



## BOM (Boss of Me)

Being the boss of you means you're in complete control of you at all times in your relationships. It means you refuse to submit to your own feelings of anger, fear, jealousy or insecurity. When you allow your emotions to negatively influence your actions, you lose control. And when you lose control, you're not the "boss of" anything.

Whether you're just kickin it, just "friends" just figuring out how you feel, in like or deep in love, things can get complicated. Everyone has the right to make their own choices. Nobody can tell you who you can talk to, where you can go or what you can do. That means we are all responsible for our actions and decisions. It's not always easy to just do you and let other people do them. Don't trip tho...we got you!"

BOM ("Boss of Me") is dedicated to helping young people stay in charge of their own relationship drama.

BOM provides tools to help teens maintain and manage their cool, instead of losing it, during a relationship conflict.

### Strategic Approach

Five key strategies from research for reaching teens (ages 14 – 18, all genders, all races and ethnicities) on this issue:

- 1) Take an empathic and non-judgmental stance
- 2) Target the "drama" with humor and authentic teen language
- 3) Promote self-empowerment
- 4) Offer tools and resources to "dial down the drama"
- 5) Leverage teens' organic media culture

### Key Facets of the Campaign

The focus is emotional self-regulation and accountability *not* blame.

This is a **primary prevention** initiative. We are going "upstream" of incidents of teen dating violence to address the roots of this epidemic.

Young people often lack the tools for effective communication and anger management so they emulate learned behaviors, however they can always change if they are engaged in critical thinking dialogue about their current practices and alternatives in a meaningful way.

Giving young people something to work *towards* in their relationships, rather than away from.



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...the eagle and the letters: BOM) is important for the sustainability of the campaign. Without brand recognition, the campaign will have no anchor. A sub-goal of brand recognition is to help young people associate relationship conflict with the need to seek resources.

### **Prevention vs. Intervention**

BOM is about providing young people with the tools they need to build a strong foundation for a healthy relationship. While BOM is extremely appropriate for young people who have a history of abusive relationship/s who are trying to leave their past behind and move forward, young people who are currently in an abusive relationship should seek *intervention* resources and support which are tailored specifically to their needs.

### **Get BOM in your life! (classroom, CBO, event, etc.)**

The BOM campaign is available to

- ...have the BOM Ambassadors speak and/or table at your events
- ...speak and present at conferences, workshops and trainings
- ...facilitate peer-to-peer workshops around dating violence and healthy relationships
- ...have young people you know, or work with, featured in our media content

***Please contact Maeven McGovern (Youth Radio Community Health Engagement Manager) for scheduling and information at 510.251.1101 ex.361 or [maeven@youthradio.org](mailto:maeven@youthradio.org)***