Vision Statement: Start Strong aspires to go beyond individual prevention strategies to build a community-wide, youth-led prevention model that will have a significant impact on young people in Boston.

The Start Strong Initiative, originally funded by the Robert Wood Johnson Foundation and now the City, is a peer led teen dating violence and prevention and healthy relationship promotion initiative, based on a primary prevention model that aims to stop teen dating violence before it starts by specifically targeting 11-14 year olds with healthy relationship messaging. The program uses a multi-layered approach to delivering the message that includes;

1. Educate and engage youth in and out of school.
   a. The teaching of a dating violence prevention curriculum at middle and high schools;
   b. Healthy relationship messaging and skill building delivered in an after-school settings such as community centers and enrichment programs.

2. Train high school aged (15-25 year olds) peer influencers to implement youth designed and led curriculum with their peers and younger teenagers
   a. Complete a 6-week “Healthy Relationships Summer Institute” with peer leaders; Support peer leaders to deliver healthy relationship trainings at sites throughout the Boston community during the school year.

3. Create media campaigns aimed at preventing dating violence among teenagers in Boston and increasing their healthy relationship skills.
   a. Designed by the peer leaders;
   b. Uses cutting edge technology to reach out to young people;
   c. Promotes a positive message about healthy relationships and how to avoid teen dating violence.

4. Provide technical assistance to schools, community groups and youth serving agencies to implement tools that support young people in engaging in healthy relationships.
   a. Sound Nutritional Label: allows teens to be critical consumers of relationship messages in their lyrical diet
   b. True View Tool: allows teens to be analyze relationship messaging in visual media
   c. Reel Binary Tool: allows teens to analyze gender messaging in media
   d. Supporting your teen: Breaks down adolescent brain development, youth development, and adultism for adults working with teens