



Georgia Department of Public Health

Chronic Disease Section Sexual Violence Prevention Program

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Public Health

"In Georgia, more than 100 teens and young adults lost their lives in 2010 to intimate partner violence, and one in three Georgia teens have experienced dating violence. We need to address the issue openly and honestly to effect change," said Meagan Fulmer, executive director for PADV, in a written statement.

Read more: <http://www.cbs46.com/story/20940721/georgia-ranks-first-in-teen-dating-violence#ixzz3Wp1uP857>

Public Health

Perpetration

- The National Center for Victims of Crime reports that 23% of reported cases of child sexual abuse are perpetrated by individuals under the age of 18.
- The *Juvenile Justice Bulletin*, a newsletter from the DOJ Office of Justice Programs, reported that youth who commit sex offenses against other children are more likely than adult sex offenders to offend in groups and at schools and to have more male victims and younger victims.
- The number of youth coming to the attention of police for sex offenses increases sharply at age 12 and plateaus after age 14. Early adolescence is the peak age for offenses against younger children. Offenses against teenagers surge during mid to late adolescence, while offenses against victims under age 12 decline.

Public Health Issue

Build capacity and empower communities

- Implement prevention program strategies across Georgia
- Engage males
- Diverse programming and training
 - ✓ **Safe Dates**
 - ✓ **One in Four & Beyond**
 - ✓ **Coaching Boys into Men**
 - ✓ **Step Up. Step In.**

Georgia RPE Funded Partners

Health Districts

Floyd
LaGrange
Coastal
Gwinnett
Northwest
Columbus
South
Northeast

Rape Crisis Centers

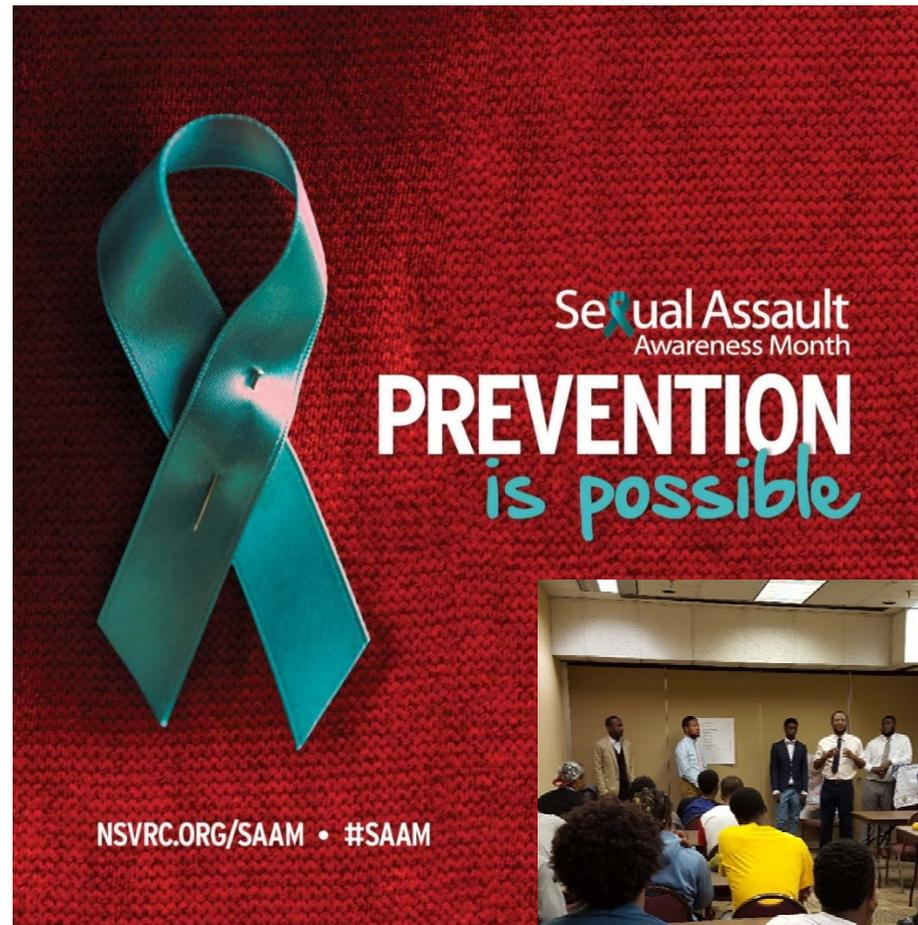
SAC Northwest GA
The Cottage
Southern Crescent
West GA PARC
WINGS
RCC of the Coastal Empire

Colleges & Universities

Savannah State University
West Georgia University
Ft. Valley State University

Athletic Organizations

Cobb County Parks & Recreation



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Evaluation

- *Safe Dates*
 - Targets attitude and behaviors associated with teen dating abuse and violence
- *Step Up. Step In. Awareness Campaign*
 - Addresses sexual bullying in GA schools to positively impact school climate

***Safe Dates* Implementation Evaluation**

- Reach ★
- Fidelity check with implementation
- Knowledge gain ★
- Barriers and challenges ★

Reach

- # participants=979

Settings = High, Middle, Alternative, After school programs, housing authorities

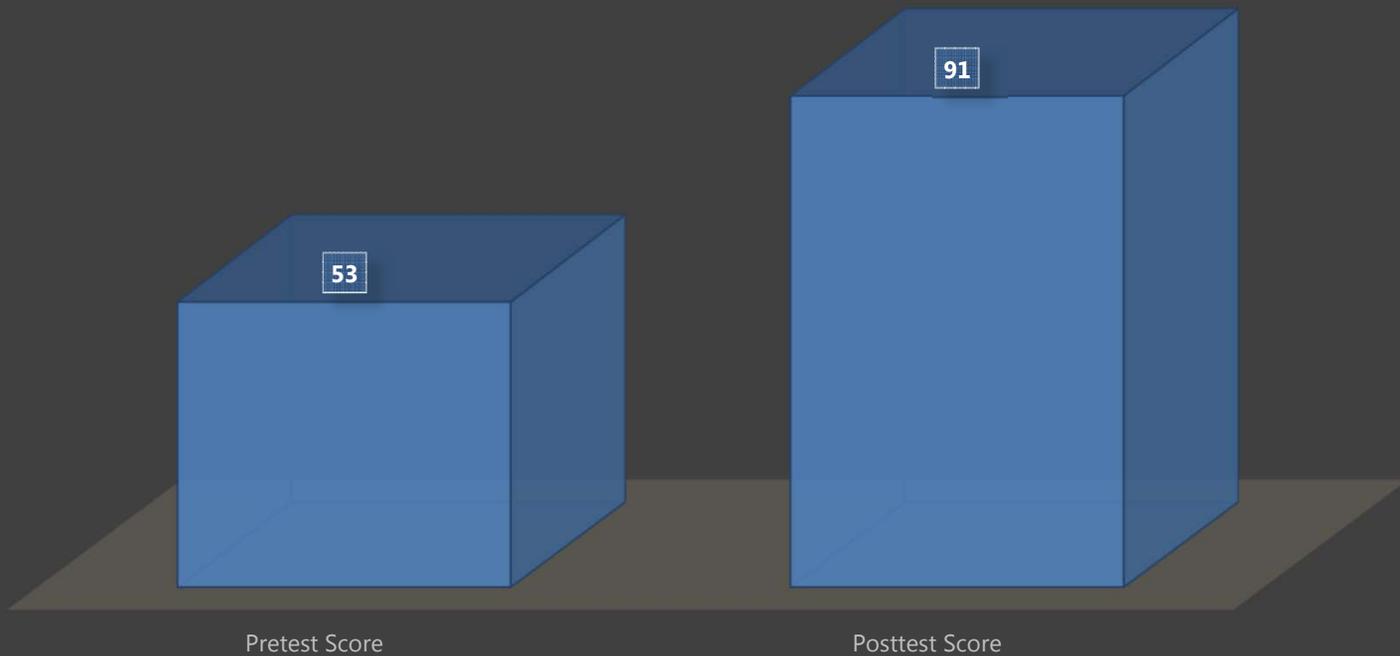
- # sessions=270

- Average age=15 years

Knowledge Gain

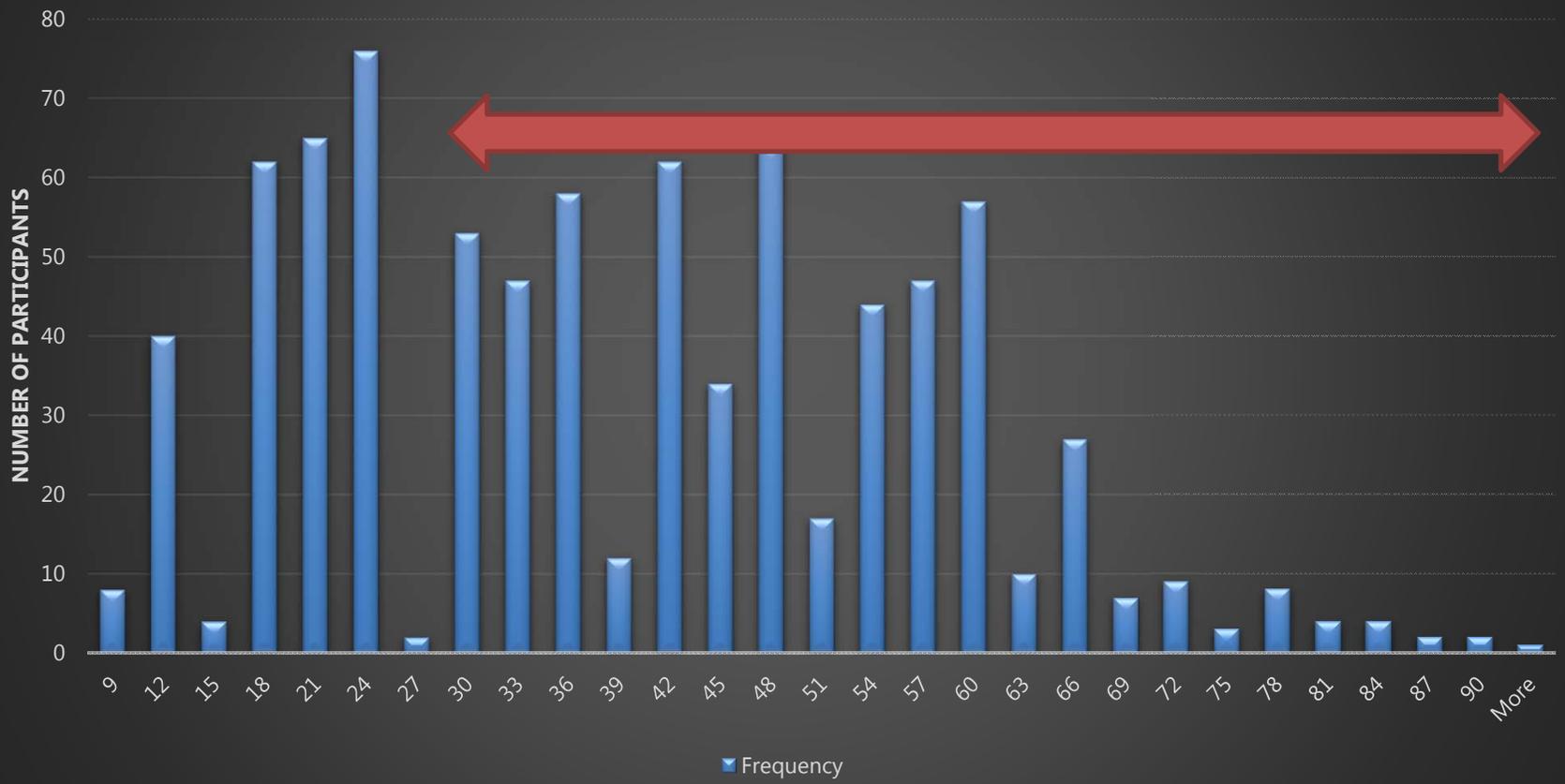
(No of participants=829)

OVERALL MEAN TEST SCORE IMPROVEMENT



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Participant Knowledge Gain



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Next Step

- **Assessing Attitude and Behavioral changes!**

Challenges and Barriers

- Difficulty implementing the multi-session curriculum in a school setting (relationship building is critical to getting into schools)
- Erratic attendance (non-school settings)
- Student behavior

Step Up. Step In. Awareness Campaign (Pilot Study)

- **Target reach**=20 middle and high schools
 - **Accomplishment**=21 middle and high schools
 - #Middle school students reached=7045
 - # High school students reached= 6961
 - # Middle school staff reached= 267
 - # High school staff reached= 347

Assessments

- Perception of sexual bullying in school
- Extent of creation of awareness
- Belief in campaign message (Acceptance)
- Willingness to help change social norm behaviors related to sexual bullying
- Belief in the effectiveness of the campaign to effect a group effort at changing social norm behaviors related to sexual bullying

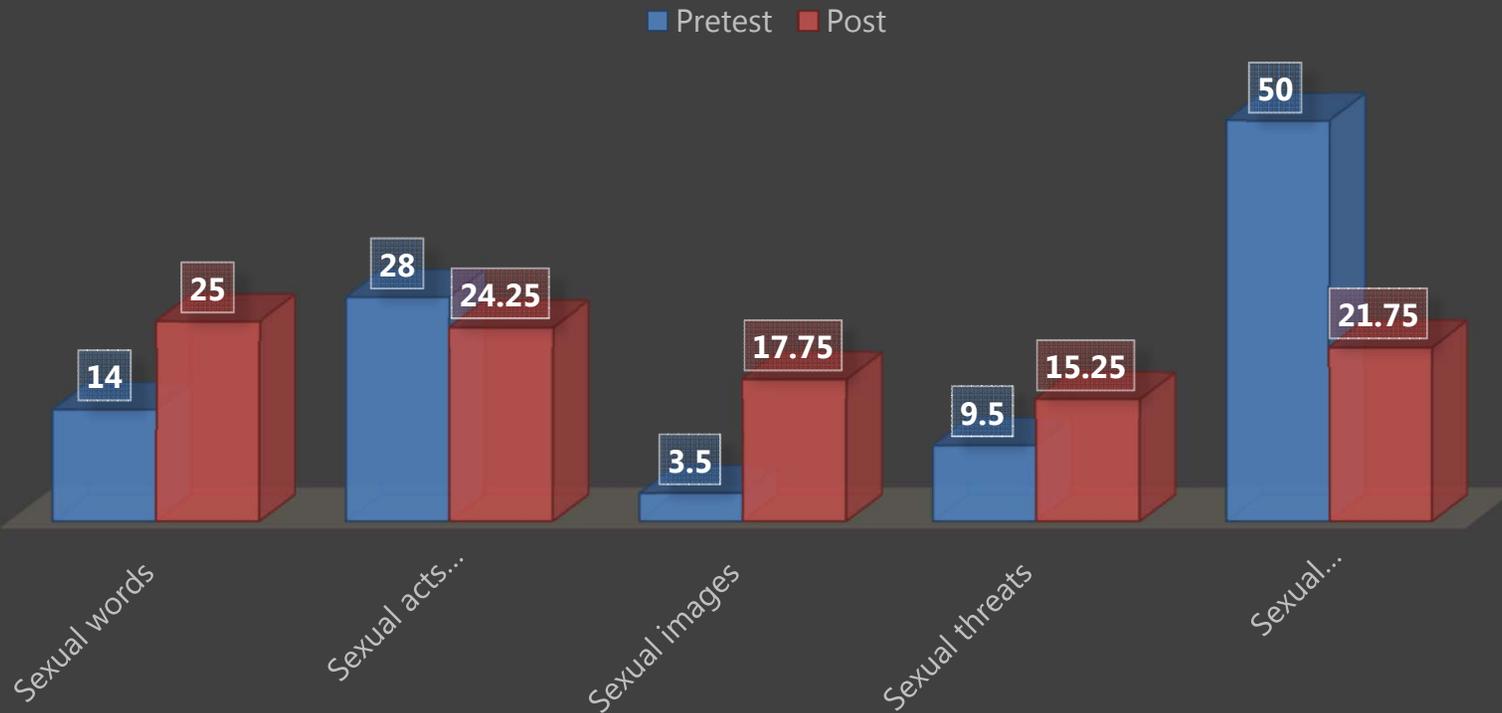
Demographic Characteristics of Evaluation Participants

(Purposive sample of 25 students per school)

Variable	High School (n=12)	Middle School (n=6)	Total
Average age	16	13	
Gender			
Male	95	69	164 (49%)
Female	89	74	163 (49%)
Other	3	4	7 (2%)
Race			
White	23	64	87 (26%)
Black	154	58	212 (63%)
Other	10	25	35 (10%)
Ethnicity			
Hispanic	38	19	57 (17%)
Non-Hispanic	149	128	277 (83%)

Creating Sexual Bullying Awareness

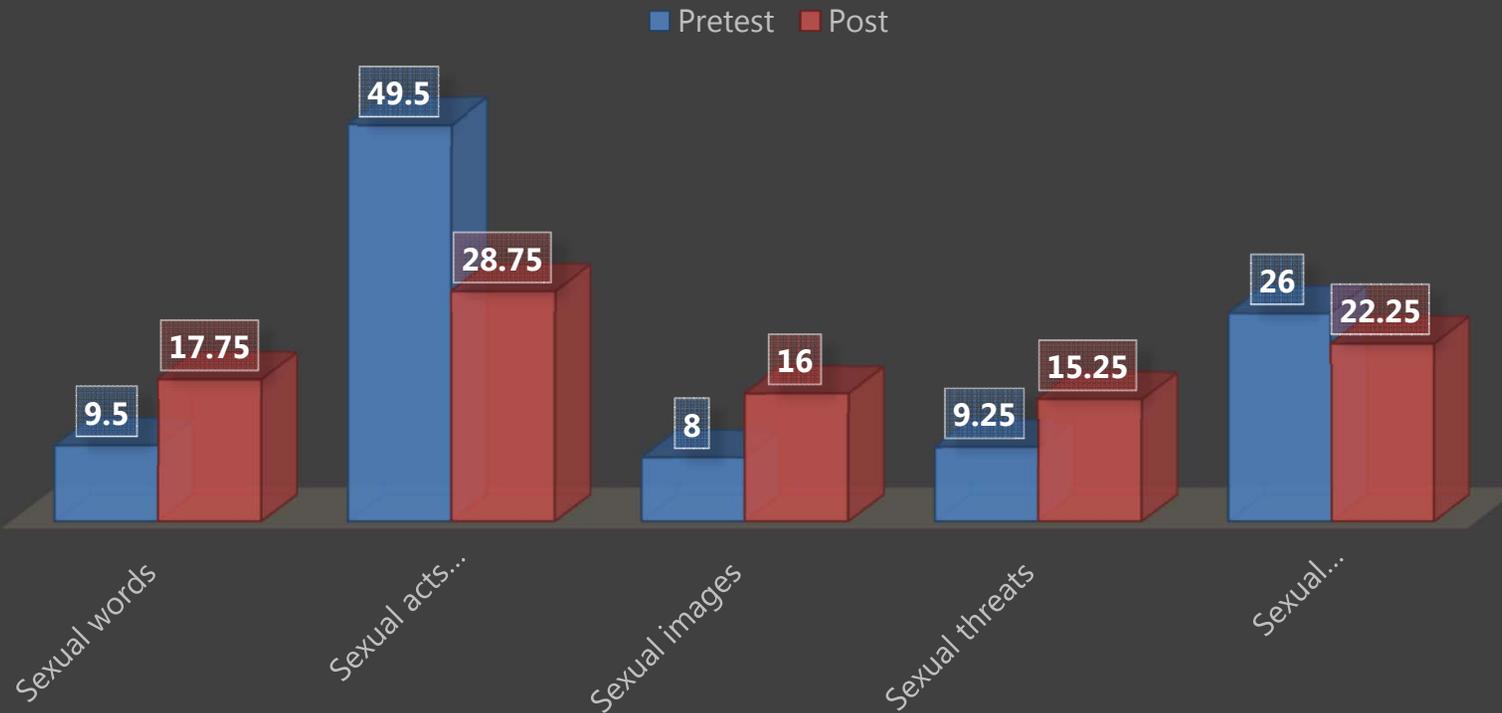
DEMONSTRATION OF KNOWLEDGE ABOUT THE MEANING OF SEXUAL BULLYING (HIGH SCHOOL)



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Creating Sexual Bullying Awareness Contd.

DEMONSTRATION OF KNOWLEDGE ABOUT THE
MEANING OF SEXUAL BULLYING (MIDDLE SCHOOL)



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Outcome Variables and Student Proportions

	Proportion of students with affirmation (in percentage %)							
Middle School	Existence of sexual bullying in school	Vulnerability to sexual bullying in school	Perception about Friends' vulnerability to sexual bullying in school	Belief in campaign message	Perception about effectiveness of campaign	Friends' perception about effectiveness of campaign	Willingness to help change social norm	Perception of Friends' willingness to help change social norm
1	41	33	48	72	77	73	56	61
2	58	26	32	74	72	52	72	72
3	51	50	30	87	84	48	48	56
4	38	28	34	94	100	72	78	82
5	25	18	20	71.7	50.6	14.3	45.7	40.8
6	75	69	63	69	88	75	88	88
Average	48	37	38	78	79	56	65	67
High School								
1	52	51	40	76	56	67	51	41
2	45	27	32	95	75	72	55	63
3	58	33	39	95	78	60	55	48
4	62	28	34	84	68	58	44	58
5	63	15	15	79	54	59	50	46
6	68	44	40	78	68	50	64	62
7	64	48	56	96	84	56	56	56
8	60	50	60	95	80	70	50	30
9	23	11	12	89	72	50	67	72
10	57	7	7	79	54	29	50	50
11	46	46	46	71	50	38	50	42
12	33	27	27	73	80	40	47	60
Average	53	32	34	84	68	54	53	52

Program Effects in High and Middle School Settings

- Unit of Analysis=School
- Statistical Analysis=Mann-Whitney U-Test

Program Effects in High and Middle School Settings

	High school $n_1=12$			Middle school $n_2=6$			Combined N=18; R=171; M=9.5; SD=10.6771 Critical value of U=14*	
Variable	R_1	M_1	U_1	R_2	M_2	U_2	U	Z (p-value)
Existence of sexual bullying in school	122.5	10.21	27.5	48.5	8.08	44.5	27.5	0.7493 (0.453268*)
Vulnerability to sexual bullying in school	109.5	9.12	40.5	61.5	10.25	31.5	31.5	-0.3746 (0.71138*)
Friends' vulnerability to sexual bullying in school	111	9.25	39	60	10	33	33	-0.2341 (0.8181*)
Belief in campaign message	131	10.92	19	40	6.67	53	19	1.5454 (0.12114*)
Perception about effectiveness of campaign	99	8.25	51	72	12	21	21	-1.358 (0.17384*)
Friends' perception about effectiveness of campaign	106.5	8.88	43.5	64.5	10.75	28.5	28.5	-0.6556 (0.50926*)
Willingness to help change social norm	101.5	8.46	48.5	69.5	11.58	23.5	23.5	-1.1239 (0.26272*)
Friends' willingness to help change social norm	98	8.17	52	73	12.17	20	20	-1.4517 (0.14706*)

Important Notes

- The effectiveness of *Step Up. Step In.* campaign will be undermined if overall population believes that sexual bullying doesn't exist in the school.
- The effectiveness of *Step Up. Step In.* campaign can be enhanced if the norms targeted reflect a group that the individuals closely identify with.
- Although, great number of students believe in the campaign message, believe in its effectiveness and are willing to help change the norm, the reality is that the campaign was conceptualized as a culture change intervention (typical of social norm theory) and will take more than one year to realize the behavioral change anticipated.

Facilitating Factors

- Strong partnership and existing relationship with school officials
- Students' enthusiasm
- Students' creativity
- Provision of incentives

Challenging Factors

- Use of the word “sexual” in schools

Next Step

- **Assessment of Behavioral changes**

Questions?



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Resources

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Georgia Network to End Sexual Assault (www.gnesa.org)
National Sexual Violence Resource Center (www.nsvrc.org)
PreventConnect (www.PreventConnect.org)
CDC (<http://www.cdc.gov/violenceprevention/sexualviolence/prevention.html>)
National Center for Victims of Crime (<http://www.victimsofcrime.org>)
RAINN (www.rainn.org)

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