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Prevention Innovations Research Center (PIRC)

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PIRCnews, Spring 2016

Prevention Innovations Research Center

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Welcome to the second issue of the Prevention Innovations Research Center (PIRC) semi-annual newsletter: PIRCnews

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Ending Sexual and Relationship
Violence and Stalking

PIRCnews

Semi-Annual Newsletter

Welcome to the second issue of the Prevention Innovations Research Center (PIRC) semi-annual newsletter: PIRCnews.



We are proud to bring you the second issue of PIRCNews, the semi-annual newsletter of Prevention Innovations

Research Center (PIRC) at the University of New Hampshire. This year, we are celebrating the 10th anniversary of PIRC at the University of New Hampshire. Over the past 10 years, we have grown from a small group of passionate individuals to a research center with more than twenty researchers and practitioners. As always, we are in a stretch of rapid growth. We have had a full complement of graduate student research assistants and

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are bursting at the seams.

In spring 2016, we were honored when the UNH President's Commission on the Status of Women presented PIRC with the Joyce Gibbs Award for our collective commitment to changing the status of women in March. May brought more good news, when PIRC won first prize and \$25,000 from the Entrepreneurs Fund of New Hampshire for our innovative cell phone app, uSafeNH; a Safety App (resulting from the collaboration of the NH Attorney General's Office, the NH Coalition Against Domestic and Sexual Violence, the NH VAW Campus Consortium and the UNH Manchester STEM Discovery Lab) that will soon be made available to more than 100,000 students at New Hampshire's 26 campuses, and to faculty, staff and family members.

In 2016 we have embarked on new projects with new collaborators. Read more about PIRC's efforts to provide training on comprehensive campus sexual and relationship violence and stalking prevention in May and June to more than 80 institutions of higher education across Ohio, as one aspect of the Ohio Department of Higher Education's (ODHE) innovative Changing Campus Culture Initiative. This has been a collaboration among ODHE, the Ohio Alliance to End Sexual Violence (OAESV) and the Ohio Domestic Violence Network. See this edition's *From the Field* to read more about this Ohio partnership.

This issue also includes a focus on several members of our community, including PIRC member Dr. Katie Edwards and graduate student assistants Rebecca Howard and Becca Ludecke. And we are happy to introduce the newest member of the PIRC team, Cristina LeDuc, recipient of the first Sharon Murphy scholarship.

Ten years from our beginnings, PIRC continues to grow in ways we would never have thought possible. We look

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forward to continuing our innovative and collaborative efforts to prevent and respond to sexual and relationship violence and stalking during our second ten years.

Best Regards,

Sharyn Potter, PhD, MPH & Jane Stapleton, MA
Executive Directors
prevention.innovations@unh.edu



Prevention Innovations Research Center

is a collaboration between researchers and practitioners that develops, implements and evaluates cutting-edge programs, policies and practices that will end sexual and relationship violence and stalking.

PIRC is dedicating this issue of PIRCNews to the nearly 100 young LGBTQIA+ community members – largely of Orlando’s Latino community – who were killed or injured at the night club massacre on June 12. We send our love and healing thoughts to the survivors and the thousands of family members and friends of those killed and injured. We work daily with and on behalf of young people. Our hearts remain heavy.

Current Research

In her article “Reducing Sexual Assault on Campus: Lessons from the Movement to Prevent Drunk Driving,” Sharyn Potter, PhD, MPH, argues that the anti-drunk driving movement of the 1980s contains valuable lessons for campus sexual assault prevention. Highlighting the anti-drunk driving movement’s success at integrating efforts across five levels of the social-ecological model, she recommends that campus sexual assault prevention take the same comprehensive approach. Working at the individual, relational, community, institutional, and societal levels simultaneously can prompt cultural changes in the way we think about and respond to sexual assault.

There are clear differences between sexual assault and drunk driving—for example, no one would argue that the victim of a car accident “consented”, as is often alleged by perpetrators about victims of sexual assault. Still, Potter points out that changing attitudes about responsibility played a key role in the movement to end drunk driving. Drunk drivers were once believed to be suffering from alcoholism and deserving of empathy. When attitudes shifted to see the grievous consequences of drunk driving, different—and more effective—interventions were possible at all levels of the social ecology. The movement to

prevent campus sexual assault can adopt many of the same strategies.

Read the full article in the [AJPH](#), or the summary version in the [Huffington Post](#).

PIRC Recently Featured in the News

Potter and Stapleton in the News

In February, PIRC was featured in both the **Huffington Post** and the **Chronicle of Higher Education**. In the Huffington Post article, "[This Is Why Every College Is Talking About Bystander Intervention](#)," Tyler Kingkade talks about the various bystander programs that are being implemented at colleges and universities across the nation, including PIRC's Bringing in the Bystander® In-Person Prevention Program (BITB). Sharyn Potter, PIRC's Executive Director of Research discusses how BITB's language is adjusted to fit each institution in order to create individualized programs for each school. In the Chronicle of Higher Education article, "[One University Prepares Students to Intervene](#)," Robin Wilson gives a brief description of two of PIRC's programs: BITB and Know Your Power® Social Marketing Campaign (KYP). Jane Stapleton, PIRC's Executive Director of Practice, explains the importance of students being able to relate to and identify themselves in the images featured in the KYP campaign.

In April, PIRC was featured in Mic's "**Identities.Mic**" and **Teen Vogue**. In [Teen Vogue](#), Potter describes the value of bystander intervention programs on college campuses. In the [Mic article](#), Stapleton talks about the importance of creating bystander programs that are developed with the target audience in mind, the challenges of evaluating bystander intervention programs, and the impact of bystander programs on reducing sexual violence at UNH.

In May, Potter was again featured in the Huffington Post for her blog article, "[The Anti-Drunk Driving Movement as a Framework for Campus Sexual Assault Prevention](#)." In addition to being featured in the [American Journal of Public Health](#), the article also appeared in the University of New Hampshire's [UNH Today newsletter](#).

Potter Keynote at Stockholm Conference

<h4>Föreläsningar i aulan</h4>		
<p>Is a victim, a victim, a victim?</p> <p>Det är väl känt att brott och rädsla för brott påverkar människor på olika sätt. Samtidigt kan samhällets svar på dessa upplevelser förvärra situationen om olika grupper utsätts för brott likställs med offerskap. Sociologen Sandra Walklate kommer i sin presentation att undersöka olika sätt att hantera dessa problem.</p> 	<p>Hatbrott och utsatthet – om brott mot särskilt utsatta grupper</p> <p>Filosofen David Brax forskar för närvarande om hatbrottslagstiftningen i Europa är utformad. Under sin föreläsning kommer han att ta upp frågor som vad hatbrott är och varför det är särskilt allvarligt att bli utsatt för detta.</p> 	<p>Using social marketing as a strategy for reducing sexual violence</p> <p>Sociologen Sharyn J. Potter har undersökt omfattningen av sexualbrott i nära relationer och i universitetsmiljö. Hon har också varit med att utveckla ett internationellt erkänt program för att få unga människor att gripa in och förhindra den här typen av brottslighet.</p> 

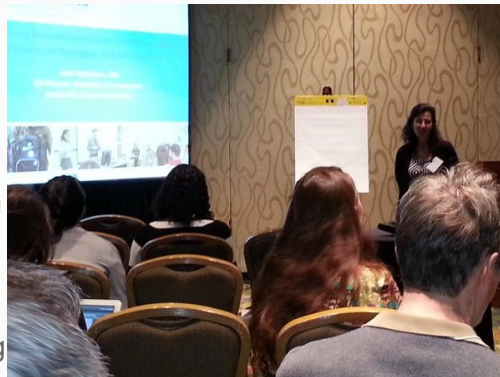
In February, PIRC Executive Director of Research Sharyn Potter served as the keynote speaker for **International Victims Day in Stockholm, Sweden**. Her talk was titled "Using Social Marketing as a Strategy for Reducing Sexual Violence."

1941 Professorship Award

In March, PIRC Research and Evaluation Consultant Vicki Banyard was awarded the Class of 1941 Professorship Award, which honors a UNH faculty member for outstanding teaching and research or public service. Vicki currently teaches Psychology at UNH.

NASPA Conference

PIRC's Executive Director of Practice, Stapleton, and PIRC member and BITB trainer and Curriculum Development Specialist, LB Klein, attended and presented workshops at the annual Student Affairs Administrators in Higher Education (NASPA) Conference in March. Presentations included: "Creating the Foundation for Prevention through Circles of Safety for Higher Education," "Intersections: Exploring Key Strategies for Hazing and Sexual Violence Prevention," and, "Moving Beyond Compliance: How Administrators Can Lead Campus Efforts to Implement Effective Prevention Strategies."



Joyce Gibbs Award



On March 30th, PIRC was awarded the Women's Commission Joyce Gibbs Award. The Joyce Gibbs Award was created in 1996 to honor the life and work of Joyce James Gibbs, who served as the senior administrative assistant to the UNH Women's Commission. Each year, the President's

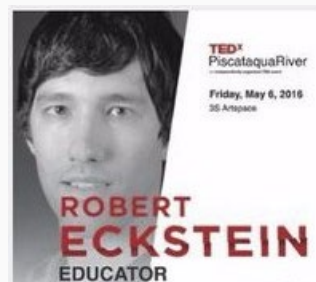
Commission on the Status of Women recognizes the accomplishments of a community member who has displayed a long-standing commitment to women's issues and to the mission of the Women's Commission. PIRC members Mary Lauby, Sharyn Potter, Jane Stapleton, Vicki Banyard, Jill Hawkins along with colleagues and collaborators Kitty Kiefer and Kathy Kimball from the New Hampshire Office of the Attorney General.

Potter Keynote at RespectCon

In April, Sharyn Potter presented the keynote at **RespectCon** at Emory University. This year's theme was "Examining Sexual Violence through a Social Justice Lens," and drew close to 150 attendees from 36 academic institutions and community-based organizations representing 17 states. RespectCon is created and run by the students at Emory.

TEDx Talks

PIRC member and BITB trainer Bobby Eckstein was chosen to speak at a TEDx talks at Piscataqua River on May 6th. Bobby's presentation "Engaging Men as Allies in the Prevention of Violence Against Women," was part of the TEDx session called "Breaking Limitations." In case you missed Bobby's TEDx Talk, you can watch it [here](#).



EFNH Presents \$25,000 Prize for uSafeNH App

PIRC's executive directors, Jane Stapleton and Sharyn Potter won first place and \$25,000 from the Entrepreneur's Fund of New Hampshire (EFNH) in May. Corporate coaches Catherine Blake (Sales Protocol), Ryan Barton (Mainstay Technologies) and Wayne Kurtzman (Pitney Bowes) provided incredible direction, insights,



opinions, support and patience that propelled the winning team. Partners from UNH Manchester, the NH Office of the Attorney General and the NH Coalition Against Domestic and Sexual Violence were on hand at the presentation and event at DYN in Manchester. Prize money was awarded to support completion of PIRC's sexual violence prevention phone app, uSafeNH. uSafeNH will join the ranks of PIRC's other commercialized products that focus on preventing and ending sexual and relationship violence and stalking. The phone app will be available -free of charge- on all of NH's 23 college and university campuses for students, faculty, friends and family, and provides the user immediate access to local services, support, law enforcement, health care and critical information about sexual violence. Completion of development and testing is slated for fall 2016.



uSafeNH's development has been a collaborative effort among NH state government, the NH CADSV, local providers, UNH Manchester Stem Discovery Lab; and now, EFNH!

Ohio's Changing Campus Culture



In collaboration with Ohio's Department of Higher Education, the Ohio Alliance to End Sexual Violence, and the Ohio Domestic Violence Network, PIRC designed and delivered eight days of training on comprehensive planning for campus sexual and relationship violence and stalking prevention. PIRC staff provided training in four different regions to more than eighty Ohio colleges and universities. Twelve different schools were awarded Know Your Power® Social

Marketing Campaign banners and posters for their participation in PIRC's Twitter and Instagram contests promoting the hashtag #ChangingCampusCulture.

See the [From the Field](#) article in this issue for more about the fabulous work happening in Ohio.

National Domestic Violence Hotline

In August, PIRC participated in a meeting of the research advisory committee of the National Domestic Violence Hotline (NDVH). PIRC is also participating in the Constituent Advisory Committee of NDVH.

2016 Louise Kidder Award

Dr. Katie Edwards, PIRC Research and Evaluation Consultant, has been selected to receive the 2016 Louise Kidder Early Career Award from The Society for the Psychological Study of Social Issues for her . The purpose of this award is to recognize social issues researchers who have made substantial contributions to the field early in their careers.

PIRC Team Member Feature

Katie Edwards, PhD

Prevention Innovations Research Center Research and Evaluation Consultant, Professor Katie Edwards has received a UNH International Development Award to travel to Africa during the month of January 2017 where she will be exposed to some of the most cutting-edge gender-based violence prevention efforts in the world. Dr. Edwards hopes to learn more about the development, implementation, sustainability, scalability, evaluation, and replicability of initiatives. Professor Edwards will visit Nairobi, Kenya to immerse herself in the work of No Means No Worldwide (NMNW), a prevention initiative that targets adolescents in Nairobi's six largest slums where rates of rape are among the highest of any location in the world. Dr. Edwards will observe and participate in the daily NMNW courses offered to youth and will meet with various stakeholders, practitioners, researchers, and advocates in Nairobi who are working to end sexual and gender-based violence in the region. Dr. Edwards will also travel to Malawi where NMNW has recently been implemented. There she will learn about NMNW in an urban slum environment and a remote rural village environment. Finally, Dr. Edwards will visit the Medical Research Council's Gender & Health Research Unit based in South Africa where the world's leaders in gender transformative prevention are based.

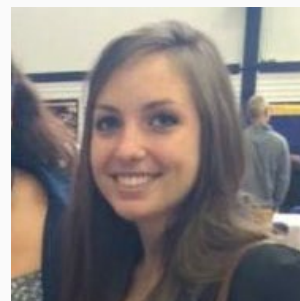


Prior to the work of NMNW, each year one in five girls were raped in these areas of Nairobi. Following the implementation of NMNW, rape decreased by more than 50%. NMNW is a comprehensive sexual assault prevention organization for girls and boys that reaches tens of thousands of youth each year. For those interested in learning more about Katie's experiences in Africa, Dr. Edwards' plans to maintain a blog during her journey to provide updates on her travels, learnings, and musings. She will also be posting regularly on PIRCBlog.

Katie Edwards, PhD is the director of the Interpersonal Violence Research Laboratory at the University of New Hampshire and a Research and Evaluation Consultant at PIRC. Dr. Edwards' research focuses on developing, implementing, and evaluating prevention initiatives to reduce the incidence of sexual and dating violence among youth. While she remains passionate about continuing her work with youth in the U.S., she is eager to learn more about violence prevention initiatives in other countries.

Graduate Student Research

Rebecca Howard is a Masters in Justice Studies graduate student who received her B.A. in English Literature and Justice Studies from UNH in 2014 and then spent a year off from school serving in the New Hampshire Americorps Victim Assistance Program as a victim/witness advocate for the Manchester Police Department. She is passionate about social justice and hopes to continue her career in violence against women prevention.



In recent years, sexual assault on college campuses has

become a topic of national conversation. Startling statistics report that one in five women will be raped during their college years. Research has shown that sexual assault has devastating effects on survivors and can affect them years after the assault. However, there is a gap in the current literature regarding how sexual assault in college affects women in terms of their educational attainment, future financial earnings and intimate relationships.

Since September 2015, I have been working in the Susan Schechter Lab at Prevention Innovations to better understand the long-term educational and economic impacts of sexual assault that occurs during a victim's college years. Under the incredible guidance of Dr. Sharyn Potter and Dr. Sharon Murphy, I have helped to design and conduct a study to gain insight from women who experienced an assault during college. Using Amazon Mechanical Turk as well as a listserv of advocacy centers, we collected information from women across the country of all ages and backgrounds. Through surveys and phone interviews, more than one hundred participants have bravely shared their stories with us.

Over the course of this semester, I spent nearly 200 hours transcribing phone interviews in the Schechter Lab and completed this stage of the project in March. Currently, I am working with Drs. Potter and Murphy and Braxton Jones, a Graduate Assistant from the Sociology Department, to begin the qualitative analysis. We are applying the principles of Heideggerian hermenutic phenomenology to interpret each woman's story. I am excited to continue working for Prevention Innovations over the course of the summer as we move towards completion of this study.

I have had an amazing experience working for Prevention Innovations in the Schechter Lab doing such meaningful, hands-on work. Of course, my dream is to live in a world where sexual violence is non-existent. However, if our study can help even one victim overcome the challenges they face after an assault during college, I know we have accomplished something worthwhile.

My hope is that this study will demonstrate the tremendous impact sexual assault has on all aspects of a victim's life, not just on their current emotional state but on their education and career down the road. I hope that the more schools become aware of these impacts, the more administrators will do to fund prevention and treatment programs, as well as show more sympathy and understanding to students who have been assaulted and need time off or help with their schoolwork. I also hope that survivors who learn about this study realize they are not alone and there are places to turn to for help if you are struggling with symptoms from the trauma.

Dedication of the Susan Schechter Domestic and Sexual Violence Social Justice Laboratory

On December 8th, 2015, PIRC members, friends and family members gathered to celebrate the dedication of the Susan Schechter Domestic and Sexual Violence Social Justice Lab at the Research Center's Open House held at PIRC's office in Huddleston Hall. Among the many esteemed attendees, PIRC was honored to be joined by Dr. Allen Steinberg, husband



of the late Susan Schechter, at the event. Sharon Murphy, PIRC member and UNH professor emerita, responsible for establishing the Schechter Lab was on hand to introduce Steinberg. We were also joined by UNH President Mark Huddleston. Kathy Beebe, director of HAVEN, a local sexual and domestic violence services organization in Portsmouth, NH, received the first PIRC Practitioner Award for her leadership in working to end gender-based violence. Murphy was also honored as the Sharon B. Murphy Scholarship was created with a gift from Dr. Sharon Zunz, UNH Department of Social Work Associate Professor Emerita, establishing a scholarship in Murphy's name for an annual Schechter Lab graduate assistantship.



Murphy Scholarship Winner



Cristina LeDuc is the first recipient of the Sharon B. Murphy Scholarship. Cristina is an MSW student at the University of New Hampshire, and is currently interning at Child Health Services in Manchester, NH. She has been a volunteer advocate at Haven, (a Portsmouth-based program providing support and services for survivors of sexual and domestic violence), for the past 2 years. Cristina is a native New Englander whose future career goals include working with survivors of intimate partner violence and/or sex trafficking. Cristina will work with Dr. Murphy in the Schechter Lab during the 2016 Fall Semester.

The Sharon B. Murphy Scholarship was established in 2015 in honor of Dr. Sharon B. Murphy upon her retirement from the Social Work Department at the University of New Hampshire. We are grateful to Dr. Sharyn Zunz, Dr. Murphy's friend and former colleague, for this generous gift to promote the training of undergraduate and graduate students wishing to pursue research in the fields of domestic and sexual violence and stalking. Dr. Murphy's Scholarship will support undergraduate and graduate students in the fields of domestic and sexual violence and stalking and recipients will work under the guidance of Prevention Innovations Research Center researchers in the Schechter Lab.

PIRC's Campus Sexual and Relationship Violence Prevention Consortium Update

PIRC is excited to launch the PIRC Campus Sexual and Relationship Violence Prevention Consortium. We are thrilled to be working with **Brandeis University, Dartmouth College, Old Dominion University** and **University of Massachusetts – Boston** as the first cohort of the PIRC Campus Consortium. With the consortium, we are establishing a learning community of campus sexual and relationship violence and stalking prevention and response leaders. Watch for future installments about what is happening with the

PIRC Campus Consortium cohort.

The Campus Sexual and Relationship Violence Prevention Consortium

(Consortium) provides members with training, prevention strategies, technical assistance and evaluation tools to assess and effectively address sexual and relationship violence and stalking in their campus communities. The Consortium offers participants the opportunity to be in discussion with and part of a cohort of institutions working to end sexual and relationship violence and stalking on campuses.

For an application or more information contact us at PIRC.campusconsortium@unh.edu or go to: <http://cola.unh.edu/prevention-innovations-research-center/campus-sexual-and-relationship-violence-prevention-consortium>

Know Your Power® Social Marketing Campaign (KYP) and Bringing in the Bystander® (BITB)

This past academic year (2015-2016), Prevention Innovations Research Center was invited to partner with the New York State Department of Health, the State University System of New York (SUNY), and the New York State Coalition Against Sexual Assault to bring Know Your Power® Social Marketing Campaign (KYP) materials to schools in the SUNY system. The \$100,000 initiative started in December 2015 with three Bringing in the Bystander® In-Person Prevention Program (BITB) Regional Trainings. The participating schools received KYP posters, table tents, bookmarks, and banners for use this spring and during students' arrival on campus in the fall.

Forty-six institutions—36 SUNY campuses and ten regional training centers—attended the BITB regional trainings in December 2015 and January 2016 held at Suffolk County Community College, SUNY Polytechnic Institute, and SUNY Geneseo. More than 29 campuses received over 10,000 posters, table tents, bookmarks and banners that were customized with contact information specific to the individual institution. Each campus selected up to four KYP images that reflected their students' age, race, ethnicity, and sexual and gender orientation. Several institutions have held trainings for their own campuses after attending the regional trainings, and the participating schools responded enthusiastically to the trainings and the materials, with some planning to reuse the banners annually during Sexual Assault Awareness Month in April and Domestic Violence Awareness Month in October.

KYP images raise awareness about the problem of sexual and relationship violence and stalking and model active bystander behaviors that target audience members can use in situations where violence is occurring, has occurred, or has the potential to occur. KYP is the only scientifically evaluated social media campaign modeling bystander intervention.

Social Media Update

Becca Ludecke is a Masters in Justice Studies graduate student working in the Susan Schechter Lab at PIRC. She graduated from



Western New England University with a BS in Psychology. Becca primarily works on the social media side of PIRC in creating monthly social media plans, generating Facebook and Twitter posts, and has developed and launched [PIRCBlog](#). We wanted to hear more from Becca about what she has been doing at PIRC and her thoughts on social media.

PIRCNews: What is the purpose of PIRC's social media efforts?

•**It's 2016.** This is the one time your mom was wrong when she said, "you don't have to do it just because everyone else is!" Pretty much every organization that exists today has some form of social media outreach—most have Facebook and Twitter, and some have Instagram, Blogs, Flickr, etc. Our culture is dominated by media and it's important for us to be involved with social media to keep up with the times.

•**Enables PIRC members to connect with others in field.** Social media allows one to simply "Tweet at" or "Comment on" another person or organization's social media posts without having to rely on a person checking and responding to an email. A social media post is usually public which allows others to see what you "Tweeted," "Liked," or "Commented on" and also participate in the conversation. Although social media is definitely a less-formal way of contacting people, it can make people more accessible. PIRC has already experienced the power of social media in establishing a new connection over Twitter to a national organization with common goals and value.

•**Personalizes PIRC.** Social media gives PIRC members a voice, especially with the implementation of PIRCBlog. On the blog, PIRC members (and friends of PIRC) can speak in a less-formal tone than they normally would as scholars and professional figures and share their thoughts and opinions on what is going on in the U.S. and the world in terms of sexual and relationship violence and stalking prevention, news and policies. PIRC social media shows that PIRC members are more than just researchers, educators, and practitioners—they are people.

•**Opportunity for future research.** A huge focus of PIRC is campus-related sexual and relationship violence and stalking prevention strategies and a huge part of college student life in 2016 is social media involvement. PIRC already advocates for developing prevention strategies with the target audience's input and experiences in mind. I can definitely see potential for BITB or the KYP campaign to be adapted further to incorporate social media.

•**Advertising.** We know how quickly things can "go viral" on the internet and social media is one of the main agents for spreading "viral" messages. With PIRC media, we try to cross-post on Facebook and Twitter, and are working on cross-posting with other organizations, in order to reach the greatest number of people. On all of the PIRC social media sites we have a link to the PIRC COLA website in order to draw people back to the main PIRC website. We also post about upcoming training dates, publication of White Papers written by PIRC members, and publicize our programs and products (e.g., BITB, KYP and the PIRC Campus Consortium). I'm crossing my fingers for the one day that a PIRCBlog post goes viral!

PIRCNews: How has PIRC's social media changed since you started at PIRC?

When I first started at PIRC in September, we just had Facebook and Twitter pages and had 400 Tweets and 200 followers on Twitter and comparable postings on Facebook. Since then, we have added the PIRCBlog and Instagram, and are in the process of creating short Video Intro's for the "Meet Our Team" page on the PIRC COLA website, as well as generating ideas about the possibility of PIRC Podcasts (PIRCPods/PIRCasts). Additionally, we now have a "Social Media Team" that meets every Monday to analyze and discuss what we're currently doing for social media, what we could be doing better, and the future of PIRC social media. We have a plan and we evaluate what we're doing. We even have a member of the Social Media Team who keeps track of every time PIRC/PIRC members are mentioned on the web and how many times each of our Facebook/Twitter/Blog posts are "shared," "liked," or commented on. This helps us to recognize what content is most interesting and successful to our "followers."

PIRCNews: What are your favorite social media sites/apps?

1. Snapchat – is my favorite app! I get daily pictures from my boyfriend's sister of her dog and our turtles, and get picture and video updates of my long-distance friends' lives
2. Instagram – you can't beat cute pictures of your friends' dogs and the classic #TBT pics!
3. Twitter – for venting and politics
4. Facebook – mostly to keep track of my mom and extended family
5. Timehop – to gloriously re-live my undergraduate years by getting a daily update of what I Tweeted/Facebooked/Instagrammed each day 1, 2, 3, and 4 years ago
6. Wordpress – so I can stay updated on PIRCBlog, of course!

PIRCNews: What's next for PIRC social media?

I hope to see more people following the PIRC social media pages, more *amazing* PIRCBlog posts from PIRC members and PIRC friends, and the beginning of PIRC Podcasts!!

Upcoming Deadlines

[PIRC 2016 Practitioner Award](#) Call for Nominations: Nominations Due October 24th, 2016.

Please watch for more information about these upcoming opportunities to be announced later this summer and fall.

- 2017 Campus Sexual and Relationship Violence Consortium Application
- PIRC 2017 Graduate Student Summer Fellowship Application
- PIRC 2017 Junior Faculty Summer Fellowship Application
- PIRC 2017 Undergraduate Student Summer Fellowship Application
- The 2017 Sharon B. Murphy Scholarship

DON'T MISS THE DEADLINE!

From the Field: #ChangingCampusCulture

Initiative

#ChangingCampusCulture



PIRC has been working with several state and local organizations in Ohio during the past 6 months on an Ohio initiative focused on Ohio institutions of higher education and the efforts of those schools to prevent sexual and relationship violence and stalking on campus. We had a few questions about how Ohio's Changing Campus Culture (CCC) was established and how it evolved. We also wondered about what advice they might have for other states.

We spoke to **Kerry Soller** at the Ohio Department of Higher Education ([ODHE](#)); **Katie Hanna**, Executive Director of the Ohio Alliance to End Sexual Violence ([OAESV](#)); and **Rebecca Cline**, Prevention Program Director of the Ohio Domestic Violence Network ([ODVN](#)).

PIRCNews: What is the history of CCC: How did it begin and how did it evolve to become what it is today?

Soller: Upon learning about the frequency of sexual violence on college campuses, and the lack of faith that many survivors of sexual violence have in their institutional processes, Governor John R. Kasich directed the Ohio Department of Higher Education (ODHE) to develop a comprehensive plan to end sexual violence on all Ohio campuses. With the support and leadership of three university presidents (Dr. Michael Drake from Ohio State University, Dr. Kathy Krendl from Otterbein University and Dr. Michelle Johnston from the University of Rio Grande & Rio Grande Community College), a committee composed of campus Title IX officers, community partners, ODHE employees and representatives from other state agencies convened. The result is the CCC initiative, which is rooted in five strategies aimed at preventing and responding to sexual violence on campus: 1. Use data to guide action, 2. Empower staff, faculty, campus law enforcement and students to prevent and respond to sexual violence through evidence-based training, 3. Communicate a culture of shared respect and responsibility, 4. Develop a comprehensive response protocol, and 5. Adopt a survivor-centered response. The full report can be found at www.ohiohighered.org/ccr/report.

Ultimately, we're striving to have 100% participation from 100% of Ohio campuses (public and private) in the first year. To date, 99% of Ohio campuses (public & private) are voluntarily engaged in the initiative. All of the campuses currently engaged in the initiative have a shared desire and commitment to prevent and better respond to acts of sexual violence on their campuses. As a result, 88% of Ohio campuses reported completion of a climate survey in 2016, with 100% participation from all Ohio public colleges and universities. By the end of the Fall 2016 semester, the total number of campuses completing a climate survey is on track to be 99%. In February, ODHE hosted a Sexual Violence Prevention and Response Summit, with more than 175 campus professionals

attending. Over \$212,000 in campus grants were administered this spring to assist campuses in implementing best practices to address sexual violence. This summer, ODHE, in partnership with the Ohio Alliance to End Sexual Violence, will host four regional workshops focused on prevention and four regional workshops focused on response. In addition, ODHE is hosting a two-day workshop on trauma-informed investigation methods and two, one-day train-the-trainer workshops for the Bringing in the Bystander program.

PIRCNews: If you were invited to advise another state to replicate CCC, what you would say were the top 5 criteria or characteristics necessary to begin such a project?

Soller: The first step would be to have the leadership and support coming from the Governor's office. CCC would not have evolved to this point without Governor Kasich's leadership and willingness to put \$2 million in the state budget to address this issue. The second step would be to engage all groups in the development of the initiative from the beginning. The partnerships established between the various state agencies that were doing work in the area of sexual and relationship violence prevention and response, the ground-level work and advocacy of our community partners and the varied insights and experiences of the different campus professionals helped to make CCC comprehensive and addressed the specific needs facing Ohio's campuses. The CCC report acknowledges that there is no "one size fits all" approach to ending sexual violence. Rather, the initiative sets forth concrete recommendations that allow campuses to begin their work using data from their climate surveys to shape their next steps for the remaining recommendations. This approach ensures that colleges and universities that are more advanced and experienced can grow in ways that are most appropriate for their specific campus, while allowing for training and development needs of the other campuses to also be addressed. CCC also strongly encourages ongoing partnerships between campuses and the resources in their area (ex. rape crisis centers) that can help provide trainings and other services to the various campus communities.

PIRCNews: What is your vision for this project? What do you hope you will see in 3 years or 5 years as a result of this initiative?

Soller: The long-term vision for CCC is to continue to raise the bar for Ohio's campuses as to how they can implement evidence-based best practices in order to end the cycle of violence. In 2016-2017, we are asking our campuses to really dig into their climate survey data and prioritize their immediate next steps. This means developing and implementing comprehensive prevention plans that address those identified needs in their community while also addressing any shortcomings in their response efforts. The ultimate goal of CCC is to end sexual violence on all Ohio campuses, which means prevention plans have to be comprehensive, implemented, evaluated, adaptable and sustainable. All students should have trust in the process in that they know what to expect and the process is fair and impartial. Collaboration among campuses and community agencies is key to success for these ongoing efforts. ODHE will be drawing student leaders into the discussion this fall with a student summit scheduled for November. We are looking forward to bringing students from all Ohio campuses together with national and campus leaders, and community partners to engage in an open dialogue about their role in addressing sexual violence in their communities.

PIRCNews: Is there anything you would recommend to other state departments of higher education if they are interested in launching something like CCC?

Soller: When it comes to developing a plan, make sure to have all the right groups around the table from the beginning and listen to what they have to say. Many different individuals and groups have been working to address this issue for several years. Through true collaboration and mutual respect, it is possible to develop a comprehensive plan with a goal of ending sexual violence. Any plan that is developed should be comprehensive in nature. It is not enough to address only one aspect at a time. All areas should be working in conjunction with one another. Compliance and response alone will not end sexual and relationship violence in our communities; there needs to be a concerted prevention effort working in tandem with response efforts. Developing prevention programs or response plans that aren't rooted in meaningful data may be misguided. Implementing a full, comprehensive sexual and relationship violence and stalking climate survey is key to identifying the immediate and longer-term needs of a community. These surveys need to have a regular cycle for dissemination in order to gauge success or new areas of focus. Finally, it's important to acknowledge that the result of these efforts will likely mean that reporting of sexual misconduct will increase. This isn't a bad thing, as it provides a much clearer picture as to what is really going on in the community. It may also indicate that students are beginning to trust the process because of changes initiated by the work being done on a particular campus.

PIRCNews: Is there something about the relationships among the state ODHE and the OAESV and ODVN that has contributed to the possibility of this project?

Soller: I believe that bringing the community organizations into the discussion from the beginning greatly assisted ODHE in understanding the full scope of prevention work; the powerful potential of local partnerships between rape crisis centers, domestic violence programs and shelters and Ohio campuses; and the different resources that exist within the state of Ohio to achieve the ultimate goal of ending sexual violence on Ohio campuses. The state has been fortunate to take these relationships to a deeper level through the contracts awarded to both ODVN and OAESV to provide support and technical assistance to our campuses at the start of the CCC initiative.

Cline: Our history of collaboration is significant, including institutional partnerships for the past 10 years; we play well together. In 2009, a Task Force was convened to look specifically at campus sexual assault and domestic violence. We rely on one another and recognize our respective roles.

PIRCNews: What would you say about your coalitions' preparation for this project? What advice would you have for other coalitions who may be embarking on such a path?

Cline: Our national DELTA partnership with the CDC and other state DV coalitions gave ODVN a strong foundation in primary prevention of domestic violence. That work prepared us well for campus climate studies.

Hanna: OAESV brought our local Rape Crisis Centers into the campus work. We provided training about campus sexual violence. We also fostered relationships and partnerships between our local member programs and campuses.

Cline & Hanna: OCR complaints provide campuses with an opportunity to reach out to our state coalitions and local programs. We encourage them to do so and to work with

their local programs, our state coalitions and the Department of Higher Education to not only address problems related to the complaint but to build a strong prevention and response program that can change campus culture and create a healthy campus environment for all students.

PIRCNews: Is there anything that you wish might have been included in federal regulations and recommendations that could have advanced efforts like Ohio's CCC?

Hanna: A more holistic approach to the federal guidance – to focus on all levels of prevention and response – would have been very helpful. It was so focused on compliance (which is one critical component to improving trauma-informed survivor-centered responses) that it has been challenging to shift the efforts of campus administrators to long-term primary prevention.

PIRCNews: Is there anything you would like the U.S. Department of Education or the White House to add, change, or modify that might be beneficial for efforts of campuses, coalitions and state governments?

Hanna: We appreciate the tremendous leadership and support to change campus culture in both federal and state governments, and there continue to be several areas for future change:

- It would be helpful if the federal government required MOU's between campuses and coalitions and/or rape crisis centers (when available) and to appropriate dedicated federal funding to develop and implement comprehensive primary prevention plans created in partnership between campuses and local programs.
- Ensure that advocates from rape crisis centers and domestic violence programs are designated as confidential sources in their MOU's, and also not designated as Campus Security Authorities when partnering with campuses, to ensure survivors have access to confidential services.
- Provide incentives to states for adopting advocate privilege statutes for sexual and domestic violence advocates, thereby providing survivors of campus sexual and domestic violence with consistent confidential advocacy and support regardless of the location of the campus.
- To Katie's (Cline's) point about MOU's with coalitions and local programs above, it would be helpful at the federal level if discourse was clearly inclusive of relationship violence and stalking. Although federal law (e.g., the 2013 reauthorization of the Violence Against women Act incorporated the provisions of the Campus SaVE Act) instructs colleges and universities to address issues of domestic violence, dating violence, and stalking, as well as sexual violence, the conversation at the federal level has focused almost exclusively on sexual assault.

To find out more about the CCC, please visit: <https://www.ohiohighered.org/ccc>

Website:

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Instagram:

<https://www.instagram.com/preventioninnovations>

Email address:

prevention.innovations@unh.edu

Mailing address:

Prevention Innovations Research Center
202 Huddleston Hall
73 Main Street, University of New Hampshire
Durham, NH 03824

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