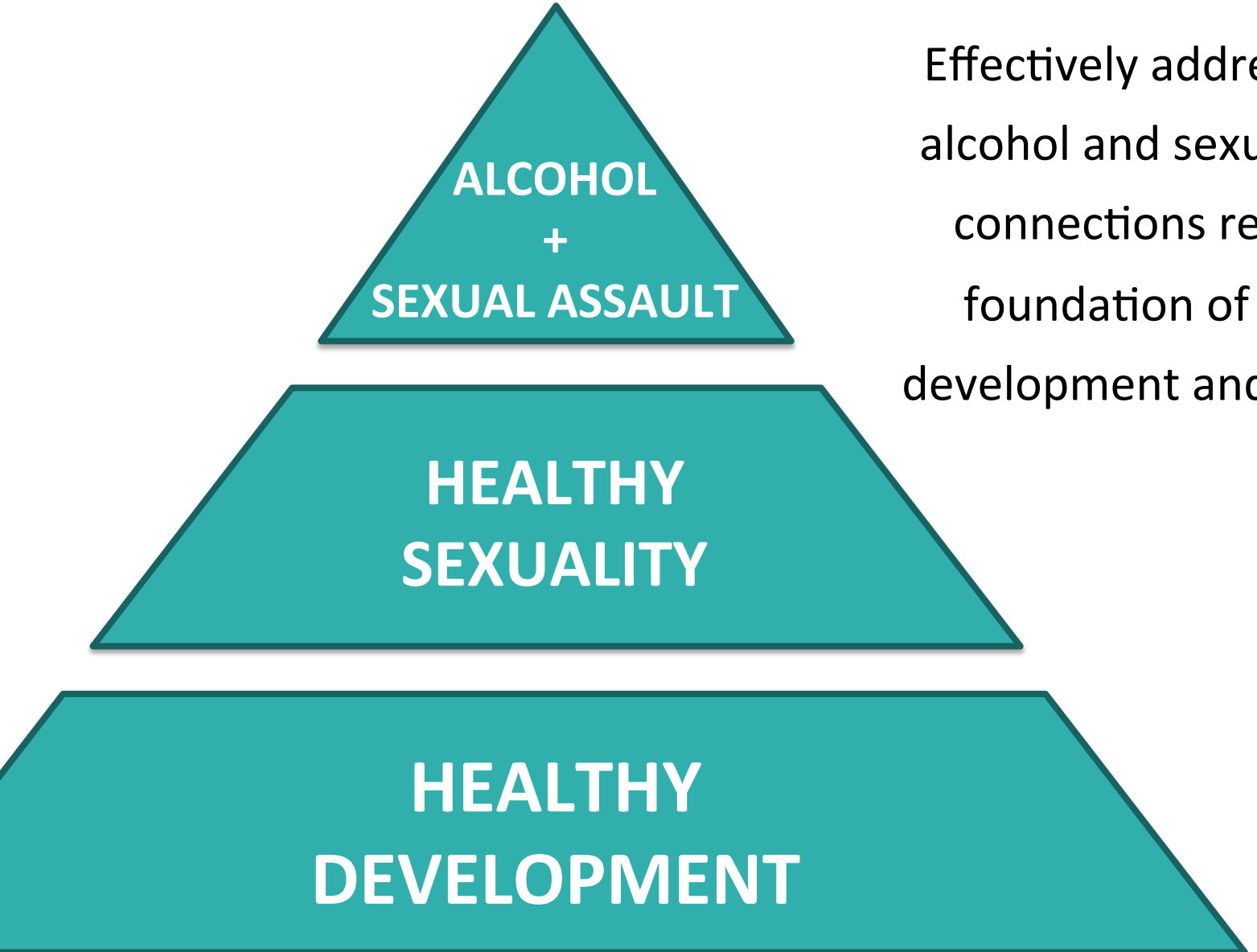
Alcohol and Sexual Violence:
Unpacking the Connections and Collaborative Opportunities for Prevention

Antonia Abbey, PhD
Rob Buelow

EVERFI

Building a Foundation for Prevention



Effectively addressing the alcohol and sexual assault connections requires a foundation of healthy development and sexuality.

Taking it “Upstream”

“Understanding the Landscape of Sexual Assault Prevention”

EverFi Panel Discussion at National Press Club, 9/18/13

https://vimeo.com/74941072

Addressing the Intersections

Research and evaluation

Institutionalize prevention

Develop/enforce effective policy

Promote safe drinking practices

Appeal to interests and values

Modify beliefs and expectancies

Correct norm misperceptions

Engage and empower bystanders

Eliminate victim blaming

FORMATIVE

- What is "the problem"?
- How do you measure it?
- Contributing factors?
- Who are key players?
- What are your goals?
- Resources available?
- Best practices?

PROCESS

- Who is implementing?
- How do you measure outputs?
- How are activities received?
- Promotion and data collection?
- Alignment with goals?
- Reaching target audience?

SUMMATIVE

- What was accomplished?
- Were goals met?
- Unintended consequences?
- Areas for improvement?
- Does benefit warrant cost?

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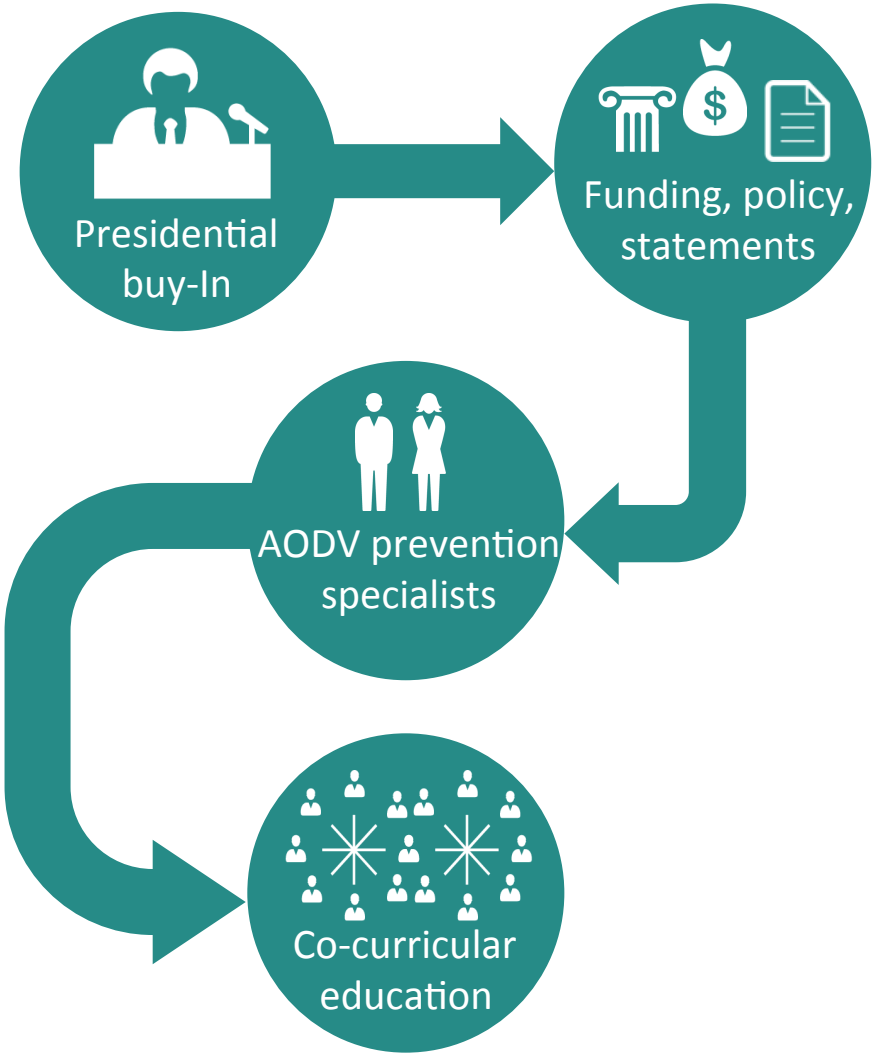

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COLORADO COLLEGE

Active Consent Policy

"Active consent" means that each person involved in sexual contact not only expressly agrees to the sexual activity but also agrees to such activity freely, willingly, and knowingly.

"…responsibility of the initiator"

"…best practice is to give or obtain consent verbally"

Investigators trained to drill down on consent:

- What activities happened?
- What behaviors took place?
- Who initiated? How did they ask?
- Assumptions for consent?

"Process feels fair. Students feel heard."

Source: http://www.coloradocollege.edu/other/studentguide/pathfinder/college-policies/sexual-misconduct-resources.dot

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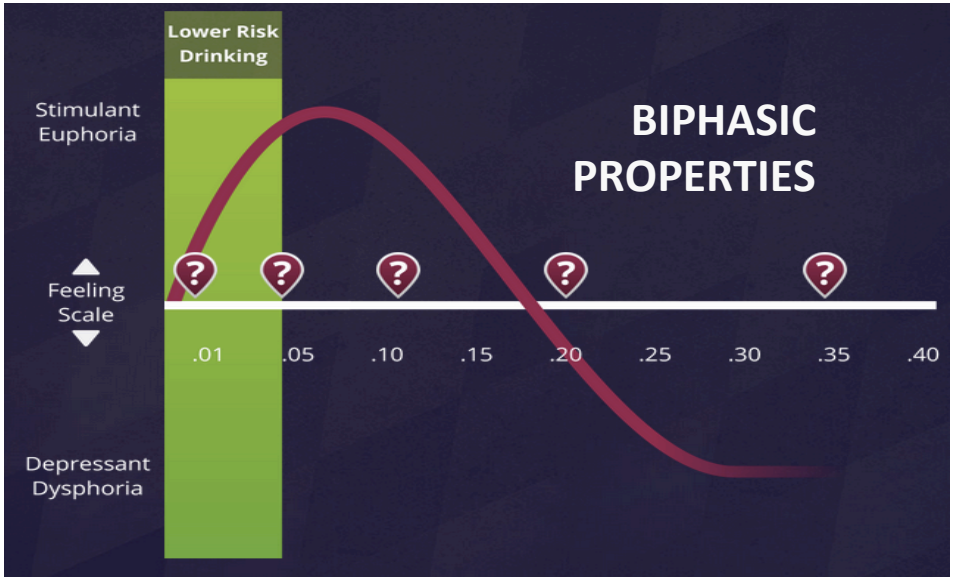

Virginia Tech VT Party Positive

PACE
It's Not a Race

TRACK
Number of Standard Drinks

DESIGNATE
a Non-Drinking Driver

EAT
B4 U Drink

HYDRATE
or Hangover, U Decide

CHOOSE
When and What U Drink

Source: http://www.alcohol.vt.edu/Students/Party_positive/index.html

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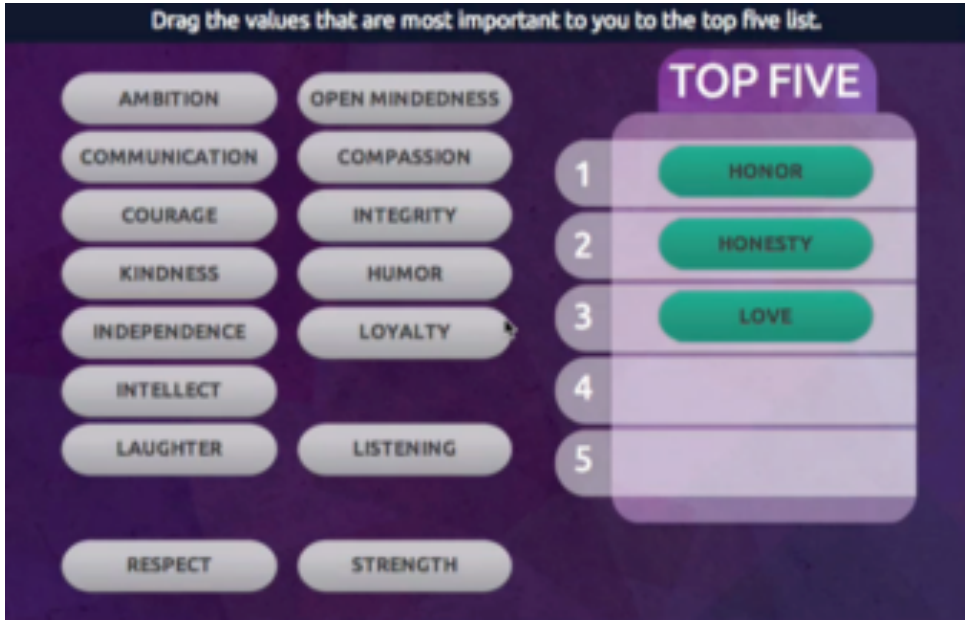

HOW DO WE GET STUDENTS TO COME?

- Preventing sexual assault: The role of alcohol
- Alcohol and hooking up: A dangerous mixer
- How to be a better lover: Think you're good?

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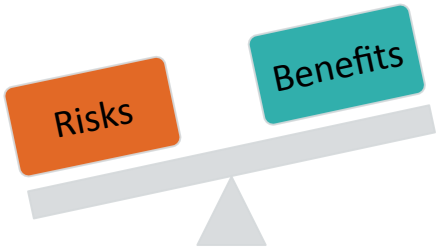
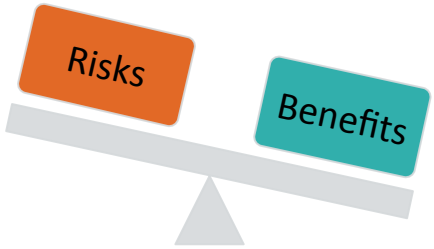
Beliefs About Alcohol's Effects are Malleable



MAXIMIZE RISKS
MINIMIZE BENEFITS

- Sex under the influence
- Sexual aggression
- Bystander inaction



MAXIMIZE BENEFITS
MINIMIZE RISKS

- Active consent
- Bystander intervention

- Peer influences
- Institutional policies
- Modeling and leadership
- Social (norms) marketing

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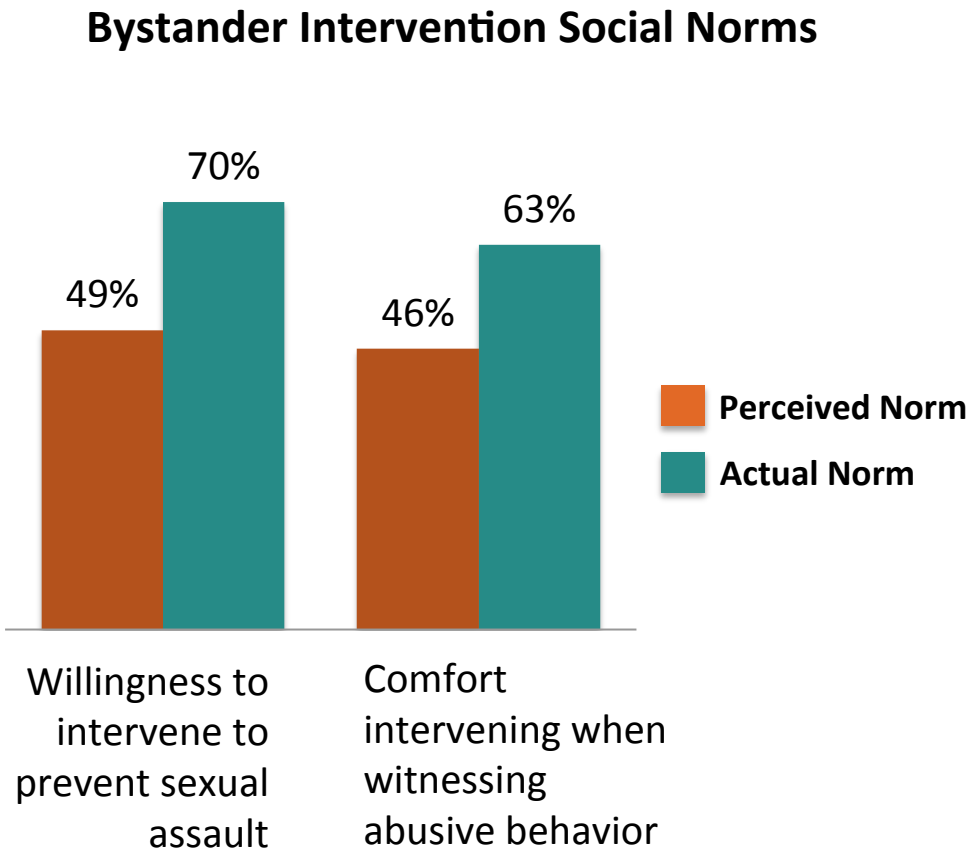
"For a norm to be perpetuated it is not necessary for the majority to believe in it, but only for the majority to believe that the majority believes in it."



Source: EverFi Data Analysis (2014)

Addressing the intersections

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Source: Latane & Darley (1970)

Most students endorse attitudes and behaviors that do not support sexual and relationship violence

5-STEP COGNITIVE MODEL FOR BYSTANDER INTERVENTION
1 Take note of the situation
2 Identify situation as critical (warranting intervention)
3 Feel personal responsibility to intervene
4 Believe in their ability to successfully intervene
5 Consciously decide to help

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Violence results from a **complex interplay** of multiple factors that influence attitudes and behaviors. Focusing prevention efforts exclusively on victim behavior largely ignores the root causes of sexual violence and is inherently victim-blaming.

#AlcoholIsNotConsent

Featured in

Huffington Post

(4.24.14)

and

Buzzfeed

(3.4.14)

Created, designed, and originally presented by 7,000 in Solidarity: A Campaign Against Sexual Assault
Photography by Faizan Ghori

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Appendix I: References and Contacts

Alcohol and Sexual Violence: Unpacking the Connections and Collaborative Opportunities for Prevention

Slide: Prevention begins at the base of the pyramid; Addressing the intersections: Appeal to interests and values
Source: EverFi Coalition Interview
Contact: Toby Simon, Director, Women's Center, Bryant University, tsimon@bryant.edu

Slide: Addressing the intersections: Develop/enforce effective policy
Source: EverFi Coalition Interview
Contact: Heather Horton, Director, Wellness Resource Center, Colorado College, hhorton@coloradocollege.edu

Slide: #AlcoholIsNotConsent
Source: EverFi Coalition interview
Contact: Chrissy Keenan, Campaign Manager, 7000 in Solidarity: A Campaign Against Sexual Assault, UCLA, 7000insolidaritycampaign@gmail.com

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Appendix I: References and Contacts

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