PC CAMPUS

Intentional • Strategic • Comprehensive

RESOURCE GUIDE FOR SEXUAL AND INTERPERSONAL VIOLENCE PREVENTION

REPORTS & RECOMMENDATIONS BY SVP STAKEHOLDERS

STATE LEGISLATIVE DEVELOPMENTS ON CAMPUS SEXUAL VIOLENCE: ISSUES IN THE CONTEXT OF SAFETY

Student Affairs Administrators in Higher Education (NASPA) and Education Commission of the States (ECS) (2015).
http://www.naspa.org/rpi/reports/state-legislative-developments-on-campus-sexual-violence-issues-in-the-cont.

This publication looks at recent state legislation on campus sexual violence.

2014 CALIFORNIA STUDENT SUMMIT ON SEXUAL ASSAULT

California coalition against sexual assault (CALCASA) (2014)
www.calcasa.org/2014/11/calcasa-release-report-on-campus-sexual-assault/

This report highlights discussions and recommendations from a student-led summit held in Sacramento, California in April 2014.

A SAFER CAMPUS: A GUIDEBOOK FOR PREVENTION AND RESPONSE TO SEXUAL AND INTIMATE PARTNER VIOLENCE AND STALKING FOR OHIO CAMPUSES

The Governor's Office for Women's Initiative and Outreach, Ohio Board of Regents and the Ohio Department of Health (2010)
http://www.healthy.ohio.gov/sadv/sviolenceprev/safecampus.aspx

This Guidebook addresses four interconnected areas: preparedness, prevention, response and recovery. The prevention component examines the practice of mandating primary prevention programs for incoming students, evaluation practices, the trend towards the bystander intervention model and how to establish and maintain diverse allies on a college campus.

ADDRESSING SEXUAL ASSAULT AND INTERPERSONAL VIOLENCE: ATHLETICS' ROLE IN SUPPORT OF HEALTHY AND SAFE CAMPUSES

National Collegiate Athletic Association (NCAA) (2014)
http://www.ncaa.org/sites/default/files/Sexual-Violence-Prevention.pdf

This report assists intercollegiate athletics administrators and educators in developing approaches to preventing or reducing incidents of sexual assault and other interpersonal violence on their campuses.

BEYOND TITLE IX: GUIDELINES FOR PREVENTING AND RESPONDING TO GENDER-BASED VIOLENCE IN HIGHER EDUCATION

Futures without Violence and Avon Foundation for Women (2012).
http://www.futureswithoutviolence.org/userfiles/file/PublicCommunications/beyondtitleIXfinal.pdf

This document guides colleges and universities on how to create a campus norm of interpersonal respect and non-violent relationships. It promotes a focused and coherent system of supports to create a climate that encourages respectful non-violent relationships and addresses all forms of gender-based violence, including intimate partner violence, sexual misconduct and stalking. The document includes key elements and stakeholders, questions to guide campus discussions and policies and resources.

CAMPUS PREVENTION AND INTERPERSONAL VIOLENCE TRAINING TOOLKIT

West Virginia foundation for rape information & services (FRIS) (2015)
http://www.fris.org/Resources/Toolkit-PIVIT/Edition-Prevention/PDFs/PIVIT_Prev_Complete.pdf

This document was developed to enhance and standardize information for college personnel involved in interpersonal violence prevention efforts.

CREATING CHANGE TOGETHER: A GUIDE FOR RAPE CRISIS CENTERS PARTNERING WITH COLLEGES & UNIVERSITIES

Ohio alliance to end sexual violence (2014)
http://www.oaesv.org/wp-content/uploads/2014/09/Creating-Change-Together-Final-8.28.14.pdf

This guide outlines specific ways that campuses can partner with community-based rape crisis centers to improve advocacy, training, policies, social marketing campaigns and prevention strategies.

GUIDANCE FOR CREATING COLLEGE AND UNIVERSITY DOMESTIC VIOLENCE, DATING VIOLENCE, STALKING, AND SEXUAL VIOLENCE PREVENTION AND INTERVENTION PROGRAMS AND POLICIES FOR STUDENTS

North Carolina Coalition Against Domestic Violence (2015).
http://nccadv.org/images/pdfs/NCCADV_Model_College-University-IPV-Stalking-SV_Policy.pdf

A comprehensive guide for colleges and universities developing domestic violence, dating violence, stalking and sexual violence policies.

IT'S ON US TO STOP SEXUAL ASSAULT

Not Alone (2014)
http://itsonus.org/

An awareness campaign from the White House that includes a pledge to keep women and men safe from sexual assault and be part of the solution. This campaign could be a component of a larger, more comprehensive conversation.

REPORTS & RECOMMENDATIONS BY SVP STAKEHOLDERS

KEY ELEMENTS OF EFFECTIVE POLICY ADDRESSING CAMPUS SEXUAL VIOLENCE

The Virginia Sexual and Domestic Violence Action Alliance (2015)
http://storage.cloversites.com/virginiasexualdomesticviolenceactionallianc/documents/Key Elements of Effective Policy Addressing Campus Sexual Violence-Jan 22 2015_2.pdf

Recommendations based on 30 years of work with students, campuses, community advocates and national leaders dedicated to building an effective response to sexual assault.

KEY FINDINGS: RETHINKING SERIAL PERPETRATION

National Sexual Violence Resource Center (2015)
http://www.nsvrc.org/sites/default/files/key-findings_rethinking-serial-perpetration_0.pdf

This report discusses new research on serial perpetration on college campuses that raises questions about the serial perpetration hypothesis.

MOVING BEYOND BLUE LIGHTS AND BUDDY SYSTEMS: A NATIONAL STUDY OF STUDENT ANTI-RAPE ACTIVISTS

SAFER (Students Active for Ending Rape) (2013)
http://www.safercampus.org/application/files/5614/4598/5220/SAFER-Moving-Beyond-Blue-Lights-And-The-Buddy-System-Report.pdf

Written by a national organization that fights sexual violence by empowering student-led campaigns to reform college policies, this study examined students' activities, priorities, perceptions and needs related to various efforts to address campus sexual violence, with a specific focus on campus policies.

REPORTS & RECOMMENDATIONS BY SVP STAKEHOLDERS

PREVENTING SEXUAL VIOLENCE ON COLLEGE CAMPUSES: LESSONS FROM RESEARCH AND PRACTICE

Prepared for the White House Task Force to Protect Students from Sexual Assault (2014)
https://www.notalone.gov/assets/evidence-based-strategies-for-the-prevention-of-sv-perpetration.pdf

This CDC review summarizes some of the best available research and highlights evidence-based prevention strategies that work, some that are promising and those that are not effective. The review shows that effective programs are sustained, comprehensive and address the root causes of sexual assault. It includes a list of prevention programs used by colleges and universities across the country.

PREVENTING VIOLENCE AND PROMOTING SAFETY IN HIGHER EDUCATION SETTINGS: OVERVIEW OF A COMPREHENSIVE APPROACH

The Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention (2012)
http://oregonsatf.org/wp-content/uploads/2012/05/preventing-violence-promoting-safety-highered.pdf

This document reviews the scope of campus violence, describes factors that cause and contribute to violence and lists recommendations that administrators, students, faculty, staff and community members can follow to review and improve their policies and strengthen their programs and services.

RECONSTRUCTING NORMS: A CURRICULUM TO EDUCATE COLLEGE CAMPUSES ABOUT SEXUAL ASSAULT PREVENTION (2012)

West Virginia Foundation for Rape Information and Services. Adapted from the Pennsylvania Coalition Against Rape.
http://www.fris.org/Resources/PDFs/Books/ReconstructingNorms-2012.pdf

This curriculum provides rape crisis advocates and facilitators with tools to educate the campus community about the problem of sexual assault and ways to prevent it. Each workshop includes talking points, activities and handouts for the presenter.

REPORTS & RECOMMENDATIONS BY SVP STAKEHOLDERS

REPORT ON THE AAU CAMPUS CLIMATE SURVEY ON SEXUAL ASSAULT AND SEXUAL MISCONDUCT

Westat (2015)
https://www.aau.edu/uploadedFiles/AAU_Publications/AAU_Reports/Sexual_Assault_Campus_Survey/Report on the AAU Campus Climate Survey on Sexual Assault and Sexual Misconduct.pdf

This report showcases the largest campus sexual violence study to date. It provides details on the campus climate surveys that were conducted at 28 U.S. public and private research universities. The surveys assessed incidence, prevalence and characteristics of incidents of sexual assault and misconduct on college campuses. This report can be used to assist universities in ongoing efforts to address the problem of sexual assault on campus.

SHIFTING THE PARADIGM: PRIMARY PREVENTION OF SEXUAL VIOLENCE

American College Health Association (2008)
http://www.acha.org/ACHA/Resources/Preventing_Sexual_Violence_Toolkit.aspx

This toolkit provides facts, ideas, strategies, conversation starters and resources to everyone on campus who cares about the prevention of sexual violence; it includes a "Position Statement on Preventing Sexual Violence on College and University Campuses" with Recommended Actions.

WEST VIRGINIA SEXUAL VIOLENCE TRAINING AND PREVENTION RESOURCE TOOLKIT FOR COLLEGE CAMPUSES

A partnership of the West Virginia Foundation for Rape Information and Services and the West Virginia Department of Health and Human Resources (2012).
www.fris.org

This toolkit provides resources and information for college campuses and community rape crisis centers on training and prevention programs.

IMPROVING CAMPUS SEXUAL ASSAULT PREVENTION: A BEST PRACTICE GUIDE FOR ADMINISTRATIVE LEADERSHIP

Everfi (2016) https://everfi.com/sexual-assault-prevention-guidebook/
This guide provides colleges and universities with strategies and best practices for preventing sexual assault.

CAMPUS SEXUAL ASSAULT IN THE U.S.: WHAT THE RESEARCH TELLS US

University of California, San Diego, center on gender equity and health (2016)
http://www.svri.org/sites/default/files/Campus%20SA_GEH%20Brief%20for%20Policy%20Makers%20Advocates-%20FINAL%20%282%29.pdf

This policy brief for legislators and advocates highlights existing studies conducted on the prevalence of sexual assault ton campus, the use of formal services by survivors and effective campus sexual assault prevention programming.

SAFETY & JUSTICE FOR ALL: BEST PRACTICES FOR VIRGINIA CAMPUSES ADDRESSING GENDER-BASED VIOLENCE

Virginia sexual & domestic violence action alliance (2016)
Http://www.communitysolutionsva.org/index.php/resources/item/best-practices-guides-for-va-campuses

These two reports, one specifically for community colleges, provide recommendations, resources and examples for campus leaders to implement trauma-informed, social justice-oriented response to gender-based violence on campus.

SEXUAL VIOLENCE PREVENTION: AN ATHLETICS TOOL KIT FOR A HEALTHY AND SAFE CULTURE

National Collegiate Athletic Association (NCAA) (2016)
https://www.ncaa.org/sport-science-institute/sexual-violence-prevention-tool-kit
This tool kit provides athletic administrators with tools to create campus communities free of sexual violence.

APPROACHES TO PREVENTION

BYSTANDER INTERVENTION

- Green Dot evaluation on three college campuses: Coker, A., Fisher, B., Bush, H., Swan, S., Williams, C., Clear, E., & DeGue, S. (2014). Evaluation of the Green Dot bystander intervention to reduce interpersonal violence among college students across three campuses. *Violence Against Women*. Advance online publication. Retrieved from http://vaw.sagepub.com/content/early/2014/08/13/1077801214545284
- Summary of theoretical, conceptual, measurement and evaluation research that has been conducted on Bringing in the Bystander and Know Your Power: http://cola.unh.edu/sites/cola.unh.edu/files/departments/Prevention Innovations/PUBS_BITB_KYP_smc_2014.pdf
- Mentors in Violence Prevention (MVP) is among the most widely implemented bystander intervention programs on college campuses. MVP has been evaluated in military, high school, and college contexts, but none of these evaluations have been published in a peer-reviewed academic publication.
- Step UP! is another widely implemented bystander intervention program on college campuses.
- Summaries of the Bystander Approach can be found at Not Alone: (https://www.notalone.gov/assets/bystander-summary.pdf) and PreventConnect: (http://wiki.PreventConnect.org/Bystander+Intervention)
- Study compares a bystander program to a traditional awareness program: Peterson, K., Sharps, P., Banyard, V., Kaukinen, C., Gross, D., Decker, M., & Campbell, J. (2016). An evaluation of two dating violence prevention programs on college campus. *Journal of Interpersonal Violence*. Retrieved from: http://jiv.sagepub.com/content/early/2016/03/11/0886260516636069.abstract

RESEARCH ON SELF-DEFENSE AND ACTUAL RESISTANCE BEHAVIOR

- Gidycz, C. & Dardis, C. (2014). Feminist self-defense and resistance training for college students: A critical review and recommendations for the future. Trauma, Violence & Abuse, 15(4), 322-333. Retrieved from http://tva.sagepub.com/content/15/4/322 Brecklin, L. & Ullman, S. (2005). Self-defense or assertiveness training and women's responses to sexual attacks. *Journal of Interpersonal Violence, 20*(6), 738-762. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed/15851540
- Senn, C. Y., Eliasziw, M., Barata, P. C., Thurston, W. E., Newby-Clark, I. R., Radtke, H. L., & Hobden, K. L. (2015). Efficacy of a sexual assault resistance program for university women. *New England Journal of Medicine, 372*, 2326-2335. Retrieved from http://www.nejm.org/doi/full/10.1056/NEJMsa1411131

APPROACHES TO PREVENTION

RESEARCH ON ALCOHOL CONSUMPTION AND VULNERABILITY TO SEXUAL VICTIMIZATION

- Testa, M. & Livingston, J. (2009). Alcohol consumption and women's vulnerability to sexual victimization: Can reducing women's drinking prevent rape? *Substance Use & Misuse, 44*(9-10), 1349-1376. Retrieved from http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2784921/

CONNECTING ALCOHOL EDUCATION AND POLICY WITH SVP

- Abbey, A. (2002). Alcohol-related sexual assault: A common problem among college students. *Journal of Studies on Alcohol and Drugs.* Retrieved from http://www.jsad.com/doi/10.15288/jsas.2002.s14.118
- Abbey, A. (1991). Acquaintance rape and alcohol consumption on college campuses: How are they linked? *Journal of American College Health, 39*(4), 165-169. Retrieved from http://www.tandfonline.com/doi/abs/10.1080/07448481.1991.9936229#.VCwzHy5dUwI
- Abbey, A., Zawacki, T., Buck, P., Clinton, M., & McAuslan, P. (2001). Alcohol and sexual assault. *Alcohol Research & Health, 25*(1), 43-51. Retrieved from http://pubs.niaaa.nih.gov/publications/arh25-1/43-51.htm?utm_content=buffer0ecca&utm_source=buffer&utm_medium=twitter&utm_campaign=Buffer

- Lippy, C. & DeGue, S. (2014) Exploring Alcohol Policy Approaches to Prevent Sexual Violence Perpetration, *Trauma, Violence and Abuse*. Advance online publication. Retrieved from http://tva.sagepub.com/content/early/2014/11/14/1524838014557291.abstract

CONSENT EDUCATION

*This is a changing approach as new policies are adopted by states such as California and New York.

- University of Oregon Sexual Violence Prevention & Education campaigns.
- University of Wisconsin campaign.
- Consent Tea
- Campus Clarity Consent Video
- Planned Parenthood Consent Video Series with lesson plan.
- Sex without consent isn't sex. It's Rape. NSVRC. (2015).
- On different conceptualizations of consent: Beres, M. (2007). 'Spontaneous' sexual consent: An analysis of sexual consent literature. *Feminism & Psychology, 17*(1), 93-108. Retrieved from http://fap.sagepub.com/content/17/1/93.short
- Yes Means Yes: Lafrance, D., Loe, M., & Brown, S. (2012). "Yes means yes:" A new approach to sexual assault prevention and positive sexuality promotion. *American Journal of Sexuality Education, 7*(4), 445-460). Retrieved from http://www.colgate.edu/docs/d_offices-and-services_deanofthecollege_meetthedeans_dean-brown/pdf-1-18-13-02.pdf?sfvrsn=2
- California passed a law that requires colleges to develop and implement an Affirmative Consent policy in order to receive state funding.
- Affirmative Consent Tracker website
- PreventConnect Campus web conference - http://www.preventconnect.org/2016/05/affirmative-consent-policies-cultural-barriers-and-the-need-for-affirmative-sexuality/

APPROACHES TO PREVENTION

ENGAGING MEN

- Coaching Boys into Men
- Beyond Tough Guise
- White Ribbon Campaign
- School chapters of Men Against Rape
- V-Men
- Men-of-Strength (MOST) clubs
- Healthy masculinity presentations
- "Bro Code" workshop
- A Call to Men presentations
- Men Can Stop Rape's Where Do You Stand? Campaign
- Academic courses on men and masculinity
- Texas Council on Family Violence's *Guide to Engaging Men and Boys in Preventing Violence Against Women & Girls*
- Carmody, M. (2013). Young men, sexual ethics and sexual negotiation. *Sociological Research Online, 18*(2). Retrieved from http://www.sexandethics.net/images/PDFs/Carmody%20M%202013%20Young%20men%20sexual%20ethics%20and%20sexual%20negotiation.pdf
- Men Can Stop Rape (2016) Current Practices and Challenges with Engaging Men on Campus

GENDER EQUITY

- Sexual Violence Prevention Services at the University of Kansas
- Feminist student groups
- Title IX enforcement and Know Your IX
- V-Day campaign and V-Men
- Beyond Tough Guise
- Healthy masculinity presentations and groups (see engaging men section)
- Academic courses on gender and oppression
- Violence prevention through a women's center or gender equity center
- Black, K. & McCloskey, K. (2013). Predicting date rape perceptions: The effects of gender, gender role attitudes, and victim resistance. *Violence Against Women, 19*(8), 949-967. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed/24048185

APROACHES TO PREVENTION

MEDIA LITERACY

- New Jersey Coalition Against Sexual Assault curriculum
- Basics of media literacy
- Common examples of instruction materials include Dreamworlds and Killing Us Softly.

ANTI OPPRESSION WORK

- Humboldt University Stop Rape: Response & Prevention

SEXUAL HEALTH PROMOTION

- PreventConnect podcast on Promoting Sexual Health Among Youth
- Oregon Sexual Assault Task Force Sexual Health Work Group
- World Health Organization definitions of sexual health
- National Sexual Violence Resource Center article, "An overview on healthy sexuality and sexual violence prevention"

SOCIAL NORMS CHANGE

Many campus-based awareness campaigns related to bystander intervention, consent education and alcohol-related risk reduction intend to change social norms. For example, red flag, white ribbon and green dot spread messages throughout a community to challenge problematic norms and promote positive ones.

The "social norms approach" is the formal theory as described in Berkowitz, a.d. (2010) "fostering healthy norms to prevent violence and abuse: the social norms approach."

ANNOTATED BIBLIOGRAPHY AND OTHER RESOURCES:
- Annotated bibliography
- RAINN's Social Norms Poster Campaign
- Articles by Alan Berkowitz

THEATER-BASED PROGRAMS

InterACT Performance Troupe and research article: Ahrens, C., Rich, M., & Ullman, B. (2011). Rehearsing for real life: The impact of the InterACT sexual assault prevention program on self-reported likelihood of engaging in bystander interventions. *Violence Against Women, 17*(6), 760-776. http://vaw.sagepub.com/content/17/6/760

McMahon, S., Postmus J.L., Warrener, C., & Koenick, R.A. (2014). SCREAM (Students Challenging Realities and Educating Against Myths) theater utilizing peer education theater for the primary prevention of sexual violence on college campuses. *Journal of College Student Development, 55*(1), 78-85. Retrieved from http://vpva.rutgers.edu/wp-content/uploads/sites/49/2015/01/McMahon-Postmus-Warrener-Koenick-2014.pdf

Sex Signals scripted and improvisational show.

Christensen, M.C. (2011). Using feminist leadership to build a performance-based, peer education program. *Qualitative Social Work, 12*(3), 254-269. http://qsw.sagepub.com/content/12/3/254

ONLINE ORIENTATIONS

While on their own insufficient for comprehensive prevention, it is important to be aware of the online orientation programs that many colleges and universities are choosing to use, informed of the options available and knowledgeable about how they are used. Popular programs appear to be:

- AlcoholEdu® for College and Haven by EverFi
- "Think about it" (campus clarity)
- ThinkLuv
- Agent of change
- MyStudentBody
- Student success
- Every choice

For more information on online programs, including how to best select an online module, see:

Culture of Respect's online program matrix: http://cultureofrespect.org/colleges-universities/programs/

PreventConnect Campus web conference - Selecting the Right Online Module for Interpersonal Violence Prevention: http://www.preventconnect.org/2016/03/preventconnect-campus-selecting-the-right-online-module-for-interpersonal-violence-prevention/

PreventConnect Campus eLearning unit - Online Module Selection through a Prevention Lens: http://learn.preventconnect.org/enrol/index.php?id=50

APPROACHES TO PREVENTION

PEER-EDUCATIONAL WORKSHOPS

There are many examples of peer-educational workshops. Here are a few to be aware of:

- UW-Madison's Promoting Awareness Victim Empowerment or Greek Men for Violence Prevention
- Sexual Assault Peer Advocates through the Respect Program at Emory University.
- Peer Education Program at Sexual Assault Prevention and Awareness Center at the University of Michigan.

AWARENESS ACTIVITIES

The following are examples of activities campuses often use to increase knowledge about the issue and to increase awareness about available services. Awareness activities should be part of a larger comprehensive prevention plan.

- It's on Us
- Take Back the Night
- "These Hands Don't Hurt" campaign
- V-Day Vagina Monologues
- Greeks Against Sexual Assault
- Silent Witness Project
- The Clothesline Project
- Sexual Assault Awareness Month programming (NSVRC SAAM Event Planning Guide)
- Turn Off the Violence Week
- Students Against Violence Everywhere

POLICY

WHAT IS A GOOD SCHOOL POLICY?

Safercampus.org

GUIDE AND CHECKLIST

 Developing sexual violence policies and procedures for schools. https://www.notalone.gov/schools/

STUDENTS ADVOCATING AROUND POLICY: KNOW YOUR IX

http://knowyourix.org/

CONNECTION BETWEEN POLICY AND EDUCATION

Orges, A., Banyard, v., & Moynihan, M. (2008). Clarifying consent: primary prevention of sexual assault on a college campus. *Journal of prevention & intervention in the community, 36*(1-2), 75-88. Http://www.ncbi.nlm.nih.gov/pubmed/19042464

RESTORATIVE JUSTICE APPROACH

Koss, M., Wilgus, J., Williamsen,K. (2014). Campus sexual misconduct: restorative justice approaches to enhance compliance with title ix guidance. *Violence, trauma & abuse*, 15(2), 242-257. Http://tva.sagepub.com/content/15/3/242

Campus PRISM Project (2016)
http://www.skidmore.edu/campusrj/documents/Campus_PRISM__Report_2016.pdf

This report by the Campus PRISM Project, an international network of scholars and practitioners, coordinated by Skidmore College Project on Restorative Justice, discusses ways to reduce gender-based violence through an exploration of how a restorative approach may provide more healing and accountability.

Yeah Maybe No podcast with Reed College students on Restorative Justice
https://soundcloud.com/projectid-1/yeah-maybe-no-podcast-restorative-justice-at-reed?utm_source=soundcloud&utm_campaign=share&utm_medium=facebook

MEDIA/SOCIAL MARKETING

BOOKS

- Krakauer, John. (2015). Missoula: Rape and the justice system in a college town. New York, NY: Doubleday. http://www.jonkrakauer.com/missoula

- Wooten, S. C., & Mitchell, R. W. (Eds.). (2015). The crisis of campus sexual violence: Critical perspectives on prevention and response. New York, NY: Routledge. http://www.amazon.com/Crisis-Campus-Sexual-Violence-Perspectives/dp/1138849413/ref=sr_1_1?ie=UTF8&qid=1443562058&sr=8-1&keywords=campus+sexual+assault

- Fisher, B. S., Daigle, L. E., & Cullen, F. T. (2010). Unsafe in the ivory tower: The sexual victimization of college women. Thousand Oaks, CA: Sage. https://us.sagepub.com/en-us/nam/unsafe-in-the-ivory-tower/book231654

FILMS

- Ziering, A., & Kirby, D. (2015). *The hunting ground* [Documentary]. United States: The Weinstein Company. http://www.thehuntinggroundfilm.com/

- Nielsen, M.S., & Jackson L.F. (2015) *It happened here* [Documentary]. Unitied States: Neponsit Pictures. http://www.ithappenedhere.org/

- Ridberg, R. (2004). *Spin the bottle: Sex, lies and alcohol* [Videorecording]. United States: Media Education Foundation. http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=210

- Evans, D. A. (2010). *Spitting game: College hookup culture* [Documentary]. United States: J'Hue Film Productions. http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=251

MEDIA/SOCIAL MARKETING

PSAS

- It's on us psa: https://www.youtube.com/watch?v=wnmzo31lzim
- It's on us Bystander spa: https://www.youtube.com/watch?v=jqbymkiyjns
- 1 is 2 many spa: https://www.youtube.com/watch?v=xldelcv5qqc

MEDIA PACKETS

Campus Sexual Assault media packet developed by NSVRC.

SOCIAL MARKETING

- Know Your Power bystander social marketing campaign
- It's On Us public awareness campaign to increase awareness and education about campus sexual assault, particularly through bystander intervention efforts and engagement of men.
- Potter S. J., (2012). Using a multi-media social marketing campaign to increase active bystanders on the college campus. *Journal of American College Health*, 60(4), 282-295. Retrieved from http://www.tandfonline.com/doi/abs/10.1080/07448481.2011.599350 - .VJn4sF4B0
- Potter, S. J. & Stapleton J., (2011). Bringing in the target audience in bystander social marketing materials for communities: Suggestions for practitioners. *Violence Against Women, 17*(6), 797-812. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed/21727157
- Potter, S. J., Moynihan, M. M., & Stapleton, J. G. (2011). Using social self-identification in social marketing materials aimed at reducing violence against women on campus. *Journal of Interpersonal Violence, 26*(5), 971-990. Retrieved from http://jiv.sagepub.com/content/26/5/971
- Potter, S. J., Moynihan, M. M., Stapleton, J. G., & Banyard, V. L. (2009). Empowering bystanders to prevent campus violence against women: A preliminary evaluation of a poster campaign. *Violence Against Women*, 15(1), 106-121. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed/19052283
- Potter, S. J., Stapleton, J. G., & Moynihan, M. M., (2008). Designing, implementing and evaluating a media campaign illustrating the bystander role. *Journal of Prevention & Intervention in the Community, 36*(1-2), 39-55. Retrieved from http://www.gannett.cornell.edu/cms/pdf/hazing/upload/Designing_Implementing_and_Evaluating.pdf
- Indiana Campus Sexual Assault Primary Prevention Project Haas, E., Mattson, M., & Wilkinson, K. (2011). "Flirting is not consent. Ask everyone, every time." Designing, implementing, and evaluating a health communication campaign to prevent sexual violence. *Cases in Public Health Communication & Marketing, 5, 47-74.* Retrieved from http://publichealth.gwu.edu/departments/pch/phcm/casesjournal/volume5winter/peer-reviewed/V5w_Case3PR.pdf

PARTNERSHIPS

COALITIONS

Campus Consortium - North Carolina Coalition Against Sexual Assault an organizing body for colleges and universities across the state of North Carolina currently addressing or interested in addressing sexual violence prevention on their campuses. Campus consortium members share resources, attend meetings, receive training and technical assistance, and engage in a statewide dialogue about campus-based sexual violence prevention.

The red flag campaign is a project of the Virginia sexual and domestic violence action alliance. The campaign, which uses a bystander intervention strategy to address and prevent dating violence on college campuses, is widely used across the U.S. and Canada. The campaign is currently being evaluated, with preliminary results expected in summer 2016.

Preventing and responding to campus sexual violence infographic by the Resource Sharing Project.

RAPE CRISIS CENTERS (RCCS) AND OTHER COMMUNITY-BASED GROUPS/BUSINESS

- Collaboration with local RCCs
- County-level task forces
- Community and campus shared awareness events
- Bar bystander projects (e.g. Raise the Bar Chapel Hill, Arizona Bar Bystander Project)
- Collaboration with local businesses, law enforcement, LGBT centers, cultural centers, veterans' programs, faith-based organizations, independent living centers, farmworkers' associations, city councils, hospitals, high schools and other colleges.
- Collaboration with agencies that respond to sexual violence is not primary prevention, but is an important component of comprehensive prevention, as it affirms that addressing sexual violence is a community priority. Some examples of response collaborations:
- Coordinated community response (CCR)
- Sexual assault response teams (SART)
- Domestic abuse response team (DART)

PARTNERSHIPS

STUDENT PARTICIPATION

Safer, know your ix, student organizations on campus, like pave (Promoting Awareness Victim Empowerment) on the University of Wisconsin-Madison Campus.

PARTNERSHIPS

CAMPUS-BASED GROUPS AND CONSTITUENCIES

- Campus advocates & prevention professionals association (cappa): national organization created by and for campus-based professionals who work to educate their campuses and colleagues about interpersonal/gender-based violence and advocate for and support students.
- The campus sexual and relationship violence prevention consortium a project between prevention innovations research center (pirc) and university and college campuses across the United States. The consortium provides members with training, prevention strategies, technical assistance and evaluation tools to assess and effectively address sexual and relationship violence and stalking in their communities.
- "Community responsibility for preventing sexual violence: a pilot study with campus Greeks and intercollegiate athletes" Moynihan, Mary m., barnyard, victoria l. Journal of prevention & intervention in the community, October 2008, vol. 36, issue 1-2, 23-38, doi:10.1080/10852350802022274. - See more at: http://journalistsresource.org/studies/society/public-health/sexual-assault-rape-us-college-campuses-research-roundup - sthash.7ow8i1m1.dpuf
- Fraternity and sororities sexual assault prevention initiative from Emory University.
- University of Wisconsin offers Greek men for violence prevention, a two-credit social work class offered for fraternity men at UW-Madison.
- Consent is so frat – movement of sorority sisters and fraternity brothers who believe that consent and healthy relationships should be part of what it means to be Greek.
- The North American Interfraternity council (NIC) is directing the presidential commission on sexual violence and abuse prevention, related to hyper-masculinity, rape supportive attitudes and sexual assault and abuse on college campuses (Sept. 2014 - march 2016).
- Ncaa. (2014). Addressing sexual assault and interpersonal violence. Retrieved from http://www.ncaa.org/sites/default/files/sexual-violence-prevention.pdf
- Mentors in Violence Program (MVP): training male college and high school student-athletes and other student leaders to use their status to speak out against rape, battering, sexual harassment, homophobia and all forms of sexist abuse and violence.
- Breakthrough: partners with fraternities and sororities on campuses to provide free sexual assault prevention workshops and assistance with designing prevention projects for campuses.
- Campus-based women's centers, though often underfunded, are actively advocating for strong, survivor-centered response and prevention on campuses. A safer report states that students overwhelmingly see women's centers as an essential resource.

SCHOOL CLIMATE

The White House's Not Alone campaign recommends the use of climate surveys to help identify the nature and extent of the problem of sexual assault on campus. Results from climate surveys can be a valuable resource for campuses planning prevention programming.

Administrator Researcher Campus Climate Consortium (ARC3) campus climate survey

Toolkits, sample surveys and examples of results can be found on the PreventConnect Wiki:
http://wiki.PreventConnect.org/school+climate

The Ohio Domestic Violence Network, in partnership with state and campus stakeholders including the Ohio Alliance to End Sexual Violence, created a campus climate survey as part of their DELTA FOCUS initiatives. The climate survey can be accessed here: http://www.odvn.org/prevention/campus.html