



bloom365<sup>®</sup>

Mom | Survivor | Advocate | Trainer | Speaker | Author

# Donna Bartos, MPA

She/Her

Founder & CEO

BLOOM365

[donna@bloom365.org](mailto:donna@bloom365.org)

602.524.9607



# Mission

Prevent abuse BEFORE it starts.

# Vision

Safe and healthy relationships for all.

# Goal

Uproot abuse in a generation.

---

bloom3b5"



# Our Name is Our Promise





OUR BIG  
**WHY?**



# Not just an adult problem...



365

A white outline of the state of Arizona on a black background.

## ARIZONA

### DV RELATED FATALITIES

In Arizona, between 2008 and December 31, 2022 there were **1,552** domestic violence related deaths. Of these tragedies **210** of the victims were under the age of **18** and **74** of the victims, under the age of **24**, were killed by a current or former intimate partner.

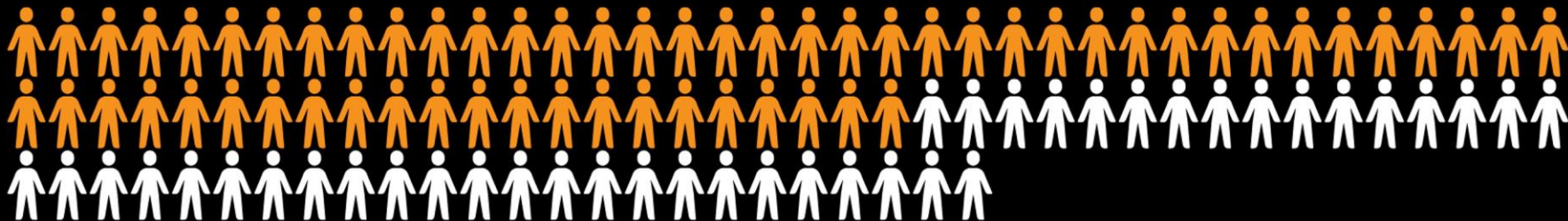
(ACESDV Domestic Violence Fatality Report)

# 60%



Teens report experiencing  
teen dating abuse.

2017 -National Survey on Teen Relationships and Intimate Violence



50%

of teens disclosed experiencing  
physical, sexual or emotional  
abuse victimization.



\*Of 36,000 teens surveyed in Maricopa  
County



# 29%

of teens disclosed perpetrating  
physical, sexual or emotional  
abuse victimization.



\*Of 36,000 teens surveyed in Maricopa  
County

90

PERCENTAGE OF TEENS WHO REPORT

**Only 9% of teens sought formal help from an adult after victimization.**

2019 National Institute of Justice Help Seeking Survey

**80% of teens surveyed said if they experienced or witnessed abuse they would tell a friend before an adult.**

2013-2018 | BLOOM365 7-Dose Survey | 18,000+ Teens



bloom365®

# OUR RESPONSE TO THE PROBLEM

1.888.606.4673 | [hello@bloom365.org](mailto:hello@bloom365.org)

[www.bloom365.org](http://www.bloom365.org)



EDUCATE | ADVOCATE | ACTIVATE | INTERVENE | TRAIN

# PREVENTION PIPELINE

Preventing abuse  
**BEFORE** it begins

PRIMARY

Reducing the risk of harm to  
self or others &  
interrupting abuse from  
happening again

SECONDARY

Inspiring healing &  
providing support  
after abuse

TERTIARY

**INDIVIDUAL**

**YOU!**

**RELATIONSHIPS**

**Friends**

**Family**

**Peers**

**Social Networks**

**COMMUNITY**

**Schools**

**Neighborhoods**

**Teams**

**Communities:**

**Military**

**Faith**

**Business**

**SOCIETY**

**Media**

**Government**

**Social Norms**





# Our Multi-Tiered Prevention Model

[www.bloom365.org](http://www.bloom365.org)

- EDUCATE

---

- ADVOCATE

---

- ACIVATE

---

- NERVE

---

- TRAN

---

bloom3b5" |

# Activate





# Student, School, & Community Engagement

[www.bloom365.org](http://www.bloom365.org)

- PEER ADVOCATES

---

- FIRST FRIDAY CAMPAIGNS

---

- SELF-CARE SUMMIT

---

- EMPATHY AWARDS

---

- COORDINATED COMMUNITY RESPONSE

---





# MARICOPA COUNTY

80%

of teens will tell a friend about abuse before going to an adult.



\*Of 36,000 teens surveyed in Maricopa County, Arizona.



STUDENT-LED

# PEER ADVOCATE

# CREW

1.888.606.4673 | [hello@bloom365.org](mailto:hello@bloom365.org)

[www.bloom365.org](http://www.bloom365.org)



PEER TO PEER AWARENESS, EDUCATION, OUTREACH & SUPPORT

# Lead Peer Advocate (LPA)

---

- Paid internship. (in AZ only)
- Passionate about uprooting abuse in a generation.
- Easy to follow (like the "Lone Nut").

## Key Roles

---

- Activate a Peer Advocate Crew (PAC).
- Plan and lead PAC meetings.
- Coordinate First Friday Campaigns.
- Facilitate Elephant in the Room Conversations.

## Goals

---

- 10% Tipping Point
- Increased peer support & student/trusted adult collaboration.



3b5



IT'S TIME TO ADDRESS THE  
**ELEPHANT**  
IN THE ROOM





C)\D

rt) \  $\blacklozenge = 1$

\ n l' c > . 9'.c†-l)'C> <|o t

h l \ - {=QQ\'. \), \ \ .



cr,

I 1).0\,ve l:lea-ri SeXvot lb' ho.vYC{,Sed

Ch L ;I-Jc.) c\c,n' ..J v\_ δW ho\N -1/4C>  
dt'..I w,>t-h i\-,



365

How Do I Get rid of My  
Jealousy problems?

,JJVµt do I Jo u;- I e \  
li i l'rr'l fl?i Pro}-)eY0  
M fCArfnu?



365







vi  
0-  
C.,,

Whats -\k ks

y. to

get ou 0

toxic relations?

without

harm

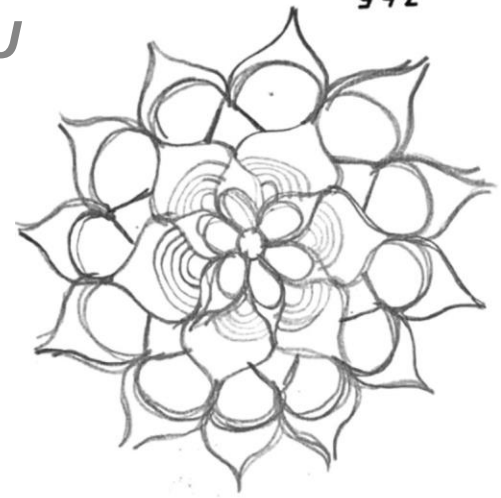
feeling

\.) 1

\ , 'S ,YJ  
-tt) 90 vom  
C \ \\\ \ Q 1U  
"o\ (J(j) \ " d  
{\Dwe, ?



399





C)\D

rt) \  $\blacklozenge = 1$

\ n l' c > - 9'.c†-l)'C> <|o t

h l \ - {=QQ\'. \), \ \ .

What should I  
do if I know the  
perpetrator and their  
my friend

WYLL

Ca Y 0

| U|J.|

| D-

W"-{,C)

ru{-

||'-

••

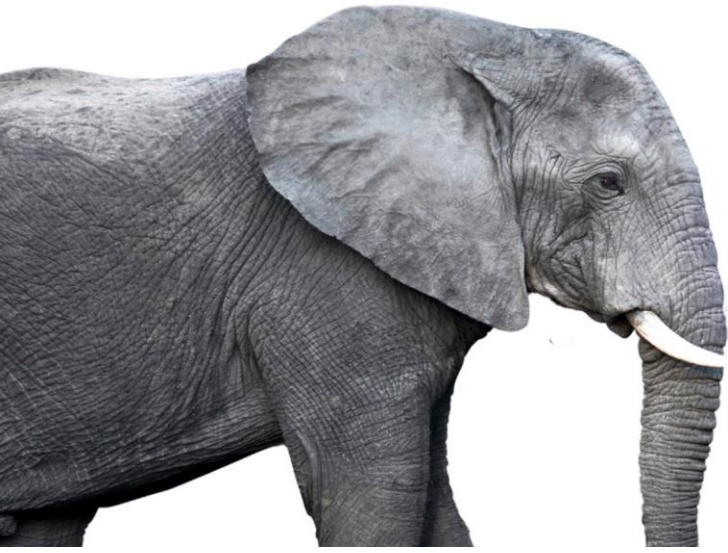
ef|e\_

| y|t

relaction


Ship

# ELEPHANT IN THE ROOM CONVERSATIONS



- Current responses to the problem.
- What is needed to address the problem?
- Action ideas to solve the problem.

*We have a*



**BIG HAIRY AUDACIOUS GOAL**

# BHAG2030

# Our Theory of Change

**Educate and activate  
10% of Gen Z youth and  
the trusted adults in their  
lives to uproot abuse by  
the year 2030.**



**All it takes is engaging just 10% of a population to shift the culture.\***

When 10% of Gen Z youth and the trusted adults in their lives engage peers to visibly show intolerance of Interpersonal Violence and promote healthy relationships as the social norm, we can start to uproot abuse in a generation.

\*Rensselaer Polytechnic Institute (2011)



# FIRST FRIDAY Campaigns



-  raise awareness
-  validate survivors
-  show support
-  share resources
-  spark conversations



DOWNLOAD A FIRST FRIDAY CAMPAIGN KIT  
GOAL: ACTIVATE 10%



1.888.606.4673 (HOPE)  
www.bloom365.org



February

## TEEN DATING VIOLENCE AWARENESS MONTH

It's easy to participate:  
On the First Friday of the national awareness months, wear the campaign color and ask 3 friends, classmates or peers to join you. #GoOrange #RESPECT

April

## SEXUAL ASSAULT AWARENESS MONTH

Accelerate your awareness:  
Post on social media and tag  
@bloom365 #UprootAbuse #SAAM  
#First Friday #GoTeal #CONSENT



October

## DOMESTIC VIOLENCE AWARENESS MONTH

Break the Silence on Domestic Violence and #GoPurple on the First Friday in October to kick off #DVAM. #UprootAbuse #EMPATHY



# WE HAVE A BIG HAIRY AUDACIOUS GOAL

We are dedicated to uprooting abuse in a generation and here's the game plan. Educate and activate 10% of young people and the adult allies in their lives across the U.S. by the year 2030. This is what our BHAG2030 looks like:



Youth ages 14-24 in the U.S.

**68M**

Our youth goal

**6.8M**

School personnel in the U.S.

**3.7M**

Our school personnel goal

**370K**

U.S. Military Service Members

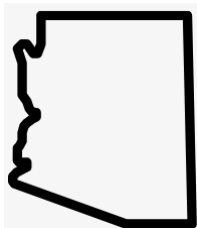
**923K**

Our Military goal

**93.2K**



BHAG (Big Hairy Audacious Goal) is a compelling, long-term goal that is intriguing enough to inspire people to take action. *The term was coined in the book "Built to Last: Successful Habits of Visionary Companies" by Jim Collins and Jerry Porras.*



# Arizona Genz Youth BHAG2030



ARIZONA SCHOOL STUDENTS

**1.1 M**



TIPPING POINT

**110,000**

When 110,000, or 10%, of Gen Z youth in Arizona engage peers to visibly show intolerance of Interpersonal Violence and promote healthy relationships as the social norm, we will achieve this Tipping Point Goal.



PHOENIX & TUCSON, AZ | WASHINGTON D.C. | VIRTUAL

# PEER ADVOCATE ACADEMY 2024



## Opening Session + Educate

Red\_Flags, Root Causes, Removing Barriers & Healthy Relationship

## Educate Advocate (LEVEL)

Communication, Conflict Resolution, Bystander Intervention, & Peer Support

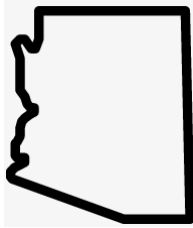
## Activate

Starting a Peer to Peer Movement to Uproot Abuse in a Generation.

## Amplify + Closing Session

Teen Voices & Solutions





# Arizona School Personnel BHAG2030



ARIZONA PUBLIC SCHOOL  
TEACHERS

**59,794**



**10%**

ACTIVATED TO  
RECOGNIZE, RESPOND, REFRAME

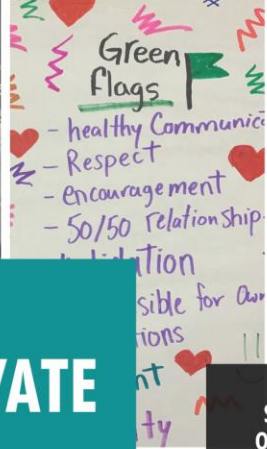
**5,979**

When 5,979, or 10%, of Arizona teachers and support staff are trained and activated to **RECOGNIZE, RESPOND, and REFRAME**, the Tipping Point for sexual/domestic violence prevention will be reached.

SOURCE:

[https:// azrepartcards.azed.gov/state-reports](https://azrepartcards.azed.gov/state-reports)

bloom3b5"



## COLLABORATING SCHOOLS & ORGANIZATIONS\*



# ACTIVATE

## STUDENT-LED AWARENESS, OUTREACH & PEER SUPPORT

**42** High School students trained as Lead Peer Advocates

**91** Outreach & Awareness Events

**3,500+** High School students engaged in First Friday Campaigns

We activate students as peer advocates who amplify our mission, engage in honest peer-to-peer conversations, and lead their campus communities in the work to Bring Love On Others More by cultivating a culture of empathy, respect, and consent for all.

### HIGH SCHOOLS WHERE A BLOOM365 LEAD PEER ADVOCATE IS ACTIVATED

- |                        |                         |
|------------------------|-------------------------|
| Basis Chandler         | Metro Tech HS           |
| Basis Peoria           | Mountain Ridge HS       |
| Basis Phoenix          | Mountain View HS        |
| Basis Scottsdale       | Paradise Valley HS      |
| Brownsville Area HS    | Pinnacle HS             |
| Camelback HS           | Primavera Online        |
| Cesar Chavez HS        | Sandra Day O'Connor HS  |
| Desert Mountain HS     | Scottsdale Prep Academy |
| Dr. Camille Casteel HS | Thunderbird HS          |
| Maryvale, HS           | Xavier College Prep     |

- SCHOOLS:**
- Academies at South Mountain High School
  - Alhambra High School
  - Amberlea Elementary/Academy
  - ASU Prep Polytechnic High School
  - Betty Fairfax High School
  - Camelback High School
  - Carl Hayden Community High School
  - Central High School
  - Chandler Unified School District
  - Copper Trails School
  - Coronado High School
  - Desert Edge High School
  - Desert Mirage Elementary School
  - Hamilton High School
  - Hermosa Vista Elementary School
  - Legacy Traditional Schools - Glendale
  - Legacy Traditional Schools - North Phoenix
  - Legacy Traditional Schools - Surprise
  - Marcos De Niza High School - TAPP
  - Maryvale High School
  - Mesa High School
  - Metro Tech High School
  - Ombudsman Schools
  - Peoria Advanced Academy of Math & Sciences
  - Phoenix College Preparatory Academy
  - Scottsdale Unified School District
  - Sierra Linda High School
  - Skyline Gila River Schools
  - Sunland Elementary School
  - Thunderbird High School
  - Tolleson High School
  - Verrado High School
  - West Point High School
  - Wilson College Prep

- ORGANIZATIONS:**
- A New Leaf
  - A Permanent Voice
  - Ability360
  - ACCEL
  - ACESDV
  - Aguila for Youth
  - Arizona Army National Guard
  - Arizona Day School for the Deaf
  - Arizona's Governor's Office of Youth Faith & Family
  - Arizona Recreation Center for the Handicapped (ARCH)
  - ASU - Sexual and Relationship Violence Program
  - ASU Be A Leader Chapter
  - ASU Downtown Campus
  - ASU First Star
  - ASU Polytechnic Campus
  - ASU Tempe Campus
  - ASU West Campus
  - Autism Society of Greater Phoenix
  - Be A Leader Foundation
  - Best Buddies
  - Betty Fairfax LGBTQ+ Safety Summit
  - Boys Hope Girls Hope
  - Boys & Girls Club Colangelo Branch
  - Boys & Girls Club Louis & Elizabeth Sands Branch
  - Camp OUTdoors
  - Canyon Pediatrics
  - Care7 Tempe
  - Charlie Health
  - City of Phoenix
  - Clearview SDA Church Health Ministries
  - Coronado High School Special Education Program
  - Corney's Place
  - CPLC
  - DANE Advocacy
  - Diverse Ability Inc.
  - Division of Developmental Disabilities
  - Dysart Community Center
  - Equality Health
  - Florence Crittenton
  - Fresh Start Women's Foundation
  - GAIN
  - Gateway Academy
  - GLSEN
  - Hellen Keller Center
  - Hill Air Force Base
  - Homeless Youth Connection
  - Inner Chi
  - JAG Tolleson
  - Jobs for AZ Graduates (JAG)
  - Juniper Library
  - La Mesa
  - Luke Air Force Base
  - Mad Hatter Wellness
  - MAG
  - Maricopa County Public Health
  - Mesa Family Advocacy Center
  - Mesa PD
  - Neighborhood Ministries
  - One n Ten Downtown PHX
  - One n Ten Queen Creek
  - Ottawa University AZ
  - Paiute Neighborhood Center
  - Paradise Valley Community College
  - Parson's Village
  - Pendergast Community Coalition
  - Peoria Adaptive Recreation Center (CARC)
  - Peoria CARC
  - PHX Neighborhood Patrol
  - PXU Exceptional Student Services
  - Raising Special Kids
  - Rotary Club Peace Corps
  - School Social Worker Association of AZ
  - SCORE Scottsdale Community College
  - Semicolon Society
  - Sonoran Center for Excellence in Disabilities
  - Sounds of Autism
  - Special Olympics of Arizona (SOAZ)
  - St Patrick Catholic Community Center
  - Sun Devil Wellness & Fitness
  - Sunrise Mountain Library
  - Tanner Community Development Corp.
  - Tempe Community Council
  - Tempe Mayor's YAC
  - The ARC
  - Tucson Council Member Paul Cunningham
  - Upward Bound Tempe
  - Upward Bound West
  - Utah National Guard
  - Wyoming Army National Guard

\*List includes schools and organizations where one or more of BLOOM365 programs and services were delivered in 2022-2023 and may be incomplete.



365

# Q & A



**THANK YOU!**

Download our tangible resources or request a training by scanning the QR codes below.

## TRAININGS & RESOURCES



### TOOLS YOU CAN USE

Checklists, videos, L.E.V.E.L., "Are you blooming or wilting?" First Friday Campaigns, etc.



### REQUEST A TRAINING

Trainings for peer influencers, peer advocates and trusted adult allies in military installations, schools and community organizations.



bloom365®

## UPROOT ABUSE IN A GENERATION

BY THE YEAR 2030

ASK US ABOUT **100b**

[bloom365.org](https://bloom365.org)

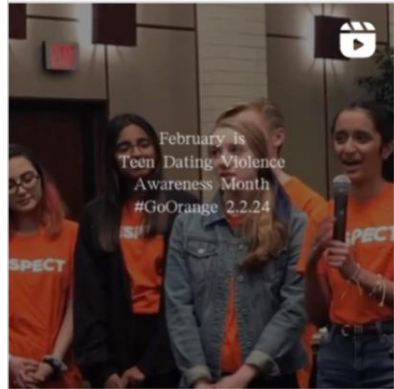




bloom365

BLOOM365TM

2,303 followers • 1,275 posts



**EVENTS THIS WEEK**

- 1/31-2/2 BLOOM365 CERTIFIED INSTRUCTOR TRAINING
- 2/1-2/3 TEEN INTERPERSONAL VIOLENCE PREVENTION SUMMIT
- 2/2 #GOORANGE FIRST FRIDAY AWARENESS CAMPAIGN
- 2/3 EMPATHY AWARDS **SOLD OUT**

Link in bio to register

It's almost  
**TDVAM**  
Teen Dating Violence Awareness Month

In one week we  
#GoOrange



**LEVEL LINE**  
888-606-4673 | bloom365.org

**REMINDER !**

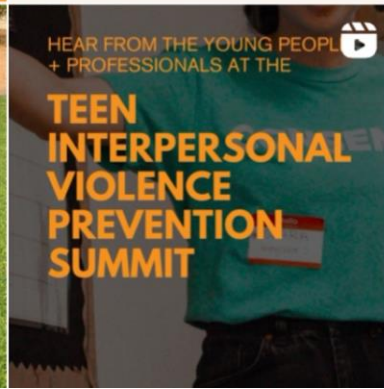
You don't have to go through it alone, we are here for you.

Text, call, or chat online.



HEAR FROM THE YOUNG PEOPLE + PROFESSIONALS AT THE

**TEEN INTERPERSONAL VIOLENCE PREVENTION SUMMIT**



Want to stay connected & informed?



# Thank You!



bloom3b5®

TIVATE EMPA

**BRING  
LOVE  
ON OTHERS  
MORE**

**365 DAYS A YEAR**

#UPROOTABUSE

[D  
bloom3b5

no: .!..

t;