



Sexual Violence Task Force Report
to Fairfax County Board of Supervisors



September 29, 2015

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Background

- ▶ Board Matter on December 2, 2014, directed staff to work with FCPS to “assess and summarize current efforts to educate [on] and prevent cases of sexual assault.”
- ▶ NIP submitted in March looked at curriculum of FCPS Family Life Education, examined correlations from the Fairfax County Youth Survey around sexual violence issues and negative behaviors, discussed work being done on George Mason University campus, and highlighted state and national proposed legislative efforts, especially around college campus sexual assault.
- ▶ Report also outlined plans for the creation of a Sexual Violence Task Force to develop ideas to educate students in response to the BOS’ charge to find ways “to change the culture of acceptance and apathy toward sexual assault.”

Background

- ▶ Plan for the Sexual Violence Task Force was “to address the issue of sexual assault and the needs of our community. Representatives of those who have a stake in creating a culture of healthy sexual behavior among our youth would include representatives of FCPS, partners from local colleges and universities, the Office for Women & Domestic and Sexual Violence Services, Fairfax County Police Department including the Victim Services Section, Fairfax County Prevention Coordinator, Teen Centers, faith communities, and others to develop reasonable and achievable goals that build on local, statewide, and national work and best practices.”

Sexual Violence Task Force Members

- ▶ **Kathleen Kelmelis**, Workgroup Coordinator, Office for Women & Domestic and Sexual Violence Services
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- ▶ **Terry Aliabadi**, Fairfax County Public Schools
- ▶ **Dede Bailer**, Fairfax County Public Schools
- ▶ **Ned Barnes**, Neighborhood & Community Services
- ▶ **Sandy Bromley**, Office for Women & Domestic and Sexual Violence Services
- ▶ **Chrissy Cunningham**, Neighborhood & Community Services
- ▶ **Rhiannon Duck**, Supervisor John Cook's Office
- ▶ **Sophia Dutton**, NCS/Youth Survey
- ▶ **Sarah Freeman**, Office for Women & Domestic and Sexual Violence Services
- ▶ **Mike Gubesch**, Fairfax County Police Department
- ▶ **Joanna Hemmat**, Fairfax County Health Department
- ▶ **Katina Matthews**, Neighborhood & Community Services
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- ▶ **Heather Sarmiento**, Office for Women & Domestic and Sexual Violence Services
- ▶ **Mary Ann Sprouse**, George Mason University/WAVES
- ▶ **Yolanda Thompson**, Office for Women & Domestic and Sexual Violence Services
- ▶ **Jody Tompros**, Cornerstones/ Partnership for a Healthier Fairfax
- ▶ **Rev. Rob Vaughn**, Community of Faith UMC/ Faith Communities in Action
- ▶ **Jess Werder**, Office for Deputy County Executive, Pat Harrison

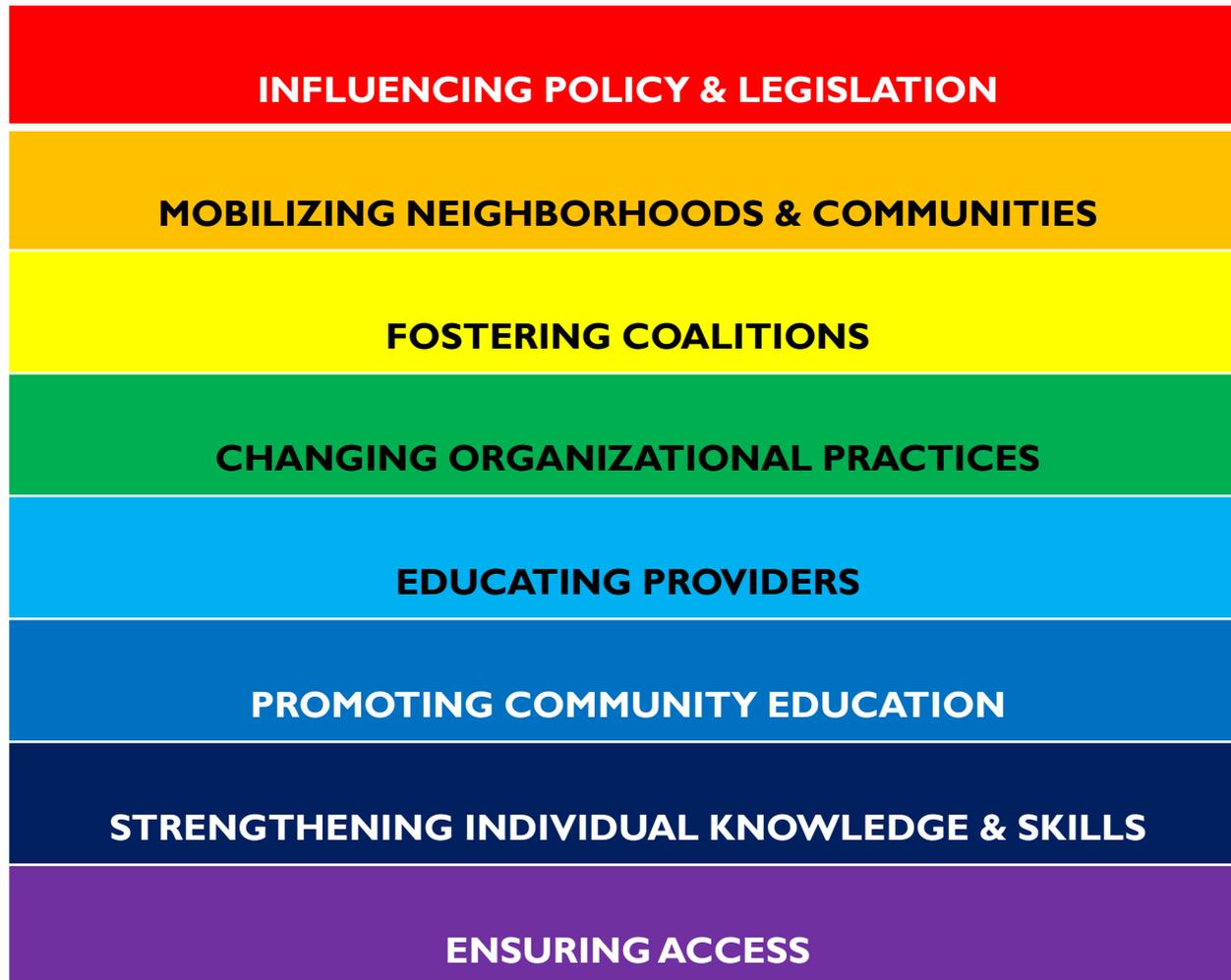
Introduction to Recommendations

- ▶ To change culture, the Task Force determined that we need to develop strategies to tackle behaviors at all points along the **sexual violence continuum**. Behaviors along the continuum can start with sexist comments, move through verbal harassment and exposure, and end with sexual assault and even death.
- ▶ To change culture, the Task Force determined we must engage the community as agents of change to ensure prevention and educational programs are offered throughout the community, every victim has access to advocacy and support, and perpetrators are held accountable for their actions.

Introduction to Fairfax County Change Framework

- ▶ To change culture, we must use proven principles for prevention work. Focusing on community education, mobilization, and legislation the **Fairfax County Change Framework** was adopted as the framework in which the Task Force would make its recommendations.
- ▶ The Fairfax County Change Framework is a systemic tool that promotes a multifaceted range of activities for effective prevention programming by promoting a comprehensive understanding of prevention and encouraging strategic synergy that will produce greater effectiveness.

Fairfax County Change Framework



Recommendations: Overarching

- ▶ **By February 2016**, establish a Sexual Violence Curriculum Workgroup.
 - ▶ Evaluate and recommend curricula that could be used within the Fairfax County Public Schools and with other partners.

- ▶ **By July 2016**, establish a position to facilitate the coordination of sexual violence organizations and services.
 - ▶ Develop and facilitate new county-wide sexual violence coordinating team;
 - ▶ Evaluate, recommend, and assist with implementation of messaging campaigns; and
 - ▶ Serve as a point-of-contact in the community for issues related to sexual violence.

Recommendations: Ensuring Access

Goal: Advance equity through the creation and sustainability of meaningful access to prevention and education curricula, intervention services, and the justice system.

Strategies:

- ▶ Reduce and eliminate barriers to programs and interventions.

Recommendations: Strengthening Individual Knowledge & Skills

Goal: Equip community members with knowledge and skills to prevent, intervene, and eliminate all behaviors on the continuum of sexual violence in our communities.

Strategies:

- ▶ ***By November 2016***, adopt evidence-based or promising practices curricula that include strategies that target victims, perpetrators, and by-standers.
- ▶ ***Beginning in January 2017***, educate youth on concepts that promote the prevention and understanding of the dynamics of sexual wellness and sexual violence including healthy relationships, consent, and personal accountability.

Recommendations: Promoting Community Education

Goal: Create clear and consistent messaging that promotes equality and healthy relationships in order to create new social norms and prevent all forms of sexual violence.

Strategies:

- ▶ **By January 2017**, adopt messaging that can be incorporated into education and public awareness strategies.
 - ▶ Engage youth already working in the community to promote this message, such as Anjali Khanna, a student at Thomas Jefferson high school, who developed the “Stand Against Silence” campaign.

Recommendations: Educating Providers

Goal: Provide ongoing, evidence-based professional development opportunities that foster best practices in the prevention, identification, intervention, and response to sexual violence in our community.

Strategies:

- ▶ **By September 2016**, identify partners in the community to receive trainings tailored to their needs for how they respond to victims and perpetrators of sexual violence.
- ▶ **By January 2017**, increase the awareness and capacity of organizations not commonly considered at the forefront to address sexual violence in their work.

Recommendations: Changing Organizational Practices

Goal: Increase awareness and capacity of county agencies, businesses, faith-based, non-profit, and community organizations to implement policies and procedures that shift social norms and work to prevent and eliminate sexual violence.

Strategies:

- ▶ ***Beginning March 2017***, connect with, provide training for, and build capacity of members of the community to engage their organizations.
- ▶ ***Annually***, review and analyze data provided by the Fairfax County Youth Survey.

Recommendations: Fostering Networks & Coalitions

Goal: Develop ongoing and sustainable collaboration and communication among community partners in an effort to prevent, intervene, and eliminate sexual violence across the continuum.

Strategies:

- ▶ ***By November 2016***, the person in the sexual violence coordination position recommended earlier will develop a plan to create a county-wide team to focus on sexual violence prevention, intervention, and coordination.

Recommendations: Mobilizing Neighborhoods & Communities

Goal: Empower community leaders and organizations to engage their communities in education, mobilization, and legislative efforts to prevent, intervene, and eliminate sexual violence.

Strategies:

- ▶ ***By January 2017***, identify and engage community leaders to serve as role models in their communities. Provide training and support that meets their needs as identified by the community and its leaders.

Recommendations: Influencing Policy & Legislation

Goal: Champion sexual violence legislative and policy change at local, state, and federal levels.

Strategies:

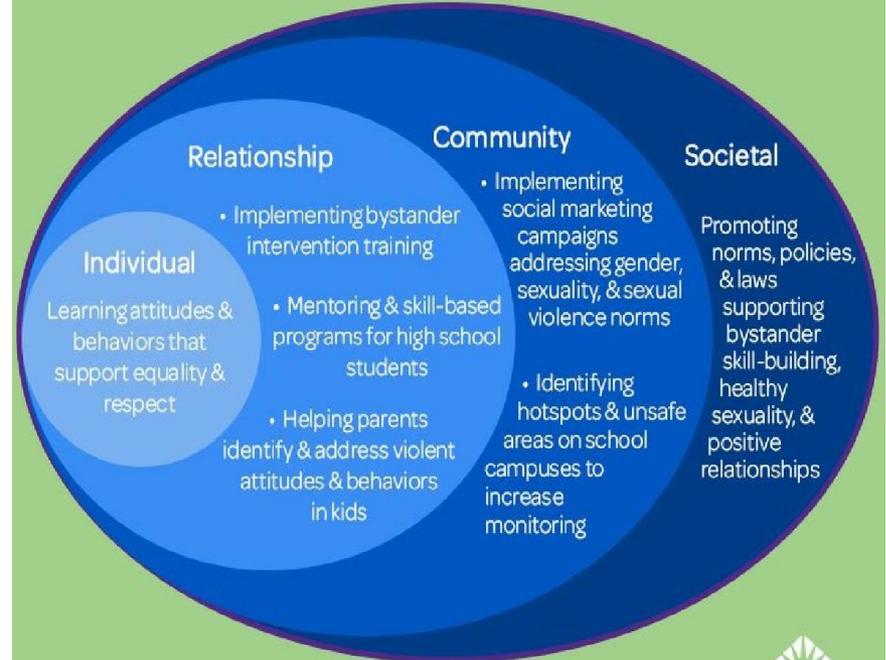
- ▶ **By September 2015**, support all state efforts to allocate additional funding to sexual violence intervention and prevention work.
- ▶ **By January 2017**, encourage agencies and organizations involved in sexual violence response work to identify someone(s) in their agency to be aware of current legislative issues that would affect sexual violence survivors or perpetrators.
- ▶ **By January 2017**, review existing legislation and, if appropriate, suggest and support changes through the legislative process.

Conclusion

All prevention work ultimately strives to change behavior. Behavior is complex and influenced by both **individual** factors, that is personal beliefs, motivations, knowledge, skills, and expectations, and **environmental** factors, such as family, cultural norms, neighborhoods, social groups, and public policy. If we are to make lasting and substantial changes we must address all of these in order to change a “culture of apathy and acceptance” around sexual violence.

Encouraging Work at All Levels Prevents Sexual Violence

Strategies may include:



Learn more about sexual violence prevention from CDC:
<http://www.cdc.gov/violenceprevention/sexualviolence/prevention.html>



VetoViolence

Sexual Violence Task Force
Report to the Board of Supervisors
September 25, 2015

Sexual Violence Task Force Report of Recommendations

Background:

On December 2, 2014, the Board of Supervisor (BOS) directed staff to work with Fairfax County Public Schools (FCPS) to “assess and summarize current efforts to educate [on] and prevent cases of sexual assault” and to “develop ideas on how to work together to increase awareness and educate students about sexual assault in order to change the culture of acceptance and apathy toward such assaults”.

In response to the Board’s directive, on March of 2015, a memo to the Board of Supervisors provided information on the FCPS Family Life Education, examined correlations from the Fairfax County Youth Survey around sexual violence issues and negative behaviors, discussed work being done on George Mason University campus, and highlighted state and national proposed legislative efforts, especially around college campus sexual assault. It also outlined plans for the creation of a Sexual Violence Task Force to develop ideas to educate students in response to the BOS’ charge to find ways “to change the culture of acceptance and apathy toward sexual assault.”

The Sexual Violence Task Force was created in March with representatives from FCPS, partners from local colleges and universities, the Office for Women & Domestic and Sexual Violence Services, Fairfax County Police Department, Fairfax County Health Department, Fairfax County Prevention Coordinator, Teen Centers, faith communities, and others to develop reasonable and achievable goals that build on local, statewide, and national work and best practices

Prevention should be the cornerstone for the long-term changes needed to create and reinforce norms of respect, safety, and healthy relationships. The Task Force’s recommendations are rooted in a view of sexual violence issue that requires a comprehensive approach based on the Spectrum of Prevention model, which includes individual, institutional, and community strategies. The recommendations are derived from the input we received from campus and community partners, research on sexual violence, and best practices.

Several of the recommendations are intended to strengthen and refine policies and practices that already exist, while others will require a significant effort to build community capacity and partnerships, as well as make community changes to expand prevention and programming activities. To fully implement the recommendations and work toward lasting change, resources will be needed to provide the dedicated coordination necessary.

INTRODUCTION TO RECOMMENDATIONS

In Fairfax County, much like the rest of the country, we often see a culture of acceptance and apathy around sexual violence. The **Sexual Violence Continuum** (*see attachment #1*) shows a progression of activities, both legal and illegal, that details unwanted, forced, or coerced sexual activity, including rape, incest, sexual abuse, sexual harassment, voyeurism, and others. In understanding the Continuum, we create programs, interventions, and policies that seek to change the culture of acceptance and apathy and replace it with a culture where we can address and prevent sexual violence. By engaging the community as agents of change, we ensure that every victim has access to advocacy and support; perpetrators are held accountable for their actions; and prevention and educational programs are offered throughout the community.

The Task Force recommendations are structured within the **Fairfax County Change Framework** (*see attachment #2*) that is based on the Spectrum of Prevention's proven principles for effective prevention programming and which has been adopted in Fairfax County around prevention and public health work. The strategies detailed within this framework focus on community **education, mobilization, and legislation**. Implementing the County-wide Sexual Violence Task Force recommendations will take time, planning, commitment, and funding. Changing social norms takes all of this, but in the end, if our youth are living safer and healthier lives, then the efforts will have been worthwhile.

RECOMMENDATIONS

Two recommendations encompass all of the work and initiatives recommended. Both are vital if we are to develop, implement, have accountability, and maintain a framework in which our work as a community around sexual violence issues can continue.

(1) By February 2016, establish a Sexual Violence Curriculum Work Group.

The Task Force recommends the creation of a Sexual Violence Curriculum Work Group to evaluate and recommend curricula that could be used within the Fairfax County Public Schools and with other partners. This work group will include representatives of many of the organizations represented on the current sexual violence task force.

(2) By July 2016, establish a position to facilitate the coordination of sexual violence organizations and services.

The Task Force recommends a permanent position be created to oversee the coordination of sexual violence services in the County. Although no funding has been allocated and a position has not been identified, the creation of this position (tentatively titled *Sexual Violence & Human Trafficking Policy & Prevention Specialist*) is already part of the approved workforce plan for the Office for Women & Domestic and Sexual

Violence Services. The addition of this position would ensure focused and sustained efforts to create a community free of sexual violence. This position will:

- Develop and facilitate a new county-wide sexual violence coordinating team;
- Evaluate, recommend, and assist with the implementation of messaging campaigns; and
- Serve as a point-of-contact for issues related to sexual violence.

(3) Recommendations within Change Framework

- **ENSURING ACCESS**

Goal: Advance equity through the creation and sustainability of meaningful access to prevention and education curricula, intervention services, and the justice system.

Strategies:

- Reduce and/or eliminate barriers to programs and interventions.

- **STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS**

Goal: Equip community members with knowledge and skills to prevent, intervene, and eliminate all behaviors on the continuum of sexual violence in our communities.

Strategies:

- ***By November 2016***, adopt evidence-based or promising practices curriculum/a. Curricula must include strategies that deal with victims, perpetrators, and by-standers. Curricula must include goals and outcome measures that will allow us to monitor and track change. *(See attachment #3)*
- ***Beginning in January 2017***, educate youth on concepts that promote the prevention and understanding of the dynamics of sexual wellness and sexual violence including healthy relationships, consent, and personal accountability.
 - Create opportunities to leverage Fairfax County Public Schools curricula, including sharing model curriculum that addresses sexual violence and sexual wellness issues with private and parochial schools.
 - Engage youth beyond Fairfax County Public Schools through teen centers, SACC, and other County programs to offer prevention and awareness trainings.

- Engage public and private organizations, such as Girls on the Run, Girls and Boy Scouts, and others to offer prevention and awareness training to their participants.

- **PROMOTING COMMUNITY EDUCATION**

Goal: Create clear and consistent messaging that promotes equality and healthy relationships in order to create new social norms and prevent all forms of sexual violence.

Strategies:

- ***By January 2017***, adopt messaging that can be incorporated into education and public awareness strategies. Ensure strategies are accessible to all. (See attachments #4 and #5)
 - Engage youth in the community already working to promote this message, such as the “Stand Against Silence” campaign developed by Anjali Khanna of Thomas Jefferson High School.

- **EDUCATING PROVIDERS**

Goal: Provide ongoing, evidence-based professional development opportunities that foster best practices in the prevention, identification, intervention, and response to sexual violence in our community.

Strategies:

- ***By September 2016***, identify partners in the community such as health care providers, school personnel, law enforcement, agencies engaged in victim support, criminal justice, Title IX coordinators, coaches of sports teams, and others to receive trainings tailored to their needs in how they respond to victims of sexual violence victims and perpetrators.
- ***Beginning January 2017***, increase the awareness and capacity of organizations such as faith communities, neighborhood organizations, community centers, and others to address sexual violence.

- **CHANGING ORGANIZATIONAL PRACTICES**

Goal: Increase awareness and capacity of county agencies, businesses, faith-based, non-profit, and community organizations to implement policies and procedures that shift social norms and work to prevent and eliminate sexual violence.

Strategies:

- ***Beginning March 2017***, connect with, provide training for, and build capacity of members of the community to engage their organizations.
- ***Annually***, review and analyze data provided by the Fairfax County Youth Survey.
- Ensure all programs are accessible and available to all community members.

- **FOSTERING COALITIONS AND NETWORKS**

Goal: *Develop ongoing and sustainable collaboration and communication among community partners in an effort to prevent, intervene, and eliminate sexual violence across the continuum.*

Strategies:

- ***By November 2016***, The sexual violence coordination position recommended earlier in this report develop a plan to create a county-wide team to focus on sexual violence prevention, intervention, and coordination.

- **MOBILIZING NEIGHBORHOODS AND COMMUNITIES**

Goal: *Empower community leaders and organizations to engage their communities in education, mobilization, and legislative efforts to prevent, intervene, and eliminate sexual violence.*

Strategies:

- ***By January 2017***, identify and engage community leaders to serve as role models in their communities. Provide training and support that meets their needs as identified by the community and its leaders.

- **INFLUENCING POLICY AND LEGISLATION**

Goal: *Champion sexual violence legislative and policy change at local, state, and federal levels.*

Strategies:

- ***By September 2015***, support all state efforts to allocate additional funding to sexual violence intervention and prevention work.
- ***By January 2017***, encourage agencies and organizations involved in sexual violence response work to identify someone(s) within the agency to be aware of current legislative issues that would affect sexual violence survivors or perpetrators.

- ***By January 2017***, review existing legislation and, if appropriate, suggest and support changes through the legislative process.

WHAT IS SEXUAL VIOLENCE?

Sexual Violence is any unwanted, forced, tricked or coerced sexual activity.

There are many different forms of sexual violence, such as rape, incest, date/acquaintance rape, sexual abuse, sexual harassment, unwanted sexual touching, voyeurism, and many others

ROOTS OF SEXUAL VIOLENCE

There are many beliefs about why sexual violence occurs in our society. It is often seen as a criminal Justice problem, a public health or a social problem. It is all three and most of all it is a community problem.

The issue of why sexual violence occurs is very complicated. Yet it is clear that it occurs as a continuum of beliefs and actions. And at the base of the continuum are individual beliefs and social norms which allow sexual violence to occur.

The sexual violence continuum is an attempt to explain how our norms and beliefs allow for an environment where sexual violence can occur

DEATH

RAPE

Many survivors of sexual violence are orally, vaginally, or anally penetrated. This type of sexual violence may or may not include other types of physical violence.

SEXUAL ASSAULT/ABUSE

Often sexual assault survivors are not penetrated but are forced to engage in sexual acts. They may also be forced to watch others do so or watch pornography.

SEXUAL HARASSMENT

This type of sexual violence is a pattern of unwanted or uninvited sexual attention that is aimed at coercing someone to do or act in a way the harasser wants. This may include verbal and/or physical acts.

UNWANTED SEXUAL TOUCH

This type of sexual violence is blatant or implicated touching in a sexual manner. This may include: fondling, grabbing of sexual body parts, and forced or coerced kissing.

INVASION OF SPACE

This type of sexual violence is perpetrated by violating a person's sense of safety in a sexual context. This may include jokes, catcalls, obscene phone calls, leering at a sexual body part, "accidentally" rubbing up against someone, and voyeurism.

INDIVIDUAL BELIEF SYSTEM THAT JUSTIFIES AGGRESSION

This is the way people think about sexual norms and gender roles. This may include beliefs such as the notion that if one buys the other dinner the other person "owes" them sex, or the belief that only men can initiate sexual activity.

SOCIAL NORMS of ENTITLEMENT

Social norms are accepted behaviors, attitudes and beliefs that create an environment in which all individuals are not treated equally. These norms allow a person or group to have power over another. Violence is an act of taking away someone's power and it can only occur when social norms allow power differences between people. Some social norms include: portraying women and children as sexual objects versus full human beings, believing in strict gender or racial stereotyping, believing that victims are responsible for their own victimization.

THE SEXUAL VIOLENCE CONTINUUM

CONTINUUM OF SEXUAL AGGRESSION

Sexual assault is not an isolated act; it is on a continuum with (related to) other common events/activities, both illegal and legal.

Offenders may act out the whole continuum.

Although it may be unacknowledged or not experienced as distressful, most women have experienced some act that falls within this continuum.

The common denominator for this continuum is lack of respect.

Suggestive looks

Sexist comments, jokes

Verbal harassment

Harassment

Obscene phone calls

Peeping

Exposure

Frottage

Sexual Assault

Aggravated Sexual Assault

Sexual Assault/Murder



NATIONAL CENTER
on Domestic and Sexual Violence
training • consulting • advocacy

7800 Shoal Creek, Ste 120-N • Austin, Texas 78757
tel: 512.407.9020 • fax: 512.407.9022 • www.ncdsv.org

MODEL PREVENTION CURRICULA

Prevention strategies have the goal of decreasing the perpetration of violence and therefore decreasing the number who are victimized. Any prevention strategy should address factors at each level – individual, relationship, community, and society – that influence sexual violence. The most common prevention strategies currently focus on the victim, the perpetrator, and by-standers. Strategies with victims include, knowledge, self-awareness, and risk reduction techniques. Strategies aimed at perpetrators attempt to change behaviors and attitudes. The goal of bystander prevention strategies is to change societal norms toward sexual violence and to empower people to intervene to prevent the occurrence of violence.

The Center for Disease Control and Prevention (CDC) recommends 4 effective and promising programs:

- **Safe Dates** (www.nrepp.samhsa.gov/ViewIntervention.aspx?id=141)
 - Intended Audience: Males and females in grades 8 & 9
 - Focus: Preventing initiation of emotional, physical, and sexual abuse in adolescent dating relationships
 - Goal: To change adolescent dating violence and gender-role norms; improve peer helping/bystander intervention; promote victim and perpetrator beliefs in needing help and seeking help through community resources

- **Shifting Boundaries** (www.crimesolutions.gov/ProgramDetails.aspx?ID=226)
 - Intended Audience: Male and female middle school students
 - Focus: Increase awareness; promoting positive social attitudes; promoting bystander intervention
 - Goal: To reduce the incidence and prevalence of dating violence and sexual harassment

- **Coaching Boys into Men** (<http://www.futureswithoutviolence.org/engaging-men/coaching-boys-into-men/>)
 - Intended Audience: Male high school athletes and their coaches
 - Focus: Dating violence prevention using relationships between high schools athletes and coaches
 - Goal: To change social norms and behaviors

- **Bringing in the Bystander** (<http://cola.unh.edu/prevention-innovations/bystander-overview>)
 - Intended Audience: Male and female college students
 - Focus: Bystander education and training
 - Goal: To increase a sense of responsibility for creating change around sexual violence in one's community and to personally commit to a role in decreasing sexual violence

Other recommended programs

- **Choose Respect** (<http://www.chooserespect.org>)
 - Intended audience: Ages 11-14
 - Focus: Developing healthy relationships to prevent dating abuse
 - Goal: Encourage teens to form healthy, respectful relationships and to form positive, healthy attitudes about their relationships with other

- **Mentors in Violence Prevention (MVP)** (<http://www.mvpstrat.com/>)
 - Intended audience: Student athletes, student leaders, coaches, educators, school staff, staff of community service providers, and professional athletes
 - Focus: Raise awareness about the level of men's violence against women
 - Goal: To effect community change by changing social norms that often underlie acts of harassment, abuse, or violence.

- **Tough Guise** (http://www.mediaed.org/assets/products/211/studyguide_211.pdf)
 - Intended audience: Grades 6-12, ethnically-diverse and mixed gender
 - Focus: Examines the relationship between pop-cultural imagery and social construction of masculine identity
 - Goal: To create an environment of acceptance, responsibility, and awareness

- **Teen Exchange, Metropolitan Organization to Counter Sexual Assault** (http://www.mocsa.org/srv_ythed.php)
 - Intended audience: Groups of single-sex, middle school-aged youth
 - Focus: Identifying and developing healthy relationships and preventing sexual violence
 - Goal: To increase awareness and understanding around healthy relationships

- **Teen PEP (Peers Educating Peers)** (<http://www.teenpep.org/index.cfm>)
 - Intended audience: Males and females, aged 12-18 years
 - Focus: Comprehensive sexual health programs that utilize peer-to-peer education to increase knowledge, attitudes, skills, and behaviors associated with healthy decision-making; training available for youth, parents, educators, and community members
 - Goal : To foster positive attitudes toward sexuality and to encourage respect and acceptance

- **Do You** (<http://storage.cloversites.com/virginiasexualdomesticviolenceactionallianc/documents/DO%20YOU-Building%20Youth%20Resilience%20Through%20Creative%20Expression.pdf>)
 - Intended audience: Ages 13-16 years, same gender groups
 - Focus: Building youth resilience through creative expression in 10 sessions
 - Goal: Build compassion; model fairness and equality; increase media literacy; learn about healthy sexuality; learn effective communication skills

MESSAGING

When planning for messaging around sexual violence prevention issues, the National Sexual Violence Resource Center (NSVRC) states that basic messaging should be used to help the public see that sexual violence is a social problem. Effective messaging can combat misconceptions around this issue. The strategy of the messaging can change over time to reflect changes in the audience. For example, some audiences may need more general messages around raising awareness while with other groups might benefit from a more targeted message related to concepts like bystander intervention and consent. NSVRC recommends keeping the following in mind:

Reflect the language of the target audience

- Identify and understand who your target audience is in terms of diversity education, culture, knowledge, and experience. Your audience needs to identify with the message.

Speak to the audience's core values

- Determine the message and try to speak to the core values of the audience. They are then more likely to support the message. With a community program, for example, the message could be that preventing sexual violence creates healthier individuals, families, and communities.

State facts and statistics

- In stating facts, you can stay away from restating myths. When an audience is presented with evidence debunking a myth, they will remember the myth and not the fact you were trying to get across.
- Factual evidence helps to reinforce your message.

Use a positive message

- Messages should be positive, nonbiased, and emotionally compelling.
- People want to hold onto something hopeful and be part of the solution.

Be action oriented and offer solutions

- Provide options for what people can do. They want to feel involved and be part of the solution.
- Offer a menu of options so people can choose what works for them in terms of time, expertise, and comfort level.

Tell a story

- Telling a whole story that is short and concise helps get a message across in way that is more easily remembered.

Promote positive social norms

- Promoting equality, safety, respect, and intolerance of violence can prevent sexual violence. Convey message about healthy behavior to challenge unhealthy or damaging behaviors.

Link sexual violence to oppression

- Sexual violence, like other forms of interpersonal violence, is about power and control. Linking sexual violence to other forms of oppression helps to illustrate the cyclical relationship that exists between systems of oppression and the reinforcement of undesirable social norms.

Present sexual violence as a community problem, not an individual problem.

- The public generally believes that sexual violence is an individual problem affecting individual people and occurs because of the actions of individual people. In reality, sexual violence is a community problem that impacts everyone and, through changes in societal norms , it can be prevented.

Do not underestimate the power of social media

- Especially for young people, social media networks such as Facebook, Twitter, Pinterest, Instagram, and many others reach a wide audience. Tap into this network to promote your message.

EXAMPLES OF MESSAGING CAMPAIGNS ALREADY BEING USED

Keeping in mind the attributes that mark an effective messaging campaign, it is important that public and private organizations and agencies partner in providing consistent, clear, and positive messaging that speaks to the community's values of equality, respect, and responsibility. A consistent vocabulary must be used for messaging, advertising, and community education. Definitions should be clear, concise, and understandable. Additionally, the same terminology should be used throughout programs and presentations and should be adapted for age, gender, and language.

- **"It's On Us,"** a campaign supported by the White House and over 85 partners including sports, colleges, businesses, and non-profit advocacy groups. Includes logo that can be adapted to individual partners, a toolkit for using the campaign in your community, and PSAs. Focus is on consent and respect. <http://itsonus.org>
- **"No More,"** a unifying symbol and campaign to raise public awareness and engage bystanders around ending domestic violence and sexual assault. Launched in March 2013 by a coalition of leading advocacy groups, service providers, the U.S. Department of Justice, and major corporations, NO MORE is supported by hundreds of national and local groups and by thousands of individuals, organizations, universities, and communities who are using its signature blue symbol to increase visibility for domestic violence and sexual assault. <http://nomore.org>
- **"Start by Believing"** is a public awareness campaign designed by End Violence Against Women International (EVAWI) to change the way we respond to rape and sexual assault in our communities. Materials, a toolkit, and supports for launching a *Start By Believing* campaign in a community are accessible through the website. <http://startbybelieving.org>
- **"Teach Early"** and **"Coaching Men into Boys,"** is a partnership between national nonprofit Futures Without Violence and the Ad Council. Their focus is positive role modeling, respect, and talking to kids about partner violence. Focusing primarily on boys working with male figures in their lives, such as fathers and coaches, these programs have tool kits for implementation, PSAs, and other support for bringing these campaigns into a community. <http://futureswithoutviolence.org>

- **“Stand Against Silence,”** a local program developed by Anjali Khanna of Thomas Jefferson High School for Science & Technology. Anjali believes that this generation of current high school age kids is going to be the generation who continues conversation on campus rape until it is no longer a problem. Anjali created “Stand Against Silence” to mobilize and energize high school students. <http://standagainstsilence.org>
- **“Backbone Zone,”** an awareness campaign aimed at middle and high school aged students from the Maine Coalition Against Sexual Assault that is an innovative approach to bystander intervention, and is about helping people recognize the actions that everyone can take to change the world they live in. “Backbone Zone” encourages youth to speak up against sexist and homophobic speech. <http://backbonezone.com>

INTRODUCTION TO RECOMMENDATIONS

In Fairfax County, much like the rest of the country, we often see a culture of acceptance and apathy around sexual violence. The **Sexual Violence Continuum** (*see attachment #1*) shows a progression of activities, both legal and illegal, that details unwanted, forced, or coerced sexual activity, including rape, incest, sexual abuse, sexual harassment, voyeurism, and others. In understanding the Continuum, we create programs, interventions, and policies that seek to change the culture of acceptance and apathy and replace it with a culture where we can address and prevent sexual violence. By engaging the community as agents of change, we ensure that every victim has access to advocacy and support; perpetrators are held accountable for their actions; and prevention and educational programs are offered throughout the community.

The Task Force recommendations are structured within the **Fairfax County Change Framework** (*see attachment #2*) that is based on the Spectrum of Prevention's proven principles for effective prevention programming and which has been adopted in Fairfax County around prevention and public health work. The strategies detailed within this framework focus on community **education, mobilization, and legislation**. Implementing the County-wide Sexual Violence Task Force recommendations will take time, planning, commitment, and funding. Changing social norms takes all of this, but in the end, if our youth are living safer and healthier lives, then the efforts will have been worthwhile.

RECOMMENDATIONS

Two recommendations encompass all of the work and initiatives recommended. Both are vital if we are to develop, implement, have accountability, and maintain a framework in which our work as a community around sexual violence issues can continue.

(1) By February 2016, establish a Sexual Violence Curriculum Work Group.

The Task Force recommends the creation of a Sexual Violence Curriculum Work Group to evaluate and recommend curricula that could be used within the Fairfax County Public Schools and with other partners. This work group will include representatives of many of the organizations represented on the current sexual violence task force.

(2) By July 2016, establish a position to facilitate the coordination of sexual violence organizations and services.

The Task Force recommends a permanent position be created to oversee the coordination of sexual violence services in the County. Although no funding has been allocated and a position has not been identified, the creation of this position (tentatively titled *Sexual Violence & Human Trafficking Policy & Prevention Specialist*) is already part of the approved workforce plan for the Office for Women & Domestic and Sexual

Violence Services. The addition of this position would ensure focused and sustained efforts to create a community free of sexual violence. This position will:

- Develop and facilitate a new county-wide sexual violence coordinating team;
- Evaluate, recommend, and assist with the implementation of messaging campaigns; and
- Serve as a point-of-contact for issues related to sexual violence.

(3) Recommendations within Change Framework

- **ENSURING ACCESS**

Goal: Advance equity through the creation and sustainability of meaningful access to prevention and education curricula, intervention services, and the justice system.

Strategies:

- Reduce and/or eliminate barriers to programs and interventions.

- **STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS**

Goal: Equip community members with knowledge and skills to prevent, intervene, and eliminate all behaviors on the continuum of sexual violence in our communities.

Strategies:

- ***By November 2016***, adopt evidence-based or promising practices curriculum/a. Curricula must include strategies that deal with victims, perpetrators, and bystanders. Curricula must include goals and outcome measures that will allow us to monitor and track change. *(See attachment #3)*
- ***Beginning in January 2017***, educate youth on concepts that promote the prevention and understanding of the dynamics of sexual wellness and sexual violence including healthy relationships, consent, and personal accountability.
 - Create opportunities to leverage Fairfax County Public Schools curricula, including sharing model curriculum that addresses sexual violence and sexual wellness issues with private and parochial schools.
 - Engage youth beyond Fairfax County Public Schools through teen centers, SACC, and other County programs to offer prevention and awareness trainings.

- Engage public and private organizations, such as Girls on the Run, Girls and Boy Scouts, and others to offer prevention and awareness training to their participants.

- **PROMOTING COMMUNITY EDUCATION**

Goal: Create clear and consistent messaging that promotes equality and healthy relationships in order to create new social norms and prevent all forms of sexual violence.

Strategies:

- ***By January 2017***, adopt messaging that can be incorporated into education and public awareness strategies. Ensure strategies are accessible to all. (See attachments #4 and #5)
 - Engage youth in the community already working to promote this message, such as the “Stand Against Silence” campaign developed by Anjali Khanna of Thomas Jefferson High School.

- **EDUCATING PROVIDERS**

Goal: Provide ongoing, evidence-based professional development opportunities that foster best practices in the prevention, identification, intervention, and response to sexual violence in our community.

Strategies:

- ***By September 2016***, identify partners in the community such as health care providers, school personnel, law enforcement, agencies engaged in victim support, criminal justice, Title IX coordinators, coaches of sports teams, and others to receive trainings tailored to their needs in how they respond to victims of sexual violence victims and perpetrators.
- ***Beginning January 2017***, increase the awareness and capacity of organizations such as faith communities, neighborhood organizations, community centers, and others to address sexual violence.

- **CHANGING ORGANIZATIONAL PRACTICES**

Goal: Increase awareness and capacity of county agencies, businesses, faith-based, non-profit, and community organizations to implement policies and procedures that shift social norms and work to prevent and eliminate sexual violence.

Strategies:

- ***Beginning March 2017***, connect with, provide training for, and build capacity of members of the community to engage their organizations.
- ***Annually***, review and analyze data provided by the Fairfax County Youth Survey.
- Ensure all programs are accessible and available to all community members.

- **FOSTERING COALITIONS AND NETWORKS**

Goal: *Develop ongoing and sustainable collaboration and communication among community partners in an effort to prevent, intervene, and eliminate sexual violence across the continuum.*

Strategies:

- ***By November 2016***, The sexual violence coordination position recommended earlier in this report develop a plan to create a county-wide team to focus on sexual violence prevention, intervention, and coordination.

- **MOBILIZING NEIGHBORHOODS AND COMMUNITIES**

Goal: *Empower community leaders and organizations to engage their communities in education, mobilization, and legislative efforts to prevent, intervene, and eliminate sexual violence.*

Strategies:

- ***By January 2017***, identify and engage community leaders to serve as role models in their communities. Provide training and support that meets their needs as identified by the community and its leaders.

- **INFLUENCING POLICY AND LEGISLATION**

Goal: *Champion sexual violence legislative and policy change at local, state, and federal levels.*

Strategies:

- ***By September 2015***, support all state efforts to allocate additional funding to sexual violence intervention and prevention work.
- ***By January 2017***, encourage agencies and organizations involved in sexual violence response work to identify someone(s) within the agency to be aware of current legislative issues that would affect sexual violence survivors or perpetrators.

- ***By January 2017***, review existing legislation and, if appropriate, suggest and support changes through the legislative process.