

yes
changing the future
with fresh ideas
and effective tools.

Moving Upstream

Virginia's Newsletter for the Primary Prevention of Sexual & Intimate Partner Violence

Spring 2012

Moving Upstream 2.0 is here!

Welcome to the new version of Moving Upstream! In an attempt to pool resources and create a national primary prevention community around sexual and intimate partner violence issues, much of our content will now reference the impressive repository of information at PreventConnect.org. If you're not already familiar with them, PreventConnect is a national project of the California Coalition Against Sexual Assault (CALCASA) with funding from the CDC.



Virginia Sexual and Domestic Violence
ACTIONALLIANCE

While one of the goals of Moving Upstream 2.0 is to increase usage of this wonderful prevention resource, the opinions expressed here do not necessarily reflect those of PreventConnect, CALCASA, or the CDC. If you have any questions or if you'd like to let us know how we're doing, email Jonathan at jyglesias@vsdvalliance.org.

Thanks and happy reading!

Addressing challenges to campus-based prevention: An "Office of Keg Party Outreach" perhaps?

prevention
thought
challenge

A recent [blog post](#) at PreventConnect.org examined the question: "What are the critical challenges facing the prevention field?" The post was

VDH & Action Alliance Announcements

VDH Shout-outs:

Registration for [VDH's 2012 Injury and Violence Prevention Symposium](#) is now available! This symposium will be held in Richmond, VA June 5-6, 2012. [Registration is free](#) and available through May 18, 2012 or until conference is full.

VDH will offer 3 trainings on *Safe Dates 2nd Edition. An Adolescent Dating Abuse Prevention Curriculum* at the end of May/early June. 75 copies of the curriculum will be provided to select agencies. Info on trainings and agency selection criteria will be distributed through the VDH listserve - join the listserve, send an email to: VDHsvlist-subscribe@yahoogroups.com

Action Alliance Shout-outs:

Check out the [Action Alliance 2012 Training Catalogue](#) to register for Prevention TA calls and other Action Alliance trainings, conferences, and events!

Check out our [Prevention Pages](#) to find out about Virginia-based work, our Healthy Sexuality Report, the Prevention Guidelines, and more!

inspired by a curated series of the same name published online by the School & College Organization for Prevention Educators (SCOPE), in which they asked a variety of campus-centered prevention professionals the aforementioned “critical challenges” question, as well as: “What have we learned to date in our prevention efforts that practitioners should know about?”

In the PreventConnect.org post, Dave Lee briefly discusses the SCOPE series and shares that he sees the silo effect as a huge challenge. “There are too many prevention efforts that are treated as separate problems with separate solutions,” he writes. This was also mentioned by Brett Sokolow, Linda Langford, and others in the SCOPE series, and it is a crucial point. After all, risk factors for a variety of harmful outcomes (e.g., substance abuse, sexual assault, mental health problems, obesity, sexually transmitted infections, or any other issues being addressed by campus-based prevention programs) are often overlapping. And they certainly aren’t compartmentalized in the experiences of the people we serve. For example, many students experience a range of risk factors for substance abuse, sexual health, and sexual assault all at once just by going out on a Friday night. And they don’t usually recognize these risk factors as such until an incident of harm occurs (if they recognize them at all) - at which point prevention has failed.

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PreventConnect featured WIKI



Evaluation

There's a lot of talk about "evidence-based" programs these days. But do you really know how "evidence" is defined by funders? Researchers? Prevention practitioners? Find out - and contribute your own thoughts - at the PreventConnect Wiki. A Wiki is just an online destination that pools the wisdom and knowledge of a large group of people - people like you!

It's All About Asking: Using social marketing techniques to develop consent-based media campaigns on college campuses.

In a PreventConnect.org podcast from this past fall, Katherine Beavis and Emily Hass from the Indiana Campus Sexual Assault Primary Prevention Project discuss using something called “The Health Communication Campaign Framework” to develop a poster campaign aimed at educating students across Indiana (but especially at Purdue University) about sexual consent. In this 15 minute interview with PreventConnect chief David Lee, Katherine and Emily provide a succinct overview of the empirical data behind bystander intervention strategies (at about 3:00), the process they used to develop the messaging for the poster campaign (starting at 7:15), and tailoring the images to specific groups on campus (starting at 10:00).

As I listened to the podcast, and read a more in-depth article on Indiana’s campaign, I thought about another recent campus poster project focused on consent: The “Consent is HOT. Assault is NOT” campaign from The New School in New York City. Naturally, I filtered both of these campaigns through what my own training in communications



strategy and personal experience in using marketing methods to develop sexual violence prevention media materials. In doing so, I took note of the strengths and weaknesses I perceive in Purdue's and The New School's approaches, and wanted to share my perspective here.

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5 Questions...

with Red Flag Campaign Preventionista Laura Soulsby

In this section, we interview prevention practitioners, researchers, and theorists in the movement about their work and how they can enrich our knowledge and expertise and contribute to a more robust community of practice nation-wide.

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Prevention Recipe Review

From the kitchen of: the Action Alliance

Based on the Prevention Recipe Card - a resource developed to help explain prevention to your community and stakeholders in a fun and simple way - these



recipe reviews break down which fresh ingredients to use in your prevention programming and how. Follow these simple recipes and you'll be well on your way to changing the future with fresh ideas and effective tools!

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