



EDUCATION about and PREVENTION against gender and relationship violence

In honor of the late Jana Mackey and other victims of domestic violence, a committed group of activists created **Jana's Campaign, Inc.** with the single mission of reducing gender and relationship violence.

Through our program activities, **Jana's Campaign** aims to play a significant role in breaking the cycle of domestic and dating violence and be a catalyst for social change. **Jana's Campaign** believes that gender-based violence can be effectively addressed by tackling smaller related issues, one by one over an extended period of time. Many smaller incremental changes and improvements equals transformational change. Like building blocks, these improvements and program successes build on each other and reinforce positive change. **Jana's Campaign** is a group of grassroots activists who have built an organization that focuses on producing results and creating real impact.

Learn about us at [JanasCampaign.org](http://JanasCampaign.org)

**JanasStory.org**  
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## Our Youth are at Risk

*"Unhealthy relationships can start early and last a lifetime. Teens often think some behaviors, like teasing and name calling, are a "normal" part of a relationship. However, these behaviors can become abusive and develop into more serious forms of violence."*

Teen dating violence is a **preventable public health problem** which requires a comprehensive strategy to stop it before it starts.

- One in 4 adolescents report verbal, emotional, physical or sexual dating violence each year.
- Across studies, 15-40% of youth report *perpetrating* some form of violence towards a dating partner.
- Risk factors for teen dating violence include individual, peer, partner, parent, and neighborhood influences.
- Perpetrating dating violence in adolescence increases the risk of perpetrating violence toward a partner in adulthood.

(cdc)

## Yes, even in Kansas

Nationally, approximately 9% of high school students report being hit, slapped, or physically hurt on purpose by a boyfriend or girlfriend. **Alarmingly, in the same survey, 11% of high school students in Kansas report being hit, slapped, or physically hurt on purpose by a boyfriend or girlfriend.**

(Centers for Disease Control (2012) 1991-2011 High School Youth Risk Behavior Survey)

### Violent behavior typically begins between the ages of 12 and 18 and then escalates.

*"As teens develop emotionally, they are heavily influenced by their relationship experiences. Healthy relationship behaviors can have a positive effect on a teen's emotional development. Unhealthy, abusive or violent relationships can cause short term and long term negative effects, or consequences to the developing teen."* cdc

#### Victims of teen dating violence are more likely to...

- Do poorly in school
- Have an increased exposure to drugs and binge drinking
- A greater likelihood of teen pregnancy
- Eating Disorders
- Growing isolation, especially from family
- Physical fighting and suicide attempts



What can we do?



# Program Offerings

## Classroom Curriculum

**Jana's Campaign** utilizes only evidence-based programs such as **Safe Dates**, and is highly engaging and interactive.

*Sample topics include:*

- Defining Caring Relationships
- Defining Dating Abuse
- Helping Friends
- Overcoming Gender Stereotypes
- Equal Power Through Communication

## Small Group Workshops & Speaking Engagements

**Jana's Campaign's** trained staff can implement various educational and learning activities designed for small or large group settings (i.e. Student Organizations, Faculty Workshops, Teacher In-Service programs, etc.).

## Arts in Action

**Jana's Campaign** has ideas for your arts programs. Whether it is participating in an art exhibition or creating a theatrical play, creative outlets can be an excellent avenue for exploring the topic of gender violence.

## Community Service Projects

**Jana's Campaign** can help you select, organize and implement service projects within your own communities. With years of staff experience in coordinating community service projects, we are willing to help your school build on the good work you are already doing.

## Athletics

**Jana's Campaign** offers the national **Coaching Boys into Men** curriculum which trains coaches to use their influence to help male student-athletes build healthy relationships and prevent gender violence.



*"Jana's Campaign utilizes nationally recognized evidence-based programs that help teens recognize the difference between caring, supportive relationships and those that are controlling, manipulate or abusive relationships."*

**Jana's Campaign** is dedicated to helping your school educate students about healthy relationships. We will help you implement gender violence prevention curriculum and co-curricular activities intended for use with girls and boys in grade levels 6 – 12.

Ideally, a comprehensive and coordinated approach is best to build a long-term culture of respectful relationships. However, we recognize time and resource constraints. Therefore, **Jana's Campaign** will work to individualize a teen gender violence prevention plan that will best meet your needs. Your plan can include multiple program offerings or can simply start with one pilot activity.

**Because of generous grant support, Jana's Campaign is able to keep costs to a minimum for participating schools.**

*If you are interested in getting started, call Jana's Campaign to speak to someone about customizing a program for your school.*



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