

Sexual Violence Prevention and Education @ ASU Wellness

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Sexual Violence Prevention and Education at Arizona State University (ASU) Wellness (SVPE) provides primary prevention activities for the four ASU campuses in the Phoenix area, where over 67,000 students are enrolled. The program is funded through the Arizona Department of Health Services. This comprehensive program is grounded in the social ecological model, including components designed to address individual, interpersonal, institutional, and community influences. Strategies and message delivery methods include:

- Presentations discussing sexual assault and healthy relationships are provided for students and gatekeepers (faculty, staff and student leaders who are in the position to influence student attitudes and behaviors);
- Media campaign including posters, bulletin boards in residence halls, student newspaper ads, newsletter articles, Facebook, and web-based information;
- Activities designed to increase awareness at the population level, such as the Sex Signals Improv production, Take Back the Night Rallies, lectures by national speakers (e.g. Jackson Katz), etc;
- Online class (Alcohol Edu, which includes sexual assault education) required through many freshman classes, residential colleges and scholarship programs;
- Integration of sexual assault prevention strategies in our alcohol education and sexual health education programs;
- Peer education programs to provide opportunities for students to take leadership roles in advocating for change;
- Partnerships with faculty, staff, administrators and community to facilitate change;
- Coalition with partners at other Arizona public institutions of higher education to share ideas and work together to create change.

As a part of ASU Wellness, the SVPE program has access to expertise, structure and systems for social marketing, evaluation, curriculum development, coordination of education and partnerships at the four ASU campuses.

ASU Wellness continuously evaluates components of SVPE to determine whether it is having the expected results in changing knowledge, attitudes, behavioral intentions, and trends. Evaluation of SVPE presentations and social marketing materials is used as a mechanism for continuous quality improvement, such that changes are made to facilitate better results on an ongoing basis. In addition, ASU Wellness administers the American College Health Association—National College Health Assessment (NCHA) to monitor trends and determine whether student behaviors and experiences of sexual violence are changing in the desired direction. The NCHA was administered biennially from 2000 through 2008, and is now administered annually.

The success of SVPE @ ASU Wellness is measured, in part, through the NCHA data. These data demonstrate a reduction in unwanted sexual touching from 11.9% to 7.0% among female ASU students, and from 5.0% to 2.2% among male ASU students from spring 2000 to spring 2009.

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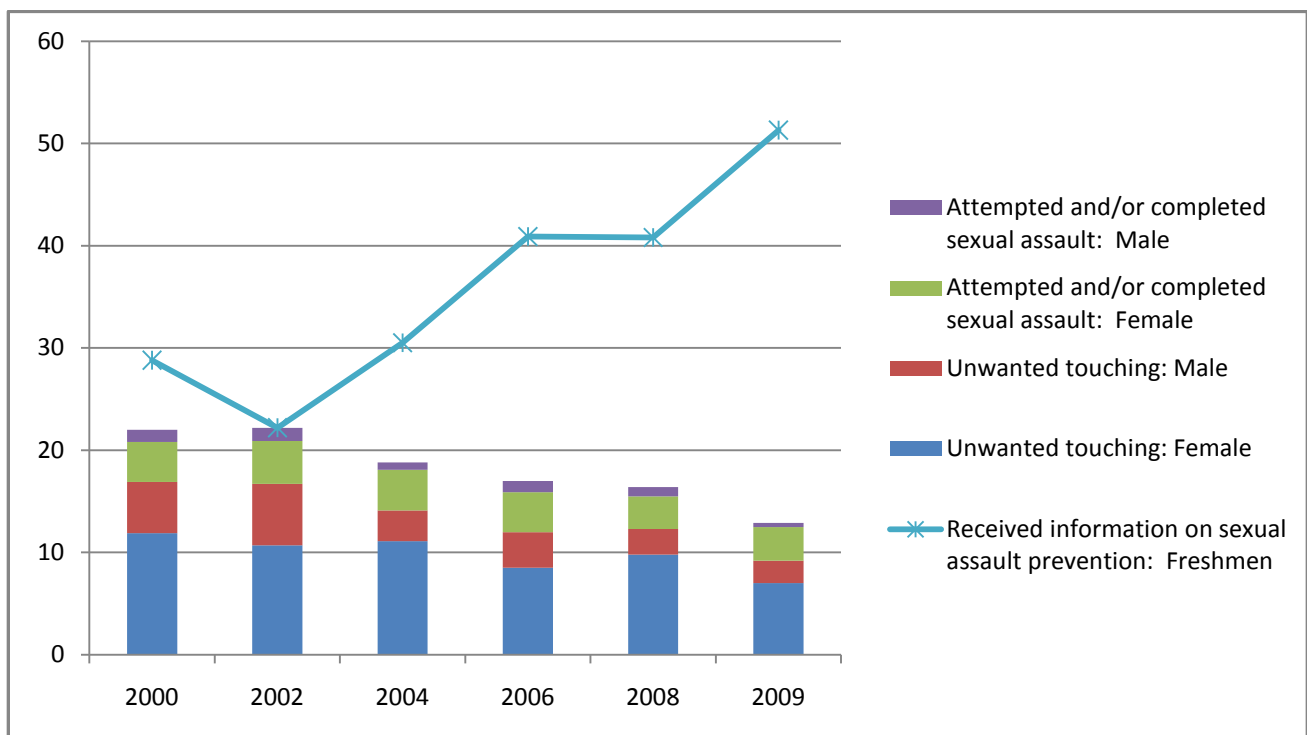
Attempted and/or completed sexual assault decreased during the same period, from 3.9% to 3.3% among female students, and from 1.2% to 0.4% among male students. At the same time, the data show that the proportion of ASU freshmen who reported that they had received information from ASU about sexual assault and relationship violence prevention increased from 28.8% to 51.3%. As freshmen are one of the SVPE program’s target populations, this trend is aligned with the program’s goals. Table 1 and Figure A illustrate these changes. These data provide evidence that the ASU Sexual Violence Prevention and Education program is having a positive impact at ASU.¹

Table 1:

The proportion of ASU students who:		2000	2002	2004	2006	2008	2009
Experienced unwanted sexual touching in the last school year. ¹	Female	11.9	10.7	11.1	8.5	9.8	7.0
	Male	5.0	6.0	3.0	3.5	2.5	2.2
Experienced attempted and/or completed sexual penetration without their consent in the past year ¹ (unduplicated).	Female	3.9	4.2	4.0	3.9	3.2	3.3
	Male	1.2	1.3	0.7	1.1	0.9	0.4
Report having received information from ASU on sexual assault and relationship violence prevention.	Freshmen	28.8	22.2	30.5	40.9	40.8	51.3

¹ For 2009, reporting is for the last 12 months rather than the last school year.

Figure A:



¹ American College Health Association—National College Health Assessment, ASU data for spring surveys administered in 2000 (n=1,070), 2002 (n=1,149), 2004 (n=738), 2006 (n=1,222), 2008 (n=1,689) and 2009 (n=2,238).

In summary, data from the NCHA illustrate a reduction in the percentage of students who report sexually violent experiences, and show an increase in the percentage of students who report receiving prevention and education information. While the Sexual Violence Prevention and Education program is not the only effort at ASU to reduce sexual violence, these data, along with positive evaluation results from individual components of the program, lead us to believe that the program is having a positive impact.