

EVERYONE DESERVES HEALTHY RELATIONSHIPS



TEEN DATING VIOLENCE AWARENESS MONTH **2025**

KNOW MORE

A PROGRAM OF THE MARJAREE MASON CENTER



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Educate.Empower.Transform.

Initiated in 1998 by the County of Fresno's Department of Public Health, the kNOw MORE® Teen Dating Violence / Domestic Violence Education and Prevention Program sought to provide knowledge and resources to teens and students affected by domestic violence. However, due to a lack of funding, the program came to a halt. In 2009, Marjaree Mason Center adopted kNOw MORE® to continue the peer education program in partnership with Fresno-area high schools that represent a diverse group of students.

Our mission:

Our mission is to educate, empower and transform the lives of young people by preventing teen dating violence and promoting healthy teen relationships.

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INTRODUCTION

Marjaree Mason Center's kNOw MORE program was created as a forum for teens to learn about teen relationships utilizing activities, videos, real-life situations and statistics of abuse to demonstrate the seriousness of abuse and long-term effects of domestic violence. MMC's Prevention and Education Team utilizes focus lead discussions that are centered on healthy relationships and teen dating violence awareness. The primary goal is to increase students' knowledge and empower them to become advocates and leaders on their campus. As the KM team engages and interacts with students, they are encouraged to be creative, think outside of the box and develop activities that will teach and engage students in learning about healthy and unhealthy relationships.

The primary audience of kNOw MORE are middle and high school-aged youth, as well as teachers, parents, and other adults aimed at increasing awareness of teen dating violence, recognizing red flags and what to do when a teenager they know is facing this difficult issue.

Overall, the kNOw MORE program is focused on building a culture of trust and support on campus, as well as empowering youth to build healthy relationships and a strong community.

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MESSAGE FROM THE TEAM

We're excited to welcome you to our Teen Dating Violence Awareness Month (TDVAM) Guide! As a team, we are deeply passionate about educating students, parents, and the broader community about the importance of healthy relationships. This guide is the result of our commitment to helping youth understand the core values of respect, consent, and communication, while also raising awareness about the challenges many teens face when it comes to dating violence.

Our mission goes beyond just providing information—we want to start meaningful conversations that create safe spaces for young people to share their experiences and seek support. Through this guide, we hope to equip both teens and parents with the knowledge they need to recognize the signs of unhealthy relationships and how to navigate these challenges with confidence and compassion.

We believe that educating parents and caregivers is just as important as reaching students, and we want to come alongside you in supporting the teens in your life. Together, we can help create a safer, more informed community for everyone.

Thank you for being a part of this important work. Let's continue to raise our voices, spread awareness, and empower the next generation to build healthy, loving relationships.

Thank you,
The kNOw MORE® Team



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WHAT IS TEEN DATING VIOLENCE?

Teen dating violence is the physical, emotional, verbal, digital and or sexual abuse that occurs within a dating relationship among adolescents. It is a pattern of abuse used to exert power and control over a dating partner



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EXAMPLES OF ABUSE

PHYSICAL	VERBAL/ EMOTIONAL	SEXUAL
Pushing, holding, pinching, slapping, shoving, kicking, biting, burning, hair pulling, use of weapons, strangulation, trapping, retraining, blocking movements	Excessive jealousy, mind games, isolation from family and friends, making the victim feel worthless or threatened. Insults and put downs, yelling, blaming, minimizing victim, denying abuse, and threatening to have the victim deported.	Pressuring you or making threats regarding sexual activities. This can include kissing, hand hold or even hugging. Unwanted touching, breaking boundaries previously agreed on, forcibly engaged in sexual activity.

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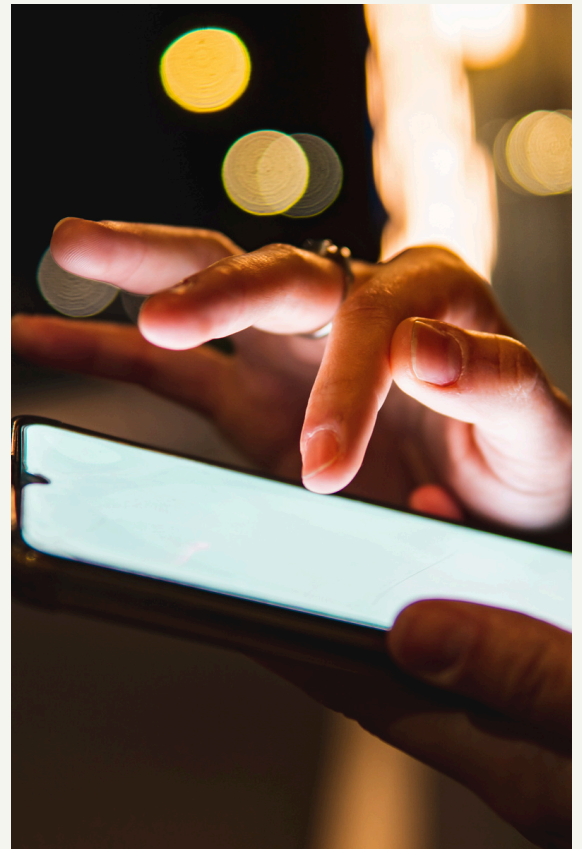
EXAMPLES OF ABUSE

DIGITAL

Demanding responses or check ins, posting inappropriate content online, hacking accounts, demanding to share passwords, tracking where you are at all times, looking through phone.

LGBTQIA+

Threatening to “out” someone, referring to their partner as their “dead name” or wrong pronouns, withholding hormones, binding material etc.



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HOW TO HELP A FRIEND



During Teen Dating Violence Awareness Month (TDVAM), it's important to recognize that while we may not personally be experiencing the types of abuse listed, someone in our lives—whether a friend, family member, or peer—could be in an unhealthy or abusive relationship. If you suspect someone is struggling, the best thing you can do is approach them with care, support, and understanding. Let them know you're there for them without judgment, and encourage open communication.

Being a friend, a support system, and a listening ear during Teen Dating Violence Awareness Month (TDVAM) can make a huge difference in someone's life. If you notice a friend is in an unhealthy relationship, offering non-judgmental support is key. Let them know you care, and that they can talk to you anytime.

While offering a compassionate ear, you can also gently provide them with resources—such as helplines, counseling services, or trusted individuals—who can offer professional support, if they feel ready to reach out. It's important to respect their choices, while reinforcing that they deserve to be in a safe and respectful relationship. Just knowing they have someone who listens and stands by them can empower them to make informed decisions when they are ready.

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MONTHLY TOPICS

The kNow MORE Topic Cards are a visually engaging resource designed to highlight three key takeaways from the monthly presentations. These Topic Cards serve as a concise summary, helping students retain and reflect on the most important points covered during the presentation.

The layout is aesthetically pleasing, incorporating design elements that make the information not only easy to digest but also appealing to the eye. Each Topic Card is purposefully crafted to act as a reminder, reinforcing the main themes and concepts of the month. The overall goal is to keep students connected to the material in a visually engaging way, making it easier for them to recall and apply what they've learned.

In essence, kNow MORE Topic Cards are both functional and visually stimulating, providing students with an accessible tool to revisit key points from their monthly lessons.



WHO AM I? WHO ARE YOU?

Self-awareness is the ability to perceive and understand the things that make you who you are as an individual, including your personality, actions, values, beliefs, emotions, and thoughts.

Knowing yourself and what you want for your future can help you make decisions about your friends and your future partner.

Don't be afraid to try new things, discover new interests, and make new friends.

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HEALTHY RELATIONSHIPS START WITH YOU

Loving yourself is an important part of any healthy relationship. The happier and more content you are with yourself, the more likely you are to be a part of a healthy relationship.

It's okay to not to be ready for a relationship; sometimes we must work on ourselves first before we can be with someone else.

Self-care is important. Don't feel guilty or bad about needing breaks from a world that was never set up to protect your mental health in the first place.

RED AND GREEN FLAGS



A red flag is a warning sign that a relationship may be unhealthy, the relationship might be heading in the wrong direction, or that it might be time to end the relationship.

A green flag are positive actions and traits that your partner has. They are signs of healthy behaviors that show potential of your relationships being positive and having strong potential.

A preference is a feature or trait that does not have anything to do with one's character as a person. (ex. eye color, height, clothes they wear, fav sports team)



HOW YOU FEEL HOW YOU DEAL

Your feelings are valid. You have every right to feel whatever you feel.

Everyone gets mad/angry. Not getting mad is unrealistic. It is how you handle your anger that really matters.

Healthy communication isn't always easy but is necessary when needing to resolve conflict in the relationship.

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TEEN DATING VIOLENCE

Teen dating violence can be physical abuse, but it can also be emotional/verbal, digital, and/or sexual abuse.

Leaving an unhealthy/abusive relationship is a very hard thing to do. It can take someone up to 7 attempts to leave an unhealthy/abusive relationship for good.

Creating a safety plan helps prepare for future crises, lowers the risk of being hurt by your abusive partner, and gives you a chance to consider your options.



HOW TO HELP A FRIEND

Breaking-up with someone is never easy, it is hard on both people. Remember to try and be clear and respectful when doing so. It is okay to feel hurt/sad after.

If you have a friend in an unhealthy/abusive relationship, be a listening ear and be patient with them. They are in a tough situation and ultimately need to make the decision for themselves to leave the relationship or not.

It's important to start a conversation with your friend if you are worried about them and want your friend to have a safe, healthy relationship.



DIGITAL SAFETY

1 in 4 teens in a relationship say they have been called names, harassed or put down by their partner through cellphones and texting

Examples of digital dating abuse include excessive texting/calling, demanding you share your location/passwords/or explicit photos, and/or look through your phone without your permission, etc.

Have a discussion about comfort levels with your partner when it comes to interacting online, find a happy medium together. Create a boundary so your partner knows where you draw the line.

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WHAT CAN YOU DO?

There are many ways to get involved with TDVAM and help spread awareness about healthy relationships. Start by talking to your youth about the importance of respect, consent, and communication in relationships. You can also follow and share social media posts to spread key messages and resources. Every small action counts in helping raise awareness and support a future free from dating violence.

SHARE OUR MATERIAL

- TDVAM calendar
- Follow us on social media
- Instagram: @knowmoreteendv

SPREAD AWARENESS

- Wear Orange Day, February 11

START THE CONVERSATION

- Talk to your youth about healthy relationships
- Review your schools policy for teen dating violence
- Reach out to your local and state officials about policies

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