SEXUALITY, CULTURE, AND PREVENTION: EFFECTIVE APPROACHES AND BYSTANDER EFFECT
OBJECTIVES

- Understand how cultural views about gender and sex affect our views about sexual assault.
- Define prevention approaches and distinguish prevention from risk reduction.
- Identify the ways risk reduction and some prevention programming contributes to victim blaming.
- Understand the socio-ecological model and its relationship to prevention campaigns.
- Identify the basic elements of bystander programs.
- Provide examples of prevention programs, resources, and awareness activities.
Understanding of sexual assault tied to our understanding of gender and sexuality

- At the individual level but also at the cultural/societal level.
- Objectification of Women
- Normalization of Coercive Sexuality/Rape
- Gender Roles that Encourage Sexually Aggressive Behavior for Women and Passivity for Men
- Sex Negativity
Objectification:

- women are objects
- emphasis on women as objects/body parts -- women’s only value is her body and her willingness to have sex on demand
- sets standard for female bodies
- makes women commodities
- leads to objectification in other situations (sizing up)
Objectification Ad Images Slide Show
porn → Violence against women

porn → Objectification of women

Objectification of women → Violence against women
Sexual Scripts

- Idea that sexual behavior seems to follow a script
- Instruct actors what to do, what their roles are, appropriate behavior, and meaning of the behavior
- Script also provides definitions: if someone told you they “had sex” last night, what did they do?
How does this image represent one way that we think about “sex” (sexual scripts)?
Cultural Ideas About Sex

- Guy has to make the first move
- No means yes
- Normalization of Coercive Sexuality -- continuum
- Women not “allowed” to enjoy/pursue sex
- Lack of information (use of “men’s magazines, porn, peers)
- Gateway laws in TN and general lack of sex education
The normalization of coercive sexuality

Men
Sex validates masculinity
Men as aggressors
Role to “get” sex (commodity)
Biologically driven
Boys will be boys

Women
Role is to “please men”
Paradox as Pure and Tempting
Passive and Gatekeepers
Used to express love
She said no but meant yes

Girls need something to “loosen them up”
Women “like to be taken” (no means yes)

Whore/Slut

If you haven’t, you’re a prude. If you have, you’re a slut. It’s a trap.

Slut Shaming
What does it say about society:

■ When “sex” means coitus or intercourse and everything else is “foreplay”?

■ Whose sexual pleasure does this definition focus on?

■ How is this definition heterosexist?

■ How does this contribute to obsession with virginity/purity?

■ How does this relate to our understanding of sexual assault?
To do prevention work/education requires education about gender roles, sexuality and consent! Also requires multifaceted approach.
WHAT DOES NOT WORK?

*Brief, one session educational programs aimed to increase awareness, knowledge, and/or reduce rape myth acceptance.*
Prevention Efforts

- Should ultimately decrease the number of individuals who perpetuate sexual violence and the number of individuals who are victims.
- Too often focus only on risk reduction.
- *List risk reduction strategies*
TOO OFTEN SEEN AS “WOMEN’S PROBLEM”
Types of Prevention

- **Primary Prevention**: Approaches that take place *before* sexual violence has occurred to prevent initial perpetration or victimization.

- **Secondary Prevention**: Immediate responses *after* sexual violence has occurred to deal with the short-term consequences of violence.
“We’re encouraging people to become involved in their own rescue.”

Risk Reduction Model
## Risk Reduction and Victim Blaming

### Risk Reduction Strategy
- Limit your alcohol intake.
- Never walk alone at night.
- Don’t stay out too late.
- Always go out with friends/buddy system.
- Don’t wear provocative/revealing clothing.
- Don’t accept rides/go home with/talk to men you don’t know well.
- Carry pepper spray/a weapon. SCREAM!

### Corresponding Victim Blaming Language
- Why did she drink so much?
- Why was she by herself?
- Why was she out so late?
- Why didn’t she go with friends?
- Did you see what she was wearing? What did she expect? What did she think he was going to think?
- Why did she go up to his room? Why did she agree to get a ride from him?
- Why didn’t she scream, call for help, fight back?
Risk Reduction

- As ONE tool for individuals in terms of self protection
- Done in context – doesn’t mean it works or works all of the time
- Acknowledge role of fear in decision making and response
- Teach resistance – fighting back -- permission
Survivors Highly Alert for Any Signs of Victim Blaming

- What NOT to Say to a Rape Survivor
- If Consent Was Treated Like a Robbery
- Risk reduction implies that you CAN prevent victimization and avoid “risky” situations.
- Risk reduction and it’s success is ONLY defined by the outcome.
Rape Prevention for Men

1. Don’t put drugs in women’s drinks.
2. When you see a woman walking by herself, leave her alone.
3. If you pull over to help a woman whose car has broken down, remember not to rape her.
4. If you are in an elevator and a woman gets in, don’t rape her.
5. When you encounter a woman who is asleep, the safest course of action is to not rape her.
6. Never creep into a woman’s home through an unlocked door or window, or spring out at her from between parked cars, or rape her.
7. Remember, people go to the laundry room to do their laundry. Do not attempt to molest someone who is alone in a laundry room.

8. Use the Buddy System! If it is inconvenient for you to stop yourself from raping women, ask a trusted friend to accompany you at all times.

9. Carry a rape whistle. If you find that you are about to rape someone, blow the whistle until someone comes to stop you.

10. Don’t forget: Honesty is the best policy. When asking a woman out on a date, don’t pretend that you are interested in her as a person; tell her straight up that you expect to be raping her later. If you don’t communicate your intentions, the woman may take it as a sign that you do not plan to rape her.
Principles of Effective Prevention Programs

- **Comprehensive**: multiple types of activities, affect multiple settings, and go beyond awareness-raising.

- **Varied Teaching Methods**: Prevention strategies should include interactive, skills-based components.

- **Sufficient Dosage**: Participants in your prevention programing need to be exposed to enough of the activities for them to have an effect. One shot deals not generally effective over the long haul.

- **Positive Relationships**: Programs should foster strong and positive relationships between children/youth and adults.

- ** Appropriately Timed**: Program activities should happen at a time (developmentally) that can have maximal impact in a participant’s life.

- **Socioculturally Relevant**: Programs should be tailored to fit within cultural beliefs and practices of specific groups as well as local community norms.

- **Well-trained Staff**: Programs need to be implemented by staff members who are sensitive, competent, and have received sufficient training, support, and supervision.

- **Outcome Evaluation**: A systematic outcome evaluation is necessary to determine whether a program or strategy worked.
Sexual assault prevention needs to target at all four levels.
Individual: Focus on changing individual attitudes, beliefs, and behaviors.

Teaching about healthy relationships, gender socialization, positive sexuality, healthy communication, media literacy (rejecting stereotypes), consent.
Education about Consent

- Exercises where participants define it
- Tea video
- Consent as Explained by a Porn Star (use with caution in terms of audience)
- Teach about enthusiastic consent

"Young men need to be socialized in such a way that rape is as unthinkable to them as cannibalism."

Mary Pipher
Relationship: Focus on changing interactions between those in social circle.

- Family, friends, co-workers, peers, etc.
- Programming designed to reduce conflict, foster problem solving skills, and promote healthy relationship.
- Peer Group Programs
- Mentoring Programs
- Bystander Intervention
Community: Focus on changing schools, workplaces, neighborhoods.

- Identify characteristics of settings that contribute to violence (e.g., athletics, fraternities)
- Similar to societal change – just more locally focused
- Changing social norms and group acceptance of them (climate)
- Changing policies
Societal: Focus on changing broad social factors.

■ Working on cultural change – rape culture, victim blaming, media images/support for violence
■ Social media campaigns, awareness events
■ Looking at educational and social policies (e.g., Title IX)
■ Looking at legal change
■ Contacting legislators
■ Working with TN Coalition to End Domestic and Sexual Violence
Prevention Resources

- **STOP SV: A Technical Package to Prevent Sexual Violence (excellent new CDC resource).** (2016)

- **Sexual Violence Prevention: Beginning the Dialogue (2004)** Older but still has lots of good information about strategies across the ecological model.

- **CDC Main Page on Sexual Violence** (also has links to information on intimate partner violence, trafficking and other areas).

- **TN Coalition to End Domestic and Sexual Violence – 8th Annual Rape Prevention and Education Institute** (July 6-8 – only cost is hotel)

- TN Coalition to End Domestic and Sexual Violence – The Tennessee Sexual Assault Prevention Committee – contact Kaycee Matthews: kmatthews@tncoalition.org
BYSTANDER PREVENTION

Individuals have the opportunity to provide assistance, do nothing, or contribute to negative behavior.
The Bystander Effect

The idea that individuals are more likely to help when alone than when in the company of others.
WHY DO PEOPLE FAIL TO ACT?
May Fail to Act b/c

- Lack of information – HOW
- Lack of understanding that can intervene before, during, and after incidents
- Lack of understanding about continuum of violence
  - *(more opportunities for example to react to rape culture than actual incidents of sexual assault)*
- Different levels of intervention – which require different knowledge and SKILL SETS
Intervention: Must Attend to Your Own Safety
Five Step Model for Individual Bystander Action

- Notice event – Identification is Key to Acting!
- Interpret the situation as appropriate for intervention
- Take responsibility
- Decide how to help
- Act to intervene

NEVER PUTTING YOURSELF IN DANGER OR MAKING SITUATION WORSE!
Intervention

■ Lower Risk Opportunities
  – *Friends make sexist joke, activities where women’s bodies are objectified, sexualizing posters of women, rape jokes, victim blaming*
  – *More opportunities for action, but less inclined to do so (fear of peer reactions)*

■ Higher Risk Opportunities
  – *Hear friend discussing a plan to get a woman drunk and get her to his room “for sex”*
  – *A woman is on the phone and being threatened by a partner – it’s clear she is in danger of being abused*
Four Ways to Intervene
Skill Building: What would you do?

- **Bystander - Intervention Practice - Bar Scene**
  https://www.youtube.com/watch?v=GgJ8ABCLAM4

- **Man Lures Drunken Girl: What would you do?**

- **Husband Abuses Wife: What would you do?**
Impact of Bystander Programs

■ Effective in raising awareness about sexual assault, relationship violence and stalking.
■ Increases knowledge of how to safely intervene in cases of sexual and relationship violence.
■ Builds skill set and increases willingness to get involved in reducing violence.
■ **BUT does not stop rape at the larger, social, cultural level!**
Other Prevention Tools

■ Social Media and Social Marketing Campaigns
  – Comprehensive Thematic Campaigns
■ Facebook
■ YouTube
■ Viral Videos
■ Awareness Events/Activities
Social Media and Social Marketing Campaigns

- Changing Attitudes, Beliefs, Changing Rape Culture
- Education about Where to get Help
- Often Include Bystander Intervention Elements
SHE WAS ON HER OWN, SO I MADE MY MOVE... and told the guys hassling her to back off. They were really crossing the line.

Visit us at www.facebook.com/MakeYourMoveMissoula for tips and events to help keep your friends and community safe from sexual violence.

A message from Missoula’s Intervention in Action Project.
JUST BECAUSE SHE ISN'T SAYING NO...

DOESN'T MEAN SHE'S SAYING YES.

sex without consent = sexual assault

DON'T BE THAT GUY.

vpd.ca
Surviving in Numbers

Our Work

Where we've been, our stories, our programs, and our impact. To see survivors' stories, click on each photo page here.
It’s on US
No More
Learn more about sexual assault bystander intervention:

- Scenario
- Questions
- Definitions and Consideration
- Action Steps
- Resources

Even when saying ‘yes’

If someone is incapacitated due to alcohol or other drugs, even if the individual says yes, it is considered sexual assault.
The Courage Project
Bringing in the Bystander and Know Your Power Campaign

Know Your Power
Step in, Speak Up
You Can Make a Difference
PROMISING PROGRAMS
Evidence Based Programs with Known Effectiveness or “Promising” (CDC)

- **Safe Dates** (designed to address adolescent dating violence and gender role norms for middle school students – $245 for curriculum materials)
- **Shifting Boundaries** (designed to address dating violence and sexual harassment in middle school – no cost)
- **Real Consent** (by Emory University to reduce perpetration of sexual violence by college men using bystander based model – not yet clear that it is available to purchase)
- **Green Dot** (by stander intervention program designed for colleges but used with some high schools – cost involved – varies)
- **Second Step – Student Success Through Prevention** (designed to reduce bullying and sexual violence in middle school students – cost over $1000)
- **Coaching Boys into Men** – (designed for high school athletes and coaches to address dating and sexual violence – believe it is a free download)
- **Bringing in the Bystander** – (designed for college students and targets bystander behavior – cost not clear – may be free)
USING SOCIAL MEDIA
Viral Videos

See What He Does With Passed-Out Girl (11 million views)
https://www.youtube.com/watch?v=KdAlP2_LrrY&index=7&list=WL

Robin Thicke Blurred Lines PARODY
https://www.youtube.com/watch?v=HP9Dp3qNqL0
AWARENESS EVENTS/ACTIVITIES
Other Awareness Activities

The Monument Project
Silent Witness Project
Clothesline Project
RAINN Days
Walk A Mile in Her Shoes
In Her Shoes
I'm going to start tackling guys in football jerseys and saying, "Look how he's dressed, he's asking for it."