Chronic Disease Section
Sexual Violence Prevention Program

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"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.

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

We Protect Lives.
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

Pretest Score: 53
Posttest Score: 91
Participant Knowledge Gain

Number of Participants

Frequency
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)

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

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Pretest</th>
<th>Post</th>
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<tbody>
<tr>
<td>Sexual words</td>
<td>14</td>
<td>25</td>
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<tr>
<td>Sexual acts</td>
<td>28</td>
<td>24.25</td>
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<tr>
<td>Sexual images</td>
<td>3.5</td>
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<td>Sexual threats</td>
<td>9.5</td>
<td>15.25</td>
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<td>Sexual...</td>
<td>50</td>
<td>21.75</td>
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Creating Sexual Bullying Awareness Contd.

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

- Sexual words: Pretest 9.5, Post 17.75
- Sexual acts: Pretest 49.5, Post 28.75
- Sexual images: Pretest 8, Post 16
- Sexual threats: Pretest 9.25, Post 15.25
- Sexual...: Pretest 26, Post 22.25
# Outcome Variables and Student Proportions

<table>
<thead>
<tr>
<th>Middle School</th>
<th>Existence of sexual bullying in school</th>
<th>Vulnerability to sexual bullying in school</th>
<th>Perception about Friends’ vulnerability to sexual bullying in school</th>
<th>Belief in campaign message</th>
<th>Perception about effectiveness of campaign</th>
<th>Friends’ perception of effectiveness of campaign</th>
<th>Willingness to help change social norm</th>
<th>Perception of Friends’ willingness to help change social norm</th>
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<td>33</td>
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<td><strong>38</strong></td>
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<td><strong>79</strong></td>
<td><strong>56</strong></td>
<td><strong>65</strong></td>
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<td>80</td>
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<td>89</td>
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<td>73</td>
<td>80</td>
<td>40</td>
<td>47</td>
<td>60</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>53</strong></td>
<td><strong>32</strong></td>
<td><strong>34</strong></td>
<td><strong>84</strong></td>
<td><strong>68</strong></td>
<td><strong>54</strong></td>
<td><strong>53</strong></td>
<td><strong>52</strong></td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Variable</th>
<th>High school $n_1=12$</th>
<th>Middle school $n_2=6$</th>
<th>Combined $N=18; R=171; M=9.5; SD=10.6771$</th>
<th>Critical value of $U=14^*$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$R_1$</td>
<td>$M_1$</td>
<td>$U_1$</td>
<td>$R_2$</td>
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<tr>
<td>Existence of sexual bullying in school</td>
<td>122.5</td>
<td>10.21</td>
<td>27.5</td>
<td>48.5</td>
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<tr>
<td>Vulnerability to sexual bullying in school</td>
<td>109.5</td>
<td>9.12</td>
<td>40.5</td>
<td>61.5</td>
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<tr>
<td>Friends’ vulnerability to sexual bullying in school</td>
<td>111</td>
<td>9.25</td>
<td>39</td>
<td>60</td>
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<tr>
<td>Belief in campaign message</td>
<td>131</td>
<td>10.92</td>
<td>19</td>
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<tr>
<td>Perception about effectiveness of campaign</td>
<td>99</td>
<td>8.25</td>
<td>51</td>
<td>72</td>
</tr>
<tr>
<td>Friends’ perception about effectiveness of campaign</td>
<td>106.5</td>
<td>8.88</td>
<td>43.5</td>
<td>64.5</td>
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<tr>
<td>Willingness to help change social norm</td>
<td>101.5</td>
<td>8.46</td>
<td>48.5</td>
<td>69.5</td>
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<tr>
<td>Friends’ willingness to help change social norm</td>
<td>98</td>
<td>8.17</td>
<td>52</td>
<td>73</td>
</tr>
</tbody>
</table>
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?
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)