

Welcome, this web conference will begin soon



**ROLL
RED
ROLL**

**NEW TOOLKIT FOR
DISCUSSING SEXUAL
VIOLENCE WITH
STUDENT ATHLETES**

Wednesday, February 17, 2021
11am PST/2pm EST



Meet the RALIANCE - PreventConnect Team



Ashleigh Klein-Jimenez
Director of Prevention
she/her/hers



Tori VandeLinde
Project Coordinator
she/her/hers



David S. Lee
Deputy Director
He /him /his

RALIANCE

Ending Sexual Violence in One Generation



prevent
connect

RALIANCE.org

info@raliance.org

Follow Us

twitter.com/RALIANCEOrg

facebook.com/RalianceOrg

PreventConnect.org

info@PreventConnect.org

PreventConnect.org/email – email group

Learn.PreventConnect.org – eLearning

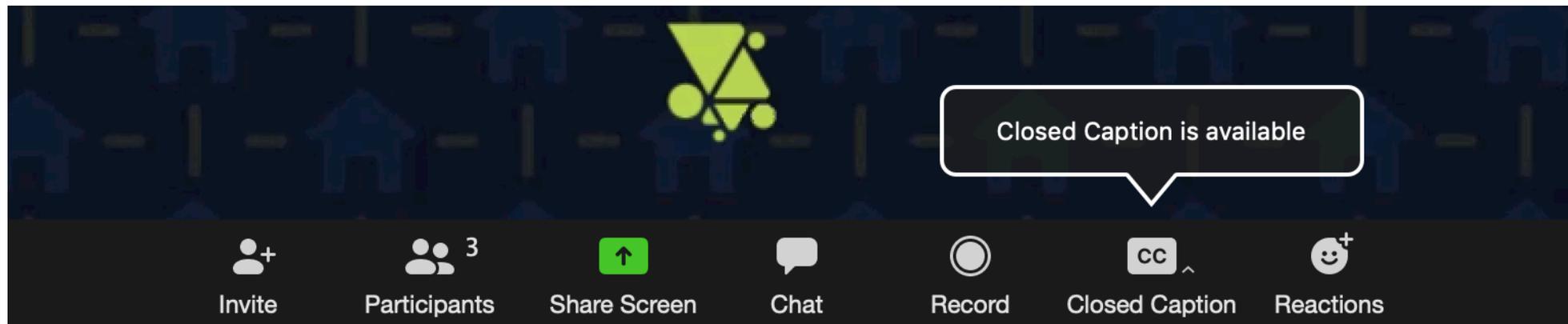
Follow Us

twitter.com/PreventConnect

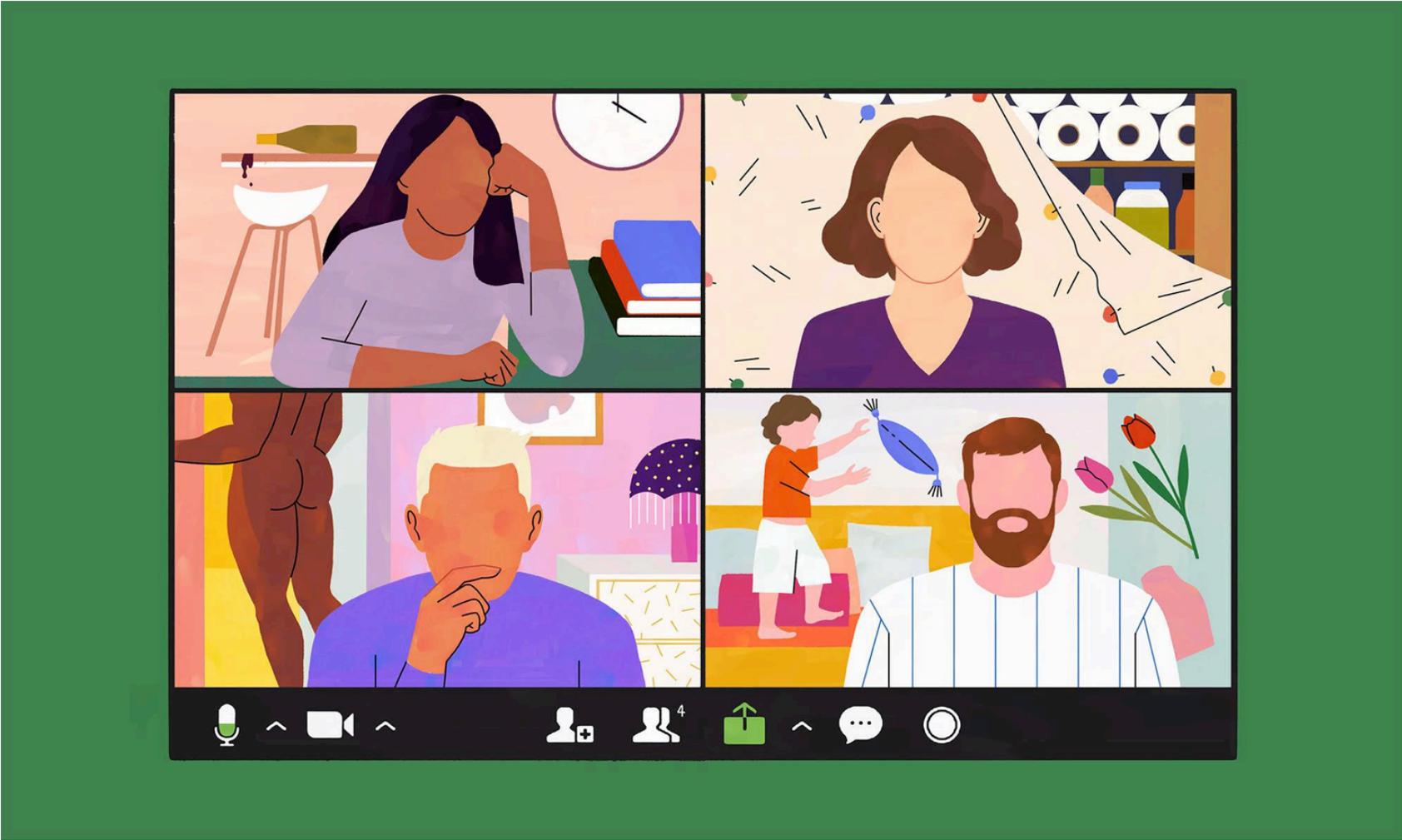
facebook.com/PreventConnect

How to use Zoom

- ▶ Text chat
- ▶ PowerPoint Slides
- ▶ Polling Questions
- ▶ Phone
- ▶ Closed Captioning
- ▶ Web Conference Guidelines



What virtual facilitation means to us



PreventConnect

- ▶ Domestic violence/intimate partner violence
- ▶ Sexual violence
- ▶ Violence across the lifespan, including child sexual abuse
- ▶ Prevent before violence starts
- ▶ Connect to other forms of violence and oppression
- ▶ Connect to other prevention practitioners

Past conferences/resources



WEB CONFERENCE

SPORT

is Part of the Solution
to End Sexual and
Domestic Violence

Wednesday, February 13, 2019
12:30PM PT | 3:30PM ET



[http://
www.preventconnect.org/
2019/02/sport-is-part-of-the-
solution-to-end-sexual-and-
domestic-violence-2/](http://www.preventconnect.org/2019/02/sport-is-part-of-the-solution-to-end-sexual-and-domestic-violence-2/)



**ROLL
RED
ROLL**

**NEW TOOLKIT FOR
DISCUSSING SEXUAL
VIOLENCE WITH
STUDENT ATHLETES**

Wednesday, February 17, 2021
11am PST/2pm EST



PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by the U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



Objectives

- ▶ Describe the **Roll Red Roll** college and high school toolkits and their impacts on preventing sexual violence in sport
- ▶ Identify ways to use the **Roll Red Roll** college and high school toolkits with young athletes in your communities
- ▶ Discuss opportunities for athletes, coaches, athletic administrations, and guidance counselors to serve as agents of social change and prevent sexual violence

RALIANCE

Ending Sexual Violence in One Generation

- ▶ Advancing research, influencing policy and supporting innovative programs
- ▶ Helping leaders establish safe workplaces and strong communities
- ▶ Partnering with a wide range of organizations



UBER



How Sport Can End Sexual and Domestic Violence in One Generation

Sexual and domestic violence (SV/DV) is a pervasive problem throughout the United States ^{1, 2}. As a central component of American society, sport is an influential system that can contribute to the pervasiveness of SV/DV ³ AND can be a powerful part of the solution ⁴ to ending SV/DV.

Be Part of the Solution

Explore the Resources

Check out the Roadmap

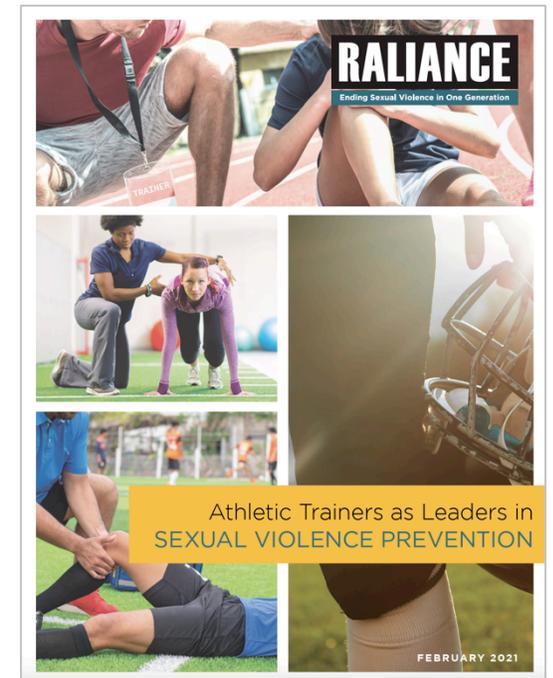
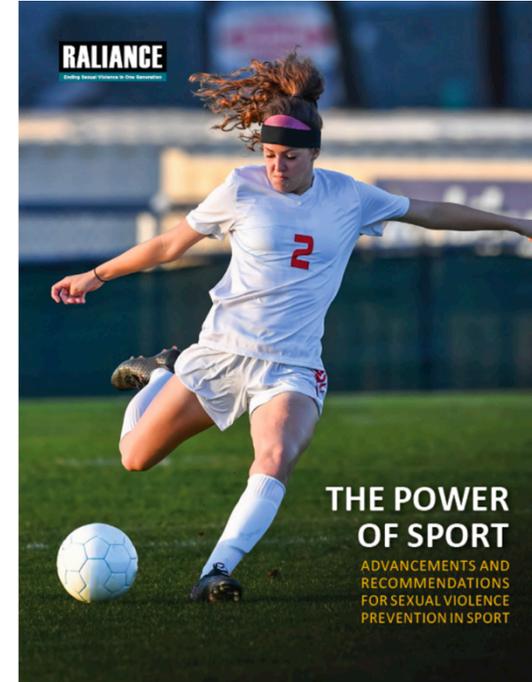
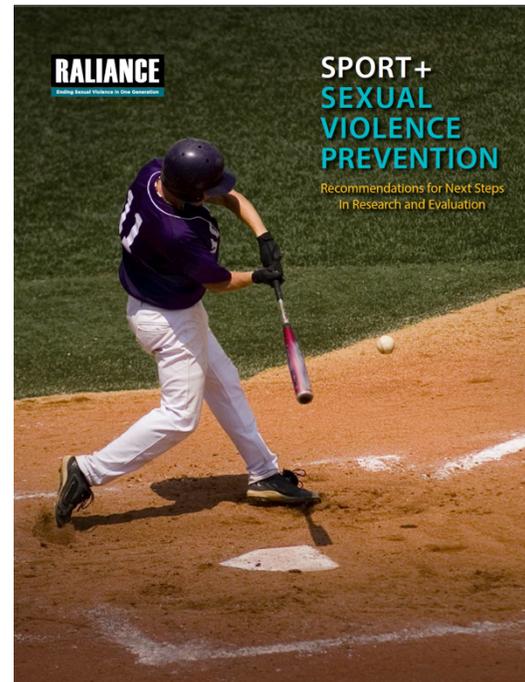
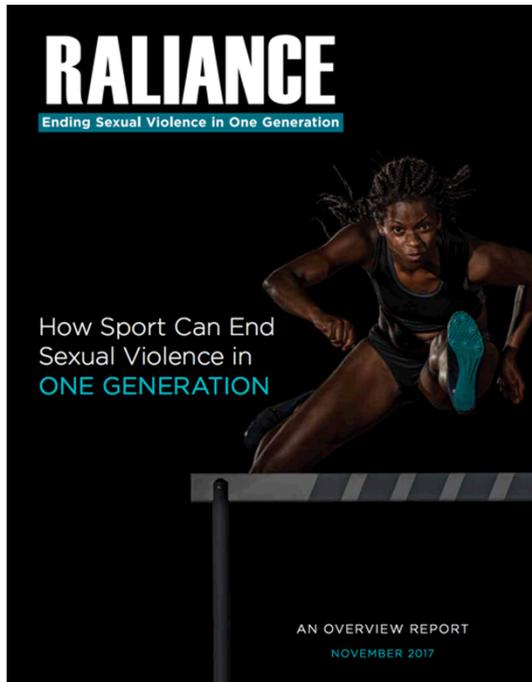
Read the Research

Join the Learning Exchange

01. ●
02. ○
03. ○
04. ○
05. ○

I AM
part of the
solution

RALIANCE Reports



<https://www.raliance.org/reports/>



What resources already exist?

Use our Prevention Database to explore over 100 SV/DV prevention strategies being implemented in and through the sport pipeline (from youth to high school to college to pro). Build a comprehensive SV/DV prevention strategy and find SV/DV experts and sport organizations working in or through sport to prevent SV/DV!

[Explore the Prevention Database](#)



I AM
part of the
solution

Displaying 1 - 20 of 64

PCA Development Zone Resource Center ★

Positive Coaching Alliance

Search thousands of resources to develop better athletes, better people. Search by "Topic in..." [read more](#)

[Visit Website](#)**Roll Red Roll Toolkits ★**

Roll Red Roll

Roll Red Roll is a documentary film about a sexual assault in Steubenville, OH, and how it... [read more](#)

[Visit Website](#)**#SetTheExpectation**

#SetTheExpectation

Brenda Tracy founded #SetTheExpectation to combat sexual violence through raising awareness,... [read more](#)

[Visit Website](#)**A CALL TO COACHES Training Events**

A CALL TO MEN

A CALL TO COACHES is a series of educational training events where coaches are empowered to... [read more](#)

[Visit Website](#)**A CALL TO MEN Speakers**

A CALL TO MEN

A CALL TO MEN speaks at hundreds of events annually. From introductory workshops, multi-day... [read more](#)

[Visit Website](#)**All Staff SV/DV Education Program - Year 3**

NFL

This program was developed and implemented by the NFL in it's 3rd year (2017) of SV/DV, DUI, and... [read more](#)

[Visit Website](#)**Athlete Ally program**

Athlete Ally

Athlete Ally is a 501c-3 nonprofit organization that provides public awareness campaigns,... [read more](#)

[Visit Website](#)**Athletes As Leaders**

Harborview Center for Sexual Assault & Traumatic Stress

Athletes As Leaders is a program for high school athletes on girls' sports teams. The program... [read more](#)

[Visit Website](#)**Branded a Leader Training**

Institute for Sport and Social Justice

Branded a Leader, created in 2008 by the National Consortium for Academics & Sports (NCAS),... [read more](#)

[Visit Website](#)**Champions Building Champions**

Men As Peacemakers

Champions Building Champions is a highly successful athletic... [read more](#)

[Visit Website](#)**Character Playbook Online Training**

NFL & United Way

The NFL and United Way launched a new digital learning initiative that teaches students the... [read more](#)

[Visit Website](#)**Coaching Boys into Men Program**

Futures Without Violence

FUTURES' Coaching Boys into Men (CBIM) program facilitates these connections by providing high... [read more](#)

[Visit Website](#)

Documentaries & Social Norms Change

STORYTELLING FOR NORMS CHANGE & COMMUNITY ENGAGEMENT TO PREVENT SEXUAL AND INTIMATE PARTNER VIOLENCE

Tuesday, January 26
11am PST/2pm EST



<http://www.preventconnect.org/2021/01/storytelling-for-norms-change-and-community-engagement-to-prevent-sexual-and-intimate-partner-violence/>

Engaging students & athletes during the pandemic



Meet Our Guests



Nancy
Schwartzman
Director/Producer, *Roll
Red Roll*
she/her/hers



Valencia Peterson
(Coach V)
Executive Director,
ODAAP
she/her/hers



Joe Samalin
Co-Founder,
MenChallenging
he/him/his



Eliza Licht
Impact Producer, *Roll
Red Roll*
she/her/hers



Alice Quinlan
Impact Consultant, *Roll
Red Roll*
she/her/hers



Lily Donnell
Impact Coordinator,
Roll Red Roll
she/her/hers

Polling question: How familiar are you with the film, *Roll Red Roll*?



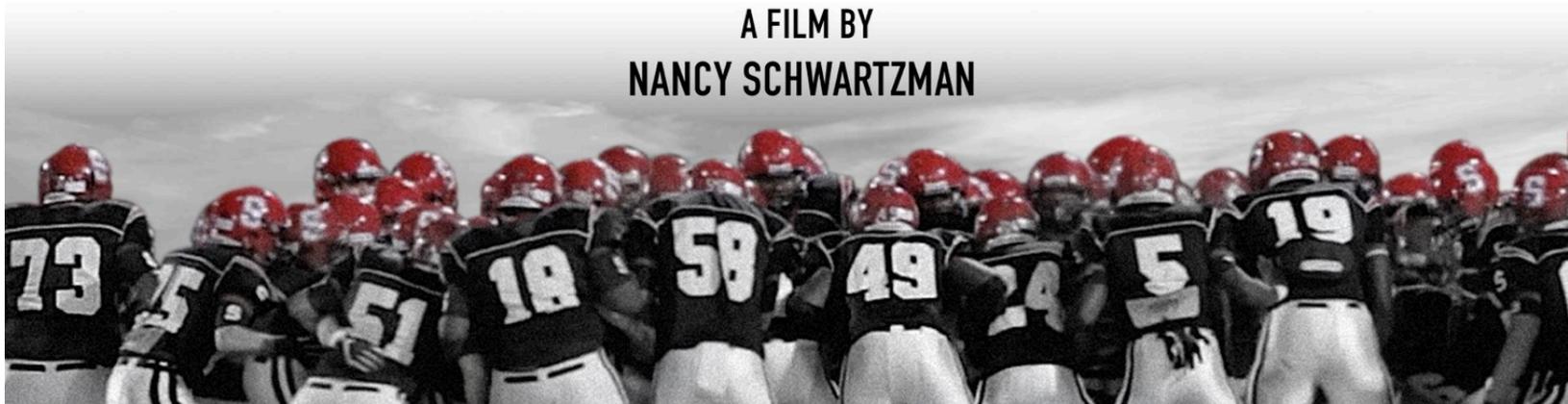
ROLL RED ROLL



NOW AVAILABLE ON
NETFLIX



A FILM BY
NANCY SCHWARTZMAN



Meet Our Guest



Nancy Schwartzman
Director/Producer, Roll Red Roll
she/her/hers

CRITIC'S PICK
"An essential watch"
The New York Times

"Raw and pressing"
THE
NEW YORKER

"Piercingly relevant."
VARIETY

ROLL RED ROLL



PEABODY
NOMINEE

WHEN SOCIAL MEDIA, "BOYS WILL BE BOYS," AND VIGILANTE JUSTICE COLLIDE,
STEUBENVILLE, OHIO WILL NEVER BE THE SAME.

**ROLL
RED
ROLL**

What conversations
around sport and
preventing sexual
violence have you
been a part of in
your communities?

Text Chat Question

▼ Chat

From Me to **Everyone**:

Use this text chat box to respond to our questions, ask your own, and connect with others!

To: **Everyone** ▼

Type message here...

Meet Our Guests



Eliza Licht
Impact Producer,
Roll Red Roll
she/her/hers



Valencia Peterson
(Coach V)
Executive Director, Open Door
Abuse Awareness Prevention
she/her/hers



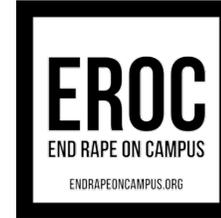
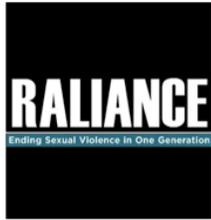
Alice Quinlan
Impact Consultant,
Roll Red Roll
she/her/hers



Lily Donnell
Impact Coordinator
Roll Red Roll
she/her/hers

CONTINUED ENGAGEMENT AND IMPACT GOALS

- Expand awareness of rape culture and toxic masculinity
- Engage coaches, athletes, school administrators, educators and parents in the fight against rape culture
- Shift the burden from the victim to the perpetrators, bystanders, witnesses, and communities to understand and address the problem
- Create opportunities, tools, and pathways for men to challenge ingrained thinking about masculinity and explore their leadership potential in the fight against violence in their communities



CAMPAIGN RESULTS BY THE NUMBERS

26,000

Estimated total grassroots audience

200+

Grassroots community screenings

130

Total cities that held screenings

130+

National partners

100+

Post-screening discussions and
Q&As held

77%

of attendees surveyed were
inspired to talk to their friends
about bystander intervention

94%

of attendees had an increased
understanding of rape culture
after watching the film

67%

of attendees surveyed said they see themselves
educating their peers about consent

What's in the toolkits

CONTENTS

A Letter from Coach V - **3**

Resources and Support - **4**

Director's Statement - **6**

Film Summary - **7**

Pre-screening Facilitator's Guide - **8**

How to Use this Guide - **10**

Overall Themes for Discussion - **15**

Sample Sessions - **27**

Resources - **31**

Dear Coach Letter

Dear Coach, Athletic Administrator, or Counselor,

I wanted to take the time to thank you. You have elected to show the film **Roll Red Roll**. As a Coach I know how precious time can be. To top it all off we only have a few months in a season! Getting our players prepared mentally and physically is no small matter.

Everyone knows that coaches and administrators have one of the most powerful platforms. Athletes are motivated to do well. They desire to be a part of the family, that so often is described as our team culture. We know that most of the athlete's time will be spent with a Coach even in some cases more than a parent and many Coaches become father figures staying in touch with players long after they are done playing ball.

In showing this film it is obvious that you are concerned about the future of your athletes and not just winning and losing.

We have made the showing of this film with your time in mind. It can be shown in its entirety, which is preferred, or it can be broken up into **five clips**. We will break it down concentrating on key elements of the film. You decide what is best for your team. We recommend you partner with a local organization that deals with issues of trauma and intimate partner abuse just to be sure you avail yourself of any added help you might need. If you need a recommendation, we will be happy to advise.

We wish you a winning season and thank you again!

Valencia Peterson
Executive Director, Open Door Abuse Awareness Prevention

Before Screening Tips

BEFORE SHOWING THE FILM/CLIPS:

Roll Red Roll is about sexual violence, focusing on a specific sexual assault that occurred. It can be an intense film to watch and discuss. There are some strategies you can use to create an environment where your students feel as comfortable and safe as possible.



WATCH THE FILM BEFORE SCREENING IT WITH YOUR ATHLETES! This will give you a sense of how they might react to the film. This will also help you decide what type of conversation you want to facilitate and how best to go about that, what resources would be most helpful to have ready, and who else if anyone to invite to the screening and discussion.

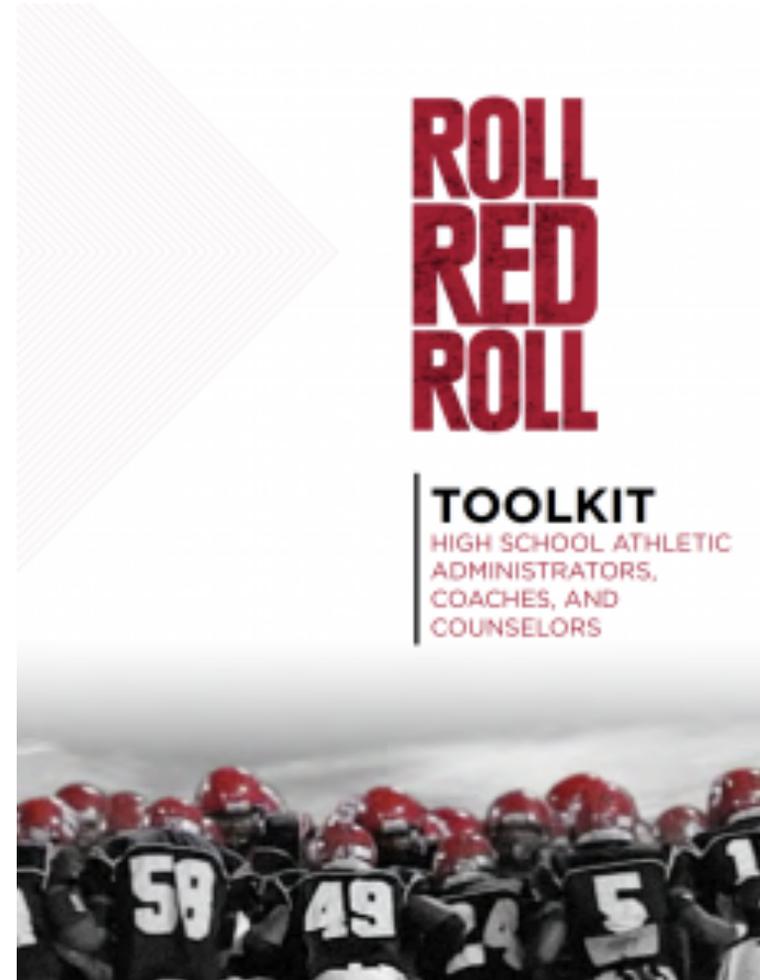
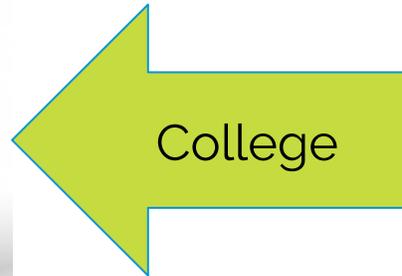
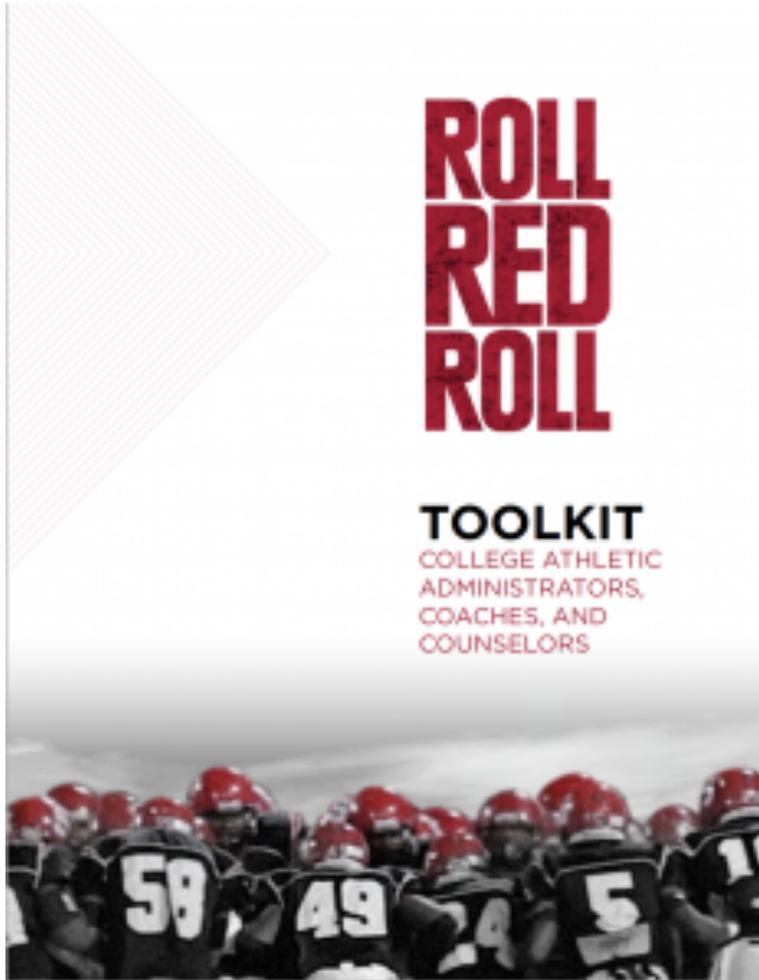


LET THEM KNOW WHAT ROLL RED ROLL IS AND THE ISSUE IT ADDRESSES. Language such as “this film is about a sexual assault that occurred and can be difficult to watch and talk about, regardless of whether you or someone you know has ever been affected by violence” can go a long way to better preparing them. Any group of people, athletes included, likely contains at least some folks who have experienced violence, know someone who has, or know someone who has committed sexual violence, if not have committed it themselves. College athletes also carry the unique burden of often being targeted as “the problem” when it comes to rape campus sexual assault. That is an important point to not shy away from - to acknowledge how it feels to be painted that way while also acknowledging that sports culture can and needs to do a lot more to address these issues.



HAVE RESOURCES AVAILABLE BEFORE AND AFTER THE FILM FOR PARTICIPANTS. This can be local and national hotlines and websites regarding sexual violence, members of a local rape crisis center on hand to talk to anyone who might want to - either in person or online, and options for participants to take action against sexual violence.

Roll Red Roll Toolkits



<https://rollredrollfilm.com/resources/guide/>

High School Toolkit Request Form on RRR site

<https://rollredrollfilm.com/resources/guide/high-school/>

The screenshot shows the Roll Red Roll website's navigation bar with links for ABOUT, WATCH, HOST A SCREENING, IMPACT, RESOURCES, PRESS, and CONTACT. Below the navigation is a banner for the 'HIGH SCHOOL TOOLKIT' featuring a group of athletes. The main content area contains an introductory paragraph about the toolkit's purpose and a note that the form is a shorter guide than the college version. A small form preview is shown at the bottom left of the main content area.

ROLL RED ROLL ABOUT WATCH HOST A SCREENING IMPACT RESOURCES PRESS CONTACT

HIGH SCHOOL TOOLKIT

Looking for a way to discuss sexual assault prevention with your student athletes? Developed by the nationally recognized Roll Red Roll impact campaign and in collaboration with a coalition of experts, this toolkit prepares coaches, administrators, and counselors to discuss these issues simply and clearly with student athletes. It includes important background information for facilitators, key questions and prompts for discussion. This toolkit is a resource you can use to help educate athletes about sexual assault, rape culture and how they can play an active role in rape prevention. Student athletes have the potential to affect not only their own beliefs and behavior, but that of their teammates and the school as a whole. Your leadership will have ripple effects in the community.

Please fill out the form below and the **Roll Red Roll** team will send you a copy of the High School Toolkit. Please note that this is a shorter guide created for high schools which contains significantly fewer clips than the **Toolkit for College Athletic Administrators, Coaches and Counselors**.

High School Toolkit Request Form

Please fill out this form to receive access to the Toolkit for High School Athletic Administrators, Coaches and Counselors. The Roll Red Roll team will process your request and send you the toolkit via email shortly.

* Required

High School Toolkit Request Form

Please fill out this form to receive access to the Toolkit for High School Athletic Administrators, Coaches and Counselors. The Roll Red Roll team will process your request and send you the toolkit via email shortly.

* Required

Email address *

Your email _____

Name *

Your answer _____

Email *

Your answer _____

College Toolkit Available on Film Platform's Site

<https://www.filmplatform.net/product/roll-red-roll-toolkit/>

The screenshot shows the Film Platform website interface. At the top left is the 'FILM PLATFORM' logo. To its right are navigation links: 'Browse Films', 'Subjects', 'User Guide', 'About', and 'Contact Us'. Further right are 'Search', 'Log in | Sign up | My Favorites'. The main content area features the title 'Roll Red Roll Toolkit' by Nancy Schwartzman (2020) with a heart icon. Below the title is a descriptive paragraph: 'Developed by the nationally recognized Roll Red Roll impact campaign and in collaboration with a coalition of experts, this toolkit is a resource that prepares coaches, administrators, and counselors to discuss sexual assault prevention simply and clearly with student athletes, and teach them how they can play an active role in rape prevention.' A second paragraph states: 'The toolkit includes 4 different Thematic Tracks (see below), covering the major themes raised in the film; an Overall Discussion Guide (see below), that lists all of these themes, the scenes that relate to them and suggestions for discussion; and the 14 associated Video Clips referenced in the guides.' Below the text is a large image of the toolkit cover, which features the 'ROLL RED ROLL' logo and the text 'TOOLKIT COLLEGE ATHLETIC ADMINISTRATORS, COACHES, AND COUNSELORS'. A play button icon is overlaid on the image. In the bottom left corner of the image is a 'Support' button, and in the bottom right is a person icon.

Leading a Discussion

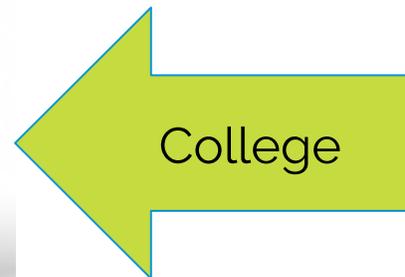
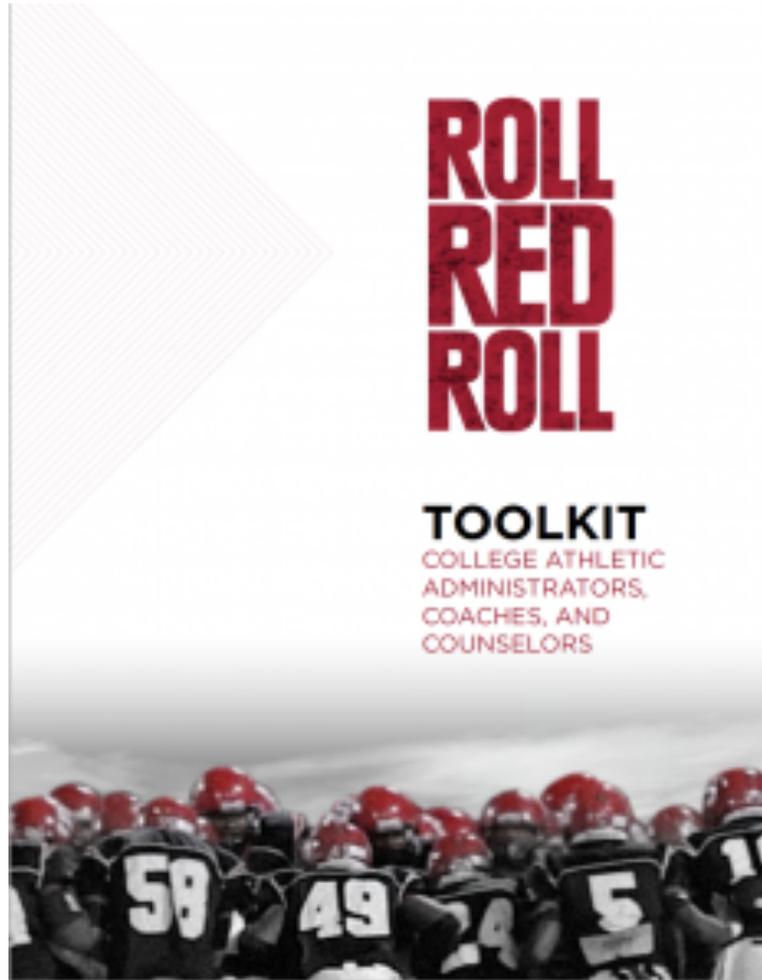
4 R's of Being Trauma-Informed

- ▶ REALIZE
- ▶ RECOGNIZE
- ▶ RESPOND
- ▶ RESIST RE-
TRAUMATIZATION

Need Assistance?

<https://www.raliance.org/rape-crisis-centers/>

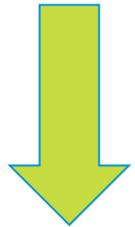
Roll Red Roll Toolkits



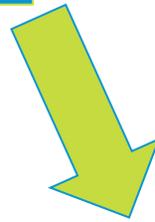
<https://rollredrollfilm.com/resources/guide/>

College toolkit

Show entire film
with student
athletes and
discuss



One long
session and
one long
discussion



Show film in
small
sections
with shorter,
more
frequent
discussions

Choose Your Own Adventure

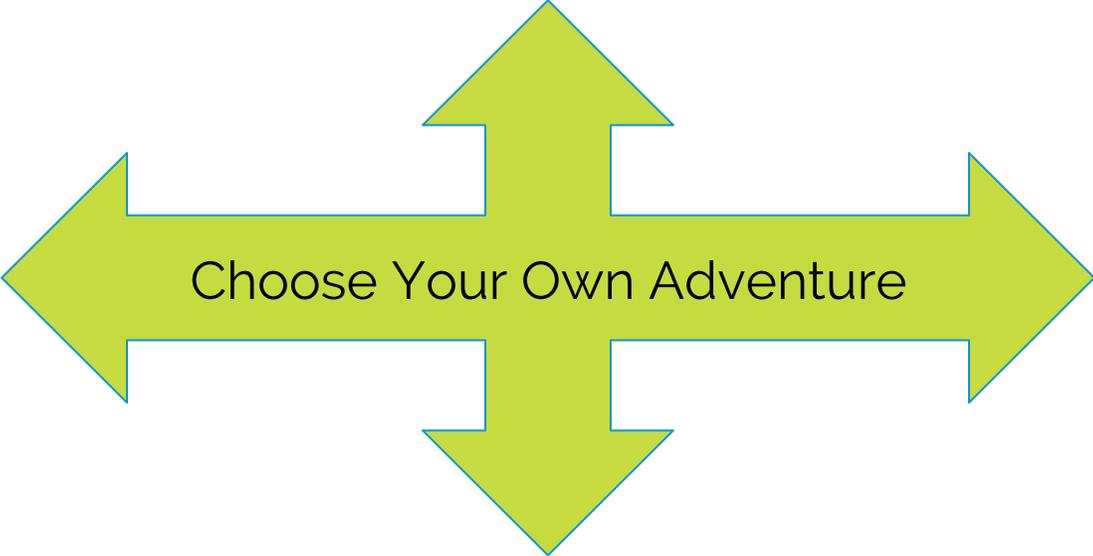


Show clips in one
or more thematic
tracks

Thematic Tracks

Sports Culture

Engaging Men & Boys



Supporting Survivors

Technology & Sexual Violence

Example Track: Sport Culture

LEARNING OBJECTIVES

- > **DESCRIBE** the impacts of sport and sport culture on sexual violence and its prevention
- > **IDENTIFY** opportunities for student athletes, coaches, and administrators to be agents of change and prevent sexual violence
- > **DISCUSS** how preventing sexual violence benefits team dynamics, development, and performance

Example Track: Sports Culture

- ▶ Six total sessions, 15-20 minutes each
- ▶ Sessions 1 & 2 focus discussion around basic knowledge about sexual assault, victim-blaming, and addressing victim-blaming
- ▶ Sessions 4-6 focus on technology, empathy, supporting survivors, and culture change to prevent violence

SESSION 3: MASCULINITY, SPORTS, AND SEXUAL VIOLENCE: ADDRESSING RAPE CULTURE HEAD ON

Associated Clip: Clips 8-12

Coaches and students discuss examples of players who use their privilege to speak out against sexual violence and speak about treating others with respect. Coaches can use an example of a famous player that has been violent, and how that impacts players, the team, themselves, and the person they harmed.



Discussion questions:

- What role did sport culture possibly play in what happened in Steubenville?
- What do athletes need from coaches and other adult mentors to feel safe and empowered to speak out against violence and to prevent sexual violence?
- How can coaches and athletes be better role models to prevent violence?

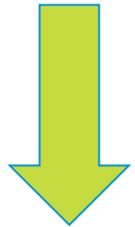
Roll Red Roll Toolkits



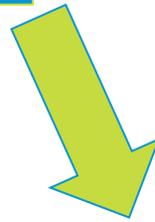
<https://rollredrollfilm.com/resources/guide/>

High school toolkit

Show entire film
with student
athletes and
discuss



One long
session and
one long
discussion



Show film in
small
sections
with shorter,
more
frequent
discussions

Choose Your Own Adventure



Show clips in one
or more thematic
tracks

Example: The Problem with Victim-Blaming

“What role does sports culture at your school play in promoting or challenging victim blaming?”

“What are some ways someone might interrupt or challenge victim-blaming when it happens?”

Themes in the High School Toolkit

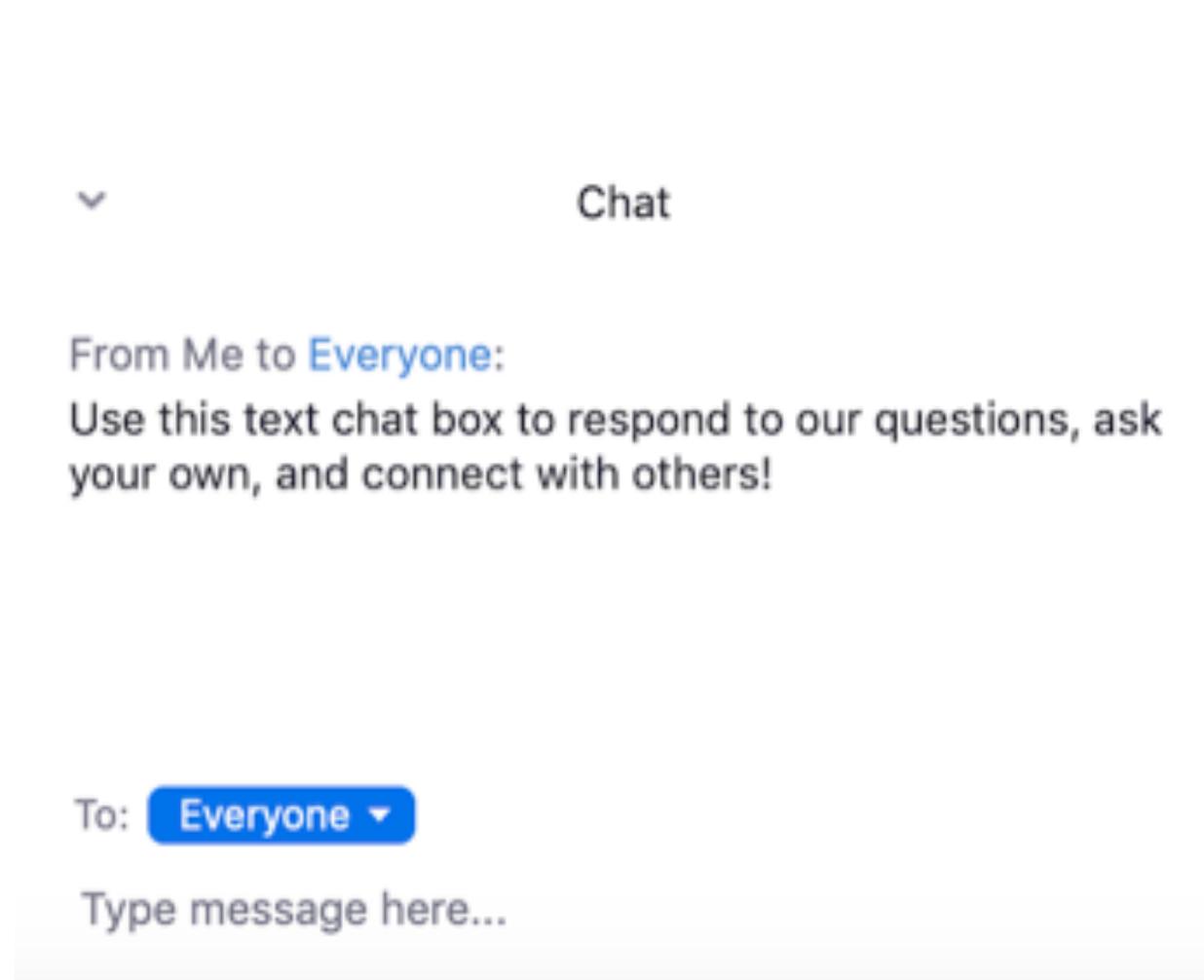
- ▶ Myths and Realities of Sexual Assault
- ▶ Interrupting Sexual Violence: Farrah & Nodianos Police Interviews
- ▶ The Problem with Victim-Blaming
- ▶ Technology, Empathy, and Rape Culture
- ▶ The Criminal Justice System and Sexual Violence
- ▶ Masculinity, Sports, and Sexual Violence: Addressing Rape Culture Head On
- ▶ Locker Room Talk and Supporting Survivors
- ▶ Creating a Culture of Anti-Violence

Many ways someone can challenge sexual assault and rape

- ▶ Culture change
- ▶ Risk reduction/consent education
- ▶ Believe and support survivors
- ▶ Practice accountability

What creative ideas
do you have for
fitting these toolkits
into the connections
and prevention
programs you are
already doing?

Text Chat Question



Meet Our Guests



Joe Samalin

Co-Founder, MenChallenging
he/him/his



Valencia Peterson (Coach V)

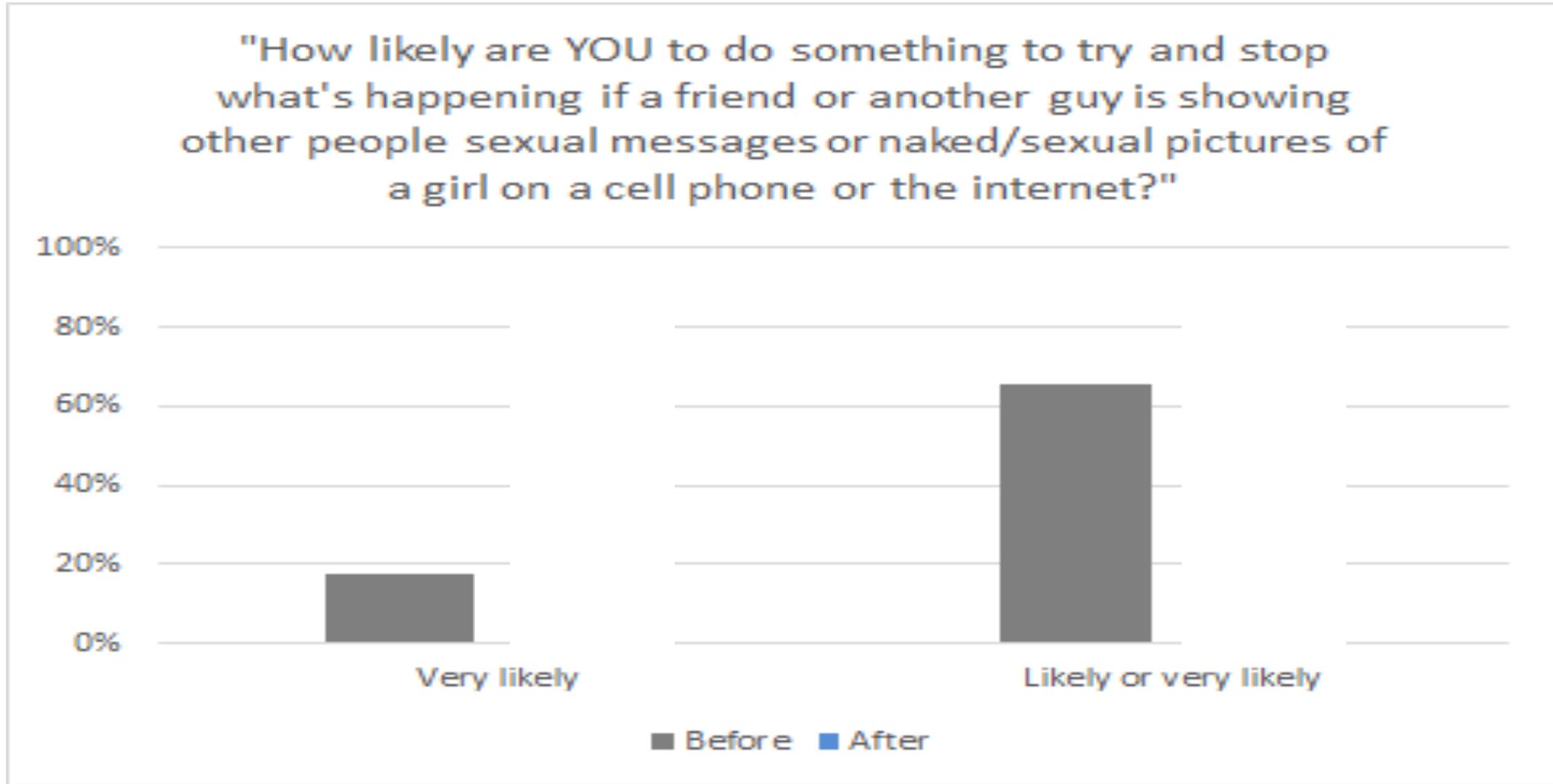
Executive Director, Open Door Abuse
Awareness Prevention
she/her/hers

Joe's experience

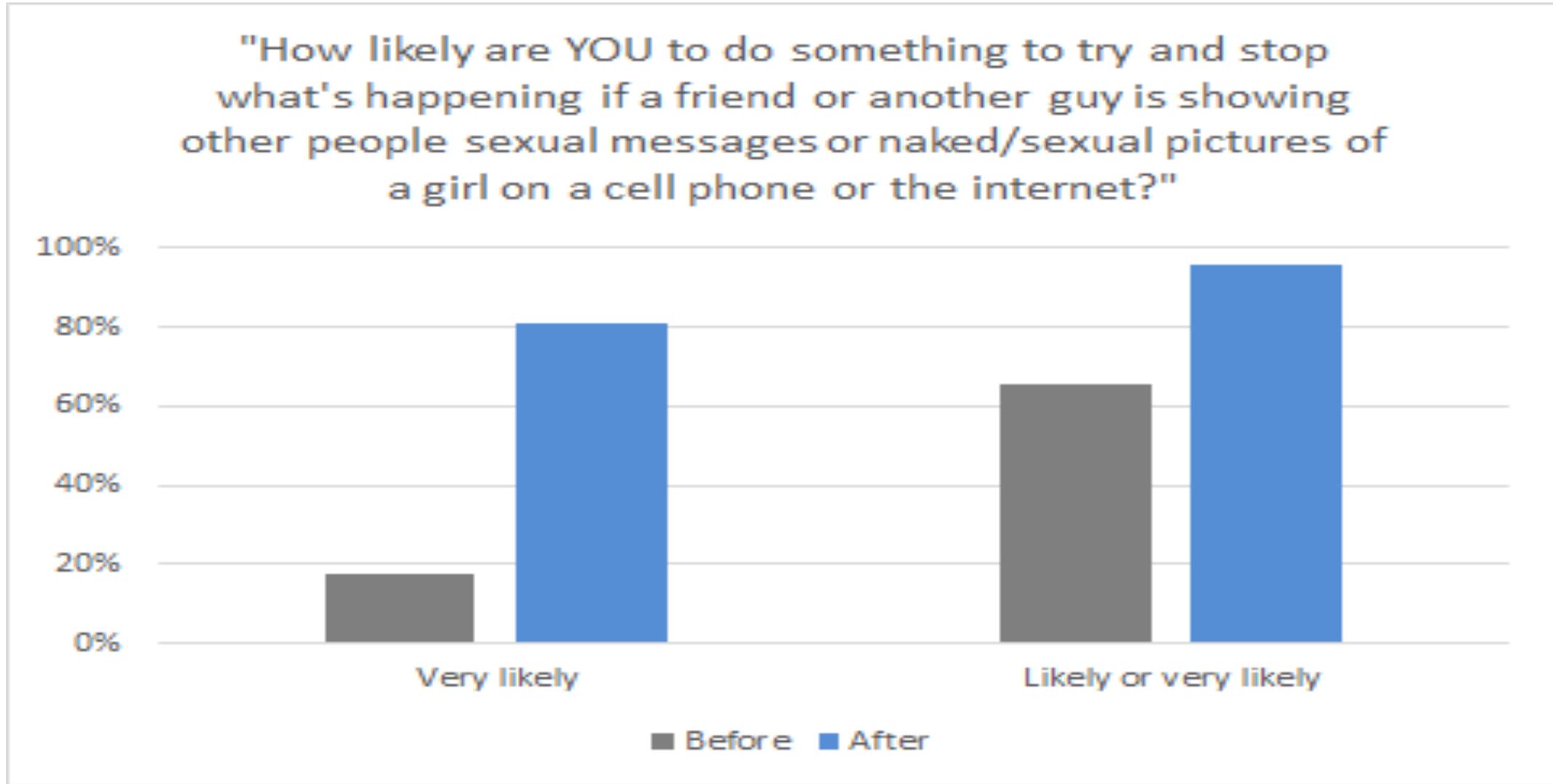
Key concrete goals of the toolkit and the film

- ▶ Gauge room/community on key themes and questions
- ▶ Plant seeds for awareness and action
- ▶ Create space for supporting survivors
- ▶ Make connections between sports culture, gender, sexual violence
- ▶ Promote taking action

Coach V's teams

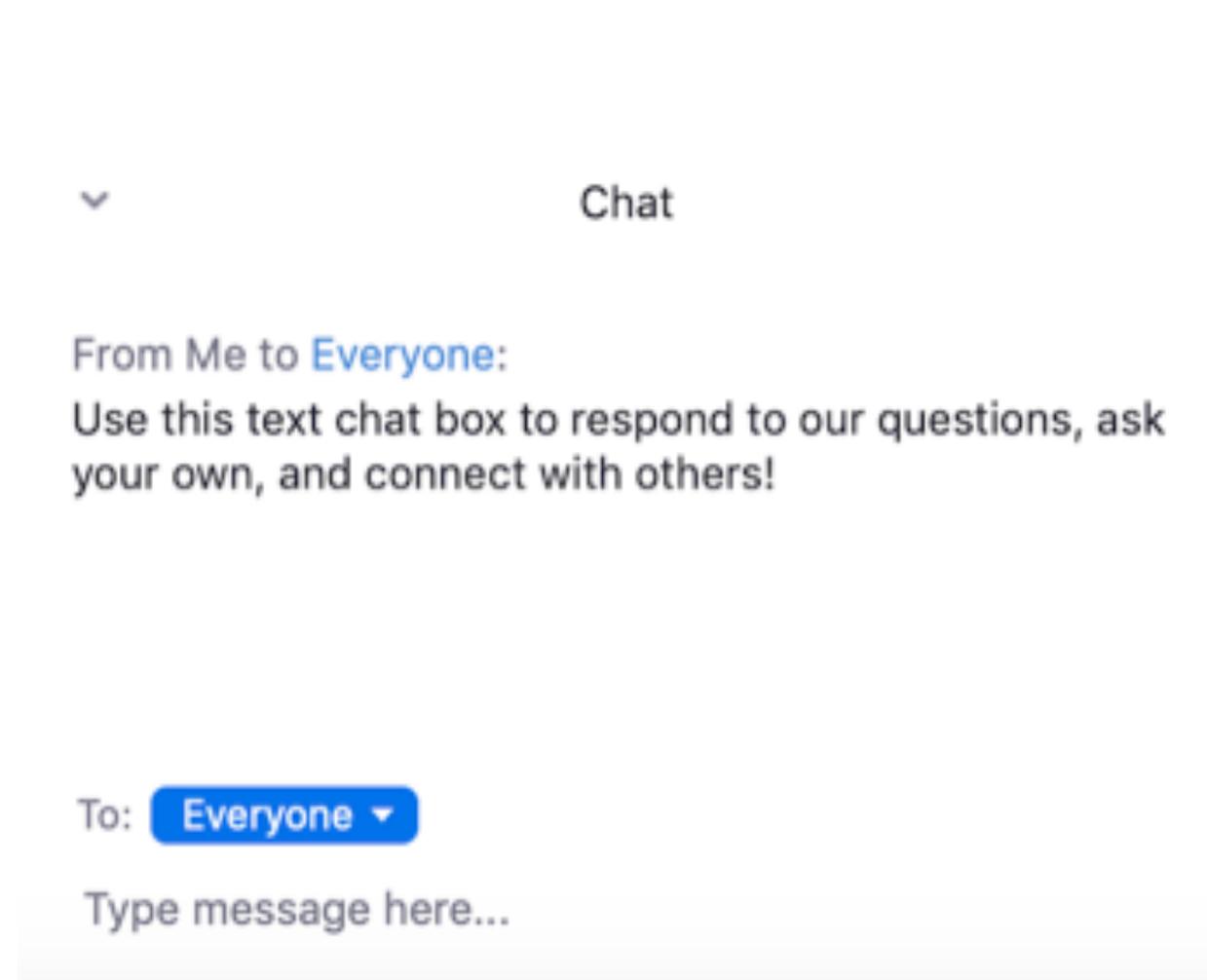


Coach V's teams



How will you use the Roll Red Roll toolkits to prevent sexual violence in your communities?

Text Chat Question



Q&A



Nancy
Schwartzman
Director/Producer, *Roll
Red Roll*
she/her/hers



Valencia Peterson
(Coach V)
Executive Director,
ODAAP
she/her/hers



Joe Samalin
Co-Founder,
MenChallenging
he/him/his



Eliza Licht
Impact Producer, *Roll
Red Roll*
she/her/hers



Alice Quinlan
Impact Consultant, *Roll
Red Roll*
she/her/hers



Lily Donnell
Impact Coordinator,
Roll Red Roll
she/her/hers

High School Toolkit Request Form on RRR site

<https://rollredrollfilm.com/resources/guide/high-school/>

The screenshot shows the Roll Red Roll website's navigation bar with links for ABOUT, WATCH, HOST A SCREENING, IMPACT, RESOURCES, PRESS, and CONTACT. Below the navigation is a banner image of athletes with the text "HIGH SCHOOL TOOLKIT". The main content area contains an introductory paragraph about the toolkit, a note about the form's purpose, and a smaller version of the request form. The larger form on the right side of the page includes the following fields:

- High School Toolkit Request Form**
- Please fill out this form to receive access to the Toolkit for High School Athletic Administrators, Coaches and Counselors. The Roll Red Roll team will process your request and send you the toolkit via email shortly.
- * Required
- Email address *
- Your email
- Name *
- Your answer
- Email *
- Your answer

College Toolkit Available on Film Platform's Site

<https://www.filmplatform.net/product/roll-red-roll-toolkit/>

The screenshot shows the Film Platform website interface. At the top left is the 'FILM PLATFORM' logo. To its right are navigation links: 'Browse Films', 'Subjects', 'User Guide', 'About', and 'Contact Us'. Further right are 'Search', 'Log in | Sign up | My Favorites'. The main content area features the title 'Roll Red Roll Toolkit' by Nancy Schwartzman (2020) with a heart icon. Below the title is a descriptive paragraph: 'Developed by the nationally recognized Roll Red Roll impact campaign and in collaboration with a coalition of experts, this toolkit is a resource that prepares coaches, administrators, and counselors to discuss sexual assault prevention simply and clearly with student athletes, and teach them how they can play an active role in rape prevention.' A second paragraph states: 'The toolkit includes 4 different Thematic Tracks (see below), covering the major themes raised in the film; an Overall Discussion Guide (see below), that lists all of these themes, the scenes that relate to them and suggestions for discussion; and the 14 associated Video Clips referenced in the guides.' Below the text is a large image of the toolkit cover, which features the 'ROLL RED ROLL' logo and the text 'TOOLKIT COLLEGE ATHLETIC ADMINISTRATORS, COACHES, AND COUNSELORS'. A play button icon is overlaid on the image. In the bottom left corner of the image is a 'Support' button with a question mark icon. In the bottom right corner is a blue icon of a person.

RALIANCE

Ending Sexual Violence in One Generation



prevent
connect

RALIANCE.org

info@raliance.org

Follow Us

twitter.com/RALIANCEOrg

facebook.com/RalianceOrg

PreventConnect.org

info@PreventConnect.org

PreventConnect.org/email – email group

Learn.PreventConnect.org – eLearning

Follow Us

twitter.com/PreventConnect

facebook.com/PreventConnect