

## Best Practices in Sexual Assault Prevention

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## Assumptions

- Men must be engaged in the task of preventing sexual assault
- Programs must be tailored to men's experiences and address the influence men have on each other
- Engage men to change their own behavior around consent and to intervene with other men
- Working with men involves special challenges and rewards

## Considerations in Working with Men

- Men should take responsibility for preventing sexual assault (as opposed to "risk-reduction")
- View men as allies and prevention partners
- Are most effective with peer educators in small all-male groups
- Discussions should be interactive, encourage sharing of feelings and beliefs, and reveal the true norm of discomfort among men
- Men must be accountable to women in this work

## Defining Accountability

- Men must be in relationship to women while doing this work
- Sexism, privilege and entitlement must be acknowledged and addressed
- We must seek out and act on feedback
- Mistakes must be acknowledged, processed, and learned from
- Our work in prevention cannot be at the expense of services and programs for victims

## A Historical Overview of Men's Media

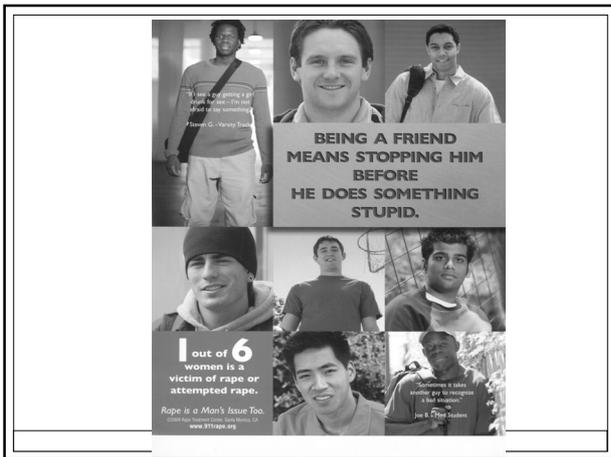
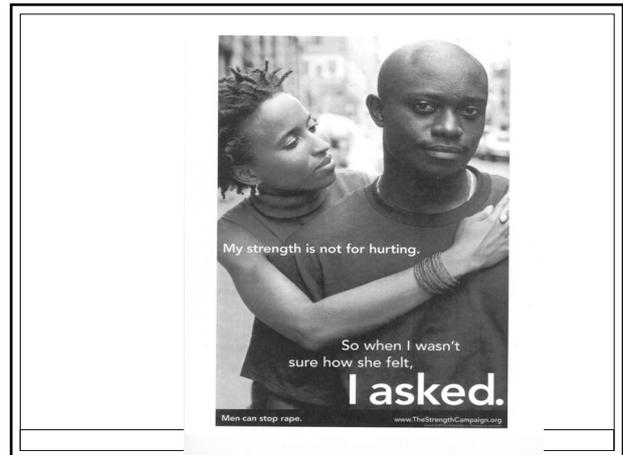
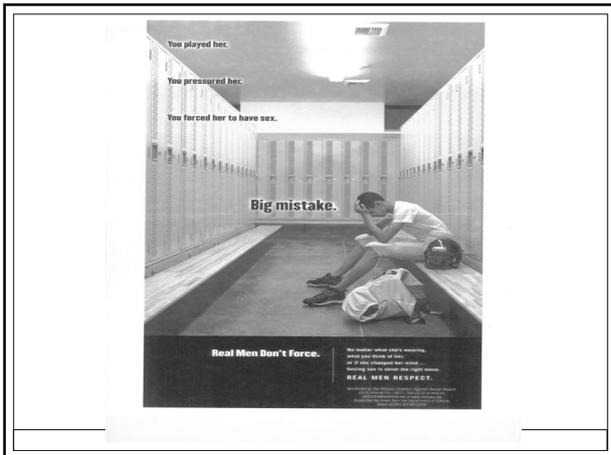
FROM FEAR OF PUNISHMENT TO VIEWING MEN AS ALLIES

**IMAGINE TELLING YOUR PARENTS YOU NEED AN EXTRA \$12,000 THIS SEMESTER.**



Here's the deal. You force a woman to have sex, and your life is going to become a nightmare. You'll have to get a lawyer, which costs money. You'll have to go to court, which costs more money. And you'll have to explain it to your parents, which may just cost you your relationship.

**RAPE TREATMENT CENTER**



## Models and Strategies

- Empathy induction
- Conditions of consent
- Bystander interventions
- Re-socialization
- Environmental
- Social Norms

## Components of Effective Prevention Programs

- Comprehensive
- Intensive
- Relevant
- Positive Messages
- Data-driven

## Common Facilitation Challenges

- Side-tracking and distracting behavior
- Denial or minimization of the issue
- Legalism
- Challenges and defensiveness
- Joking
- False fear of false accusation
- Victim blaming
- Homophobia

## Other Challenges

- Evaluating program effectiveness
- Defining and ensuring accountability to women
- Creating synergy between interventions
- Maintaining change
- Tailoring programs to different types of men
- Paying attention to the growth and development of male educators

## State of the Art Strategies for Working with Men

**BYSTANDER INTERVENTION**  
**SOCIAL NORMS AND SOCIAL NORMS**  
**MARKETING**

## Stages of Bystander Behavior

- Notice the event
- Interpret it as a problem
- Feel responsible for a solution
- Possess the necessary skills to act

How can we help men move through these stages?

## The Role of Social Norms

- Misperceived norms are a strong influence on behavior,
- are used as self-justification by perpetrators, and
- influence how men define consent and whether they intervene

## Misperceptions of College Men

- Men overestimate other men's
  - comfort with stereotypical masculinity
  - sexual activity (# times & # partners)
  - belief in rape myths
  - willingness to use force
  - having sex without partner's consent
- Men underestimate other men's
  - discomfort with sexist remarks
  - willingness to intervene

### Effects of misperceptions

- Men's willingness to intervene to prevent sexual assault is correlated with men's perception of other men's willingness to intervene in a number of recent studies
- Rape proclivity increases when men believe that other men are more likely to endorse rape myths. This effect is greatest for men who hold rape myths

### A Model Rape Prevention Program for Men

- Developed by Alan Berkowitz
- Tested by Christine Gidycz of Ohio University in a CDC funded study
- Incorporates definition of consent, normative feedback (about men in the workshop and men on campus), and practice in bystander intervention strategies (responding to scenarios)
- Offered in parallel with a women's program
- Workshop recipients were men and women in residence halls with matched control groups

### Findings for Men at Four Month Follow-up

- Perceived that their peers would be more likely to intervene (including sexually aggressive men)
- Perceived less reinforcement from peers for sexually aggressive behavior (among sexually aggressive men)
- Associated less with sexually aggressive peers
- Less likely to engage in sexually aggressive behavior (1.5% experimental versus 6.7% control)
- Reduced victimization among women (7-month)
- But assaults rebounded at 7-month follow-up

### A Model Social Norms Marketing Campaign to Address Dating Violence

GATEWAY HIGH SCHOOL  
(SPRINGFIELD, MASS)

SPECIAL THANKS TO MONICA MORAN

### Gateway Characteristics

- Rural in western Massachusetts
- Homogenous
- Small (approx 400)
- A close knit community where people know each other
- Lots of student involvement in campaign



## Boys Attitudes and Perceptions of “Trash Talking” Girls

“I don’t like to hear boys talk trash about girls or women.”

- 83% of male students agree or strongly agree with the above statement.
- 63% of male students agree or strongly agree that most other male students agree with the above statement.

## 4 Out of 5 Gateway Guys Really Don’t Want To Hear Trash Talk About Girls.



Here’s what they do about it:

- TELL THEM TO STOP
- LEAVE THE CONVERSATION
- CHANGE THE SUBJECT
- WARN THEIR FRIENDS ABOUT THE PERSON
- WARN THE PERSON BEING TALKED ABOUT

**YOUR SURVEY. YOUR RESULTS.**

In a survey taken by Gateway High School students in January 2006, 83% of male students agreed or strongly agreed with the following statement, “I don’t like to hear other guys talk about girls or women.”

This campaign is a collaboration between Gateway High School students and the Southern Illinois University Violence Task Force. Addressed by Gateway students. Project funded in part by a grant awarded by the Office of Crime to the Southern Illinois Community Assistance Program by the IJCLD and the DCHD via CDC program.

## Attitudes about Healthy Relationships

More than 80% of students agree that in most relationships they see at Gateway:

- Couples share decision making
- Each person has outside friendships
- Each person decides how and where they spend their free time

More than 80% of you agree that in most relationships at Gateway...

- Couples share decision making
- Each Person is allowed to have outside friendships
- Each Person chooses how and where they spend their free time

Data from a survey taken by 349 out of 419 Gateway High School students in January 2006.



**YOUR SURVEY. YOUR RESULTS.**

This campaign is a collaboration between Gateway High School students and the Southern Illinois University Violence Task Force. Addressed by Gateway students.

Project funded in part by a grant awarded by the Office of Crime to the Southern Illinois Community Assistance Program by the IJCLD and the DCHD via CDC program.

## Two- year Follow-up Findings

- Boy’s misperception of other boys’ comfort with trash talk is corrected
- Boy’s misperception of norm for consent is reduced by half (from 73% to 82% with norm of 97/95%)
- Students who report that they have a friend who has been abused increases by 44% (from 18% to 26%)
- Increase of 32% in boys who do something in response to hearing “trash talk (from 38% to 52%)

## Other Social Norms Data

WHITE RIBBON CAMPAIGN

FLORIDA STATE UNIVERSITY

PLANNED PARENTHOOD OF NEW YORK

### Snowball Survey Pilot Data (n = 37) White Ribbon Campaign

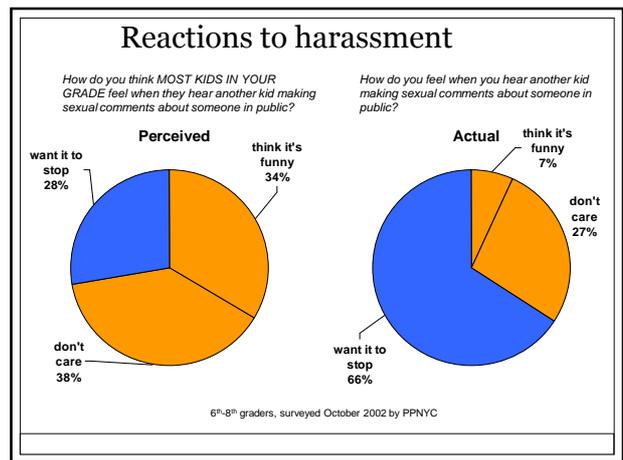
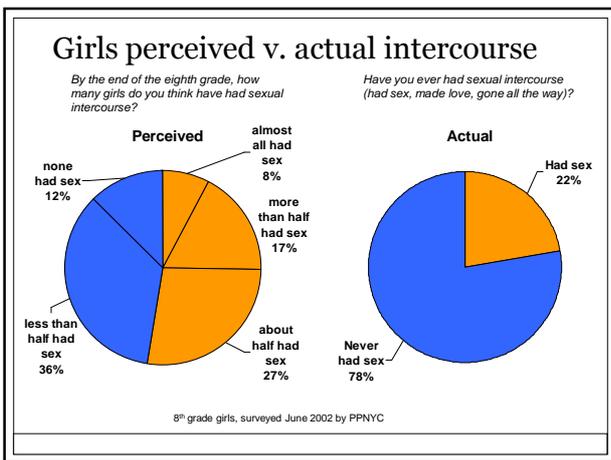
	% who agree	
	Actual Norm (Self)	Perceived Norm (Most guys)
It's not okay for a boy or man to cry	11%	49%
It's ok to dump a girl if she won't have sex with you	5%	57%
A man should make more money than his wife	30%	47%
If a girl is dating a guy, she shouldn't be spending time alone with other guys	19%	43%

Exercise: "What Do We Really Think?" White Ribbon Campaign Education and Action Kit

### College Men's Attitudes about Rape Florida State University

	% who disagree	
	Actual Norm (Self)	Perceived Norm (Most guys)
It is only women who dress suggestively that are raped	79%	44%
A woman who dresses in skimpy clothes should not be surprised if a man forces sex	61%	38%
If a woman is willing to go home with a man consent to have sex is implied	73%	35%
A lot of women lead a guy on and then cry rape	61%	45%

Florida State University Sexual Violence Prevention Survey



- ### Recent Articles
- Getting in Touch with My Ism's: Lessons Learned in the Journey of An Aspiring Ally
  - Fostering Healthy Norms to Prevent Violence and Abuse: The Social Norms Approach
  - How College Men Feel about Being Men and "Doing the Right Thing"
  - RESPONSE ABILITY: The Complete Guide to Bystander Behavior

### Thank you

For your inspiration, work and leadership in ending men's violence against women

## Contact Information



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