



Strategy Descriptions

BYSTANDER ENGAGEMENT

Description:

This approach involves teaching bystanders how to intervene in situations that involve sexual violence. The bystander model gives community members a specific role with which they can identify and adopt in preventing the community problem of sexual violence. That role includes (identifying) and interrupting situations that could lead to assault before it happens or during an incident, speaking out against social norms that support sexual violence, and having skills to be an effective and supportive ally to survivors. (Banyard, V.L., Plante, E.G., & Moynihan, M.M. (2005). Rape Prevention through Bystander Education: Bringing a Broader Community Perspective to Sexual Violence Prevention.)

Possible activities:

Individual level-Build individual skills, knowledge, motivation and intent to identify and interrupt situations of potential harm.

Relationship level- Institute bystander engagement ambassador program.

Community level- Implement a campaign that encourages bystander engagement.

Societal level-Institutional amnesty policy for whistleblowing.

COMMUNITY MOBILIZATION

Description:

Community mobilization engages all sectors of the population in a community-wide effort to address a health, social or environmental issue. (CDC, Community Mobilization Guide, A community-based effort to eliminate syphilis in the U.S.)

Empowering people to be their own agents of change is the underlying goal of community mobilization. (Mercy Corps)

Community Mobilization efforts seek to impact the underlying causes of sexual violence through the shifting of ownership of solution from social services to the community. (WCSAP)

Possible activities:

Individual level-Empower community members with the skills, knowledge, and resources to develop sexual violence prevention plans.

Relationship level- Develop and leverage existing individual and community relationships to engage more community members in sexual violence prevention.

Community level- Host a series of community dialogs on the problem of sexual violence in the community and possible solutions.

Societal level- Strong community representation and decision-making power to institutionalize community ownership.



GENDER EQUITY

Description:

This approach identifies oppression and inequality as root causes of sexual violence. Gender equity efforts seek to promote individual attitudes, social and cultural norms and institutional policies and practices that ensure equitable access to power, opportunities, resources, status and rights.

Possible activities:

Individual level-Groups that develop individual skills and knowledge to identify and challenge sexism and oppressive gender roles and expectations.

Relationship level- Anti-oppression communication training.

Community level- Engage reporters and other media makers in discussion of impact of using sexist language and imagery.

Societal level- Policies that promote gender equity. (Example Lilly Ledbetter Fair Pay Act of 2009.)

SCHOOL-BASED

Description:

This approach seeks to utilize schools as community hubs through which RPE efforts can be implemented. In a school-based approach an individual or group of schools is the setting for program implementation.

“Sexual violence prevention programs have many reasons for devoting time and attention to school settings: significant numbers of children with diverse backgrounds may be readily accessed over a sustained period of time; schools already have a role in sexual violence prevention and intervention; schools have access to parents (and other caregivers and youth influencers); and as a focal point to the community, schools help (define and) establish community standards.” (Watkins, M. & Hegge, J. 2005. Best practices in sexual violence prevention education: recommendations for prevention educators working with youth in grades K-12.)

Possible Activities:

Individual level-Classroom presentations to develop individual knowledge, and skills to build healthy and respectful sexual relationships.

Relationship level- Sexual violence prevention training for teachers and other school staff.

Community level- A school-wide poster campaign that reinforces positive messages about healthy and respectful relationships.

Societal level- School policy that specifically addresses sexual violence prevention and response.



YOUTH LEADERSHIP

Youth Leadership:

Youth leadership utilizes a positive youth development approach to sexual violence prevention. Such an approach focuses on building internal and external assets with the assumption that reduction in risk factors will co-occur. Youth leadership efforts also encourage leadership development and seek to engage youth as change agents.

Activities:

*Individual level-*Activities that build individual internal assets that support leadership capacity and pro-social development.

Relationship level- Youth mentoring program to increase social support and connectedness.

Community level- Youth led community events.

*Societal level-*Youth representation on community policy making groups or committees.