

A portrait of Amy Watson, a young woman with short blonde hair, wearing glasses, a blue and white striped scarf, and a dark top. She is smiling and looking directly at the camera.

Amy Watson

UNC-Chapel Hill, Junior

**Sociology major, Social & Economic Justice
minor**

- **Research:** *Promoting Healthy Relationship Norms and Messages to Fight Violence Against Women*

NC Model: *Compass Center*

INTIMATE PARTNER VIOLENCE (IPV)

- 40% of all women killed worldwide

“Physical, sexual and psychological methods of violence and abuse used to achieve and maintain power and control over an intimate partner.”



VIOLENCE IN ADOLESCENT RELATIONSHIPS

- 33% of youth in the U.S. report experiencing some kind of abuse in dating relationships.
- One in five adolescent girls has been physically or sexually abused in a dating relationship.



AMY'S STORY



“I loved him with all my heart and refused to see what he was doing to me as abuse.”

“Love is very blind and sometimes you’re so blinded that you don’t even realize you’re being abused.”



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LOVE IS NOT ABUSE

- Teens are often unaware that there is anything wrong or abnormal about these relationships.
- Formative age for establishing norms in relationships
- Love can become confused with control.
- Control is a strong precursor to physical violence.



UNHEALTHY RELATIONAL NORMS



- Gender Roles
- Glamorized intimate partner violence in the media
- 10-20 of children are exposed to inter-parental violence and are twice as likely to become victims or perpetrators



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GLOBAL TO LOCAL

- Controlling behavior associated with four times greater likelihoods of domestic violence in Nigeria.
- In Mexico 60-70 percent of children who witness domestic violence will engage in violent relationships later in life.
- Higher rates in North Carolina of 43.9% compared to 35.6% nationally.



ON-GOING INTIMATE PARTNER VIOLENCE

- Violence that begins in teen dating relationships tends to progress into adulthood.



Promoting Healthy Relational Norms



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COMPASS CENTER

- TEENS CLIMB HIGH
Empowerment for middle school girls
- M.A.G.I.C.
Media Analysis of Gender and Image Construction
- START STRONG
Teen Dating Violence Prevention Program



CONCLUSION

“The promotion of respectful, nonviolent relationships is not just the responsibility of individuals and partners, but also of the communities and society in which they live. It is important to continue addressing the beliefs, attitudes and messages that are deeply embedded in our social structures and that create a social climate that condones sexual violence, and intimate partner violence.”

– Center for Disease Control and Prevention



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Promoting Healthy Relational Norms and Messages to Fight Teen Dating Violence

Amy Watson
WomenNC Fellow 2014

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