

To raise awareness about dating abuse and encourage programs that prevent it, Break the Cycle promoted February as

Break the Cycle

Empowering Youth to End Domestic Violence

Teen Dating Violence Prevention and Awareness Month

MORE THAN

1.3 million teens

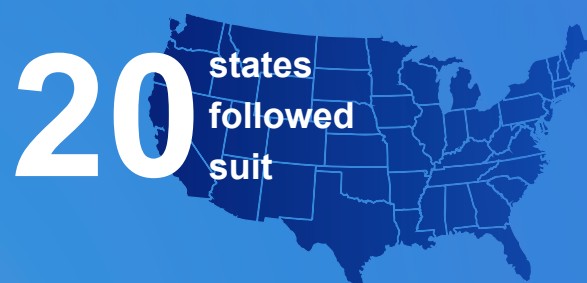
benefited from Break the Cycle's 2013 Teen Dating Violence Awareness Month campaign

2013

GOVERNMENT



President Barack Obama proclaimed February Teen Dating Violence Awareness and Prevention Month



COMMUNITY



Advocacy Toolkits were downloaded, representing **53** states and territories



National fraternity Alpha Chi Omega reached more than

50,000 members & supporters

during their Healthy Relationships Week

Break the Cycle and Loveisrespect were featured in more than



20 outlets including:

- MTV
- TeenVogue
- The Washington Times
- The New York Times

AWARENESS

Break the Cycle's teenDVmonth.org reached



a **20%** increase from last year



On February 14, more than

200 schools & youth groups

read the National School Announcement aloud which reached

236,000 teens



10,000 people

wore orange during Respect Week to promote healthy relationships

SOCIAL MEDIA



On Facebook, our stories generated and engaged

8,400 people

more than **124,000** impressions



TDVAM related hashtags were tweeted more than **1,000 times**

The #dvpsummit chat with @verizon reached **13,000,000 people** with help from singer Jasmine Villegas

EDUCATION

The four-part TDVAM Webinar Series had

2,291 registrations
+ 2,056 downloads

Encouraging participants to begin the conversation about dating abuse in their community

