



Emerging Trends in Sexual Violence Prevention

Presentation for
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and the New Mexico Coalition of Sexual Assault Programs

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A copy of the materials for this presentation is available at www.PreventConnect.org (search for "Maine")



PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect Listserv with over 1100 prevention advocates
- eLearning, Podcasts, Wiki on prevention

www.PreventConnect.org

Twitter: [@preventconnect](https://twitter.com/preventconnect)

Blog: www.calcasa.org/prevention

Sexual Violence Prevention

Resources

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=121§ionID=241>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.
(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

An Evidence-Based Review of Sexual Assault Preventive Intervention Programs

by Shannon Morrison, Jennifer Hardison, Anita Mathew, & Joyce O'Neil. September 2004.

<http://www.ncjrs.gov/pdffiles1/nij/grants/207262.pdf>

List of Research, Data & Information Related to Child Sexual Exploitation Prevention

Prepared by the National Coalition to Prevent Child Sexual Exploitation, December 2007.

http://www.preventconnect.org/articles/NCPCE_Resource_List_2007.pdf

Preventing intimate partner and sexual violence against women: Taking action and generating evidence, By World Health Organization/London School of Hygiene and Tropical Medicine. Geneva, World Health Organization, 2010.

http://www.who.int/entity/violence_injury_prevention/publications/violence/9789241564007_eng.pdf

Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria, Victorian Health Promotion Foundation, Victoria, Australia, December 2007.

<http://www.vichealth.vic.gov.au/preventingviolence/>

Report Describing Projects Designed to Prevent First-Time Male Perpetration of Sexual

Violence by Monique Clinton-Sherrod, Deborah Gibbs, et. al. (RTI International) (September 2008).

http://www.nsvrc.org/cms/fileUpload/RTI_Report_updated%202008.pdf

Sexual Violence Prevention: Beginning the Dialogue By the U.S. Centers for Disease Control and Prevention. 2004. <http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>

Training Professionals in the Primary Prevention of Sexual and Intimate Partner Violence: A Planning Guide. 2010, By US Centers for Disease Control and Prevention

http://www.cdc.gov/violenceprevention/pub/training_guide.html

World Report on Violence and Health By the World Health Organization. 2002.

http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html

Rape Prevention and Risk Reduction: Review of the Research Literature for Practitioners by Kimberly A. Lonsway with contributions from Dorothy Edwards, VAWnet: The National Online Resource Center on Violence Against Women (January 2009)

http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf

NOTES

Ending Rape Requires Social Change

Prevention is the work to create that social change.

Background on Addressing Rape:

- Andrea Dworkin, **I Want a Twenty-Four-Hour Truce During Which There Is No Rape**, 1983, <http://www.nostatusquo.com/ACLU/dworkin/WarZoneChaptIIIIE.html>
- **Transforming a Rape Culture**, 1993, edited by Emilie Buchwald, Pamela Fletcher, Martha Roth
- bell hooks, **Talking Back: thinking feminist - thinking black**, 1989
- Lydia Guy, "Can Radical Feminism Co-exist with the Public Health Paradigm?" in **Partners in Social Change** (A Publication from the Washington Coalition of Sexual Assault Programs) Volume 8 (3) Spring 2006. <http://www.wcasp.org/prevention/PDF/SPringPISC2006.pdf>
- Steven Johnson, **The Ghost Map**, 2006 <http://www.theghostmap.com/>
- PreventConnect eLearning unit **Social Justice and Public Health:** <http://www.preventconnect.org/display/displayTextItems.cfm?itemID=243§ionID=254>

Primary Prevention:

a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place. (from Prevention Institute, www.preventioninstitute.org)

- Part of Comprehensive Response
- Before
- Community
- Promote
- Comprehensive
- Root Causes



Examples:

- Search Institute 40 Developmental Assets <http://www.search-institute.org/assets/assetlists.html>
- Social Ecological Model (see on PreventConnect wiki http://www.preventconnect.org/wiki/index.php?title=Socio-ecological_Model)



How Do People Change?

- Knowledge → Attitudes → Beliefs → Behaviors ????
- Expectations, Social Desirability, Modeling, Media
- Enforce, Educate, Market/Persuade

Create a Prevention Foundation

- Join Networks
- Develop Leadership
- Theoretical Basis:
 - Diffusion of Innovation
 - Popular Opinion Leader

Social Marketing Principles:

- Understand Primary Audience
- Define Desired Behavior
- Identify Benefits of Adopting Behavior
- Identify Barriers to Adopting Behavior / Competition
- Ease to Implement Behavior
- Communication Strategy
- Mobilize
- Create Social Norms

Social Marketing Wiki <http://socialmarketing.wetpaint.com/>

What is Social Marketing? by Nedra Kline Weinreich
<http://www.social-marketing.com/Whatis.html>

Comprehensive Examples

- MyStrength www.mystrength.org
- Green Dot www.livethegreendot.org
- I.A.M. Strong <http://www.sexualassault.army.mil/>
- Respect WORKS! www.respect-works.org
- Start Strong www.startstrongteens.org
- Denim Day <http://www.denimdayusa.org/>

Developing Comprehensive Prevention

eLearning Unit: **Developing Comprehensive Prevention: Linking Primary Prevention Activities, Strategies and Programs**

http://www.preventconnect.org/presentations/Comprehensive_Prevention/player.html

Worksheet <http://www.preventconnect.org/attachments/2009/worksheet-comprehensive-program.pdf>

Evidence Based

- Types of Evidence – see blog on Wendi Seibold's article in Moving Upstream
<http://calcasa.org/prevention/virginias-newsletter-on-evidence-for-prevention/>
- **Sexual Violence Prevention: The Role of Stages of Change**, Banyard VL, Eckstein RP, Moynihan MM Journal of Interpersonal Violence, January 2010; vol. 25, 1: pp. 111-135. <http://calcasa.org/prevention/social-marketing-to-prevent-sexual-violence-2/>
- Stages of Change (Transtheoretical Model)
<http://wiki.preventconnect.org/Prevention+Theory>