

**Sexual Violence Prevention & Education  
Summary of Activities and Initiatives 2011-2012  
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***Sexual Violence Prevention and Education Programming***

The UO Sexual Violence Prevention and Education program uses a variety of innovative initiatives and best practices to educate and build awareness around the complex issues of sexual and dating violence on the UO campus. Through program development and campus partnerships the SVPE program seeks: to utilize evidenced-based prevention strategies in changing behaviors and attitudes; to create developmentally and culturally appropriate programs and encourage open dialogue on the issues of sexual violence; and to initiate the development of healthy relationship skills for all students. The intentional focus of the program is on the primary prevention of sexual violence, aiming to reduce risks and stop victimization of sexual violence *before* it occurs. This is achieved through challenging the social norms, values, and belief systems that contribute to the problem and development of skills that create healthy interpersonal relationships.

Sexual violence prevention programming is assessed and evaluated regularly in an effort to determine the efficacy of programs. Highlighted results from assessment evaluations are embedded in relative sections.

***The Sexual Wellness Advocacy Team (SWAT)***

The Sexual Wellness Advocacy Team (SWAT) is a nationally recognized peer education program that advocates for healthy relationships and works to prevent sexual assault, dating violence, partner violence, and stalking on campus. Through innovative and experiential programming SWAT strives to stop sexual violence by changing campus culture. The director of the program thoroughly trains SWAT peer educators; students from diverse backgrounds and academic disciplines. SWAT offers culturally inclusive, interactive workshops for their peers. The SWAT peer educator coursework includes three upper division leadership classes offered each term. During 2011-2012 SWAT presented over 30 workshops to approximately 700 students throughout the academic year. The SWAT program is supervised by the Director of Sexual Violence Prevention and Education, a highly qualified staff member who has received formalized training in sexual assault prevention and delivery methods and interventions.

SWAT makes presentations to faculty and staff upon request as well as population-specific training for groups for various departments including residence life paraprofessionals in University Housing, the Office of Student Conduct and Community Standards hearings board & Fraternity and Sorority leadership. The SWAT peers also provide workshops and trainings each term to student organizations, staff, and in academic classrooms using a variety of teaching methods. SWAT also designs secondary prevention initiatives (e.g., harm-reduction strategies), and bystander intervention programming, in an effort to decrease the occurrence of sexual violence on campus. The group has also provided workshops at regional and national conferences, including consultation with campuses wishing to start similar programs.

In addition to UO presentations, SWAT was contracted to present their incoming student orientation program "It Can't Be Rape" for the first year students of Eastern Oregon

University (September 2011). SWAT was also hired by Western Oregon University (April 2012) to present as a part of their sexual violence prevention month activities.

**Assessment of the Sexual Wellness Advocacy Team 2011-2012:**

Each presentation by SWAT is evaluated by the audience to assess the efficacy of the program and the learning outcomes. Some highlights from the 2011-2012 evaluations are as follows: Out of the 456 students surveyed close to 75% of students said that as a result of attending the training they could recognize and name common myths around sexual violence. 27% of the remaining students said that they could do this prior to attending the workshop. 80% said that as a result of attending the workshop they could identify and model appropriate bystander behavior. Additionally, 90% of the students surveyed said that as a result of attending the workshop they could list existing campus and community resources available to survivors of sexual violence. Student comments about the presentations are also consistently positive. The peer education model elicits respect and learning from UO students. One student described her impression of a SWAT presentation in her class this way: "I thought it was amazing that students are taking the time and putting themselves in a vulnerable situation in order to prevent sexual assault on our campus. It is so powerful to see our peers in that role and I find it really effective".

In addition to the assessment of SWAT programming, the training of peer educators is assessed each term. Some highlights from the **Peer Educator Evaluations** are as follows: 92% of the students surveyed said that they had been in a situation where they used the knowledge or skills they gained in the class. 92% also stated that as a result of being a SWAT leader they understand gender-based violence in the context of larger societal oppression, including the intersectionality of oppressions. One former SWAT student described his experience in SWAT this way: "I can't even begin to describe the amount of relevant and applicable information I learned in this class. Not only did this class broaden my understanding of various issues surrounding sexual assault and prevention, sexual wellness, and healthy relationships, it was a space in which I could get constructive criticism about public speaking and facilitation skills. BY FAR the best experience I've had at college so far."

***"It Can't Be Rape!"***

The summer theatre production of "It Can't Be Rape" is a mandatory presentation to all 4,000 students entering the UO who attend summer orientation (IntroDUCKtion). The production includes education about consent, sexual assault, dating/partner violence, stalking and sexual harassment for all incoming students. Included in the presentation are definitions and dynamics about sexual violence—what it is and what it isn't; its prevalence on college campuses; how to support a friend who has been assaulted; campus and community resources for victims; bystander intervention education; reaffirmation of university protocols and policies; and information about the student conduct code. On-site advocacy is provided during the program. In addition, resource support materials are provided to students during the event.

The last formal assessment of this program was done in 2009. At that time, out of 601 respondents 53% of students said that as a result of viewing the performance at orientation their knowledge of consent in a sexual situation increased. 46% said that their knowledge

stayed the same. 57% stated that as a result of viewing this performance their understanding of what constitutes rape increased, and 42% said that it stayed the same. Feedback for the format of the program was consistently positive. One student summed it up this way: "I liked the performance. I know a lot of people my age tend to tune out of brush off things people tell them about healthy sexual relations, assuming they've heard it all before or because they feel awkward about it. I think presenting this issue in a theatrical format was a good way to keep students involved while still getting a message across and creating a better chance that they heard it".

***Community Engagement Projects:***

**International Students Sexual Violence Prevention Poster Campaign**

Through a partnership with the Sexual Violence Prevention Program and the International Students Association, in 2011-2012 a working committee of students and staff was created using the Community Engagement Project model. As a result of the bi-monthly meetings this group produced three posters that addressed sexual violence prevention with international student populations. The posters highlighted the need for negotiating consent especially in cross-cultural relationships. During spring term 300 posters were distributed throughout campus.

**CEP Assessment:** Students involved in the working committee expressed satisfaction with the program: 85.71% said that as a result of participating in this group they can identify sexual consent and 100 % of the students surveyed stated that they are now able to explain the importance of requesting and getting consent. In terms of increasing their knowledge on issues of sexual consent 57.14% stated that it has increased "a great deal" and 42.86 % "considerably".

**SVPE Website Redesign**

Throughout the 2011-2012 school year, the architecture of the SVPE website was redesigned. The main menu on the home page was reoriented which makes navigation easier– and new subnavigation menus were added. In addition, most of the SVPE activities (such as poster campaigns, information about our annual events, volunteer opportunities, updated community resources) are now uploaded and available for users. Since May 2012, the SVPE and SWAT website started using the Google Analytics software, which tracks the number of people who visit the site. According to this report, 201 people visited the SVPE website during this month: 75.40% of them were new visitors and 24.60% returning visitors. 394 people visited the SWAT page during May, and 85.49% of them were new visitors and 14.5% returning visitors.

***Awareness Campaigns:***

**"That's What He/She Said" Sexual Violence Prevention Poster Campaigns Fall 2011 & Spring 2012**

This highly popular poster campaign, designed by the Sexual Violence Prevention & Education program reclaimed a derogatory sexual joke to inspire discussion and mutual respect among sexual partners. The first round of posters was designed and distributed during fall term 2011. The six original posters highlighted couples having conversations and making statements that encourage honest communication and healthy consensual sexual relationships.

A second round of the poster campaign was launched in the spring as a part of Sexual Violence Prevention month activities. The eight new posters featured actual UO students as models and continued to raise awareness about honest consensual communication in sexual and intimate relationships.

While no formal assessment of the campaign was conducted, response was consistently positive. Many students who would not otherwise come to the Women's Center came in to request copies of the posters for their residences. At least two Faculty members used the posters in their classrooms to talk about successful marketing programs, and the California Coalition Against Sexual Assault (CALCASA) requested a webinar presentation on the development of the program after finding the posters online.

**“Be That Guy” Bystander Intervention training-** The “Be That Guy” campaign is dedicated to actively engaging men to create an environment that prevents sexual assault and promotes respect for others. The program was developed in collaboration by the University Health Center's Peer Health Educators and the ASUO Men's Center. Each year SWAT presents a program specifically focused the encouragement of bystander intervention in potentially harmful situations. Audience members were able to practice intervening in situations and receive feedback from their peers about the effectiveness of their interventions.

**“Be That Guy” Assessment:**

A survey of audience members for the SWAT Bystander Intervention workshop revealed that as a result of attending the presentation 95% of participants agreed or strongly agreed that they have increased their understanding of types of sexually inappropriate behaviors. 100 % of the participants agreed or strongly agreed that as a result of attending this workshop they can explain to others why sexual assault prevention is not just a female problem but also a societal problem and men have a prevention role to play. Finally, 100 % of the participants who attended this training agreed or strongly agreed that they felt more confident stepping in when they witness others acting inappropriately in situations around sexual behaviors.

**Red Zone Campaign & Red Flag Display**

A project of the ASUO Women's Center and the SVPE program, the goal of this campaign was to educate students about sexual violence on college campuses through workshops, passive displays and trainings with all incoming Housing RAs and sorority members. The Red Zone campaign focused on the first six weeks of the school year as a high-risk time for women for sexual assault. During Sexual Violence Prevention week 2,870 red construction flags were placed in the campus quad throughout the week to represent how many women (according to statistics) have experienced sexual violence on the UO campus.

**Red Zone Coaster Project**

SWAT and the ASUO Women's Center also launched a unique campaign that used beverage coasters to give “Tips to Prevent Sexual Assault”. The tips address potential perpetrators instead of aiming prevention tips at survivors. These coasters were distributed throughout campus and in Eugene bars. 5,000 coasters were distributed as part of the Red Zone campaign that takes place on the first six weeks of school.

**Guest Speakers:**

**“Yes Means Yes: Visions of Female Sexual Power and a World Without Rape”, presentation by guest speaker Jaclyn Freidman (November 2011).**

In November, the Women’s Center and SVP & E program brought national speaker, Jaclyn Friedman to campus. Based on Friedman’s hit book this talk connected the dots between how the culture shames women for expressing their sexuality, how the media uses empty images of female sexuality to fuel sales, and how rape is allowed to function in society. Friedman lead an interactive discussion about the ways our campus and community can create a culture that supports healthy sexuality and makes sexual violence rare, clear and swiftly punished.

**“Asking for It: The Ethics and Erotics of Sexual Consent”, presentation by guest speaker Dr. Harry Brod (April 2012)**

As part of the Sexual Violence Awareness Week, Dr. Harry Brod, a professor of Philosophy and Humanities at the University of Northern Iowa, provided an educational presentation on the affirmative sexual consent standard. Between 80 and 100 students, faculty and community members attended the presentation. A follow-up session with Dr. Brod took place the next day specifically for university staff and students leaders who are involved in the work of prevention and education. Over twenty representatives from various departments including the Women’s Center, Men’s Center, Housing, and SWAT attended this session.

***Sexual Violence Prevention Month and Take Back the Night:***

The month annually brings together the campus community to deliver programs that target a wide range of students as well as the overall campus community. The activities include numerous programs throughout the month; an extensive, month-long letter-writing campaign by campus and community partners to the *Oregon Daily Emerald*, UO’s daily student-run newspaper; more than 25 campus and community partners coming together for informational tabling; a rally with a speak-out and a take back the night march with hundreds of students, campus and community members to Downtown Eugene is the culminating event of the prevention month.

***Additional Programming:***

***Examples of Staff Specific Training***

Sexual violence training for all University housing paraprofessionals and their supervisors is conducted each year. In addition, the sexual violence prevention staff members participate in a day-long “Behind Closed Doors” training for RAs, assisting staff members in learning how to support a survivor as well as the protocols and procedures for what to do in cases of sexual misconduct. Sexual violence prevention training for entering international students is also conducted at their fall orientation through the Director of Sexual Violence Prevention and Education and the Sexual Wellness Advocacy Team (SWAT). The Student Conduct Hearing board, made up of ten student representatives and eight faculty representatives, also receives annual sexual assault prevention training.

***Campus Partnerships***

***Alliance for Sexual Assault Prevention***

ASAP is a coalition of departments and organizations across campus and the larger Eugene community to create a coordinated community response to mitigate sexual violence. Membership includes representatives from the Department of Public Safety, the University Counseling and Testing Center, University Health Center, University Housing, Intercollegiate Athletics, Religious Directors Association, Fraternity and Sorority Life, ASUO Women's Center, ASUO Men's center and Sexual Assault Support Services. ASAP members meet monthly to develop education and prevention strategies and to provide a networking system so that Alliance members can work more effectively in their respective fields.

### ***ASUO Women's Center***

The ASUO Women's Center serves as a key campus partner in sexual violence prevention programming. The student coordinator of Sexual Violence Prevention and Education collaborates with campus and community partners including the local non-profit agency Sexual Assault Support Services (SASS) to produce the annual Take Back The Night event in April and to produce regular self-defense classes based on an empowerment model. During the month of October which is nationally recognized as Dating Violence Awareness month the Women's Center collected over 240 pounds of toiletries for Womenspace, a domestic violence agency in our community.

### ***ASUO Men's Center***

The ASUO Men's center dedicates time and energy toward addressing sexual violence on campus through a variety of programs including sexual communication workshops, and presentations to classes about men's role in preventing sexual violence. *Break the Cycle* is an annual Men's Center event held during sexual violence prevention month with several different components including a 5k run/walk/roll giving all participants an opportunity to demonstrate their position as individuals or as members of a group wishing to take a stand against domestic violence, abuse, and interpersonal violence

### ***University Health Center Peer Educators***

#### ***Taking it to the Streets***

Each April during Sexual Violence Prevention week the University Health Center peer educators distribute information about healthy sexuality. They also provide presentations about sexual assault, healthy relationships and more throughout the academic year.

## ***Summary of Accomplishments and Challenges***

### ***Accomplishments***

The primary accomplishment for the 2011-2012 academic year were the thousands of students reached through our prevention efforts, through multiple methods of training and education, and sustained and sufficient dosage throughout the year. Strategies are broad and multi-faceted, support comprehensive primary prevention programming at multiple levels, and build on campus and community capacity.

### ***Challenges***

One current challenge is trying to accommodate the number of requests that come in for prevention trainings, workshops, and initiatives, along with sustaining our efforts in other prevention initiatives. SWAT has become quite popular not only on the UO campus but beyond the campus because peer-based theater is relatively rare across the country. Additionally, the nature of prevention programming is such that it is hard to

measure tangible results of violence prevention on campus. We continue to try to find unique and relevant ways to reach the ever changing student population as we tackle this very tricky and real problem.

*Looking Forward*

In 2012-2013 we will be adding a population-level program addressing primary sexual assault prevention for all incoming students. *SexualAssaultEdu*, will accompany the *AlcoholEdu* programming, for all first-year students entering the university before they enroll in their fall classes. This web-based online program relies on evidenced-based strategies to help students understand the many aspects of sexual assault. It also includes campus-specific links and resources for students.

During 2012-2013 the SVPE program will be participating in a research project conducted by Erin Darlington, a graduate student in the UO Counseling Psychology doctoral program and past SVPE GTF. The purpose of this study is to contribute to the status of sexual violence intervention literature by examining knowledge, attitude, and behavior change outcomes for two sexual violence prevention programs implemented with fraternity men. In this study, Darlington will evaluate the Sexual Wellness Advocacy Team (SWAT) intervention, and explore the effects of a second intervention that is SWAT plus an additional focus and intervention contact time on discussing groups norms and bystander intervention (SWAT-plus). Specifically, Erin will evaluate the outcomes of each of these two preventive interventions on 1) increasing sexual violence knowledge and 2) reducing sexual violence supportive attitudes.