

# Healthy Relationships *it's time to BLOOM.*



GoPurple.org



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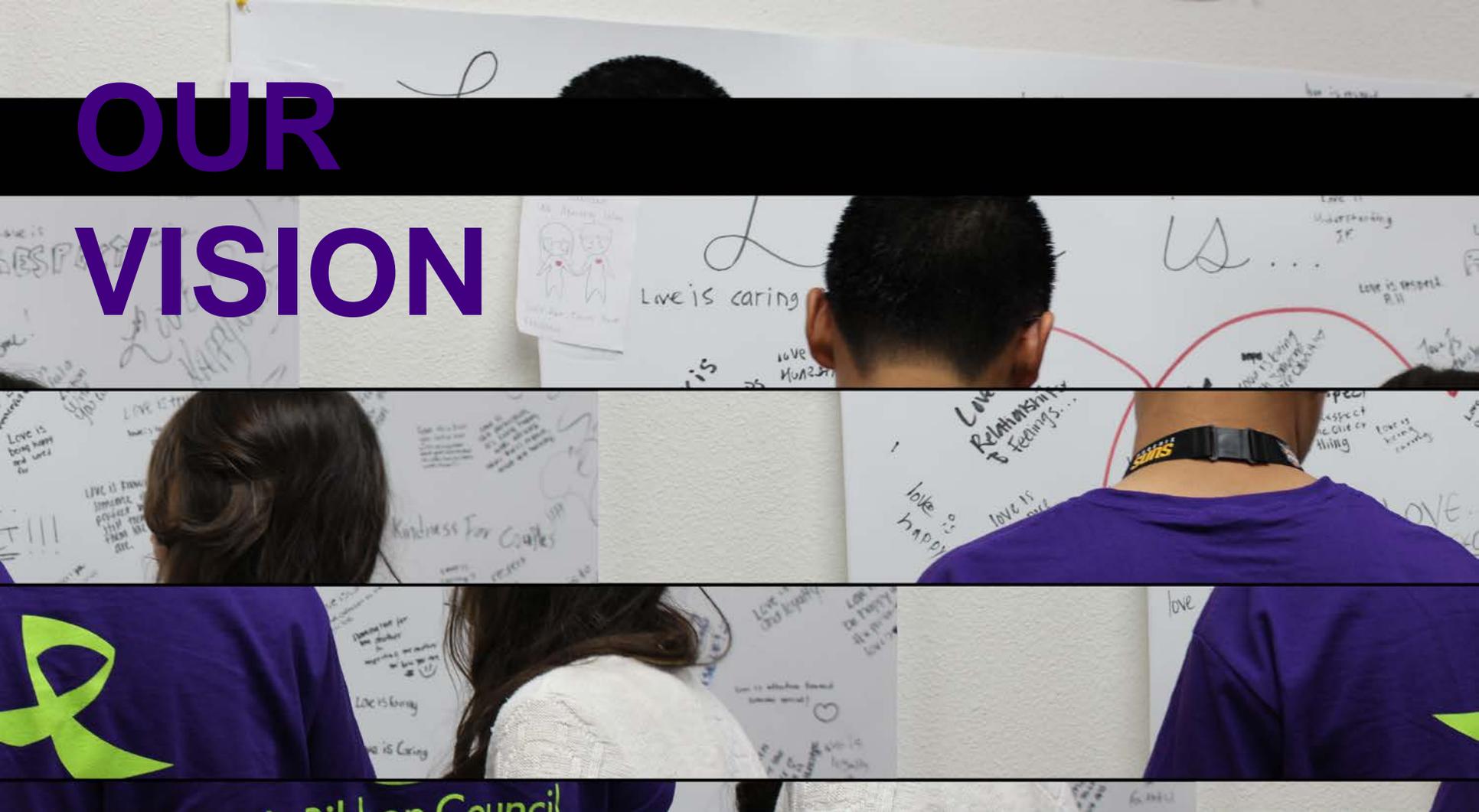
# OUR MISSION



Educate Youth, Engage Communities, Empower Families  
to promote healthy relationships.



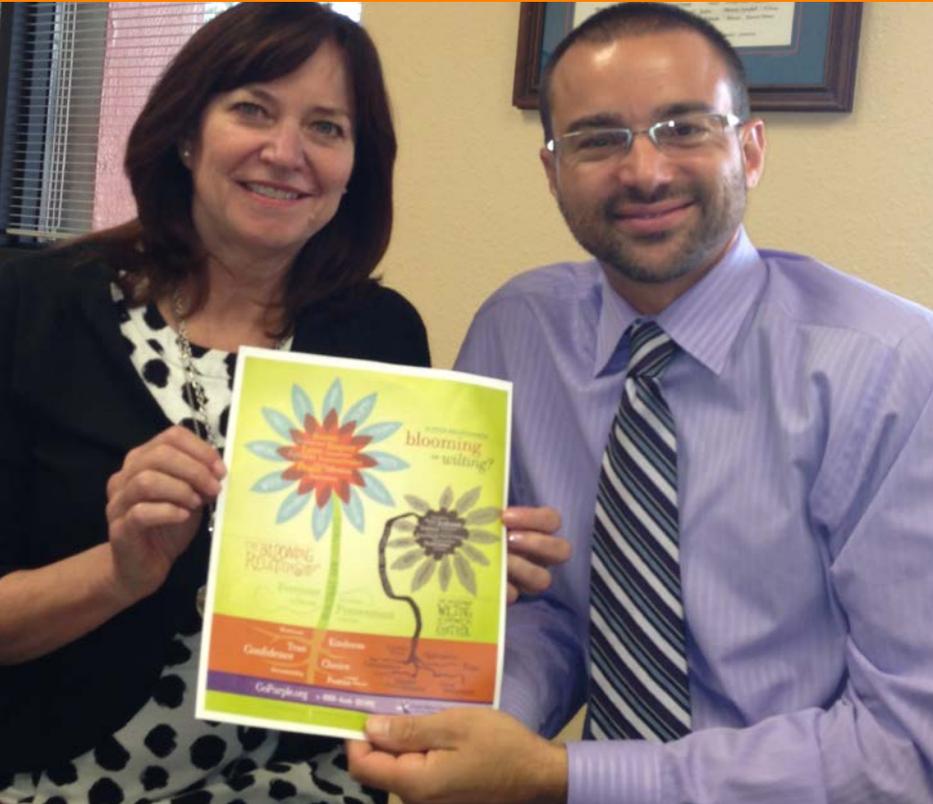
# OUR VISION



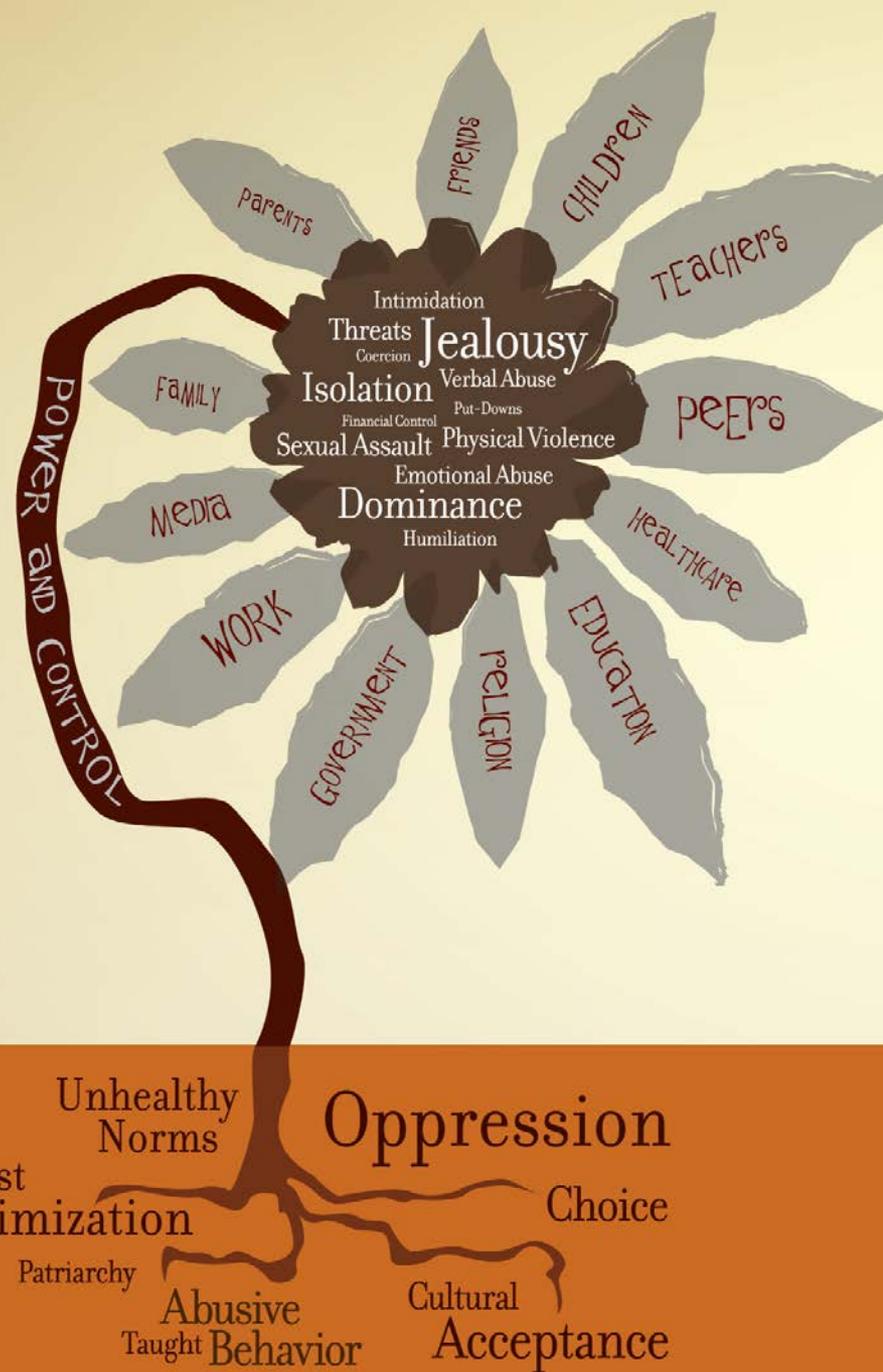
A world where future generations stand and work together to prevent teen dating violence **BEFORE** it starts.



# OUR ANTICIPATED IMPACT



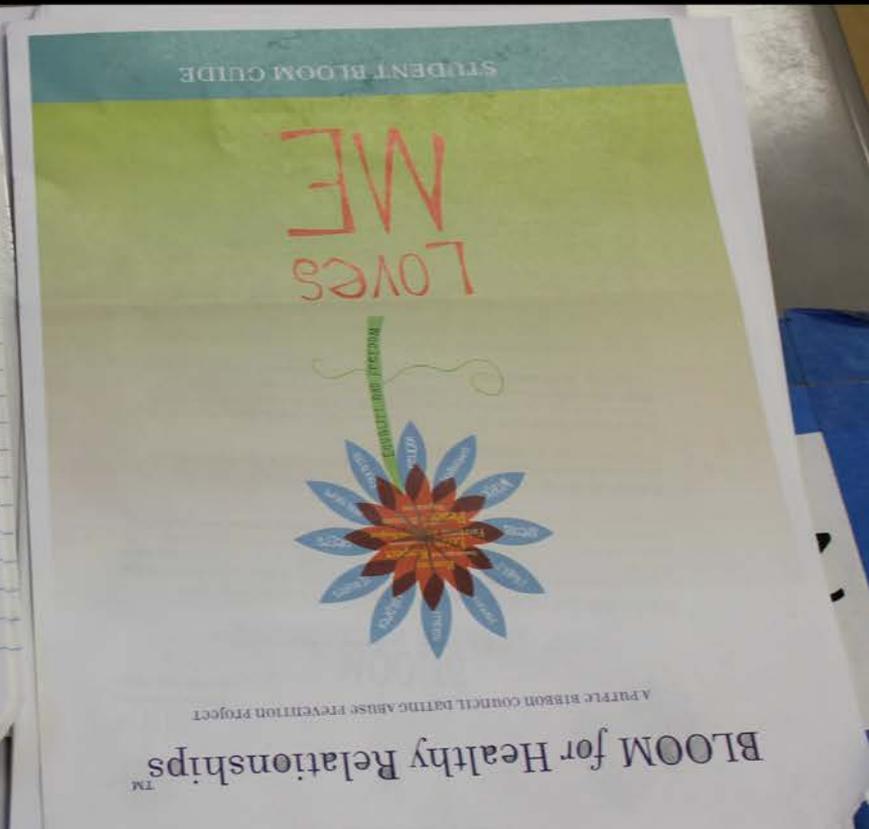
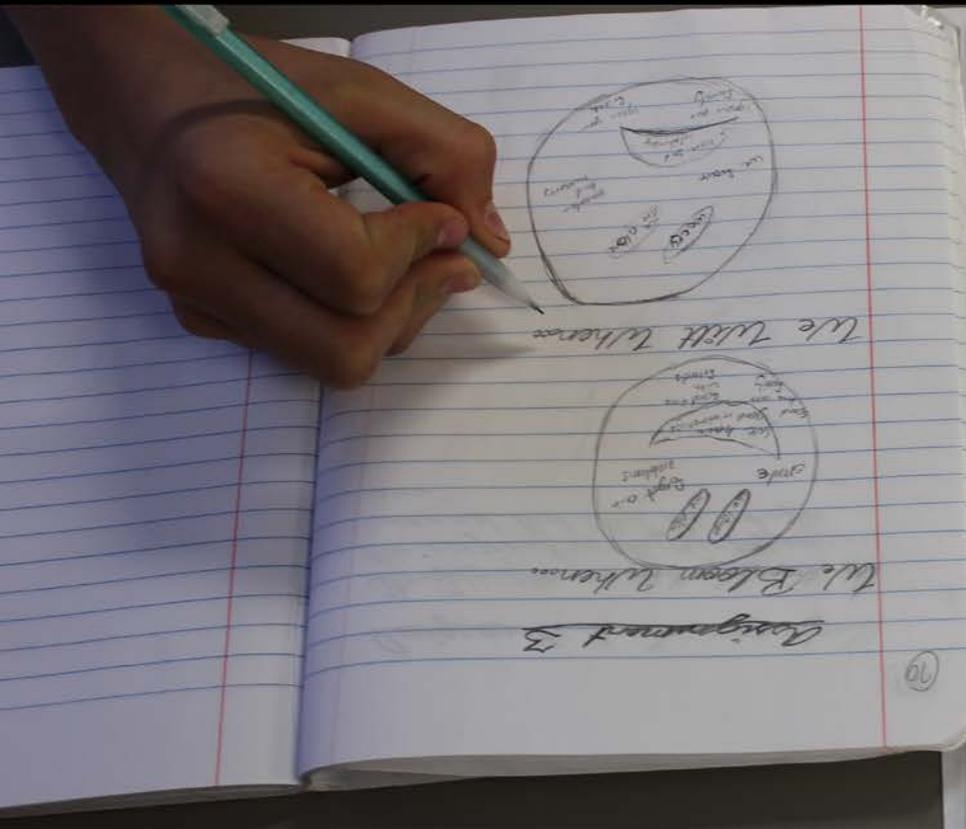
We aim to disrupt socially and culturally entrenched attitudes, behaviors and systems that normalize abuse and violence in relationships.



# CORE CULTURE CHANGERS

- BLOOM for Healthy Relationships™
- Project Butterfly™
- Go Purple Projects™





# BLOOM

## for Healthy relationships™

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## Initial Pilot 2010-11

- Single dose/lesson
- 3,000 students
- 72 disclosures of TDV

## Enhanced Pilot 2013-14

- Multi dose/7 Lessons
- 6 Implementation Sites
- Evaluation July 2014



# BLOOM ENHANCED PILOT OBJECTIVES

- Provide schools and youth serving organizations with a place-based solution for healthy relationship education and teen dating violence prevention.
  - Increase level of understanding and knowledge about teen dating abuse and healthy relationships among students in grades 7 through 12.
  - Enhance the capacity of teens to build positive communication and conflict resolution skills.
  - Increase teens' understanding about how/where to get help if they or someone they know is experiencing dating violence.
  - Enhance youth-led advocacy and civic engagement activities to ultimately PREVENT teen dating violence BEFORE it starts.
- 

# OVERVIEW

# BLOOM

For

Tweens &  
Teens

- Multi Dose Curriculum Supplement
- Media Literacy Lens
- Interactive & Inspiring Lessons
- Skill-Building for Healthy Relationship Communication



**GRADES**  
**7-12**

# OVERVIEW

# BLOOM

For  
Tweens & Teens

- Evidence Informed
- Aligned with Common Core Standards for Health Education
- Peer Engagement in Primary Prevention Strategies



**GRADES  
7-12**

# DOSES

7 Doses Delivered Over 7 Days

40-50 Minutes Each

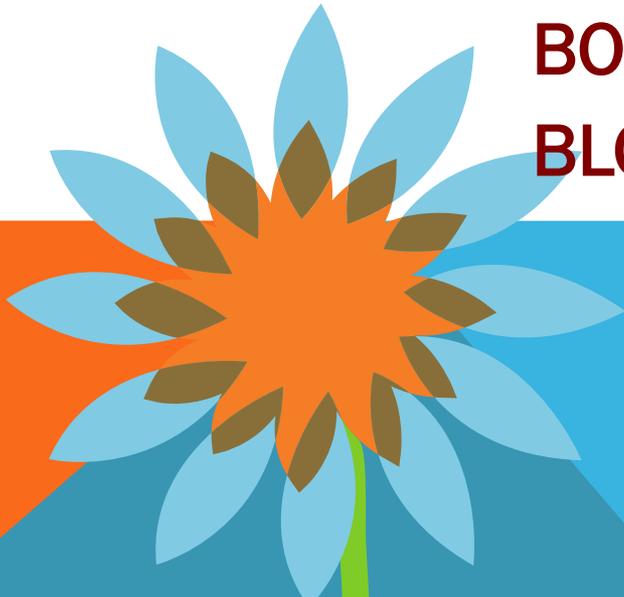
- DOSE 1: Teen Dating Violence: Define & Recognize
- DOSE 2: Root Causes: Past, Present, Prevention
- DOSE 3: Gender Norms: Healthy v. Unhealthy
- DOSE 4: Loves Me Not: Red Flags & Safety Planning



# DOSES

- DOSE 5: Loves Me: Skills for Healthy Relationships
- DOSE 6: Digital Abuse: Texts, Tweets and More
- DOSE 7: Bystanders: Direct, Distract, Delegate

**BOOSTER DOSES:**  
**BLOOM Crew Ambassadors**



# BLOOM IS CONTINUOUSLY INNOVATIVE

*Addresses all levels of  
social ecology for  
primary prevention:*

- Individual Influences
- Relationship Influences
- Community Influences
- Societal Influences
- Dynamic and Relevant Content (continuous feedback loop)
- Built-In Sources of Funding
- Sustainable
- It's a Movement (not a program in a box)

# Plan for Sustainability

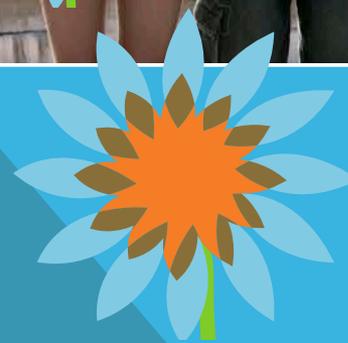
## 3 Year Implementation Cycle

School and Community Based Delivery Model

- YEAR 1:** BLOOM Educator & BLOOM Advocate
- YEAR 2:** Health Ed Teacher/Youth Program Coord.  
+ BLOOM Advocate
- YEAR 3:** BLOOM Crew Peer Educators &  
Peer Advocates + BLOOM Advocate



All partner implementation sites are required to complete our annual BLOOM U Training.



BLOO

M

CREW

# BLOOM Crew

**BLOOM Crews** are ambassadors who work individually, collectively and with their surrounding communities to achieve the **BLOOM Effect** through:

- Peer Education
- Peer Advocacy
- Root Cause Prevention Awareness



**MORE INFO:**  
[GoPurple.org](http://GoPurple.org)

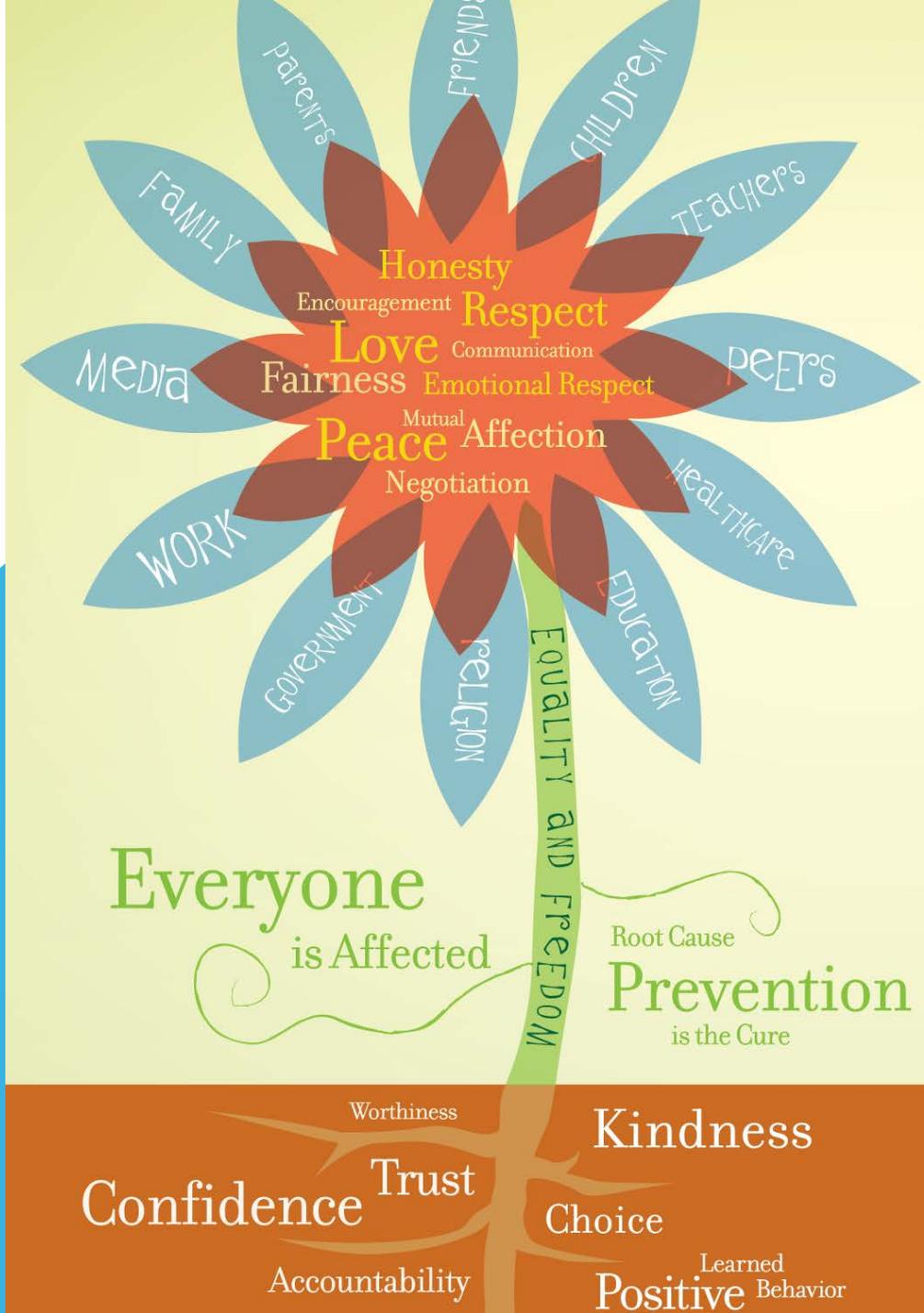
# THE BLOOM

## EFFECT™

2014-2044

Unleash the potential...  
Increase the capacity...  
Leverage the collective  
empowerment...

of future generations to end the  
epidemic of teen dating violence  
for themselves,  
in their communities and  
around the world.



# Enhanced Pilot Staffing

Project Director	Donna Bartos
BLOOM Educator	Meghan Lee, M.S.
BLOOM Educator	Lisa Williams
BLOOM Advocate	Princess Merlos- Eve's Place
BLOOM Graphics	Brian Richardson
BLOOM Interns	ASU Women & Gender Studies Students Alesha Durfee, Ph.D.



# Enhanced Pilot Materials Budget

**\$30 per student**

\$20 full color curriculum guide + posters

\$2 backpack tag

\$3 prizes/giveaways

\$5 Safety Plan & BLOOM Shoe Card





**THE PRIMARY  
PREVENTION  
GARDEN  
IS GROWING**

# **BLOOM** **For** **Parents**



**LAUNCHING**  
**APRIL 2014**



# BLOOM Puppet Theater

piloting  
winter 2015

TM



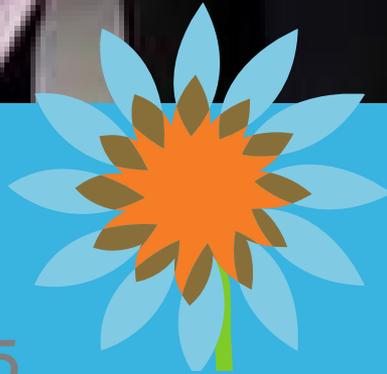
**GRADE  
S K-2**



# BLOOM Readers

# Theater

piloting winter 2015



**GRADE  
S 3-5**

**MORE INFORMATION  
GOPURPLE.ORG**



**Purple Ribbon Council**

*Prevent Domestic Abuse*

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**gopurple.org**