

FRESNO

kNOw MORE

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“Teens helping teens is effective. It’s hard for parents to relate to teens. Our number-one goal is to present to Fresno youth. We go to them – on campus at their high schools. We plant the seeds to say abuse is not okay.”
– Elizabeth Camerena, age 20, former peer educator, current kNOw MORE staff member

Mission: kNOw MORE is a peer-education project created to demonstrate the seriousness of teen-relationship abuse and to provide alternatives and resources. kNOw MORE provides a forum for teens to speak to other teens using drama, music, real-life situations and statistics of abuse in teen relationships.

Overview: kNOw MORE is currently implemented in 10 high schools within six school districts educating a diverse group of students. At each school site, there are 10 to 14 trained volunteer peer-educators, who present to other youth at their school and within the community. The 45-minute, interactive presentations highlight such topics as the cycle of violence, the impact of the media, the teen-power-and-control wheel, teen equality in dating, and tools needed for healthy relationships.

To carry out its programs, kNOw MORE:

- Conducts a three-day training on domestic violence for all peer educators. Peers listen to real 911 phone calls of small children calling for help while one of their parents is being attacked. A police detective shares an example of one girl’s history of contacts with the police, her history of abuse and its consequences. Peer educators learn about the cycle of violence, the teen power and control wheel, the teen equality wheel and the ingredients of a healthy relationship. The 2nd and 3rd days of the training are spent learning the kNOw MORE script and practicing the presentation, including mock presentations to the group.
- Partners with volunteers from the Fresno Police Department, the battered women’s shelter and other community-based organizations local, community representatives, including law enforcement officials, school advisors, and domestic-violence experts, who help plan and implement peer training and otherwise raise awareness about domestic violence.
- Provides ongoing leadership development, program planning and presentation skills for peer educators.
- Implements a teen-relationship, violence-prevention curriculum and a video program to educate parents, teachers and adults. "Taking Back Our Teens" is presented to groups of teachers, school staff, parents, school nurses and other concerned adults.
- Develops youth-friendly informational pamphlets, posters, resource cards and public service announcements for radio and television, to educate youth and their parents about relationship abuse.
- Maintains a website dedicated to educating youth and providing online resources about teen-relationship abuse.

Results:

Since 1998, a total of 453 Peer Educators have conducted 675 presentations to more than 20,330 youth and adults.

In 2004, peer educators have completed 222 presentations to 6,528 students through mid-May.

“Evaluation results suggest that the kNOw MORE intervention was very successful in reaching students at both intellectual and cognitive levels. Statistically significant reductions in endorsement of violence by participants after viewing the presentations indicate the presentations’ impact.

“The Speakers Bureau trainings for peer mentors were found to be statistically significant in terms of value and effectiveness in enabling the volunteers to make their own presentations to other organizations.”

Key Elements of Success:

- Focuses on violence in youth relationships
- Trains high school students to present to their peers and to adults who work with teens
- Provides tools for identifying and breaking the cycle of violence
- Partners with local community leaders
- Develops youth leadership

Target Population: The primary audience for kNOw MORE is high school youth, although peer educators also present throughout Fresno County to junior high school students and to adult educators and others who work with high school students.

Evaluations: Final Evaluation Report, Count to Ten, kNOw MORE, Fresno County Human Services System Department of Community Health Maternal, Child and Adolescent Health, July 2003.

“Little did I know the impact that the program would have on me. Going to the training really made things come together for me, and realize what a serious problem this is for youth today. And it was also sad knowing that, for instance, 28% of teens are in a violent/abusive relationship, yet you never hear about it. It's almost a silent epidemic. So I felt I was making a difference, and opening not only the youth's but also the adult's eyes, and ears, to this problem.”

--Mike Moore, age 22, former peer educator