

## **Dean of Students Sexual Violence Prevention Activities for 2012-2013**

On the University of Oregon campus, current efforts (along with proposed efforts) are based on a comprehensive prevention approach incorporating primary, secondary, and tertiary prevention, utilizing a theory-driven, socio-ecological framework. This model takes into account multiple domains including the individual, relationship, community, institutional, and society levels, and also recognizes that one approach to mitigate sexual violence will not eliminate the problem. The UO seeks to target its efforts on all levels, producing a synergy and interrelated actions with campus and community partners that are more powerful than one single event or initiative.

### **Summary of Resources**

The Sexual Violence Prevention and Education program is housed within the Office of the Dean of Students and consists of a full-time director of sexual violence prevention staff member and a .49 Graduate Teaching Fellow. The university also has a long-standing coalition, the Alliance for Sexual Assault Prevention (ASAP), comprised of departments and organizations across campus and the Eugene community that have joined in a coordinated community response to mitigate sexual violence. The Associate Dean of Students provides oversight to the Sexual Violence Prevention and Education Program and oversight to the Alliance for Sexual Assault Prevention (ASAP).

The Director for Sexual Assault Prevention along with the Alliance for Sexual Assault Prevention (ASAP) members facilitate trainings on sexual violence to educate and support the campus community; develop education and prevention strategies to broaden the awareness of rape culture; and provide a networking system so that alliance members can work effectively in their respective fields.

Members of ASAP include representatives from the University Health Center; University Counseling and Testing Center; ASUO Women's Center; Office of the Dean of Students; Department of Public Safety; AccessABILITY; ASUO Men's Center; Office of Student Conduct and Community Standards; University Housing; Intercollegiate Athletics; Fraternity and Sorority Life; Wesley Center (through the UO Religious Director's Association); International Student and Scholar Services; the local non-profit, Sexual Assault Support Services; and students from organizations such as the Sexual Wellness Advocacy Team; ASUO Women's Center; and the university peer health education program.

### **Summary of Activities and Initiatives 2012-2013**

#### ***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 2012-2013 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 also hired by Western Oregon University (April 2013) to present as a part of their sexual violence prevention month activities.

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

During 2012-2013 the SVPE program participated 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 was 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 evaluated the Sexual Wellness Advocacy Team (SWAT) intervention, and explored the effects of a second intervention that was the original SWAT training plus an additional training module which focused intervention contact time discussing groups norms and bystander intervention (SWAT-plus).

There was evidence that both interventions, when analyzed together and compared to the control group, were effective at decreasing rape myth acceptance. When analyzed separately, both SWAT and SWAT plus were effective at increasing the number of helpful bystander behaviors participants could list and increasing bystander self-efficacy. The SWAT plus intervention appeared to be more effective at increasing actual bystander intervention behavior. The SWAT intervention appeared to be more effective at increasing intention to help.

In addition to the research project the SVPE program continued development of a comprehensive assessment of programs including evaluation each Sexual Wellness Advocacy Team presentation. This evaluation was revised in 2012-2013 to assess the knowledge acquired by students during the intervention in addition to their satisfaction with the program. After attending the presentation 100% of respondents were able to name at least one common myth about sexual violence. And over 99% of respondents stated that their knowledge of sexual violence and issues surrounding it increased as a result of attending the workshop. Students often appreciate the interactive nature of the presentation.

SWAT peer educators are also assessed on their learning and benefits of participation. Again, feedback is consistently positive. 100% of the peer leaders say that they have been in a situation where they used the knowledge or skills they gained in the SWAT class. One student explained the impact of being a SWAT peer educator this way: *"Here are some ways SWAT has enlightened me: I have become a more confident person. I feel that I am better prepared to stand in front of a group of people and feel confident in what I have to say. I have become a better listener. I have learned how to support friends who may be survivors but also friends in general...I have learned how to ask for what I want. Both sexually and in life. I know how and when is appropriate to ask for what I need from a relationship and I also now know how to better listen to partners and negotiate what we both want. I believe SWAT has made me a better advocate, a better student and a better person overall. I cannot imagine my life without SWAT!"*

Another 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 close to 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”. Planning for assessment of IntroDUCKtion programming for Summer 2014 is currently underway.

### **Sexual Assault EDU**

*SexualAssaultEdu*, a population-level program addressing primary sexual assault prevention, accompanied the *AlcoholEdu* programming, for all first-year students entering the university before they enrolled 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.

### **SVPE Website Redesign**

In 2013, the SVPE GTF was trained by IT personnel to facilitate ongoing updates to both the SVPE and SWAT websites. A number of recent video and poster campaigns

as well as Sexual Violence Prevention Week promotional materials were uploaded and campus and community resource listings were fully updated. The SWAT website links were organized and a new video link was added, offering a comprehensive educational video listing all SWAT's original creations.

### ***Awareness Campaigns:***

#### **Face It Campaign**

In 2012-2013, SVPE partnered with undergraduate students from Allen Hall Advertising to develop and design the "Face It: Be More Than a Bystander" campus poster campaign. This bystander intervention campaign encourages the target campus audience to react to sexual violence to help interrupt and prevent its occurrence. The posters feature the faces of actual students and the text highlights possible bystander intervention opportunities at bars and other public places. The final four posters were printed and distributed across campus in Spring 2013 after months of collaboration, and featured in conjunction with Sexual Violence Prevention Week programming.

#### **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 continued the unique Red Zone coaster 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.

#### **UO Health Center Promotional Videos**

In partnership with the UO Health Center, SWAT developed six educational videos about healthy sexual communication. The videos will be linked from the UO Sexual Health Application to be launched Fall 2013. The videos included information about: How to ask your partner for latex barriers, how to ask for consent in a sexual situation, tips on giving advice to friends, communicating about sexually transmitted infections and negotiating boundaries.

#### ***Guest Speakers:***

**"Yes Means Yes: Visions of Female Sexual Power and a World Without Rape", presentation by guest speaker Jaclyn Freidman (November 2012).**

In November, the Women's Center and SVP & E program brought national speaker, Jaclyn Friedman to campus for the second year in a row. 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 led 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.

### **Masculinity Speaker Series**

During the 2012-13 academic year the SVPE program partnered with the ASUO Men's Center to develop and present the **Masculinity Speaker Series: Exploring Gender, Identity, and Violence**, featuring speakers Dr. Jason Laker and Dr. Jackson Katz. SVPE and the Men's Center planned, obtained funding and promoted the events, which were co-sponsored by the ASUO, The Survivors Justice Center, The Office of the Dean of Students, the University Counseling and Testing Center, The University Health Center, Residential Life, the LGBTQA, the College of Arts and Sciences and the ASUO Women's Center. All events were offered free to the campus community and public and were ASL interpreted.

Dr. Jason Laker presented on campus on April 10, 2013, with a talk entitled, "Men's Issues, What Issues?" Dr. Laker is an internationally known expert, scholar, and speaker on issues affecting engagement, development, retention and success of male college students; and in promoting strong gender relations on campuses.

Dr. Jackson Katz provided the keynote speech for Sexual Violence Prevention Week on campus on April 24<sup>th</sup>, 2013, entitled, "Bad Boys and Bystanders: Silence and Violence in Male Culture." Dr. Jackson Katz is an internationally recognized anti-sexist male activist, known for his groundbreaking work in the field of gender violence prevention education. This event was highly successful, with as many as 600 people estimated in attendance; the main hall was at full capacity and live streaming was offered in additional overflow rooms on campus. Additionally, Dr. Katz provided an afternoon small-group workshop for selected campus partners that provided additional training on gender violence prevention for the college campus.

### ***Sexual Violence Prevention Week and Take Back the Night:*** **Sexual Violence Prevention Week 2013**

SVPW 2013 was one of the best attended weeks in recent history. The week of events included a keynote speech by Dr. Jackson Katz, which attracted over 600 attendees, a "Consent is Sexy" 5K that served as a benefit for Sexual Assault Support Services, *The Invisible War* film screening co-sponsored by CALC and the Women's Center, a panel discussion: "Advocacy, Activism, and Civil Disobedience in Sexual Violence Prevention and response" and culminated in the annual Take Back the Night rally, march and speak-out. The SVPE program developed promotional and advertising materials for both Sexual Assault Awareness Month and Sexual Violence

Prevention Week 2013 through a partnership with students from Allen Hall Advertising as well as members of the Alliance for Sexual Assault Prevention.

### ***Additional Programming:***

#### **Student Athlete Trainings**

In the fall of 2012, the SVPE program partnered with UO Student Athlete Development to offer three sexual violence prevention & education trainings to student athlete classes. These interactive workshops used SWAT-inspired role-play to engage student athletes in discussions regarding issues of sexual consent and the college campus. The workshops offered education regarding sexual violence on college campuses and informed participants of campus and community resources for sexual violence prevention, survivor advocacy and support.

#### **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 in the early fall, 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; during the 2012-2013 year, the SVPE program conducted two trainings for the Hearing Board regarding best practices for sexual violence conduct hearings.

### ***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.

### ***Safe Ride***

Safe Ride is devoted to the idea that a person regardless of sex, race, religion or sexual preference, should be able to go where they wish at night and feel comfortable and safe. Providing over 9,000 rides a year, APS is a free shuttle service that provides university students, faculty and staff with an alternative to walking alone at night, relying on others to take them home or being stuck in a potentially dangerous situation. The shuttle is available weeknights from 6pm-12am and on weeknights from 6pm-2am.

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

#### ***Accomplishments***

The primary accomplishment for the 2012-20123 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 everchanging student population as we tackle this very tricky and real problem.

### *Looking Forward*

#### **Sexual Violence Prevention Residence Hall Internship**

The ASUO Women's Center and Sexual Violence Prevention are pairing up with UO Housing in 2013-2014 to create a leadership opportunity for Housing students around sexual violence prevention and education. The goal is to work with a core group of Housing students beginning in Fall and continuing through Spring term. The cohort will receive direct training and workshop experience facilitated by nationwide experts. The skills and tools gained from the training will form the foundation for future workshops and educational programs offered to fellow Housing students throughout the year. The cohort will meet bi-weekly with the Sexual Violence Prevention and Education GTF to reflect on the trainings and develop workshops to implement throughout Housing. Outreach to students will occur during IntroDUCKtion, AlcoholEdu, and multiple list servs. Once students have been selected, the group will meet with the Sexual Violence Prevention and Education GTF on a bi-weekly basis to develop and implement goals to raise awareness around sexual violence and healthy consensual relationships. The cohort will be seen as the experts around sexual violence in their housing communities.

Additional goals for 2013-2014 include:

- Establish a committee of faculty and student affairs professionals working to infuse sexual violence prevention efforts into academic curriculum, including determining the feasibility of mandatory healthy relationship course for all UO students
- Enhance visibility and access to clear, accurate information about campus resources and support services available to survivors of sexual assault.
- Expand social norms poster campaigns and other marketing to broaden reach of education efforts (masculinity, healthy sexuality, consent, bystander intervention etc.).