships by spreading the messages of the i2i Youth Communications Program. But it's possible that some youth you meet will have had bad or confusing dating experiences, and may ask you for helpful resources like phone numbers or websites.

Here is a list of national resources you may want to give them, as well as a list of local resources that your Program Facilitator will help you complete. But remember, if anyone comes to you in distress or in need of help, tell your Program Facilitator immediately.

Work with your Program Facilitator to identify additional national and local teen dating violence resources.

National

- ◆ Love Is Respect National Dating Abuse Helpline: Peer advocates are available 24 hours a day, seven days a week. Text "loveis" to 22552 or call 1-866-331-9474 or TTY 1-866-331-8453.
- ◆ Love Is Respect National Teen Dating Abuse Chat: Visit www.loveisrespect.org and chat with someone live for assistance and support.

Additional resources can be found in the Dating Violence Factsheet. Ask your Program Facilitator for a copy.

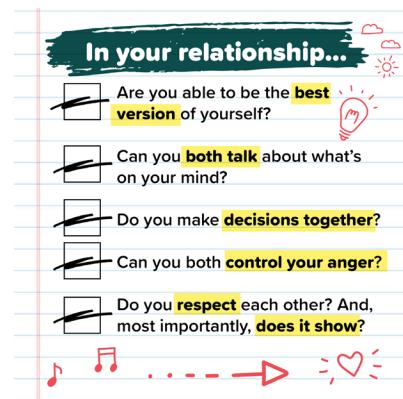
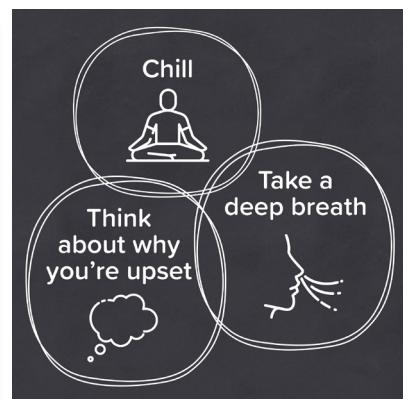
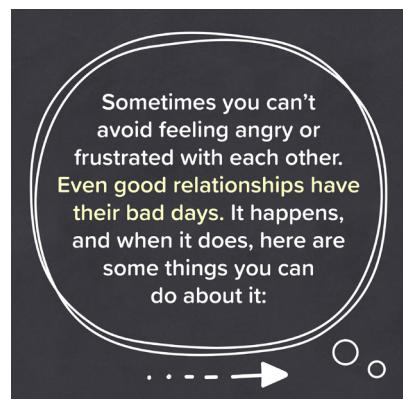
Local

SOCIAL MEDIA POST EXAMPLES

Graphics are available for access and download from the Healthy Relationships Toolkit website..

Image Carousels:

An image carousel is a slideshow of images that users can select by clicking a button that directs them forward or backward in the slideshow.



Q. How can I help someone in an unsafe relationship?



If they are in immediate danger, dial 9-1-1.



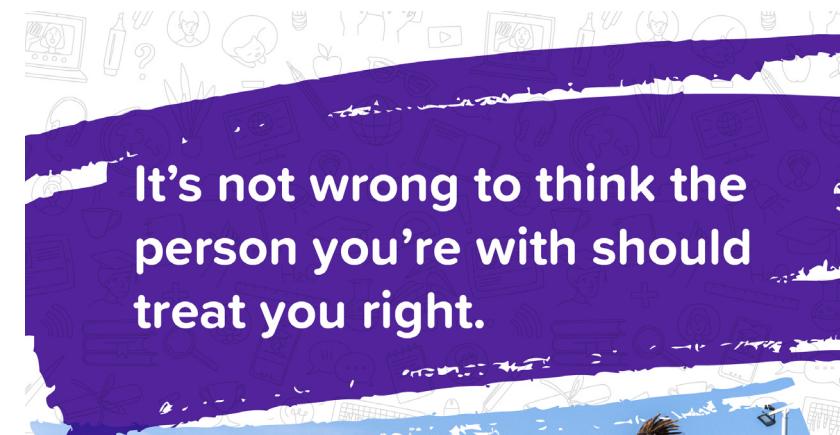
Don't judge them.
Repeat that violence or abuse is not their fault.
Connect them to a resource that can help.



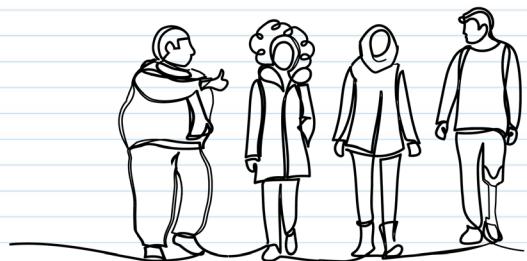
Reach out.
Listen patiently and acknowledge their feelings.
Believe them.



General Posts:



If you had a friend in an unhealthy relationship, **how would you support them?**



i2i Sticker



If you're planning to end a relationship and worried about your safety, talk to a trusted adult and consider the tips below:



NOTES:





i2i AMBASSADOR INFO

This Ambassador Handbook belongs to: _____

My Program Facilitator is: _____

My Ambassador Team Name is: _____

My Teammates are: _____

