MAKING THE FRONT PAGE

Nicole Daley, MPH
Director, Start Strong Initiative
Boston Public Health Commission
Start Strong Initiative

- Robert Wood Johnson Foundation Initiative in collaboration with the Blue Shield of California Foundation

To promote development of healthy relationships and prevent adolescent dating abuse of 11- to 14-year-olds through

- 1. Educating youth in schools and in out-of-school settings.
- 2. Educating and engaging teen influencers to support these youth
- 3. Changing policies and environmental factors
- 4. Implementing communications strategies and social marketing
Start Strong Peer Leaders

- 20 older teen influencers
- Placed in community centers in Boston neighborhoods
- Target Audience: Youth ages 11-14
- Workshops: healthy relationship promotion and teen dating violence prevention, media
“Pop culture” is real culture
Pop culture through the ages...
Evolution
The “magic formula” is...
Applied Examples

Seizing an opportunity
Know what’s making news
Move at their speed

- News stories, particularly on violence, cycle quickly so we moved quickly to capture the data.
- Recognized our strengths as an organization.
- Capitalized on the sensation to create a teachable moment.
In public health, information dissemination is not sufficient.

What made Chris Brown/Rihanna survey matter

- Current
- Kids were talking about already
- Relevant to their lives
- Surprising to adults, who then talked to teens
Survey Findings

46% said Rihanna was responsible for the incident
51% said Chris Brown was responsible for the incident
52% said both individuals were to blame for the incident

52% said the media were treating Chris Brown unfairly
35% said the media were treating Rihanna unfairly
44% said fighting was a normal part of a relationship
71% said arguing was a normal part of a relationship
Boston Teens Misguided, Blame Rihanna for her Attack

- NYTimes
- O’Reilly Factor
- Judge Judy
- Boston Globe
- SunTimes (India)
Applied Examples

Creating Media Opportunities
Reactive
Proactive
“On average, American youth listen to music from 1.5 to 2.5 hours per day, and an analysis of at-risk youth revealed they listen up to 6.8 hours per day. Studies have shown that a preference for certain types of music or music videos with explicit references to drugs, sex or violence can be associated with negative effects on schoolwork, behavior and emotions. Heavy metal and hard rock music have also been associated with increased suicidal risk, depression and delinquent behavior.”
Even if we know we have an important public health message the media isn’t always interested.

Always need a hook
## Nutritional Impact

**Artist:**

**Song Title:**

**Serving Size:** Min: 

Sec: 

<table>
<thead>
<tr>
<th>Amount per serving:</th>
<th>Present</th>
<th>Intensity level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unhealthy Relationship Ingredients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drama</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Possession/Obsession</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Discard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship = 8x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manipulation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Unhealthy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Healthy Relationship Ingredients</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun/Enjoyable</td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td></td>
</tr>
<tr>
<td>Respect</td>
<td></td>
</tr>
<tr>
<td>Equality</td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td></td>
</tr>
<tr>
<td>Total Healthy</td>
<td></td>
</tr>
</tbody>
</table>

**The song may portray Drama:** a belief that making up/breaking up, yelling, bitter arguing, demanding property or a general sense that unhealthy elements in the relationships is part of a normal relationship. Possession/Obsession: a belief that another person is an object to be used for one's personal benefit. This could also include stalking, objectification, and controlling behavior. Discard: a belief that it is acceptable to disregard another person's feelings, likes, opinions and wishes. This could include name-calling, put-downs, minimizing language, and devaluing. Relationship = 8x: a belief that the main component or focus of the relationship is sex. Manipulation: a belief that it is acceptable to lie or use another person's emotions and vulnerabilities to get what you desire. This could include guilt trips, lying, and using alcohol to get sex. Fun/Enjoyable: a belief that relationships are enjoyable and fun. Support: a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. Respect: a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of manners or courteous words to determine the other person. Equality: a belief that both parties share in decision-making and are free to choose what is right for them. One person does not have power over the other either in decision-making or sex. Trust: a belief that the other person in the relationship has your best interest at heart. This could include being honest and honest.

## Sound Relationships

Music, like food, can feed our brains and give us energy. But, it also can be filled with ingredients that can affect us negatively. Some songs may even have an influence on our health and the health of our relationships. This instrument will help you evaluate the “nutritional” value of the music you might listen to. We want you to put on your headphones, turn up the volume and become a song lyrics nutritionist. Just follow these easy steps.

**STEP ONE:** Find a song

Select a song. Find the lyrics of the song either from the CD insert, on the internet, or search for them online. Print out the lyrics, and read them to get a feel for the main theme in the song.

**STEP TWO:** Determine if the song has a relationship theme

But is the relationship healthy? Use the table below to determine what is specific to the relationship and add up the scores from the table. The table lists ingredients for unhealthy and healthy relationships. Use these totals to indicate how the relationship in the song affects you.

**STEP THREE:** Score the song lyrics

Carefully examine the song’s title and all lyrics in the chorus and verses of the song. Now look at the Song Lyric Scoring Label to the left. Check the “PRESENT” box for each relationship ingredient that you find in the song. The definitions for each relationship ingredient are at the bottom of the label. Finally, for each relationship ingredient, you choose what is present in the song. Assign a score from 1-10 in the “INTENSITY LEVEL” box based on how much of that relationship ingredient you feel is in the song. A score of 1 would indicate that there is a very low level of that relationship ingredient in the song while a score of 10 would indicate a very high level of that relationship ingredient. When assigning an intensity score, consider how those particular lyrics impact the overall message of the song.

**STEP FOUR:** Total your numbers

Add up the scores from the intensity column in both the unhealthy and healthy sections. These totals indicate the unhealthy and healthy relationship “nutritional” value of the song’s lyrics.

**STEP FIVE:** Balance your “lyrical” diet

Use this tool whenever you want to find out the relationship ingredients of a song. Just like with the food we eat, it is important to have a balanced “song” diet that includes lots of healthy relationships and less of the unhealthy relationships.

Prepared by the Boston Public Health Commission, 2009
Be a credible messenger

Top 10 Healthy and Unhealthy Relationship Song List

- Tool designed by teens and Start Strong staff
- The message included quotes from teens about the issue.
- Message disseminated at a popular time of year
  - Grammy nomination announcement day
  - Valentine’s Day
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Won't Let Go</td>
<td>Rascal Flatts</td>
<td>40</td>
</tr>
<tr>
<td>God Gave Me You</td>
<td>Blake Shelton</td>
<td>38</td>
</tr>
<tr>
<td>Stereo Heart</td>
<td>Gym Class Heroes feat. Adam Levine</td>
<td>35</td>
</tr>
<tr>
<td>I Love You This Big</td>
<td>Scotty McCreery</td>
<td>33</td>
</tr>
<tr>
<td>You Make Me Feel</td>
<td>Cobra Starship feat. Sabi</td>
<td>31</td>
</tr>
<tr>
<td>Sure Thing</td>
<td>Miguel</td>
<td>30</td>
</tr>
<tr>
<td>Honey Bee</td>
<td>Blake Shelton</td>
<td>30</td>
</tr>
<tr>
<td>Just a Kiss</td>
<td>Lady Antebellum</td>
<td>30</td>
</tr>
<tr>
<td>I Do</td>
<td>Colbie Caillat</td>
<td>28</td>
</tr>
<tr>
<td>Are You Gonna Kiss Me Or Not</td>
<td>Thompson Square</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marvin's Room</td>
<td>Drake</td>
<td>33</td>
</tr>
<tr>
<td>What the Hell</td>
<td>Avril Lavigne</td>
<td>30</td>
</tr>
<tr>
<td>Backseat</td>
<td>New Boyz feat. The Cataracs and Dev</td>
<td>30</td>
</tr>
<tr>
<td>Down on Me</td>
<td>Jeremih feat. 50 Cent</td>
<td>28</td>
</tr>
<tr>
<td>Moves Like Jagger</td>
<td>Maroon 5 feat. Christina Aguilera</td>
<td>25</td>
</tr>
<tr>
<td>Bow Chicka Wow Wow</td>
<td>Mike Posner feat. Lil Wayne</td>
<td>24</td>
</tr>
<tr>
<td>Nothing</td>
<td>The Script</td>
<td>23</td>
</tr>
<tr>
<td>Give Me Everything</td>
<td>Pitbull feat. Ne-Yo, Afro Jack, &amp; Nayer</td>
<td>22</td>
</tr>
<tr>
<td>Workout</td>
<td>J. Cole</td>
<td>19</td>
</tr>
<tr>
<td>Judas</td>
<td>Lady Gaga</td>
<td>18</td>
</tr>
</tbody>
</table>
Applied Examples

Connect to a Salient Issue
The “Face-to-Face” breakup
Be innovative (and take risks)

- Brought together over 200 teens from all over the City of Boston to discuss engaging in healthy break ups.
  - Day of Workshops

- Designed as a summit and not a training

- Designed to encourage conflict resolution

- This year’s theme is on cheating. (new hook)
Public Health Message

- It is possible to engage in respectful break-ups

- Important to use communication and to think about the vehicle for communication

Face-to-face vs social networking
U R Breaking-Up?!?

The way you communicate often determines how well your message is received. This is especially true when you are breaking-up. Use this tool to help you pick the best strategy for being heard. Like the receptions bars on your phone, the more bars you have the stronger and clearer your message will be.

Five bars
FACE-TO-FACE With face-to-face contact you have the best possible reception. That doesn’t mean that talking about breaking-up is going to be any easier, but you both will have a better chance of understanding each other’s feelings with less miscommunication. You will be able to use body language and tone of voice to help get your message across without interference.

Four bars
PHONE Phones are amazing tools that help us stay in touch with the people we care about. Unfortunately, they are not the best tool for ending relationships. They let you have a live conversation where you can verbally communicate feelings and thoughts, and hear tone of voice, but the problem is that there can be interference — abrupt hang-ups, zero body language information, a lack of privacy and lost reception.

Three bars
Email Sending an email is an effective way of communicating a message, however it is not the ideal way to communicate during a break-up. It can be hard to tell if someone is joking, happy or angry from an email. The person you’re trying to communicate with may not get your message. The reception is dependent on what the other person thinks is meant by each word or phrase or idea. Also, once something is in print, it is very hard to take it back or explain away the miscommunication.

Two bars
TEXTING With texting, the chances of your message being clearly received are very small, just like the length of a text message. Too little is said, leaving too much room for misunderstanding. Communicating by text may actually add to the pain and prolong the break-up process. If you break-up this way, you may be sending the message that this person is not worth your time, which can result in a stronger negative reaction.

One bar
SOCIAL NETWORKS You’re breaking-up, and you want the whole world to know! Posting something hurtful on Facebook, Myspace, AIM or Twitter may feel good for a moment, but no one will really hear your message clearly, especially the person who needs to understand. Even if your ex did something hurtful to cause the break-up, posting hurtful messages tells others more about you and how you treat others.

Prepared by the Boston Public Health Commission, July 2010
www.BPHC.org
Breakup Summit

is no longer listed as “in a relationship”
Final Tips

- Involve creative people
- Recognize it is about luck
- Build relationships and be collegial
- Seek out opportunities while waiting for ones to arise
Media Hits

Boston Teens Release Top 10 Healthy/Unhealthy Relationship Songs for 2011
Patch.com

Boston Globe Piece
http://www.boston.com/lifestyle/health/gallery/healthy_unhealthy_songs/

Daily Caller

Fox25 Coverage
http://www.myfoxboston.com/dpp/morning/unhealthy-songs-20120213

Thank You!

ndaley@bphc.org