

# PEACE OVER VIOLENCE START STRONG LOS ANGELES FACT SHEET

- Start Strong is the largest national initiative ever funded targeting 11- 14 year-olds to prevent teen dating violence and abuse. Start Strong will rally entire communities in a public health effort to build environments that support healthy relationships and ensure violence and abuse are never tolerated.

- Start Strong is a national program of the Robert Wood Johnson Foundation in collaboration with the Family Violence Prevention Fund. Robert Wood Johnson Foundation and Blue Shield of California Foundation\* are investing \$18 million in 11 communities across the country to identify and evaluate the most promising pathways to stop dating violence and abuse before it starts.

- L.A.-based Peace Over Violence was chosen as 1 of 11 community organizations from more than 500 nationwide to receive a \$1 million grant from Blue Shield of California Foundation as part of Robert Wood Johnson Foundation's Start Strong: Building Healthy Teen Relationships (Start Strong) program.

- Start Strong Los Angeles will be focused at Berendo Middle School and Virgil Middle School expecting to reach over 4300 students, of which 85% are Latino, very low income and chronically exposed to violence.

- Peace Over Violence's local collaborative partners in Start Strong Los Angeles are the USC Institute for Multimedia Literacy (IML), El Centro del Pueblo and the Los Angeles Unified School District (LAUSD).

- The Start Strong model has four components listed below including POV's plan to implement each strategy:

- + Education and engagement of youth in schools and out of school settings
  - In class education in 7th grade health classes using Safe Dates curriculum
  - In Touch With Teens education in classes other than 7th grade health and with specific groups of identified youth
  - Awareness raising at school and community events
- + Education and engagement of teen influencers such as parents, teachers, and other mentors
  - Education for parents and caregivers
  - Youth activism groups at Marshall High School and Miguel Contreras High School
  - Training for service providers and educators
- + Policy and environmental change
  - Work with school partners and community organizations to strengthen organizational policies that prevent relationship and sexual violence
  - Organize activities that supply policy reform efforts
- + Implementation of communications strategies to promote social norms change
  - Work with youth and community and the IML to produce social marketing materials
  - Coordinate youth and youth influencers to disseminate materials

Peace Over Violence is building healthy relationships, families and communities free from sexual, domestic and interpersonal violence. For more information, visit [www.peaceoverviolence.org](http://www.peaceoverviolence.org).



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