

ACTIVITIES MODEL FOR PRIMARY PREVENTION OF SEXUAL VIOLENCE

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AIM:

This Activities Model should be read in conjunction with the document *Creating Safer Communities: RPE Model of Community Change*. The model of social change provides the overarching theory of the components of sexual violence prevention that are funded by the federal Rape Prevention Education funds and non-RPE funded components that are integral to the work of most rape crisis centers. This Activities Model provides additional detail about the resources needed and the types of activities that may contribute to the prevention of sexual violence. The activities specified here only apply to activities that are funded by RPE funds. There may also be non-RPE funded activities that organizations engage in that are related to sexual violence prevention.

STRUCTURE:

This Activities Model is divided into six parts: (1) resources that may be helpful in carrying out sexual violence prevention activities; (2) activities that may help to assess and strengthen community readiness for sexual violence prevention; (3) activities related to public/organizational policy advocacy; (4) activities related to social norming and social messages; (5) activities related to sexual violence prevention education and training; and (6) activities related to the promotion and operation of sexual assault hotlines.

CONTEXT AND USE:

It is important to remember that the prevention of sexual violence must be undertaken within the particular contexts/ecologies in which it occurs. Therefore, this model is not a blueprint of specific interventions, programs, curricula, etc. The details of what state organizations or local programs do must be tailored to the needs, resources, experiences, and norms of the specific setting. Similarly, it is not necessary for a program to do all of these activities within a single funding cycle. The goal is for programs, over time, to increase the intensity and breadth of their prevention work with an emphasis on changing community norms. The specific activities and strategies used will depend on the needs of the particular community or state. Additionally, the activities are an iterative process. If they are engaged in with sufficient intensity and duration, then over time measurable changes should be seen. However, it is not expected that the goals will be fully achieved in the designated time periods. Rather, the prevention of sexual violence is ongoing work that should have incremental effects over time.

RESOURCES / INPUTS

National		State	Local
Centers for Disease Control and Prevention	Other		
<p>Technical assistance provided to Departments of Health and state sexual assault coalitions</p> <p><i>Creating Safer Communities: RPE Model of Social Change Theory Model</i></p> <p>RPE Practice Guidelines</p> <p>RPE Indicators and Measures</p> <p><i>Getting to Outcomes for Intimate Partner Violence and Sexual Violence Prevention</i></p> <p>Research and surveillance translated into accessible language/format</p> <p>Identification of promising materials, messages, and strategies (MMS)</p>	<p>Technical assistance, training opportunities, materials, and information provided by:</p> <ul style="list-style-type: none"> ▪ National Sexual Violence Resource Center ▪ Department of Justice, Office of Violence Against Women ▪ National Center for Victims of Crime ▪ PREVENT ▪ State and Territorial Injury Prevention Directors Association ▪ Prevention Connection ▪ RPE Directors Council <p>Information provided by:</p> <ul style="list-style-type: none"> ▪ National Crime Victims Research and Treatment Center ▪ VAWnet <p>Policy information and advocacy provided by the National Alliance to End Sexual Violence</p>	<p>Technical assistance, training opportunities, materials, and information provided by the state Department of Health to local programs</p> <p>Technical assistance, training opportunities, materials, information, and policy advocacy provided by the state sexual assault coalition</p> <p>Technical assistance and information provided by the state Attorney General's Office and other state agencies</p> <p>Technical assistance and information provided by the state victim's compensation agency</p>	<p>Networking and collaboration with diverse constituents, such as, but not limited to: K-12 schools, post-secondary schools, universities, youth services, youth recreation, law enforcement, prosecutors, medical providers, public health agencies, businesses, cultural groups, social organizations, and faith communities</p> <p>Staff trained in: community assessment, strategic planning, policy advocacy, culturally relevant interventions, implementation of social marketing and media campaigns, non-literacy based campaigns, primary prevention, public health approach, outreach to underserved populations</p> <p>Sexual assault programs staffed at levels sufficient for current prevention programs and direct services and projected increases in programs and services</p> <p>Capacity for providing prevention programs and direct services in multiple languages plus TTD access for hotlines</p>

COMMUNITY READINESS

Activities	Outcomes		Impact
<i>We can use resources to accomplish these planned activities</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 1-4 years</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 5-9 years</i>	<i>If we achieve these outcomes, then we will see these systemic changes in 10+ years</i>
<p>Assess state/community readiness for sexual violence prevention, including identification of existing sexual violence prevention efforts, public knowledge of those efforts, leadership around sexual violence prevention, climate for sexual violence prevention, public knowledge about sexual violence, and resource availability/resource needs for sexual violence prevention including the promotion of safety, equality and respect</p> <p>Strengthen collaboration between state department of health (or other funding conduit) and state coalition</p> <p>Strengthen collaboration between state coalition, state department of health, and local programs</p> <p>Network and build relationships to raise state/community awareness about sexual violence and existing prevention efforts with diverse constituents, such as, but not limited to: youth services, youth recreation, law enforcement, prosecutors, medical providers, public health agencies, businesses, cultural groups, social organizations, faith communities, K-12 schools, post-secondary schools, universities, and domestic violence organizations and coalitions</p> <p>Identify state/community leaders for prevention efforts</p> <p>Develop leadership skills of those identified as potential leaders</p> <p>Develop a state/community action plan for strengthening and increasing prevention efforts</p>	<p>Engagement of broad-based partners for prevention efforts</p> <p>Access to multiple sites and other venues for prevention activities</p> <p>Commitment from partners for implementation of prevention activities</p>	<p>Sustained engagement of partners for prevention efforts</p> <p>Continued access to multiple sites and venues for prevention activities</p> <p>Integration of sexual violence prevention activities, related policy changes, and the promotion of safety, equality and respect into the goals and activities of other organizations in the state/community</p>	<p>Sustained community commitment to sexual assault prevention efforts</p> <p>Coordination of prevention programming and services throughout community and state</p> <p>Sustained capacity for implementation of sexual violence prevention activities among other organizations in the state/community</p> <p>Development of new resources in the state/community to support sexual violence prevention and the promotion of safety, equality, and respect</p>

PUBLIC / ORGANIZATIONAL POLICY ADVOCACY

Activities	Outcomes		Impact
<i>We can use resources to accomplish these planned activities</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 1-4 years</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 5-9 years</i>	<i>If we achieve these outcomes, then we will see these systemic changes in 10+ years</i>
<p>Work with youth services organizations, businesses, faith communities, schools, universities, and social organizations to assess gender equity and organizational policies and practices that contribute to inequity</p> <p>Review/revise policies in youth services organizations, schools, universities, and businesses re: sexual harassment and sexualized bullying, ensuring compliance with federal and state laws</p> <p>Work with youth services organizations, businesses, faith communities, schools, universities, and social organizations to develop strategic plans for changing organizational policies and practices</p> <p>Conduct state-level cost analysis of the financial and social costs associated with sexual violence and/or draw from national data to substantiate the need for increased funding for prevention, victim services, and offender treatment</p> <p>Advocate at state and federal levels for increased funding for prevention, victim services, and offender treatment</p>	<p>Youth services organizations, schools, universities, and businesses enact revised sexual harassment policies</p> <p>Demonstrate increased reporting of sexual harassment</p> <p>Youth services organizations, schools, universities, and businesses more actively address hostile environments</p> <p>Initial changes in organizational policies and practices among youth services organizations, faith communities, schools, universities, and social organizations to promote gender equity</p> <p>Authorization of additional state and federal funds for sexual violence prevention, victim services, and offender treatment</p>	<p>Decreased rates of sexual harassment and sexualized bullying in schools, universities, youth services organizations, and businesses</p> <p>Increased gender equity in schools, universities, youth services organizations, faith communities, and social organizations</p> <p>Establishment of stable funding streams for state and federal funds for sexual violence prevention, victim services, and offender treatment</p>	<p>Emergence of community norms against sexual violence</p> <p>Sustainable community-wide systems of early intervention for individuals at-risk for perpetration</p> <p>Sustainable community-wide systems that promote safety, equality and respect</p> <p>Institutionalization of permanent funding for sexual violence prevention, victim services, and offender treatment</p>

SOCIAL NORMING / SOCIAL MESSAGES

Activities	Outcomes		Impact
<i>We can use resources to accomplish these planned activities</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 1-4 years</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 5-9 years</i>	<i>If we achieve these outcomes, then we will see these systemic changes in 10+ years</i>
<p>Networking and collaboration with diverse constituents for development of state and local social marketing, media campaigns, and media advocacy</p> <p>Conduct state and local social marketing and mass media campaigns over time to promote societal norms that support prevention and the promotion of safety, equality, and respect</p> <p>Networking and collaboration with diverse constituents to coordinate on state and local media advocacy focusing on depictions of sexual violence, intimate relationships, and gender in news, advertising, and other media</p> <p>Public education to teach critical viewing and to raise awareness about connections between media messages and sexual violence</p> <p>Work with parent groups, youth services, youth recreation, social organizations, businesses, schools, universities, and law enforcement to identify high risk social settings</p> <p>Conduct environmental assessments of settings highly populated by youths and young adults to identify social norms in high risk social settings (e.g., social gatherings, youth-oriented entertainment, etc.)</p> <p>Based on environmental assessments, strategic plans developed by schools, parent groups, and youth services to increase mentoring and supervision of youth, which is needed to support the emergence of pro-social adolescent behavior</p> <p>Social action events and demonstrations, including events intended to reach a broad audience and to mobilize people who are not yet active in sexual violence prevention and the promotion of safety, equality, and respect</p>	<p>Increased awareness among organizations and institutions in the community of the need for sexual violence prevention</p> <p>Community organizations collaborating on monitoring media and organizing responses</p> <p>Increased and more accurate coverage of sexual violence in the news and entertainment media</p> <p>Changes in high risk social settings highly populated by youths and young adults</p> <p>Establishment of mentoring program that emphasizes promoting safety, equality, and respect</p> <p>Initial actions taken by schools, parent groups, and youth services to increase supervision of youth in support of pro-social adolescent behavior</p> <p>Increased requests for prevention education and public events by other professionals, community leaders, social service providers, law enforcement, medical providers, faith communities, and organizations</p> <p>Increased awareness of sexual violence among the public and increases in attitudes that support sexual violence prevention, safety equality, and respect</p>	<p>Increased commitment among organizations and institutions in the community to sexual violence prevention through coordination with rape prevention programs and internal efforts at prevention</p> <p>Establishment of a formal advisory relationship with major media outlets</p> <p>Decreases in news reports, advertising and other media portrayals that reinforce rape myths, engage in victim-blaming, fail to hold perpetrators accountable, link sex and violence, link sex and alcohol, use sex to sell commodities, objectify women, and portray women as weak/vulnerable</p> <p>Sustained activities by schools, parent groups, and youth services to increase mentoring and supervision in support of pro-social adolescent behavior</p> <p>Increase in individuals who participate in anti-sexual violence events</p>	<p>Integration of sexual violence prevention into the goals and activities of organizations and institutions throughout the community</p> <p>Significant increases in individuals who perceive new norm to be non-violent</p> <p>Significant increases in individuals who perceive social pressure to follow non-violence norm</p> <p>Significant increases in individuals who are motivated to avoid marginalization for not following norm</p> <p>Significant increases in individuals who develop intent to perform non-violent behavior norms</p>

PREVENTION EDUCATION AND TRAINING

Activities	Outcomes		Impact
<i>We can use resources to accomplish these planned activities</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 1-4 years</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 5-9 years</i>	<i>If we achieve these outcomes, then we will see these systemic changes in 10+ years</i>
<p>Identify partners for education programming and professional training with a focus on securing access to diverse settings and diverse audiences</p> <p>Develop and implement strategic, community-wide / state-wide plan for primary prevention education and training</p> <p>Develop bystander education programs for both youth and adults to increase skills in intervening in response to behaviors that contribute to a rape-prone culture or that may lead to a sexual assault and to increase skills for promoting safety, equality, and respect</p> <p>Develop men's/boys' discussion groups re: sexual violence, gender issues, and their roles in promoting safety, equality and respect</p> <p>Develop parenting skill-building programs focused on helping youth develop skills for safe, equal, and respectful relationships</p> <p>Conduct professional training programs to increase skills/capacity for sexual violence prevention and changing organizational practices</p> <p>Assess emerging/changing needs and new priority populations</p> <p>Develop sustainability plans for education, bystander, and training programs</p> <p>Train social services and schools to identify individuals at-risk for perpetration and to get them into appropriate interventions, including community-based and culturally-relevant educational and mentoring services</p>	<p>Increased knowledge and concern about sexual violence, especially among men/boys, parents, professionals and community leaders, and other education / training audiences</p> <p>Decrease in attitudes that condone sexual violence and victim-blaming, especially among men/boys, parents, professionals and community leaders, and other education / training audiences</p> <p>Increased involvement of professionals and community leaders in sexual violence prevention initiated by RPE programs</p> <p>Increased involvement of men/boys and of parents in sexual violence prevention activities</p> <p>Increase in referrals to perpetrator intervention and victim support services from professionals and community leaders</p> <p>Increase in individuals who intervene when witness rape-supportive behaviors and in potential sexual assault situations</p> <p>Increased referrals of individuals at-risk of perpetration for early intervention</p>	<p>Increase in collaborating partners and levels of investment in education programs</p> <p>Increased capacity for sustained anti-sexual violence work at local and state levels</p> <p>Professionals and community leaders, in their own work and settings, initiating sexual violence prevention initiatives and other activities to promote healthy relationships and gender equity</p> <p>Professionals and community leaders instituting changes in organizational policies and practices to change norms re: sexual violence, healthy relationships, and gender equity</p> <p>Changes in <u>behavioral</u> norms regarding sexual violence, healthy relationships, and masculinity</p> <p>Sustained, high levels of coordination of educational and mentoring services for individual at-risk of perpetration</p>	<p>Increased awareness among community members re: sexual violence</p> <p>Significant increases in individuals who perceive new norm to be non-violent</p> <p>Significant increases in individuals who perceive social pressure to follow non-violence norm</p> <p>Significant increases in individuals who are motivated to avoid marginalization for not following norm</p> <p>Significant increases in individuals who develop intent to perform non-violent behavior norms</p> <p>Significant decreases in perpetration of sexual offenses</p>

PROMOTION AND OPERATION OF HOTLINES

Activities	Outcomes		Impact
<i>We can use resources to accomplish these planned activities</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 1-4 years</i>	<i>If we accomplish planned activities with sufficient saturation of the community, then we will see these benefits in 5-9 years</i>	<i>If we achieve these outcomes, then we will see these systemic changes in 10+ years</i>
<p>Assess current utilization of hotlines in the state and/or community</p> <p>Develop strategic plan to increase utilization of hotline in the state and/or community, including to increase accessibility of hotline to non-English speakers, people with disabilities, and people living in poverty</p> <p>Advertise hotline through multiple methods and in diverse settings</p> <p>Train staff/hotline advocates to provide culturally appropriate services on the hotline and to reinforce sexual violence prevention and the promotion of safety, equality and respect</p>	<p>Implementation of strategic plan for increasing utilization and accessibility of hotline</p> <p>Increased use of hotlines, particularly for under-served populations</p>	<p>Continued use of hotlines by survivors, significant others, and community members as point of contact to the rape crisis center</p> <p>Increased awareness among community members re: sexual violence as a result of hotline advertising</p>	<p>Continued use of hotlines by survivors, significant others, and community members as point of contact to the rape crisis center</p> <p>Increased awareness among community members re: sexual violence</p>