DEVELOPMENT OF A PREVENTION OF MEN’S VIOLENCE AGAINST WOMEN CHAMPION COMMITTEE

Gemma Skuratov, DrPH, MPH, CHES, LAT, ATC, USAW, CPT, FMS
Director of Wellness & Health Promotion, Georgia Southern University
Sexual Assault Response Team, Georgia Southern University
Rape Crisis of the Coastal Empire, Vice President, Board of Directors
The Teal House: Statesboro Regional Sexual Assault & Child Advocacy Center, Victims Advocate

Lauren O. Patterson, Psy.D., CCTP
Assistant Director of Outreach & Community Engagement, Counseling Center, Georgia Southern University
Sexual Assault Response Team Chair, Georgia Southern University
The Teal House: Statesboro Regional Sexual Assault & Child Advocacy Center, Fundraising Chair, Board of Directors
OUTLINE

1. Learning Objectives
2. History and Background of Coalition Development
3. Public Health Theory Methodology
4. Practical Methodology
5. Champions & R.E.A.C.H.
6. Implementation at neighboring institutions
7. Open Discussion
8. Questions
Learning Objectives

1. Understand application of the socio ecological model and social capital theory as it applies to violence prevention efforts.
2. Learn strategies for replicating similar coalitions at other colleges/universities.
3. Learn to mobilize existing campus resources to enhance sexual assault and gender violence prevention as well as how to align messaging across campus entities.
“The Sexual Assault Response Team is dedicated to raising awareness about sexual assault issues in the Georgia Southern Community. It is a multidisciplinary team with representatives from various on and off-campus departments and organizations, such as the Counseling Center, Health Services, Equal Opportunity & Title IX, Housing, Office of Student Activities, and the Teal House. It is our hope, that through education and consciousness raising, the incidence and ignorance of sexual assault can be drastically reduced. SART strives to continually update the services offered to sexual assault survivors. Our goal is to communicate to survivors that they are not alone through their recovery. SART sponsors the student organization, Sexual Assault Student Educators (SASE).”
SART SPONSORED CURRICULA

- Catharsis
  - KINS 1535 Project
  - Sex Signals
  - It’s On Us Week of Action
- One Love Healthy Relationships
- GS C.A.R.E.’s Bystander Intervention Curriculum
- Comprehensive Sexual Assault Awareness Curriculum for University Athletics
- Comprehensive Violence Prevention Curriculum for Greek Life
- Prevention of Men’s Violence against Women Champion’s Committee
PUBLIC HEALTH THEORY METHODOLOGY
R.E.A.C.H. & IMPACT

- Social Marketing
  - Getting people to adopt an idea

- How does power grow?

- Reach is the extent to which a program attracts its intended audience. (1)
  - Considers Multiple Levels
  - Calculate a proportion
  - Define a geographic area

- Impact is the effect that interventions have on people, organizations, or systems to influence health. (2)
  - Make it measurable
  - Identify a realistic level of change
# SOCIO ECOLOGICAL MODEL

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>Knowledge, skills, attitudes and beliefs of persons within a target population</td>
</tr>
<tr>
<td>Interpersonal</td>
<td>Social norms and supportive networks of individuals within the target population</td>
</tr>
<tr>
<td>Organizational/Community</td>
<td>Organizational: Norms, rules, regulations and benefits among structures within the target population</td>
</tr>
<tr>
<td></td>
<td>Community: Relationships among different sectors within a target population</td>
</tr>
<tr>
<td>Policy</td>
<td>Regulatory processes built within government systems that will either foster or hinder positive health outcomes</td>
</tr>
</tbody>
</table>

(Glanz, Rimer & Viswanath, 2008).
SOCIAL CAPITAL THEORY

- Operational Definition
  - Social Capital: Resources inherent in social relations which facilitate collective action.

- Theory Limitations (Hean et al. 2003)
  - Criticism for being poorly defined and conceptualized
  - Social capital is multi-dimensional with each dimension contributing to the meaning of social capital although each alone is not able to capture fully the concept in its entirety

---

![Diagram of Social Capital with Levels of Analysis and Types of Social Capital](image)
PRACTICAL METHODOLOGY
IT’S ON US WEEK OF ACTION

- **GS It’s On Us Social Marketing Video**
  - Don McPherson Guidance

- **Data Report**
  - Program Overview
  - Data Outcomes
  - Future Recommendations
Champion Goals & Commitments

Committee Goals:

- To utilize social capital in an effort to reduce stigma and establish a call to action among students, faculty and staff in an effort to prevent campus sexual assault.
- To align Georgia Southern University sexual assault prevention and awareness messaging with recommended national tool kits.
- To promote awareness for future SART Campaigns.

Commitment to visibility:

- Commitment to attending at least two SART approved programs. A champion’s attendance at specific events illustrates a statement of support to the campus community.

Commitment to articulate SART’s messaging:

- Commitment to promote of SART programming via specific calls to action by capitalizing on their advantaged platform. This could include forwarding SART marketing to campus networks and publicly supporting program messaging.

Data Report
CHAMPIONS & REACH
<table>
<thead>
<tr>
<th>Department</th>
<th>Name</th>
<th>Social Ecological Model Level of Intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Athletics</td>
<td>Adrian Peterson</td>
<td>Community</td>
</tr>
<tr>
<td>2. Greek Life</td>
<td>Francisco Lugo</td>
<td>Community/Organizational</td>
</tr>
<tr>
<td>3. Student Services Center-COB &amp; Military Student Veteran Association Advisor</td>
<td>Jahmal Rainey</td>
<td>Individual</td>
</tr>
<tr>
<td>4. Eagle Dining Services</td>
<td>Jeff Yawn</td>
<td>Community</td>
</tr>
<tr>
<td>5. ROTC</td>
<td>George Fredrick</td>
<td>Community/Organizational/Individual</td>
</tr>
<tr>
<td>6. Office of Military and Veterans Affairs</td>
<td>Phil Gore</td>
<td>Community/Organizational/Individual</td>
</tr>
<tr>
<td>7. University Housing</td>
<td>Casey Weaver</td>
<td>Community/Organizational/Individual</td>
</tr>
<tr>
<td>8. University Police Department</td>
<td>Charlie Bowen</td>
<td>Policy</td>
</tr>
<tr>
<td>9. Title IX</td>
<td>Joel Wright</td>
<td>Policy</td>
</tr>
<tr>
<td>10. Office of Multicultural Student Center</td>
<td>Maurice Nelson</td>
<td>Community/Organizational/Individual</td>
</tr>
<tr>
<td>11. Student Government Association</td>
<td>Jarvis Steel</td>
<td>Policy/Organizational</td>
</tr>
<tr>
<td>12. Campus Recreation &amp; Intramurals</td>
<td>Gene Sherry</td>
<td>Community</td>
</tr>
<tr>
<td>13. Dean of Student Advocacy</td>
<td>Mark Whitesel</td>
<td>Policy</td>
</tr>
<tr>
<td>14. Associate VP of Student Engagement/Enrollment Management</td>
<td>Ken Gassiot</td>
<td>Policy</td>
</tr>
<tr>
<td>15. Mayor of Statesboro &amp; Assistant Director of Liberty Campus Center</td>
<td>Jonathan McCollar</td>
<td>Policy</td>
</tr>
<tr>
<td>16. EVP – Armstrong Campus</td>
<td>Spencer Denink</td>
<td>Organizational/Individual</td>
</tr>
</tbody>
</table>
“Today made me realize I should be doing more but I don't know what that more is, how do you figure out what you can do when you have no experience, no idea what a woman goes through not only on a day to day bases but after experiencing such a trauma. I have ideas rattling around in my head but they all seem small and to male driven. I’m in ah of all the amazing women we have on this campus and just want to figure out a way to contribute to their cause. Any help would be greatly appreciated. This short email can never really explain my thoughts and feelings because, I lack the writing skills to do so and I thank you for your time reading this.” – Champion

Group Engagement Initiatives
- GS Healthy Relationship Social Marketing Video
- Development of the Health Relationship Toolkit

Responding to Recent Events
- Collective Efficacy
- Community Empowerment
- Advocacy
<table>
<thead>
<tr>
<th>Campus Department</th>
<th>Social Ecological Model Level</th>
<th>REACH</th>
<th>Calls to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Document the number of individuals that you have the potential to engage and/or impact within a year.</td>
<td>Promotion of SART programming/messaging via specific calls to action by capitalizing on your advantaged platform.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#Social Media Followers # Employees Listservs Attendance for Events</td>
<td>Join SART Share SART Marketing with Listservs Sharing Social Media on Department and/or Private Accounts Incorporating messaging in presentations Sponsoring/Organizing outreach opportunities</td>
</tr>
<tr>
<td>Department</td>
<td>Social Ecological Model Level</td>
<td>REACH</td>
<td>Calls to Action</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Athletics</td>
<td>Community</td>
<td>FB: 4,714 IG: 7,210 Twitter: 3,545 ~ 400 Student Athletes</td>
<td><strong>Social media (personal)</strong>&lt;br&gt;ListServ Email&lt;br&gt;Led Walk A Mile In Her Shoes March</td>
</tr>
<tr>
<td>Greek Life</td>
<td>Community Organizational</td>
<td>17-18% of undergraduate student body are Greek (~3,000 Students)</td>
<td><strong>Implementation of comprehensive sexual assault programming for Greek life starting in Fall 2018.</strong>&lt;br&gt;Partnership for National Hazing Week&lt;br&gt;Mandate/Incentivize Greek Life attendance for SART events&lt;br&gt;Social media (personal &amp; departmental)&lt;br&gt;ListServ Email</td>
</tr>
<tr>
<td>Student Services Center-COB</td>
<td>Individual</td>
<td>3,600 enrolled COBA students</td>
<td><strong>SART member</strong>&lt;br&gt;Listserv Email&lt;br&gt;<strong>Worker Bee &amp; Vision</strong></td>
</tr>
<tr>
<td>Eagle Dining Services</td>
<td>Community</td>
<td>~ 500 Student Employees</td>
<td><strong>SART PSA Participation</strong>&lt;br&gt;Listserv Email&lt;br&gt;Social Media (personal)&lt;br&gt;<strong>Monetary Sponsorship</strong></td>
</tr>
<tr>
<td>ROTC</td>
<td>Community Organizational</td>
<td>~ 200 Cadets</td>
<td><strong>ROTC Injury Prevention Program</strong>&lt;br&gt;<strong>Denim Day</strong></td>
</tr>
<tr>
<td>Office of Military and Veterans Affairs</td>
<td>Community Organizational Individual</td>
<td>Access to GS Alumni Association 818 Student Veterans 1535 Military Spouses &amp; Children using Military Benefits</td>
<td><strong>Statement acknowledging It's On Us/Sexual Assault Prevention Messaging during speaking engagements</strong>&lt;br&gt;Engage GSU Alumni Association in campaign support&lt;br&gt;Department Sponsor for It's On Us: $200</td>
</tr>
<tr>
<td>Department</td>
<td>Social Ecological Model Level</td>
<td>REACH</td>
<td>Calls to Action</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>University Police Department</td>
<td>Policy</td>
<td>57 Georgia Southern University UPD Officers &amp; ~200 Police Officers in Georgia</td>
<td>Adding additional training for all trainees (GSU and Georgia State Police Officers): “A Community and Campus Team Approach and an advanced sexual assault investigators class.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>RAD Women’s Self Defense Instructor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Adding additional content on comforting survivors of sexual assault and assuring them that law enforcement believes them to critical tasks class</td>
</tr>
<tr>
<td>Title IX</td>
<td>Policy</td>
<td>~ 600 Students</td>
<td>Committed speaker at SART sanctioned events.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SART Member</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Supporting development &amp; implementation of a SART on Armstrong Campus</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Led Walk A Mile March</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Incorporate SART Content in Title IX lectures/trainings</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Promote Participation Recruitment for Bar Bystander Intervention Program</td>
</tr>
<tr>
<td>Office of Multicultural Affairs</td>
<td>Community</td>
<td>350 students</td>
<td>SART member</td>
</tr>
<tr>
<td></td>
<td>Organizational Individual</td>
<td></td>
<td>Promotion via student organizations and social media accounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ListServ Emails</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Promotion to student organization via GroupMe</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Department Sponsor for It's On Us: $1500</td>
</tr>
<tr>
<td>Campus Recreation &amp; Intramurals</td>
<td>Community</td>
<td>~ 500 Student Employees &amp; ~55 Professional Staff</td>
<td>Discussion with coordinators to promote sexual assault prevention conversations within CRI prospective areas</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Strategic planning to implement comprehensive sexual assault programming among club sports</td>
</tr>
<tr>
<td>Department</td>
<td>Social Ecological Model Level</td>
<td>REACH</td>
<td>Calls to Action</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Dean of Students</td>
<td>Policy</td>
<td>500 Students</td>
<td>Rewrite Bystander Intervention Training</td>
</tr>
</tbody>
</table>
| Associate VP of Student Engagement/Enrollment Management | Policy                        | Twitter: 405, Manages 7 Student Affairs Departments with 7 direct reports. 45 professional staff and 450 Gas and student workers in those departments. | Social Media (personal)  
Champion Listserv  
SART Member & Visibility |
| Student Government Association (Statesboro Campus) | Policy                        | 37 SGA Members                                                       | SART Lecture for SGA  
Sponsor It’s On Us Week  
Advocate support from PanHellenic Members and other key stakeholders on campus  
SGA & Athletic PSA |
35 Members in SGA  
30 Brothers in SAE  
25 Members in GSA | SART Lecture for SGA  
Sponsor It’s On Us Week  
Support efforts for a SART extension on Armstrong Campus  
SGA Social Media Campaign |
| University Housing                             | Community Organizational Individual | Resident Directors - 9  
Graduate Resident Directors - 9  
Graduate Assistant in Department 4  
Full-Time Staff - 20  
Resident Advisors - 126  
RHA and NRHH E-Board members - 12  
Students - 5000 | Promotion of SART events via Housing Newsletter.  
SART PSA  
SART member  
ListServ Emails  
Social Media (Personal & Departmental)  
Department Sponsor for It's On Us: $500 |
**REACH FORMULA**

Potential number of people/entities served = potential % reached
Actual number of people/entities served = actual % reached

<table>
<thead>
<tr>
<th>Potential REACH</th>
<th>Actual REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students: 26,408</td>
<td>Students: 21,311</td>
</tr>
<tr>
<td>Community: 0</td>
<td>Community: 16,926</td>
</tr>
<tr>
<td>Faculty/Staff: 7,100</td>
<td>Faculty/Staff: 155</td>
</tr>
<tr>
<td>Total: 33,500</td>
<td>Total: 38,392</td>
</tr>
</tbody>
</table>
IMPLEMENTING AT OTHER INSTITUTIONS
IS IT AS EASY AS IT SEEMS?

Facilitators

- Buy In
  - They Care
- Positive Institution PR
- Group Engagement Initiatives (Social Marketing Video)
- Requires minimal tangible resources
- Provides an opportunity for two-way contact

Barriers

- Buy In
  - They don’t know where to start
- Attrition
- Time consuming
HELPFUL TIPS

- Keep following up
  - Provide list of programming at the beginning of the year (SART Program Calendar)
  - Email Reminders with SART approved verbiage & graphics
  - Thank them for their support

- Give them shout outs
  - At Events
  - In Social Media
  - On Your Websites

- Guide ideas but allow personal ownership
  - Encourage idea transfer amongst themselves
  - Remind them that they know their subpopulation best

- Be strategic in who you ask first and meet with them personally
  - Evidenced based conversations
  - Email data reports and/or supporting information ahead of time
  - Print and bring copies

- Remind them that the commitment isn’t to create extra work
  - Tell them this right away

- Empower them to see why you are inviting them and how they can create a cultural shift

- Inclusivity
OPEN DISCUSSION

What will be the barriers unique to my institution?
Let's Solve Those Together
QUESTIONS?
REFERENCES


